



LAUNCESTON AND THE NORTH, TAS



COVID IMPACTS	Spend \$M (2020) \$561 ▼ 45%	Occupancy (2019-20) 59% ▼ 12 ppt	Change in spend, Year Ending (YE) data compared to equivalent previous period Change 0% -50% -100% YE March 2020 YE June 2020 YE Sep 2020 YE Dec 2020 Australia — Launceston and the North
	Employed (2019-20) persons 4,326 ▼ 12%	Flights (2019-20) domestic inbound 6,981 ▼ 21%	

PRE-COVID RESULTS

2019

International



VISITORS ('000)

116 ▼ 2%



NIGHTS ('000)

1,001 ▲ 30%



SPEND (\$M)

\$125 ▲ 62%

Domestic overnight

1,021 ▲ 19%

2,740 ▲ 7%

\$640 ▲ 12%

Domestic day

2,209 ▲ 6%

\$252 ▲ 28%

TOTAL SPEND

\$1,017M ▲ 20%

TOURISM ECONOMY (2018-19)

Tourism employment

4,905 persons ▲ 9.2%

- Tourism accounted for 7.6% of the region's workforce
- Part-time workers accounted for 57% of the tourism workforce

Tourism gross value added

\$323 million ▲ 13.3%

- Tourism accounted for 4.3% of the regional economy
- Food Services was the largest contributing sector (23%)

GVA by industry

Food Services	\$73m
Transport	\$70m
Retail trade	\$53m
Accommodation	\$45m
Recreational activities	\$35m

TOURISM SUPPLY (2018-19)

Businesses

1,603 businesses ▲ 4.5%

- 59% of tourism-related businesses in the Launceston And The North region employed staff

Domestic inbound aviation

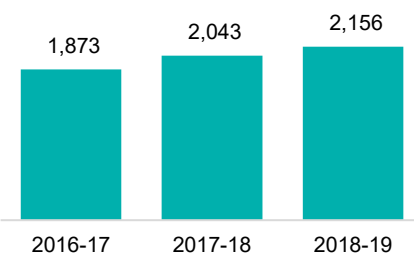
890,854 seats ▲ 3.1%

8,821 flights ▲ 4.4%

79% load factor ▼ 1 ppt

Accommodation

2,156 rooms

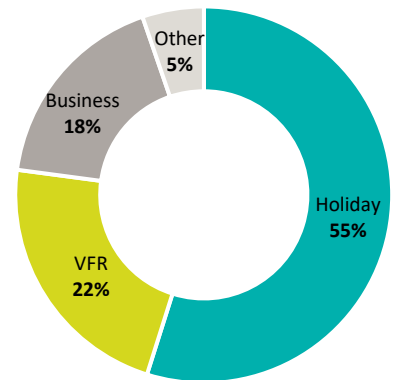


70.4% occupancy ▼ 3.8 ppt

\$99.99 RevPAR ▼ \$5.18

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Launceston And The North region
- Interstate visitors accounted for 56% of domestic overnight visitors and 69% of domestic overnight spend
- The top international visitor markets were Hong Kong and China
- Commercial accommodation accounted for 53% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities