

PRE-COVID RESULTS

2019

International



VISITORS ('000)

14 ▼ 1%



NIGHTS ('000)

348 ▼ 8%



SPEND (\$M)

\$20 ▲ 40%

Domestic overnight

954 ▲ 4%

2,903 ▲ 10%

\$450 ▲ 17%

Domestic day

1,036 ▼ 9%

\$102 ▼ 11%

TOTAL SPEND

\$573M ▲ 12%

TOURISM ECONOMY (2018-19)

Tourism employment

3,893 persons ▼ 8.7%

- Tourism accounted for 11.9% of the region's workforce
- Part-time workers accounted for 57% of the tourism workforce

Tourism gross value added

\$171 million ▲ 1.6%

- Tourism accounted for 5.6% of the regional economy
- Transport was the largest contributing sector (24%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

807 businesses ▼ 1.1%

- 62% of tourism-related businesses in the Central Murray region employed staff

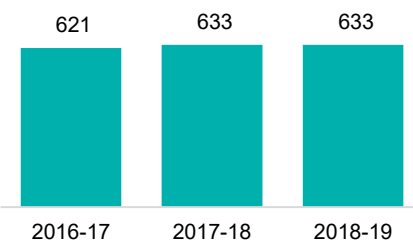
Domestic inbound aviation

seats NA

flights NA

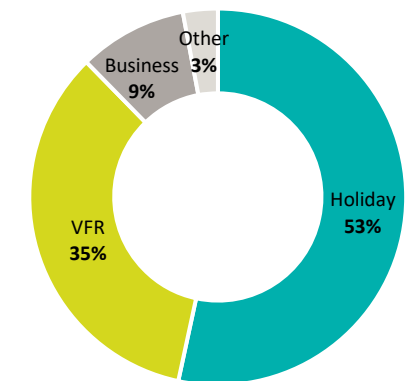
Accommodation

633 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Central Murray region
- Interstate visitors accounted for 18% of domestic overnight visitors and 26% of domestic overnight spend
- The top international visitor markets were New Zealand and other Asia
- Commercial accommodation accounted for 43% of nights
- The most popular activities on these trips were social activities and active outdoor / sports activities