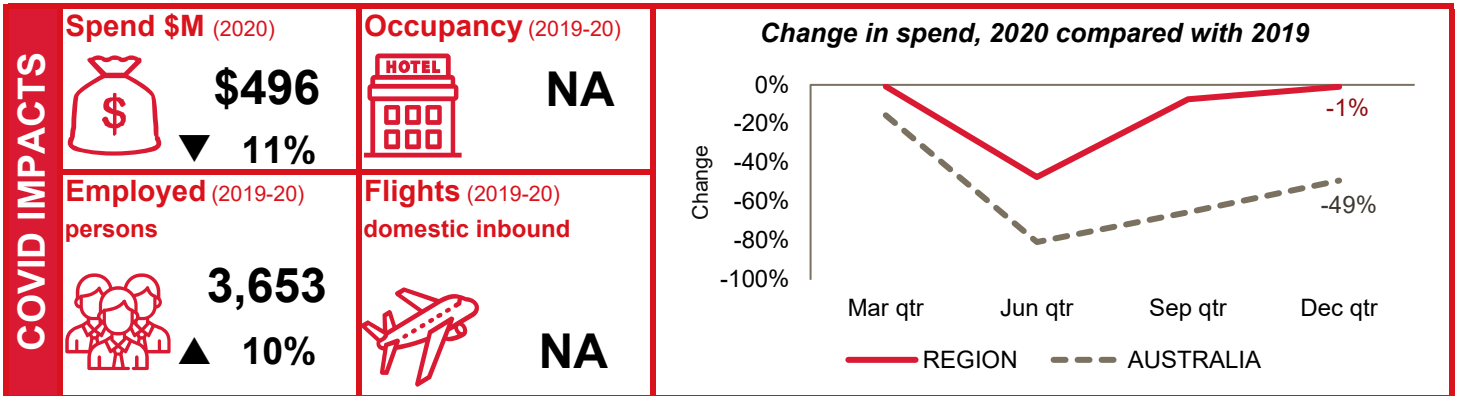




FLEURIEU PENINSULA, SA



PRE-COVID RESULTS

2019

International



VISITORS ('000)

32 ▲ 29%



NIGHTS ('000)

261 ▼ 1%



SPEND (\$M)

\$9 ▼ 39%

Domestic overnight

869 ▲ 29%

2,531 ▲ 25%

\$290 ▲ 32%

Domestic day

3,545 ▲ 30%

\$260 ▲ 17%

TOTAL SPEND

\$559M ▲ 23%

TOURISM ECONOMY (2018-19)

Tourism employment

3,308 persons ▼ 2.3%

- Tourism accounted for 12.6% of the region's workforce
- Part-time workers accounted for 66% of the tourism workforce

Tourism gross value added

\$200 million ▲ 7.1%

- Tourism accounted for 7.9% of the regional economy
- Food Services was the largest contributing sector (24%)

GVA by industry

Food Services
\$48m

Transport
\$40m

Recreational activities
\$35m

Retail trade
\$31m

Accommodation
\$29m

TOURISM SUPPLY (2018-19)

Businesses

840 businesses ▲ 3.6%

- 54% of tourism-related businesses in the Fleurieu Peninsula region employed staff

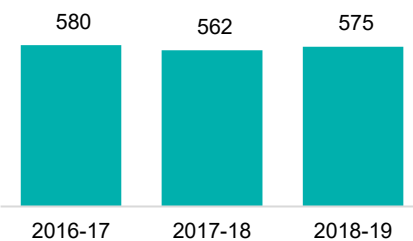
Domestic inbound aviation

seats NA

flights NA

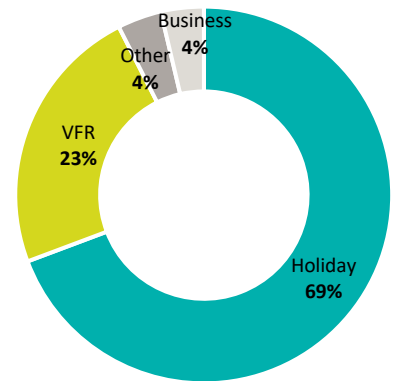
Accommodation

575 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Fleurieu Peninsula region
- Interstate visitors accounted for 14% of domestic overnight visitors and 24% of domestic overnight spend
- The top international visitor markets were United Kingdom and Germany
- Commercial accommodation accounted for 40% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities