

SECTOR SNAPSHOT

VISITOR ECONOMY & EVENTS



ARTIST'S IMPRESSION OF NYAAL BANYUL GEELONG CONVENTION AND EVENT CENTRE

Business events, major sport and cultural festivals anchored by new convention and stadium infrastructure, alongside accommodation, hospitality and experience providers.

'As a \$450 million Geelong City Deal investment, Nyaal Banyul Geelong Convention and Event Centre will be a world-class venue showcasing the region's growth, culture and ambition. Partnerships with the City of Greater Geelong and local education providers like The Gordon TAFE are critical.'

—
Rick Aylett, General Manager, Nyaal Banyul Geelong Convention and Event Centre

VISITORS

**6.4
MILLION***

(2024)

SPEND

**\$1.7
BILLION***

(2024)

JOBS

12,728[^]

(TOTAL, 2023-24)

**Source: Tourism Research Australia, year end 2024. ^Source: Tourism Sector Analysis via economy.id/geelong Includes direct and indirect employment.*

OPPORTUNITY HIGHLIGHTS



World class convention hub

Nyaal Banyul Geelong Convention and Events Centre opens in 2026 with 3700 m² of flat floor space with an integrated 200 room Crowne Plaza hotel onsite.



Iconic coastal tourism

Geelong and the Bellarine is home to makers, growers, wineries, beaches and golf courses that attract more than six million visitors each year and is the gateway to the Great Ocean Road.



Major events calendar

Avalon Australian International Airshow, Mapei Cadell Evans Great Ocean Road Race and IRONMAN 70.3 Geelong are some of the events drawing global audiences.



Cruise and ferry growth

Spirit of Tasmania, Searoad Ferries and Port Phillip Ferries, plus expanding cruise calls, boost year round visitation.



Growing hotel capacity

Several new branded hotels, major accommodation expansions and boutique conversions are underway, significantly increasing room supply over the next few years.

Join existing businesses and organisations thriving in Geelong, including:



Ready to host your next event
in Geelong?



Contact us:
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