



COVID IMPACTS	Spend \$M (2020) \$358 ▼ 15%	Occupancy (2019-20) 45% ▼ 8 ppt	Change in spend, 2020 compared with 2019 Change 20% 0% -20% -40% -60% -80% -100% Mar qtr Jun qtr Sep qtr Dec qtr — REGION — AUSTRALIA
	Employed (2019-20) persons 2,128 ▲ 3%	Flights (2019-20) domestic inbound 1,401 ▼ 22%	

PRE-COVID RESULTS

2019

International

Domestic overnight

Domestic day



VISITORS ('000)

45 ▲ 4%

730 ▲ 19%

740 ▼ 9%



NIGHTS ('000)

221 ▼ 26%

2,137 ▲ 26%



SPEND (\$M)

\$17 ▼ 28%

\$307 ▲ 46%

\$97 ▲ 1%

TOTAL SPEND

\$421M ▲ 27%

TOURISM ECONOMY (2018-19)

Tourism employment

2,058 persons ▼ 0.6%

- Tourism accounted for 6.1% of the region's workforce
- Part-time workers accounted for 57% of the tourism workforce

Tourism gross value added

\$137 million ▲ 6.8%

- Tourism accounted for 3.6% of the regional economy
- Accommodation was the largest contributing sector (21%)

GVA by industry

Accommodation
\$29m

Food Services
\$26m

Retail trade
\$23m

Recreational activities
\$22m

Transport
\$22m

TOURISM SUPPLY (2018-19)

Businesses

734 businesses ▼ 5.5%

- 65% of tourism-related businesses in the Limestone Coast region employed staff

Domestic inbound aviation

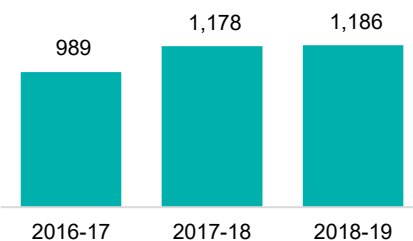
59,930 seats ▼ 6.0%

1,789 flights ▼ 6.0%

68% load factor ▲ 5 ppt

Accommodation

1,186 rooms

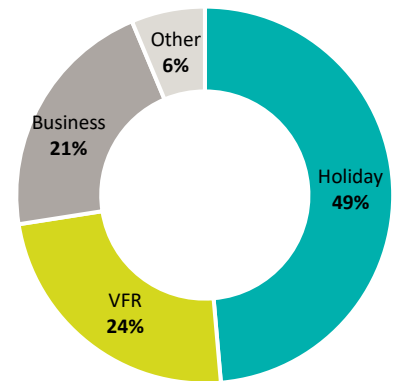


52.9% occupancy ▲ 0.7 ppt

\$68.57 RevPAR ▲ \$5.66

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Limestone Coast region
- Interstate visitors accounted for 42% of domestic overnight visitors and 48% of domestic overnight spend
- The top international visitor markets were United Kingdom and Germany
- Commercial accommodation accounted for 49% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities