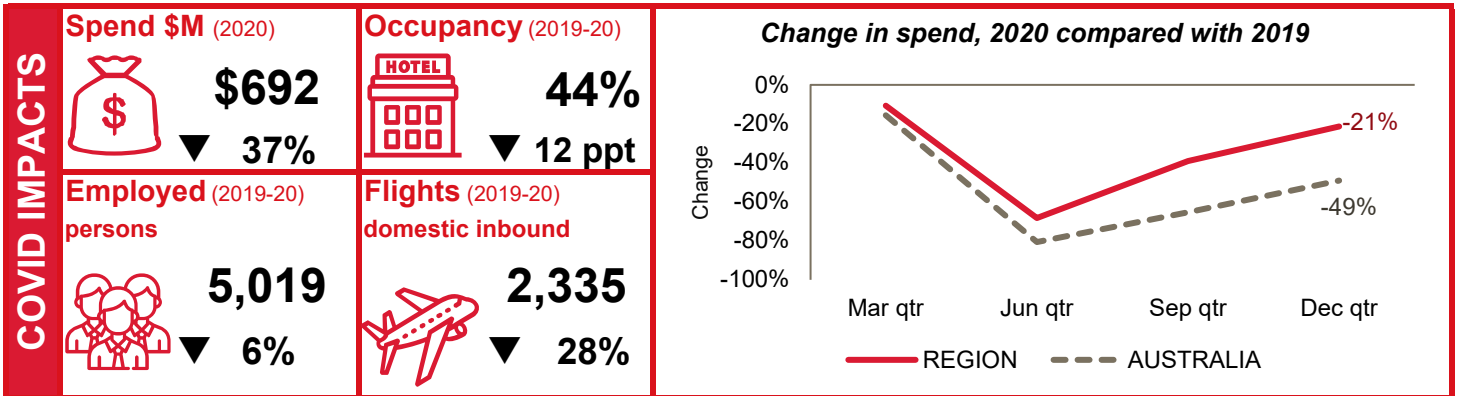




NEW ENGLAND NORTH WEST, NSW



PRE-COVID RESULTS

2019

International



VISITORS ('000)

38 ▲ 6%



NIGHTS ('000)

1,014 ▲ 12%



SPEND (\$M)

\$49 ▼ 21%

Domestic overnight

1,744 ▲ 8%

4,740 ▲ 12%

\$719 ▲ 14%

Domestic day

2,286 ▲ 36%

\$336 ▲ 34%

TOTAL SPEND

\$1,104M ▲ 17%

TOURISM ECONOMY (2018-19)

Tourism employment

5,363 persons ▼ 3.9%

- Tourism accounted for 5.8% of the region's workforce
- Part-time workers accounted for 53% of the tourism workforce

Tourism gross value added

\$350 million ▼ 3.5%

- Tourism accounted for 3.4% of the regional economy
- Food Services was the largest contributing sector (21%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

1,935 businesses ▼ 0.6%

- 62% of tourism-related businesses in the New England North West region employed staff

Domestic inbound aviation

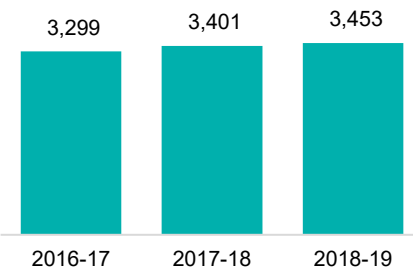
126,470 seats ▼ 4.9%

3,262 flights ▼ 11.0%

65% load factor ▼ 1.2 ppt

Accommodation

3,453 rooms

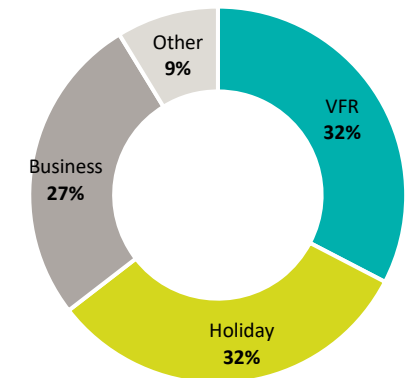


56% occupancy ▲ 0.9 ppt

\$82.57 RevPAR ▲ \$1.15

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the New England North West region
- Interstate visitors accounted for 30% of domestic overnight visitors and 30% of domestic overnight spend
- The top international visitor markets were United Kingdom then New Zealand
- Commercial accommodation accounted for 48% of nights
- The most popular activities on these trips were social activities and none of these activities