

## PRE-COVID RESULTS

### 2019

|                    | VISITORS ('000) | NIGHTS ('000) | SPEND (\$M) |
|--------------------|-----------------|---------------|-------------|
| International      | 12 ▼ 7%         | 37 ▼ 56%      | \$2 ▼ 39%   |
| Domestic overnight | 99 ▼ 22%        | 268 ▼ 7%      | \$95 ▲ 21%  |
| Domestic day       | 0 ▼ 100%        |               | \$0 ▼ 100%  |

## TOTAL SPEND **\$97M ▲ 18%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

- 197 persons ▼ 2.9%**
- Tourism accounted for 8.2% of the region's workforce
  - Part-time workers accounted for 21% of the tourism workforce

#### Tourism gross value added

- \$28 million ▼ 3.5%**
- Tourism accounted for 8.1% of the regional economy
  - Transport was the largest contributing sector (37%)

#### GVA by industry



### TOURISM SUPPLY (2018-19)

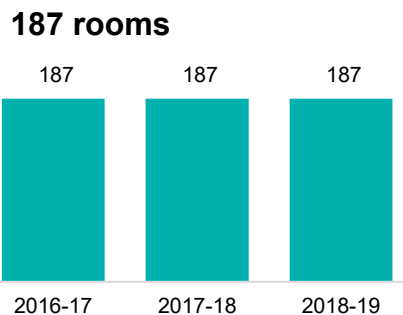
#### Businesses

- 49 businesses ▼ 9.3%**
- 69% of tourism-related businesses in the Barkly region employed staff

#### Domestic inbound aviation

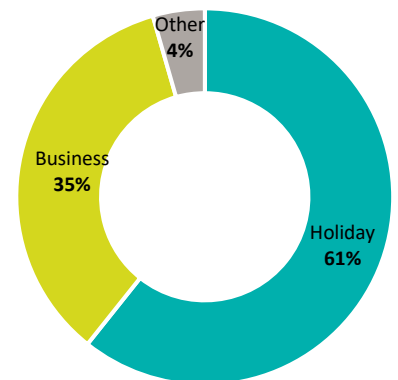
|         |    |
|---------|----|
| seats   | NA |
| flights | NA |

#### Accommodation



### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Barkly region
- Interstate visitors accounted for 83% of domestic overnight visitors and 86% of domestic overnight spend
- The top international visitor markets were Germany and United Kingdom
- Commercial accommodation accounted for 31% of nights
- The most popular activities on these trips were social activities and none of these activities