



COVID IMPACTS	Spend \$M (2020) \$506 ▼ 23%	Occupancy (2019-20) 51% ▼ 3 ppt	Change in spend, 2020 compared with 2019
	Employed (2019-20) persons 2,621 ▼ 10%	Flights (2019-20) domestic inbound 5,596 ▼ 15%	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	48 ▼ 16%	418 ▲ 0%	\$17 ▼ 12%
Domestic overnight	1,063 ▲ 5%	4,380 ▲ 10%	\$515 ▼ 2%
Domestic day	843 ▲ 15%		\$126 ▲ 9%

TOTAL SPEND **\$658M ▼ 0%**

TOURISM ECONOMY (2018-19)

Tourism employment

2,905 persons ▲ 12.1%

- Tourism accounted for 3.6% of the region's workforce
- Part-time workers accounted for 47% of the tourism workforce

Tourism gross value added

\$235 million ▲ 14.2%

- Tourism accounted for 1% of the regional economy
- Transport was the largest contributing sector (23%)

GVA by industry

Transport	\$55m
Recreational activities	\$46m
Food Services	\$41m
Retail trade	\$33m
Accommodation	\$29m

TOURISM SUPPLY (2018-19)

Businesses

1,055 businesses ▼ 0.7%

- 60% of tourism-related businesses in the Mackay region employed staff

Domestic inbound aviation

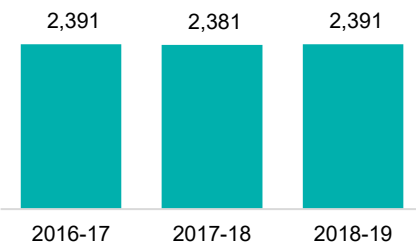
677,645 seats ▲ 6.1%

6,601 flights ▲ 5.3%

72% load factor ▼ 0.3 ppt

Accommodation

2,391 rooms

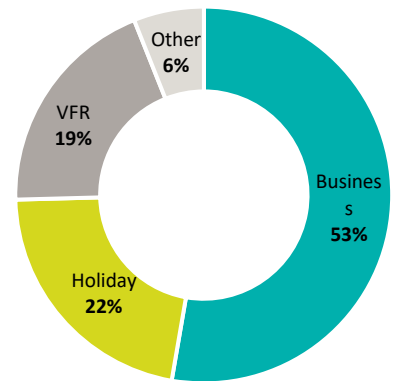


54.3% occupancy ▲ 2.9 ppt

\$75.78 RevPAR ▲ \$3.57

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Business was the main purpose of visit for overnight visitors to the Mackay region
- Interstate visitors accounted for 13% of domestic overnight visitors and 20% of domestic overnight spend
- The top international visitor markets were Germany and New Zealand
- Commercial accommodation accounted for 29% of nights
- The most popular activities on these trips were social activities and none of these activities