



https://youtu.be/RxD-h_0fUww

WHO'S COMING TO VICTORIA?

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International expenditure in Victoria continued to break records to reach \$8.5 billion in the year ending 2018

Victoria experienced year on year growth in international visitors to reach 3 million

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Spend growth for Victoria was largely driven by Asian markets with strong double digit growth recorded from India, China, Indonesia and Taiwan.

WHO'S COMING TO VICTORIA?

Victoria experienced growth in spend for all key purpose of visit segments with double digit growth recorded from the Education and Visiting Friends and Relatives segments

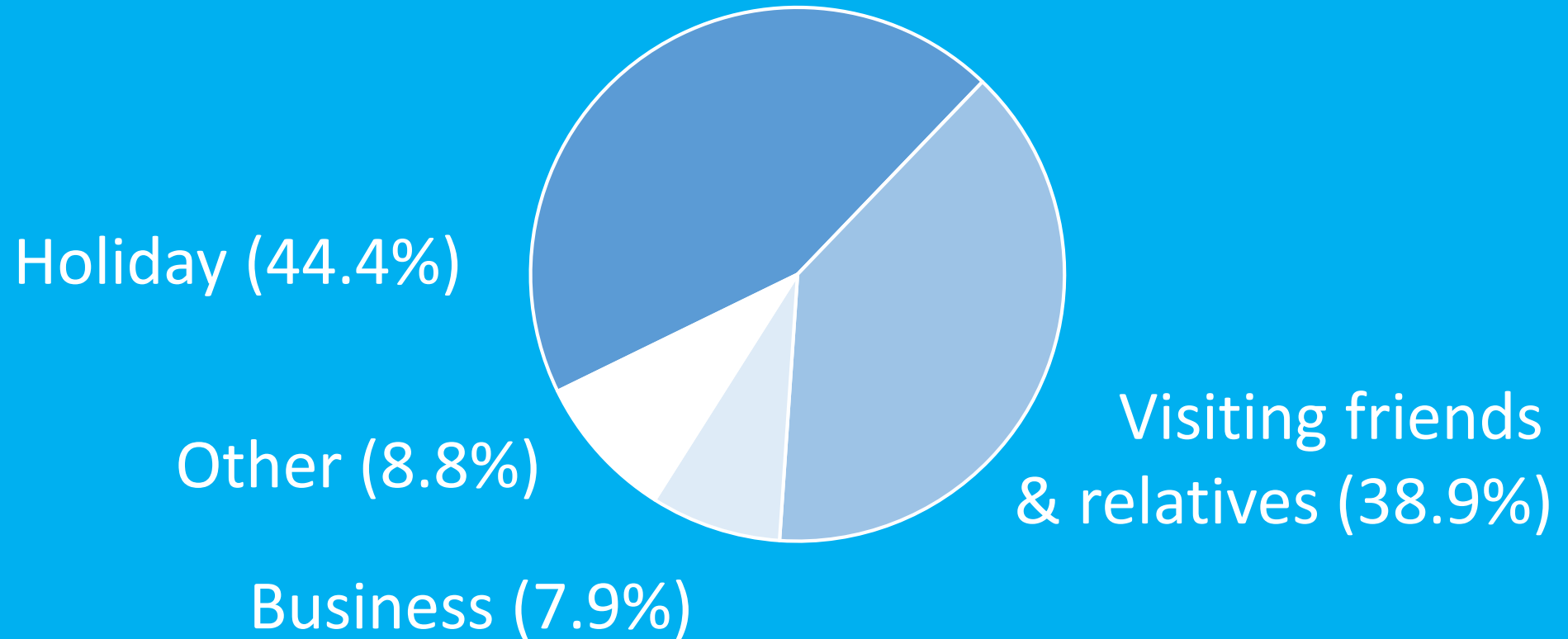
WHO'S COMING TO GEELONG
AND THE BELLARINE?

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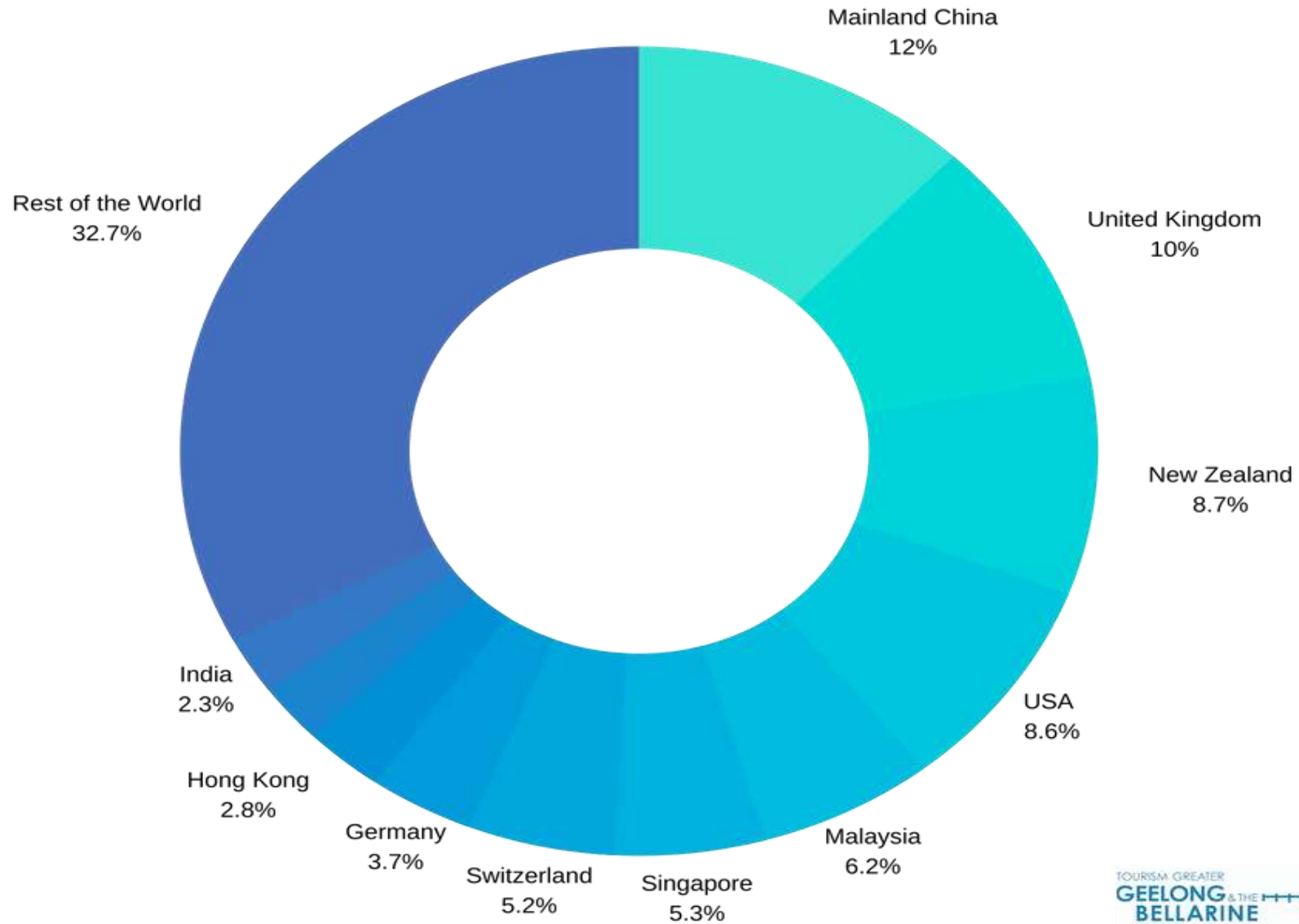
Geelong and The Bellarine received 56,100 international overnight visitors

Visitors spent 851,400 nights in the region

WHO'S COMING TO GEELONG AND THE BELLARINE? AND WHY?



VISITOR ORIGIN



WHO'S COMING TO GEELONG AND THE BELLARINE?

International overnight visitors spent \$101 Million in the region

On average they spent \$119 per night in the region