

EMBARGOED TILL 26/05/2022 - 12PM (AEST)

#visitmackay and #ourisaac Competition back by popular demand

Mackay Isaac Tourism (MIT) has just launched its Visiting Friends and Relatives (VFR) marketing campaign.

Targeting locals to explore their own backyard, the 2022 #visitmackay & #ourisaac campaign will run simultaneously, with each competition calling on Isaac and Mackay residents to share their special moments or favourite local destinations.

The main star of the campaign would be the return of the hugely successful social media photo competition.

To enter, locals can simply post a picture of their favourite location or experience in the Mackay Isaac region on their social media page and tagging @visitmackay using the hashtags #visitmackay or #ourisaac.

Isaac Regional Council, Mayor Anne Baker understands the importance of reminding the locals to explore the hidden gems in their own backyard.

"With coastal campsites, internationally significant wetlands, historical pubs, unspoilt nature hikes and gold prospecting the Isaac is filled with unique experiences that are bound to delight visitors," Mayor Baker said.

"Tourists young and old are really looking to venture off the normal tourist trail and discover the history and natural beauty on show in regional Australia.

"There's more to explore in the Mackay Isaac region and I encourage locals to take a short drive to see what is on offer so close to home and share their travels with others."

The campaign market accounts for approximately 21% of visitation to the region and they would essentially be domestic travellers who are looking to explore holiday destinations closer to home.

Mackay Isaac Tourism chairperson Cr Justin Englert believes the VFR campaign would showcase a side of the region that isn't featured in brochures or TV ads.

"There are no better ambassadors for our region than our residents," Cr Englert said.

"People who call Mackay home know all about the big hero experiences, but more importantly, they know about the hidden gems," he said.

"They know the out-of-the-way swimming holes, the best places to watch a sunset or sunrise, the secret fishing spots, the beaches you can have all to yourself and the little cafés and eateries that do the best coffees, snacks or meals.

"A campaign like this that showcases and taps into those little-known local experiences is a great way to boost visitation."

As an incentive to enter the photo competition, three amazing prizes would be up for grabs for the top three photos in each region.

They are:

- 1st: DJI Mini 4K drone
- 2nd: GoPro HERO9 5K
- 3rd: Polaroid Now i-Type Instant

Mackay Isaac Tourism Interim CEO Tash Wheeler encourages locals to go out, explore and share their beautiful region.

"A great photo makes people stop in their tracks and say wow, I want to be there and experience that special moment myself,"

"Take this opportunity to explore your region, visit your favourite fishing spot, complete a hike, or discover a new swimming spot, whatever it is just post a photo with the relevant #ourisaac or #visitmackay hashtag and you may win some very exciting prizes," Tash Wheeler said.

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For further information, please do not hesitate to contact,

Sam Taher | *Communications Officer*

m. +61 (0) 448 994 180 | **p.** +61 (0) 7 4837 1277 | **e.** communications@mackayregion.com