

# **MEMBER OPPORTUNITY GUIDE**

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**2023/24**

**OUR REGION. YOUR BUSINESS. GROWING TOGETHER.**

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## **Promoting Greater Geelong and The Bellarine as a destination of choice is what we do best.**

Our rich heritage, natural landscapes, and vibrant city lends itself to brilliant stories – but we need you to help us tell them.

Within the pages of this guide, you'll find exclusive opportunities to participate in highly strategic marketing activities. From itinerary inclusions in printed guides through to sponsored content, display ads to networking events, this comprehensive deck provides ample opportunities for you to get your business in front of the right people.

Available to our Financial Members, participation in any of the listed opportunities is additional to the cost of your membership fees, but your investment goes a long way.

Involvement will expose your business to a broader audience, enhance your own marketing efforts, and increase your brand awareness. It's a win for your business and a win for the region!

Our vision is to strengthen people's connection to the region, encourage return visitors, and make an impression on all those who set foot in Geelong and The Bellarine. Together, we can achieve this.





# LEISURE MARKETING

## WE'RE ALWAYS TELLING PEOPLE WHERE TO GO!

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**We understand that the right piece of content seen by the right person at the right time makes a measurable difference to your business, so we make it our priority to keep strategy at the core of all we do. Inspirational and compelling, our digital platforms invite the audience to linger longer on our content and plan their next trip.**

Online is supported by print material and collaborations with organisations like Visit Victoria and independent publishers. Speaking of publishing, our PR strategy engages storytellers with compelling angles and newsworthy experiences to highlight the destination through organic media coverage.

Niche campaigns are effective, particularly with the Geelong population growing. Visiting Friends and Relatives present huge opportunities to get creative, leveraging local people as tourism ambassadors.



# TRAVEL PLANNER

## LEISURE MARKETING OPPORTUNITIES

### FOR DIRECT TOURISM MEMBERS, INCLUDING ACCOMMODATION

The travel planner will cover all corners of Geelong and The Bellarine, with distribution largely outside the region.

It will be displayed at Visitor Centres around Victoria, shared at strategic events and delivered to targeted Melbourne audiences. The content will speak to potential visitors broadly about the whole region while they are still considering a visit or are likely to be planning a return trip, as an inspirational guide.

**SIZE:** A5 full colour magazine style on high-quality uncoated stock

**BOOKINGS OPEN:** July 2023

**PRODUCTION:** September 2023

**FINAL CALL:** August 2023

**RELEASE DATE:** October 2023

### PRINT RUN:

60,000

### PARTICIPATION COST

AD SIZE	COST (INC. GST)
1/4 page	\$795
1/2 page	\$1,590
Full page	\$3,115
Inside Front Cover	\$3,920
Back Cover	\$4,320



#### DISCOVERY PARKS - GEELONG

Enter a new season at the gateway to Australia's most famous coastline. Minutes from Geelong's Waterfront precinct and close to world-class beaches, Discovery Parks - Geelong is an idyllic escape an hour's drive from Melbourne. Choose from spacious family cabins, powered ensuite sites and enjoy free BBQ facilities, a children's playground and heated indoor pool.

50 Barrow Rd, Belmont (Geelong)  
5243 8225 geelong@discoveryparks.com.au  
W discoveryparks.com.au facebook.com/discoveryparks

#### NOVOTEL GEELONG

Novotel Geelong is the city's premier hotel and conference venue located in the heart of the waterfront. Featuring 109 refurbished accommodation rooms with balconies, restaurant and bar, free Wi-Fi, function rooms, indoor pool, steam room, fitness centre and much more.

10-14 Eastern Beach Rd, Geelong  
5223 3377 novotel@novotelveel.com.au  
W novotelgeelong.com.au

Geelong's best located holiday park!  
Conveniently located on the banks of the Barwon River, only 2km from Waterfront Geelong.

#### PARK FEATURES

Range of cabin options  
Modern ensuite sites  
Powered sites  
Covered camp sites  
Playground  
Jumping pillow  
Patio bar  
1/2 court basketball  
Discus adventure garden  
Camp kitchen  
Covered BBQ area  
Wireless internet  
Swimming pool  
Family & all mobility bathroom

153 Barrow Rd, Belmont 1800 657 955 www.barwonholidaypark.com.au info@barwonholidaypark.com.au

All phone numbers listed in this guide are within the 032 area code unless otherwise stated



HOLIDAY PARK  
**Barwon River**

G'DAY  
PARKS  
G'DAY  
REWARDS

Barwon River Holiday Park is the perfect place to stay while you're exploring Geelong and its surrounds. Our park's quality shines through from the moment you arrive - clean, updated amenities, lush green shady caravans and tent sites, and self-contained cabins with all the comforts of home. Group bookings welcome.



# OFFICIAL TOURING MAP

## FOR DIRECT TOURISM MEMBERS, DISTRIBUTED IN AND OUT OF REGION

The rise of sat-nav and Google maps has not dampened enthusiasm for a good, old fashioned printed map.

We were still handing out 100,000 of these annually in 2019, as visitors still love a get-your-bearings and draw-on-with-a-pen map. This will show all parts of Geelong and The Bellarine with a combination of scales to showcase central Geelong, our most commonly visited towns, and the broader region.

**SIZE:** Folded to DL on uncoated stock

**BOOKINGS OPEN:** July 2023

**PRODUCTION:** September 2023

**FINAL CALL:** August 2023

**RELEASE DATE:** October 2023

**PRINT RUN:**  
80,000

## PARTICIPATION COST

AD SIZE	COST (INC. GST)
1/4 page	\$795
1/2 page	\$1,590
Full page	\$3,115
Back Cover	\$4,320



# DESTINATION GUIDES

**FOR DIRECT TOURISM MEMBERS  
WITH EXPERIENCE BUSINESSES,  
(ACCOMMODATION - ADVERTISEMENT ONLY)**

Destination Guides were created for visitors who are in-region, with a great level of localised detail that will support them to really explore and make the most of their stay.

That's why accommodation isn't featured in editorial - the guests are already here!

Full of practical information and local insights, they highlight activities, events and hospitality venues in an attractive and engaging way.

## NOTICE SOMETHING DIFFERENT?

With costs increasing all round we've had to make a few changes - including merging a few guides and a slight increase on buy-in opportunities. Though there'll still be the same good content on the inside!





# DESTINATION GUIDES

**SIZE:** A5 full colour magazine style on high-quality uncoated stock

**BOOKINGS OPEN:** July 2023      **PRODUCTION:** October 2023

**FINAL CALL:** August 2023      **RELEASE DATE:** December 2023



## GEELONG

**PRINT RUN:**  
60,000 copies

### PARTICIPATION COST

AD SIZE	COST (INC. GST)
1/4 page	\$795
1/2 page	\$1,590
Full page	\$3,115
Inside Front Cover	\$3,920
Back Cover	\$4,320



## THE BELLARINE

**PRINT RUN:**  
60,000 copies

### PARTICIPATION COST

AD SIZE	COST (INC. GST)
1/4 page	\$795
1/2 page	\$1,590
Full page	\$3,115
Inside Front Cover	\$3,920
Back Cover	\$4,320



## MOORABOOL VALLEY AND YOU YANGS

**PRINT RUN:**  
10,000 copies

### PARTICIPATION COST

AD SIZE	COST (INC. GST)
1/4 page	\$595
1/2 page	\$1,190
Full page	\$2,380
Inside Front Cover	\$3,000
Back Cover	\$3,600



# BELLARINE TASTE TRAIL

**Our reputation as a place where good food and drink is made, grown and eaten is flourishing.**

Hero venues are headline news in foodie mags. Our hills, valleys and seas are yielding delicious produce and the harvest is being put to good use in loads of local restaurants and cafés.

To capitalise on this growing strength and help build this gourmet advantage into an even greater driver of visitation, we've developed the Taste Trail. It brings together delicious ingredients from passionate makers and growers and promotes them as coordinated food, wine and flavour experiences.

## TASTE TRAIL MARKETING INCLUDES:

- A dedicated touring map featuring venues and businesses, distributed at Visitor Information Centres, member businesses, accommodation venues and relevant events.
- A digital presence highlighting the trail, the experiences and the various businesses within it.
- Public relations activity to encourage TV, radio, print and online features.

## SIZE:

**A3 full colour on recycled stock**

## PRINT RUN:

**50,000**

## RELEASE DATE:

**November 2023**

Not sure if this is for your business? Only makers and growers on The Bellarine and supporting businesses need apply! You will be contacted directly if it's a good fit for what you do.



# DRIVE VICTORIA

## FOR DIRECT TOURISM MEMBERS

### Connect > Convince > Convert

Victorians love a road trip. Our state is compact and diverse, with loads of options for local short break travel. In fact, last year Victorians spent 48 million nights and \$12 billion travelling around the state.

We're working with our neighbouring regions to deliver a marketing program to encourage intrastate travel to our destinations. The Drive Victoria campaign will highlight experiences, touring options, itineraries and deals across the Great Ocean Road, Geelong & The Bellarine, Mornington Peninsula and Phillip Island, taking potential visitors on a journey from looking to booking.

### DRIVE VICTORIA MARKETING

Participating businesses will have access to the Drive Victoria portal, allowing them to generate their own campaign material and artwork. Buying in also means opportunity for inclusion in campaign content like articles and itineraries.

Drive Victoria will have a digital home featuring thematic, cross-regional storytelling and will connect with existing destination websites. Dedicated Drive Victoria social platforms will draw content from all regions and the participating businesses.

### CAMPAIGN COMMENCEMENT:

Late 2023

### BOOKINGS OPEN:

July 2023

### PARTICIPATION COST

**COST** (INC. GST)

**\$250\***

\*12 months of activity



# IMPORTANT UPDATE: CHANGES TO YOUR DIGITAL BUSINESS LISTING

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## ONLINE PROFILES WITH THE AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW) WILL NO LONGER BE INCLUDED AS PART OF TGGB'S BASE LEVEL MEMBERSHIP BENEFITS.

**The changes follow Visit Victoria's decision to reinstate the \$295 annual fee to list online business profiles on the ATDW, with the price to remain locked in for the next two years.**

The platform is undergoing significant upgrades and with new features for both visitors and businesses coming during 2023/24, it still represents significant value for tourism operators promoting to broad visitor markets.

ATDW profiles are an important part of the digital promotion mix for tourism businesses, particularly as they're the key connection from the industry to Visit Victoria and Tourism Australia, as well as the ideal way to be featured on our website:

**[visitgeelongbellarine.com.au](https://visitgeelongbellarine.com.au)**

We have adjusted our membership structure to reflect the changed costs, while still providing flexibility for tourism businesses to choose the option that suits them best.

Members currently at the Base level have three options:

1. Upgrade membership to a Premium Level for an extra \$350 per annum. This will include an ATDW profile, invitation to Biannual Round Table Sector Catch ups and Feature in a Visit Geelong Bellarine digital content piece. This can continue to be paid in quarterly installments via direct debit.
2. Remain a Base member and pay for ATDW at \$295 per annum direct to Visit Victoria.
3. Remain a Base member and allow your ATDW profile to lapse. It will be replaced by a line listing with business name, phone number and clickable URL on [visitgeelongbellarine.com.au](https://visitgeelongbellarine.com.au) but will not connect to [visitvictoria.com](https://visitvictoria.com) or [australia.com](https://australia.com)

Existing Premium members will continue to have their ATDW profile renewed via their Tourism Greater Geelong and The Bellarine membership.

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If you would like to confirm your membership tier, hear more about ATDW profiles or discuss these options, contact our friendly team at: [membership@tourismgeelongbellarine.com.au](mailto:membership@tourismgeelongbellarine.com.au)





# INTERNATIONAL MARKETING

## PUTTING US ON THE GLOBAL STAGE

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**International Travel Marketing is a complex and long-term investment, often taking several years to see results, which is why we have created this exciting program to position the entire region internationally.**

Through co-operative marketing opportunities with touring routes, industry development and marketing activities, year one of this three year program includes all you need to set yourself up to promote to the international travel trade. For those that already play in this space we have packaged up a program to make it easier for you to navigate the international stage.

## PACKAGE INCLUSIONS:

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### SALES AND MARKETING

Through various sales and marketing activities your business will be promoted directly to travel trade decision makers. From representation at trade events to inclusion in sales presentations, your business will be showcased in key markets across the globe.

### TOURING ROUTES

Promoting the best of Victoria's regions and participating tourism products to the inbound travel trade, your product will be included in both the **Great Southern Touring Route** and **Go Beyond Melbourne** cooperative marketing programs.

The **Great Southern Touring Route (GSTR)** is renowned as one of Australia's best road trips. Participation in this program will see your product promoted as part of this touring route to over 1,500 primary providers of high yield international bookings to Victoria from The Americas, Greater China, UK/Europe, South East Asia, Japan and Korea.

**Go Beyond Melbourne** is a self-drive touring route that showcases accommodation, activities, tours and nature experiences to encourage the dispersal of visitors into the following regions: Yarra Valley & Dandenong Ranges, Mornington Peninsula, Phillip Island, Geelong and The Bellarine.

### INDUSTRY PARTNERSHIPS

Have access to all the resources you need to build your business to full international capability with a provisional membership\* to the **Australian Tourism Export Council (ATEC)**, the peak industry association for the Australian inbound tourism industry sector.

\*For Year one participants only, year 2 participants receive a \$500 credit towards their full ATEC membership.

### INDUSTRY DEVELOPMENT AND TRAINING

Receive all the necessary tools and resources required to succeed in the international market. For those entering year two of the program, you will have access to market specific training to help you understand how you can best attract, serve and sustain visitors from **India, China and Indonesia**.

### MENTORING

A one-on-one online mentoring session will provide you with the support you need to promote and sell your product to the international travel trade.

**WE LOVE THE REGION JUST AS MUCH AS YOU WHICH  
IS WHY WE WANT TELL THE WORLD ABOUT IT**



# INTERNATIONAL MARKETING BENEFITS & COSTS

BENEFIT	YEAR 1 PARTICIPANT	YEAR 2 PARTICIPANT
<b>SALES AND MARKETING:</b>		
Inclusion in Trade Sales Presentation used by Geelong and The Bellarine	✓	✓
Representation at various tradeshow	✓	✓
Inclusion in Destination Geelong and The Bellarine itineraries	✓	✓
Promotion on the China hosted Geelong Bellarine website and WeChat account	✓	✓
Inclusion in request for proposals sought by ITO's where suitable	✓	✓
Inclusion in Travel Trade Guide	✓	✓
<b>TOURING ROUTES:</b>		
<b>Access to participate in the Great Southern Touring Route</b> (optional add on, extra cost applies)	✓	✓
<b>Go Beyond Melbourne participation</b>		
Representation at selected major trade events and trade missions in high-yield international markets	✓	✓
Representation and development of partnerships with Inbound Tour Operators (ITO's)	✓	✓
Training and product updates with Aussie Specialist Retail Agents	✓	✓
Industry updates, market intelligence and research findings via member e-newsletters and reports	✓	✓
Access to global marketing networks and expert advise	✓	✓
Opportunities to participate in cooperative international marketing campaigns (both online and traditional)	✓	✓
Exposure in major public relations and consumer campaigns	✓	✓
Priority invitations to host trade and media familiarisations	✓	✓

BENEFIT	YEAR 1 PARTICIPANT	YEAR 2 PARTICIPANT
<b>INDUSTRY PARTNERSHIPS:</b>		
ATEC Provisional Membership	✓	
\$500 credit towards ATEC membership		✓
<b>INDUSTRY DEVELOPMENT AND TRAINING:</b>		
Tourism Trade Ready training program	✓	
Market Specific Training programs		✓
One-on-one mentoring session	✓	✓
<b>COST</b>	<b>\$1,700</b>	<b>\$1,500</b>

# OPTIONAL ADD ON - GSTR PARTICIPATION

BENEFIT	NON-COMMISSIONABLE PRODUCT e.g. Restaurants, Cafés and Wineries	SMALL ACCOMMODATION, ATTRACTIONS AND TOUR OPERATORS e.g. Under 10 rooms or group capacity less than 20	LARGE ACCOMMODATION, ATTRACTIONS AND TOUR OPERATORS e.g. Over 10 rooms or group capacity greater than 20
Web Listing	✓	✓	✓
Itinerary Inclusion	✓	✓	✓
Promoted in key international markets	✓	✓	✓
Showcased at ATE		✓	✓
Opportunity for media/trade famils		✓	✓
Media Kit Inclusion		✓	✓
Opportunity for a Virtual Training session with GM and GSTR in-market reps and 1 Visit Vic Rep		✓	✓
<b>COST</b>	<b>\$500</b>	<b>\$900</b>	<b>\$1,800</b>



# **BUSINESS EVENTS**



## CONNECT WITH THE RIGHT PEOPLE

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**As the official convention bureau for the region, Business Events Geelong exists to undertake highly targeted marketing initiatives to increase domestic and international visitation into the region from the Meetings, Incentives, Conferences and Exhibitions (MICE) market.**

Our strategic buy-in marketing opportunities are designed specifically to connect Business Events Geelong member businesses with conference and meeting planners from across the MICE market. Participation costs in these highly strategic marketing activities are additional to membership fees and only offered to Business Event Geelong members.

# NETWORKING EVENTS

These strategic networking events provide an opportunity to connect with key decision makers within the MICE market (for Business Events support and direct members).

## IN REGION EXCLUSIVE BUYER LUNCH

A new addition to our marketing program, BEGeelong will bring a minimum of 10 qualified conference and meeting planners to your property for an exclusive hosted lunch. Hosted by you this exclusive lunch will give you the opportunity to wine and dine a highly targeted group of conference and meeting planners, giving you the chance to showcase the very best of your product.

### LOCATION:

In region at your venue

### DATES:

September 2023  
& April 2024

### PARTICIPATION COST:

Fully sponsored lunch by the host, we will bring the conference and meeting planners to you\*.

*\*Limited to two businesses*

## MYSTERY DINNER

This not to be missed biennial buyer networking dinner is designed to show buyers just how close Melbourne is to our region. Held over 5 hours BEGeelong and participating members will host more than 50 key decision makers from across the MICE markets on a mystery dinner in the region.

### LOCATION:

Geelong

### DATE:

March 2024

### PARTICIPATION COST:

\$495 (inc GST)\*

*\*One person per business*



# TRADE EVENTS

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Co-exhibit alongside Business Events Geelong as we take a collaborative approach in promoting the destination to key decision makers within the MICE market. (for Business Events direct members).

## ASIA-PACIFIC INCENTIVES AND MEETINGS EVENT (AIME)

The Asia Pacific Incentives and Meetings Event (AIME) is the leading trade event for the meetings and event industry in the Asia Pacific region. Connect with International and local event planners on the premium 'Team Victoria' stand.

**LOCATION:**  
Melbourne

**DATE:**  
February 2024

### **PARTICIPATION COST:**

An individual prospectus for this trade event will be sent out directly to BE members.



## ASSOCIATIONS FORUM NATIONAL CONFERENCE

With a membership base of more than 600 including professional associations, industry bodies, special cause groups and charities this two-day trade show offers great opportunities for forging new relationships within this sector.

**LOCATION:**  
Gold Coast

**DATE:**  
April 2024

**PARTICIPATION:**  
\$3,000 (inc GST)\*

*\*Investment includes two days exhibiting on an exhibition stand and access to the database of contacts captured during the show. Participation is limited to five members.*



# DIGITAL MARKETING

Through our digital platforms we provide inspiration to event organisers while making it as easy as possible for them to discover, connect and plan a business event in our region (for Business Events support and direct members).

## MEET GEELONG MARKETING PACKAGE

Take advantage of our packaged marketing opportunities for 2023-24 and stretch your brand awareness even further. The new Marketing Packages include the following.

- An advertisement in the Business Events Geelong Digital Regional Planner's Guide
- A sponsored LinkedIn social media post directly targeting EA's and Event Planners
- Inclusion in a 'Deal Based' eDM directly sent to our database of more 4,000 conference and meeting planners
- 1 Dedicated blog to be shared across our digital platforms and industry partners
- Inclusion in a dedicated eDM with one of our industry publication partners, such as Micenet, SPICE News or Associations Forum.
- Meet Geelong Banner ad on our website for a 3 month period.

### PARTICIPATION COST

COST (INC. GST)
\$1,750*

\*Limited to four businesses.



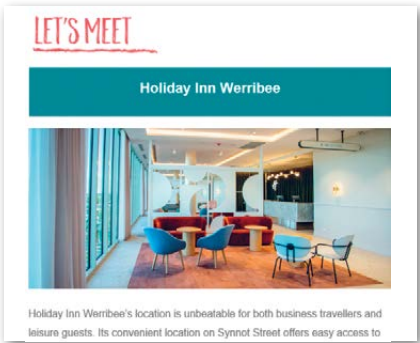
## DIGITAL REGIONAL PLANNER'S GUIDE

This practical guide is the 'go-to' resource to assist meeting and event planners in sourcing the most suitable conference venues, accommodation, experiences, and services on offer in the region\*.

*\*Offer open to new and current advertisement renewal.*

### PARTICIPATION COST

COST (INC. GST)	
Service and experience	\$350 per year
Venues and accommodation	\$550 per year



## WHAT'S HOT FEATURE

The 'WHAT'S HOT FEATURE' allows you to stand out from the crowd and exclusively feature your venue, experience or service in our quarterly BE-Newsletter shared with over 4,000 conference and meeting planners.

### PARTICIPATION COST

COST (INC. GST)
\$165 per edition*

\* Limited to one business per newsletter.

# SUMMARY OF OPPORTUNITIES.

**BOOK NOW**

Click here to book one or more of these fantastic opportunities



## LEISURE MARKETING

### TRAVEL PLANNER

- ☐ 1/4 Page \$795
- ☐ 1/2 Page \$1,590
- ☐ Full Page \$3,115
- ☐ Inside Front Cover \$3,920
- ☐ Back Cover \$4,320

### TOURING MAP

- ☐ 1/4 Page \$795
- ☐ 1/2 Page \$1,590
- ☐ Full Page \$3,115
- ☐ Back Cover \$4,320

### GEELONG DESTINATION GUIDE

- ☐ 1/4 Page \$795
- ☐ 1/2 Page \$1,590
- ☐ Full Page \$3,115
- ☐ Inside Front Cover \$3,920
- ☐ Back Cover \$4,320

### THE BELLARINE DESTINATION GUIDE

- ☐ 1/4 Page \$795
- ☐ 1/2 Page \$1,590
- ☐ Full Page \$3,115
- ☐ Inside Front Cover \$3,920
- ☐ Back Cover \$4,320

### MOORABOOL VALLEY AND YOU YANGS

- ☐ 1/4 Page \$595
- ☐ 1/2 Page \$1,190
- ☐ Full Page \$2,380
- ☐ Inside Front Cover \$3,000
- ☐ Back Cover \$3,600

### DRIVE VICTORIA

- ☐ 12 months buy in \$250



Scan the QR Code to book one or more of these fantastic opportunities

# SUMMARY OF OPPORTUNITIES.

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**BOOK NOW**

Click here to book one or more of these fantastic opportunities



## INTERNATIONAL MARKETING

### INTERNATIONAL PACKAGES

- ☐ Year 1 Package    **\$1,700**    ☐ Year 2 Package    **\$1,500**

### GREAT SOUTHERN TOURING ROUTE (GSTR)

- ☐ Non-commissionable    **\$500**    ☐ Small Accommodation, Attractions & Tours    **\$900**  
☐ Large Accommodation, Attractions & Tours    **\$1,800**

## BUSINESS EVENTS

### NETWORKING EVENTS

- ☐ In Region exclusive Buyer Lunch – **Sponsored by host**    ☐ Mystery Dinner    **\$495**

### TRADE EVENTS

- ☐ Asia-Pacific Incentives and Meetings Event (AIME) – **Prospectus to be sent**  
☐ Associations Forum National Conference    **\$3,000**

### DIGITAL MARKETING


- ☐ Meet Geelong Marketing Package    **\$1,750**    ☐ What's Hot Feature    **\$165 (per edition)**

### DIGITAL REGIONAL PLANNER'S GUIDE

- ☐ Service & Experience    **\$350**    ☐ Venues & Accommodation    **\$550**



Scan the QR Code to book one or more of these fantastic opportunities



**WE'VE GOT THE  
2023/24 YEAR  
PLANNED FOR  
YOU...**





2023



**JULY**

**DESTINATION GUIDES,  
OFFICIAL TRAVEL PLANNER  
& TOURING MAP**

Bookings open July 2023

**AUGUST  
DESTINATION GUIDES,  
OFFICIAL TRAVEL PLANNER  
& TOURING MAP**

Last chance to book!



**SEPTEMBER  
IN REGION  
EXCLUSIVE BUYERS  
LUNCH**



**SEPTEMBER  
BELLARINE  
TASTE TRAIL**

Bookings open for  
eligible members



**OCTOBER**

**OFFICIAL  
TRAVEL PLANNER  
& TOURING MAP**

Release October 2023



**NOVEMBER  
BELLARINE  
TASTE TRAIL**

Release November 2023

2024

JANUARY

FEBRUARY  
AIME TRADE  
EVENT

MARCH  
MEET GEELONG  
MYSTERY DINNER

APRIL  
IN REGION EXCLUSIVE  
BUYERS LUNCH

APRIL  
ASSOCIATIONS  
FORUM NATIONAL  
CONFERENCE TRADE  
EVENT

MAY



DECEMBER  
DESTINATION  
GUIDES  
Release  
December 2023



Wadawurrung Country  
30 Gheringhap St, Geelong VIC 3220  
P: 03 5244 7100  
[info@tourismgeelongbellarine.com.au](mailto:info@tourismgeelongbellarine.com.au)  
[www.tourismgeelongbellarine.com.au](http://www.tourismgeelongbellarine.com.au)