



COVID IMPACTS	Spend \$M (2020) \$260 ▼ 66%	Occupancy (2019-20) NA	Change in spend, 2020 compared with 2019 — REGION — AUSTRALIA
	Employed (2019-20) persons 6,329 ▼ 18%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	62 ▲ 41%	1,317 ▲ 62%	\$59 ▲ 2%
Domestic overnight	835 ▲ 33%	2,019 ▲ 34%	\$277 ▲ 6%
Domestic day	4,998 ▲ 23%		\$435 ▲ 52%

TOTAL SPEND **\$771M ▲ 27%**

TOURISM ECONOMY (2018-19)

Tourism employment

6,329 persons ▲ 15.8%

- Tourism accounted for 6.6% of the region's workforce
- Part-time workers accounted for 62% of the tourism workforce

Tourism gross value added

\$357 million ▲ 24.5%

- Tourism accounted for 4% of the regional economy
- Food Services was the largest contributing sector (25%)

GVA by industry

Food Services	\$90m
Retail trade	\$57m
Education and training	\$52m
Transport	\$48m
Recreational activities	\$46m

TOURISM SUPPLY (2018-19)

Businesses

3,090 businesses ▲ 3.2%

- 51% of tourism-related businesses in the Melbourne East region employed staff

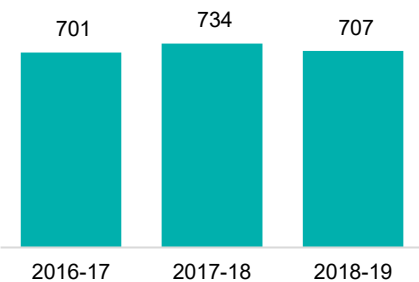
Domestic inbound aviation

seats NA

flights NA

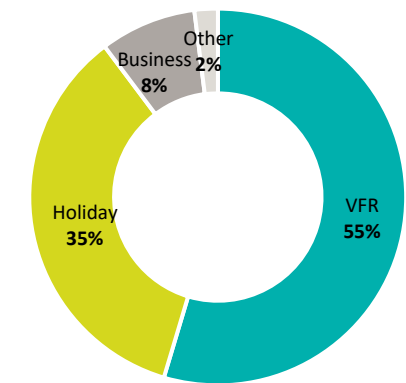
Accommodation

707 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Melbourne East region
- Interstate visitors accounted for 23% of domestic overnight visitors and 24% of domestic overnight spend
- The top international visitor markets were New Zealand and United Kingdom
- Commercial accommodation accounted for 26% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities