

# Shoalhaven MANY OPPORTUNITIES

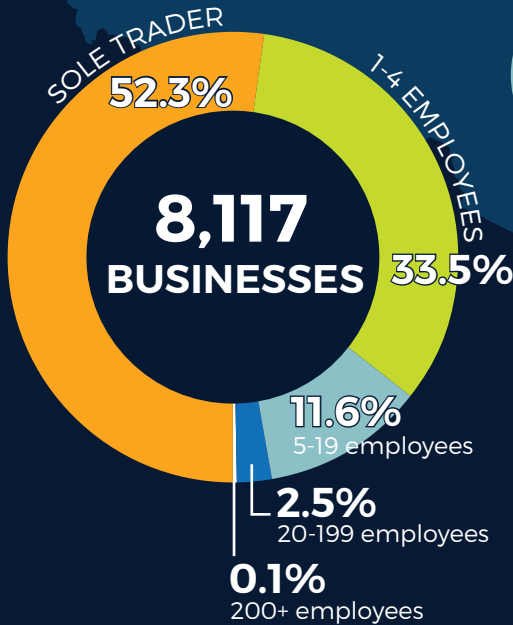
## GROSS REGIONAL PRODUCT 2023\*\*\*\*



**\$6.69**  
BILLION

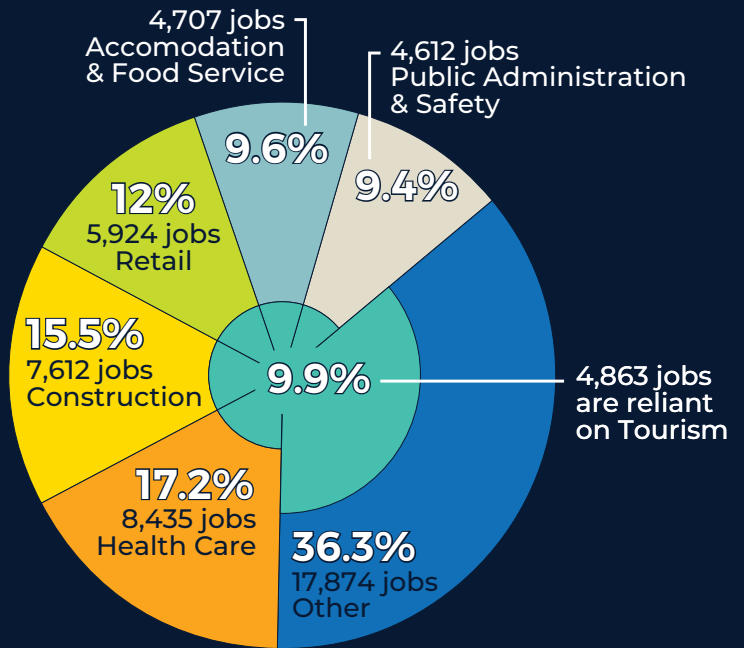
up from \$5.69 billion in 2019

## INDUSTRY INSIGHTS



**49,164**  
JOBS  
2023

up from 41,572 in 2019



**UNEMPLOYMENT RATE 2024 - 3.3%**  
down from 8.4% in 2019

## VISITOR ECONOMY

### ACHIEVEMENTS

**GOAL:** Off-season growth and dispersal in summer

**GOAL:** Increase visitor spend

DOMESTIC VISITOR NIGHTS\*\*

OFF-SEASON  
**+65%**



PEAK  
**+5%**

**BOTH WELL ABOVE NSW AVERAGES**

**LOCAL SPEND\***  
**DOWN 21%**  
year on year



## TOURISM SPEND\*\*\*

**UP 94%**  
since 2019



**\$1.45**  
BILLION / year

up from \$745 million in 2019

Source: \*Total estimated spend by Visitors to Shoalhaven, Tourism Research Australia National and International Visitor Survey YTD June 2019 - 2024.

\*\*Tourism Research Australia National and International Visitor Survey YTD Sept 2013 - 2023. Peak: October - April / Off-peak: May - September.

\*\*\*Transaction data from VISA cards from Localis Data Company YOY Sept 2022 - 23 Vs Sept 2023 - 24. \*\*\*\*Economy ID data via Australia Business Register (ABR) 2024.