



COVID IMPACTS	Spend \$M (2020) \$295 ▲ 9%	Occupancy (2019-20) 47% ▼ 3 ppt	Change in spend, Year Ending (YE) data compared to equivalent previous period Australia — East Coast
	Employed (2019-20) persons 2,517 ▲ 14%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

International

Domestic overnight

Domestic day



VISITORS ('000)

67 ▼ 5%

511 ▲ 4%

356 ▲ 3%



NIGHTS ('000)

186 ▼ 22%

1,442 ▲ 7%



SPEND (\$M)

\$21 ▼ 11%

\$217 ▲ 27%

\$32 ▲ 3%

TOTAL SPEND

\$270M ▲ 20%

TOURISM ECONOMY (2018-19)

Tourism employment

2,209 persons ▲ 26.0%

- Tourism accounted for 59.4% of the region's workforce
- Part-time workers accounted for 55% of the tourism workforce

Tourism gross value added

\$110 million ▲ 30.4%

- Tourism accounted for 28.2% of the regional economy
- Transport was the largest contributing sector (26%)

GVA by industry

Transport
\$29m

Food Services
\$25m

Accommodation
\$22m

Recreational activities
\$13m

Retail trade
\$12m

TOURISM SUPPLY (2018-19)

Businesses

229 businesses ▲ 3.6%

- 59% of tourism-related businesses in the East Coast region employed staff

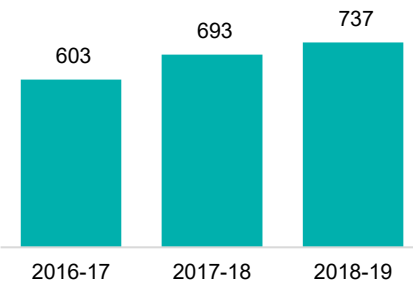
Domestic inbound aviation

seats NA

flights NA

Accommodation

737 rooms

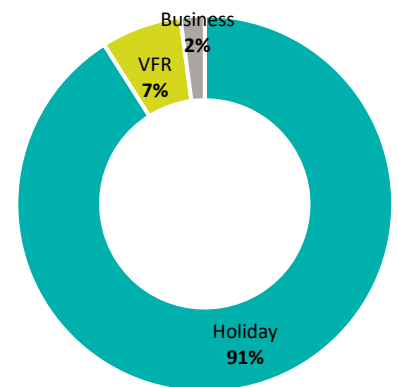


49.5% occupancy

\$115.12 RevPAR

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the East Coast region
- Interstate visitors accounted for 47% of domestic overnight visitors and 54% of domestic overnight spend
- The top international visitor markets were United States of America and Hong Kong
- Commercial accommodation accounted for 46% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities