



Annual Report 2021/22

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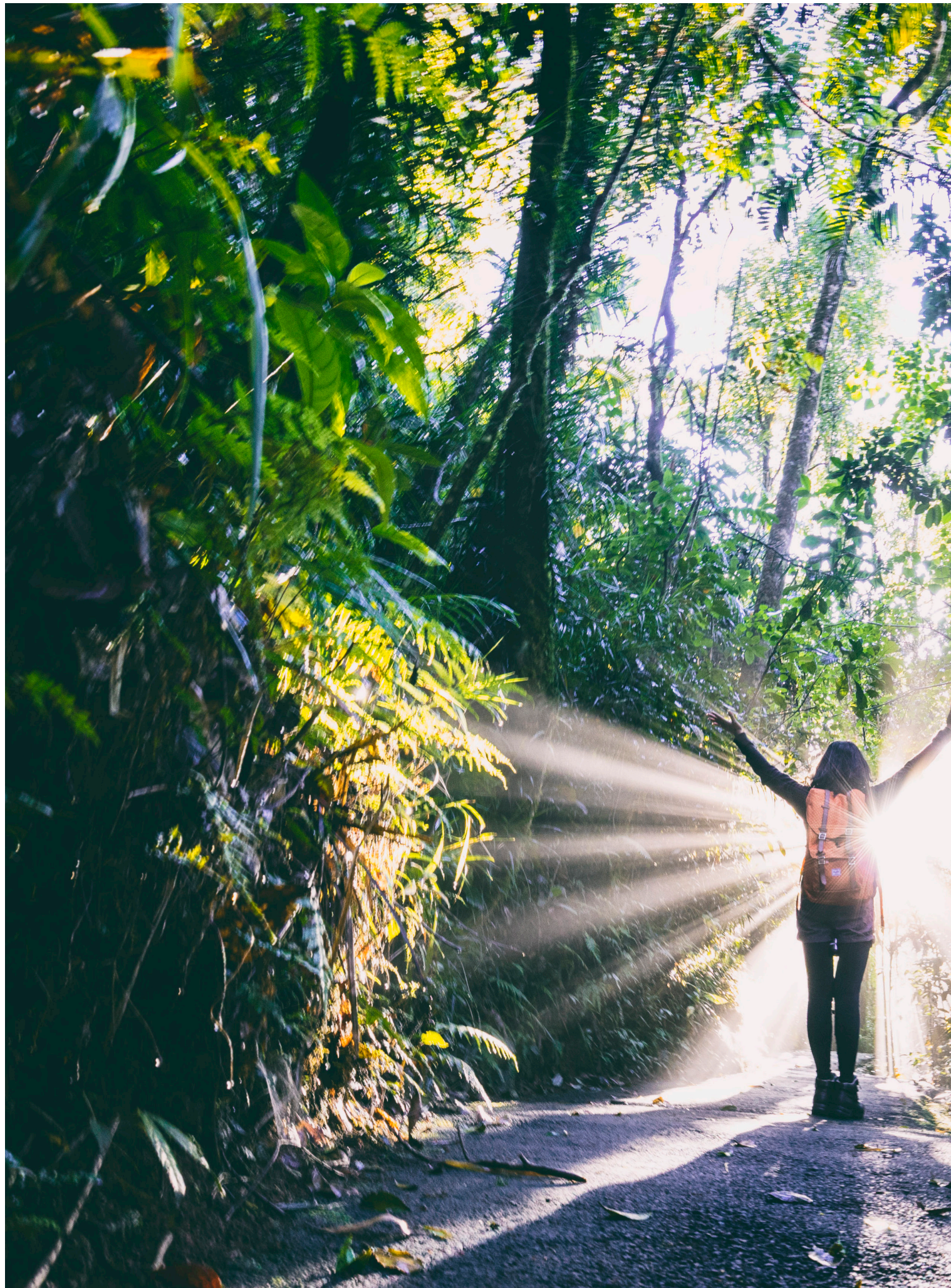
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ACKNOWLEDGEMENT OF COUNTRY

The Board and staff of Mackay Isaac Tourism as well as the authors of this report would like to Acknowledge and pay respects to the Traditional Owners of these lands, past, present and the young leaders who are Elders of the future. In acknowledging the Aboriginal communities’ deep and enduring connection to Country and waters, it is also recognised that these communities are integral to the future of the unique landscapes and experiences that make up the region.



Letter from the Chair

As restrictions eased right across Australia and the world, we saw tourism in many parts of the state start to recover slowly. It is clear that Queenslanders are keen to do their bit for our economy by holidaying at their own backyard. There is also a huge opportunity to tap into a stronger, growing domestic market and redirect some of what is usually spent on overseas travel to tourism experiences here in the Mackay Isaac Region.

Our focus over the past financial year has been on helping our visitor economy recover as quickly as possible so we can get back on track to reaching our tourism goals. 2021/22. Mackay Isaac Tourism delivered key initiatives to support our tourism industry which includes the announcement of new flight routes to Mackay. Mackay Isaac Tourism worked closely with Mackay Airport, Jetstar and also the new airline BONZA on flight route developments to increase accessibility options within the region. We saw huge success from the combined marketing campaigns which has helped encourage and promote visitation to the Mackay Isaac Region.

The past year, the team at Mackay Isaac Tourism had a more focussed marketing plan and effort on the intra and interstate markets. We delivered three separate marketing campaigns that was a huge success. Our winter campaign was one of the biggest campaigns to date - worth \$141,000 and it featured three sub-campaigns (Fly, Drive and Events).

With the amazing efforts that has been put into the tourism industry here in the Mackay Isaac Region, it comes to no surprise when Mackay was ranked #77 most loved travel destination out of the 21,330 global destinations. What a huge honour!

Over the coming months and year ahead, we know travellers and visitors will continue to seek experiences that are joyful, boost wellbeing, drive emotional connections to people and places and celebrate the simple pleasures in life - from chasing waterfalls in Euneglla to catching the sunrise with wallabies over at Cape Hillsborough - which had over 19K people attending the experience for the year ending 2021/2022!

With our pristine natural environments and vast rugged landscapes in the Isaac, the offerings of our beautiful Mackay Isaac Region are incomparable to any other destination, and I am certain that our tourism industry will continue to flourish.

The accomplishments and wins for the past year would not have been made possible without the support of our major partners, Mackay Regional Council, Isaac Regional Council, Mackay Airport, Tourism and Events Queensland, Southern Cross Austereo and Queensland Rail. The continued moral and financial support we receive from you has contributed significantly to the growth of the tourism industry in the Mackay Isaac Region.

Lastly to Mackay Isaac Tourism's Board Directors, past and present CEOs, the Mackay Isaac Tourism team and our amazing volunteers, I would like to extend my utmost gratitude to you and your hard work. Your dedication helped us reach our goals. I deeply appreciate everyone in the team for showing relentless effort for the past year.

As Mackay Isaac Tourism's Chair, I am proud to be living in such a beautiful region that is supported by a solid tourism industry. With the continued hard work from our tourism businesses and Mackay Isaac Tourism, I am confident that the Mackay Isaac Region will remain resilient and strong in the coming years ahead.



*Regards,
Justin Englert
Chair
Mackay Isaac Tourism*

1 ABOUT US

Mackay Islands



Tree Arch, Eungella National Park. Photo taken by: Overland Travellers

OVERVIEW

Mackay Isaac Tourism (MIT) is the peak tourism organisation for the Mackay and Isaac region. As a not-for-profit, membership based, marketing and destination development organisation, we promote the Mackay and Isaac regions for both leisure and business across Australia and the world.

We also run two accredited Visitor Information Centres; the Mackay Isaac Visitor Information Centre located at Sarina's Field of Dreams Complex, and the Mackay Isaac Visitor Information Kiosk at Bluewater Lagoon in Mackay.

A Mackay Isaac Tourism membership is an investment that delivers the best opportunities for exposure, networking, marketing and best of all, building strong relationships within the local tourism industry.

MIT collaborates and partners with businesses, local, regional, state and federal agencies and organisations to generate economic growth through tourism. The organisation objective is for MIT to work with industry in continuing to grow this key pillar of the local economy thereby fostering economic diversity and employment. MIT delivers destination marketing, industry development and visitor services.

Our Vision

Be the leading tourism organisation creating a "must-visit" destination by showcasing memorable, authentic and unique nature and heritage based experiences to the world

Our Mission

Through innovative marketing, be the story tellers for our region; supporting operators and events, developing experiences and inspiring visitors.

Our Values

The values that have guided are as follows:

- > Creative and innovative
- > Sustainable
- > People Focused
- > Collaborative

2 MARKETING & MEDIA SNAPSHOT



2021

July

Wallabies featured in Brisbane 2032 Olympic video
2000 engagement on the official Olympics page
Contributed toward region's POI

August

Launch of Wildcat Mackay's booking engine
Media call was attended by most major news outlets

September

NRL Finals in Mackay
BB Print stadium were the hosts of the NRL Semi-finals
May 7th, 2022 Roosters vs Titans game will be held in Mackay

Hosted Jonathan Thurston and NRL team at Cape Hillsborough
2021 NRL Trophy Tour was aired during the Grand Final.

Rumble on the Reef Famil
Hosted Dennis Durant and Tommy Fynn (professional skateboarders)

October

Jetstar partnership
MIT and Mackay Airport announced new flight route from Mackay to Sydney.

Summer Campaign Launch
Enticing visitation to our 4 hour drive market over the summer holidays.

November

Brisbane Heat Famil
MIT hosted Brisbane Heat players in Mackay

December

Jetstar's new flight route takes off
MIT co-ordinated a media call for new flight route from Mackay to Sydney.



Clairview, Isaac Region
Photo taken by: Mark Fitz Photography

2022

January

Gold coast Suns WAFL Famil

TSI Top 100 most loved travel destination
Mackay was #77 in the world for most loved travel destination

February

That's BONZA
Co-ordinate a media call for the new airline
Huge success for combined marketing campaign
Ran WIN A BONZA Budgie

Hooked on Mackay
Media call for barra season opening with Mackay and Isaac Regional Council
Launched photo competition and children colouring competition

Drive NQ Famil @overlandtravellers

March

Winter Campaign Launch (Fly, Drive, Events)
Partnership with NQA promoting Virgin Brisbane-Mackay flights.

Targeted our drive market which included specialised targeting for RV visitors.

Events campaign was launch with the help of Austrade Federal Funding, promoting event

May

Lee Carseldine Famil
NRL – Roosters vs Titans VFR campaign
Photo competition that received over 400 entries.

June

The Today Show
The Today show came in region for weather live crosses at both Cape Hillsborough and Mackay Harbour.

An aerial photograph of a winding asphalt road that snakes through a lush, green valley. The road is a light grey color and curves through the landscape, which is covered in dense, vibrant green vegetation. The terrain appears to be a mix of forest and open grassy areas. The lighting is bright, suggesting a sunny day, and the overall scene is one of natural beauty and tranquility.

3 DEVELOPMENT SNAPSHOT

Pioneer Valley, Mackay Region. Photo taken by: Overland Travellers

In 2021-2022 - The Development team analysed emerging tourism trends and business needs, and successfully delivered a calendar of business capability and capacity building events facilitated by industry experts.

Acknowledging the varying business needs and challenges faced by members, The Development team offered one on one mentoring with every development workshop delivered. This model has proven to be a huge success as it allowed the participants the opportunity to have a two-way conversation and gain hands on, tactical, and personalised expert advice.

The Development team launched new member portal and phone app to streamline membership, event registration, and communication with members.

The addition of a dedicated Isaac Tourism Development Officer allowed for more engagement with the Isaac operators in workshops, mentoring programs, tourism awards and networking events with our first MIT networking event held in Clermont.

2021

August

Networking Event
Windmill Motel and Events Centre –
65 pax

September

Networking Event
Commercial Hotel, Clermont -
38pax

December

Networking Event
Christmas Surf Club – 104 pax

October

2021 Mackay Isaac Tourism Awards
Record numbers with 187 in attendance.
High engagement with the Isaac tourism operators with 20 people in attendance and 3 awards won.



2022

March

Mackay Isaac Tourism Event Bootcamp Roadshow
Isaac roadshow mentored 5 Isaac events

Mackay Isaac Tourism Event Bootcamp
Successful event bootcamp with 41 attendees
Mentored 30 events in total

Packaging and Partnerships workshop
18 in attendance
15 mentored

Digital Solutions Workshop
9 in attendance
11 mentored

April

Networking Event
Ocean International – 52 pax

September 2021 – May 2022

2021 Austrade mentor program
15 businesses mentored
6 business cases written
8 events mentored and business cases written

May

Culinary Tourism Workshops
Two workshops, Sarina and Finch Hatton
36 in attendance

Australian Tourism Exchange
50 appointments with domestic and international buyers

June

Tourism and Events Queensland's Transformational Experiences Mentoring Program
9 businesses mentored

4 VISITOR INFORMATION CENTRE SNAPSHOT

Platypus Viewing Platform, Broken River, Eungella

2021

July

Event assistance
QISSN
U14 Girls State Basketball Championships

August

Event assistance
NQ Mothers Group

September

Girls 7s Rugby Competition
Accommodation group booking worth \$8,096

Event assistance
Australia vs India ODI
2021 Pirtek Mackay Motor Show
Sarina Beach Coconut Festival
QLD State Show Jumping & Jumping
Equitation
U16 Boys Hockey State Championships

October

Mackay Isaac Tourism Awards
Outstanding Volunteer Group Silver
winner

LGAQ
Accommodation group booking worth \$3,924

QICA
Appointment into the QICA committee

Mackay & Whitsunday’s VIC passport
competition
305 valid passports entered in the raffle

November

Launch of Driver Reviver location
at Sarina VIC

Queensland Tourism Awards
Bronze Winner



2022

January & February

Famils for Wildcat, Sugar Shed and
Mackay Adventure Tours

March

Facilities upgrades in Bluewater
Lagoon Kiosk Location

Case study participation of the
Mackay Kiosk VIC for tourism
group

Production of 2022 Mackay
Region Map

April

2021/22 VIC Accreditation

Advertising in the Explore Australia
App

Event support
Australian U20 & Ivor Burge
Junior Baskeball
Championships

Presence with drive North QLD at
Caravanning show in Melbourne

May

Presence with drive North QLD at
Caravanning show in Sydney

June

Volunteer Recognition

Pioneer Valley Show
Total value of \$14,695 tickets sold

MRC Pride of Region Award
John Cant - MIT volunteer
ambassaddor