



**COVID IMPACTS**

<p><b>Spend \$M (2020)</b></p> <p> <b>\$248</b></p> <p>▼ <b>53%</b></p>	<p><b>Occupancy (2019-20)</b></p> <p> <b>59%</b></p> <p>▼ <b>7 ppt</b></p>
<p><b>Employed (2019-20) persons</b></p> <p> <b>3,187</b></p> <p>▼ <b>6%</b></p>	<p><b>Flights (2019-20) domestic inbound</b></p> <p> <b>2,410</b></p> <p>▼ <b>27%</b></p>

**Change in spend, Year Ending (YE) data compared to equivalent previous period**

## PRE-COVID RESULTS

**2019**

**International**

**Domestic overnight**

**Domestic day**



**VISITORS ('000)**



**NIGHTS ('000)**



**SPEND (\$M)**

26 ▲ 9%

899 ▲ 6%

\$43 ▲ 44%

858 ▲ 8%

2,593 ▲ 3%

\$355 ▼ 8%

792 ▲ 60%

\$129 ▲ 57%

## TOTAL SPEND

**\$527M ▲ 6%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**3,392 persons ▼ 1.6%**

- Tourism accounted for 7.8% of the region's workforce
- Part-time workers accounted for 52% of the tourism workforce

#### Tourism gross value added

**\$176 million ▲ 7.5%**

- Tourism accounted for 4.2% of the regional economy
- Accommodation was the largest contributing sector (19%)

#### GVA by industry



### TOURISM SUPPLY (2018-19)

#### Businesses

**991 businesses ▼ 0.6%**

- 62% of tourism-related businesses in the Mallee region employed staff

#### Domestic inbound aviation

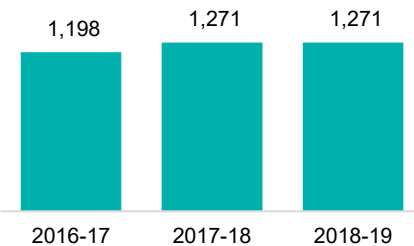
**199,948 seats ▼ 3.4%**

**3,289 flights ▼ 7.0%**

**65% load factor ▲ 1.8 ppt**

#### Accommodation

**1,271 rooms**

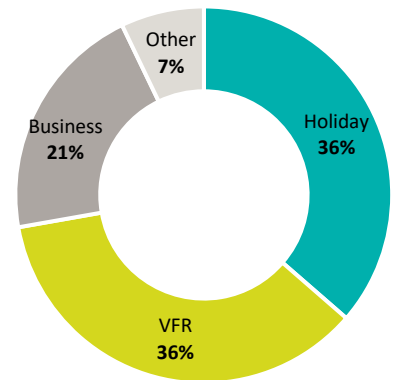


**66.6% occupancy ▲ 4.1 ppt**

**\$84.67 RevPAR ▲ \$11.83**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Mallee region
- Interstate visitors accounted for 34% of domestic overnight visitors and 32% of domestic overnight spend
- The top international visitor markets were United Kingdom and China
- Commercial accommodation accounted for 52% of nights
- The most popular activities on these trips were social activities and none of these activities