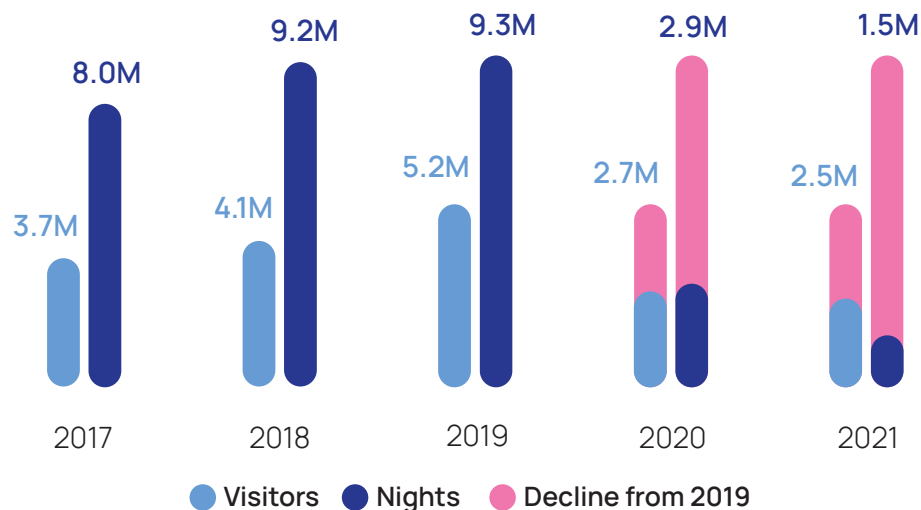


Impacts of COVID19 on Visitation and Visitor Nights in Western Melbourne

Total Visitors & Visitor Nights 2017 to 2021



Visitation Impact by Purpose of Visit

Decline in Visitation from 2019

	2020	2021	Cumulative
Holiday Visitors			
Domestic Daytrip	-808,193	-735,603	-1,543,796
Domestic Overnight	-78,007	-63,982	-141,989
International	-28,481	-39,948	-68,429
All Visitors	-914,681	-839,533	-1,754,214

	2020	2021	Cumulative
Visiting Friends & Relatives			
Domestic Daytrip	-892,579	-760,992	-1,653,571
Domestic Overnight	-352,326	-291,782	-644,108
International	-86,595	-106,693	-193,288
All Visitors	-1,331,500	-1,159,467	-2,490,967

	2020	2021	Cumulative
Business Visitors			
Domestic Daytrip	-6,413	-446,616	-453,029
Domestic Overnight	-122,011	-77,277	-199,288
International	-9,245	-10,746	-19,991
All Visitors	-137,668	-534,640	-672,308

	2020	2021	Cumulative
Other Reason for Visit (e.g. Employment & Personal Appointments)			
Domestic Daytrip	-67,642	-67,928	-135,570
Domestic Overnight	17,469	-21,933	-4,464
International	-12,322	-18,749	-31,071
All Visitors	-62,494	-108,610	-171,105

Visitation Impact

Decline in Visitation from 2019

-2.4M
2020

-2.6M
2021

-5.1M
Cumulative

Visitor Spend Impact

Decline in Visitor Spend from 2019

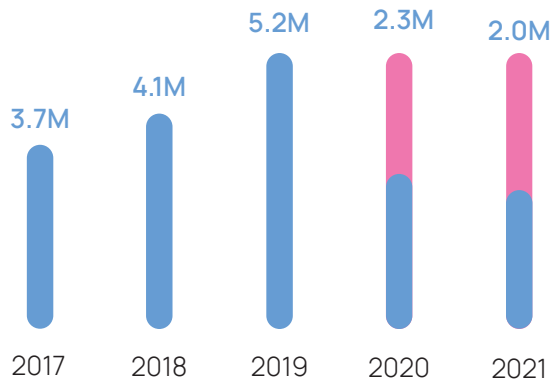
-\$1.3B
2020

-\$1.4B
2021

-\$2.7B
Cumulative

Impacts of COVID19 on Visitation and Visitor Nights in Western Melbourne

☀️ Daytrips



● Visitors ● Decline from 2019

Visitation Impact
Decline in Visitation
from 2019

-1.8M
2020

-2.0M
2021

-3.8M
Cumulative

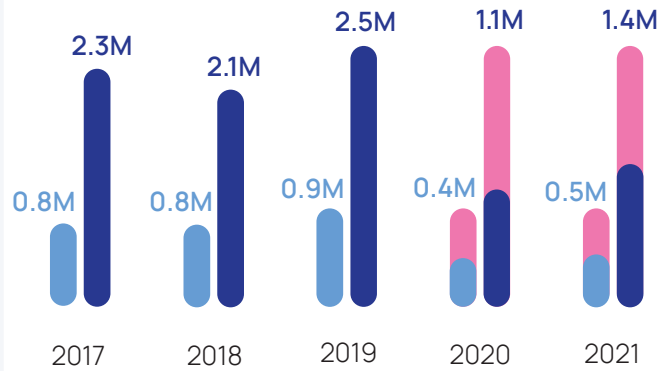
Expenditure Impact
Decline in Visitor Spend
from 2019

-\$181M
2020

-\$205M
2021

-\$386M
Cumulative

🌙 Domestic Overnight



● Visitors ● Nights ● Decline from 2019

Visitation Impact
Decline in Visitation
from 2019

-536k
2020

-460k
2021

-996k
Cumulative

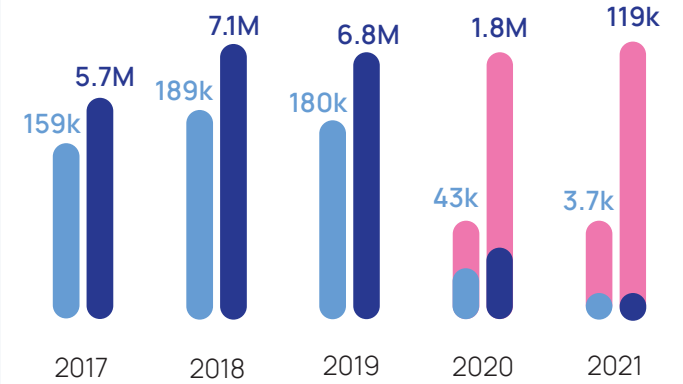
Expenditure Impact
Decline in Visitor Spend
from 2019

-\$428M
2020

-\$350M
2021

-\$779M
Cumulative

✈️ International



● Visitors ● Nights ● Decline from 2019

Visitation Impact
Decline in Visitation
from 2019

-137k
2020

-176k
2021

-313k
Cumulative

Expenditure Impact
Decline in Visitor Spend
from 2019

-\$646M
2020

-\$865M
2021

-\$1.5B
Cumulative

COVID19 Visitation Impacts Benchmarking

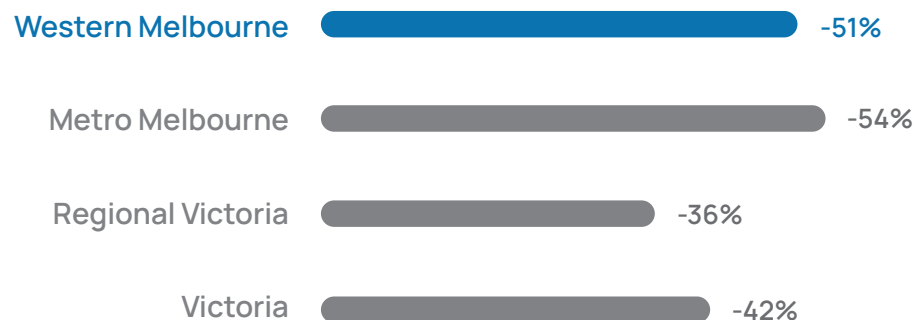
Decline in Visitation from 2019 (%)



Decline in Total Visitation 2020



Decline in Total Visitation 2021



COVID19 Visitation Impacts Benchmarking by Market Type

Decline in Visitation from 2019 (%)



Market Type	2020	2021
	Decline in Domestic Daytrip Visitation	
Western Melbourne	-44%	-50%
Metropolitan Melbourne	-51%	-45%
Regional Victoria	-46%	-39%
Victoria	-48%	-41%

Market Type	2020	2021
	Decline in Domestic Overnight Visitation	
Western Melbourne	-57%	-49%
Metropolitan Melbourne	-69%	-62%
Regional Victoria	-44%	-27%
Victoria	-53%	-40%

Market Type	2020	2021
	Decline in International Visitation	
Western Melbourne	-76%	-98%
Metropolitan Melbourne	-80%	-98%
Regional Victoria	-78%	-98%
Victoria	-81%	-98%