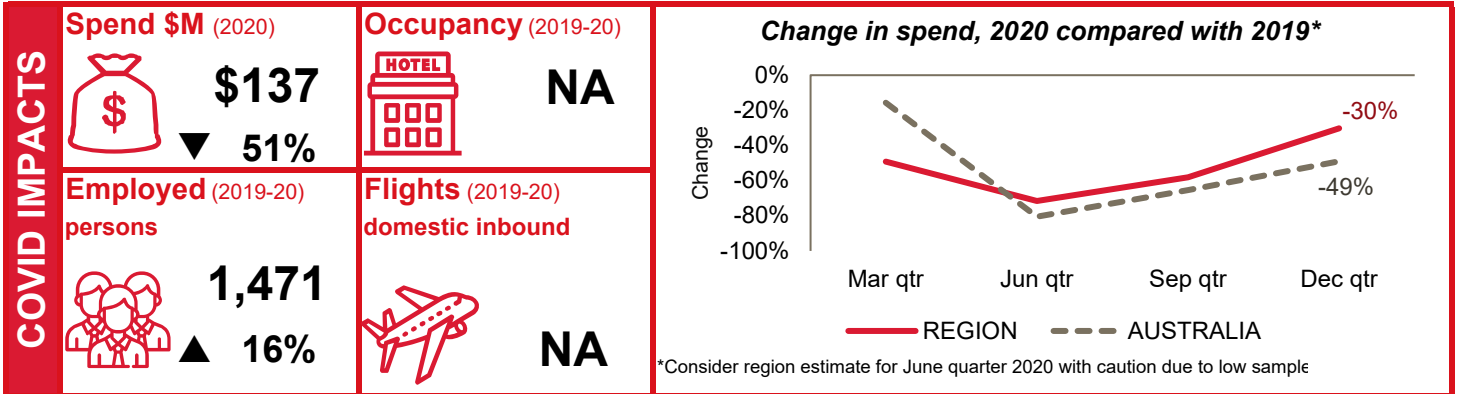




MURRAY RIVER, LAKES AND COORONG, SA



PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	7 ▼ 39%	115 ▼ 60%	\$6 ▼ 29%
Domestic overnight	444 ▲ 30%	1,231 ▲ 46%	\$157 ▲ 71%
Domestic day	1,223 ▲ 36%		\$118 ▲ 113%

TOTAL SPEND

\$281M ▲ 81%

TOURISM ECONOMY (2018-19)

Tourism employment

1,266 persons ▲ 12.0%

- Tourism accounted for 7.4% of the region's workforce
- Part-time workers accounted for 56% of the tourism workforce

Tourism gross value added

\$74 million ▲ 15.8%

- Tourism accounted for 4% of the regional economy
- Transport was the largest contributing sector (31%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

325 businesses ▼ 5.8%

- 58% of tourism-related businesses in the Murray River, Lakes and Coorong region employed staff

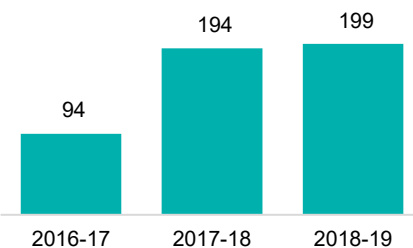
Domestic inbound aviation

seats NA

flights NA

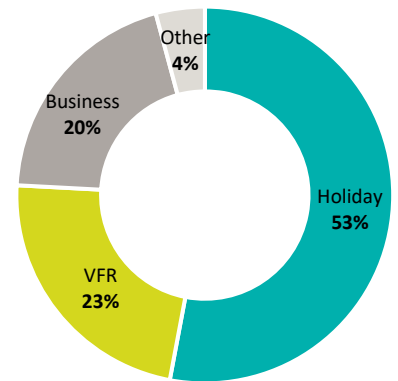
Accommodation

199 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the region
- Interstate visitors accounted for 21% of domestic overnight visitors and 23% of domestic overnight spend
- Commercial accommodation accounted for 37% of nights
- The most popular activities on these trips were social activities and active outdoor / sports activities