

# TRAVEL RESULTS FOR GEELONG & THE BELLARINE REGION April 2017 to March 2018

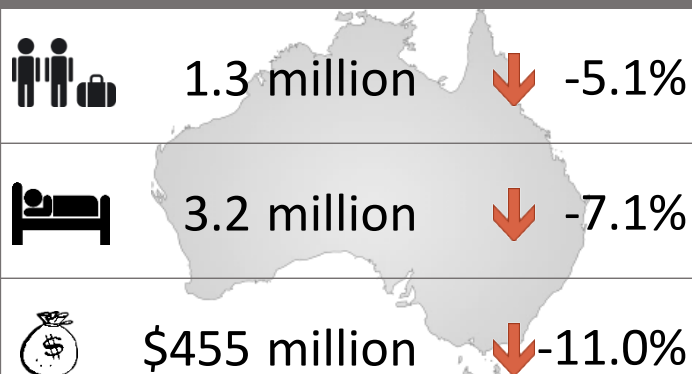
and change on April 2016 to March 2017

Due to quality issues with the incoming passenger data, IVS and total travel results for the YE Mar 18 are preliminary.

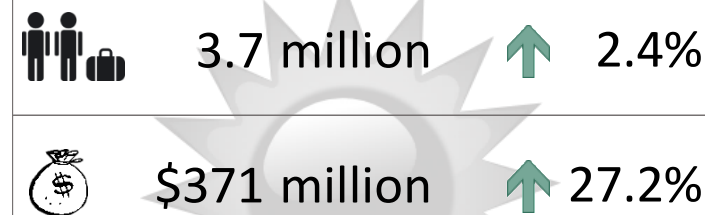
## International overnight travel - preliminary



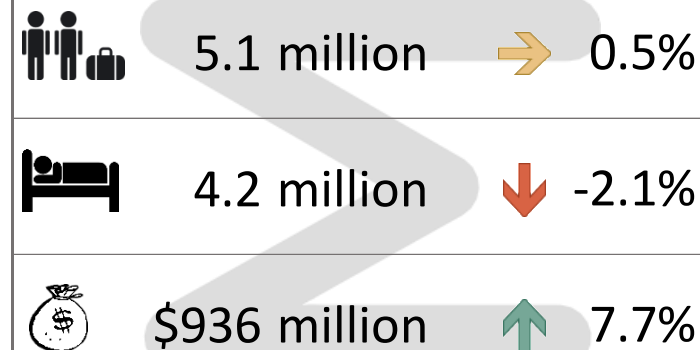
## Domestic overnight travel



## Domestic daytrip travel



## TOTAL TRAVEL - preliminary



Total travel is estimated using data from National Visitor Survey (NVS), International Visitor Survey (IVS) & Tourism Research Australia's (TRA) expenditure allocation method applied to NVS and IVS data, YE Mar 18, TRA.

International overnight travel is sourced from the IVS & TRA's expenditure allocation method applied to IVS data, YE Mar 18, TRA.

Domestic overnight travel is sourced from the NVS & TRA's expenditure allocation method applied to NVS data, YE Mar 18, TRA.

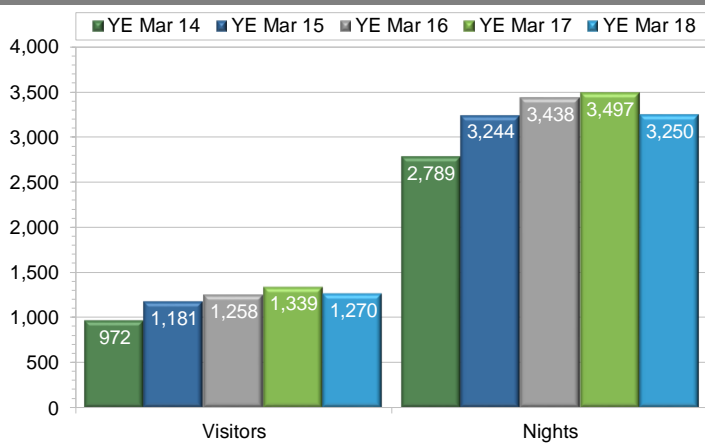
Domestic daytrip travel is sourced from the NVS & TRA's expenditure allocation method applied to NVS data, YE Mar 18, TRA.

# Travel to Geelong and The Bellarine

For the period April 2017 to March 2018

## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

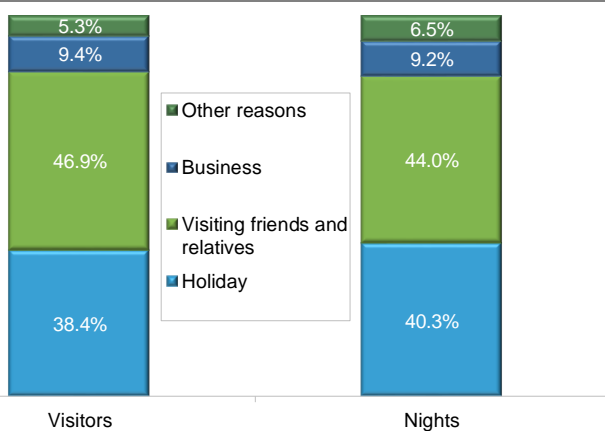


Geelong and The Bellarine received nearly 1.3 million domestic overnight visitors - down by 5.1% on YE Mar 17. Visitors spent over 3.2 million nights in the region - down by 7.1% on YE Mar 17.

### Market share

The region received 8.2% of visitors and 7.6% of nights in regional Victoria. Compared to YE Mar 17, the share of visitors was down by 1.0 pt and the share of nights was down by 0.9% pts.

### Purpose of visit to Geelong and The Bellarine



'Visiting friends and relatives' (46.9%) was the largest purpose for **visitors** to the region, followed by 'holiday' (38.4%) and 'business' (9.4%).

'Visiting friends and relatives' (44.0%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (40.3%) and 'business' (9.2%).

### Accommodation

'Friends or relatives property' (50.7%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (10.0%) was the 2<sup>nd</sup> most popular, followed by 'rented house, apartment, flat or unit' (8.2%) and 'own property' (8.0%).

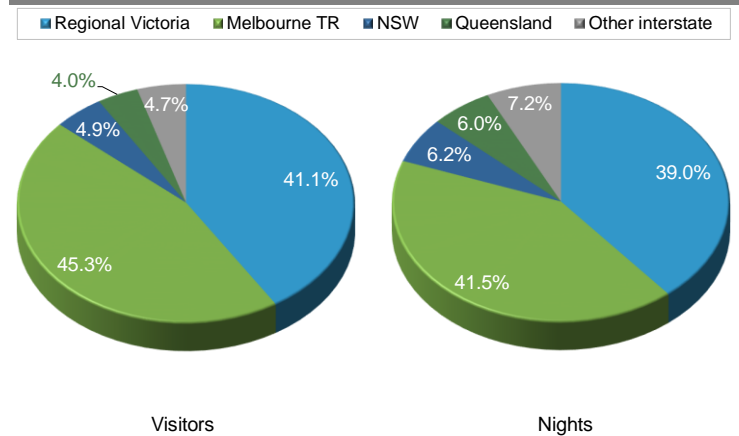
### All transport

'Private vehicle or company car' (85.8%) was the most popular transport used by visitors to the region, followed by 'aircraft' (6.2%) and 'railway' (5.5%).

Geelong and The Bellarine includes: Greater Geelong, The Bellarine, Queenscliffe, Bannockburn, and Golden Plains - South.

(1) Source: National Visitor Survey, YE Mar 18, Tourism Research Australia (TRA)

### Origin



The region received 86.4% of visitors and 80.5% of nights from **intrastate**. Compared to YE Mar 17, intrastate visitors were down by 2.7% and nights were down by 5.3%.

**Interstate** contributed 13.6% of visitors and 19.5% of nights in the region. Compared to YE Mar 17, interstate visitors were down by 18.0% and nights were down by 13.8%.

### Length of stay

Visitors stayed on average 2.6 nights in the region.

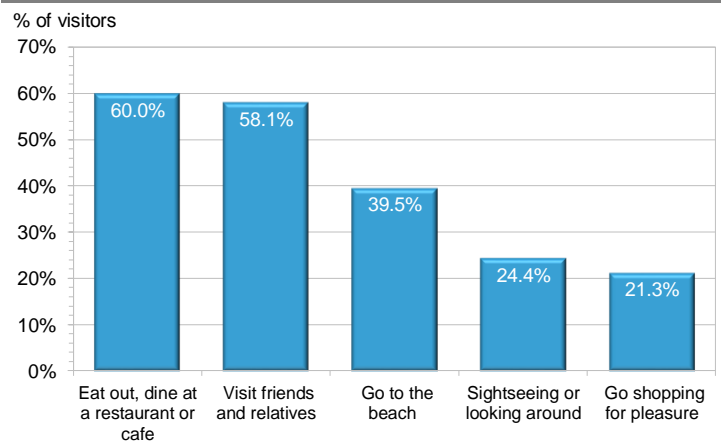
### Age

'45 to 54 years' (19.1%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (17.5%).

### Travel party

'Alone' (31.2%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (27.0%) and 'friends or relatives' (20.8%).

### Activities



'Eat out, dine at a restaurant or cafe' (60.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (58.1%) and 'go to the beach' (39.5%).

### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Domestic overnight visitors spent \$455 million in the region. On average, visitors spent \$140 per night in the region.

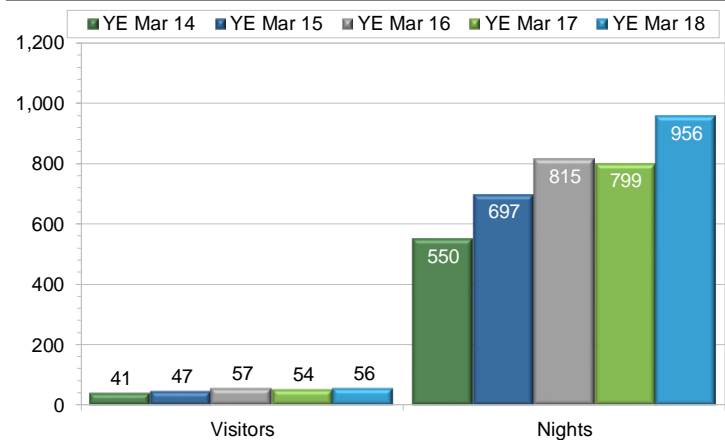
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 18.

# Travel to Geelong and The Bellarine

For the period April 2017 to March 2018

## International Overnight Travel<sup>(3)</sup> - preliminary

### Visitors and nights



Geelong and The Bellarine received 55,900 international overnight visitors - up by 4.4% on YE Mar 17. Visitors spent 955,700 nights in the region - up by 19.6% on YE Mar 17.

### Market share

The region received 10.6% of visitors and 12.2% of nights in regional Victoria. Compared to YE Mar 17, the share of visitors was up by 0.3% pts and the share of nights was up by 2.2% pts.

### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	15.7%	13	Japan	2.7%
2	New Zealand	12.9%	14	France	2.6%
3	Mainland China	12.0%	15	South Korea	2.5%
4	USA	5.4%	16	Switzerland	2.1%
5	Hong Kong	4.5%	17	India	2.0%
6	Indonesia	4.2%	18	Scandinavia	2.0%
7	Malaysia	4.2%	19	Singapore	1.6%
8	Germany	4.1%	20	Italy	1.3%
9	Taiwan	3.2%			
10	Canada	3.0%		Other Asia	2.7%
11	Thailand	2.9%		Other Europe	1.9%
12	Netherlands	2.8%		Other Countries	3.6%

The United Kingdom (15.7%) was the largest source market of visitors to the region, followed by New Zealand (12.9%).

### Accommodation

'Rented house, apartment, flat or unit' (34.8%) was the most popular accommodation type used for nights in the region, followed by 'friends or relatives property' (34.3%).

### Age

'25 to 34 years' (29.0%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (18.7%) and '35 to 44 years' (15.8%).

### Expenditure (incl pre-paid package expenditure) <sup>(4)</sup>

International overnight visitors spent \$110 million in the region. On average, they spent \$116 per night in the region.

*(4) Source: TRA's expenditure allocation method applied to IVS data for YE Mar 18.*

### Preliminary IVS results

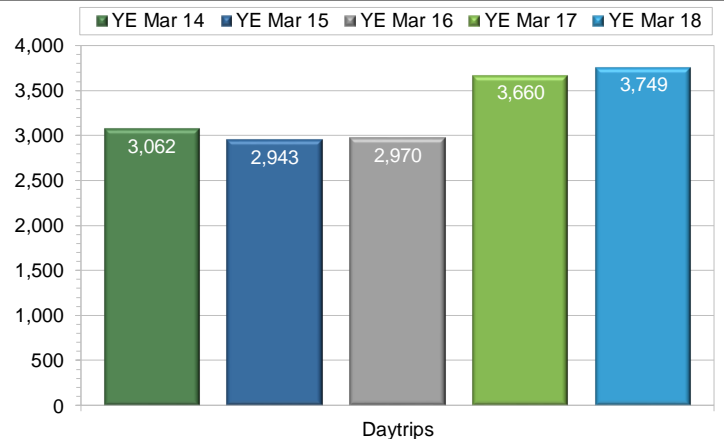
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

*(3) Source: International Visitor Survey, YE Mar 18, TRA*

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Geelong and The Bellarine received over 3.7 million domestic daytrip visitors - up by 2.4% on YE Mar 17.

### Market share

The region received 11.0% of daytrips to regional Victoria. Compared to YE Mar 17, the share was down by 0.2% pts.

### Main purpose of trip

'Holiday' (47.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (35.3%) and 'business' (6.5%).

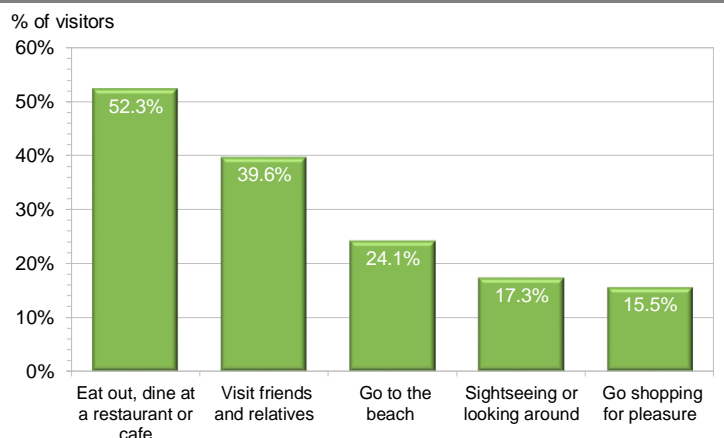
### Age

'65 years and over' (24.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.8%).

### Transport

'Private vehicle or company car' (93.5%) was the most popular transport used by visitors to the region, followed by 'railway' (3.7%) and 'bus or coach' (1.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (52.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.6%) and 'go to the beach' (24.1%).

### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$371 million in the region. On average, visitors spent \$99 per trip to the region.

*(6) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 18.*

*(5) Source: National Visitor Survey, YE Mar 18, TRA*