



COVID IMPACTS	Spend \$M (2020) \$725 ▼ 47%	Occupancy (2019-20) 59% ▼ 10 ppt	Change in spend, 2020 compared with 2019 — REGION — AUSTRALIA
	Employed (2019-20) persons 8,398 ▼ 7%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	73 ▲ 19%	1,146 ▲ 32%	\$78 ▲ 32%
Domestic overnight	2,085 ▲ 15%	5,590 ▲ 20%	\$788 ▲ 27%
Domestic day	6,363 ▲ 8%		\$508 ▲ 12%

TOTAL SPEND

\$1,375M ▲ 21%

TOURISM ECONOMY (2018-19)

Tourism employment

9,066 persons ▲ 2.8%

- Tourism accounted for 7.7% of the region's workforce
- Part-time workers accounted for 60% of the tourism workforce

Tourism gross value added

\$542 million ▲ 10.0%

- Tourism accounted for 4.7% of the regional economy
- Food Services was the largest contributing sector (25%)

GVA by industry

Food Services	\$134m
Recreational activities	\$94m
Retail trade	\$90m
Transport	\$79m
Accommodation	\$70m

TOURISM SUPPLY (2018-19)

Businesses

3,319 businesses ▲ 3.9%

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

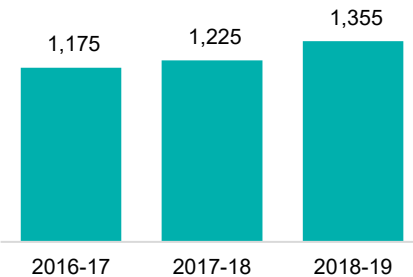
Domestic inbound aviation

seats NA

flights NA

Accommodation

1,355 rooms

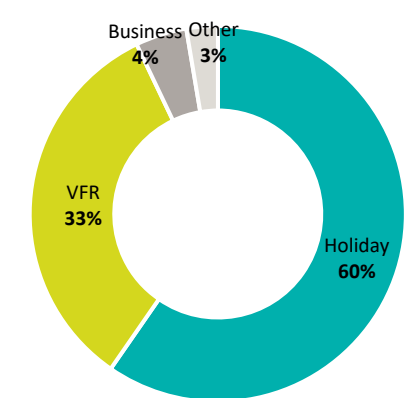


68.8% occupancy ▲ 3.3 ppt

\$155.82 RevPAR ▲ \$29.38

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Peninsula region
- Interstate visitors accounted for 11% of domestic overnight visitors and 17% of domestic overnight spend
- The top international visitor markets were New Zealand and United Kingdom
- Commercial accommodation accounted for 22% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities