



# TROPICAL NORTH QUEENSLAND, QLD



|                      |   |  |   |
|----------------------|---|--|---|
| <b>COVID IMPACTS</b> | <b>Spend \$M (2020)</b><br><b>\$1,906</b><br>▼ <b>52%</b>         | <b>Occupancy (2019-20)</b><br><b>55%</b><br>▼ <b>17 ppt</b>                | <b>Change in spend, 2020 compared with 2019</b><br><br>— REGION — AUSTRALIA |
|                      | <b>Employed (2019-20) persons</b><br><b>18,081</b><br>▼ <b>1%</b> | <b>Flights (2019-20) domestic inbound</b><br><b>19,865</b><br>▼ <b>23%</b> |   |

## PRE-COVID RESULTS

| 2019               | VISITORS ('000) | NIGHTS ('000) | SPEND (\$M)  |
|--------------------|-----------------|---------------|--------------|
| International      | 808 ▼ 6%        | 6,833 ▲ 9%    | \$1,028 ▼ 4% |
| Domestic overnight | 2,218 ▲ 10%     | 11,188 ▲ 7%   | \$2,508 ▲ 7% |
| Domestic day       | 3,271 ▲ 34%     |               | \$428 ▼ 2%   |

## TOTAL SPEND **\$3,964M ▲ 3%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

- 18,191 persons ▼ 6.4%**
- Tourism accounted for 13.2% of the region's workforce
  - Part-time workers accounted for 43% of the tourism workforce

#### Tourism gross value added

- \$1,551 million ▼ 2.5%**
- Tourism accounted for 9.7% of the regional economy
  - Transport was the largest contributing sector (28%)

#### GVA by industry

|                         |        |
|-------------------------|--------|
| Transport               | \$429m |
| Accommodation           | \$277m |
| Recreational activities | \$251m |
| Food Services           | \$216m |
| Retail trade            | \$166m |

### TOURISM SUPPLY (2018-19)

#### Businesses

- 3,838 businesses ▲ 1.2%**
- 57% of tourism-related businesses in the Tropical North Queensland region employed staff

#### Domestic inbound aviation

- 2,789,668 seats ▼ 2.8%**
- 25,959 flights ▼ 5.8%**
- 79% load factor ▲ 0 ppt**

#### Accommodation

**13,527 rooms**

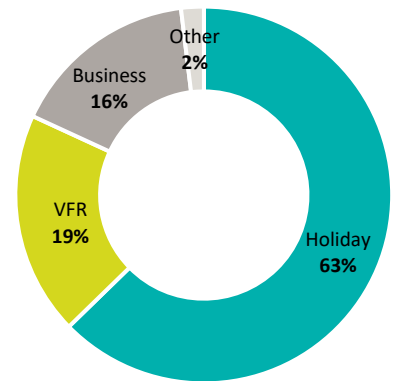
|         |        |
|---------|--------|
| 2016-17 | 13,624 |
| 2017-18 | 13,672 |
| 2018-19 | 13,527 |

**71.7% occupancy ▼ 5.7 ppt**

**\$126.03 RevPAR ▼ \$13.54**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to Tropical North Queensland
- Interstate visitors accounted for 32% of domestic overnight visitors and 55% of domestic overnight spend
- The top international visitor markets were China and Japan
- Commercial accommodation accounted for 61% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities