

VISITOR ECONOMY & EVENTS



RENDER OF NYAAL BANYUL CONVENTION & EVENT CENTRE ON GEELONG WATERFRONT

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

CO NAME ATTRIBUTED TO QUOTE

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

— Name, Position

VALUE ADD

**\$1.4
BILLION***

(2023/24)

JOBS

12,728*

(TOTAL, 2023/24)

*Includes Tourism's direct and indirect contribution to the Geelong economy. Source: Tourism Sector Analysis using NIEIR, via economy.id/geelong

Opportunity Highlights



World class convention hub

Nyaal Banyul opens 2026 with 3700 m² of flat floor space and an integrated 200 room hotel.



Iconic coastal tourism

Geelong and the Bellarine is home to makers, growers, wineries, beaches and golf courses that attracts approximately 7 million visitors each year and is the gateway to the Great Ocean Road.



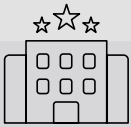
Major events calendar

Australian International Airshow, Cadel Evans Great Ocean Road Race and Festival of Sails draw global audiences.



Cruise & ferry growth

Spirit of Tasmania Quay, Peninsula 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 organisations thriving in Geelong, including:

Placeholder for company logos

Ready to host your next event in Geelong?



Contact us:
invest@geelongcity.vic.gov.au
+61 3 5272 5272

