

Tourism in Mackay

- Directly employs 3,400 Queenslanders.
- Contributes \$261 million to the Queensland economy.
- Attracts nearly 650,000 visitors to the region.

Employment

3,400

In 2007-08 tourism directly accounted for 3,400 jobs, or 2.8% of direct tourism employment of 122,600 people in the state.

Retail trade had the largest share of tourism employment (22.4%), followed by accommodation (20.6%) and cafes and restaurants (14.4%).

[Source: 2007/08 Regional Economic Contribution of Tourism Destinations in Queensland - STCRC published June 2010]

Gross Regional Product

\$261 million

In 2007-08 tourism gross regional product was \$261 million, or 2.84% of the total Queensland tourism gross state product of \$9.2 billion.

[Source: 2007/08 Regional Economic Contribution of Tourism Destinations in Queensland - STCRC published June 2010]

Tax revenue

\$48 million

In 2007-08, net taxes on tourism products arising from tourism consumption in Mackay raised \$48 million in federal, state and local government revenues, and were 2.76% of total taxes on tourism products of \$1.7 billion for Queensland.

[Source: 2007/08 Regional Economic Contribution of Tourism Destinations in Queensland - STCRC published June 2010]

Visitor Numbers

649,000

Mackay relies heavily on domestic tourism. For the year ended June 2010, Mackay attracted 52,000 international visitors and 597,000 domestic visitors, of which 513,000 are from Queensland.

[Source: Tourism Research Australia – International Visitor Survey, National Visitor Survey]