

# Media Release

**The Hon Jaclyn Symes MLC**

Deputy Leader of the Government in the  
Legislative Council

Minister for Regional Development

Minister for Agriculture

Minister for Resources



**DELIVERING  
FOR ALL VICTORIANS**

Friday, 18 January 2019

## **BOOSTING VISITORS FOR GEELONG'S INTERNATIONAL STUDENTS**

The Andrews Labor Government is helping Geelong's visitor economy grow by supporting a plan to increase the number of people travelling to the region to visit international students.

Minister for Regional Development Jaclyn Symes today announced the Labor Government will provide \$50,000 from the Stronger Regional Communities Plan to Tourism Greater Geelong and the Bellarine to develop the first Geelong-specific marketing and travel packages for people visiting the region's international students.

Capitalising on the Air Asia flights to Avalon that commenced in late 2018, the project will be delivered in partnership with Study Geelong and will use insights from Geelong's international students on what will attract their family and friends to visit the area.

The project will create tailored campaigns for key international markets and develop country-specific itineraries to encourage people from across Asia to visit Geelong and the south-west.

With more than 3,400 international students enrolled in the Geelong area, the international student market is growing export sector for Geelong, rising by 20 per cent in 2016-17 alone.

The international student market is Victoria's largest services export industry, worth almost \$10 billion - with the visiting friends and relatives market providing a further boost to Victorian tourism.

The Labor Government's Stronger Regional Communities Plan invests in community-led projects to make regional Victoria a better place to live and work and help them grow their economies.

### **Quote attributable to Minister for Regional Development Jaclyn Symes**

*"Avalon Airport is a gateway for travellers from Asia so it makes sense we are encouraging people to visit international students in the region to boost the local economies and cement Geelong, the Bellarine and the Great Ocean Road as must-see destinations in Victoria."*

### **Quote attributable to Member for Geelong Christine Couzens**

*"We're proud to be building stronger communities across regional Victoria hand in hand with locals through projects like this."*

### **Quote attributable to Member for Lara John Eren**

*"We're excited to support Tourism Greater Geelong and Bellarine to work with Geelong's international student community to give their overseas friends and family better access to our beautiful region."*

### **Quote attributable to Tourism Greater Geelong and the Bellarine – Roger Grant, Executive Director**

*"International Education is an important part of the Geelong region's visitor economy. With from the Victorian Government, we will promote the increased accessibility to the region through Air Asia and all that Geelong has to offer, to the friends and families of international students studying here."*

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