



COVID IMPACTS	Spend \$M (2020) \$183 ▼ 19%	Occupancy (2019-20) 49% ▼ 7 ppt	Change in spend, Year Ending (YE) data compared to equivalent previous period Australia — Barossa
	Employed (2019-20) persons 843 ▼ 3%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	14 ▼ 11%	107 ▲ 34%	\$10 ▲ 38%
Domestic overnight	304 ▲ 34%	682 ▲ 22%	\$135 ▼ 10%
Domestic day	980 ▲ 20%		\$80 ▼ 3%

TOTAL SPEND

\$225M ▼ 6%

TOURISM ECONOMY (2018-19)

Tourism employment

868 persons ▲ 7.9%

- Tourism accounted for 4.7% of the region's workforce
- Part-time workers accounted for 55% of the tourism workforce

Tourism gross value added

\$63 million ▲ 11.5%

- Tourism accounted for 3% of the regional economy
- Food Services was the largest contributing sector (19%)

GVA by industry

Food Services	\$12m
Accommodation	\$11m
Retail trade	\$11m
Recreational activities	\$10m
Transport	\$8m

TOURISM SUPPLY (2018-19)

Businesses

365 businesses ▼ 0.3%

- 55% of tourism-related businesses in the Barossa region employed staff

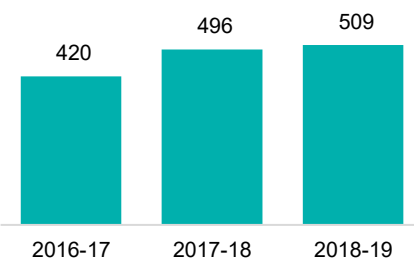
Domestic inbound aviation

seats NA

flights NA

Accommodation

509 rooms

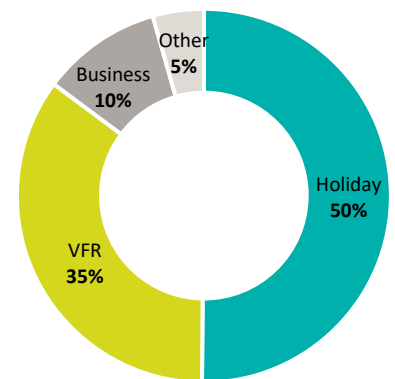


55.8% occupancy ▼ 3.3 ppt

\$92.12 RevPAR ▼ \$4.70

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Barossa region
- Interstate visitors accounted for 38% of domestic overnight visitors and 51% of domestic overnight spend
- The top international visitor markets were New Zealand and United Kingdom
- Commercial accommodation accounted for 48% of nights
- The most popular activities on these trips were social activities and local attractions / tourist activities