

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	375 ▲ 6%	4,171 ▲ 11%	\$265 ▲ 15%
Domestic overnight	6,402 ▲ 12%	24,293 ▲ 16%	\$3,948 ▲ 13%
Domestic day	8,510 ▲ 15%		\$961 ▲ 19%

TOTAL SPEND

\$5,174M ▲ 14%

TOURISM ECONOMY (2018-19)

Tourism employment

- 24,277 persons ▼ 4.2%**
- Tourism accounted for 9.6% of the region's workforce
 - Part-time workers accounted for 57% of the tourism workforce

Tourism gross value added

- \$1,671 million ▼ 4.2%**
- Tourism accounted for 6.9% of the regional economy
 - Accommodation was the largest contributing sector (24%)

GVA by industry

Accommodation	\$403m
Food Services	\$386m
Retail trade	\$264m
Recreational activities	\$230m
Transport	\$218m

TOURISM SUPPLY (2018-19)

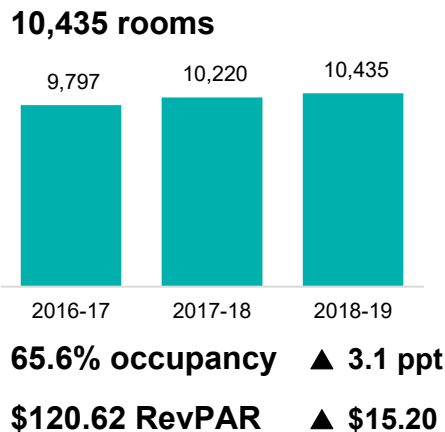
Businesses

- 7,283 businesses ▲ 2.2%**
- 58% of tourism-related businesses in the North Coast Nsw region employed staff

Domestic inbound aviation

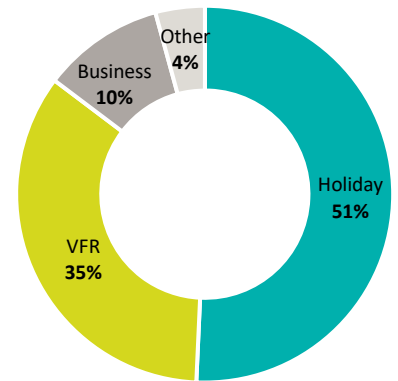
- 836,707 seats ▼ 3.5%**
- 10,051 flights ▼ 10.1%**
- 74% load factor ▲ 0.8 ppt**

Accommodation



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the North Coast Nsw region
- Interstate visitors accounted for 38% of domestic overnight visitors and 38% of domestic overnight spend
- The top international visitor markets were United Kingdom then Germany
- Commercial accommodation accounted for 49% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities