

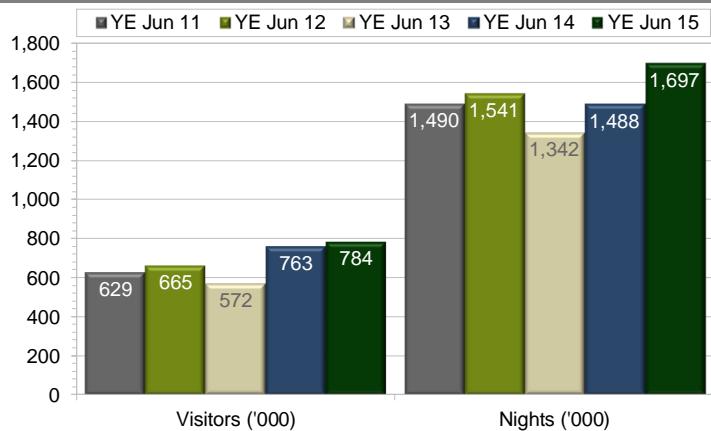
Travel to Daylesford & Macedon Ranges#

Year ended June 2015

Due to changes to the methodology, care should be taken when comparing year ending June 2015 NVS results with those from previous years. These changes represent a break in the time series. For more information on the methodology changes please see <http://www.tra.gov.au/Fact-sheet-2014-Updates-to-the-IVS%20-NVS.html>.

Domestic Overnight Travel⁽¹⁾

Visitors and nights

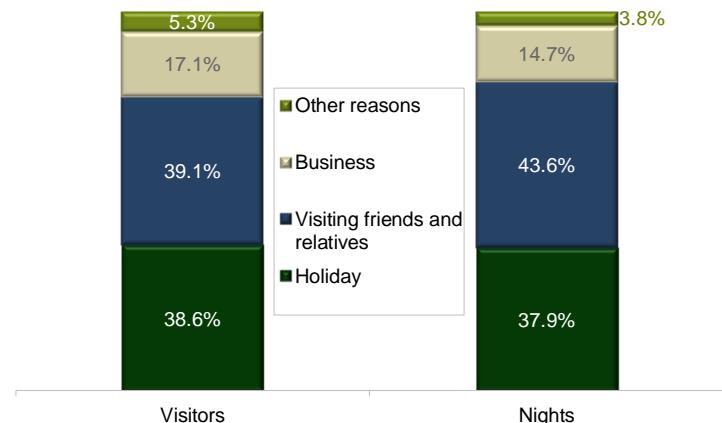


Daylesford & Macedon Ranges received 784,000 domestic overnight visitors - up by 2.7% on YE Jun 14. Visitors spent almost 1.7 million nights in the region - up by 14.1% on YE Jun 14.

Market share

The region received 6.0% of visitors and 4.3% of nights in regional Victoria. Compared to YE Jun 14, the share of visitors was unchanged and the share of nights was up by 0.5% pts.

Purpose of visit to Daylesford & Macedon Ranges



'Visiting friends and relatives' (39.1%) was the largest purpose for visitors to the region, followed by 'holiday' (38.6%) and 'business' (17.1%).

'Visiting friends and relatives' (43.6%) was the largest purpose in terms of nights in the region, followed by 'holiday' (37.9%) and 'business' (14.7%).

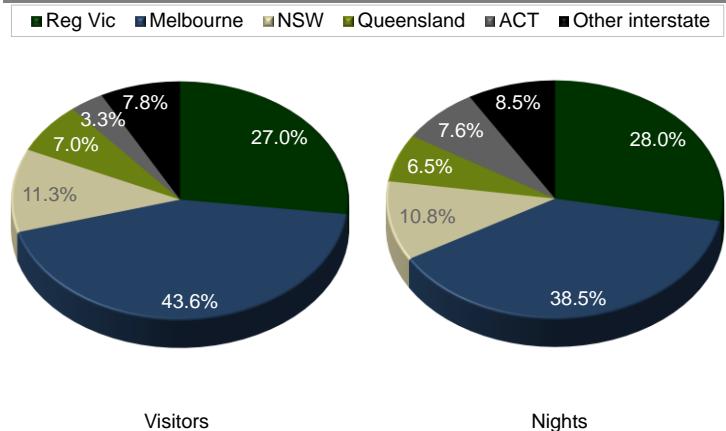
Accommodation

'Friends or relatives property' (41.3%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (15.7%) and 'rented house, apartment, flat or unit' (11.4%).

All transport

'Private vehicle or company car' (73.5%) was the most popular transport used by visitors to the region, followed by 'aircraft' (17.0%) and 'railway' (6.1%).

Origin



Visitors

Nights

The region received 70.6% of visitors and 66.6% of nights from intrastate. Compared to YE Jun 14, intrastate visitors were up by 0.7% and nights were up by 6.1%.

Interstate contributed 29.4% of visitors and 33.4% of nights in the region. Compared to YE Jun 14, interstate visitors were up by 7.9%.

Length of stay

Visitors stayed on average 2.2 nights in the region.

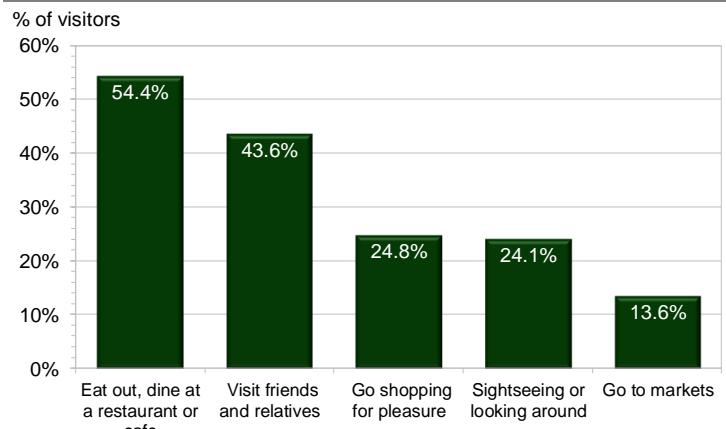
Age

'45 to 54 years' (19.4%) was the biggest age group of visitors to the region, followed by '65 years and over' (19.2%).

Travel party

'Adult couple' (34.3%) was the most common travel party amongst visitors to the region, followed by 'alone' (29.8%) and 'friends or relatives' (17.5%).

Activities



'Eat out, dine at a restaurant or cafe' (54.4%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs)⁽²⁾

Domestic overnight visitors spent \$343 million in the region. On average, visitors spent \$202 per night in the region.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 15

Daylesford & Macedon Ranges comprises: Macedon; Moorabool; Hepburn; and Hume.

