JOIN

TEAM TOURISM

GEELONG & THE BELLARINE

MEMBERSHIP PROSPECTUS 2026/27



TOURISM GEELONG AND THE BELLARINE

ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Geelong and The Bellarine is Wadawurrung country.

We welcome visitors to our region, a place we acknowledge has been cared for by the Wadawurrung people of the Kulin Nation for thousands of years.

The environment is a key reason visitors choose this destination. Traditional Owners sharing the beauty and joy of these lands and waterways is a privilege, one we repay with respect for their country, Elders and people.



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WHY WE EXIST & WHAT WE DO

Tourism Greater Geelong and The Bellarine is the regional tourism organisation spanning from Little River around Meredith and Inverleigh to Armstrong Creek including Geelong, The Bellarine, Queenscliff and the Moorabool Valley.

VISION

Geelong and The Bellarine is a place to do, not simply see. It's an accessible destination that inspires visitors to immerse themselves in authentic experiences, create lasting memories and depart with a desire to return.

VALUES

- A relentless pursuit of better
- Own our actions
- Invigorate with zest
- Build strong partnerships
- Embody a strong sense of 'why'
- Champion our region and sector

WHAT

We build strong partnerships that connect our vibrant community, industry, and visitors. We advocate for sustainable and accessible tourism that showcases our region's diverse attractions. Through responsible tourism, we foster community pride, create authentic experiences and develop a resilient visitor economy we can all be proud of.

WHY

To build a thriving and sustainable visitor economy that is valued and celebrates our region, creating a community where we are proud to live, work and play.



MORE THAN A MEMBERSHIP

Here are all the ways we help your business grow.

VISITING FRIENDS & RELATIVES

The most important tourist attraction in Geelong is the people who live here–which is why we undertake specific marketing initiatives targeting locals to encourage them to explore their backyard with their loved ones. The Visiting Friends and Relatives market makes up about half of our visitation, which is why it's important for us to turn locals into enthusiastic ambassadors.

INTERNATIONAL MARKETING

We promote our must-see experiences, stunning coastlines, and amazing food and wine offerings through travel-trade partnerships with Visit Victoria and Tourism Australia to inspire international globetrotters to visit. For those visiting by sea, we work closely with international cruise lines and shore excursion agents to provide a superior welcome.

VISIT GEELONG & THE BELLARINE

visitgeelongbellarine.com.au (VGB) is our digital home, and it's also how we get our members noticed via blogs, stories and event listings. Packed with valuable destination content and oh-so-user-friendly, our website makes it a breeze for visitors to explore and plan their next visit.

OFFICIAL VISITOR COLLATERAL

There's nothing quite like collecting a physical guide from a Visitor Centre when landing in a new destination. That's why thousands of our Official Visitor Guides (OVG) are picked up by tourists each year. Having your business featured means you'll be right in their hands when they're deciding where to eat, play, stay or explore next.

BELLARINE TASTE TRAIL

From world-class wineries to farm-fresh produce, the Bellarine Taste Trail curates the best of our local flavours into a complementary set of gastronomic experiences for visitors to enjoy in-region.

BUSINESS EVENTS

Meet Geelong and The Bellarine (MGB)drive year round visitation, boosting local businesses through accommodation, dining and experiences. Working the MGB team will connect you to conference and meeting planners both domestically and around the globe.

VISITOR SERVICING

The Visitor Information Centre network is serviced by a passionate cohort of volunteers who are keen to share their local knowledge with visitors. You can find them at multiple locations around Geelong, The Bellarine and Queenscliff, as well as at strategic pop-up activations.

STUDY GEELONG

International students studying in Geelong are a very important contributor to the local visitor economy. Study Geelong is a collaborative program with tertiary and secondary institutions to build Geelong as an education destination of choice.

JOIN TEAM TOURISM

TOURISM GEELONG AND THE BELLARINE

Tourism thrives on teamwork, and membership is key to achieving shared success – which is why we affectionately call our cohort of members, Team Tourism.

As part of Team Tourism, you'll gain access to marketing initiatives, digital activities, industry training, and valuable networking opportunities with like-minded industry peers.

TOURISM COMMS SUBSCRIPTION

Stay connected with the local tourism industry through This Week in Tourism (TWIT), our weekly newsletter featuring industry news, tourism updates, upcoming events and professional development opportunities across Greater Geelong and The Bellarine.

Free

INDUSTRY SERVICES MEMBER

This membership is for businesses that support businesses within the visitor economy, without directly offering tourism experiences. This includes professional services, consultants, event-hire agencies, and media companies.

$80.00
per quarter

DIRECT TOURISM MEMBER - BASE LEVEL

Businesses in this category are directly providing goods and services to leisure and business visitors. This is for businesses that are accommodation, eating and drinking, attractions, tours and more.

$92.50
per quarter

DIRECT TOURISM MEMBER - PREMIUM LEVEL

Want to engage more holistically in regional marketing efforts? The Premium level membership is for you. This level offers extra digital opportunities and targeted promotions to showcase tourism products and experiences. Direct tourism members may include accommodation, eating and drinking, attractions, tours, retail and more.

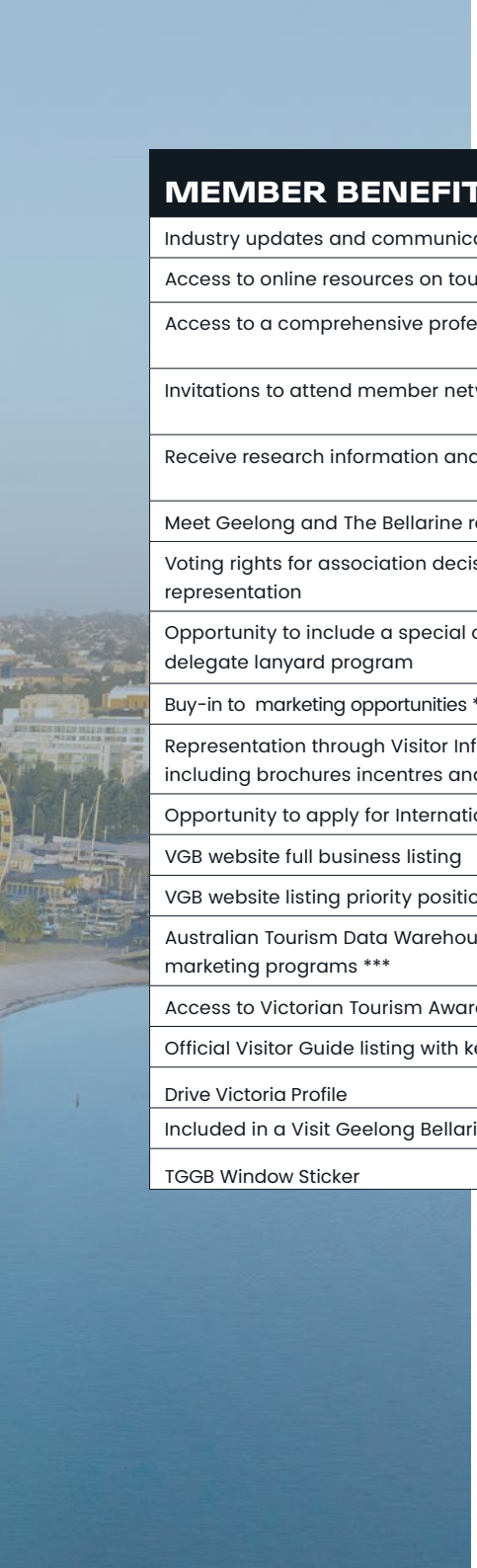
$157.50
per quarter

SECONDARY BUSINESS MEMBERSHIP

This membership category is for businesses with multiple visitor offerings at the same location under the same ownership. For example, a hotel with both accommodation and dining that wants to market those two experiences separately. *(Applicable only if your main business is a Premium level member.)*

$42.50
per quarter

All memberships require a 12 month commitment, paid quarterly.



MEMBER BENEFIT		INDUSTRY	BASE	PREMIUM	SECONDARY
Industry updates and communication		✓	✓	✓	✓
Access to online resources on tourismgeelongbellarine.com.au		✓	✓	✓	✓
Access to a comprehensive professional development program		✓	✓	✓	
Invitations to attend member networking events and functions		✓	✓	✓	
Receive research information and statistics on the region		✓	✓	✓	✓
Meet Geelong and The Bellarine representation **		✓	✓	✓	✓
Voting rights for association decision making including board representation		✓	✓	✓	
Opportunity to include a special offer in the business event delegate lanyard program		✓	✓	✓	✓
Buy-in to marketing opportunities **			✓	✓	✓
Representation through Visitor Information Services facilities including brochures incentres and relevant referrals			✓	✓	✓
Opportunity to apply for International Travel Trade program **			✓	✓	✓
VGB website full business listing			✓	✓	
VGB website listing priority position				✓	
Australian Tourism Data Warehouse rebate towards marketing programs ***				✓	
Access to Victorian Tourism Awards mentoring program				✓	
Official Visitor Guide listing with key contact information				✓	
Drive Victoria Profile				✓	
Included in a Visit Geelong Bellarine digital content piece				✓	
TGGB Window Sticker		✓	✓	✓	✓

** Extra cost involved - paid opportunities.

*** Visit Victoria is providing a 50% rebate for ATDW profiles created in our region until 30 June 2027. Premium members investing in an ATDW listing will receive this rebate as credit towards TGGB marketing activities.



MEET GEELONG AND THE BELLARINE

(BUSINESS EVENTS)

As the convention bureau for the region, Meet Geelong and The Bellarine exists to undertake highly targeted sales and marketing initiatives to attract domestic and international business events into the region. To take part, you'll need to be an Industry Service or Direct Tourism member.

MEET GEELONG AND THE BELLARINE

BUSINESS EVENTS - SUPPORT -

Suitable for service and experience operators who have visitor servicing capabilities to accommodate the MICE market.

$50.00
per quarter

BUSINESS EVENTS - DIRECT -

Suitable for venues and accommodation who have visitor servicing capabilities to accommodate the MICE market.

$150.00
per quarter



MEMBER BENEFIT	BUSINESS EVENTS - SUPPORT -	BUSINESS EVENTS - DIRECT -
Business profile listing on meetgeelong.com.au website. Valued at $275	✓	✓
Access to business event lead referrals where applicable	✓	✓
Receive regular business events industry updates and communications	✓	✓
Access to participate in strategic buy-in marketing campaigns for business events **	✓	✓
Great deal listing on the meetgeelong.com.au website. Valued at $275	✓	✓
Opportunity to co-exhibit alongside Meet Geelong and The Bellarine at selected major trade events **		✓
Preferential inclusion in client-driven trade media and corporate familiarisations		✓

** Extra cost involved - paid opportunities.

All memberships require a 12 month commitment, paid quarterly.

SIGN UP NOW

Our membership team is here to help. If you'd like to be a part of Team Tourism, please contact our membership team to discuss the best category for your business.

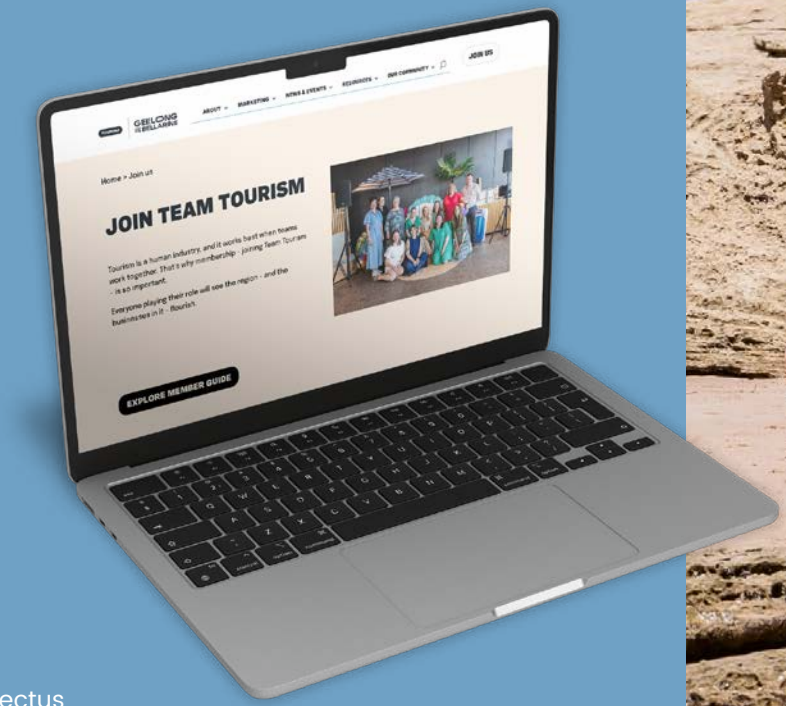
Membership payments are made via automatic quarterly instalments debited in February, May, August and November each year.

JOIN TEAM TOURISM

tourismgeelongbellarine.com.au/join-us

0429 471 470

membership@tourismgeelongbellarine.com.au







KEEP IN TOUCH

VISIT GEELONG AND THE BELLARINE

To show and share inspiration and information about the region for visitors:

- Visitor site
- eNewsletter

visitgeelongbellarine
visitgeelongbellarine
visitgeelongbellarine.com.au
#visitgeelongbellarine

MEET GEELONG AND THE BELLARINE

Connecting conference and meeting planners with the region to grow Geelong and The Bellarine as a premier place to do business:

- Visitor site
- Consumer newsletter

meet-geelong-and-the-bellarine
meetgeelongbellarine
meetgeelong.com.au

TOURISM GEELONG AND THE BELLARINE

Corporate communication channels and online resources for tourism industry stakeholders (that's you):

- 'This Week In Tourism' (TWIT) our industry newsletter
- Industry site
- In person at member events

tourismgeelongbellarine
tourismgeelongbellarine.com.au

STUDY GEELONG AND THE BELLARINE

Helping international students to learn, live and explore in Geelong:

- Student site
- Consumer newsletter

StudyGeelong
studygeelong
studygeelong.com.au



TOURISM
GEELONG AND THE BELLARINE

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