



MEDIA RELEASE

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Local tourism figures compare well with other regions

Visitor numbers to the Bendigo Loddon region for the 2009/2010 compared exceptionally well with other regional areas in Victoria.

The figures released by Federal government showed an increase of 4.6 per cent in visitors bringing the number to 2.74 million with \$424 million generated from visitors in the region, up by nine per cent on the previous year.

The region takes in the City of Greater Bendigo, Loddon Shire Council and Mount Alexander Shire Council, with Bendigo seeing the majority of the visitors.

The results for the region are a contrast to results seen in the nearby Ballarat region. In Ballarat visitors spent \$40 million less in 2009/2010 than in the previous year, taking their income generated down to \$284 million. They also received 200,000 less visitors for the period.

“We are relieved to have fared so well following the global financial crisis,” said Kathryn Mackenzie, Executive Manager Tourism, City of Greater Bendigo. “It is not something that we can take for granted. We need to keep reinvigorating our products and how we talk about them to attract new and repeat visitors.”

Geelong was another regional centre to have seen growth in visitation, with an increased income of \$62 million to \$671 million.

“People are heading to regional Victoria, but they are possibly changing the pattern of where they go and what they go to see,” said Ms Mackenzie. “We are confident that the boost in exhibition programming at Bendigo Art Gallery has contributed to our growth and that the efforts of our many tourism operators are also contributing to this positive trend.”

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