

## PRE-COVID RESULTS

**2019**

**International**



**VISITORS ('000)**

18 ▼ 15%



**NIGHTS ('000)**

661 ▲ 21%



**SPEND (\$M)**

\$29 ▲ 46%

**Domestic overnight**

690 ▼ 3%

2,018 ▼ 4%

\$206 ▲ 32%

**Domestic day**

2,079 ▲ 33%

\$216 ▲ 13%

## TOTAL SPEND

**\$451M ▲ 23%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**3,135 persons ▲ 12.5%**

- Tourism accounted for 5.9% of the region's workforce
- Part-time workers accounted for 56% of the tourism workforce

#### Tourism gross value added

**\$162 million ▲ 18.1%**

- Tourism accounted for 3% of the regional economy
- Food Services was the largest contributing sector (25%)

#### GVA by industry

Food Services  
**\$41m**

Retail trade  
**\$29m**

Transport  
**\$23m**

Accommodation  
**\$22m**

Recreational activities  
**\$22m**

### TOURISM SUPPLY (2018-19)

#### Businesses

**1,182 businesses ▲ 2.3%**

- 59% of tourism-related businesses in the Goulburn region employed staff

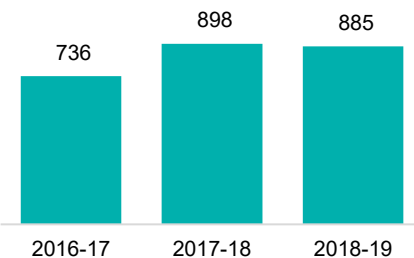
#### Domestic inbound aviation

**seats NA**

**flights NA**

#### Accommodation

**885 rooms**

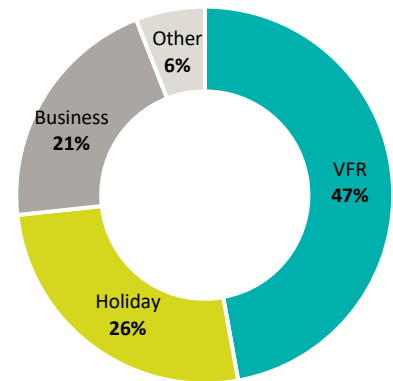


**66.3% occupancy ▲ 1.4 ppt**

**\$94.56 RevPAR ▲ \$4.37**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Goulburn region
- Interstate visitors accounted for 21% of domestic overnight visitors and 36% of domestic overnight spend
- The top international visitor markets were Malaysia and New Zealand
- Commercial accommodation accounted for 36% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities