

PRE-COVID RESULTS

2019



VISITORS ('000)



NIGHTS ('000)



SPEND (\$M)

International	11 ▼ 18%	190 ▼ 38%	\$3 ▼ 82%
Domestic overnight	662 ▲ 24%	2,067 ▼ 8%	\$390 ▲ 103%
Domestic day	381 ▲ 72%		\$53 ▲ 105%

TOTAL SPEND

\$446M ▲ 89%

TOURISM ECONOMY (2018-19)

Tourism employment

1,779 persons ▲ 7.7%

- Tourism accounted for 8.9% of the region's workforce
- Part-time workers accounted for 55% of the tourism workforce

Tourism gross value added

\$95 million ▲ 9.5%

- Tourism accounted for 3.2% of the regional economy
- Accommodation was the largest contributing sector (26%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

465 businesses ▼ 6.4%

- 62% of tourism-related businesses in the Outback Nsw region employed staff

Domestic inbound aviation

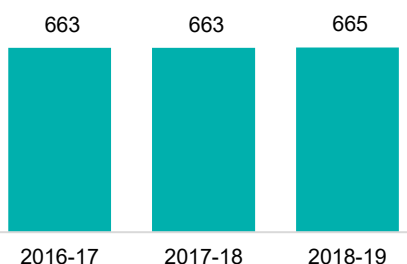
55,636 seats ▲ 2.2%

1,746 flights ▲ 1.0%

60% load factor ▼ 0.8 ppt

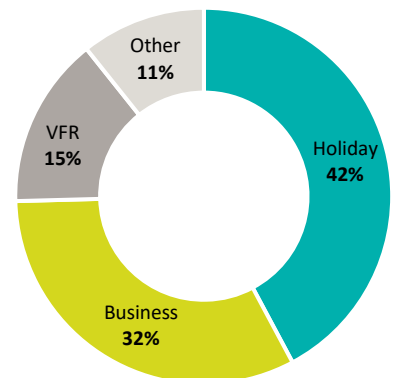
Accommodation

665 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Outback Nsw region
- Interstate visitors accounted for 39% of domestic overnight visitors and 46% of domestic overnight spend
- The top international visitor markets were United Kingdom then New Zealand
- Commercial accommodation accounted for 42% of nights
- The most popular activities on these trips were social activities and none of these activities