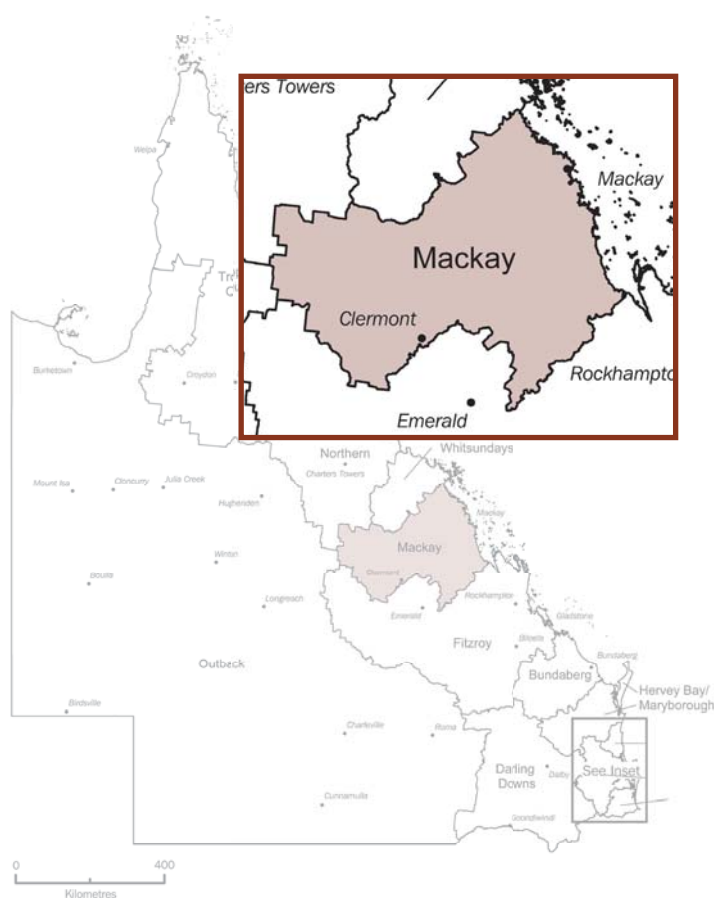




Regional Tourism Profiles 2008/09

Queensland

Mackay region



In 2008/09:

- \$352 million was spent by visitors in the region – 73% was by domestic overnight visitors
- A total of 1.2 million visitors went to the region – 50% were domestic overnight visitors
- 3.1 million nights were spent in the region – 87% were by domestic overnight visitors

In June 2007, there were more than 2,900 tourism-related businesses in the region:

- 42% were non-employed businesses
- 49% were micro or small businesses

Mackay region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	np	524	-	-	np	-
Domestic overnight	258	577	2 684	5	447	96
International	34	55	403	7	612	84



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Visitors to Mackay region

Domestic overnight		International									
	Visitors	Nights	Share of visits	Share of nights	Average stay	Visitors	Nights	Share of visits	Share of nights	Average stay	
	'000	'000	%	%	Nights	'000	'000	%	%	Nights	
Top 3 SLAs visited*											
Mackay (R) - Mackay Pt A	411	1 654	71	62	4.0	44	298	80	74	6.7	
Mackay (R) - Mackay Pt B	np	np	np	np	np	4	51	7	13	12.4	
Isaac (R) - Nebo	np	np	np	np	np	4	21	7	5	5.3	
Purpose of visit											
Holiday	137	807	24	30	5.9	40	136	72	34	3.4	
Visiting friends/relatives	204	1 175	35	44	5.8	10	147	18	36	15.0	
Business	211	629	37	23	3.0	5	37	8	9	7.9	
Other	25	np	4	np	np	np	np	np	np	np	
Top 3 accommodation											
Property of friends or relatives	207	1 128	36	42	5.4	11	168	19	42	15.6	
Caravan or camping	84	681	15	25	8.1	21	83	38	21	3.9	
Hotel, motel, serviced apartment	215	525	37	20	2.4	18	43	32	11	2.4	
Transport											
Air	198	834	34	31	4.2	17	189	30	47	11.4	
Drive	360	1 792	62	67	5.0	38	161	69	40	4.2	
Other	np	np	np	np	np	6	53	11	13	8.4	
Experiences											
Culture and heritage	np	-	np	-	-	37	-	66	-	-	
Nature based	73	-	13	-	-	47	-	84	-	-	
Indigenous	np	-	np	-	-	21	-	38	-	-	
Food and wine	257	-	45	-	-	53	-	96	-	-	
Top 3 information sources											
Internet	188	716	33	27	3.8	31	211	56	52	6.8	
Previous visit	91	455	16	17	5.0	20	173	37	43	8.4	
Friends or relatives	58	339	10	13	5.8	15	70	28	17	4.5	
Top 3 visitor origins											
Qld	484	1 585	84	59	3.3	10	37	18	9	3.7	
NSW	46	636	8	24	13.7	10	106	18	26	10.6	
Vic	np	np	np	np	np	8	27	15	7	3.4	
Lifecycle groups											
Young/midlife single	np	np	np	np	np	18	155	33	38	8.4	
Young/midlife couple, no kids	np	np	np	np	np	9	46	17	11	4.9	
Parent	216	712	37	27	3.3	10	108	18	27	10.6	
Older working	124	235	22	9	1.9	17	95	31	24	5.5	
Older non-working	86	998	15	37	11.6						
Total domestic overnight	577	2 684	100	100	4.7	55	403	100	100	7.3	
Total all visitors (including day visitors)	1 156	3 088	100	100	2.7						

Regional expenditure

Domestic overnight

Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other	Packages	Total expenditure
\$ million									
37	66	44	10	45	33	5	2	5	258

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	85	44	137	807	620	105	6
Visiting friends and relatives	62	32	204	1 175	303	53	6
Business	np	np	np	np	np	np	np
Other	np	np	np	np	np	np	np

Expenditure by origin

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	119	62	484	1 585	246	75	3
Interstate	74	38	93	1 099	794	67	12
Total expenditure	193	100	577	2 684	334	72	5

International

Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
34	20	0	59

Note: Expenditure by *purpose of visit* and by *origin* includes destination-only expenditure.

Tourism businesses 2006/07

	Employing businesses					Non- employing businesses (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large	Total		
	(1-4 employees)	(5-19 employees)	(20-199 employees)	(200+ employees)	employing		
Tourism Characteristic Industries	111	90	72	9	282	282	564
Tourism Connected Industries	795	450	189	12	1 446	957	2 403
Total Tourism Characteristic and Connected Industries	906	540	261	21	1 728	1 239	2 967

Accommodation supply (a b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
	Hotels, motels and serviced apartments with 5 or more rooms	68	1 249	73.6
Caravan parks	13	65	71	12

Key

np Not published due to reliability concerns.

*For definitions of Statistical Local Areas (SLAs) and codes, see *Regional Tourism Profiles, 2008/09 - Glossary* at www.ret.gov.au/tra. Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

a 'Establishments' and 'Employees' are measured at the June quarter 2009.

b 'Caravan parks' comprises establishments with 40 or more powered sites and cabins, flats, units and villas.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2008 and 2009 National Visitor Survey and International Visitor Survey data.

Data in this profile are based on the Australian Bureau of Statistics' Statistical Local Area to Tourism Region concordances, and may not reflect Qld Regional Tourism Organisation boundaries.

Modelled expenditure

Base: All visitors aged 15 years and over.

Expenditure excludes international airfares and major purchases such as motor vehicles.

Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, cat. no. 8635.5.55.001, ABS, Canberra.

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Image: Horseshoe Bay, Magnetic Island, Queensland
Courtesy of Tourism Queensland

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