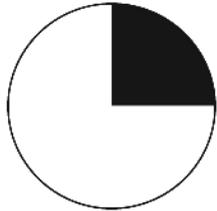


Industry Survey Summary 2016

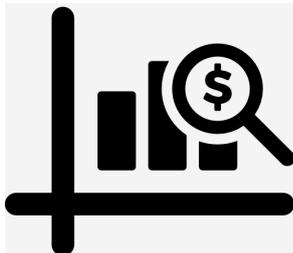
-  108 members surveyed out of 427 - 25% of membership
-  Over 2 weeks
-  By online survey program
-  Questions set by TGGB



25% of respondents are Accommodation

25% of respondents are Food and Wine

25% of respondents are located in central Geelong



87% think we are good/very good overall performance

82% think we are good/very good value for money

86% think we are good/very good keeping businesses involved and connected

83% think we are good/very at keeping members up to date on news and events



Reasons for membership

1. Regional promotion and marketing activities

2. Training and development opportunities

3. Being a part of the regional tourism team

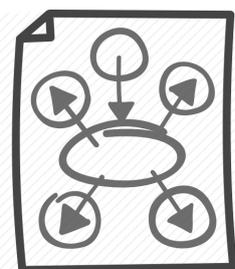


97% have participated in the OVG, OVM or Official Visitors App

63% have participated in training and development opportunities

57% have brochures in the visitor information service

42% shared online content and event listings



46% of members are aware of our Tourism Development Plan

71% of accommodation members use Roombank referral system

72% of accommodation members use their own booking platforms

64% of accommodation members would use our website to embed or link to their own booking platforms



67% would recommend TGGB Membership to a friend or colleague

Further comments and recommendations

Marketing and Communications	<ul style="list-style-type: none"> • Bellarine town specific advertising • “a day in...” pages available online and in Visitor Information Services • More familiarisation tours around the region for operators to meet other operators • Make ATDW easier to use/ less time consuming • “meet...” section on website or emails each week/month introducing different staff/ operators • Less is more in communication
Training and Development	<ul style="list-style-type: none"> • Trainings on online shop/sales • Digital marketing/social media • How to incorporate/create video content • Continued refresher programs • More personal development training sessions • Video recordings of training for those who cant attend
Visitor Services	<ul style="list-style-type: none"> • Centralised free referral service between TGGB/ Queenscliff/ other regions • Continued/ increased number of volunteer familiarisation tours
Public Holidays	<ul style="list-style-type: none"> • Increased food prices to cater for PH wages • Positive impact as accommodation was booked out • Grand final eve public holiday is not worth it as it has no impact just increased wages • As a tourism business everyone should be budgeting for public holidays as we know when they are each year
Testimonials	<ul style="list-style-type: none"> • Thanks to the Business Events team for the support and for creating opportunities for our business to have face-to-face contact with Melbourne based corporate • The team is enthusiastic, motivated and hard working. Very responsive and just all round nice people! Great to work with. • TGGB has been a really valuable membership for our company and the support that we have been shown has been greatly appreciated. As a new business in the Tourism Industry we had a lot to learn and TGGB have made the process easier with the range of professional development sessions that have been offered and encouraging us to enter the Victorian Tourism Awards. • You guys do a great job.. its a team effort between member and Regional Board. You get out what you put in! • Glad you are not forgetting to include The Bellarine Peninsula and not just focussing on Geelong CBD. • Great value for money. I'd rather spend the money on this membership over advertising features. • Continue on. People who phone for accommodation are great • Looking forward to the continued learning and growth of our business through our partnership.