

Geelong and the Bellarine

Regional Tourism Summary

Year Ending December 2018



Tourism is an important industry for Geelong and the Bellarine¹. The region received 5.2 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$964 million in the year ending December 2018.



GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$783M ▲ 8.2%	6.3% ▲ 0.2%pts

VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$783 million to the region's economy in direct and indirect Gross Regional Product or 6.3 per cent of the region's economy.



TOURISM EMPLOYMENT

JOBS	% OF ECONOMY
8,100 ▲ 6.8%	7.1% ▲ 0.2%pts

Tourism generated employment of approximately 8,100 people or 7.1 per cent of the region's employment (direct and indirect jobs).



DOMESTIC OVERNIGHT

SPEND	VISITORS
\$530M ▲ 12.5%	1.4M ▲ 1.0%

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Geelong and the Bellarine in the year ending December 2018 was estimated to be \$530 million (+12.5 per cent year-on-year), with visitors spending an average of \$156 per night and \$386 per visitor.



DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$333M ▼ -4.9%	3.7M ▲ 1.0%

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$333 million in the year ending December 2018, a decrease of 4.9 per cent compared to the previous year.



INTERNATIONAL OVERNIGHT

SPEND	VISITORS
\$101M ▲ 14.5%	56,000 ▼ -1.7%

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Geelong and the Bellarine was estimated to be \$101 million in the year ending December 2018, an increase of 14.5 per cent year-on-year.

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, by Tourism Research Australia.
Regional Tourism Satellite Account 2016-17, Tourism Research Australia.
All growth rates noted on this page are year-on-year percentage changes.
Factsheet published by the Tourism, Events and Visitor Economy (TEVE) Research Unit, April 2019
Image: Geelong Bollards

GEELONG AND THE BELLARINE

Key Regional Tourism Statistics (Year ending December)

Tourism Economic Contribution	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	AAG (2012-17) (% p.a.)	YOY change (2016-17) (%)
Gross Regional Product (GRP)								
Direct GRP (\$m)	300	289	304	338	373	405	6.2%	8.6%
Indirect GRP (\$m)	304	282	300	322	350	378	4.4%	7.8%
Total GRP (\$m)	604	571	604	661	724	783	5.3%	8.2%
Direct GRP (%)	2.9%	2.8%	2.8%	3.0%	3.2%	3.3%	0.4%pt	0.1%pt
Indirect GRP (%)	3.0%	2.7%	2.8%	2.8%	3.0%	3.1%	0.1%pt	0.1%pt
Total GRP (%)	5.9%	5.4%	5.6%	5.8%	6.2%	6.3%	0.4%pt	0.2%pt
Persons Employed								
Direct Employment (000s)	5.1	4.8	4.9	5.3	5.5	5.9	2.9%	6.4%
Indirect Employment (000s)	1.7	1.6	1.7	1.9	2.0	2.2	5.3%	8.0%
Total Employment (000s)	6.8	6.4	6.6	7.2	7.6	8.1	3.5%	6.8%
Direct Employment (%)	5.0%	4.7%	4.7%	5.0%	5.1%	5.2%	0.2%pt	0.1%pt
Indirect Employment (%)	1.6%	1.5%	1.6%	1.7%	1.8%	1.9%	0.3%pt	0.1%pt
Total Employment (%)	6.6%	6.2%	6.3%	6.7%	6.9%	7.1%	0.5%pt	0.2%pt

Years ending December Visitors, Nights and Expenditure	2013	2014	2015	2016	2017	2018	AAG (2013-18) (% p.a.)	YOY change (2017-18) (%)	2018 Share of Total
Domestic									
Daytrip visitors (000's)	2,777	3,083	3,143	3,391	3,695	3,734	6.1%	1.0%	72.3%
Overnight visitors (000's)	933	1,163	1,203	1,328	1,359	1,372	8.0%	1.0%	26.6%
Total domestic visitors (000's)	3,710	4,246	4,346	4,720	5,054	5,106	6.6%	1.0%	98.9%
Visitor nights (000's)	2,637	3,281	3,309	3,401	3,672	3,406	5.2%	-7.2%	80.0%
Length of stay (nights)	2.8	2.8	2.8	2.6	2.7	2.5			
Daytrip Expenditure (\$m)	210	261	272	265	350	333	9.6%	-4.9%	34.6%
Daytrip spend per trip	76	85	87	78	95	89			
Domestic Overnight Expenditure (\$m)	348	436	455	505	471	530	8.8%	12.5%	55.0%
Domestic Overnight Spend per Visitor (\$)	373	375	378	380	347	386			
Domestic Overnight Spend per Night (\$)	132	133	138	148	128	156			
Total Domestic Expenditure (\$m)	559	697	727	770	821	863	9.1%	5.0%	89.5%
International									
Overnight visitors (000's)	43	41	57	54	57	56	5.7%	-1.7%	1.1%
Visitor nights (000's)	486	651	904	723	951	851	11.9%	-10.4%	20.0%
Length of stay (nights)	11.4	15.8	15.8	13.3	16.7	15.2			
International Overnight Expenditure (\$m)	33	44	87	66	88	101	24.9%	14.5%	10.5%
International Overnight Spend per Visitor (\$)	782	1,067	1,514	1,226	1,547	1,801			
International Overnight Spend per Night (\$)	68	68	96	92	93	119			
TOTALS									
Visitors (000's)	3,752	4,287	4,403	4,774	5,111	5,162	6.6%	1.0%	
Visitor nights (000's)	3,123	3,933	4,213	4,124	4,623	4,257	6.4%	-7.9%	
Expenditure (\$m)	592	741	814	836	910	964	10.2%	6.0%	

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, Tourism Research Australia.

Regional Tourism Satellite Account 2016-17, Tourism Research Australia

Note: Figures noted as '-' are under the publishable threshold.

AAG = Average Annual Growth. YOY = year-on-year growth

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¹ Geelong and the Bellarine Tourism Region definition – SA2s

Each tourism region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s), developed by the Australian Bureau of Statistics. SA2s do not precisely align with the boundaries of Local Government Areas (LGAs). For further information refer:

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/9503.0.55.0012016?OpenDocument>

The following SA2s are included in the Geelong and the Bellarine Tourism Region:

Region	SA2
Geelong and the Bellarine	Bannockburn, Golden Plains – South, Belmont, Corio – Norlane, Geelong, Geelong West – Hamlyn Heights, Grovedale, Highton, Lara, Leopold, Newcomb – Moolap, Newtown, North Geelong – Bell Park, Clifton Springs, Ocean Grove – Barwon Heads, Portarlington, Point Lonsdale – Queenscliff

Regional Map

The Tourism, Events and Visitor Economy (TEVE) branch of the Victorian Government has developed a map noting Victoria's tourism sub-regions as defined by the Australian Bureau of Statistics. These definitions form the basis of data reported from the National Visitor Survey and the International Visitor Survey. This document also outlines SA2s and LGAs as they relate to the regions. Please refer to:

<https://www.business.vic.gov.au/tourism-industry-resources/research/regional-visitation>

More Information

For the latest information on domestic visitation to Victoria's regions from the National Visitor Survey by Tourism Research Australia please refer to the results updated quarterly by TEVE at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/domestic-and-regional-research>

Further information on international visitors to Victoria's regions from the International Visitor Survey by Tourism Research Australia is also updated quarterly by TEVE and available at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

For further information on the methodology and key concepts for the Victorian Regional Tourism Satellite Accounts 2016-17, please refer to the Regional Tourism Satellite Account profiles at:

<https://www.business.vic.gov.au/tourism-industry-resources/research/economic-significance>

For more detail on the State Tourism Satellite Accounts 2016-17, published by Tourism Research Australia refer to the full report:

<https://www.tra.gov.au/research/view-all-publications/all-publications/economic-reports/state-tourism-satellite-accounts-2016-17>