

PRE-COVID RESULTS

2019

International

Domestic overnight

Domestic day



VISITORS ('000)

23 ▲ 16%

560 ▲ 38%

755 ▲ 85%



NIGHTS ('000)

182 ▲ 106%

2,115 ▲ 15%



SPEND (\$M)

\$13 ▲ 182%

\$406 ▲ 47%

\$130 ▲ 23%

TOTAL SPEND

\$549M ▲ 42%

TOURISM ECONOMY (2018-19)

Tourism employment

2,041 persons ▲ 19.5%

- Tourism accounted for 7.7% of the region's workforce
- Part-time workers accounted for 60% of the tourism workforce

Tourism gross value added

\$136 million ▲ 21.7%

- Tourism accounted for 4% of the regional economy
- Transport was the largest contributing sector (24%)

GVA by industry

Transport
\$33m

Accommodation
\$27m

Food Services
\$23m

Recreational activities
\$21m

Retail trade
\$18m

TOURISM SUPPLY (2018-19)

Businesses

586 businesses ▼ 1.3%

- 62% of tourism-related businesses in the Eyre Peninsula region employed staff

Domestic inbound aviation

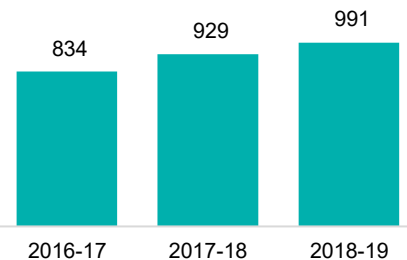
240,913 seats ▲ 4.1%

6,389 flights ▲ 5.9%

56% load factor ▼ 0.6 ppt

Accommodation

991 rooms

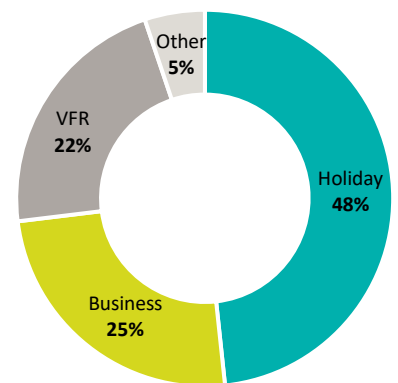


64.2% occupancy ▲ 1.5 ppt

\$82.59 RevPAR ▲ \$1.87

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Eyre Peninsula region
- Interstate visitors accounted for 30% of domestic overnight visitors and 33% of domestic overnight spend
- The top international visitor markets were United Kingdom and United States of America
- Commercial accommodation accounted for 48% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities