

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	330 ▲ 6%	2,842 ▲ 2%	\$283 ▲ 15%
Domestic overnight	4,048 ▲ 12%	14,540 ▲ 14%	\$2,745 ▲ 17%
Domestic day	7,897 ▲ 13%		\$704 ▲ 5%

TOTAL SPEND **\$3,732M ▲ 14%**

TOURISM ECONOMY (2018-19)

Tourism employment

- 17,429 persons ▲ 5.1%**
- Tourism accounted for 9.7% of the region's workforce
 - Part-time workers accounted for 53% of the tourism workforce

Tourism gross value added

- \$1,397 million ▲ 7.2%**
- Tourism accounted for 7.3% of the regional economy
 - Food Services was the largest contributing sector (21%)

GVA by industry

Food Services	\$294m
Accommodation	\$278m
Recreational activities	\$271m
Transport	\$209m
Retail trade	\$198m

TOURISM SUPPLY (2018-19)

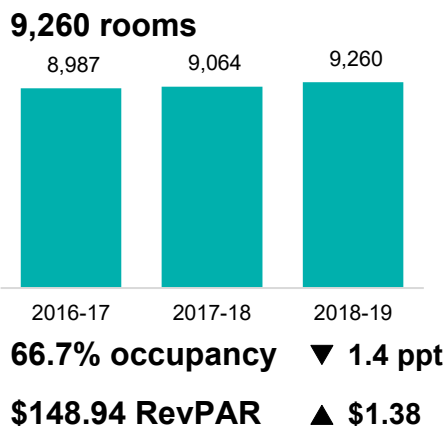
Businesses

- 5,805 businesses ▼ 0.2%**
- 54% of tourism-related businesses in the Sunshine Coast region employed staff

Domestic inbound aviation

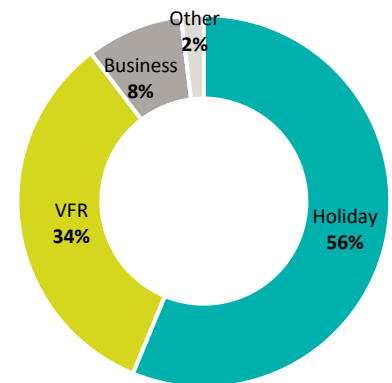
- 744,294 seats ▲ 4.8%**
- 4,330 flights ▲ 4.0%**
- 84% load factor ▲ 1 ppt**

Accommodation



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Sunshine Coast region
- Interstate visitors accounted for 28% of domestic overnight visitors and 52% of domestic overnight spend
- The top international visitor markets were New Zealand and United Kingdom
- Commercial accommodation accounted for 52% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities