

PRE-COVID RESULTS

2019

International



VISITORS ('000)

6 ▲ 7%



NIGHTS ('000)

78 ▼ 29%



SPEND (\$M)

\$4 ▼ 33%

Domestic overnight

428 ▼ 7%

1,097 ▼ 1%

\$118 ▼ 22%

Domestic day

565 ▼ 14%

\$77 ▲ 13%

TOTAL SPEND

\$198M ▼ 12%

TOURISM ECONOMY (2018-19)

Tourism employment

1,599 persons ▲ 16.7%

- Tourism accounted for 7.3% of the region's workforce
- Part-time workers accounted for 61% of the tourism workforce

Tourism gross value added

\$71 million ▲ 20.3%

- Tourism accounted for 3.3% of the regional economy
- Food Services was the largest contributing sector (24%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

483 businesses ▼ 2.6%

- 62% of tourism-related businesses in the Western Grampians region employed staff

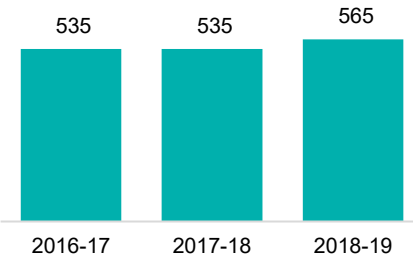
Domestic inbound aviation

seats NA

flights NA

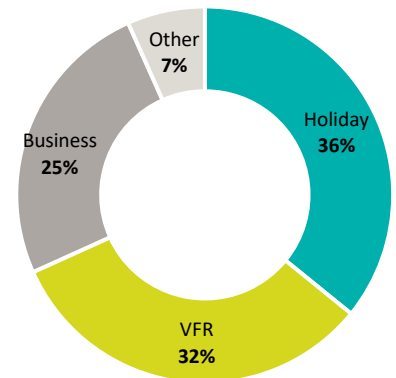
Accommodation

565 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Western Grampians region
- Interstate visitors accounted for 24% of domestic overnight visitors and 26% of domestic overnight spend
- Commercial accommodation accounted for 34% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities