



AUSTRALIA'S CORAL COAST, WA



COVID IMPACTS	Spend \$M (2020) \$836 ▼ 11%	Occupancy (2019-20) 50% ▼ 10 ppt	Change in spend, 2020 compared with 2019 — REGION — AUSTRALIA
	Employed (2019-20) persons 4,923 ▲ 3%	Flights (2019-20) domestic inbound 1,962 ▼ 31%	

PRE-COVID RESULTS

2019

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	112 ▲ 29%	1,011 ▼ 8%	\$135 ▲ 46%
Domestic overnight	1,035 ▲ 11%	4,659 ▲ 8%	\$669 ▲ 16%
Domestic day	1,456 ▲ 8%		\$132 ▼ 6%

TOTAL SPEND

\$936M ▲ 16%

TOURISM ECONOMY (2018-19)

Tourism employment

4,780 persons ▼ 0.7%

- Tourism accounted for 14% of the region's workforce
- Part-time workers accounted for 49% of the tourism workforce

Tourism gross value added

\$393 million ▲ 5.2%

- Tourism accounted for 6.6% of the regional economy
- Transport was the largest contributing sector (32%)

GVA by industry

Transport	\$124m
Accommodation	\$67m
Recreational activities	\$67m
Food Services	\$60m
Retail trade	\$41m

TOURISM SUPPLY (2018-19)

Businesses

824 businesses ▼ 2.5%

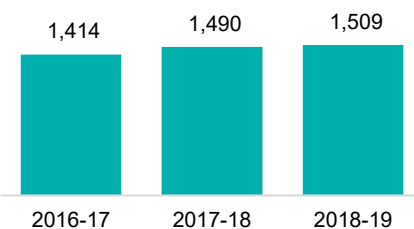
- 66% of tourism-related businesses in the Australia'S Coral Coast region employed staff

Domestic inbound aviation

202,596 seats ▲ 2.1%
2,841 flights ▲ 20.9%
59% load factor ▲ 1.2 ppt

Accommodation

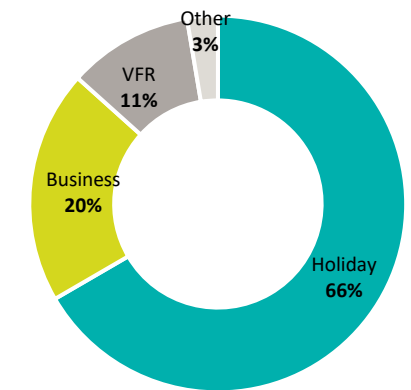
1,509 rooms



60.1% occupancy ▲ 3.8 ppt
\$102.11 RevPAR ▲ \$6.61

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Australia'S Coral Coast region
- Interstate visitors accounted for 9% of domestic overnight visitors and 16% of domestic overnight spend
- The top international visitor markets were United Kingdom and Germany
- Commercial accommodation accounted for 49% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities