



COVID IMPACTS	Spend \$M (2020) \$130 ▼ 37%	Occupancy (2019-20) NA	Change in spend, Year Ending (YE) data compared to equivalent previous period YE March 2020 YE June 2020 YE Sep 2020 YE Dec 2020 Change: 50%, 0%, -50%, -100% Australia — Adelaide Hills
	Employed (2019-20) persons 1,388 ▲ 7%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	11 ▼ 1%	143 ▼ 13%	\$11 ▲ 117%
Domestic overnight	214 ▲ 34%	461 ▼ 13%	\$87 ▲ 25%
Domestic day	1,664 ▲ 61%		\$108 ▲ 32%

TOTAL SPEND

\$207M ▲ 31%

TOURISM ECONOMY (2018-19)

Tourism employment

- 1,293 persons ▲ 1.1%**
- Tourism accounted for 5.4% of the region's workforce
 - Part-time workers accounted for 66% of the tourism workforce

Tourism gross value added

- \$69 million ▲ 5.3%**
- Tourism accounted for 2.9% of the regional economy
 - Food Services was the largest contributing sector (30%)

GVA by industry

Food Services	\$21m
Retail trade	\$15m
Recreational activities	\$11m
Other	\$7m
Transport	\$6m

TOURISM SUPPLY (2018-19)

Businesses

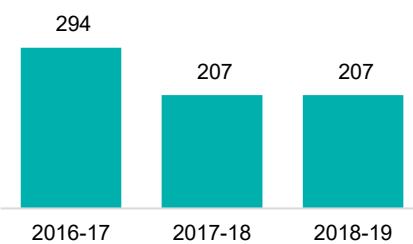
- 758 businesses ▲ 0.3%**
- 53% of tourism-related businesses in the Adelaide Hills region employed staff

Domestic inbound aviation

seats	NA
flights	NA

Accommodation

207 rooms

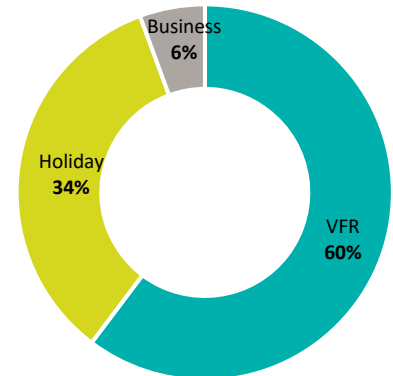


65% occupancy ▼ 1.5 ppt

\$111.14 RevPAR ▲ \$0.79

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Adelaide Hills region
- Interstate visitors accounted for 41% of domestic overnight visitors and 48% of domestic overnight spend
- The top international visitor markets were New Zealand and United Kingdom
- Commercial accommodation accounted for 41% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities