

PRE-COVID RESULTS

2019

International



VISITORS ('000)

77 ▼ 3%



NIGHTS ('000)

599 ▲ 12%



SPEND (\$M)

\$35 ▲ 3%

Domestic overnight

590 ▲ 5%

1,767 ▼ 16%

\$285 ▼ 18%

Domestic day

1,492 ▲ 27%

\$189 ▲ 46%

TOTAL SPEND

\$509M ▼ 1%

TOURISM ECONOMY (2018-19)

Tourism employment

3,753 persons ▼ 2.8%

- Tourism accounted for 7.7% of the region's workforce
- Part-time workers accounted for 54% of the tourism workforce

Tourism gross value added

\$266 million ▲ 2.6%

- Tourism accounted for 4.6% of the regional economy
- Transport was the largest contributing sector (37%)

GVA by industry

Transport
\$99m

Food Services
\$43m

Retail trade
\$34m

Recreational activities
\$34m

Accommodation
\$32m

TOURISM SUPPLY (2018-19)

Businesses

1,026 businesses ▼ 0.5%

- 66% of tourism-related businesses in the North West region employed staff

Domestic inbound aviation

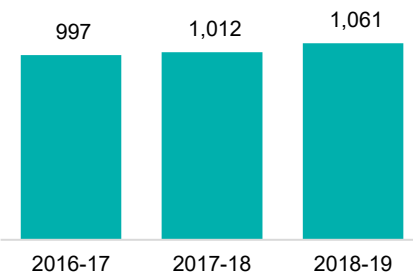
211,410 seats ▲ 1.0%

6,102 flights ▲ 1.9%

63% load factor ▲ 0.8 ppt

Accommodation

1,061 rooms

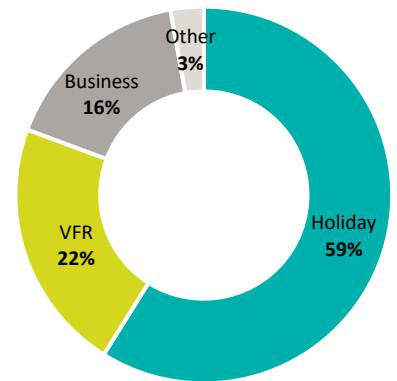


73.1% occupancy ▼ 1.5 ppt

\$136.86 RevPAR ▲ \$2.52

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the North West region
- Interstate visitors accounted for 52% of domestic overnight visitors and 53% of domestic overnight spend
- The top international visitor markets were United States of America and Hong Kong
- Commercial accommodation accounted for 54% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities