



COVID IMPACTS	Spend \$M (2020) \$146 ▼ 25%	Occupancy (2019-20) 47%	Change in spend, 2020 compared with 2019* <small>*Consider region estimate for June and December quarters with caution due to low sample</small>
	Employed (2019-20) persons 1,076 ▼ 6%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	10 ▼ 4%	181 ▼ 11%	\$6 ▼ 40%
Domestic overnight	420 ▲ 14%	1,132 ▲ 7%	\$157 ▲ 21%
Domestic day	430 ▲ 26%		\$33 ▼ 8%

TOTAL SPEND

\$195M ▲ 12%

TOURISM ECONOMY (2018-19)

Tourism employment

1,143 persons ▼ 2.8%

- Tourism accounted for 7.1% of the region's workforce
- Part-time workers accounted for 54% of the tourism workforce

Tourism gross value added

\$67 million ▼ 0.3%

- Tourism accounted for 3.9% of the regional economy
- Transport was the largest contributing sector (24%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

347 businesses ▲ 0.0%

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

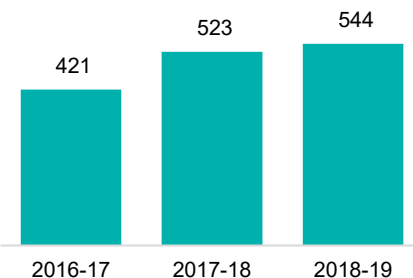
Domestic inbound aviation

seats NA

flights NA

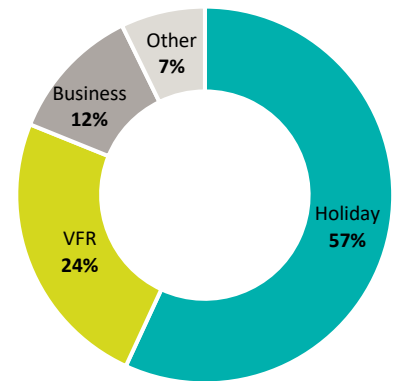
Accommodation

544 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Riverland region
- Interstate visitors accounted for 26% of domestic overnight visitors and 45% of domestic overnight spend
- The top international visitor markets were New Zealand and United Kingdom
- Commercial accommodation accounted for 54% of nights
- The most popular activities on these trips were social activities and active outdoor / sports activities