

PRE-COVID RESULTS

2019

International



VISITORS ('000)

33 ▼ 9%



NIGHTS ('000)

481 ▼ 3%



SPEND (\$M)

\$22 ▼ 15%

Domestic overnight

1,734 ▲ 15%

3,801 ▲ 17%

\$634 ▲ 27%

Domestic day

3,672 ▲ 19%

\$314 ▲ 2%

TOTAL SPEND

\$971M ▲ 17%

TOURISM ECONOMY (2018-19)

Tourism employment

4,623 persons ▲ 2.8%

- Tourism accounted for 6.4% of the region's workforce
- Part-time workers accounted for 55% of the tourism workforce

Tourism gross value added

\$321 million ▲ 3.1%

- Tourism accounted for 4.1% of the regional economy
- Food Services was the largest contributing sector (26%)

GVA by industry

Food Services
\$85m

Accommodation
\$66m

Retail trade
\$54m

Transport
\$44m

Recreational activities
\$40m

TOURISM SUPPLY (2018-19)

Businesses

2,089 businesses ▲ 3.7%

- 53% of tourism-related businesses in the Capital Country region employed staff

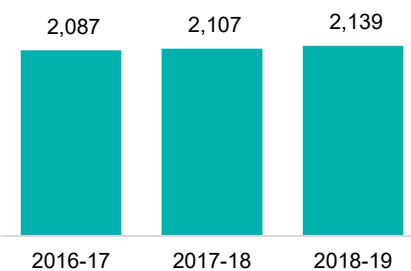
Domestic inbound aviation

seats NA

flights NA

Accommodation

2,139 rooms

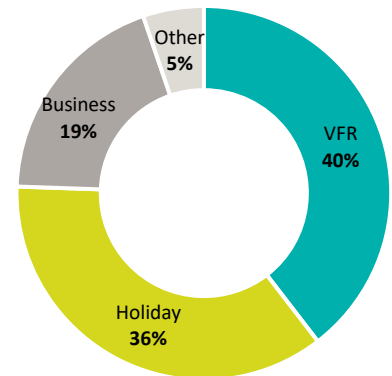


55.1% occupancy ▲ 0.3 ppt

\$84.96 RevPAR ▲ \$2.26

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Capital Country region
- Interstate visitors accounted for 26% of domestic overnight visitors and 26% of domestic overnight spend
- The top international visitor markets were United Kingdom then New Zealand
- Commercial accommodation accounted for 41% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities