



<b>COVID IMPACTS</b>	<b>Spend \$M (2020)</b> <b>\$491</b> ▼ 61%	<b>Occupancy (2019-20)</b> <b>38%</b> ▼ 7 ppt	<b>Change in spend, 2020 compared with 2019</b>  Change 0% -20% -40% -60% -80% -100% Mar qtr Jun qtr Sep qtr Dec qtr — REGION — AUSTRALIA
	<b>Employed (2019-20) persons</b> <b>8,070</b> ▼ 20%	<b>Flights (2019-20) domestic inbound</b> <b>NA</b>	

## PRE-COVID RESULTS

2019	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	33 ▼ 13%	308 ▼ 37%	\$22 ▼ 17%
Domestic overnight	2,075 ▲ 8%	5,743 ▼ 1%	\$1,029 ▲ 6%
Domestic day	2,075 ▲ 1%		\$218 ▼ 8%

## TOTAL SPEND **\$1,269M ▲ 3%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

- 10,149 persons ▲ 14.1%**
- Tourism accounted for 23.5% of the region's workforce
  - Part-time workers accounted for 49% of the tourism workforce

#### Tourism gross value added

- \$531 million ▲ 24.4%**
- Tourism accounted for 13.1% of the regional economy
  - Accommodation was the largest contributing sector (23%)

#### GVA by industry

Accommodation	\$121m
Food Services	\$111m
Transport	\$105m
Recreational activities	\$104m
Retail trade	\$57m

### TOURISM SUPPLY (2018-19)

#### Businesses

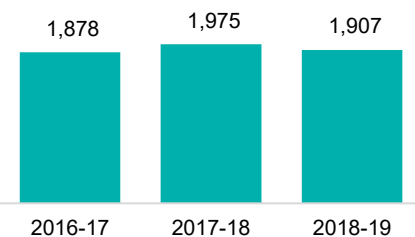
- 1,370 businesses ▼ 2.1%**
- 60% of tourism-related businesses in the High Country region employed staff

#### Domestic inbound aviation

seats	NA
flights	NA

#### Accommodation

**1,907 rooms**

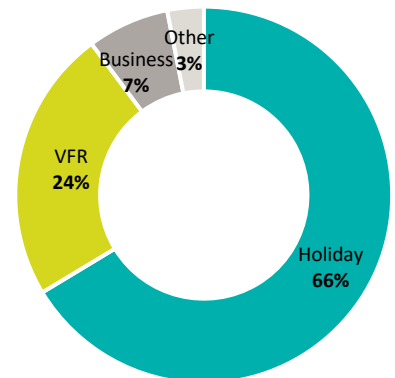


**44.5% occupancy ▲ 7.5 ppt**

**\$91.04 RevPAR ▲ \$12.82**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the High Country region
- Interstate visitors accounted for 21% of domestic overnight visitors and 24% of domestic overnight spend
- The top international visitor markets were United Kingdom and China
- Commercial accommodation accounted for 46% of nights
- The most popular activities on these trips were social activities and active outdoor / sports activities