

Team Tourism Member

SUMMER SURVEY FEEDBACK 19/20

of which
78%

indicated they had a positive start to the year!

*20% said it was too early to tell

106
Responses from
Tourism Greater Geelong
& The Bellarine Industry
Members

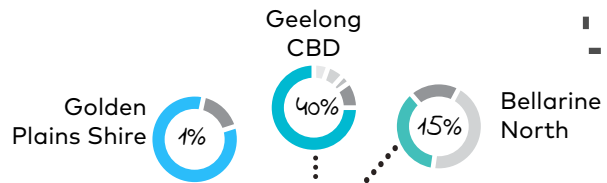
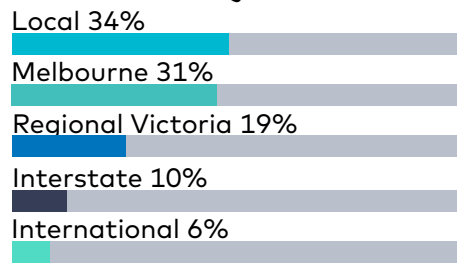
50%
experienced an
increase compared to
this time last year.

Positive Themes

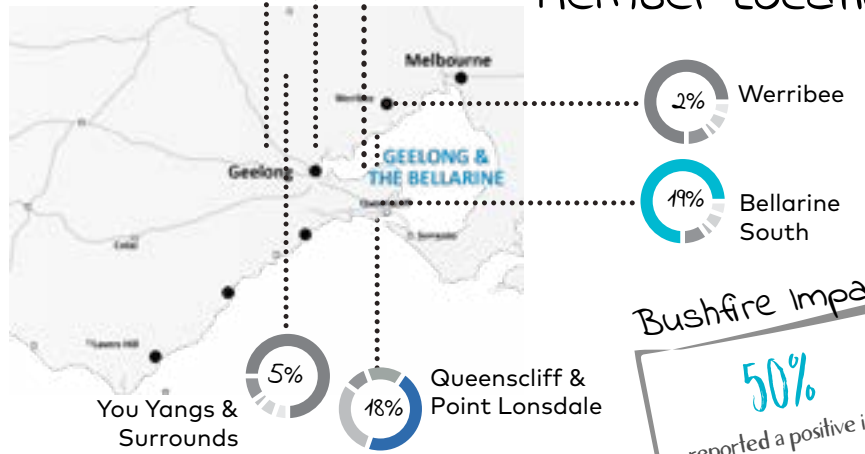


Accessibility
Population growth
Events Reputations increasing
Brand awareness
Better services
Repeat Business

Where did they come from?



Member Locations



Steady and enthusiastic enquiries for future bookings, and that's what we like!

Average expenditure
\$256
per visitor

Average Length of Stay
1.5
nights

The fires in other parts of the state have increased tourists to our region

Challenging themes

Weather Economy
Climate Change
Staying Innovative
Bushfires Competitors & other regions
Lack of 5 star Accommodation
Smoke haze



50% reported a positive impact & **50%** reported a negative impact