



COVID IMPACTS	Spend \$M (2020) \$328 ▼ 47%	Occupancy (2019-20) 60% ▼ 11 ppt	Change in spend, 2020 compared with 2019* <small>*Consider region estimate for September quarter 2020 with caution due to low sample</small>
	Employed (2019-20) persons 3,088 ▼ 16%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	29 ▲ 28%	529 ▲ 111%	\$32 ▲ 32%
Domestic overnight	992 ▲ 32%	2,048 ▲ 40%	\$308 ▲ 34%
Domestic day	2,342 ▲ 12%		\$273 ▲ 38%

TOTAL SPEND

\$613M ▲ 36%

TOURISM ECONOMY (2018-19)

Tourism employment

3,658 persons ▲ 7.7%

- Tourism accounted for 6% of the region's workforce
- Part-time workers accounted for 59% of the tourism workforce

Tourism gross value added

\$218 million ▲ 12.7%

- Tourism accounted for 3.5% of the regional economy
- Food Services was the largest contributing sector (26%)

GVA by industry

Food Services	\$57m
Retail trade	\$36m
Recreational activities	\$35m
Accommodation	\$29m
Transport	\$27m

TOURISM SUPPLY (2018-19)

Businesses

1,314 businesses ▲ 4.0%

- 58% of tourism-related businesses in the Ballarat region employed staff

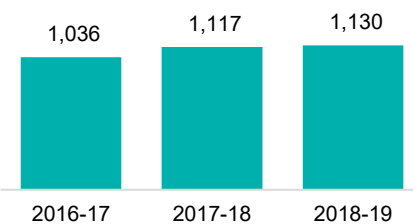
Domestic inbound aviation

seats NA

flights NA

Accommodation

1,130 rooms

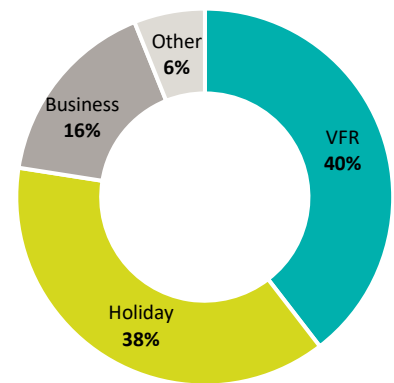


70.6% occupancy ▲ 6.2 ppt

\$103.63 RevPAR ▲ \$11.25

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Ballarat region
- Interstate visitors accounted for 18% of domestic overnight visitors and 24% of domestic overnight spend
- The top international visitor markets were New Zealand and Malaysia
- Commercial accommodation accounted for 36% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities