



COVID IMPACTS	Spend \$M (2020) \$359 ▼ 8%	Occupancy (2019-20) 46% ▼ 8 ppt	Change in spend, 2020 compared with 2019* <small>*Consider region estimate for September quarter 2020 with caution due to low sample</small>
	Employed (2019-20) persons 3,974 ▲ 16%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	46 ▼ 6%	239 ▼ 6%	\$12 ▲ 99%
Domestic overnight	829 ▲ 1%	2,652 ▲ 2%	\$290 ▲ 0%
Domestic day	733 ▲ 17%		\$89 ▲ 30%

TOTAL SPEND

\$391M ▲ 8%

TOURISM ECONOMY (2018-19)

Tourism employment

3,412 persons ▼ 6.3%

- Tourism accounted for 17.5% of the region's workforce
- Part-time workers accounted for 60% of the tourism workforce

Tourism gross value added

\$149 million ▲ 2.4%

- Tourism accounted for 8.7% of the regional economy
- Transport was the largest contributing sector (22%)

GVA by industry

Transport	\$32m
Accommodation	\$32m
Food Services	\$31m
Recreational activities	\$23m
Retail trade	\$19m

TOURISM SUPPLY (2018-19)

Businesses

651 businesses ▼ 2.8%

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

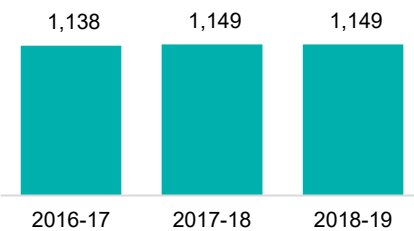
Domestic inbound aviation

seats NA

flights NA

Accommodation

1,149 rooms

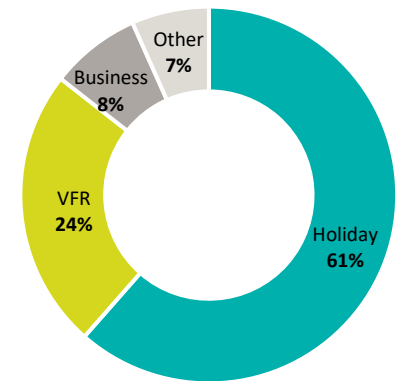


53.5% occupancy ▼ 3 ppt

\$79.94 RevPAR ▼ \$2.54

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Lakes region
- Interstate visitors accounted for 18% of domestic overnight visitors and 17% of domestic overnight spend
- The top international visitor markets were United Kingdom and Germany
- Commercial accommodation accounted for 49% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities