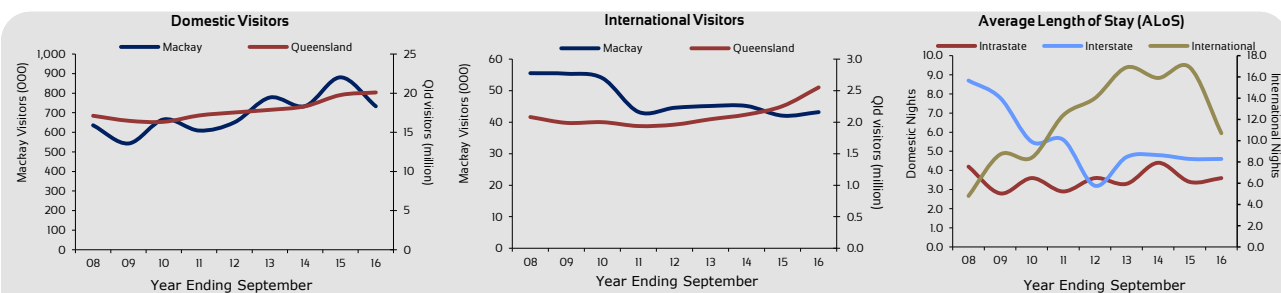


Year Ending September 2016



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	733,000	157,000	158,000	357,000	\$322.81
Annual % change ¹	▼ -16.8%	▼ -1.9%	▼ -8.1%	▼ -27.0%	▼ -10.7%
Trend % change ²	▼ -1.9%	▼ -4.4%	▼ -11.1%	▲ 1.1%	▼ -7.3%
International Overnight	43,000	31,000	6,000	n/p	n/p
Annual % change	▲ 2.7%	▲ 9.3%	▼ -22.1%	n/p	n/p
Trend % change	▼ -1.5%	▲ 2.5%	▼ -13.4%	n/p	n/p
TOTAL	776,000	188,000	164,000	n/p	n/p
Annual change	▼ -15.9%	● -0.2%	▼ -8.8%	n/p	n/p

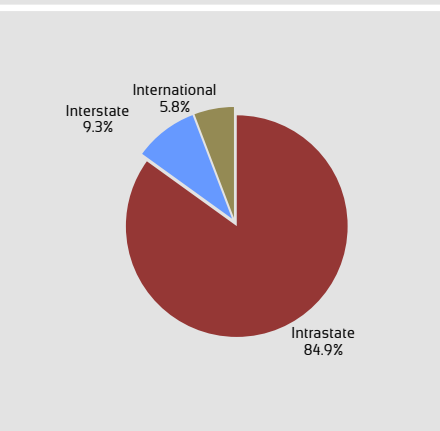
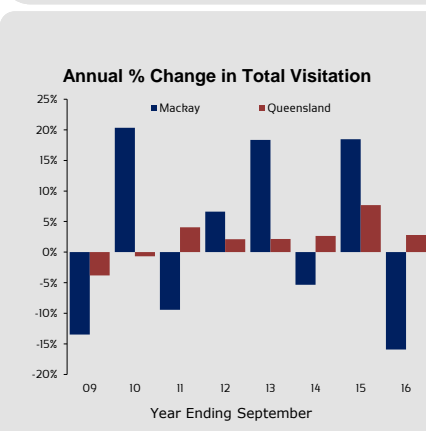


Domestic Visitation

- Domestic visitation to Mackay decreased 16.8% in the year ending September 2016. This result was mainly driven by a softer mining and resources sector, as the industry contracts and business related travel declines.
- Business travel represented 49% of domestic trips to Mackay, and was down 27.0% year on year. Those visiting friends and relatives (VFR) declined by 8.1%, while holiday travel was relatively stable (down 1.9%).
- Queenslanders made up 86.4% of all domestic visitors to the region. Over half (53.1%) of Queenslanders visiting Mackay did so for business, and the number visiting for business was down 22.4% year on year. VFR was also down by 25.2% while holiday travel was down 6.0%.
- Interstate travel made up 13.6% of domestic travel to Mackay, this was down 17.4% year on year.
- Domestic travel to Mackay made up 94.4% of total travel to the region. For this reason, any fluctuations in domestic travel impacted overall results considerably.
- Overall domestic nights in Mackay were down 12.4% in the year ending September 2016. However, the average length of stay (ALoS) of domestic visitors was up slightly year on year (by 0.2 nights), with intrastate visitors averaging 3.6 nights and interstate travellers staying for 4.6 nights.
- The drop in total domestic nights, along with visitor numbers saw expenditure in the region decline by 10.7% to reach \$322.8 million.

International Visitation

- International visitation to Mackay increased 2.7% to 43,000 in the year ending September 2016, with a 9.3% increase in holiday travel being the driver of this improvement.
- International travel to Mackay accounted for only 5.8% of total overnight visitation to the region. Seven in ten international visitors to Mackay were holiday makers.
- Visitation from Europe (including the United Kingdom) still represented more than half of all international travel to the Mackay region (53.5%). European visitation increased by 1.6% year on year, driven by growth from Mackay's number one European source market, Germany.
- North American visitation also grew, reaching a publishable level of 5,000 visitors.
- International nights in Mackay were down 35.0% year on year to 461,000, with ALoS sitting at 10.7 nights overall. International holiday makers stayed an average of 5.8 nights in the region.
- International expenditure was not publishable due to small sample sizes.



Research Updates
To receive an email alert whenever new tourism figures are released [click here](#)

Domestic visitation Year Ending September 2016

Domestic Visitors to Mackay

	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	157,000	-1.9%	423,000	3.4%	2.7	0.2
VFR	158,000	-8.1%	636,000	0.8%	4.0	0.3
Business	357,000	-27.0%	1,575,000	-20.3%	4.4	0.4
Domestic³	733,000	-16.8%	2,767,000	-12.4%	3.8	0.2
Intrastate						
Holiday	126,000	-6.0%	327,000	-9.7%	2.6	-0.1
VFR	116,000	-25.2%	446,000	-14.4%	3.9	0.5
Business	336,000	-22.4%	1,442,000	-12.1%	4.3	0.5
Intrastate	633,000	-16.7%	2,308,000	-11.3%	3.6	0.2
Interstate						
Holiday	n/p	n/p	n/p	n/p	n/p	n/p
VFR	n/p	n/p	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p	n/p	n/p
Interstate	100,000	▼	459,000	▼	4.6	▲

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg	Expenditure (\$) million	Year % Chg
Mackay	645,000	-7.1%	\$63.2m	-42.9%
Queensland	40,526,000	10.5%	\$4,330.8m	5.4%
Australia	187,735,000	7.4%	\$19,329.1m	1.5%

On a national level, daytrip visitation increased 7.4% to 187.7 million visitors in the year ending September 2016. By comparison, daytrips in Queensland increased 10.5%, Victoria increased 7.4%, while New South Wales increased 3.7%.

Key domestic source markets to Mackay

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Brisbane	108,000	-47.1%	385,000	-44.5%
Regional Qld	525,000	-5.6%	1,923,000	0.8%
Sydney	n/p	n/p	n/p	n/p
Regional NSW	n/p	n/p	n/p	n/p
Melbourne	n/p	n/p	n/p	n/p
Regional Vic	n/p	n/p	n/p	n/p

State Comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	20,091,000	1.6%	79,489,000	-1.5%
NSW	29,069,000	4.5%	94,129,000	4.4%
Victoria	21,671,000	2.3%	64,031,000	1.9%
Australia	89,447,000	4.8%	330,074,000	3.7%
Holiday Visitors				
Queensland	8,128,000	7.7%	36,363,000	9.4%
NSW	11,850,000	8.0%	42,405,000	9.7%
Victoria	9,680,000	6.9%	29,824,000	6.5%
Australia	36,871,000	8.2%	143,977,000	9.3%

Total domestic overnight visitation continued to increase across all states in the year ending September 2016, which lead to national growth in domestic travel.



International visitation Year Ending September 2016

International Visitors to Mackay						
All Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of Stay	Year # Chg
Holiday	31,000	9.3%	178,000	25.6%	5.8	0.8
VFR	6,000	-22.1%	153,000	-35.1%	24.1	-4.8
Business	n/p	n/p	n/p	n/p	n/p	n/p
Total³	43,000	2.7%	461,000	-35.0%	10.7	-6.2

State Comparison - International				
All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	2,551,000	13.1%	53,087,000	5.0%
NSW	3,760,000	12.6%	87,071,000	5.6%
Victoria	2,630,000	13.3%	59,927,000	3.9%
Australia	7,348,000	11.7%	250,402,000	3.8%
Holiday Visitors	Visitors	Year % Chg	Nights	Annual % Change
Queensland	1,779,000	17.0%	22,720,000	10.0%
NSW	2,220,000	17.6%	26,687,000	9.5%
Victoria	1,458,000	20.7%	14,824,000	9.3%
Total	4,142,000	18.1%	80,415,000	8.0%



Top 10 international source markets

Total	Visitors	Year % Chg	Nights	Year % Chg
Germany	8,000	43.9%	44,000	198.2%
NZ	7,000	-2.4%	111,000	-8.0%
UK	5,000	-18.8%	52,000	50.9%
USA	n/p	n/p	n/p	n/p
France	n/p	n/p	n/p	n/p
Switzerland	n/p	n/p	n/p	n/p
Netherlands	n/p	n/p	n/p	n/p
Canada	n/p	n/p	n/p	n/p
Scandinavia	n/p	n/p	n/p	n/p
China	n/p	n/p	n/p	n/p

These are the top 10 source markets for this period, ranked using total visitor numbers. Some markets may have been added to create natural groups such as 'Asia' and 'Europe' to provide a more complete picture. For technical reasons, some data may not be published, however the markets will still appear in order.

Holiday	Visitors	Year % Chg	Nights	Year % Chg
Germany	7,000	40.1%	37,000	162.9%
UK	n/p	▲	n/p	▲
France	n/p	n/p	n/p	n/p
NZ	n/p	n/p	n/p	n/p
USA	n/p	n/p	n/p	n/p
Switzerland	n/p	n/p	n/p	n/p
Netherlands	n/p	n/p	n/p	n/p
Scandinavia	n/p	n/p	n/p	n/p
Canada	n/p	n/p	n/p	n/p
Italy	n/p	n/p	n/p	n/p

The top 10 holiday visitor markets are similar to the total visitor markets above, however they are ranked using holiday visitor numbers. The same grouping and limitation of data applies.

The average length of stay of international holidaymakers in Queensland was 12.8 nights in the year ending September 2016. This result was more than both New South Wales (12.0 nights) and Victoria (10.2 nights). This represents a year on year decline of approximately 1 night in the average stay of international holiday travellers for Queensland, New South Wales and Victoria.

Regional Snapshots for all Queensland regions are available on the TEQ Research website, www.teq.queensland.com

Overview snapshots are also available for both Domestic and International visitors. Any questions or comments, please email research@queensland.com

Mackay region includes Mackay and Isaac Regional Council areas.

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Year Ending September 2016

Domestic Regional Comparison						% Proportion of Travel Purpose				
Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of Total Visitors
Brisbane	5,815,000	5.3%	17,388,000	-0.8%	3.0	-0.2	28%	40%	24%	29%
Gold Coast	3,660,000	3.8%	13,326,000	-1.5%	3.6	-0.2	53%	33%	10%	18%
Sunshine Coast	3,250,000	13.5%	11,757,000	7.7%	3.6	-0.2	59%	32%	6%	16%
Fraser Coast	597,000	-4.3%	2,271,000	-9.2%	3.8	-0.2	51%	38%	7%	3%
Southern Qld Country	1,912,000	-4.2%	5,151,000	-14.9%	2.7	-0.3	29%	39%	24%	10%
Southern GBR	1,932,000	-0.3%	7,739,000	-0.1%	4.0	0.0	30%	30%	32%	10%
Mackay	733,000	-16.8%	2,767,000	-12.4%	3.8	0.2	21%	22%	49%	4%
Whitsundays	516,000	25.5%	2,199,000	-1.3%	4.3	-1.1	65%	19%	10%	3%
Townsville	1,131,000	11.2%	4,201,000	4.2%	3.7	-0.3	31%	31%	25%	6%
Outback	519,000	n/p	2,321,000	n/p	4.5	n/p	44%	22%	27%	3%
TNQ	1,875,000	-7.3%	9,384,000	-4.4%	5.0	0.1	50%	22%	24%	9%
Total Domestic	20,091,000	1.6%	79,489,000	-1.5%	4.0	-0.1	40%	34%	21%	-

International Regional Comparison						% Proportion of Travel Purpose				
Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of Total Visitors
Brisbane	1,183,000	9.6%	24,735,000	4.2%	20.9	-1.1	53%	29%	9%	46%
Gold Coast	1,014,000	16.2%	10,722,000	26.7%	10.6	0.9	80%	14%	3%	40%
Sunshine Coast	272,000	6.4%	2,983,000	21.3%	11.0	1.4	79%	19%	2%	11%
Fraser Coast	136,000	3.8%	657,000	17.2%	4.8	0.5	93%	5%	1%	5%
Southern Qld Country	44,000	-13.0%	1,350,000	-17.7%	30.6	-1.8	43%	32%	10%	2%
Southern GBR	133,000	-6.3%	2,209,000	-16.8%	16.7	-2.1	78%	14%	4%	5%
Mackay	43,000	2.7%	461,000	-35.0%	10.7	-6.2	71%	15%	6%	2%
Whitsundays	229,000	9.6%	1,513,000	3.0%	6.6	-0.4	97%	1%	1%	9%
Townsville	125,000	2.1%	1,624,000	4.7%	13.0	0.3	77%	14%	4%	5%
Outback	20,000	n/p	217,000	n/p	10.6	n/p	78%	9%	10%	1%
TNQ	877,000	16.0%	6,613,000	-4.1%	7.5	-1.6	93%	4%	2%	34%
Total International	2,551,000	13.1%	53,087,000	5.0%	20.8	-1.6	70%	23%	6%	-

Notes/Sources:

In 2012, the ABS changed the way it reports regional statistics. Essentially, the ABS moved from using political boundaries such as local government areas to a framework based on population densities, called the ASGS (Australian Statistical Geographic Standard). SA2's (Statistical Area 2) which represent one level of the ASGS replace local government areas (LGA) previously used to define tourism region boundaries. SA2 boundaries closely resemble that of the former tourism region boundaries (defined by LGA boundaries) in Queensland with any differences not being material.

The data included in this report is sourced from the National and International Visitor surveys conducted by Tourism Research Australia. These are large and comprehensive surveys that provide valuable data on a national, state, and regional level. The variable nature of travel, combined with sampling variability (which all surveys are subject to) means that regional results need to be viewed as indicative only. It is likely that not all segments of the region will experience the changes noted on a regional level.

'n/p' indicates the data has not been published.

Footnotes:

1. Annual change refers to the percentage change between the year to the date covered by this report compared to the same period one year prior.
2. Trend change refers to the percentage change between the average of the three years to the date covered by this report, compared to the average for the same period one year prior.
3. This figure includes "Other" visitors.