

## PRE-COVID RESULTS

2019

International



**VISITORS ('000)**

167 ▼ 7%



**NIGHTS ('000)**

501 ▼ 12%



**SPEND (\$M)**

\$183 ▼ 8%

Domestic overnight

283 ▲ 37%

985 ▲ 45%

\$356 ▲ 19%

Domestic day

9 ▼ 43%

\$0 ▼ 100%

## TOTAL SPEND

**\$539M ▲ 8%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**553 persons ▲ 9.1%**

- Tourism accounted for 37.6% of the region's workforce
- Part-time workers accounted for 30% of the tourism workforce

#### Tourism gross value added

**\$161 million ▲ 8.9%**

- Tourism accounted for 119.1% of the regional economy
- Transport was the largest contributing sector (32%)

#### GVA by industry

Transport  
**\$52m**

Food Services  
**\$31m**

Accommodation  
**\$29m**

Recreational activities  
**\$17m**

Retail trade  
**\$13m**

### TOURISM SUPPLY (2018-19)

#### Businesses

**6 businesses ▼ 33.3%**

- 50% of tourism-related businesses in the Lasseter region employed staff

#### Domestic inbound aviation

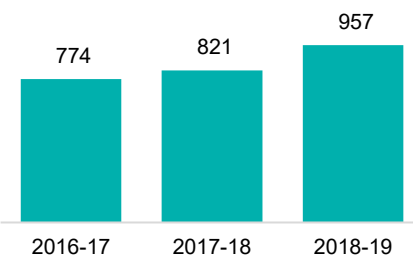
**307,468 seats ▲ 18.3%**

**1,938 flights ▲ 15.5%**

**74% load factor ▲ 1.7 ppt**

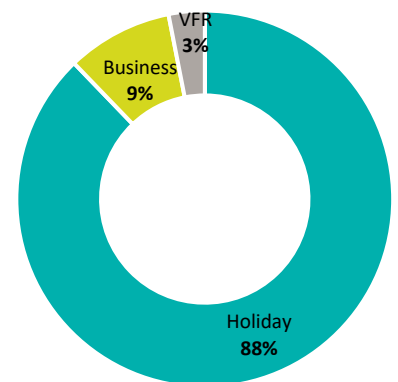
#### Accommodation

**957 rooms**



### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Lasseter region
- Interstate visitors accounted for 95% of domestic overnight visitors and 98% of domestic overnight spend
- The top international visitor markets were Japan and United States of America
- Commercial accommodation accounted for 70% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities