

Upwards trend in business travel in The Mackay Isaac Region Results from NVS IVS data released

FOR IMMEDIATE RELEASE

Tourism Research Australia has released the National Visitor Survey (NVS) 2022 results and the Mackay Isaac region has seen an increase in visitation numbers for business travel.

The Mackay Isaac Region saw 679,000 business travellers coming through. These figures represent a three-year trend growth of 3.6 per cent for business visitation purpose, which is a 65% increase since 2019 – a new record for the Mackay Isaac region.

Mackay Isaac Tourism Interim Chief Executive Officer Tash Wheeler detailed the considerable growth of business travel as demonstrated in the NVS results as something that the community and region should be proud of.

“Travel is a fantastic tool for broadening your mind and expanding your knowledge. When you travel for business, you get the chance to experience new places, new cultures and different ways of working, all of which will help you build a more well-rounded world view.

“To see a steady upwards trend in business travel is incredible for the region. Business tourism has marked a significant growth in the travel industry, paving the way and enhancing the economic results in our local economy,” Tash explained.

Amongst many benefits business tourism brings, the most important thing is, it brings significant economic value to the local economy and the wider tourism industry. With several major events, conferences, and projects due for completion over the next few years, the Mackay Isaac Region’s tourism economy is looking to have a positive tourism boost in the upcoming years ahead.

Mackay Regional Council Mayor Greg Williamson said that he is confident that the year 2022/2023 will see tourism continue to grow as a key economic pillar for Mackay Isaac Region’s economy.

“We’re working to build and develop new tourism experiences that will become a major drawcard for both locals and visitors,” Mayor Williamson said.

“We know that the tourism sector leads to strong economic outcomes and through our own Invest Mackay Events and Conference Attraction Program we are encouraging businesses to host their events here in our region,” he said.

“This showcases what we have to offer to visitors, and they can share that with their friends and family, hopefully inspiring a return visit.”

The Mackay and Isaac Regional councils are both committed in growing tourism in the region - driving investment into our communities, supporting sustainability, job creation and building upon the liveability of the region.

Isaac Regional Council Mayor Anne Baker said today's report of increases in business tourism came as no surprise following the lifting of restrictions on domestic and international flights.

"The Isaac region is one of the most transient places for business in Australia due to our major resource, renewables and agricultural industries," Mayor Baker.

"This record-breaking trend echoes what we see on the ground with increased investment despite the headwinds like rising energy prices, inflation and other factors impacting consumers' wallets and their decision to travel."

Full results of the NVS and IVS are available from Tourism Research Australia and Tourism and Events Queensland.

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For further information, please do not hesitate to contact,

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