

Travel to Daylesford & Macedon Ranges#

Year ended March 2014

Due to changes to the methodology, care should be taken when comparing year ending March 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 744,000 domestic overnight visitors - up by 32.1% on YE Mar 13. Visitors spent over 1.4 million nights in the region - up by 6.0% on YE Mar 13.

Market share

The region received 6.0% of visitors and 3.9% of nights in regional Victoria. Compared to YE Mar 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' (44.2%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (37.0%) and 'business' (12.1%).

'Visiting friends and relatives' (42.1%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (39.0%) and 'business' (9.5%).

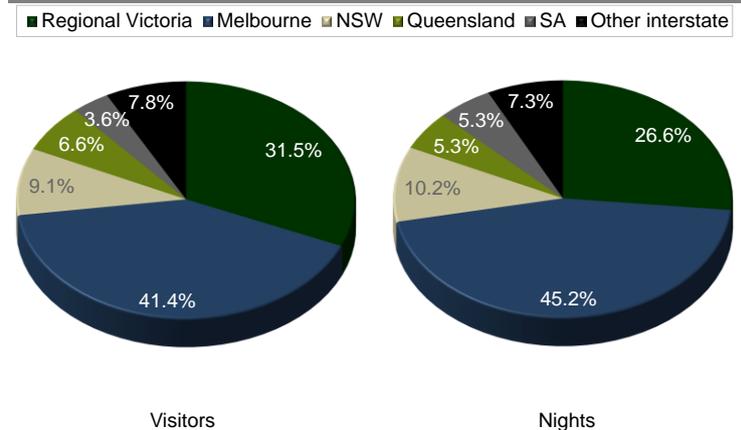
Accommodation

'Friends or relatives property' (41.2%) was the most popular accommodation type used for nights in the region. 'Standard hotel, motor inn, below 4 star' (13.2%) was the 2nd most popular accommodation type, followed by 'rented house, apartment, flat or unit' (10.0%).

All transport

'Private or company vehicle' (77.7%) was the most popular transport used by visitors to the region, followed by 'air transport' (12.2%) and 'railway' (4.8%).

Origin



The region received 72.8% of visitors and 71.8% of nights from **intrastate**. Compared to YE Mar 13, intrastate visitors were up by 26.6% and nights were up by 21.2%.

Interstate contributed 27.2% of visitors and 28.2% of nights in the region. Compared to YE Mar 13, interstate visitors were up by 49.6%.

Length of stay

Visitors stayed on average 1.9 nights in the region.

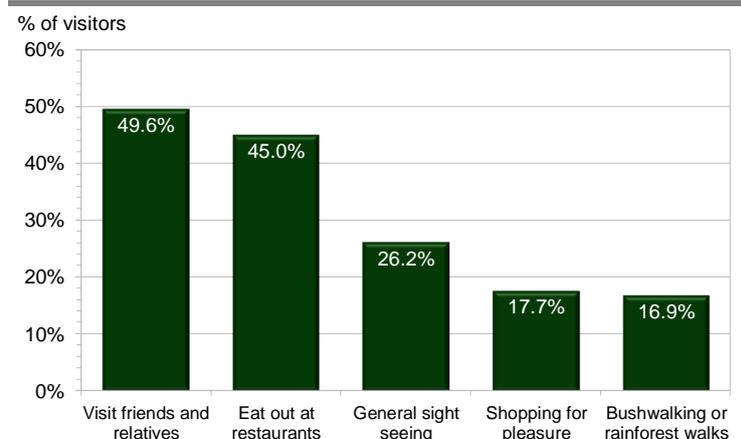
Age

'45 to 54 years' (20.4%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (20.3%).

Travel party

'Alone' (28.4%) was the most common travel party amongst visitors to the region, followed by 'friends or relatives' (25.8%) and 'adult couple' (23.0%).

Activities



'Visit friends and relatives' (49.6%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$279 million in the region. On average, visitors spent \$193 per night in the region.

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

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

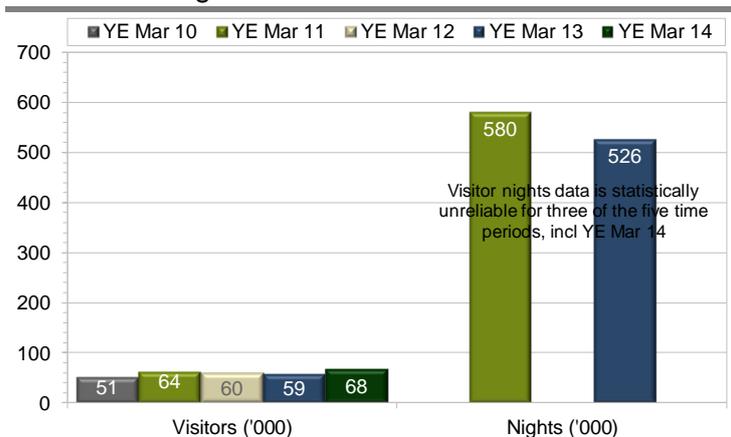
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International Overnight Travel ⁽³⁾

Visitors and nights



Daylesford & Macedon Ranges received 67,900 international overnight visitors - up by 15.0% on YE Mar 13. Visitor nights data for the region is statistically unreliable for three of the five time periods, incl YE Mar 14.

Market share

The region received 19.1% of visitors to regional Victoria. Compared to YE Mar 13, the share of visitors was up by 0.5% pts.

Purpose of visit to Daylesford & Macedon Ranges

'In transit' (38.8%) was the largest purpose for visitors to the region followed by 'visiting friends and relatives' (24.7%) and 'holiday / pleasure' (23.6%).

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	24.1%	13	Japan	1.6%
2	United Kingdom	10.2%	14	Singapore	1.6%
3	USA	9.9%	15	Italy	1.5%
4	China	7.6%	16	Canada	1.5%
5	India	3.5%	17	Taiwan	1.1%
6	Malaysia	3.2%	18	Indonesia	0.7%
7	Germany	2.9%	19	Switzerland	0.2%
8	Netherlands	2.7%	20	Korea	0.0%
9	Thailand	2.6%			
10	Hong Kong	2.4%		Other Asia	5.7%
11	Scandinavia	2.0%		Other Europe	6.4%
12	France	2.0%		Other Countries	6.7%

New Zealand (24.1%) was the largest source market of visitors to the region, followed by the UK (10.2%) and the USA (9.9%).

Accommodation

'Home of friend or relative' (63.6%) was the most popular accommodation type used for nights in the region, followed by 'rented house / apartment / unit / flat' (10.5%).

Age

'55 to 64 years' (22.3%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (21.0%).

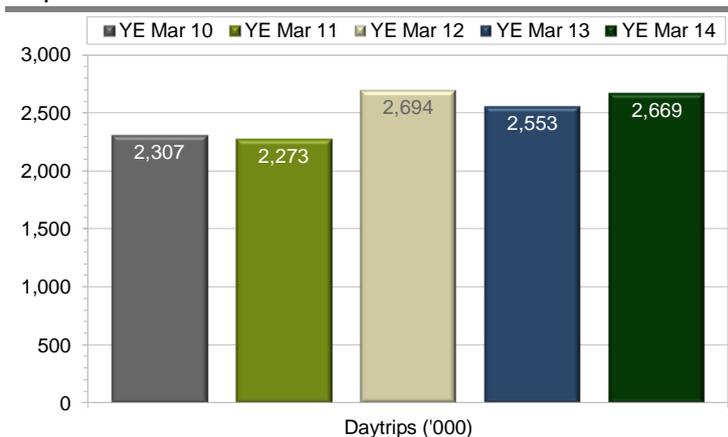
Expenditure (incl pre-paid package expenditure) ⁽⁴⁾

International overnight visitors spent \$42 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 Mar 14

Domestic Daytrip Travel ⁽⁵⁾

Trips



Daylesford & Macedon Ranges received nearly 2.7 million domestic daytrip visitors - up by 4.5% on YE Mar 13.

Market share

The region received 9.9% of daytrips to regional Victoria. Compared to YE Mar 13, the share was up by 0.6% pts.

Main purpose of trip

'Holiday or leisure' (37.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (37.6%) and 'providing transport' (14.1%).

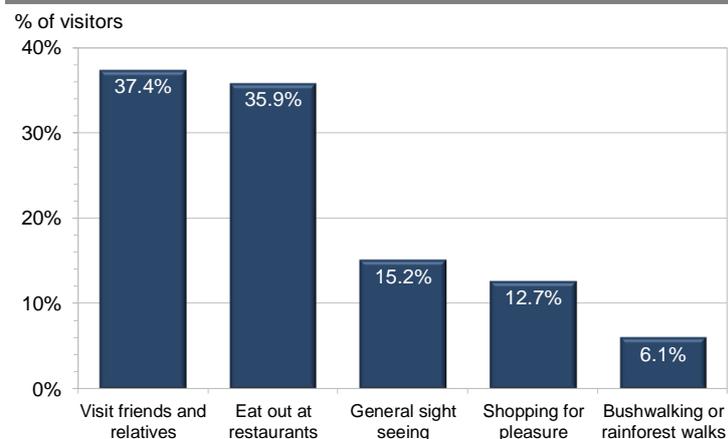
Age

'65 years and over' (19.7%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.0%).

Transport

'Private or company vehicle' (97.5%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.9%) and 'air transport' (0.6%).

Activities



'Visit friends and relatives' (37.4%) was the most popular activity undertaken by visitors to the region.

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$226 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 Mar 14

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

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

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

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