



COVID IMPACTS	Spend \$M (2020) \$2,127 ▼ 33%	Occupancy (2019-20) 56% ▼ 11 ppt	Change in spend, 2020 compared with 2019 Change 0% -20% -40% -60% -80% -100% Mar qtr Jun qtr Sep qtr Dec qtr — REGION — AUSTRALIA
	Employed (2019-20) persons 14,516 ▼ 8%	Flights (2019-20) domestic inbound 5,296 ▼ 25%	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	195 ▼ 6%	2,544 ▼ 19%	\$215 ▲ 2%
Domestic overnight	4,621 ▲ 18%	12,325 ▲ 17%	\$2,104 ▲ 20%
Domestic day	8,435 ▲ 21%		\$859 ▲ 13%

TOTAL SPEND

\$3,177M ▲ 17%

TOURISM ECONOMY (2018-19)

Tourism employment

15,788 persons ▼ 2.5%

- Tourism accounted for 4.9% of the region's workforce
- Part-time workers accounted for 57% of the tourism workforce

Tourism gross value added

\$1,165 million ▼ 2.0%

- Tourism accounted for 2.7% of the regional economy
- Food Services was the largest contributing sector (24%)

GVA by industry

Food Services	\$283m
Accommodation	\$195m
Retail trade	\$181m
Transport	\$175m
Recreational activities	\$170m

TOURISM SUPPLY (2018-19)

Businesses

6,403 businesses ▲ 1.4%

- 56% of tourism-related businesses in the Hunter region employed staff

Domestic inbound aviation

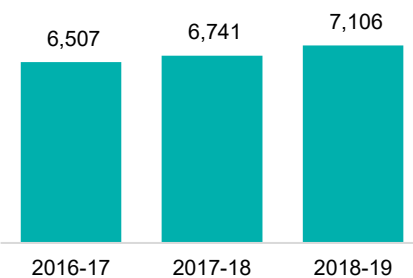
836,831 seats ▼ 2.5%

7,057 flights ▼ 10.4%

75% load factor ▲ 0.8 ppt

Accommodation

7,106 rooms

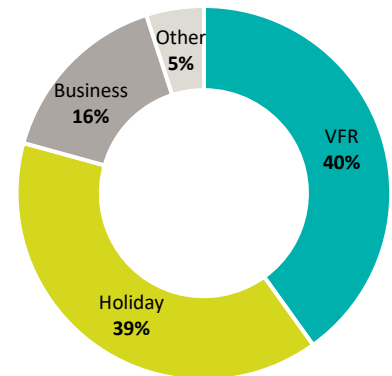


67.1% occupancy ▼ 0.9 ppt

\$125.31 RevPAR ▲ \$0.15

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Hunter region
- Interstate visitors accounted for 17% of domestic overnight visitors and 24% of domestic overnight spend
- The top international visitor markets were United Kingdom then United States of America
- Commercial accommodation accounted for 43% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities