

PRE-COVID RESULTS

2019	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	56 ▲ 2%	1,560 ▲ 4%	\$93 ▲ 61%
Domestic overnight	2,195 ▲ 2%	5,901 ▲ 3%	\$810 ▲ 6%
Domestic day	4,014 ▼ 3%		\$477 ▼ 21%

TOTAL SPEND

\$1,380M ▼ 4%

TOURISM ECONOMY (2018-19)

Tourism employment

6,806 persons ▼ 5.7%

- Tourism accounted for 4.7% of the region's workforce
- Part-time workers accounted for 51% of the tourism workforce

Tourism gross value added

\$464 million ▼ 3.5%

- Tourism accounted for 2.5% of the regional economy
- Food Services was the largest contributing sector (21%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

2,991 businesses ▲ 0.5%

- 56% of tourism-related businesses in the Southern Queensland Country region employed staff

Domestic inbound aviation

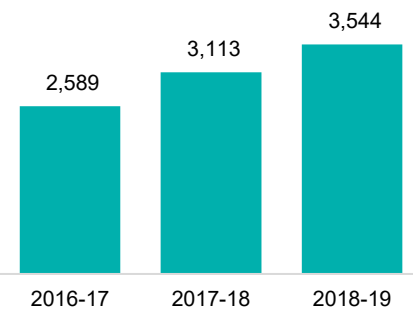
101,696 seats ▼ 17.7%

1,599 flights ▼ 15.8%

62% load factor ▲ 0.7 ppt

Accommodation

3,544 rooms

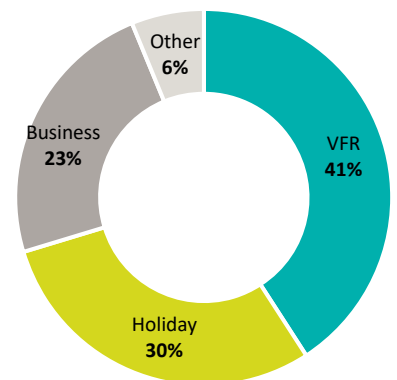


62.8% occupancy ▼ 2.4 ppt

\$93.83 RevPAR ▼ \$0.50

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Southern Queensland Country region
- Interstate visitors accounted for 20% of domestic overnight visitors and 21% of domestic overnight spend
- The top international visitor markets were New Zealand and United Kingdom
- Commercial accommodation accounted for 35% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities