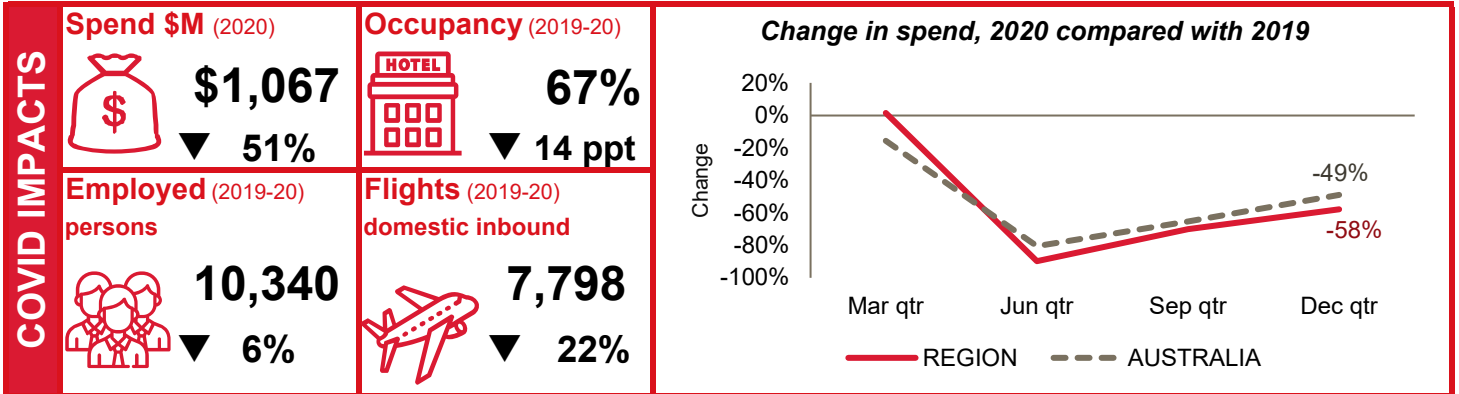




HOBART AND THE SOUTH, TAS



PRE-COVID RESULTS

2019

International



VISITORS ('000)

243 ▼ 12%



NIGHTS ('000)

2,356 ▼ 29%



SPEND (\$M)

\$366 ▼ 3%

Domestic overnight

1,747 ▲ 6%

6,106 ▲ 10%

\$1,523 ▲ 8%

Domestic day

3,133 ▲ 19%

\$303 ▲ 13%

TOTAL SPEND

\$2,193M ▲ 6%

TOURISM ECONOMY (2018-19)

Tourism employment

11,055 persons ▲ 10.8%

- Tourism accounted for 8.5% of the region's workforce
- Part-time workers accounted for 55% of the tourism workforce

Tourism gross value added

\$863 million ▲ 12.1%

- Tourism accounted for 5.4% of the regional economy
- Accommodation was the largest contributing sector (23%)

GVA by industry

Accommodation
\$199m

Transport
\$188m

Food Services
\$168m

Retail trade
\$101m

Recreational activities
\$98m

TOURISM SUPPLY (2018-19)

Businesses

3,170 businesses ▲ 6.1%

- 53% of tourism-related businesses in the Hobart And The South region employed staff

Domestic inbound aviation

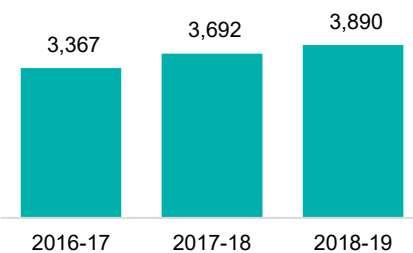
1,698,859 seats ▲ 6.8%

9,959 flights ▲ 2.8%

80% load factor ▼ 1.2 ppt

Accommodation

3,890 rooms

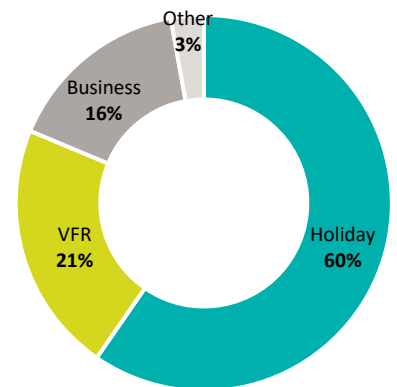


80.4% occupancy ▲ 2 ppt

\$148.09 RevPAR ▲ \$9.13

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Hobart And The South region
- Interstate visitors accounted for 67% of domestic overnight visitors and 80% of domestic overnight spend
- The top international visitor markets were China and United States of America
- Commercial accommodation accounted for 53% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities