

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	220 ▼ 6%	1,369 ▲ 6%	\$152 ▼ 28%
Domestic overnight	631 ▼ 1%	2,788 ▼ 6%	\$543 ▼ 26%
Domestic day	515 ▲ 98%		\$113 ▲ 221%

TOTAL SPEND

\$807M ▼ 18%

TOURISM ECONOMY (2018-19)

Tourism employment

- 4,159 persons ▼ 4.2%**
- Tourism accounted for 22.4% of the region's workforce
 - Part-time workers accounted for 34% of the tourism workforce

Tourism gross value added

- \$366 million ▼ 0.5%**
- Tourism accounted for 13.5% of the regional economy
 - Transport was the largest contributing sector (32%)

GVA by industry

Transport	\$118m
Accommodation	\$77m
Recreational activities	\$56m
Food Services	\$49m
Retail trade	\$34m

TOURISM SUPPLY (2018-19)

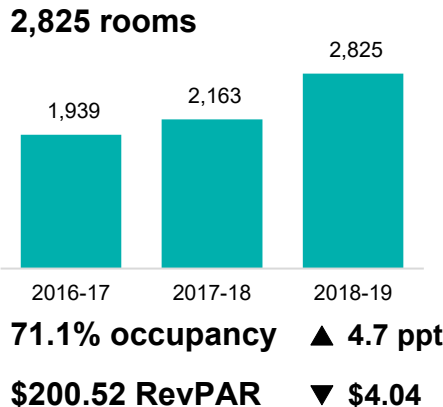
Businesses

- 613 businesses ▲ 1.0%**
- 60% of tourism-related businesses in the Whitsundays region employed staff

Domestic inbound aviation

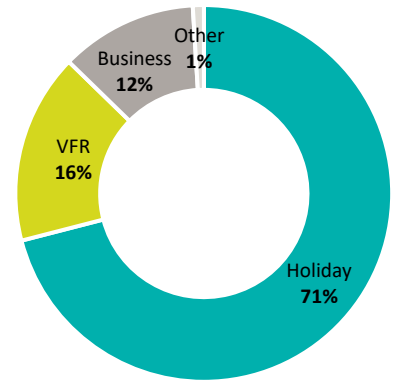
- 597,946 seats ▼ 1.8%**
- 3,839 flights ▼ 2.1%**
- 72% load factor ▼ 0.9 ppt**

Accommodation



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Whitsundays region
- Interstate visitors accounted for 37% of domestic overnight visitors and 56% of domestic overnight spend
- The top international visitor markets were United Kingdom and Germany
- Commercial accommodation accounted for 63% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities