By 2020
The Mackay Region will be a community that values the liveability and vitality of its region and proudly invites visitors to explore its surprising range of leisure experiences.

### Visitor economy in the Mackay Region

- **$1.27m** Visitors daily spend in local economy
- **$465m** Visitors spend per year
- **912,000** Visitors per year
- **4.36m** Overnight stays per year

### What do Mackay Region residents think about tourism?

- **92%** Recognise the important economic benefits of tourism
- **53%** Recognise tourism stimulates new infrastructure
- **96%** See the greater cultural diversity tourism generates
- **76%** Agree that tourism produces increased local pride
- **76%** Are happy with continued 21% are happy with the same level of tourism growth

### Why tourism matters to Mackay

- **Tourism in Mackay region contributes $0.6b** to Queensland’s GSP
- **6,000** Tourism jobs in the region (7% of the jobs in the region)
- **Every dollar tourism earns adds an additional 87 cents to other parts of the economy**

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1 Estimated contribution of the region’s visitors economy to total tourism Gross State Product.
Source of all data: Tourism Research Australia IVS and NVS, June 2015; Tourism and Events Queensland, Tourism Economic Key Facts, September 2015; Tourism Research Austria, State Tourism Satellite Accounts 2013-2014; Tourism and Events Queensland, Social Indicators 2013. RIS2990