



COVID IMPACTS	Spend \$M (2020) \$119 ▲ 1%	Occupancy (2019-20) NA	Change in spend, Year Ending (YE) data compared to equivalent previous period Australia — Clare Valley
	Employed (2019-20) persons 584 ▲ 27%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

International

Domestic overnight

Domestic day



VISITORS ('000)

5 ▲ 48%

199 ▲ 13%

341 ▲ 29%



NIGHTS ('000)

32 ▲ 44%

467 ▲ 24%



SPEND (\$M)

\$2 ▲ 19%

\$83 ▲ 122%

\$32 ▲ 39%

TOTAL SPEND

\$117M ▲ 88%

TOURISM ECONOMY (2018-19)

Tourism employment

460 persons ▼ 6.6%

- Tourism accounted for 7.2% of the region's workforce
- Part-time workers accounted for 61% of the tourism workforce

Tourism gross value added

\$27 million ▼ 4.8%

- Tourism accounted for 3.6% of the regional economy
- Food Services was the largest contributing sector (24%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

191 businesses ▼ 2.1%

- 52% of tourism-related businesses in the Clare Valley region employed staff

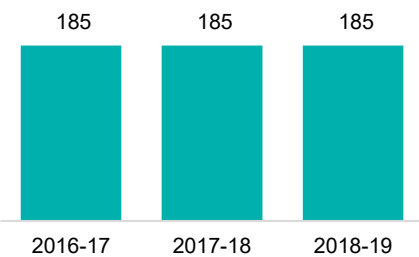
Domestic inbound aviation

seats NA

flights NA

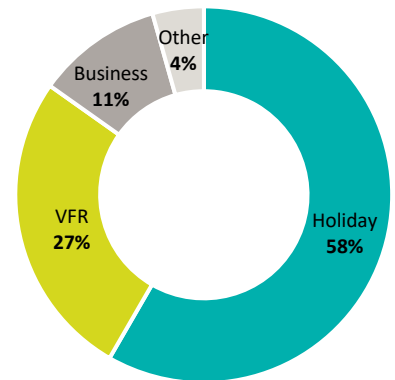
Accommodation

185 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Clare Valley region
- Interstate visitors accounted for 31% of domestic overnight visitors and 42% of domestic overnight spend
- Commercial accommodation accounted for 50% of nights
- The most popular activities on these trips were social activities and local attractions / tourist activities