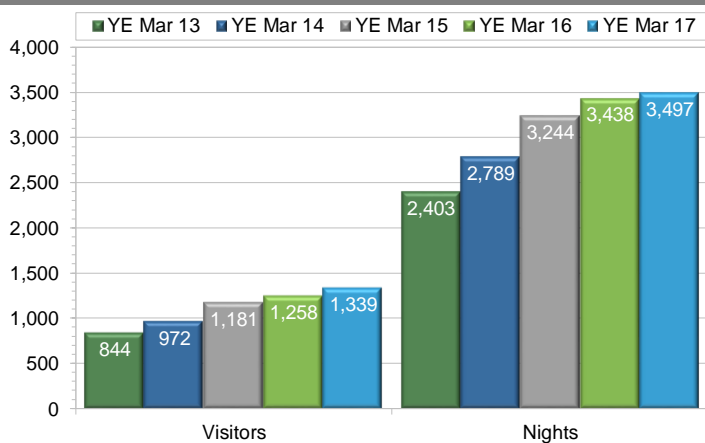# Travel to Geelong and The Bellarine
## For the period April 2016 to March 2017

## Domestic Overnight Travel (1)

### Visitors and nights



Geelong and The Bellarine received over 1.3 million domestic overnight visitors - up by 6.4% on YE Mar 16. Visitors spent almost 3.5 million nights in the region - up by 1.7% on YE Mar 16.

### Market share

The region received 9.2% of visitors and 8.5% of nights in regional Victoria. Compared to YE Mar 16, the share of visitors was up by 0.1% pt and the share of nights was down by 0.1% pt.

### Purpose of visit to Geelong and The Bellarine
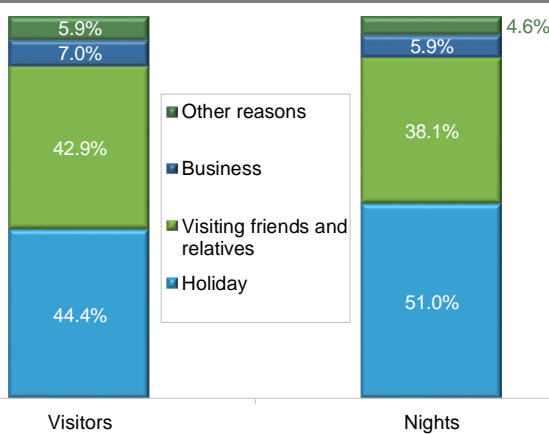


'Holiday' (44.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (42.9%) and 'business' (7.0%).

'Holiday' (51.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (38.1%) and 'business' (5.9%).

### Accommodation

'Friends or relatives property' (46.5%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (15.5%) was the 2nd most popular, followed by 'own property' (11.3%) and 'rented house, apartment, flat or unit' (8.4%).
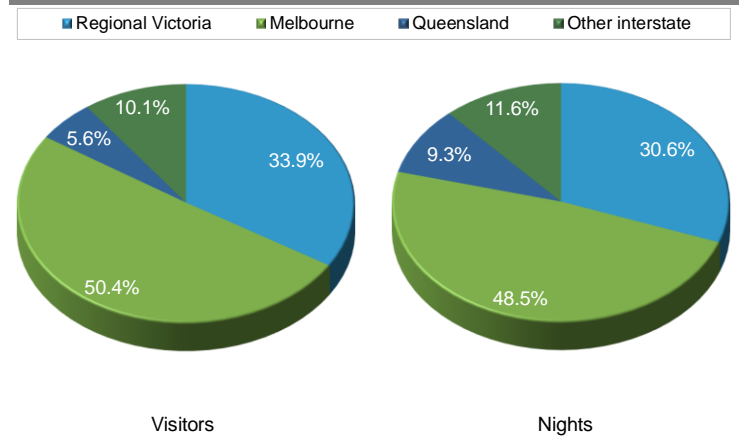
### All transport

'Private vehicle or company car' (83.6%) was the most popular transport used by visitors to the region, followed by 'aircraft' (7.0%) and 'railway' (6.3%).

### Origin



The region received 84.3% of visitors and 79.0% of nights from **intrastate**. Compared to YE Mar 16, intrastate visitors were up by 1.1% and nights were up by 0.4%.

**Interstate** contributed 15.7% of visitors and 21.0% of nights in the region. Compared to YE Mar 16, interstate visitors were up by 48.9% and nights were up by 7.2%.

### Length of stay

Visitors stayed on average 2.6 nights in the region.
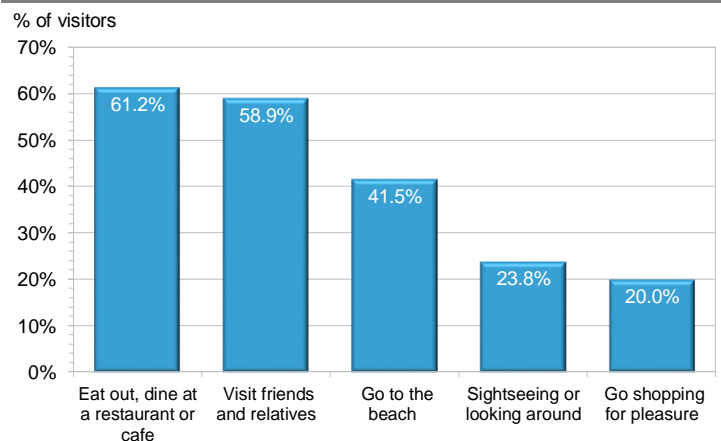
### Age

'65 years and over' (20.0%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (17.7%).

### Travel party

'Adult couple' (28.9%) was the most common travel party amongst visitors to the region, followed by 'alone' (28.3%) and 'friends or relatives' (22.6%).

### Activities



'Eat out, dine at a restaurant or cafe' (61.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (58.9%) and 'go to the beach' (41.5%).

### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent $512 million in the region. On average, visitors spent $146 per night in the region.
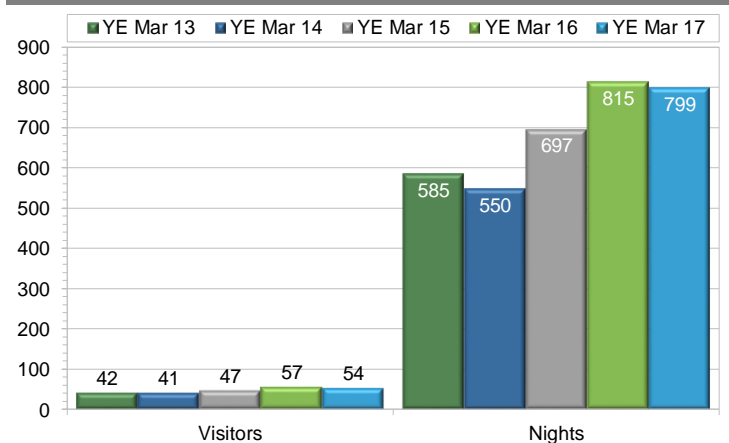
*(2) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 17.*

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

## International Overnight Travel [3]

### Visitors and nights



Geelong and The Bellarine received 53,500 international overnight visitors - down by 5.5% on YE Mar 16. Visitors spent 799,300 nights in the region - down by 1.9% on YE Mar 16.

### Market share

The region received 10.3% of visitors and 10.0% of nights in regional Victoria. Compared to YE Mar 16, the share of visitors was down by 1.7% pts and the share of nights was down by 2.3% pts.

### Purpose of visit to Geelong and The Bellarine

'Holiday' (45.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (40.4%) and 'employment' (6.0%).

### Origin

| Rank | Market | Share | Rank | Market | Share |
|------|--------|-------|------|--------|-------|
| 1 | United Kingdom | 17.8% | 13 | Indonesia | 1.6% |
| 2 | Mainland China | 14.9% | 14 | Japan | 1.5% |
| 3 | New Zealand | 12.6% | 15 | Thailand | 1.5% |
| 4 | USA | 9.9% | 16 | Taiwan | 1.4% |
| 5 | Germany | 4.4% | 17 | Singapore | 1.4% |
| 6 | Malaysia | 4.0% | 18 | South Korea | 1.1% |
| 7 | India | 3.9% | 19 | Italy | 0.9% |
| 8 | Canada | 2.8% | 20 | Hong Kong | 0.8% |
| 9 | Netherlands | 2.7% | | | |
| 10 | France | 2.0% | | Other Asia | 3.2% |
| 11 | Scandinavia | 1.9% | | Other Europe | 3.2% |
| 12 | Switzerland | 1.6% | | Other Countries | 4.8% |

The United Kingdom (17.8%) was the largest source market of visitors to the region, followed by Mainland China (14.9%) and New Zealand (12.6%).

### Accommodation

'Friends or relatives property' (50.1%) was the most popular accommodation type used for nights in the region, followed by 'rented house, apartment, flat or unit' (30.5%).

### Age

'45 to 54 years' (21.8%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.8%) and '15 to 24 years' (16.7%).

### Expenditure (incl pre-paid package expenditure) [4]

International overnight visitors spent $66 million in the region. On average, they spent $83 per night in the region.

*(4) Source: TRA's expenditure allocation method applied to IVS data for YE Mar 17.*

## Domestic Daytrip Travel [5]

### Trips
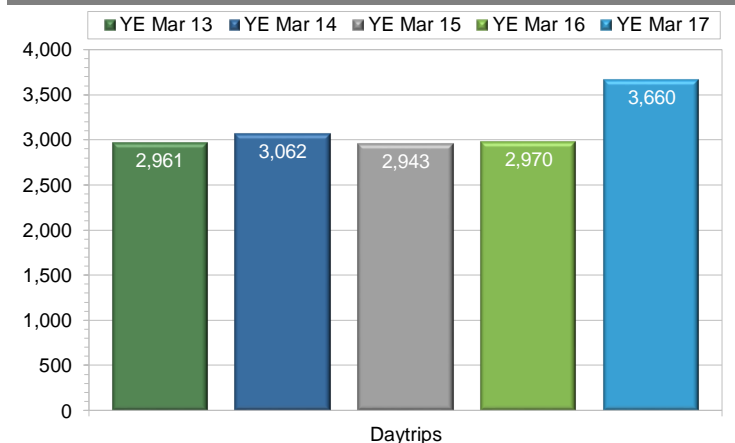


Geelong and The Bellarine received nearly 3.7 million domestic daytrip visitors - up by 23.2% on YE Mar 16.

### Market share

The region received 11.2% of daytrips to regional Victoria. Compared to YE Mar 16, the share was up by 1.4% pts.

### Main purpose of trip

'Holiday' (50.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.7%) and 'business' (9.0%).

### Age

'65 years and over' (20.3%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.6%).

### Transport

'Private vehicle or company car' (94.8%) was the most popular transport used by visitors to the region, followed by 'railway' (3.3%) and 'bus or coach' (1.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (50.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (35.6%) and 'go to the beach' (20.7%).

### Expenditure [6]

Domestic daytrip visitors spent $291 million in the region. On average, visitors spent $80 per trip to the region.
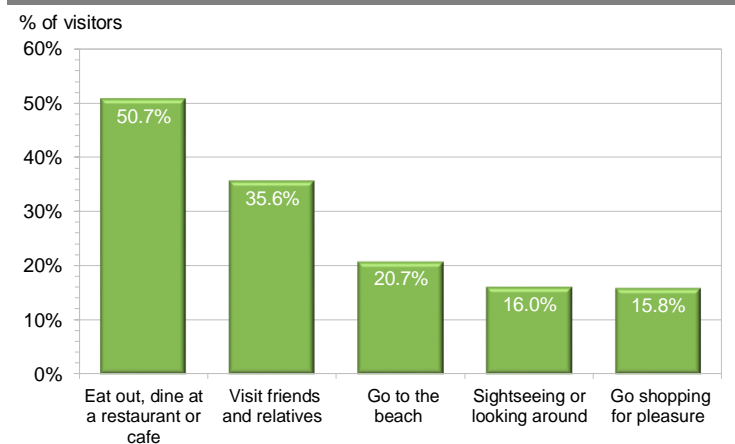
*(6) Source: TRA's expenditure allocation method applied to NVS data for YE Mar 17.*

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