



<b>COVID IMPACTS</b>	<b>Spend \$M (2020)</b> <b>\$297</b> ▼ <b>49%</b>	<b>Occupancy (2019-20)</b> <b>NA</b>	<p><b>Change in spend, 2020 compared with 2019*</b></p> <p>*Consider region estimate for September quarter 2020 with caution due to low sample</p>
	<b>Employed (2019-20) persons</b> <b>3,796</b> ▼ <b>15%</b>	<b>Flights (2019-20) domestic inbound</b> <b>NA</b>	

## PRE-COVID RESULTS

### 2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	57 ▼ 9%	149 ▼ 23%	\$26 ▲ 11%
Domestic overnight	1,084 ▲ 17%	2,926 ▲ 22%	\$416 ▲ 21%
Domestic day	1,517 ▲ 19%		\$137 ▲ 14%

## TOTAL SPEND

**\$578M ▲ 19%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

- 4,482 persons ▲ 21.5%**
- Tourism accounted for 35.6% of the region's workforce
  - Part-time workers accounted for 56% of the tourism workforce

#### Tourism gross value added

- \$257 million ▲ 32.9%**
- Tourism accounted for 22.7% of the regional economy
  - Accommodation was the largest contributing sector (24%)

#### GVA by industry

Accommodation	\$63m
Food Services	\$53m
Transport	\$41m
Recreational activities	\$40m
Retail trade	\$31m

### TOURISM SUPPLY (2018-19)

#### Businesses

- 473 businesses ▲ 4.4%**
- 61% of tourism-related businesses in the Phillip Island region employed staff

#### Domestic inbound aviation

seats	NA
flights	NA

#### Accommodation

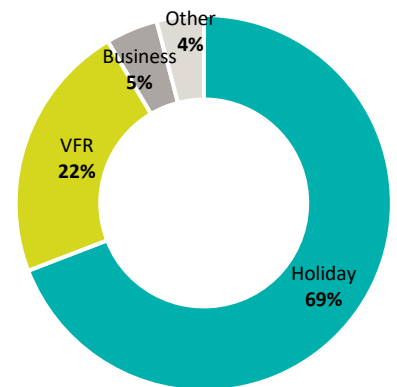
**845 rooms**

2016-17	734
2017-18	932
2018-19	845

**59.6% occupancy ▼ 0.7 ppt**  
**\$108.2 RevPAR ▼ \$5.40**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Phillip Island region
- Interstate visitors accounted for 8% of domestic overnight visitors and 13% of domestic overnight spend
- The top international visitor markets were United Kingdom and Singapore
- Commercial accommodation accounted for 40% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities