

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	131 ▲ 1%	627 ▲ 23%	\$46 ▲ 11%
Domestic overnight	767 ▲ 2%	3,066 ▼ 0%	\$412 ▼ 5%
Domestic day	935 ▲ 12%		\$77 ▼ 4%

TOTAL SPEND

\$535M ▼ 4%

TOURISM ECONOMY (2018-19)

Tourism employment

3,161 persons ▼ 10.4%

- Tourism accounted for 8.9% of the region's workforce
- Part-time workers accounted for 50% of the tourism workforce

Tourism gross value added

\$227 million ▼ 8.4%

- Tourism accounted for 6.7% of the regional economy
- Transport was the largest contributing sector (20%)

GVA by industry

Transport	\$46m
Accommodation	\$43m
Food Services	\$42m
Recreational activities	\$39m
Retail trade	\$31m

TOURISM SUPPLY (2018-19)

Businesses

875 businesses ▲ 3.4%

- 60% of tourism-related businesses in the Fraser Coast region employed staff

Domestic inbound aviation

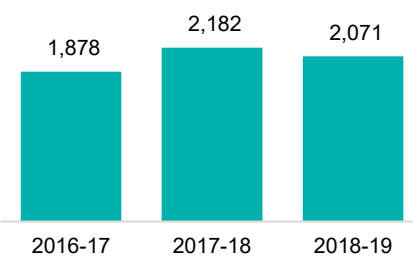
129,331 seats ▼ 2.3%

1,402 flights ▼ 4.9%

63% load factor ▼ 1.5 ppt

Accommodation

2,071 rooms

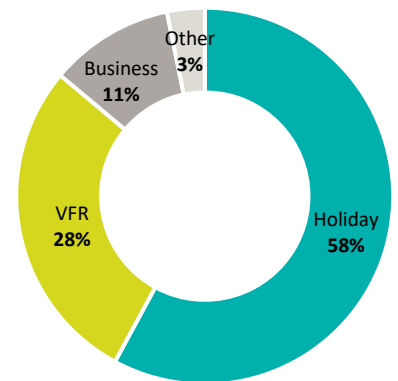


61% occupancy ▲ 1.8 ppt

\$86.08 RevPAR ▲ \$13.57

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Fraser Coast region
- Interstate visitors accounted for 25% of domestic overnight visitors and 39% of domestic overnight spend
- The top international visitor markets were United Kingdom and Germany
- Commercial accommodation accounted for 52% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities