

PRE-COVID RESULTS

2019

International



VISITORS ('000)

437 ▲ 8%



NIGHTS ('000)

9,258 ▲ 15%



SPEND (\$M)

\$1,057 ▲ 9%

Domestic overnight

3,485 ▲ 22%

10,803 ▲ 12%

\$2,811 ▲ 22%

Domestic day

5,784 ▲ 20%

\$647 ▼ 1%

TOTAL SPEND

\$4,515M ▲ 15%

TOURISM ECONOMY (2018-19)

Tourism employment

22,721 persons ▲ 1.4%

- Tourism accounted for 3.6% of the region's workforce
- Part-time workers accounted for 51% of the tourism workforce

Tourism gross value added

\$2,158 million ▲ 5.9%

- Tourism accounted for 2.8% of the regional economy
- Transport was the largest contributing sector (22%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

13,014 businesses ▲ 1.5%

- 51% of tourism-related businesses in the Adelaide region employed staff

Domestic inbound aviation

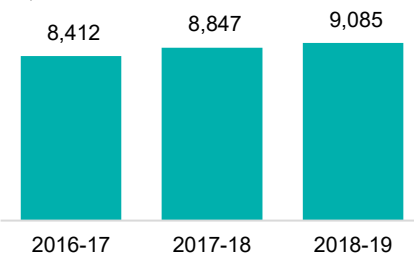
4,677,042 seats ▼ 0.1%

36,929 flights ▲ 0.9%

78% load factor ▲ 0.5 ppt

Accommodation

9,085 rooms

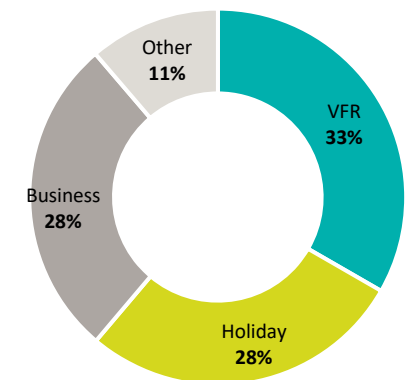


78.7% occupancy ▼ 0.4 ppt

\$121.08 RevPAR ▼ \$2.86

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Adelaide region
- Interstate visitors accounted for 61% of domestic overnight visitors and 63% of domestic overnight spend
- The top international visitor markets were China and United Kingdom
- Commercial accommodation accounted for 48% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities