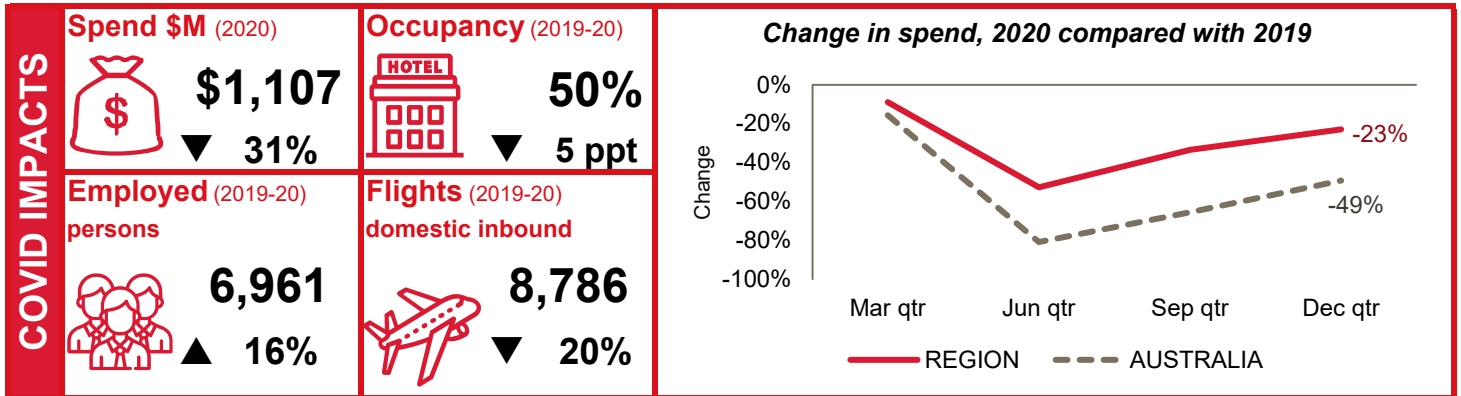




AUSTRALIA'S NORTH WEST, WA



PRE-COVID RESULTS

2019	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	63 ▲ 1%	1,727 ▲ 19%	\$89 ▼ 4%
Domestic overnight	1,535 ▲ 36%	11,614 ▲ 29%	\$1,396 ▲ 36%
Domestic day	662 ▲ 32%		\$122 ▼ 9%

TOTAL SPEND **\$1,608M ▲ 29%**

TOURISM ECONOMY (2018-19)

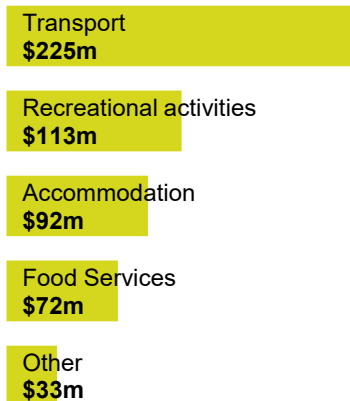
Tourism employment

- 5,987 persons ▲ 15.1%**
- Tourism accounted for 6.8% of the region's workforce
 - Part-time workers accounted for 22% of the tourism workforce

Tourism gross value added

- \$570 million ▲ 21.7%**
- Tourism accounted for 1.1% of the regional economy
 - Transport was the largest contributing sector (40%)

GVA by industry



TOURISM SUPPLY (2018-19)

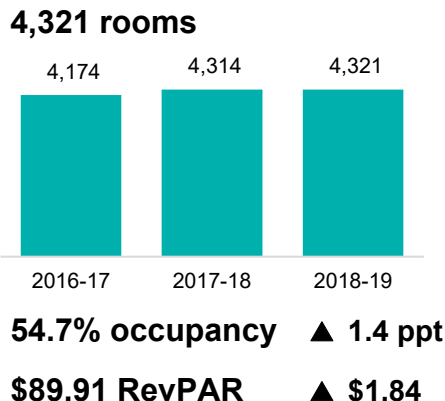
Businesses

- 744 businesses ▲ 0.1%**
- 62% of tourism-related businesses in the Australia's North West region employed staff

Domestic inbound aviation

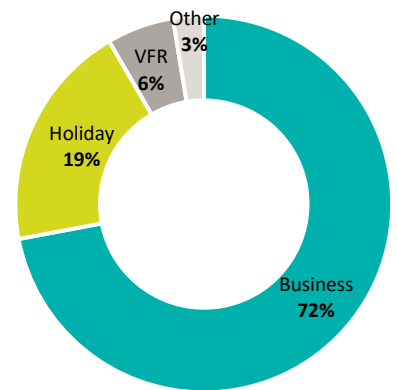
- 1,279,821 seats ▲ 3.2%**
- 10,938 flights ▲ 0.1%**
- 64% load factor ▲ 0.2 ppt**

Accommodation



OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Business was the main purpose of visit for overnight visitors to Australia's North West
- Interstate visitors accounted for 19% of domestic overnight visitors and 25% of domestic overnight spend
- The top international visitor markets were New Zealand and Germany
- Commercial accommodation accounted for 23% of nights
- The most popular activities on these trips were none of these and social activities