



AUSTRALIA'S SOUTH WEST, WA



COVID IMPACTS	Spend \$M (2020) \$2,164 ▼ 9%	Occupancy (2019-20) 51% ▼ 8 ppt	Change in spend, 2020 compared with 2019 Change 50% 0% -50% -100% Mar qtr Jun qtr Sep qtr Dec qtr — REGION — AUSTRALIA
	Employed (2019-20) persons 12,339 ▼ 6%	Flights (2019-20) domestic inbound 936 ▼ 20%	

PRE-COVID RESULTS

2019

International



VISITORS ('000)

193 ▼ 1%



NIGHTS ('000)

2,088 ▲ 11%



SPEND (\$M)

\$156 ▲ 1%

Domestic overnight

3,076 ▲ 9%

9,815 ▲ 8%

\$1,643 ▲ 14%

Domestic day

4,282 ▲ 12%

\$587 ▲ 24%

TOTAL SPEND

\$2,386M ▲ 15%

TOURISM ECONOMY (2018-19)

Tourism employment

13,160 persons ▲ 17.2%

- Tourism accounted for 12% of the region's workforce
- Part-time workers accounted for 57% of the tourism workforce

Tourism gross value added

\$918 million ▲ 24.5%

- Tourism accounted for 6% of the regional economy
- Recreational activities was the largest contributing sector (21%)

GVA by industry

Recreational activities
\$192m

Transport
\$177m

Food Services
\$172m

Accommodation
\$168m

Retail trade
\$126m

TOURISM SUPPLY (2018-19)

Businesses

2,708 businesses ▲ 0.9%

- 62% of tourism-related businesses in the Australia's South West region employed staff

Domestic inbound aviation

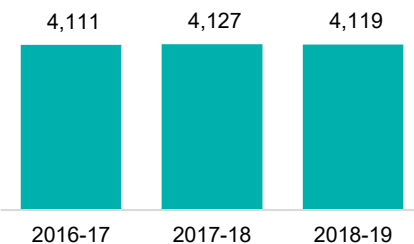
39,753 seats ▲ 0.7%

1,169 flights ▲ 0.7%

77% load factor ▲ 3.4 ppt

Accommodation

4,119 rooms

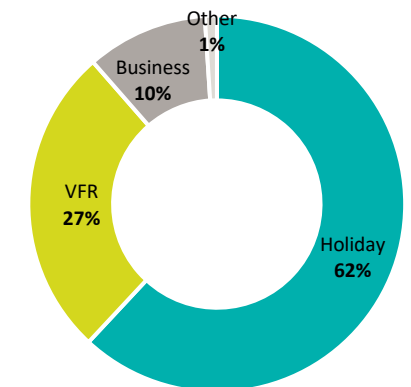


59.8% occupancy ▼ 0.8 ppt

\$107.47 RevPAR ▲ \$4.02

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to Australia's South West
- Interstate visitors accounted for 8% of domestic overnight visitors and 14% of spend
- The top international visitor markets were United Kingdom and Singapore
- Commercial accommodation accounted for 49% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities