

PRE-COVID RESULTS

2019

International

Domestic overnight

Domestic day



VISITORS ('000)

13 ▲ 39%

115 ▲ 138%

71 ▲ 103%



NIGHTS ('000)

23 ▲ 15%

294 ▲ 64%



SPEND (\$M)

\$8 ▼ 11%

\$61 ▲ 259%

\$6 ▲ 433%

TOTAL SPEND

\$75M ▲ 179%

TOURISM ECONOMY (2018-19)

Tourism employment

158 persons ▲ 10.2%

- Tourism accounted for 4% of the region's workforce
- Part-time workers accounted for 34% of the tourism workforce

Tourism gross value added

\$16 million ▲ 14.7%

- Tourism accounted for 1.2% of the regional economy
- Transport was the largest contributing sector (27%)

GVA by industry

Transport
\$4m

Recreational activities
\$3m

Accommodation
\$3m

Retail trade
\$2m

Other
\$1m

TOURISM SUPPLY (2018-19)

Businesses

33 businesses ▲ 26.9%

- 82% of tourism-related businesses in the Macdonnell region employed staff

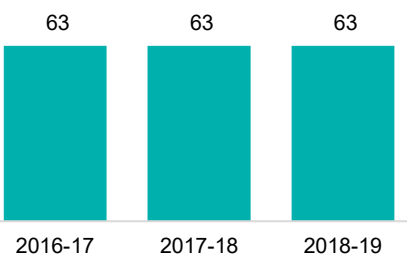
Domestic inbound aviation

seats NA

flights NA

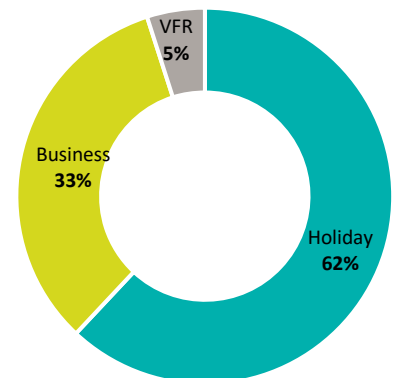
Accommodation

63 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Macdonnell region
- Interstate visitors accounted for 53% of domestic overnight visitors and 45% of domestic overnight spend
- The top international visitor markets were Germany and France
- Commercial accommodation accounted for 27% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities