

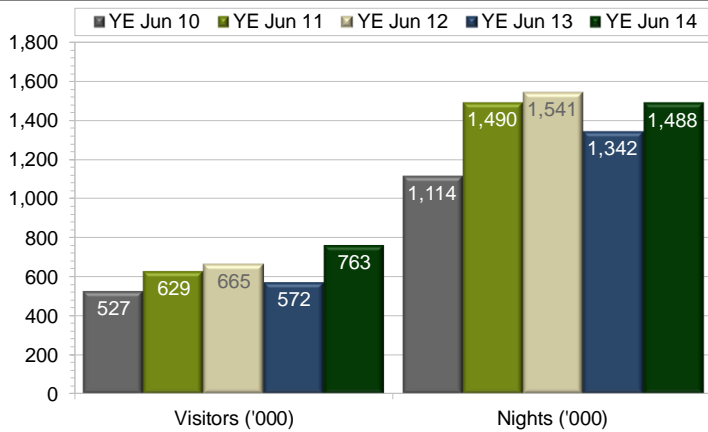
Travel to Daylesford & Macedon Ranges#

Year ended June 2014

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

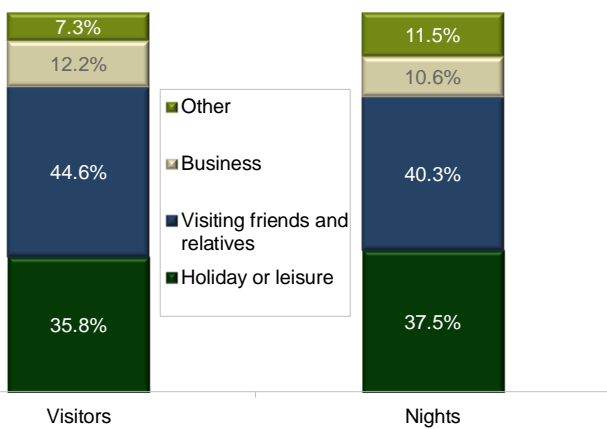


Daylesford & Macedon Ranges received 763,000 domestic overnight visitors - up by 33.4% on YE Jun 13. Visitors spent nearly 1.5 million nights in the region - up by 10.9% on YE Jun 13.

Market share

The region received 6.0% of visitors and 3.8% of nights in regional Victoria. Compared to YE Jun 13, the share of visitors was up by 1.0% pt and the share of nights was unchanged.

Purpose of visit to Daylesford & Macedon Ranges



'Visiting friends and relatives' (44.6%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (35.8%) and 'business' (12.2%).

'Visiting friends and relatives' (40.3%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (37.5%) and 'business' (10.6%).

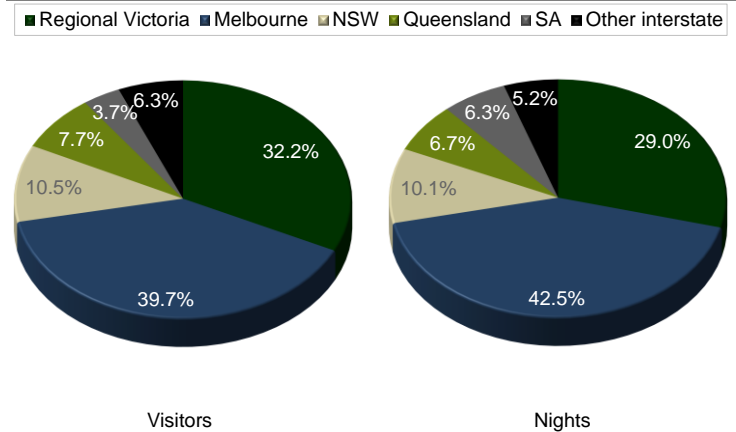
Accommodation

'Friends or relatives property' (43.5%) was the most popular accommodation type used for nights in the region. 'Standard hotel, motor inn, below 4 star' (11.3%) was the 2nd most popular accommodation type, followed by 'rented house, apartment, flat or unit' (10.9%).

All transport

'Private or company vehicle' (77.7%) was the most popular transport used by visitors to the region, followed by 'air transport' (12.8%) and 'bus or coach' (3.5%).

Origin



The region received 72.0% of visitors and 71.5% of nights from **intrastate**. Compared to YE Jun 13, intrastate visitors were up by 30.4% and nights were up by 32.5%.

Interstate contributed 28.0% of visitors and 28.4% of nights in the region. Compared to YE Jun 13, interstate visitors were up by 41.7%.

Length of stay

Visitors stayed on average 2 nights in the region.

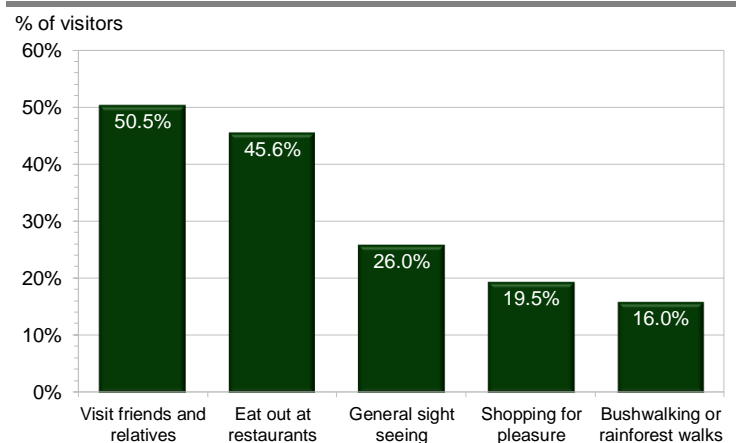
Age

'35 to 44 years' (21.9%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.8%).

Travel party

'Alone' (26.0%) was the most common travel party amongst visitors to the region, followed by 'friends or relatives' (25.3%) and 'adult couple' (21.0%).

Activities



'Visit friends and relatives' (50.5%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$286 million in the region. On average, visitors spent \$192 per night in the region.

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

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

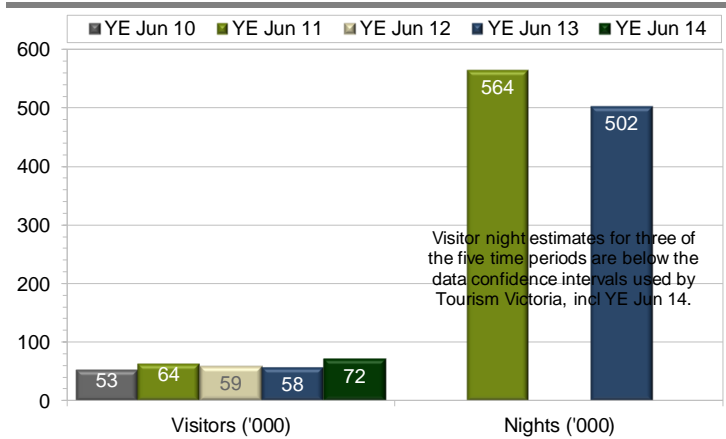
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Year ended June 2014

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International Overnight Travel (3)

Visitors and nights



Daylesford & Macedon Ranges received 72,100 international overnight visitors - up by 23.4% on YE Jun 13. Visitor night estimates for three of the five time periods are below the data confidence intervals used by Tourism Victoria, incl YE Jun 14.

Market share

The region received 19.2% of visitors to regional Victoria. Compared to YE Jun 13, the share of visitors was up by 0.9% pts.

Purpose of visit to Daylesford & Macedon Ranges

'In transit' (37.4%) was the largest purpose for visitors to the region followed by 'holiday / pleasure' (27.7%) and 'visiting friends and relatives' (23.4%).

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	25.3%	13	Singapore	1.6%
2	USA	10.7%	14	Canada	1.6%
3	China	9.2%	15	Thailand	1.3%
4	United Kingdom	9.1%	16	Japan	1.2%
5	India	3.3%	17	Taiwan	1.0%
6	Germany	2.9%	18	Switzerland	0.8%
7	Netherlands	2.8%	19	Indonesia	0.4%
8	Malaysia	2.4%	20	Korea	0.2%
9	Scandinavia	2.1%			
10	Hong Kong	2.0%		Other Asia	5.5%
11	Italy	1.8%		Other Europe	6.3%
12	France	1.7%		Other Countries	6.6%

New Zealand (25.3%) was the largest source market of visitors to the region, followed by the USA (10.7%) and China (9.2%).

Accommodation

'Home of friend or relative' (61.4%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel / motel / motor inn, below 4 stars' (10.8%).

Age

'55 to 64 years' (21.3%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.4%).

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

International overnight visitors spent \$41 million in the region. On average, visitors spent \$96 per night in the region.

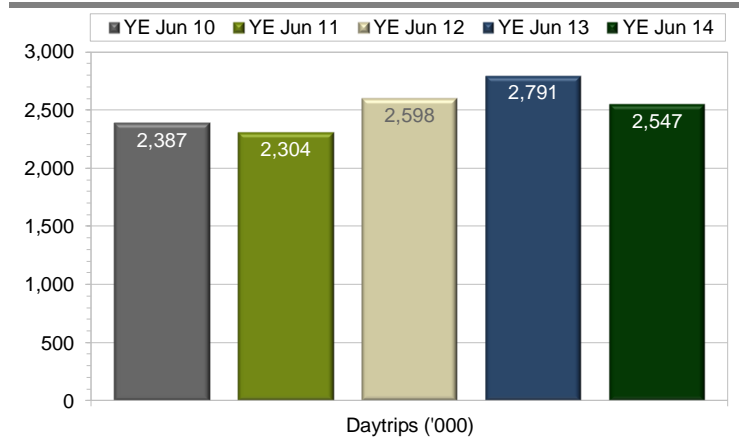
(4) Estimated using information from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Jun 14

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

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

Domestic Daytrip Travel (5)

Trips



Daylesford & Macedon Ranges received over 2.5 million domestic daytrip visitors - down by 8.7% on YE Jun 13.

Market share

The region received 9.3% of daytrips to regional Victoria. Compared to YE Jun 13, the share was down by 1.1% pts.

Main purpose of trip

'Visiting friends and relatives' (40.2%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (35.3%) and 'providing transport' (13.6%).

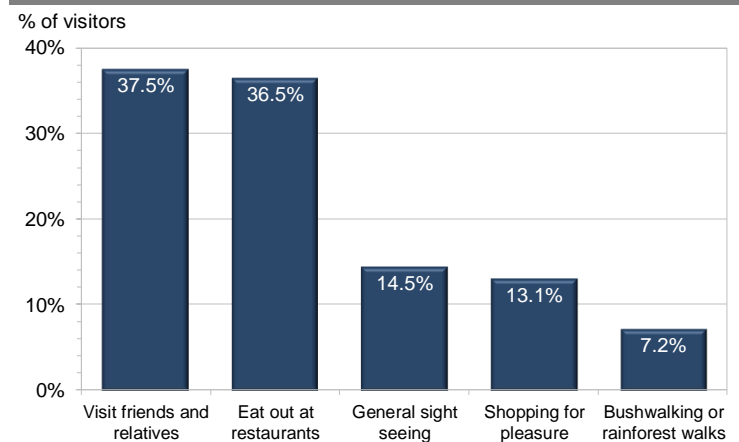
Age

'65 years and over' (20.9%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.8%).

Transport

'Private or company vehicle' (97.8%) was the most popular transport used by visitors to the region, followed by 'railway' (0.9%) and 'bus or coach' (0.7%).

Activities



'Visit friends and relatives' (37.5%) was the most popular activity undertaken by visitors to the region.

Expenditure (6)

Domestic daytrip visitors spent \$225 million in the region. On average, visitors spent \$88 per trip to the region.

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

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

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