

# MACKAY REGION



## LOCAL GOVERNMENT ELECTIONS 2016

#VOTEFORTOURISM

The Mackay tourism region includes the local government areas of Mackay and Isaac.

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.



### THE MACKAY REGION INFRASTRUCTURE PRIORITIES FOR TOURISM

- UPDATE AND ACTIVATE THE MACKAY RIVERFRONT PRECINCT MASTER PLAN
- TOURISM PRECINCT DEVELOPMENT AT EUNGELLA
- MASTER PLAN FOR MACKAY CBD INCL. TOURISM PRECINCTS
- SIGNAGE STRATEGY FOR TOURISM INFORMATION AND WAYFINDING
- SUPPORT AND DEVELOP TOURISM EVENTS
- REVITALISATION OF KEY TOURISM SITES INCL. ISLAND PRECINCTS

#### Visitor economy in the Mackay Region



#### Why tourism matters to Mackay

TOURISM IN MACKAY REGION CONTRIBUTES **\$0.6b<sup>1</sup>** TO QUEENSLAND'S GSP



EVERY DOLLAR TOURISM EARNS, **ADDS AN ADDITIONAL 87 CENTS** TO OTHER PARTS OF THE ECONOMY

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



<sup>1</sup> 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 Australia, State Tourism Satellite Accounts 2013-2014; Tourism and Events Queensland, Social Indicators 2013. RIS2990

