

## PRE-COVID RESULTS

**2019**

**International**



**VISITORS ('000)**



**NIGHTS ('000)**



**SPEND (\$M)**

**Domestic overnight**

**Domestic day**

33 ▲ 21%

244 ▼ 10%

\$10 ▼ 14%

280 ▼ 16%

1,009 ▼ 36%

\$146 ▼ 23%

189 ▲ 13%

\$26 ▼ 72%

## TOTAL SPEND

**\$181M ▼ 38%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**929 persons ▼ 4.5%**

- Tourism accounted for 9.8% of the region's workforce
- Part-time workers accounted for 32% of the tourism workforce

#### Tourism gross value added

**\$81 million ▼ 2.9%**

- Tourism accounted for 4.4% of the regional economy
- Transport was the largest contributing sector (37%)

#### GVA by industry

Transport  
**\$30m**

Accommodation  
**\$13m**

Food Services  
**\$11m**

Retail trade  
**\$9m**

Recreational activities  
**\$9m**

### TOURISM SUPPLY (2018-19)

#### Businesses

**185 businesses ▲ 8.2%**

- 61% of tourism-related businesses in the Katherine Daly region employed staff

#### Domestic inbound aviation

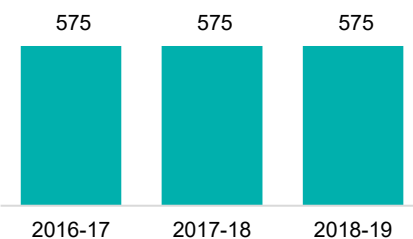
**34,656 seats ▲ 254%**

**672 flights ▲ 109%**

**61% load factor ▲ 5.9 ppt**

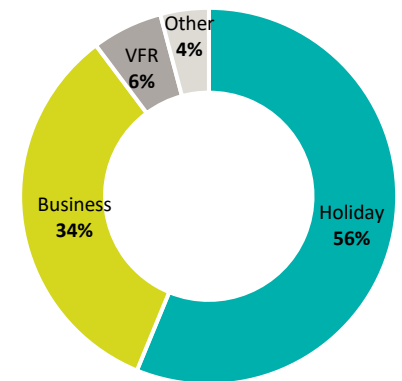
#### Accommodation

**575 rooms**



### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Katherine Daly region
- Interstate visitors accounted for 46% of domestic overnight visitors and 56% of domestic overnight spend
- The top international visitor markets were Germany and United Kingdom
- Commercial accommodation accounted for 34% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities