

PRE-COVID RESULTS

2019

International



VISITORS ('000)

11 ▼ 15%



NIGHTS ('000)

125 ▼ 25%



SPEND (\$M)

\$9 ▲ 1%

Domestic overnight

409 ▲ 16%

754 ▼ 7%

\$83 ▼ 20%

Domestic day

1,704 ▲ 36%

\$122 ▲ 41%

TOTAL SPEND

\$213M ▲ 8%

TOURISM ECONOMY (2018-19)

Tourism employment

1,390 persons ▲ 3.4%

- Tourism accounted for 5.5% of the region's workforce
- Part-time workers accounted for 61% of the tourism workforce

Tourism gross value added

\$71 million ▲ 6.3%

- Tourism accounted for 3.1% of the regional economy
- Food Services was the largest contributing sector (30%)

GVA by industry

Food Services
\$21m

Retail trade
\$12m

Accommodation
\$12m

Recreational activities
\$10m

Education and training
\$7m

TOURISM SUPPLY (2018-19)

Businesses

846 businesses ▲ 2.3%

- 53% of tourism-related businesses in the Macedon region employed staff

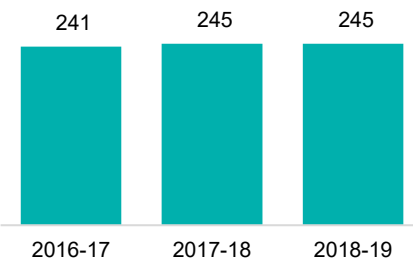
Domestic inbound aviation

seats NA

flights NA

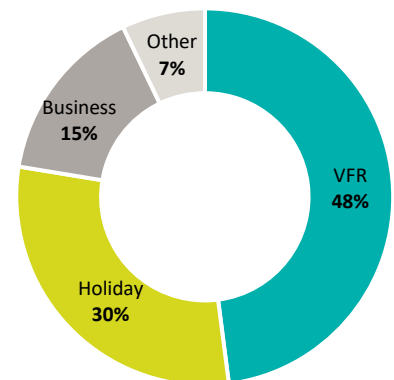
Accommodation

245 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Macedon region
- Interstate visitors accounted for 13% of domestic overnight visitors and 33% of domestic overnight spend
- The top international visitor markets were New Zealand and United States of America
- Commercial accommodation accounted for 28% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities