

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	53 ▲ 15%	141 ▲ 34%	\$53 ▲ 43%
Domestic overnight	155 ▲ 31%	564 ▲ 41%	\$121 ▲ 61%
Domestic day	118 ▲ 184%		\$17 ▲ 289%

TOTAL SPEND

\$191M ▲ 64%

TOURISM ECONOMY (2018-19)

Tourism employment

- 890 persons ▲ 2.1%**
- Tourism accounted for 37.6% of the region's workforce
 - Part-time workers accounted for 54% of the tourism workforce

Tourism gross value added

- \$61 million ▲ 4.3%**
- Tourism accounted for 25.5% of the regional economy
 - Transport was the largest contributing sector (40%)

GVA by industry



TOURISM SUPPLY (2018-19)

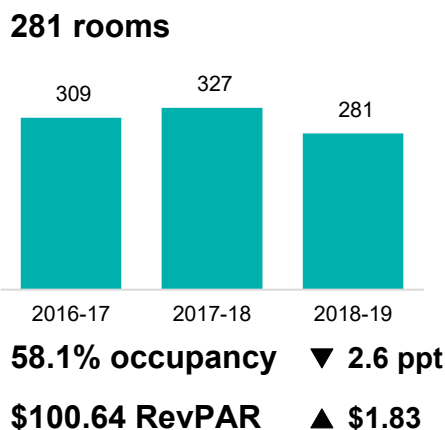
Businesses

- 113 businesses**
- 54% of tourism-related businesses in the Kangaroo Island region employed staff

Domestic inbound aviation

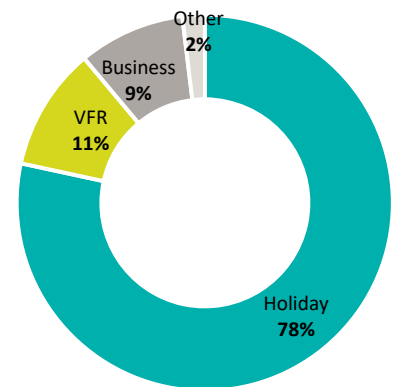
- 41,395 seats ▲ 6.2%**
- 1,126 flights ▲ 3.1%**
- 50% load factor ▼ 1.8 ppt**

Accommodation



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Kangaroo Island region
- Interstate visitors accounted for 32% of domestic overnight visitors and 38% of domestic overnight spend
- The top international visitor markets were United States of America and Germany
- Commercial accommodation accounted for 58% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities