

PANDEMIC IMPACT ON TRAVEL TO GEELONG AND THE BELLARINE - YE SEP 21 ON YE SEP 19

DOMESTIC VISITORS TO GEELONG AND THE BELLARINE ('000)

Domestic overnight visitors

Domestic daytrip visitors

Total domestic visitors

Destination	YE Sep 19	YE Sep 21	YE Sep 21 on YE Sep 19	YE Sep 19	YE Sep 21	YE Sep 21 on YE Sep 19	YE Sep 19	YE Sep 21	YE Sep 21 on YE Sep 19
Geelong and The Bellarine	1,761	1,045	-40.7%	4,584	2,503	-45.4%	6,345	3,548	-44.1%
Great Ocean Road	2,715	1,897	-30.1%	3,877	2,399	-38.1%	6,593	4,296	-34.8%
Mornington Peninsula	1,940	1,539	-20.7%	6,386	3,697	-42.1%	8,326	5,236	-37.1%
Ballarat tourism region	990	552	-44.3%	2,417	1,488	-38.4%	3,406	2,039	-40.1%
Regional Victoria	18,928	13,676	-27.7%	41,068	25,447	-38.0%	59,996	39,123	-34.8%
Australia	115,689	82,685	-28.5%	235,893	165,015	-30.0%	351,582	247,700	-29.5%

Source: National Visitor Survey, YE Sep 21, Tourism Research Australia

DOMESTIC NIGHTS IN GEELONG AND THE BELLARINE ('000)

Domestic nights

Destination	YE Sep 19	YE Sep 21	YE Sep 21 on YE Sep 19
Geelong and The Bellarine	4,249	2,969	-30.1%
Great Ocean Road	7,145	6,139	-14.1%
Mornington Peninsula	4,986	4,847	-2.8%
Ballarat tourism region	2,025	1,369	-32.4%
Regional Victoria	51,225	43,080	-15.9%
Australia	410,076	324,999	-20.7%

Source: National Visitor Survey, YE Sep 21, Tourism Research Australia

SPEND ON DOMESTIC TRAVEL TO GEELONG AND THE BELLARINE (\$ million)

Domestic overnight spend

Domestic daytrip spend

Total domestic spend

Destination	YE Sep 19	YE Sep 21	YE Sep 21 on YE Sep 19	YE Sep 19	YE Sep 21	YE Sep 21 on YE Sep 19	YE Sep 19	YE Sep 21	YE Sep 21 on YE Sep 19
Geelong and The Bellarine	\$584	\$457	-21.7%	\$426	\$201	-52.9%	\$1,010	\$658	-34.9%
Great Ocean Road	\$1,037	\$1,102	+6.3%	\$369	\$251	-31.9%	\$1,405	\$1,353	-3.8%
Mornington Peninsula	\$655	\$663	+1.3%	\$495	\$304	-38.6%	\$1,150	\$967	-15.9%
Ballarat tourism region	\$319	\$255	-20.0%	\$272	\$221	-18.9%	\$591	\$476	-19.5%
Regional Victoria	\$7,109	\$6,513	-8.4%	\$3,820	\$2,510	-34.3%	\$10,930	\$9,023	-17.4%
Australia	\$79,116	\$60,947	-23.0%	\$25,286	\$18,257	-27.8%	\$104,402	\$79,203	-24.1%

Sources: National Visitor Survey & Regional Expenditure Model, YE Sep 21, Tourism Research Australia