

PRE-COVID RESULTS

2019

International



VISITORS ('000)

2,967 ▲ 3%



NIGHTS ('000)

63,277 ▼ 2%



SPEND (\$M)

\$8,215 ▲ 4%

Domestic overnight

11,435 ▲ 14%

30,727 ▲ 10%

\$9,525 ▲ 13%

Domestic day

25,076 ▲ 29%

\$2,601 ▲ 17%

TOTAL SPEND

\$20,341M ▲ 10%

TOURISM ECONOMY (2018-19)

Tourism employment

95,643 persons ▲ 4.2%

- Tourism accounted for 4% of the region's workforce
- Part-time workers accounted for 47% of the tourism workforce

Tourism gross value added

\$9,090 million ▲ 10.1%

- Tourism accounted for 2.7% of the regional economy
- Transport was the largest contributing sector (20%)

GVA by industry

Transport
\$1,807m

Accommodation
\$1,691m

Education and training
\$1,532m

Recreational activities
\$1,256m

Food Services
\$1,247m

TOURISM SUPPLY (2018-19)

Businesses

61,875 businesses ▲ 4.1%

- 47% of tourism-related businesses in the Melbourne region employed staff

Domestic inbound aviation

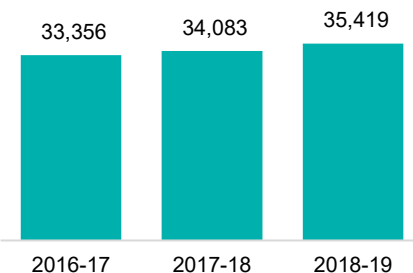
15,811,767 seats ▲ 0.2%

98,612 flights ▼ 0.2%

82% load factor ▲ 0.5 ppt

Accommodation

35,419 rooms

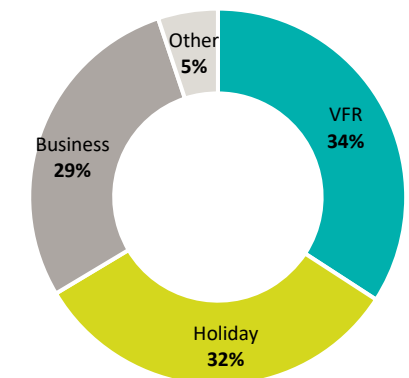


81.5% occupancy ▼ 1.4 ppt

\$152.86 RevPAR ▼ \$1.04

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Melbourne region
- Interstate visitors accounted for 59% of domestic overnight visitors and 66% of domestic overnight spend
- The top international visitor markets were China and New Zealand
- Commercial accommodation accounted for 56% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities