

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	1,482 ▲ 6%	27,642 ▼ 4%	\$2,910 ▲ 6%
Domestic overnight	8,271 ▲ 12%	23,903 ▲ 11%	\$5,335 ▲ 17%
Domestic day	21,304 ▲ 31%		\$2,149 ▲ 19%

TOTAL SPEND

\$10,394M ▲ 14%

TOURISM ECONOMY (2018-19)

Tourism employment

45,060 persons ▲ 2.0%

- Tourism accounted for 3.5% of the region's workforce
- Part-time workers accounted for 46% of the tourism workforce

Tourism gross value added

\$4,662 million ▲ 5.1%

- Tourism accounted for 2.6% of the regional economy
- Transport was the largest contributing sector (24%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

27,756 businesses ▲ 2.9%

- 49% of tourism-related businesses in the Brisbane region employed staff

Domestic inbound aviation

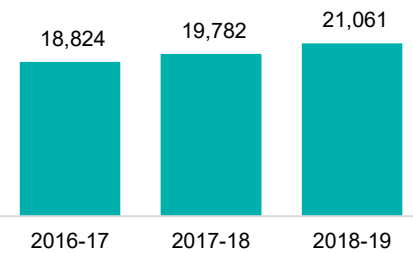
10,858,226 seats ▼ 0.5%

78,539 flights ▼ 0.1%

80% load factor ▲ 0.4 ppt

Accommodation

21,061 rooms

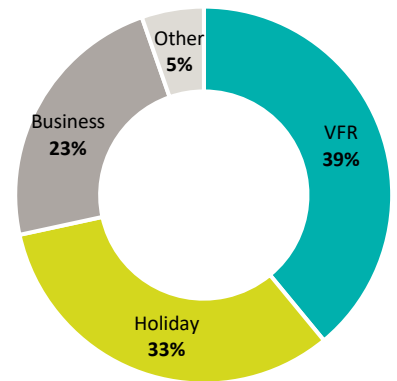


70.3% occupancy ▼ 1.9 ppt

\$110.26 RevPAR ▼ \$3.08

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Brisbane region
- Interstate visitors accounted for 44% of domestic overnight visitors and 48% of domestic overnight spend
- The top international visitor markets were China and New Zealand
- Commercial accommodation accounted for 49% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities