



GEELONG AND THE BELLARINE, VIC



COVID IMPACTS	Spend \$M (2020) \$639 ▼ 44%	Occupancy (2019-20) 72% ▼ 8 ppt	Change in spend, 2020 compared with 2019 — REGION — AUSTRALIA
	Employed (2019-20) persons 7,011 ▼ 3%	Flights (2019-20) domestic inbound NA	

PRE-COVID RESULTS

2019

International



VISITORS ('000)

63 ▲ 12%



NIGHTS ('000)

1,482 ▲ 74%



SPEND (\$M)

\$94 ▼ 7%

Domestic overnight

1,669 ▲ 18%

4,183 ▲ 20%

\$598 ▲ 11%

Domestic day

4,696 ▲ 20%

\$442 ▲ 27%

TOTAL SPEND

\$1,134M ▲ 15%

TOURISM ECONOMY (2018-19)

Tourism employment

7,241 persons ▲ 4.6%

- Tourism accounted for 5.8% of the region's workforce
- Part-time workers accounted for 58% of the tourism workforce

Tourism gross value added

\$454 million ▲ 11.0%

- Tourism accounted for 3.4% of the regional economy
- Food Services was the largest contributing sector (23%)

GVA by industry



TOURISM SUPPLY (2018-19)

Businesses

2,902 businesses ▲ 2.7%

- 54% of tourism-related businesses in the Geelong And The Bellarine region employed staff

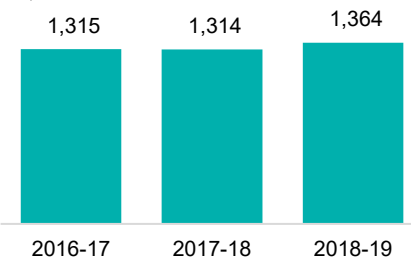
Domestic inbound aviation

seats NA

flights NA

Accommodation

1,364 rooms

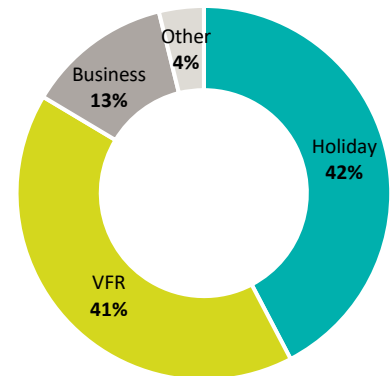


80% occupancy ▲ 3.1 ppt

\$137.74 RevPAR ▲ \$9.81

OVERNIGHT VISITORS (2019)

Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Geelong And The Bellarine region
- Interstate visitors accounted for 16% of domestic overnight visitors and 22% of domestic overnight spend
- The top international visitor markets were China and New Zealand
- Commercial accommodation accounted for 31% of nights
- The most popular activities on these trips were social activities and outdoor / nature activities