



COVID IMPACTS	Spend \$M (2020) \$379 ▼ 50%	Occupancy (2019-20) 53% ▼ 7 ppt	Change in spend, 2020 compared with 2019 — REGION — AUSTRALIA
	Employed (2019-20) persons 4,164 ▼ 12%	Flights (2019-20) domestic inbound 268 ▲ 239%	

PRE-COVID RESULTS

2019	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	30 ▲ 8%	373 ▲ 9%	\$20 ▼ 7%
Domestic overnight	1,316 ▲ 17%	2,723 ▲ 6%	\$369 ▲ 3%
Domestic day	3,455 ▲ 11%		\$372 ▲ 23%

TOTAL SPEND \$762M ▲ 12%

TOURISM ECONOMY (2018-19)

Tourism employment

- 4,709 persons ▲ 9.8%**
- Tourism accounted for 6.3% of the region's workforce
 - Part-time workers accounted for 61% of the tourism workforce

Tourism gross value added

- \$265 million ▲ 16.2%**
- Tourism accounted for 3.4% of the regional economy
 - Food Services was the largest contributing sector (25%)

GVA by industry

Food Services	\$66m
Retail trade	\$47m
Recreational activities	\$43m
Accommodation	\$41m
Transport	\$31m

TOURISM SUPPLY (2018-19)

Businesses

- 1,599 businesses ▲ 0.7%**
- 60% of tourism-related businesses in the Bendigo Loddon region employed staff

Domestic inbound aviation

3,852 seats	NA
79 flights	NA
75% load factor	NA

Accommodation

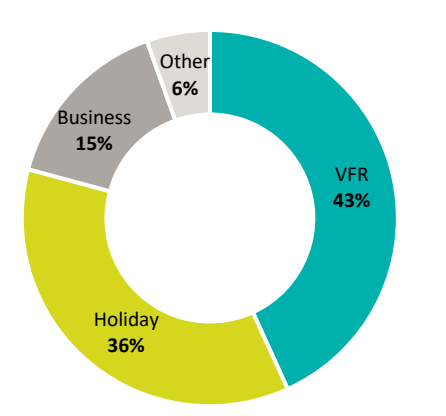
1,271 rooms

59.6% occupancy ▲ 59.6 ppt

\$82.94 RevPAR ▲ \$82.94

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Bendigo Loddon region
- Interstate visitors accounted for 16% of domestic overnight visitors and 21% of domestic overnight spend
- The top international visitor markets were United Kingdom and New Zealand
- Commercial accommodation accounted for 32% of nights
- The most popular activities on these trips were social activities and arts / heritage activities