



<b>COVID IMPACTS</b>	<b>Spend \$M (2020)</b> <b>\$480</b> ▼ <b>45%</b>	<b>Occupancy (2019-20)</b> <b>51%</b> ▼ <b>6 ppt</b>	<b>Change in spend, 2020 compared with 2019</b>  Change 0% -20% -40% -60% -80% -100% Mar qtr Jun qtr Sep qtr Dec qtr — REGION — AUSTRALIA
	<b>Employed (2019-20) persons</b> <b>3,770</b> ▼ <b>0%</b>	<b>Flights (2019-20) domestic inbound</b> <b>2,914</b> ▼ <b>24%</b>	

## PRE-COVID RESULTS

**2019**

**International**



**VISITORS ('000)**

33 ▲ 21%



**NIGHTS ('000)**

454 ▲ 41%



**SPEND (\$M)**

\$26 ▲ 29%

**Domestic overnight**

1,361 ▲ 16%

3,693 ▲ 22%

\$592 ▲ 24%

**Domestic day**

1,435 ▼ 3%

\$252 ▼ 2%

## TOTAL SPEND

**\$870M ▲ 16%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**3,778 persons ▼ 2.0%**

- Tourism accounted for 6.3% of the region's workforce
- Part-time workers accounted for 53% of the tourism workforce

#### Tourism gross value added

**\$234 million ▼ 1.7%**

- Tourism accounted for 3.8% of the regional economy
- Food Services was the largest contributing sector (27%)

#### GVA by industry

Food Services  
**\$63m**

Accommodation  
**\$52m**

Retail trade  
**\$37m**

Transport  
**\$31m**

Recreational activities  
**\$26m**

### TOURISM SUPPLY (2018-19)

#### Businesses

**1,238 businesses ▼ 2.1%**

- 63% of tourism-related businesses in the The Murray region employed staff

#### Domestic inbound aviation

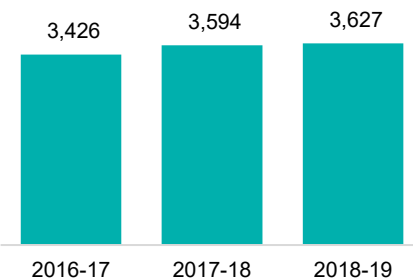
**190,474 seats ▼ 7.0%**

**3,842 flights ▼ 6.9%**

**66% load factor ▲ 1.2 ppt**

#### Accommodation

**3,627 rooms**

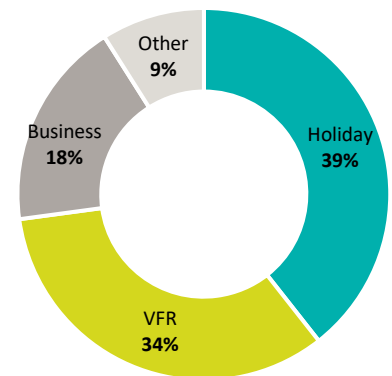


**57.5% occupancy ▼ 1.5 ppt**

**\$76.97 RevPAR ▼ \$3.98**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Murray region
- Interstate visitors accounted for 66% of domestic overnight visitors and 63% of domestic overnight spend
- The top international visitor markets were New Zealand and United Kingdom
- Commercial accommodation accounted for 44% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities