

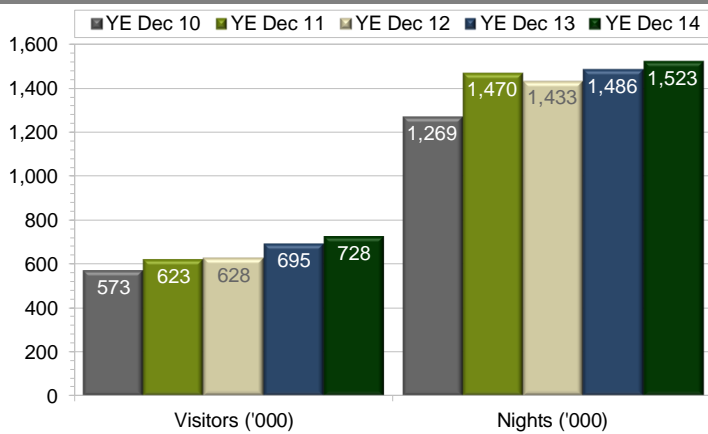
Travel to Daylesford & Macedon Ranges#

Year ended December 2014

Due to changes to the methodology, care should be taken when comparing year ending December 2014 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

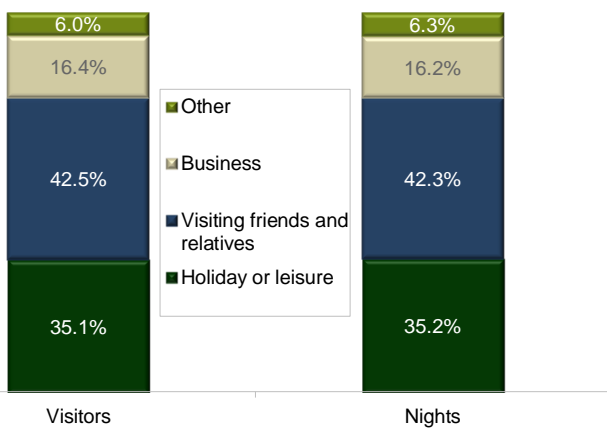


Daylesford & Macedon Ranges received 728,000 domestic overnight visitors - up by 4.6% on YE Dec 13. Visitors spent over 1.5 million nights in the region - up by 2.5% on YE Dec 13.

Market share

The region received 5.6% of visitors and 3.8% of nights in regional Victoria. Compared to YE Dec 13, the share of visitors was down by 0.3 pts and the share of nights was down by 0.4 pts.

Purpose of visit to Daylesford & Macedon Ranges



'Visiting friends and relatives' (42.5%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (35.1%) and 'business' (16.4%).

'Visiting friends and relatives' (42.3%) was the largest purpose in terms of nights in the region, followed by 'holiday or leisure' (35.2%) and 'business' (16.2%).

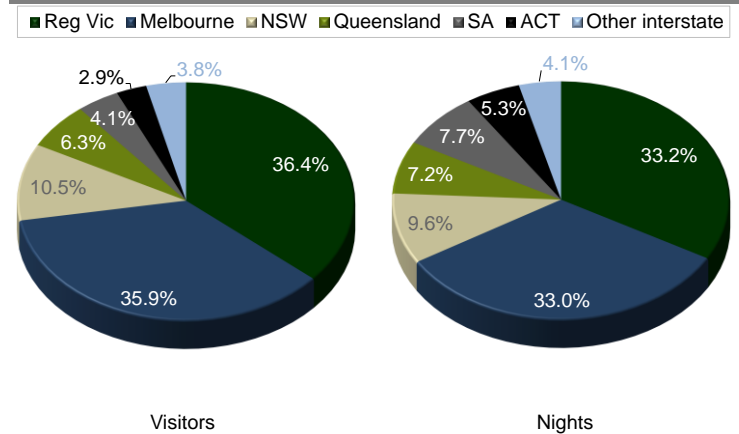
Accommodation

'Friends or relatives property' (41.6%) was the most popular accommodation type used for nights in the region. 'Standard hotel, motor inn, below 4 star' (15.6%) was the 2nd most popular accommodation type, followed by 'rented house, apartment, flat or unit' (12.1%).

All transport

'Private or company vehicle' (72.8%) was the most popular transport used by visitors to the region, followed by 'air transport' (15.4%) and 'railway' (7.2%).

Origin



The region received 72.3% of visitors and 66.3% of nights from intrastate. Compared to YE Dec 13, intrastate visitors were up by 8.7% and nights were up by 2.3%.

Interstate contributed 27.7% of visitors and 33.7% of nights in the region. Compared to YE Dec 13, interstate visitors were down by 4.5% and nights were up by 2.8%.

Length of stay

Visitors stayed on average 2.1 nights in the region.

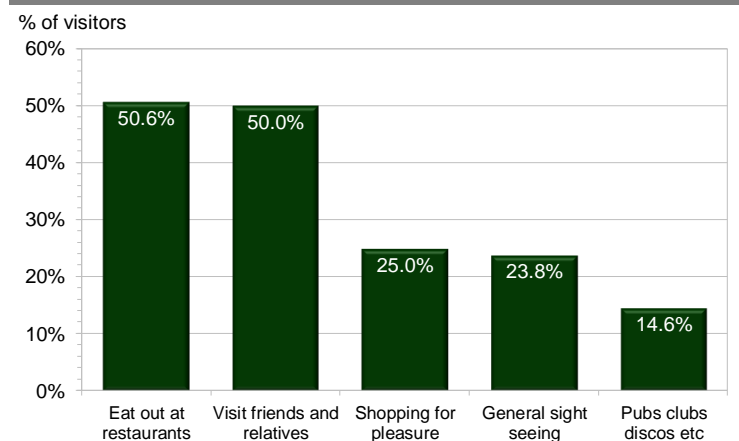
Age

'25 to 34 years' (21.4%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.8%).

Travel party

'Alone' (29.8%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (27.5%) and 'friends or relatives' (19.9%).

Activities



'Eat out at restaurants' (50.6%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$302 million in the region. On average, visitors spent \$198 per night in the region.

⁽²⁾ Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 14

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

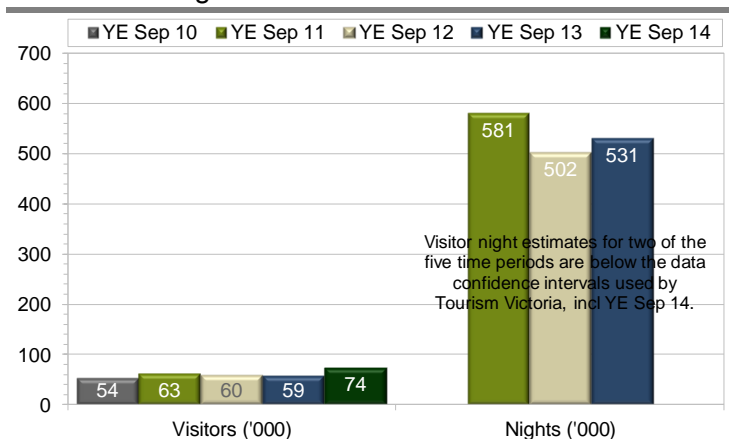
Travel to Daylesford & Macedon Ranges#

Year ended December 2014

Due to changes to the methodology, care should be taken when comparing year ending December 2014 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>.

International Overnight Travel (3)

Visitors and nights



Daylesford & Macedon Ranges received 74,300 international overnight visitors - up by 26.2% on YE Sep 13. Visitor night estimates for two of the five time periods are below the data confidence intervals used by Tourism Victoria, incl YE Sep 14.

Market share

The region received 19.6% of visitors to regional Victoria. Compared to YE Sep 13, the share of visitors was up by 1.8% pts.

Purpose of visit to Daylesford & Macedon Ranges

'In transit' (37.3%) was the largest purpose for visitors to the region followed by 'holiday / pleasure' (29.0%) and 'visiting friends and relatives' (20.8%).

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	26.6%	13	Malaysia	1.3%
2	China	14.2%	14	Hong Kong	1.2%
3	USA	10.1%	15	India	1.2%
4	United Kingdom	8.9%	16	Switzerland	0.9%
5	Germany	2.9%	17	Thailand	0.7%
6	Netherlands	2.6%	18	Indonesia	0.3%
7	France	2.5%	19	Korea	0.2%
8	Canada	2.1%	20	Taiwan	0.2%
9	Italy	1.9%			
10	Singapore	1.8%		Other Asia	5.3%
11	Japan	1.7%		Other Europe	5.7%
12	Scandinavia	1.4%		Other Countries	6.3%

New Zealand (26.6%) was the largest source market of visitors to the region, followed by China (14.2%) and the USA (10.1%).

Accommodation

'Home of friend or relative' (58.0%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel / motel / motor inn, below 4 star' (15.2%).

Age

'55 to 64 years' (21.3%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.5%).

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

Expenditure by international overnight visitors in the region is statistically unreliable.

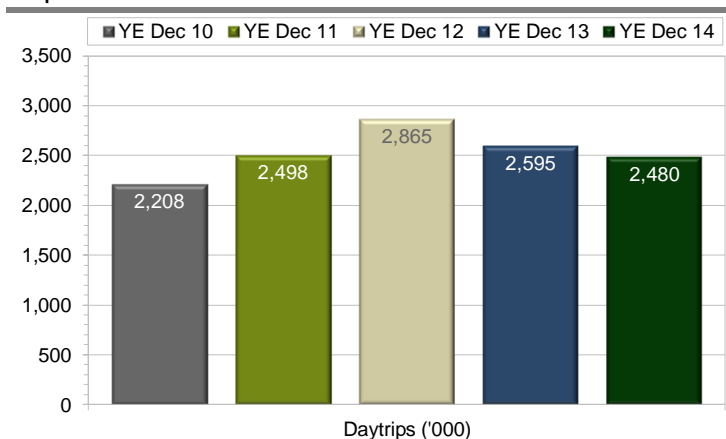
(4) Estimated using information from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Sep 14

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

(3) Source: International Visitor Survey, YE Sep 14, TRA

Domestic Daytrip Travel (5)

Trips



Daylesford & Macedon Ranges received nearly 2.5 million domestic daytrip visitors - down by 4.4% on YE Dec 13.

Market share

The region received 8.9% of daytrips to regional Victoria. Compared to YE Dec 13, the share was down by 0.9% pts.

Main purpose of trip

'Visiting friends and relatives' (41.0%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (38.6%) and 'providing transport' (7.7%).

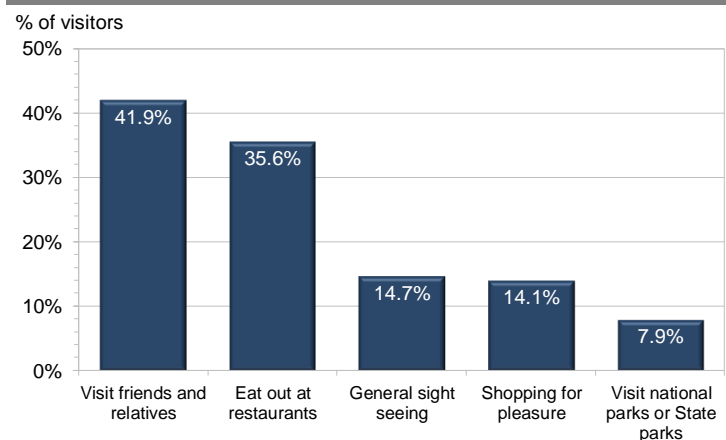
Age

'65 years and over' (23.7%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.2%).

Transport

'Private or company vehicle' (96.2%) was the most popular transport used by visitors to the region, followed by 'railway' (2.3%) and 'air transport' (1.1%).

Activities



'Visit friends and relatives' (41.9%) was the most popular activity undertaken by visitors to the region.

Expenditure (6)

Domestic daytrip visitors spent \$212 million in the region. On average, visitors spent \$85 per trip to the region.

(6) Estimated using information from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Dec 14

(5) Source: National Visitor Survey, YE Dec 14, TRA

Page 2 of 2