

96 RESPONSES

from Tourism Greater
 Geelong and The Bellarine
 Industry members

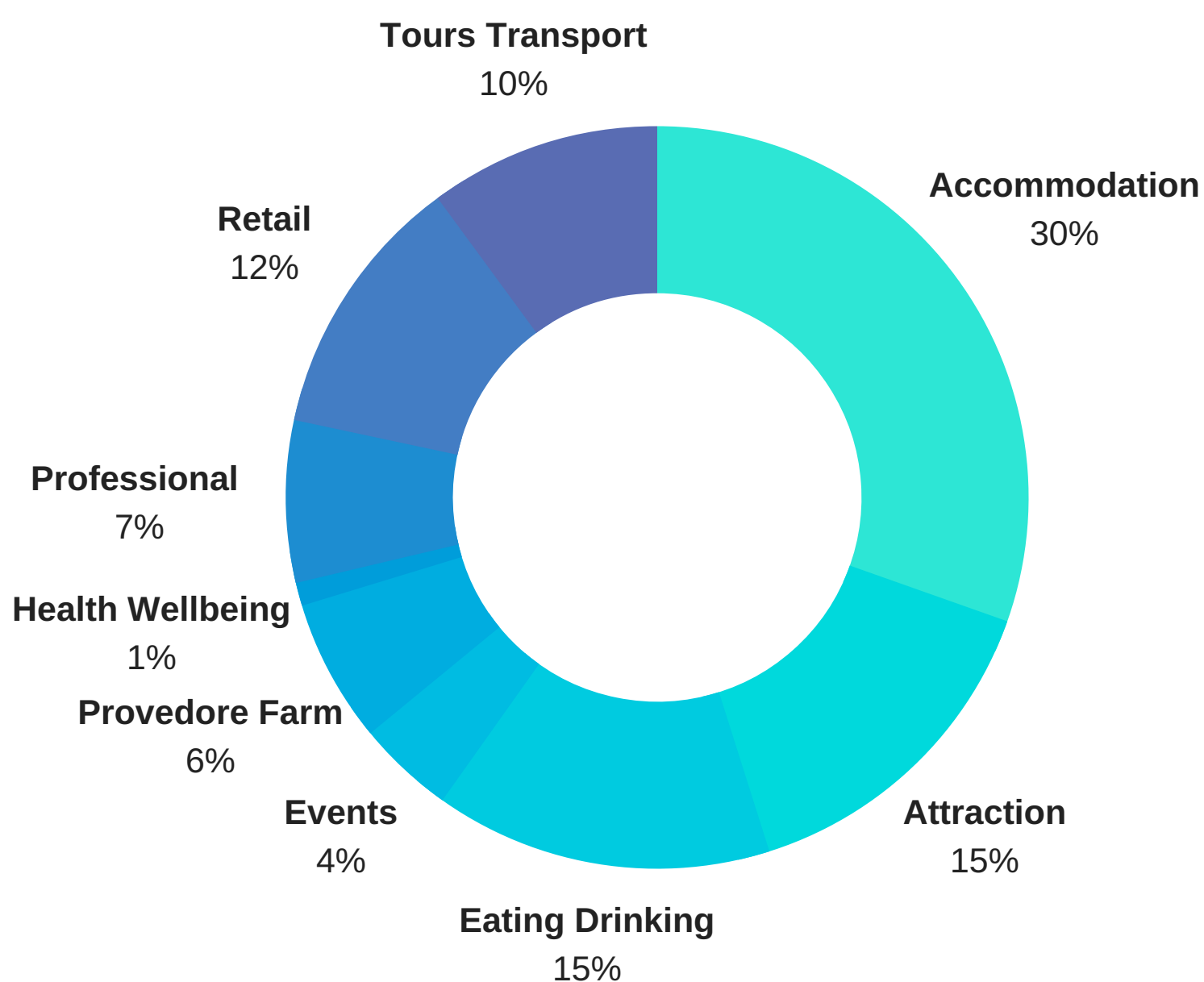
79.5%

of respondents indicated
 they had a positive start
 to the year

57.5%

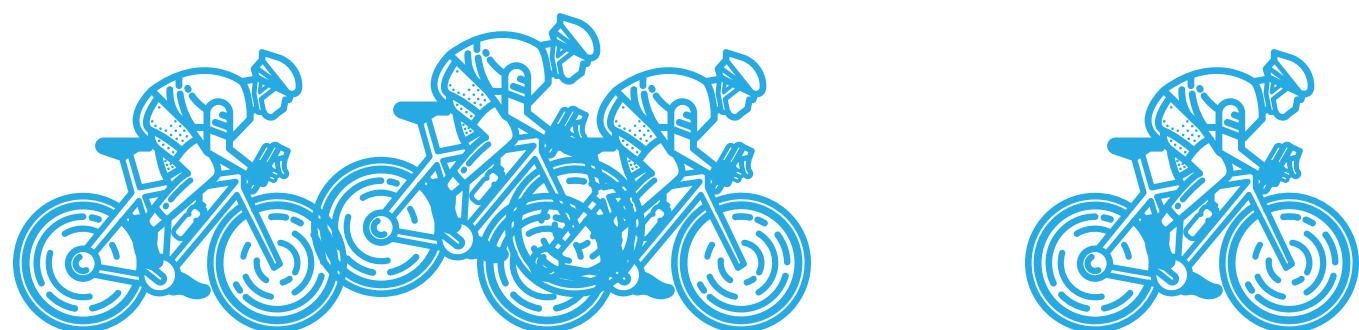
of respondents had an
 increase in bookings/
 visitor numbers from
 summer 2016/2017

BUSINESS TYPE



MEMBER LOCATIONS

- 33.3%** Greater Geelong
- 62.5%** Bellarine
- 4.1%** Golden Plains & You Yangs



"Our sales have consistently been 100% higher than the same days last year for the whole of December January"

"The local Tourist Info Centre do a fantastic job... Thank you!"

"Business picked up from mid December, which was earlier than previously."



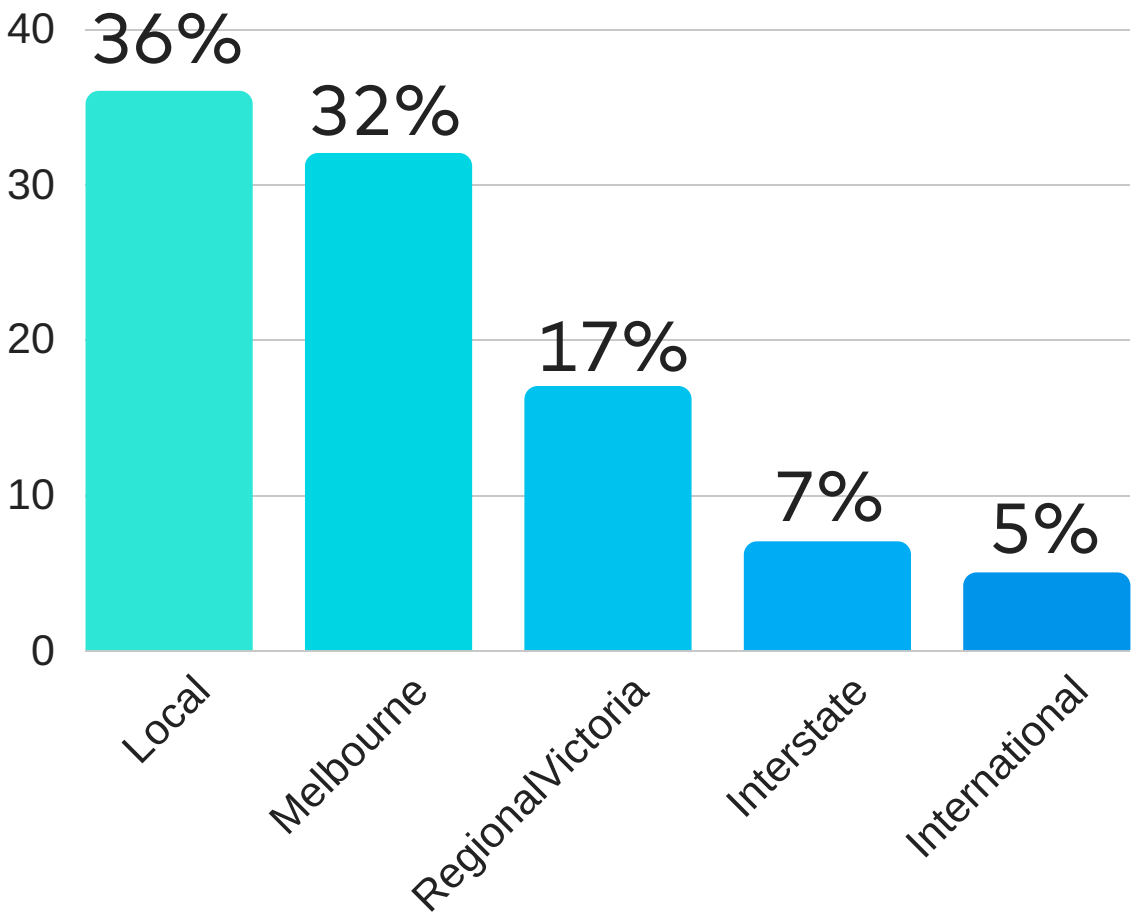
Length of stay

in comparison to Summer 2016/2017

38.6%
59.1%
18.2%



WHERE DID THEY COME FROM?



Visitor expenditure

in comparison to Summer 2016/2017

49.3%
41%
9.6%



"We are happy little operators!"