



COVID IMPACTS	Spend \$M (2020) \$83 ▼ 17%	Occupancy (2019-20) NA	Change in spend, Year Ending (YE) data compared to equivalent previous period Australia — West Coast
	Employed (2019-20) persons 493 ▲ 55%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

International



VISITORS ('000)

23 ▼ 23%



NIGHTS ('000)

59 ▲ 30%



SPEND (\$M)

\$4 ▼ 87%

Domestic overnight

209 ▲ 35%

564 ▲ 40%

\$90 ▼ 5%

Domestic day

111 ▲ 106%

\$7 ▲ 45%

TOTAL SPEND

\$100M ▼ 23%

TOURISM ECONOMY (2018-19)

Tourism employment

319 persons ▲ 8.9%

- Tourism accounted for 14.1% of the region's workforce
- Part-time workers accounted for 40% of the tourism workforce

Tourism gross value added

\$41 million ▲ 8.8%

- Tourism accounted for 7.5% of the regional economy
- Transport was the largest contributing sector (40%)

GVA by industry

Transport **\$16m**

Accommodation **\$8m**

Food Services **\$7m**

Recreational activities **\$4m**

Retail trade **\$3m**

TOURISM SUPPLY (2018-19)

Businesses

73 businesses ▼ 3.9%

- 71% of tourism-related businesses in the West Coast region employed staff

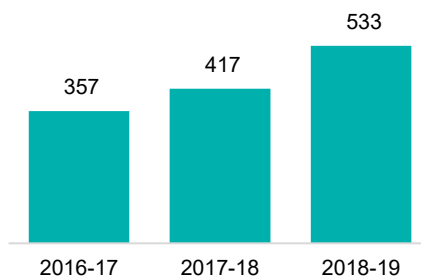
Domestic inbound aviation

seats NA

flights NA

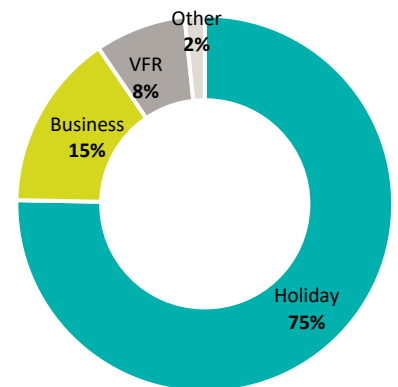
Accommodation

533 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the West Coast region
- Interstate visitors accounted for 68% of domestic overnight visitors and 61% of domestic overnight spend
- The top international visitor markets were New Zealand and United States of America
- Commercial accommodation accounted for 69% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities