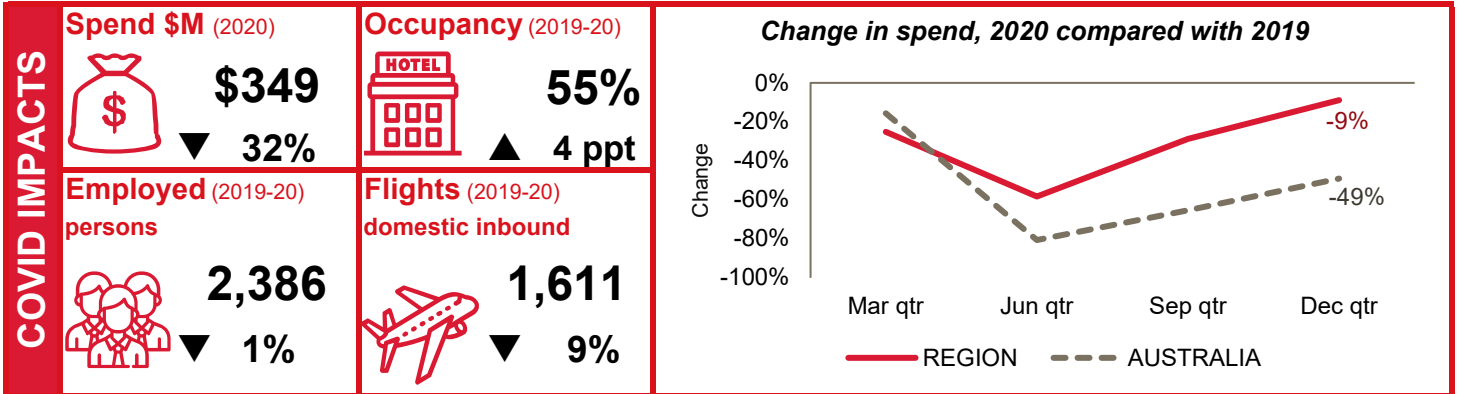




FLINDERS RANGES AND OUTBACK, SA



PRE-COVID RESULTS

2019

International



VISITORS ('000)

47 ▲ 11%



NIGHTS ('000)

251 0%



SPEND (\$M)

\$16 ▼ 1%

Domestic overnight

882 ▲ 24%

3,653 ▲ 10%

\$425 ▲ 21%

Domestic day

685 ▲ 13%

\$75 ▼ 33%

TOTAL SPEND

\$516M ▲ 8%

TOURISM ECONOMY (2018-19)

Tourism employment

2,417 persons ▲ 9.3%

- Tourism accounted for 8.5% of the region's workforce
- Part-time workers accounted for 51% of the tourism workforce

Tourism gross value added

\$167 million ▲ 15.7%

- Tourism accounted for 3.6% of the regional economy
- Accommodation was the largest contributing sector (23%)

GVA by industry

Accommodation
\$39m

Food Services
\$32m

Transport
\$30m

Recreational activities
\$29m

Retail trade
\$20m

TOURISM SUPPLY (2018-19)

Businesses

523 businesses ▲ 2.1%

- 64% of tourism-related businesses in the Flinders Ranges And Outback region employed staff

Domestic inbound aviation

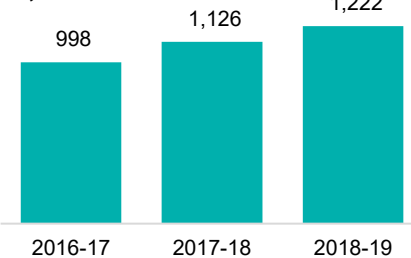
73,228 seats ▲ 6.4%

1,772 flights ▲ 11.3%

67% load factor ▼ 1.5 ppt

Accommodation

1,222 rooms

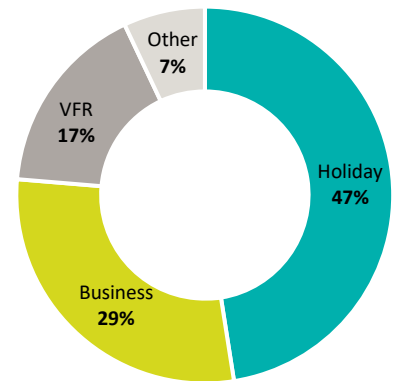


51% occupancy ▼ 9.6 ppt

\$66.75 RevPAR ▼ \$9.16

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Flinders Ranges And Outback region
- Interstate visitors accounted for 32% of domestic overnight visitors and 43% of domestic overnight spend
- The top international visitor markets were United Kingdom and Germany
- Commercial accommodation accounted for 38% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities