



INVEST in Tourism
in The Mackay Region
in Yourself

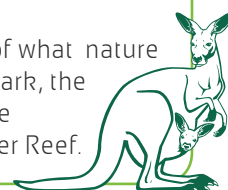
Invest in our Hero Experiences

The Mackay Region offers an abundance of natural attractions including national parks, gorges, the Great Barrier Reef, numerous tropical islands and beaches. The region also presents strong opportunities in the heritage, events, adventure tours and agritourism space. With five successive quarters of visitor growth, tourism in The Mackay Region truly is ripe for investment.



Unspoilt Nature

The Mackay Region has a place reserved just for you. Feel the quiet satisfaction of what nature has to offer without all the crowds... the secretive platypus at Eungella National Park, the surprise of wallabies on the beach at Cape Hillsborough, the abundance of private beaches or the seclusion of a lesser known but spectacular part of the Great Barrier Reef.



Fishing and Boating

Whether you're an experienced angler or you just want to relax with the family wetting a line without the crowds, the Mackay Region is the place for you. The excitement of a big game catch, the challenge of reeling in one from the beach, or the pleasure of sitting back in your tinny and fishing one of the region's picturesque lakes.



Events that celebrate our locations

Mackay Region locals know how to have a good time and celebrate the best the region has to offer. So join in and experience one of the many events that take advantage of the region's uncrowded natural landscape, first class sporting facilities and quality cultural venues.



The Mackay Region - a strong investment for the future



Major source markets by visitation



*Data courtesy of Tourism & Events Queensland and Tourism Research Australia. Data shown is for year ending December 2017 ** Data shown is for year ending September 2017
For more information visit: teq.queensland.com/research-and-insights/domestic-research/regional-summaries/mackay

Invest with the Right Support

Growing at approximately 4% per annum, The Mackay Region is predicted to reach approximately 1.05 million overnight visitors in 2020, with a total overnight tourism expenditure of \$445 million. To encourage investment in the region, Mackay Tourism, Mackay & Isaac Councils, and State & Federal Governments offer a generous range of regulatory, financial and infrastructure support.

Mackay Tourism Ltd Support

Mackay Tourism aims to increase the competitive strengths and success of our destination through infrastructure and product development, industry skilling and effective, targeted promotion in our selected leisure and business tourism markets. Investing in The Mackay Region, as a member of Mackay Tourism delivers the best opportunities for exposure, networking, marketing and building strong relationships within the local tourism industry. Mackay Tourism offers investors;

- >> Visitor Information services and displays
- >> Workshops and networking
- >> Cooperative marketing opportunities
- >> Trade Shows
- >> Participation in the annual Visitor Guide
- >> Public relations and media opportunities

For more information visit;
www.mackayregion.com/corporate/resources

Mackay Regional Council

Facilitating and supporting development for the growth, progression and increased liveability of The Mackay Region is one of the leading objectives of Mackay Regional Council. To encourage investment, Mackay Regional Council offers a range of generous financial and regulatory incentives, including;

- >> A dedicated point of contact
- >> Accelerated assessment to cut red tape
- >> Incentives to bring forward investments
- >> Reduced infrastructure charges

For more information visit;
www.mackay.qld.gov.au/business/invest_mackay

Queensland State Government – Trade & Investment Queensland

The Queensland Government has a long-term commitment to grow the state's tourism industry. Its Advancing Tourism Strategy, which is under development, will be supported by the Government's election commitment to increase Tourism and Events Queensland's budget by \$400 million over four years.

Further details are available here; www.business.qld.gov.au/industries/invest/tourism-investment.

Isaac Regional Council

The Isaac region feeds, powers and builds communities. Isaac Regional Council promotes growth within the Isaac region through encouraging development projects and investment; and in turn, increased the liveability of Isaac. For this growth to occur, Isaac Regional Council provides assistance to potential investors including:

- >> Having one point of contact within council
- >> Identifying and communicating regional investment priorities
- >> Facilitating and providing relevant enterprise workshops
- >> Advocating for regional outcomes

For more information, visit:
www.isaac.qld.gov.au/economic-development

Federal Government – Trade and Investment Commission

The Australian Trade and Investment Commission (Austrade), Tourism Australia, and State and Territory agencies provide investment advice and facilitation services to global and local investors.

To find out more information on how they can assist you visit; www.tourisminvestment.com.au/en/about-us/how-we-can-help.html

Invest with Confidence

The Mackay Region has a lot to offer investors, with a highly skilled workforce, a buoyant economy and an enjoyable lifestyle, combining the attractions of a city with the relaxed vibe of the country. These attributes, combined with the sustainability and economic potential of tourism, represent an attractive market for any investor. Mackay Tourism encourages you to invest in our great region.



Rob Porter, Chair of Mackay Tourism & General Manager of Mackay Airport

The Mackay Region is a thriving regional hub with a relatively untouched abundance of natural assets. This represents a unique opportunity for investors to capitalise on a booming, sustainable and community supported industry. With more air routes, and tourism infrastructure planned, a growing stream of consumers will be ready to invest in your business.

Cr Greg Williamson, Mayor of Mackay Regional Council

Council is extremely proactive when it comes to attracting investment in our region, with initiatives ranging from our Facilitating Development in the Mackay Region Policy, which offers developers concessions, to our Invest Mackay Events and Conference Attraction Program. We have a new unified Mackay Regional Planning Scheme and are also embarking on a Priority Development Area (PDA) for the Mackay Waterfront areas, both riverside and beachside, for our City Centre.

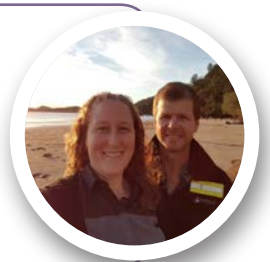


Cr Anne Baker, Mayor of Isaac Regional Council

Isaac is a region that feeds, powers and builds communities. Council is committed to attracting investment which builds on the pillars of our regional economy, particularly the emerging tourism sector. An investment in tourism, is an investment in Isaac's liveability. We are a region rich in resources made richer by our people. By being part of Isaac, you are helping to energise the world. Come and join us in Isaac for an opportunity and you'll definitely find a reason to stay.

Ben & Renae Atherton, Owners of Cape Hillsborough Nature Tourist Park

We couldn't think of a better location to raise a family and operate a family business. We made a business sea change to tourism, enabling a quality family/work life balance. We have found the combined support from Mackay Tourism, locals/local businesses, Mackay Regional Council and our State Tourism Organisation along with Tourism Australia crucial in securing our region's growth. We are proud to play a part in the growth of Mackay.



Contact us

For more information on investing in Tourism in the Mackay Region please contact;

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