

PRE-COVID RESULTS

2019	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	98 ▼ 13%	550 ▼ 11%	\$65 ▼ 1%
Domestic overnight	343 ▲ 21%	1,257 ▲ 10%	\$349 ▲ 60%
Domestic day	87 ▲ 145%		\$20 ▲ 257%

TOTAL SPEND

\$433M ▲ 50%

TOURISM ECONOMY (2018-19)

Tourism employment

- 1,377 persons ▼ 7.5%**
- Tourism accounted for 9.1% of the region's workforce
 - Part-time workers accounted for 35% of the tourism workforce

Tourism gross value added

- \$159 million ▼ 5.8%**
- Tourism accounted for 9.1% of the regional economy
 - Transport was the largest contributing sector (35%)

GVA by industry

Transport	\$55m
Accommodation	\$25m
Recreational activities	\$23m
Food Services	\$21m
Retail trade	\$18m

TOURISM SUPPLY (2018-19)

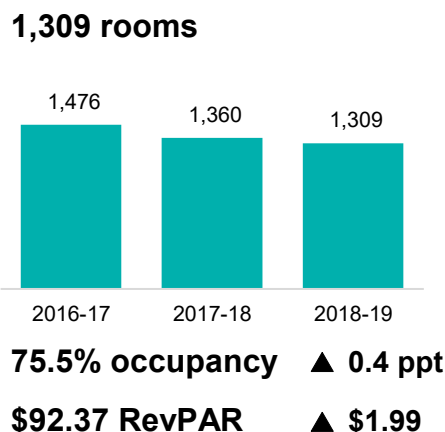
Businesses

- 400 businesses ▲ 4.7%**
- 64% of tourism-related businesses in the Alice Springs region employed staff

Domestic inbound aviation

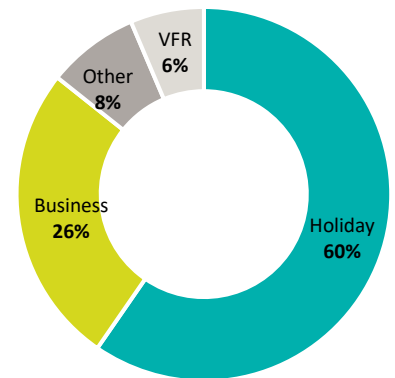
- 471,626 seats ▼ 1.5%**
- 3,570 flights ▼ 3.9%**
- 63% load factor ▼ 0.6 ppt**

Accommodation



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Alice Springs region
- Interstate visitors accounted for 86% of domestic overnight visitors and 73% of domestic overnight spend
- The top international visitor markets were United States of America and Germany
- Commercial accommodation accounted for 63% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities