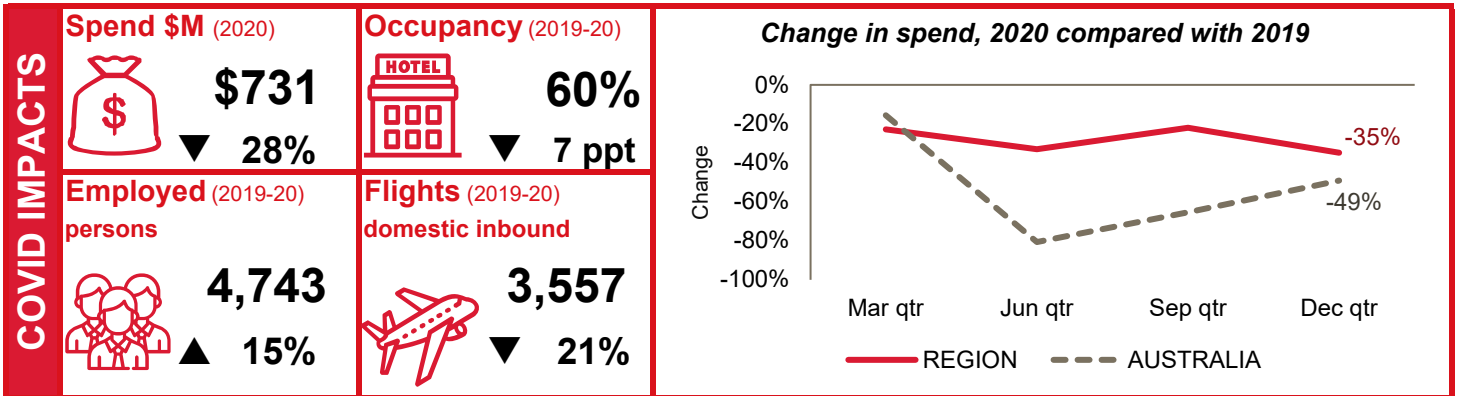




AUSTRALIA'S GOLDEN OUTBACK, WA



PRE-COVID RESULTS

2019

International



VISITORS ('000)

68 ▲ 13%



NIGHTS ('000)

856 ▲ 41%



SPEND (\$M)

\$44 ▲ 27%

Domestic overnight

1,461 ▲ 43%

7,505 ▲ 91%

\$849 ▲ 71%

Domestic day

1,113 ▲ 33%

\$120 ▲ 5%

TOTAL SPEND

\$1,013M ▲ 57%

TOURISM ECONOMY (2018-19)

Tourism employment

4,138 persons ▲ 20.4%

- Tourism accounted for 6.8% of the region's workforce
- Part-time workers accounted for 45% of the tourism workforce

Tourism gross value added

\$252 million ▲ 27.3%

- Tourism accounted for 1.1% of the regional economy
- Transport was the largest contributing sector (27%)

GVA by industry

Transport
\$68m

Accommodation
\$50m

Recreational activities
\$48m

Food Services
\$38m

Retail trade
\$23m

TOURISM SUPPLY (2018-19)

Businesses

949 businesses ▼ 1.9%

- 66% of tourism-related businesses in the Australia's Golden Outback region employed staff

Domestic inbound aviation

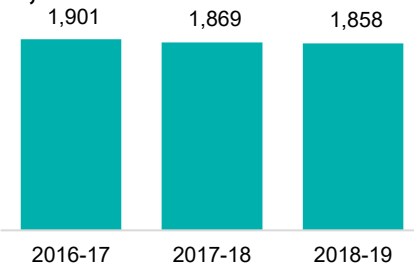
429,988 seats ▲ 6.1%

4,495 flights ▲ 1.6%

63% load factor ▲ 0.1 ppt

Accommodation

1,858 rooms

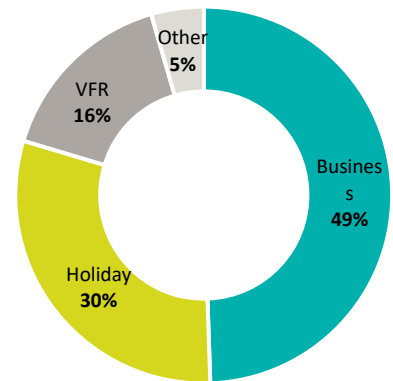


67.3% occupancy ▲ 2.7 ppt

\$95.03 RevPAR ▲ \$10.67

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Business was the main purpose of visit for overnight visitors to Australia's Golden Outback
- Interstate visitors accounted for 13% of domestic overnight visitors and 20% of domestic overnight spend
- The top international visitor markets were Germany and United Kingdom
- Commercial accommodation accounted for 28% of nights
- The most popular activities on these trips were social activities and none of these activities