



COVID IMPACTS	Spend \$M (2020) \$165 ▼ 48%	Occupancy (2019-20) NA	Change in spend, Year Ending (YE) data compared to equivalent previous period Australia — Spa Country
	Employed (2019-20) persons 2,569 ▼ 8%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

International

Domestic overnight

Domestic day



VISITORS ('000)

9 ▲ 32%

507 ▲ 14%

865 ▲ 18%



NIGHTS ('000)

167 ▲ 476%

1,041 ▼ 1%



SPEND (\$M)

\$2 ▼ 19%

\$224 ▲ 7%

\$88 ▲ 24%

TOTAL SPEND **\$314M ▲ 11%**

TOURISM ECONOMY (2018-19)

Tourism employment

2,779 persons ▲ 9.2%

- Tourism accounted for 44.7% of the region's workforce
- Part-time workers accounted for 58% of the tourism workforce

Tourism gross value added

\$83 million ▲ 14.4%

- Tourism accounted for 16.6% of the regional economy
- Food Services was the largest contributing sector (30%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

305 businesses ▲ 2.3%

- 54% of tourism-related businesses in the Spa Country region employed staff

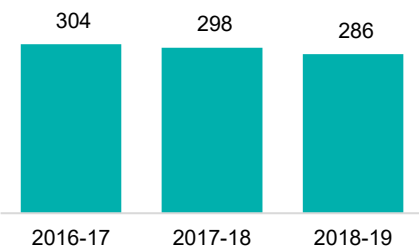
Domestic inbound aviation

seats NA

flights NA

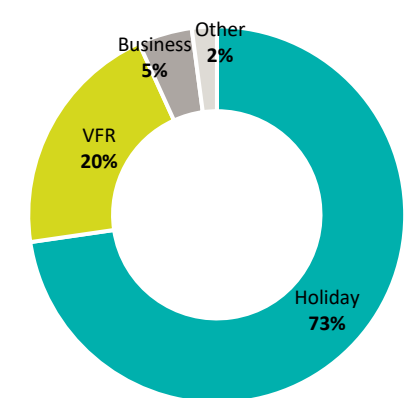
Accommodation

286 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Spa Country region
- Interstate visitors accounted for 10% of domestic overnight visitors and 11% of domestic overnight spend
- The top international visitor markets were New Zealand and Hong Kong
- Commercial accommodation accounted for 49% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities