

Travel to Daylesford & Macedon Ranges#

For the period July 2016 to June 2017



Domestic Overnight Travel (1)

Visitors and nights

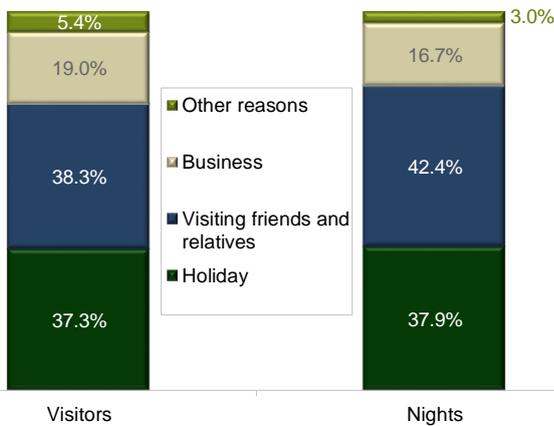


Daylesford & Macedon Ranges received 907,000 domestic overnight visitors - up by 8.4% on YE Jun 16. Visitors spent over 2.1 million nights in the region - up by 9.2% on YE Jun 16.

Market share

The region received 6.0% of visitors and 5.0% of nights in regional Victoria. Compared to YE Jun 16, the share of visitors was down by 0.1% pt and the share of nights was unchanged.

Purpose of visit to Daylesford & Macedon Ranges



'Visiting friends and relatives' (38.3%) was the largest purpose for **visitors** to the region, followed by 'holiday' (37.3%) and 'business' (19.0%).

'Visiting friends and relatives' (42.4%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (37.9%) and 'business' (16.7%).

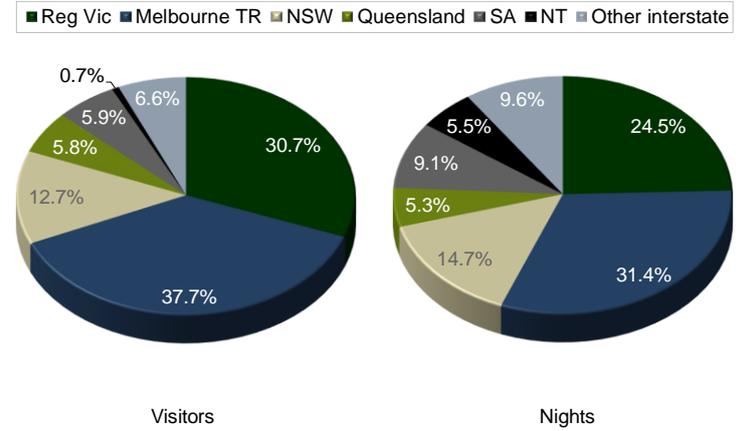
Accommodation

'Friends or relatives property' (45.5%) was the most popular accommodation type used for nights in the region. 'Rented house, apartment, flat or unit' (12.5%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (9.3%) and 'luxury hotel or resort, 4 or 5 star' (8.9%).

All transport

'Private vehicle or company car' (81.6%) was the most popular transport used by visitors to the region, followed by 'aircraft' (15.0%) and 'rental car' (2.0%).

Origin



The region received 68.4% of visitors and 55.9% of nights from **intrastate**. Compared to YE Jun 16, intrastate visitors were up by 5.6% and nights were down by 1.3%.

Interstate contributed 31.6% of visitors and 44.1% of nights in the region. Compared to YE Jun 16, interstate visitors were up by 14.9% and nights were up by 26.3%.

Length of stay

Visitors stayed on average 2.3 nights in the region.

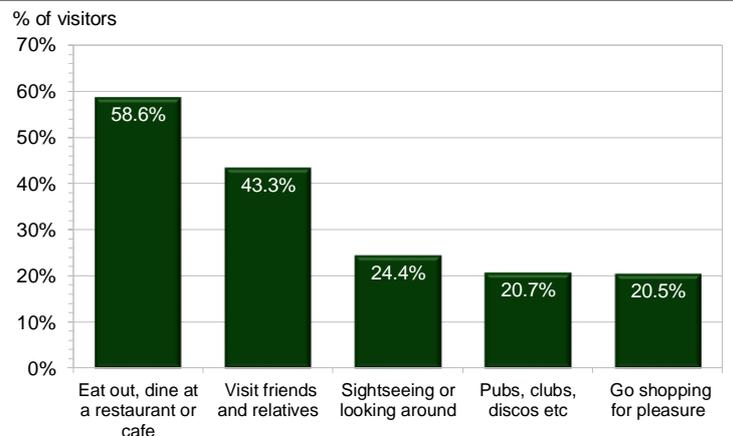
Age

'35 to 44 years' (19.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.0%).

Travel party

'Adult couple' (35.7%) was the most common travel party amongst visitors to the region, followed by 'alone' (29.0%) and 'friends or relatives' (18.1%).

Activities



'Eat out, dine at a restaurant or cafe' (58.6%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$446 million in the region. On average, visitors spent \$210 per night in the region.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 17.

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

(1) Source: National Visitor Survey, YE Jun 17, Tourism Research Australia (TRA)

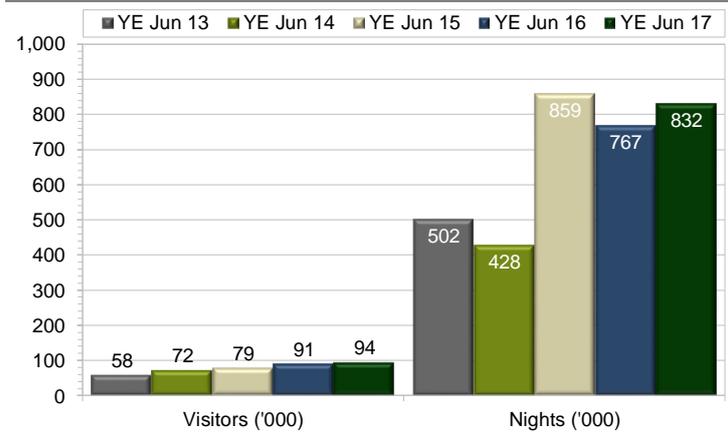
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For the period July 2016 to June 2017



International Overnight Travel (3)

Visitors and nights



Daylesford & Macedon Ranges received 94,100 international overnight visitors - up by 3.5% on YE Jun 16. Visitors spent 831,800 nights in the region - up by 8.4% on YE Jun 16.

Market share

The region received 17.9% of visitors and 10.2% of nights in regional Victoria. Compared to YE Jun 16, the share of visitors was down by 0.7% pts and the share of nights was down by 0.9% pts.

Purpose of visit to Daylesford & Macedon Ranges

'Holiday' (34.5%) was the largest purpose for visitors to the region' followed by 'in transit' (28.6%) and 'visiting friends and relatives' (23.4%).

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	23.9%	13	Scandinavia	1.8%
2	United Kingdom	12.0%	14	Switzerland	0.9%
3	USA	10.7%	15	Netherlands	0.9%
4	Mainland China	9.9%	16	Italy	0.8%
5	India	5.0%	17	Thailand	0.8%
6	Singapore	3.6%	18	Hong Kong	0.7%
7	Germany	3.5%	19	Taiwan	0.2%
8	Malaysia	3.3%	20	South Korea	0.0%
9	Canada	2.7%			
10	France	2.1%		Other Asia	4.0%
11	Japan	2.0%		Other Europe	3.7%
12	Indonesia	1.8%		Other Countries	5.5%

New Zealand (23.9%) was the largest source market of visitors to the region, followed by the UK (12.0%) and the USA (10.7%).

Accommodation

'Friends or relatives property' (75.5%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (7.2%).

Age

'55 to 64 years' (22.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.5%).

Expenditure (incl pre-paid package expenditure) (4)

International overnight visitors spent \$90 million in the region. On average, visitors spent \$108 per night in the region.

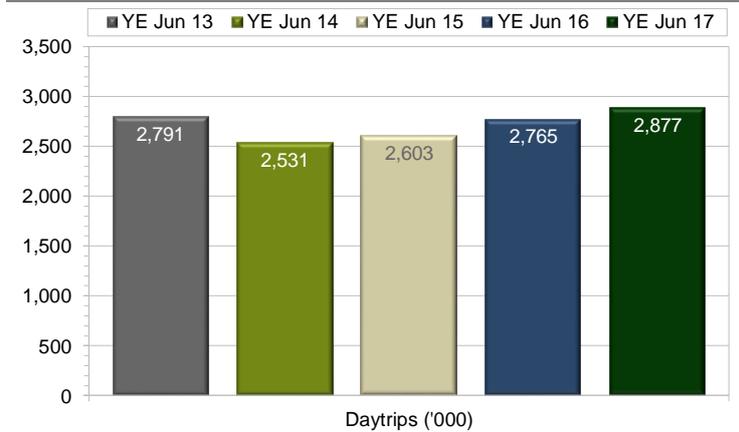
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 17.

Note: Percentage change figures provided in this report do not necessarily represent statistically significant change.

(3) Source: International Visitor Survey, YE Jun 17, TRA

Domestic Daytrip Travel (5)

Trips



Daylesford & Macedon Ranges received nearly 2.9 million domestic daytrip visitors - up by 4.1% on YE Jun 16.

Market share

The region received 8.8% of daytrips to regional Victoria. Compared to YE Jun 16, the share was down by 0.2% pts.

Main purpose of trip

'Holiday' (47.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (30.5%) and 'providing transport' (11.1%).

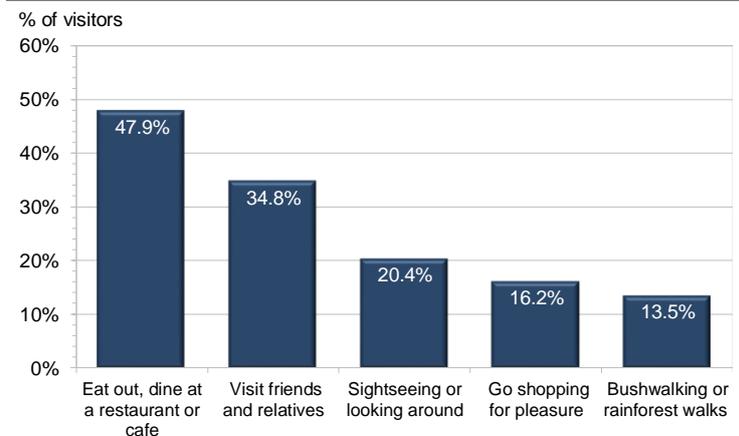
Age

'45 to 54 years' (21.2%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.6%).

Transport

'Private vehicle or company car' (95.9%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (2.8%) and 'aircraft' (1.1%).

Activities



'Eat out, dine at a restaurant or cafe' (47.9%) was the most popular activity undertaken by visitors to the region.

Expenditure (6)

Domestic daytrip visitors spent \$266 million in the region. On average, visitors spent \$92 per trip to the region.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 17.

(5) Source: National Visitor Survey, YE Jun 17, TRA