



<b>COVID IMPACTS</b>	<b>Spend \$M (2020)</b> <b>\$91</b> ▼ <b>23%</b>	<b>Occupancy (2019-20)</b> <b>NA</b>	<b>Change in spend, Year Ending (YE) data compared to equivalent previous period</b>  YE March 2020    YE June 2020    YE Sep 2020    YE Dec 2020 Change: 50%, 0%, -50%, -100% ..... Australia    — Murray East
	<b>Employed (2019-20) persons</b> <b>776</b> ▲ <b>13%</b>	<b>Flights (2019-20) domestic inbound</b> <b>NA</b>	

## PRE-COVID RESULTS

2019	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	5 ▼ 9%	58 ▼ 14%	\$4 ▲ 149%
Domestic overnight	217 ▲ 28%	700 ▲ 79%	\$87 ▲ 6%
Domestic day	253 ▲ 59%		\$27 ▲ 40%

## TOTAL SPEND **\$118M ▲ 15%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

- 685 persons ▲ 9.1%**
- Tourism accounted for 2.8% of the region's workforce
  - Part-time workers accounted for 54% of the tourism workforce

#### Tourism gross value added

- \$50 million ▲ 9.9%**
- Tourism accounted for 1.9% of the regional economy
  - Accommodation was the largest contributing sector (37%)

#### GVA by industry

Accommodation	\$18m
Recreational activities	\$8m
Food Services	\$8m
Retail trade	\$5m
Education and training	\$4m

### TOURISM SUPPLY (2018-19)

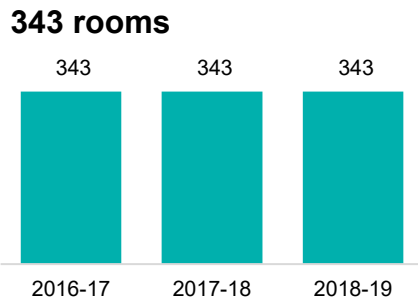
#### Businesses

- 327 businesses ▼ 1.5%**
- 64% of tourism-related businesses in the Murray East region employed staff

#### Domestic inbound aviation

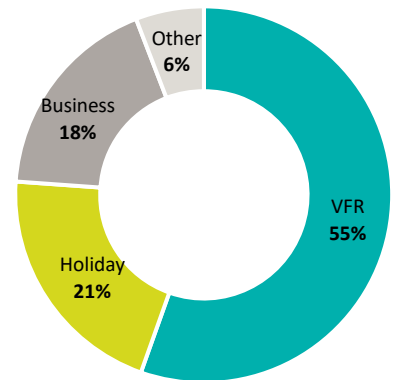
seats	NA
flights	NA

#### Accommodation



### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- VFR was the main purpose of visit for overnight visitors to the Murray East region
- Interstate visitors accounted for 35% of domestic overnight visitors and 44% of domestic overnight spend
- Commercial accommodation accounted for 44% of nights
- The most popular activities on these trips were social activities and none of these activities