

PRE-COVID RESULTS

2019	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	9 ▲ 11%	44 ▼ 40%	\$6 ▲ 104%
Domestic overnight	586 ▲ 17%	1,773 ▲ 27%	\$171 ▲ 15%
Domestic day	791 ▲ 34%		\$63 ▲ 47%

TOTAL SPEND **\$240M ▲ 23%**

TOURISM ECONOMY (2018-19)

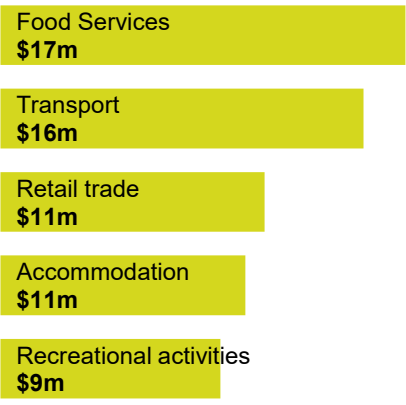
Tourism employment

- 1,387 persons ▼ 6.1%**
- Tourism accounted for 8.7% of the region's workforce
 - Part-time workers accounted for 64% of the tourism workforce

Tourism gross value added

- \$72 million ▼ 5.0%**
- Tourism accounted for 3.9% of the regional economy
 - Food Services was the largest contributing sector (24%)

GVA by industry



TOURISM SUPPLY (2018-19)

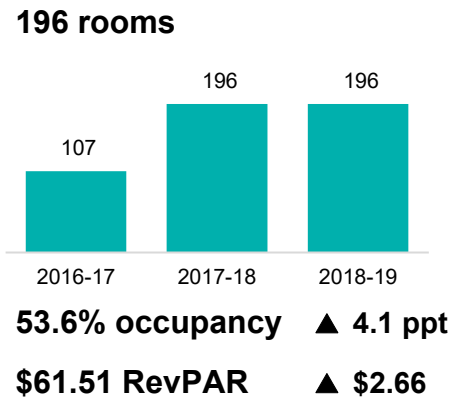
Businesses

- 444 businesses ▼ 1.1%**
- 62% of tourism-related businesses in the Yorke Peninsula region employed staff

Domestic inbound aviation

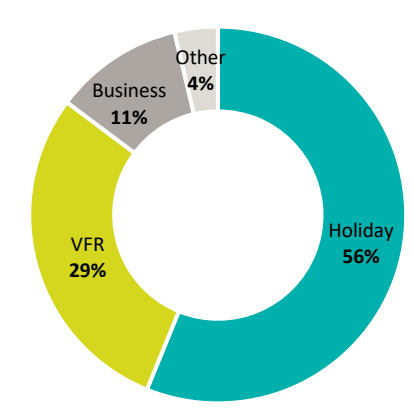
seats	NA
flights	NA

Accommodation



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Yorke Peninsula region
- Interstate visitors accounted for 11% of domestic overnight visitors and 15% of domestic overnight spend
- The top international visitor markets were United Kingdom and Germany
- Commercial accommodation accounted for 44% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities