



# CENTRAL HIGHLANDS, VIC



<b>COVID IMPACTS</b>	<b>Spend \$M (2020)</b> <b>\$131</b> ▼ <b>34%</b>	<b>Occupancy (2019-20)</b> <b>NA</b>	<b>Change in spend, Year Ending (YE) data compared to equivalent previous period</b>  ..... Australia — Central Highlands
	<b>Employed (2019-20) persons</b> <b>1,498</b> ▲ <b>2%</b>	<b>Flights (2019-20) domestic inbound</b> <b>NA</b>	

## PRE-COVID RESULTS

**2019**

**International**



**VISITORS ('000)**

47 ▲ 12%



**NIGHTS ('000)**

159 ▼ 36%



**SPEND (\$M)**

\$15 ▲ 16%

**Domestic overnight**

457 ▲ 16%

1,080 ▲ 17%

\$147 ▲ 32%

**Domestic day**

514 ▲ 33%

\$37 ▼ 4%

## TOTAL SPEND

**\$199M ▲ 22%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**1,463 persons ▲ 0.8%**

- Tourism accounted for 12.1% of the region's workforce
- Part-time workers accounted for 55% of the tourism workforce

#### Tourism gross value added

**\$53 million ▲ 4.1%**

- Tourism accounted for 4.6% of the regional economy
- Accommodation was the largest contributing sector (29%)

#### GVA by industry

Accommodation  
**\$15m**

Food Services  
**\$14m**

Recreational activities  
**\$8m**

Retail trade  
**\$7m**

Transport  
**\$3m**

### TOURISM SUPPLY (2018-19)

#### Businesses

**298 businesses ▼ 3.9%**

- 60% of tourism-related businesses in the Central Highlands region employed staff

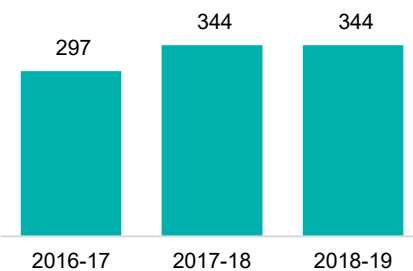
#### Domestic inbound aviation

**seats NA**

**flights NA**

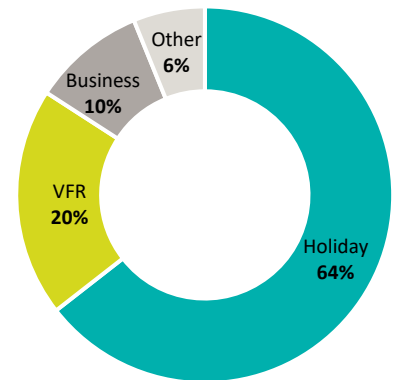
#### Accommodation

**344 rooms**



### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Central Highlands region
- Interstate visitors accounted for 21% of domestic overnight visitors and 27% of domestic overnight spend
- The top international visitor markets were United Kingdom and Germany
- Commercial accommodation accounted for 57% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities