



COVID IMPACTS	Spend \$M (2020) \$2,401 ▼ 26%	Occupancy (2019-20) 55% ▼ 11 ppt	Change in spend, 2020 compared with 2019 Change 20% 0% -20% -40% -60% -80% -100% Mar qtr Jun qtr Sep qtr Dec qtr — REGION — AUSTRALIA
	Employed (2019-20) persons 14,550 ▼ 5%	Flights (2019-20) domestic inbound 2,983 ▼ 7%	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	185 ▼ 5%	2,582 ▼ 3%	\$265 ▼ 1%
Domestic overnight	4,563 ▲ 10%	15,274 ▲ 18%	\$2,192 ▲ 18%
Domestic day	8,046 ▲ 19%		\$800 ▲ 32%

TOTAL SPEND

\$3,258M ▲ 19%

TOURISM ECONOMY (2018-19)

Tourism employment

15,282 persons ▲ 0.5%

- Tourism accounted for 7.7% of the region's workforce
- Part-time workers accounted for 58% of the tourism workforce

Tourism gross value added

\$1,138 million ▲ 0.9%

- Tourism accounted for 5.3% of the regional economy
- Food Services was the largest contributing sector (24%)

GVA by industry

Food Services	\$274m
Accommodation	\$238m
Retail trade	\$175m
Recreational activities	\$156m
Transport	\$151m

TOURISM SUPPLY (2018-19)

Businesses

5,099 businesses ▲ 0.3%

- 60% of tourism-related businesses in the South Coast region employed staff

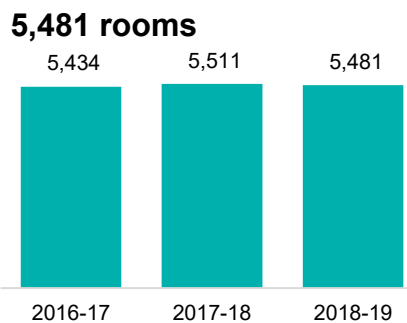
Domestic inbound aviation

102,531 seats ▼ 7.7%

3,218 flights ▲ 0.8%

62% load factor ▼ 0.7 ppt

Accommodation

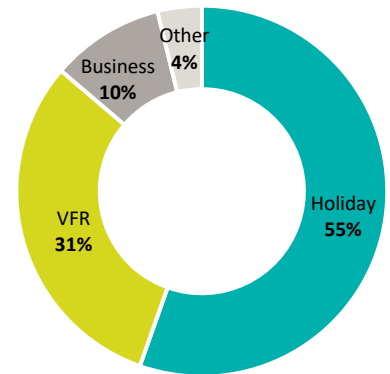


65.9% occupancy ▼ 0.9 ppt

\$116.64 RevPAR ▼ \$1.14

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the South Coast region
- Interstate visitors accounted for 25% of domestic overnight visitors and 29% of domestic overnight spend
- The top international visitor markets were United Kingdom and United States of America
- Commercial accommodation accounted for 45% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities