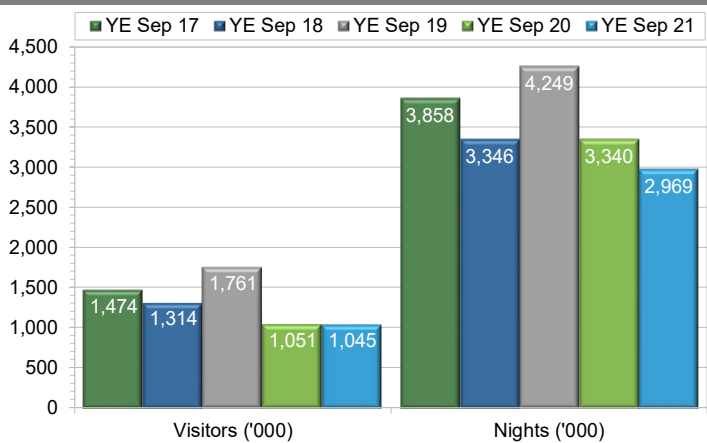


# Domestic travel to Geelong and The Bellarine (1)

For the period October 2020 to September 2021

## Overnight travel

### Visitors and nights

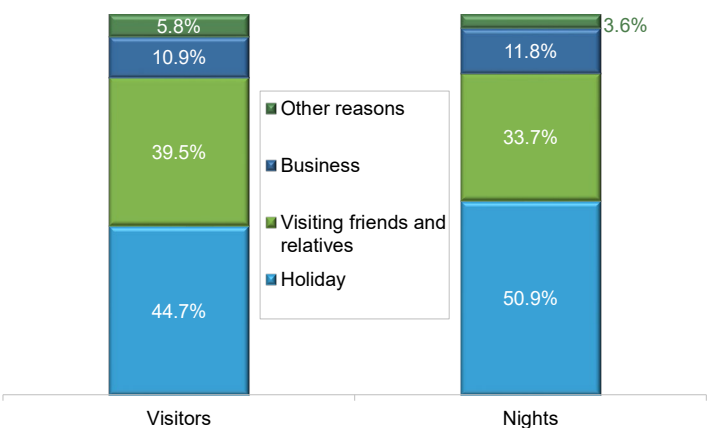


Geelong and The Bellarine received over 1.0 million overnight visitors - down by 0.6% on YE Sep 20. Visitors spent nearly 3.0 million nights in the region - down by 11.1% on YE Sep 20.

### Market share

The region received 7.6% of visitors and 6.9% of nights in regional Victoria. Compared to YE Sep 20, the share of visitors was down by 1.3% pts and the share of nights was down by 1.9% pts.

### Purpose of visit



'Holiday' (44.7%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives (VFR)' (39.5%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (10.9%). Compared to YE Sep 20, 'holiday' was up by 8.1%pts whilst 'VFR' was down by 5.8% pts.

'Holiday' (50.9%) was the largest purpose in terms of **nights** in the region. 'VFR' (33.7%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (11.8%). Compared to YE Sep 20, 'holiday' was up by 11.9%pts whilst 'education' was down by 8.6% pts.

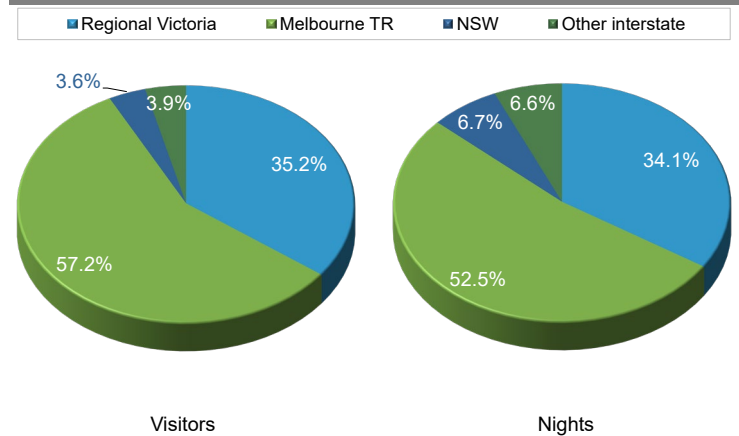
### Accommodation

'Friends or relatives property' (46.8%) was the most popular accommodation type used for **nights** in the region. 'Caravan park or commercial camping ground' (14.1%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel or motor inn, below 4 star' (10.4%) and 'own property' (10.0%).

### All transport

'Private vehicle or company car' (90.0%) was the most popular transport used by visitors to the region. 'Railway' (4.3%) was the 2<sup>nd</sup> most popular transport used, followed by 'aircraft' (3.4%).

### Origin



The region received 57.2% of visitors and 52.5% of nights from **Melbourne tourism region**. Compared to YE Sep 20, visitors from Melbourne tourism region were up by 1.9% and nights were down by 10.2%.

**Regional Victoria** contributed 35.2% of visitors and 34.1% of nights in the region. Compared to YE Sep 20, visitors from regional Victoria were up by 14.3% and nights were down by 5.2%.

**Interstate** contributed 7.5% of visitors and 13.3% of nights in the region. Compared to YE Sep 20, visitors from interstate were down by 44.5%.

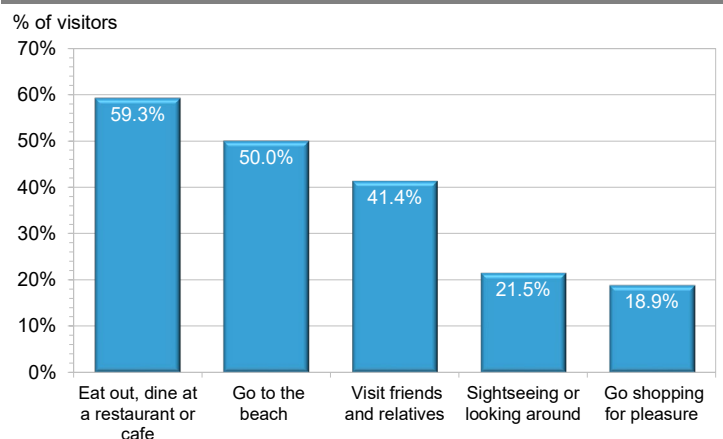
### Length of stay

Visitors stayed on average 2.8 nights in the region – down by 0.3 nights on YE Sep 20.

### Age

'25 to 34 years' (21.6%) was the biggest age group of visitors to the region. '35 to 44 years' (16.5%) was the 2<sup>nd</sup> biggest age group, followed by '55 to 64 years' (16.4%).

### Activities



'Eat out, dine at a restaurant or cafe' (59.3%) was the most popular activity undertaken by visitors to the region.

### Expenditure (2)

Overnight visitors spent \$457 million in Geelong and The Bellarine - up by 3.0% on YE Sep 20. On average, visitors spent \$154 per night in the region - up by 15.8% on YE Sep 20.

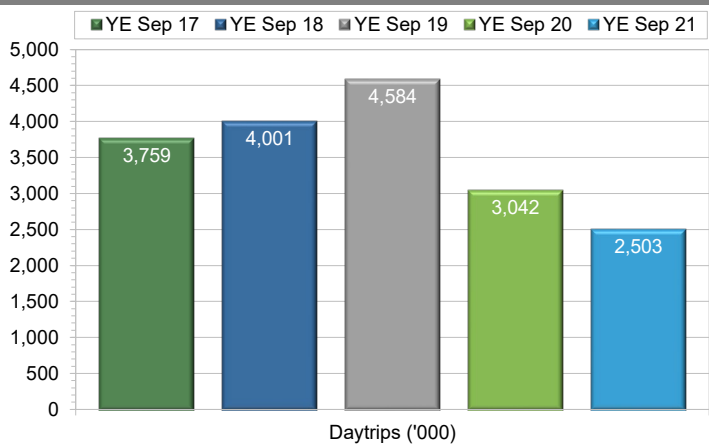
(2) Sources: NVS and Regional Expenditure Model, YE Sep 21, TRA.

# Domestic travel to Geelong and The Bellarine (1)

For the period October 2020 to September 2021

## Daytrip Travel

### Trips

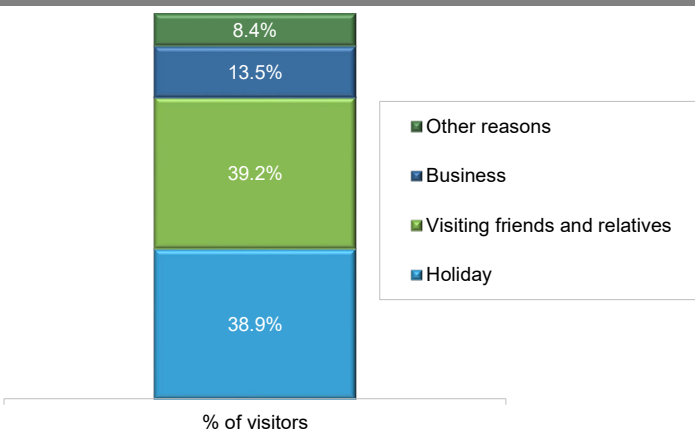


Geelong and The Bellarine received over 2.5 million domestic daytrip visitors - down by 17.7% on YE Sep 20.

### Market share

The region received 9.8% of daytrips to regional Victoria. Compared to YE Sep 20, the share down by 1.6% pts.

### Main purpose of trip



'Visiting friends and relatives (VFR)' (39.2%) was the largest purpose for visitors to the region. 'Holiday' (38.9%) was the 2<sup>nd</sup> largest purpose, followed by 'business' (13.5%). Compared to YE Sep 20, 'VFR' was up by 11.1% pts, whilst 'holiday' was down by 4.4% pts.

### Activities

'Eat out, dine at a restaurant or cafe' (40.0%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (37.5%) was the 2<sup>nd</sup> most popular activity undertaken, followed by 'go to the beach' (20.2%) and 'sightseeing or looking around' (12.8%).

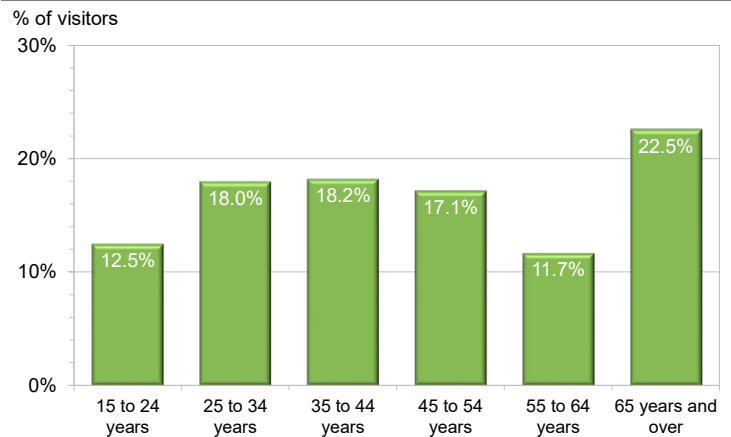
### Transport

'Private vehicle or company car' (96.8%) was the most popular transport used by visitors to the region. 'Railway' (1.9%) was the 2<sup>nd</sup> most popular transport used.

### Month travelled

January (14.6%) was the most popular month for a daytrip to the region. March (13.8%) was the 2<sup>nd</sup> most popular month to travel, followed by December (12.7%).

### Age



'65 years and over' (22.5%) was the biggest age group of visitors to the region. '35 to 44 years' (18.2%) was the 2<sup>nd</sup> biggest age group, followed by '25 to 34 years' (18.0%).

### Lifecycle

'Parent with youngest child aged under 15' (22.4%) was the largest lifecycle group of visitors to the region. 'Young or midlife single' (20.0%) was the 2<sup>nd</sup> largest lifecycle group, followed by 'older non-working' (18.9%).

### Origin

Melbourne tourism region (65.3%) was the region's largest source market. Geelong and The Bellarine tourism region (9.3%) was the 2<sup>nd</sup> largest source market, followed by Great Ocean Road tourism region (8.2%). Regional Victoria contributed (34.7%) of all daytrip visitors to the region.

### Expenditure (2)

Daytrip visitors spent \$201 million in Geelong and The Bellarine - down by 30.0% on YE Sep 20. On average, visitors spent \$80 per trip to the region - down by 14.9% on YE Sep 20.

(2) Sources: NVS and Regional Expenditure Model, YE Sep 21, TRA.

## Total domestic travel

### Visitors, nights and spend

	YE Sep 17	YE Sep 18	YE Sep 19	YE Sep 20	YE Sep 21	Change on last year
<b>Domestic visitors (million)</b>						
Overnight visitors	1.5	1.3	1.8	1.1	1.0	-0.6%
Daytrip visitors	3.8	4.0	4.6	3.0	2.5	-17.7%
<b>Total domestic visitors</b>	<b>5.2</b>	<b>5.3</b>	<b>6.3</b>	<b>4.1</b>	<b>3.5</b>	<b>-13.3%</b>
<b>Domestic nights (million)</b>						
<b>Total domestic nights</b>	<b>3.9</b>	<b>3.3</b>	<b>4.2</b>	<b>3.3</b>	<b>3.0</b>	<b>-11.1%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend (2)	\$523	\$505	\$584	\$444	\$457	+3.0%
Daytrip spend (2)	\$343	\$357	\$426	\$287	\$201	-30.0%
<b>Total domestic spend (2)</b>	<b>\$867</b>	<b>\$862</b>	<b>\$1,010</b>	<b>\$731</b>	<b>\$658</b>	<b>-10.0%</b>

Geelong and The Bellarine received over 3.5 million domestic visitors - down by 13.3% on YE Sep 20. Visitors spent nearly 3.0 million nights in the region - down by 11.1% on YE Sep 20. In total, domestic visitors spent \$658 million on travel to the region - down by 10.0% on YE Sep 20.

(2) Sources: NVS and Regional Expenditure Model, YE Sep 21, TRA.

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

(1) Source: NVS, YE Sep 21, TRA - unless otherwise specified