

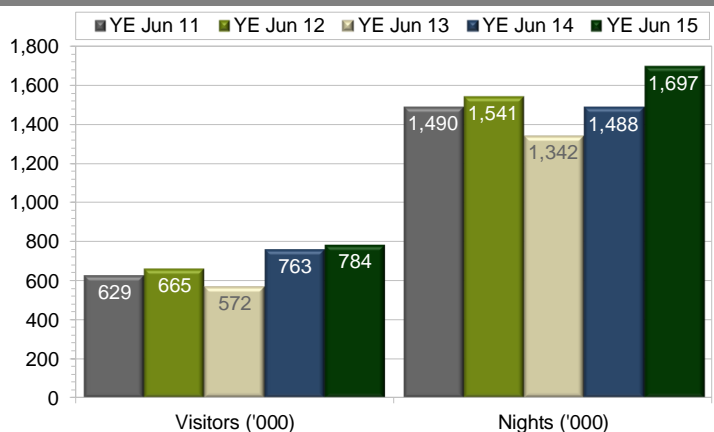
Travel to Daylesford & Macedon Ranges#

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

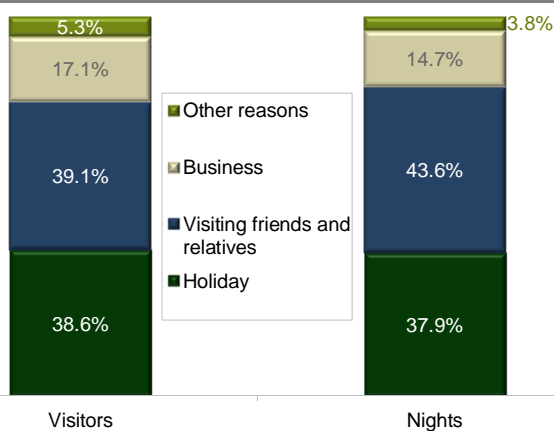


Daylesford & Macedon Ranges received 784,000 domestic overnight visitors - up by 2.7% on YE Jun 14. Visitors spent almost 1.7 million nights in the region - up by 14.1% on YE Jun 14.

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%).

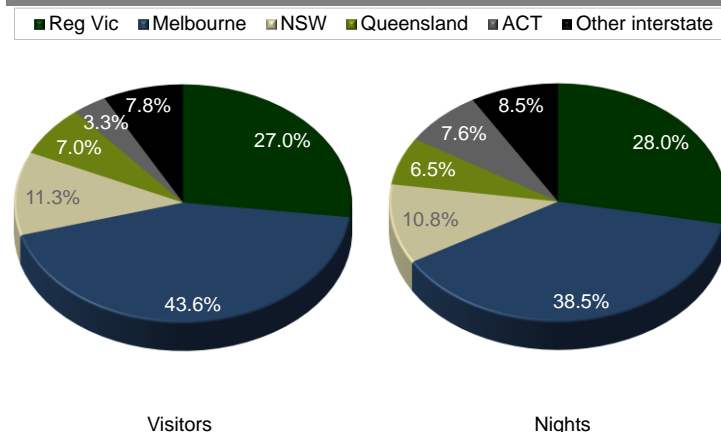
Accommodation

'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



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.

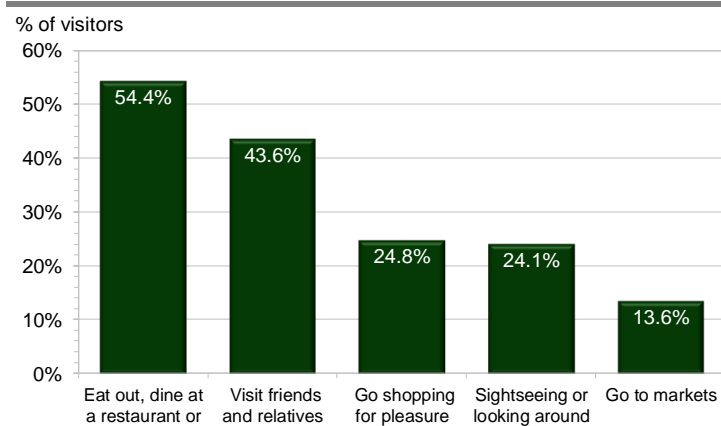
Age

'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.

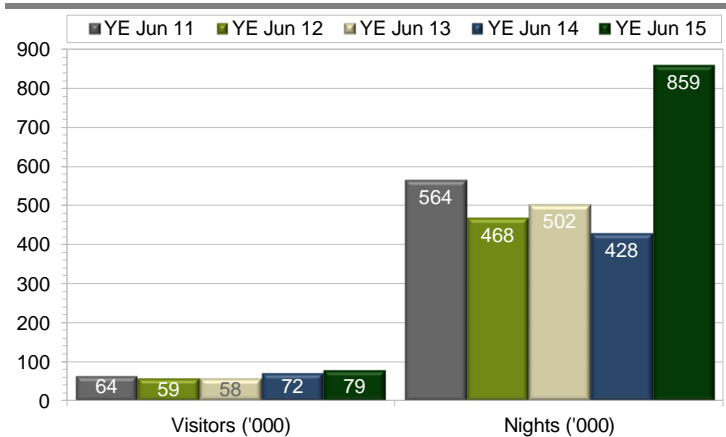
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International Overnight Travel ⁽³⁾

Visitors and nights



Daylesford & Macedon Ranges received 78,900 international overnight visitors - up by 9.4% on YE Jun 14. Visitors spent 858,500 nights in the region - up by 101% on YE Jun 14.

Market share

The region received 19.5% of visitors and 13.5% of nights in regional Victoria. Compared to YE Jun 14, the share of visitors was up by 0.3% pts and the share of nights was up by 6.4% pts.

Purpose of visit to Daylesford & Macedon Ranges

'In transit' (36.5%) was the largest purpose for visitors to the region followed by 'visiting friends and relatives' (26.8%) and 'holiday' (20.7%).

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	29.3%	13	Japan	1.2%
2	United Kingdom	11.9%	14	Scandinavia	1.1%
3	Mainland China	10.9%	15	Switzerland	1.0%
4	USA	9.6%	16	Netherlands	0.6%
5	India	5.9%	17	Indonesia	0.6%
6	Singapore	3.5%	18	Italy	0.6%
7	Germany	3.2%	19	Taiwan	0.2%
8	France	2.9%	20	South Korea	0.0%
9	Hong Kong	2.6%			
10	Thailand	2.0%		Other Asia	3.2%
11	Malaysia	1.6%		Other Europe	3.4%
12	Canada	1.4%		Other Countries	3.3%

New Zealand (29.3%) was the largest source market of visitors to the region, followed by the United Kingdom (11.9%).

Accommodation

'Friends or relatives property' (72.9%) was the most popular accommodation type used for nights in the region, followed by 'rented house, apartment, flat or unit' (7.7%).

Age

'45 to 54 years' (23.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (22.3%).

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

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

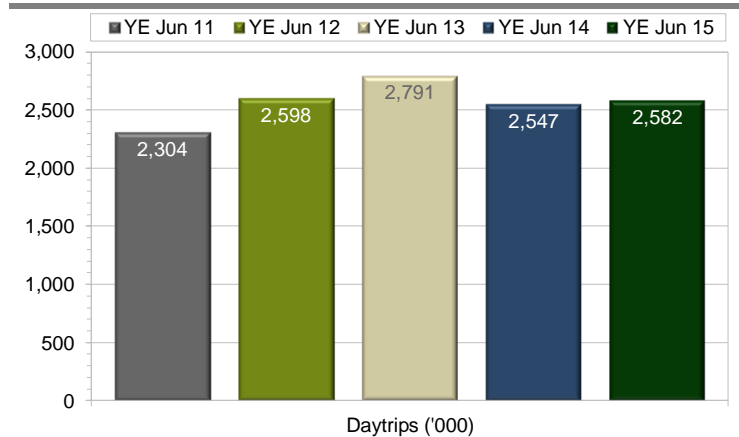
⁽⁴⁾ Estimated using information from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Jun 15

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

⁽³⁾ Source: International Visitor Survey, YE Jun 15, TRA

Domestic Daytrip Travel ⁽⁵⁾

Trips



Daylesford & Macedon Ranges received nearly 2.6 million domestic daytrip visitors - up by 1.4% on YE Jun 14.

Market share

The region received 9.0% of daytrips to regional Victoria. Compared to YE Jun 14, the share was down by 0.3% pts.

Main purpose of trip

'Holiday' (44.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (34.5%) and 'providing transport' (11.0%).

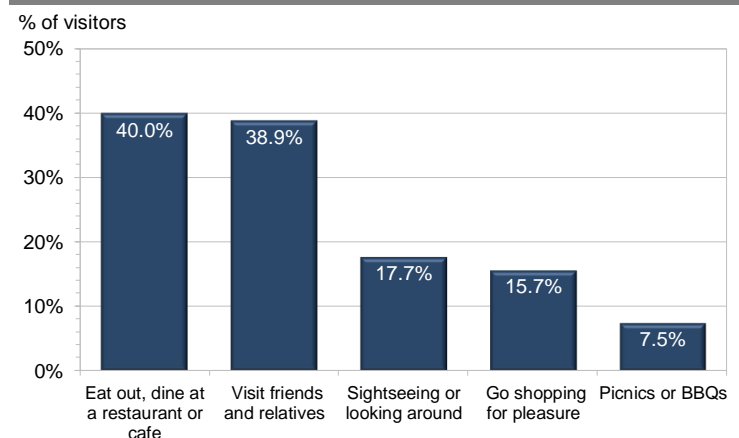
Age

'65 years and over' (23.1%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.8%).

Transport

'Private vehicle or company car' (96.2%) was the most popular transport used by visitors to the region, followed by 'railway' (2.3%) and 'aircraft' (0.9%).

Activities



'Eat out, dine at a restaurant or cafe' (40.0%) was the most popular activity undertaken by visitors to the region.

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$223 million in the region. On average, visitors spent \$86 per trip to the region.

⁽⁶⁾ Estimated using information from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Jun 15

⁽⁵⁾ Source: National Visitor Survey, YE Jun 15, TRA

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