



COVID IMPACTS

Spend \$M (2020) \$358 ▲ 14%	Occupancy (2019-20) 44% ▼ 5 ppt
Employed (2019-20) persons 1,702 ▼ 5%	Flights (2019-20) domestic inbound 1,991 ▼ 17%

Change in spend, Year Ending (YE) data compared to equivalent previous period

Year Ending	Australia (%)	Gladstone (%)
YE March 2020	-10%	5%
YE June 2020	-20%	0%
YE Sep 2020	-30%	5%
YE Dec 2020	-51%	14%

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	59 ▲ 3%	245 ▲ 10%	\$18 ▼ 17%
Domestic overnight	563 ▲ 38%	1,869 ▲ 35%	\$231 ▼ 14%
Domestic day	478 ▲ 16%		\$66 ▲ 47%

TOTAL SPEND **\$315M ▼ 6%**

TOURISM ECONOMY (2018-19)

Tourism employment

1,787 persons ▼ 19.1%

- Tourism accounted for 5.5% of the region's workforce
- Part-time workers accounted for 47% of the tourism workforce

Tourism gross value added

\$145 million ▼ 14.3%

- Tourism accounted for 2.4% of the regional economy
- Transport was the largest contributing sector (37%)

GVA by industry

Transport	\$53m
Food Services	\$21m
Recreational activities	\$21m
Accommodation	\$20m
Retail trade	\$16m

TOURISM SUPPLY (2018-19)

Businesses

463 businesses ▼ 4.9%

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

Domestic inbound aviation

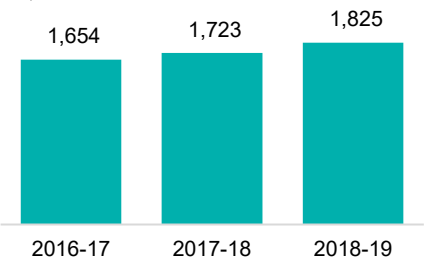
182,682 seats ▼ 2.2%

2,406 flights ▼ 2.1%

67% load factor ▼ 3.2 ppt

Accommodation

1,825 rooms

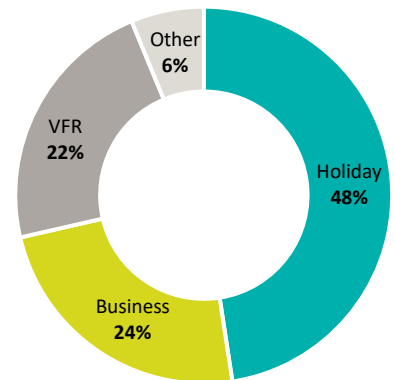


49.3% occupancy ▲ 1.1 ppt

\$55.34 RevPAR ▲ \$0.63

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Gladstone region
- Interstate visitors accounted for 16% of domestic overnight visitors and 26% of domestic overnight spend
- The top international visitor markets were Germany and United Kingdom
- Commercial accommodation accounted for 55% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities