



COVID IMPACTS	Spend \$M (2020) \$64 ▼ 56%	Occupancy (2019-20) NA	Change in spend, Year Ending (YE) data compared to equivalent previous period YE March 2020 YE June 2020 YE Sep 2020 YE Dec 2020 Change 100% 0% -100% -51% -56% Australia — Wimmera
	Employed (2019-20) persons 760 ▲ 29%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

International

Domestic overnight

Domestic day



VISITORS ('000)

7 ▲ 57%

259 ▼ 12%

299 ▲ 82%



NIGHTS ('000)

38 ▲ 234%

499 ▼ 47%



SPEND (\$M)

\$1 ▲ 55%

\$110 ▲ 60%

\$35 ▲ 199%

TOTAL SPEND

\$146M ▲ 80%

TOURISM ECONOMY (2018-19)

Tourism employment

588 persons ▲ 7.8%

- Tourism accounted for 6.1% of the region's workforce
- Part-time workers accounted for 56% of the tourism workforce

Tourism gross value added

\$18 million ▲ 12.3%

- Tourism accounted for 2.1% of the regional economy
- Food Services was the largest contributing sector (20%)

GVA by industry

Food Services
\$4m

Accommodation
\$3m

Retail trade
\$3m

Education and training
\$2m

Recreational activities
\$2m

TOURISM SUPPLY (2018-19)

Businesses

213 businesses ▼ 9.0%

- 52% of tourism-related businesses in the Wimmera region employed staff

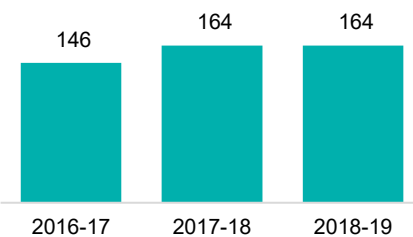
Domestic inbound aviation

seats NA

flights NA

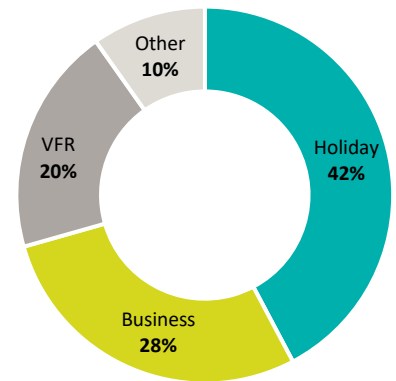
Accommodation

164 rooms



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Wimmera region
- Interstate visitors accounted for 36% of domestic overnight visitors and 66% of domestic overnight spend
- Commercial accommodation accounted for 31% of nights
- The most popular activities on these trips were social activities and none of these activities