



# OUTBACK QUEENSLAND, QLD



<b>COVID IMPACTS</b>	<b>Spend \$M (2020)</b> <b>\$553</b> ▼ <b>38%</b>	<b>Occupancy (2019-20)</b> <b>41%</b>	<b>Change in spend, 2020 compared with 2019</b>  Change 0% -20% -40% -60% -80% -100% Mar qtr Jun qtr Sep qtr Dec qtr — REGION — AUSTRALIA
	<b>Employed (2019-20) persons</b> <b>2,735</b> ▼ <b>13%</b>	<b>Flights (2019-20) domestic inbound</b> <b>5,495</b> ▼ <b>8%</b>	

## PRE-COVID RESULTS

### 2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	25 ▼ 15%	329 ▼ 39%	\$14 ▼ 37%
Domestic overnight	1,080 ▲ 25%	5,876 ▲ 23%	\$745 ▲ 23%
Domestic day	722 ▲ 9%		\$139 ▲ 146%

## TOTAL SPEND

**\$898M ▲ 31%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**3,147 persons ▲ 1.8%**

- Tourism accounted for 6.5% of the region's workforce
- Part-time workers accounted for 38% of the tourism workforce

#### Tourism gross value added

**\$231 million ▲ 5.2%**

- Tourism accounted for 1.8% of the regional economy
- Transport was the largest contributing sector (25%)

#### GVA by industry

Transport  
**\$59m**

Recreational activities  
**\$47m**

Accommodation  
**\$43m**

Food Services  
**\$33m**

Retail trade  
**\$25m**

### TOURISM SUPPLY (2018-19)

#### Businesses

**913 businesses ▼ 0.5%**

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

#### Domestic inbound aviation

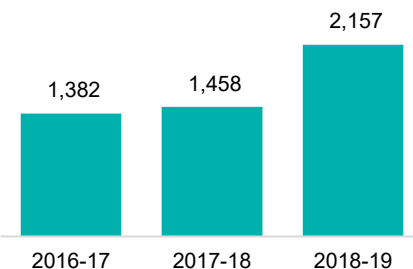
**379,570 seats ▲ 12.3%**

**6,003 flights ▲ 16.3%**

**58% load factor ▼ 1 ppt**

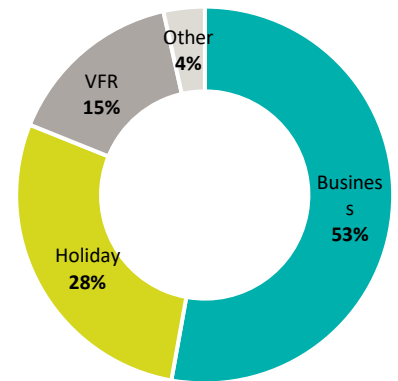
#### Accommodation

**2,157 rooms**



### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Business was the main purpose of visit for overnight visitors to the Outback Queensland region
- Interstate visitors accounted for 19% of domestic overnight visitors and 17% of domestic overnight spend
- The top international visitor markets were New Zealand and United Kingdom
- Commercial accommodation accounted for 33% of nights
- The most popular activities on these trips were social activities and none of these activities