



# GREAT OCEAN ROAD, VIC



<b>COVID IMPACTS</b>	<b>Spend \$M (2020)</b> <b>\$1,061</b> ▼ <b>33%</b>	<b>Occupancy (2019-20)</b> <b>54%</b> ▼ <b>11 ppt</b>	<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>9,790</b> ▲ <b>0%</b>	<b>Flights (2019-20) domestic inbound</b> <b>NA</b>	

## PRE-COVID RESULTS

**2019**

**International**



**VISITORS ('000)**

243 ▲ 2%



**NIGHTS ('000)**

1,088 ▲ 3%



**SPEND (\$M)**

\$114 ▼ 1%

**Domestic overnight**

2,776 ▲ 22%

7,474 ▲ 23%

\$1,094 ▲ 20%

**Domestic day**

4,019 ▲ 27%

\$368 ▲ 12%

## TOTAL SPEND

**\$1,576M ▲ 16%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**9,787 persons ▼ 0.9%**

- Tourism accounted for 14.2% of the region's workforce
- Part-time workers accounted for 59% of the tourism workforce

#### Tourism gross value added

**\$532 million ▲ 6.7%**

- Tourism accounted for 7.8% of the regional economy
- Food Services was the largest contributing sector (23%)

#### GVA by industry

Food Services  
**\$123m**

Transport  
**\$98m**

Recreational activities  
**\$97m**

Accommodation  
**\$97m**

Retail trade  
**\$68m**

### TOURISM SUPPLY (2018-19)

#### Businesses

**1,913 businesses ▲ 1.4%**

- 62% of tourism-related businesses in the Great Ocean Road region employed staff

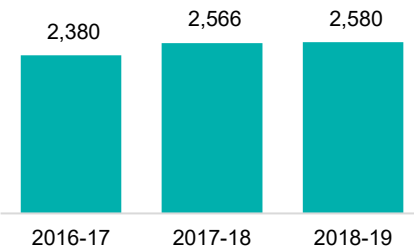
#### Domestic inbound aviation

**seats ▲ NA**

**flights ▲ NA**

#### Accommodation

**2,580 rooms**

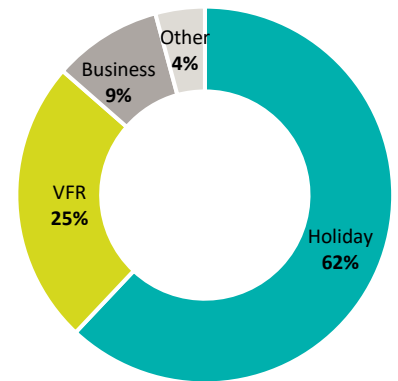


**64.6% occupancy ▲ 1.5 ppt**

**\$108.75 RevPAR ▲ \$2.44**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Great Ocean Road region
- Interstate visitors accounted for 13% of domestic overnight visitors and 18% of domestic overnight spend
- The top international visitor markets were China and United Kingdom
- Commercial accommodation accounted for 50% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities