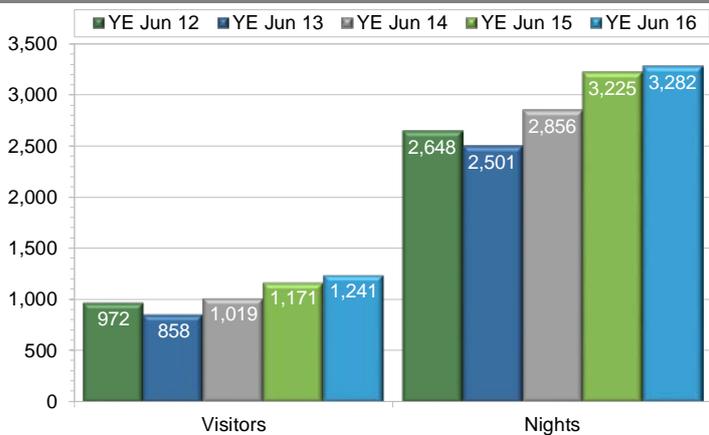


Travel to Geelong and The Bellarine

For the period July 2015 to June 2016

Domestic Overnight Travel ⁽¹⁾

Visitors and nights

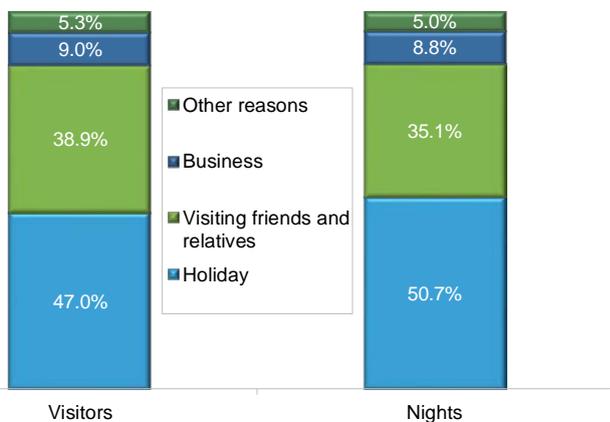


Geelong and The Bellarine received over 1.2 million domestic overnight visitors - up by 6.0% on YE Jun 15. Visitors spent nearly 3.3 million nights in the region - up by 1.8% on YE Jun 15.

Market share

The region received 9.0% of visitors and 8.1% of nights in regional Victoria. Compared to YE Jun 15, the share of visitors was up by 0.1 pt and the share of nights was down by 0.2 pts.

Purpose of visit to Geelong and The Bellarine



'Holiday' (47.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (38.9%) and 'business' (9.0%).

'Holiday' (50.7%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (35.1%) and 'business' (8.8%).

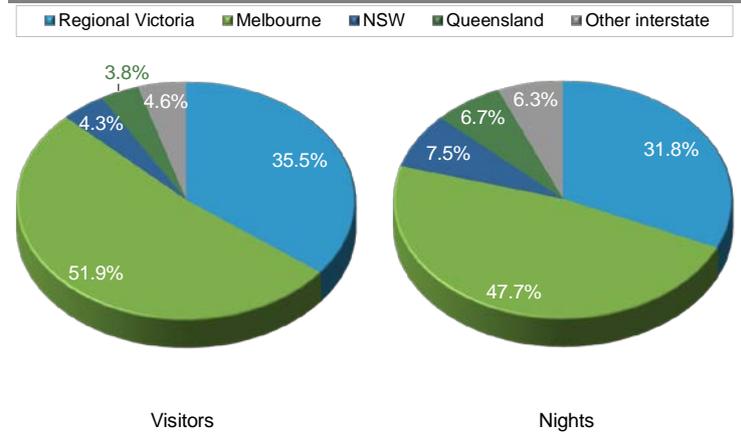
Accommodation

'Friends or relatives property' (41.1%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (20.1%) was the 2nd most popular, followed by 'own property' (9.3%) and 'standard hotel or motor inn, below 4 star' (7.8%).

All transport

'Private vehicle or company car' (89.7%) was the most popular transport used by visitors to the region, followed by 'aircraft' (4.8%) and 'railway' (2.8%).

Origin



The region received 87.3% of visitors and 79.5% of nights from **intrastate**. Compared to YE Jun 15, intrastate visitors were up by 9.8% and nights were up by 6.2%.

Interstate contributed 12.7% of visitors and 20.5% of nights in the region. Compared to YE Jun 15, interstate visitors were down by 14.5% and nights were down by 12.3%.

Length of stay

Visitors stayed on average 2.6 nights in the region.

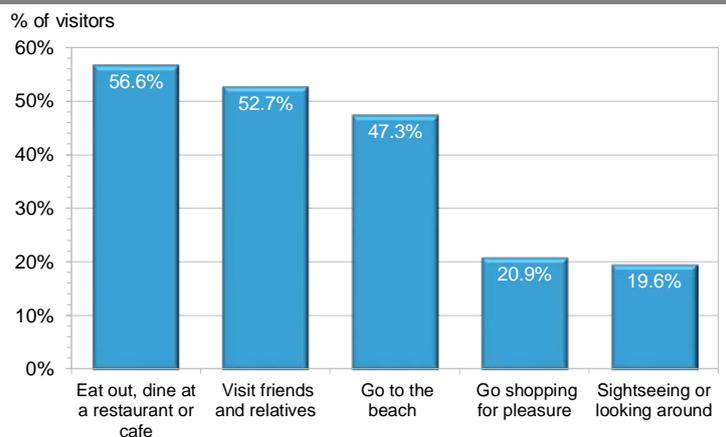
Age

'25 to 34 years' (20.1%) was the biggest age group of visitors to the region, followed by '65 years and over' (17.4%).

Travel party

'Adult couple' (31.5%) was the most common travel party amongst visitors to the region, followed by 'family group' (22.9%) and 'alone' (21.6%).

Activities



'Eat out, dine at a restaurant or cafe' (56.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (52.7%) and 'go to the beach' (47.3%).

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$479 million in the region. On average, visitors spent \$146 per night in the region.

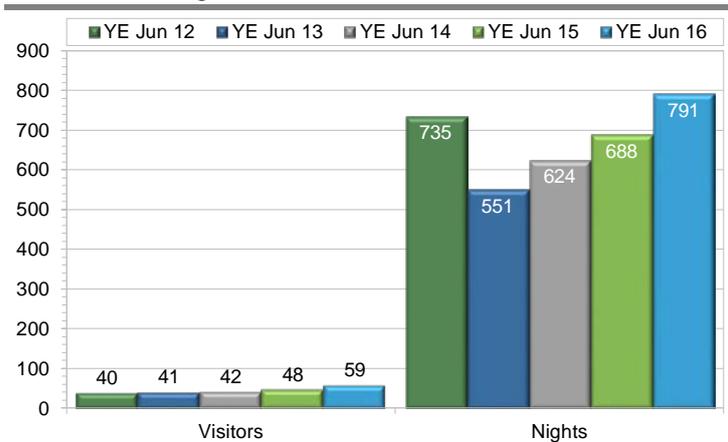
⁽²⁾ Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16, TRA

Travel to Geelong and The Bellarine

For the period July 2015 to June 2016

International Overnight Travel ⁽³⁾

Visitors and nights



Geelong and The Bellarine received 59,300 international overnight visitors - up by 23.4% on YE Jun 15. Visitors spent 790,700 nights in the region - up by 14.9% on YE Jun 15.

Market share

The region received 12.1% of visitors and 11.4% of nights in regional Victoria. Compared to YE Jun 15, the share of visitors was up by 0.2% pts and the share of nights was up by 0.6% pts.

Purpose of visit to Geelong and The Bellarine

'Holiday' (51.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (36.6%) and 'business' (4.7%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	14.2%	13	Switzerland	2.2%
2	New Zealand	13.9%	14	South Korea	2.0%
3	Mainland China	12.2%	15	Thailand	1.9%
4	USA	8.9%	16	Indonesia	1.1%
5	Malaysia	5.4%	17	Hong Kong	0.9%
6	Germany	3.4%	18	Japan	0.5%
7	Singapore	3.4%	19	Italy	0.5%
8	Netherlands	2.5%	20	Taiwan	0.4%
9	Canada	2.5%			
10	India	2.5%		Other Asia	6.4%
11	Scandinavia	2.4%		Other Europe	4.0%
12	France	2.3%		Other Countries	6.3%

The United Kingdom (14.2%) was the largest source market of visitors to the region, followed by New Zealand (13.9%).

Accommodation

'Friends or relatives property' (46.2%) was the most popular accommodation type used for nights in the region, followed by 'rented house, apartment, flat or unit' (30.0%).

Age

'25 to 34 years' (22.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.5%) and '65 years and over' (16.7%).

Expenditure (incl pre-paid package expenditure) ⁽⁴⁾

International overnight visitors spent \$83 million in the region. On average, they spent \$105 per night in the region.

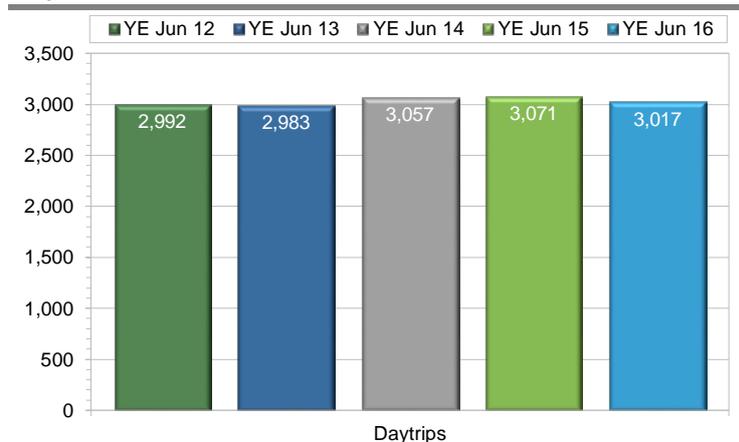
(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 16, TRA

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

(3) Source: International Visitor Survey, YE Jun 16, TRA

Domestic Daytrip Travel ⁽⁵⁾

Trips



Geelong and The Bellarine received over 3.0 million domestic daytrip visitors - down by 1.8% on YE Jun 15.

Market share

The region received 9.9% of daytrips to regional Victoria. Compared to YE Jun 15, the share was down by 0.8% pts.

Main purpose of trip

'Holiday' (48.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (35.1%) and 'business' (6.9%).

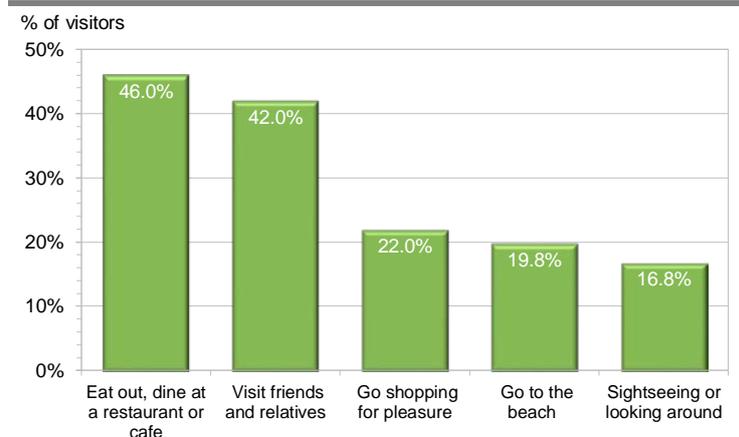
Age

'55 to 64 years' (20.2%) was the biggest age group of visitors to the region, followed by '65 years and over' (19.9%).

Transport

'Private vehicle or company car' (96.2%) was the most popular transport used by visitors to the region, followed by 'railway' (2.0%) and 'bus or coach' (0.9%).

Activities



'Eat out, dine at a restaurant or cafe' (46.0%) was the most popular activity undertaken by visitors to the region.

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$265 million in the region. On average, visitors spent \$88 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 16, TRA

(5) Source: National Visitor Survey, YE Jun 16, TRA