



<b>COVID IMPACTS</b>	<b>Spend \$M (2020)</b> <b>\$531</b> ▼ 27%	<b>Occupancy (2019-20)</b> <b>54%</b> ▼ 5 ppt	<b>Change in spend, 2020 compared with 2019</b>  Change 20% 0% -20% -40% -60% -80% -100% Mar qtr Jun qtr Sep qtr Dec qtr — REGION — AUSTRALIA
	<b>Employed (2019-20) persons</b> <b>4,937</b> ▼ 0%	<b>Flights (2019-20) domestic inbound</b> <b>NA</b>	

## PRE-COVID RESULTS

**2019**

**International**



**VISITORS ('000)**

53 ▲ 8%



**NIGHTS ('000)**

535 ▼ 2%



**SPEND (\$M)**

\$26 ▼ 41%

**Domestic overnight**

1,436 ▲ 11%

3,733 ▲ 20%

\$364 ▲ 20%

**Domestic day**

3,323 ▲ 9%

\$337 ▲ 38%

## TOTAL SPEND

**\$727M ▲ 23%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**4,954 persons ▲ 15.5%**

- Tourism accounted for 5.3% of the region's workforce
- Part-time workers accounted for 58% of the tourism workforce

#### Tourism gross value added

**\$294 million ▲ 20.8%**

- Tourism accounted for 2.7% of the regional economy
- Food Services was the largest contributing sector (22%)

#### GVA by industry

Food Services  
**\$65m**

Accommodation  
**\$62m**

Retail trade  
**\$43m**

Transport  
**\$42m**

Recreational activities  
**\$39m**

### TOURISM SUPPLY (2018-19)

#### Businesses

**2,024 businesses ▲ 0.6%**

- 61% of tourism-related businesses in the Gippsland region employed staff

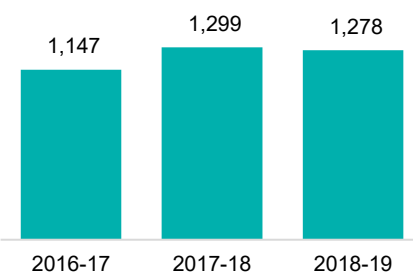
#### Domestic inbound aviation

**seats NA**

**flights NA**

#### Accommodation

**1,278 rooms**

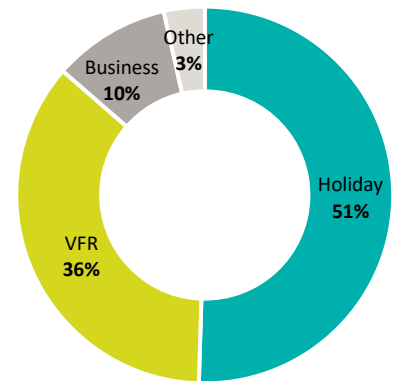


**59% occupancy ▲ 6.5 ppt**

**\$78.01 RevPAR ▲ \$9.55**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Gippsland region
- Interstate visitors accounted for 10% of domestic overnight visitors and 20% of domestic overnight spend
- The top international visitor markets were New Zealand and United Kingdom
- Commercial accommodation accounted for 30% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities