

## PRE-COVID RESULTS

**2019**

**International**



**VISITORS ('000)**

126 ▼ 7%



**NIGHTS ('000)**

1,447 ▲ 15%



**SPEND (\$M)**

\$96 ▲ 46%

**Domestic overnight**

1,297 ▼ 3%

4,786 ▲ 2%

\$790 ▼ 9%

**Domestic day**

1,557 ▲ 10%

\$236 ▲ 38%

## TOTAL SPEND

**\$1,122M ▲ 2%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**5,813 persons ▼ 0.1%**

- Tourism accounted for 4.8% of the region's workforce
- Part-time workers accounted for 50% of the tourism workforce

#### Tourism gross value added

**\$455 million ▲ 2.6%**

- Tourism accounted for 3.1% of the regional economy
- Transport was the largest contributing sector (20%)

#### GVA by industry

Transport  
**\$89m**

Food Services  
**\$89m**

Accommodation  
**\$72m**

Recreational activities  
**\$72m**

Retail trade  
**\$61m**

### TOURISM SUPPLY (2018-19)

#### Businesses

**2,070 businesses ▼ 2.0%**

- 58% of tourism-related businesses in the Townsville region employed staff

#### Domestic inbound aviation

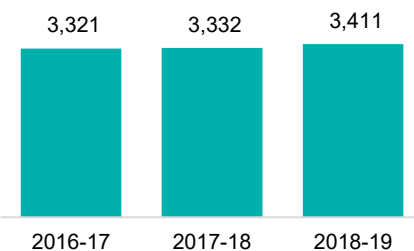
**1,119,490 seats ▼ 4.3%**

**14,391 flights ▼ 4.9%**

**75% load factor ▲ 3.5 ppt**

#### Accommodation

**3,411 rooms**

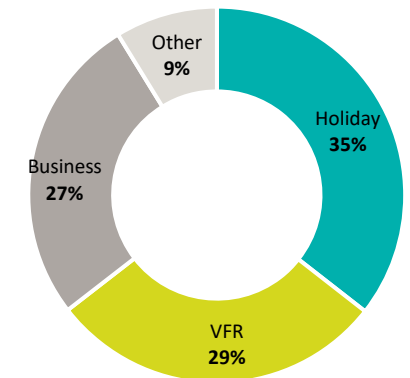


**71.3% occupancy ▲ 5.9 ppt**

**\$96.95 RevPAR ▲ \$9.38**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Townsville region
- Interstate visitors accounted for 18% of domestic overnight visitors and 31% of domestic overnight spend
- The top international visitor markets were Germany and United Kingdom
- Commercial accommodation accounted for 53% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities