

2018 / 2019 Mackay Tourism REPORT CARD

Communications



19,966
Facebook likes
(Increase of 38.5%)



10,976
Instagram followers
(Increase of 36.8%)

in 624
LinkedIn followers
(Increase of 11.2%)

\$9,039,332 Mackay Tourism Potential
on Investment (POI)



in media
value

\$3,117,411

858
media
mentions



11 Families to the region,
with a POI of

\$2,745,327



New
publications



51 Member
Updates sent

Tourism Development



23

Development events



409

Development event attendees



35

operators awarded
Best of Queensland



18

New MTL
Members

Marketing



08

Marketing
campaigns



64

Marketing campaign
operators



331,084

Website visits



mackayregion.com

Mackay Tourism
Queensland

Visitor Information



16,467

Visitor Information Centre **walk-ins**
(increase of 24.3%)



DOMESTIC

Year ending March 2018

12.1%
Increase

Domestic
visitors:
1,002,000

47.9%
Increase

Domestic
expenditure:
\$545,000,000

25.6%
Increase

Domestic
holiday
visitation:
216,000



INTERNATIONAL

Year ending March 2018

7.7%
Increase

International
visitors:
52,000

18.1%
Increase

International
expenditure:
\$19,000,000

12.5%
Increase

International
holiday
visitors:
39,000



\$535.00

Average
visitor spend

Increase of 31.8%



8.9%

MTL revenue change

MTL Win

Sunrise M is for Mackay Campaign



\$1,836,642 generated in
media value



\$848,840

generated in
social media POI

16,300

number of votes cast for
M to stand for Mackay,
edging out Maryborough

548,000

number of viewers on Sunrise
and across social media who saw
pitch video developed by MTL
and Mackay Regional Council,
featuring Mayor Greg Williamson

MTL Win

Bushfire Response and Recovery Campaign



633,856

total social media following of
bushfire recovery campaign famils



13,073

website clicks
during the campaign



\$5,569,024

POI from MTL Recovery
Campaign Phases 1 & 2
and famil campaign



07

locations filmed in 360 and uploaded to
the augmented reality website Live Orbis



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