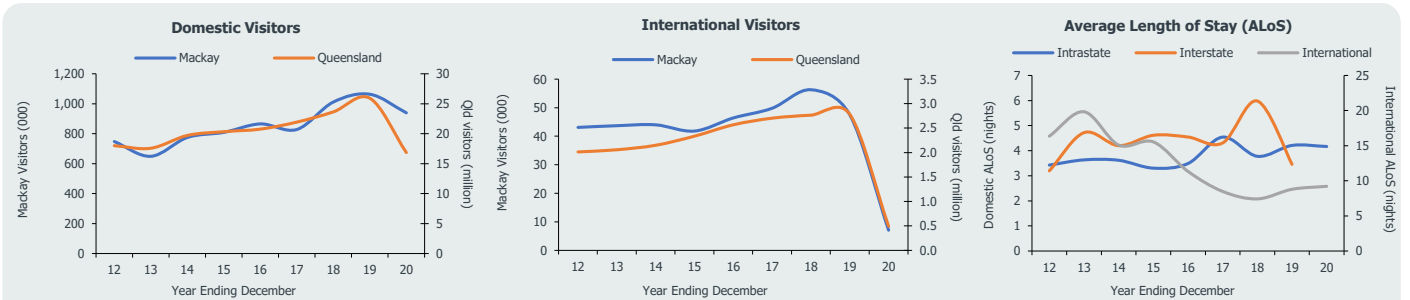


Mackay Regional Snapshot

Year Ending December 2020



	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic Overnight	939,000	145,000	122,000	591,000	\$399.5m
3-yr trend % change ²	▲ 3.8%	▼ -3.3%	▼ -6.4%	▲ 9.8%	▲ 2.0%
International Overnight	7,000	n/p	n/p	n/p	n/p
3-yr trend % change	▼ -27.8%	n/p	n/p	n/p	n/p
TOTAL	946,000	n/p	n/p	n/p	n/p
3-yr trend % change	▲ 2.2%	n/p	n/p	n/p	n/p



Domestic Visitors

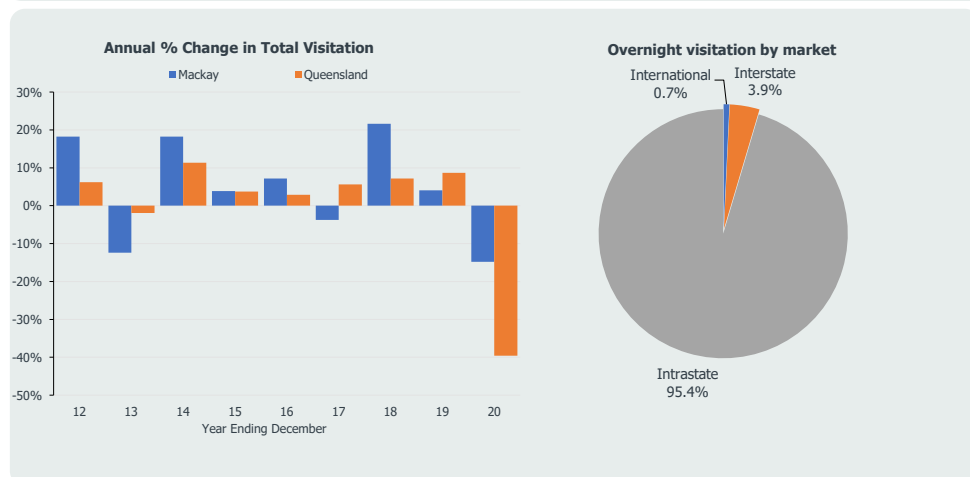
The year ending December 2020 includes all of the major impacts of COVID-19 restrictions on domestic travel to date. Queensland's borders closed on 3 April and all non-essential travel was banned soon after. Intrastate overnight travel was permitted within Queensland from 1 June, while interstate borders were reopened to all states except Victoria on 10 July but were reclosed to New South Wales and ACT a month after. Borders reopened to ACT as of 25 September, all of regional NSW by 3 November and Victoria and Greater Sydney on 1 December. Restrictions were put in place on Greater Sydney again on 20 December.

- Over the past three years, domestic overnight expenditure in Mackay grew by 2.0 per cent on average to \$399.5 million in the year ending December 2020. This reflects growing visitation, up 3.8 per cent on average over the past three years to 939,000.
- Visitors Average Length of Stay (ALoS) decreased by 3.7 per cent to 4.2 nights, while visitor nights remained stable (up 0.6 per cent) on average over the past three years at 3.9m. However, spend per night increased by 1.5 per cent on average over the three years to \$102 per night.
- The domestic market represented the majority (99 per cent) of overnight visitation to the region and business travellers accounted for more than half (63 per cent) of domestic visitors to Mackay.
- Business visitation increased by 9.8 per cent over the past three years to 591,000, while holiday visitation decreased by 3.3 per cent on average to 145,000 and visitation by friends and relatives decreased by 6.4 per cent on average to 122,000.
- More than nine in 10 (96 per cent) domestic visitors to the region were from the intrastate market. Intrastate visitation grew by 7.6 per cent on average over the past three years to 903,000. The largest intrastate markets were intraregional travellers (up 11.8 per cent on average to a record 301,000) and Brisbane (up 14.2 per cent on average to 178,000).

International Visitors

NOTE: International Visitor Survey (IVS) interviews have been paused due to border closures in late March 2020. As a result, from June 2020 the IVS has been produced using more extensive immigration and incoming passenger card information and spend has been imputed to previous IVS interviews.

- International visitation to Mackay decreased by 27.8 per cent on average over the past three years to 7,000 visitors in the year ending December 2020. The international market contributed 1 per cent of all overnight visitors to the region.
- The ALoS for international visitors to Mackay decreased by 3.0 per cent on average over the past three years to 9.2 nights so that international nights decreased by 28.4 per cent on average over the past three years to 65,000.



To stay up to date with the latest research updates, sign up to TEQ's industry newsletter, Eye on Q.

Mackay Regional Snapshot

Year Ending December 2020

Domestic visitors to Mackay

	Visitors	Trend % Chg	Nights	Trend % Chg	Length of Stay	Year # Chg
Holiday	145,000	-3.3%	357,000	-13.3%	2.5	-0.3
VFR	122,000	-6.4%	366,000	-12.8%	3.0	-0.9
Business	591,000	9.8%	3,016,000	11.9%	5.1	0.2
Domestic³	939,000	3.8%	3,905,000	0.6%	4.2	0.0
Intrastate						
Holiday	141,000	4.9%	347,000	-2.5%	2.5	-0.2
VFR	110,000	-4.2%	307,000	-7.2%	2.8	-1.1
Business	572,000	12.4%	2,945,000	14.4%	5.1	0.0
Intrastate	903,000	7.6%	3,764,000	5.1%	4.2	0.0
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	n/p	n/p	n/p	n/p	n/p	n/p

Domestic day trip visitors

Total Visitors	Day trip visitors	Year % Chg ¹	Expenditure (\$) million	Year % Chg
Mackay	788,000	-6.5%	\$103.4m	-18.1%
Queensland	39,272,000	-25.7%	\$4,247.9m	-27.2%
Australia	164,192,000	-33.9%	\$17,433.1m	-33.8%

State comparison - Domestic

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	16,851,000	-35.0%	66,194,000	-35.7%
NSW	24,447,000	-37.3%	83,772,000	-31.6%
Victoria	13,963,000	-53.1%	46,232,000	-44.6%
Australia	72,514,000	-38.3%	275,404,000	-34.1%
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	6,433,000	-35.7%	25,737,000	-40.7%
NSW	9,699,000	-34.4%	34,735,000	-31.4%
Victoria	5,839,000	-53.1%	19,708,000	-45.0%
Australia	29,391,000	-36.4%	111,252,000	-35.7%

International visitors to Mackay

All Visitors	Visitors	Trend % Chg	Nights	Trend % Chg
Holiday	n/p	n/p	n/p	n/p
VFR	n/p	n/p	n/p	n/p
Business	n/p	n/p	n/p	n/p
Education	n/p	n/p	n/p	n/p
Total³	7,000	-27.8%	65,000	-28.4%

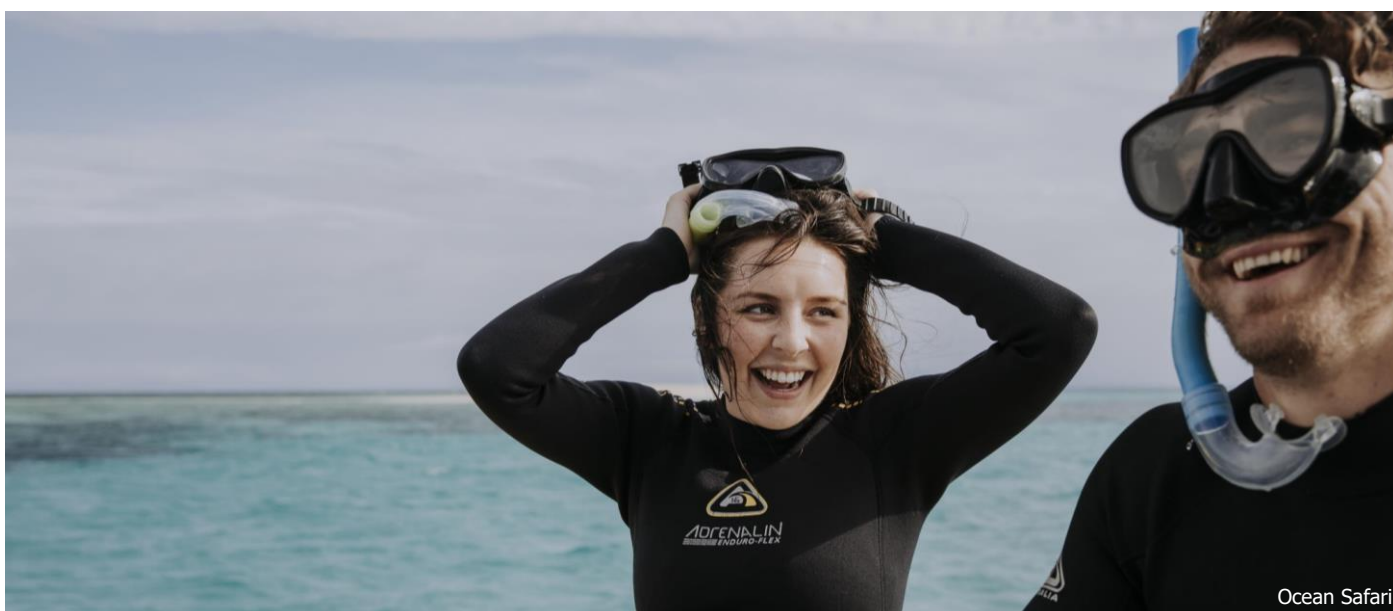
State comparison - International

All Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	493,000	-82.3%	12,361,000	-77.5%
NSW	839,000	-80.9%	24,428,000	-74.7%
Victoria	615,000	-80.4%	19,599,000	-73.2%
Australia	72,514,000	-80.4%	68,973,000	-74.9%
Holiday Visitors	Visitors	Year % Chg	Nights	Year % Chg
Queensland	302,000	-83.9%	4,365,000	-80.9%
NSW	428,000	-82.5%	6,001,000	-79.2%
Victoria	307,000	-81.9%	3,647,000	-79.4%
Australia	307,000	-82.0%	17,471,000	-79.3%

Regional snapshots for all Queensland regions are available on the TEQ website. Overview snapshots are also available for both domestic and international visitors. www.teq.queensland.com.

If you have any questions or comments, please email research@queensland.com.

For tourism region definitions, please see <https://www.tra.gov.au/Regional/tourism-regions>.



Ocean Safari

Regional Comparison

Year Ending December 2020

Domestic regional comparison

Total Visitors	Visitors	Year % Chg	Nights	Year % Chg	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
Brisbane	4,727,000	-42.8%	14,016,000	-41.4%	3.0	0.1	26%	44%	19%	28%
Gold Coast	2,222,000	-47.1%	7,619,000	-54.0%	3.4	-0.5	49%	37%	10%	13%
TNQ	1,448,000	-34.7%	6,993,000	-37.5%	4.8	-0.2	48%	22%	25%	9%
Sunshine Coast	3,034,000	-25.1%	10,527,000	-27.6%	3.5	-0.1	58%	32%	7%	18%
SGBR	1,788,000	-22.8%	7,044,000	-22.2%	3.9	0.0	33%	29%	28%	11%
SQC	1,646,000	-25.0%	4,718,000	-20.0%	2.9	0.2	31%	35%	26%	10%
Townsville	797,000	-38.6%	2,778,000	-42.0%	3.5	-0.2	35%	27%	28%	5%
Outback*	823,000	-5.6%	4,311,000	0.5%	5.2	n/p	28%	16%	47%	5%
Whitsundays*	532,000	-0.4%	2,124,000	-4.4%	4.0	n/p	62%	18%	14%	3%
Fraser Coast*	575,000	-4.5%	1,905,000	-11.4%	3.3	n/p	47%	37%	8%	3%
Mackay*	939,000	3.8%	3,905,000	0.6%	4.2	n/p	15%	13%	63%	6%
Total Queensland	16,851,000	-35.0%	66,194,000	-35.7%	3.9	0.0	38%	34%	22%	100%

* Three-year trend change %²

International regional comparison

Total Visitors	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	% Proportion of Travel Purpose			% Share of Total Visitors
							Holiday %	VFR %	Business %	
Brisbane	273,000	-81.6%	6,306,000	-77.2%	23.1	4.5	46%	31%	8%	55%
Gold Coast	173,000	-84.0%	2,348,000	-76.0%	13.6	4.5	74%	18%	2%	35%
TNQ	133,000	-83.5%	1,451,000	-78.8%	10.9	2.5	89%	7%	2%	27%
Sunshine Coast	56,000	-83.0%	634,000	-77.7%	11.3	2.7	76%	23%	2%	11%
SGBR	23,000	-83.9%	254,000	-87.8%	11.2	-3.6	76%	16%	0%	5%
SQC*	10,000	-24.5%	281,000	-24.1%	28.7	n/p	36%	48%	7%	2%
Townsville	23,000	-81.7%	239,000	-83.5%	10.3	-1.1	75%	16%	2%	5%
Outback*	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p
Whitsundays	43,000	-80.4%	232,000	-83.1%	5.4	-0.8	95%	2%	1%	9%
Fraser Coast*	26,000	-80.3%	168,000	-73.2%	6.5	1.7	89%	9%	1%	5%
Mackay*	7,000	-27.8%	65,000	-28.4%	9.2	n/p	64%	31%	0%	1%
Total Queensland	493,000	-82.3%	12,361,000	-77.5%	25.1	5.3	61%	29%	6%	100%

Notes/Sources:

TNQ= Tropical North Queensland; SGBR = Southern Great Barrier Reef and SQC = Southern Queensland Country

In 2012, the Australian Bureau of Statistics (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 Australian Statistical Geographic Standard (ASGS). Statistical Area 2s (SA2s), 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 (NVS & IVS) conducted by Tourism Research Australia (TRA). 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.

Tourism Research Australia has transitioned NVS sampling to 100 per cent mobile phone interview (from 50 per cent mobile phone/50 per cent landline) to reflect current phone usage trends. The change in methodology has seen a break in series so please use caution when comparing 2019 to previous year's results.

2017 and 2018 estimates have been revised to align with the latest release of ABS population projections and will differ slightly from previously published estimates.

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

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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. Trend change has been used to analyse changes for regions with small sample sizes.
3. This figure includes "Other" visitors.