

Industry Tracking

VISITOR

SNAPSHOT

10 Oct
to 31 Dec

19/20

VISITORS

6.4 MILLION

total visitors
↑ of 20%

Spending

\$1.1B

↑ of 15%

generating

8,500

jobs

of which

67.2 THOUSAND

are INTERNATIONAL

Spending

\$97M

TOP 5 MARKETS

1. China
2. United Kingdom
3. New Zealand
4. USA
5. Singapore

28%
GROWTH

DIGITAL

Visitgeelongbellarine.com.au

33,000

Organic searches

54,000

sessions

8,300 @

email subscribers

MEDIA

Generated
12 stories

To the estimated
value of
\$33,500

Visitor statistics are reflective of October 2018 - September 2019
increase is compared to October 2017 - September 2018
Source: National Visitors Survey YE Sep 19, Tourism Research Australia (TRA)

VISITOR SNAPSHOT CONT.

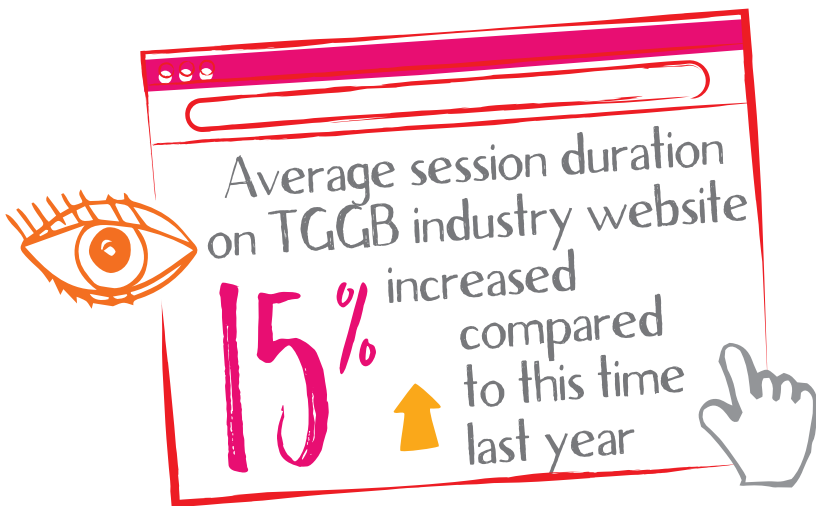
VISITOR SERVICES



BUSINESS EVENTS GEELONG



INDUSTRY DEVELOPMENT



(which is increasing the knowledge and resources available to the region)

PROGRESS

