

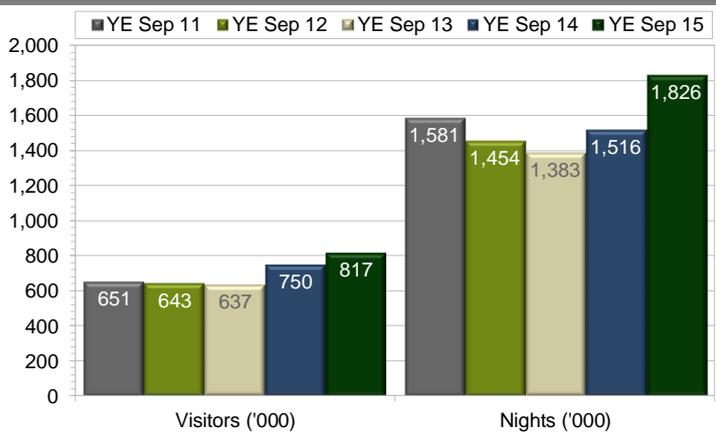
# Travel to Daylesford & Macedon Ranges#

## Year ended September 2015

Due to changes to the methodology, care should be taken when comparing year ending September 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 <sup>(1)</sup>

#### Visitors and nights

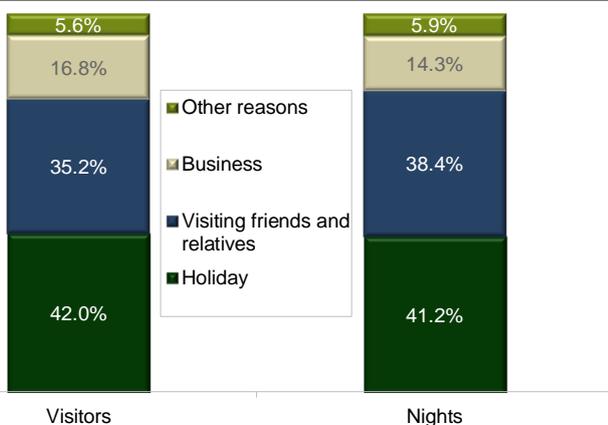


Daylesford & Macedon Ranges received 817,000 domestic overnight visitors - up by 8.9% on YE Sep 14. Visitors spent over 1.8 million nights in the region - up by 20.5% on YE Sep 14.

#### Market share

The region received 6.0% of visitors and 4.6% of nights in regional Victoria. Compared to YE Sep 14, the share of visitors was up by 0.3 pts and the share of nights was up by 0.8 pts.

#### Purpose of visit to Daylesford & Macedon Ranges



'Holiday' (42.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (35.2%) and 'business' (16.8%).

'Holiday' (41.2%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (38.4%) and 'business' (14.3%).

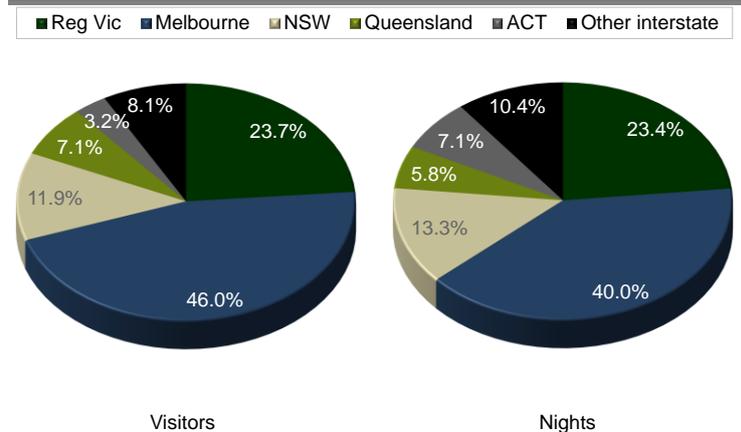
#### Accommodation

'Friends or relatives property' (39.5%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (15.5%) was the 2<sup>nd</sup> most popular, followed by 'rented house, apartment, flat or unit' (11.1%) and 'caravan park or commercial camping ground' (7.0%).

#### All transport

'Private vehicle or company car' (75.8%) was the most popular transport used by visitors to the region, followed by 'aircraft' (15.9%) and 'railway' (4.0%).

#### Origin



The region received 69.7% of visitors and 63.4% of nights from **intrastate**. Compared to YE Sep 14, intrastate visitors were up by 2.7% and nights were up by 3.0%.

**Interstate** contributed 30.3% of visitors and 36.6% of nights in the region. Compared to YE Sep 14, interstate visitors were up by 26.6%.

#### Length of stay

Visitors stayed on average 2.2 nights in the region.

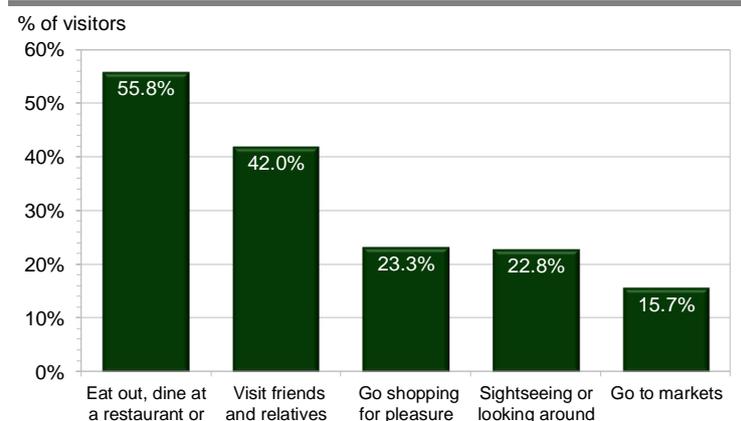
#### Age

'35 to 44 years' (19.5%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (19.2%).

#### Travel party

'Adult couple' (34.1%) was the most common travel party amongst visitors to the region, followed by 'alone' (28.2%) and 'friends or relatives' (17.3%).

#### Activities



'Eat out, dine at a restaurant or cafe' (55.8%) was the most popular activity undertaken by visitors to the region.

#### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Domestic overnight visitors spent \$371 million in the region. On average, visitors spent \$203 per night in the region.

<sup>(2)</sup> Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 15

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

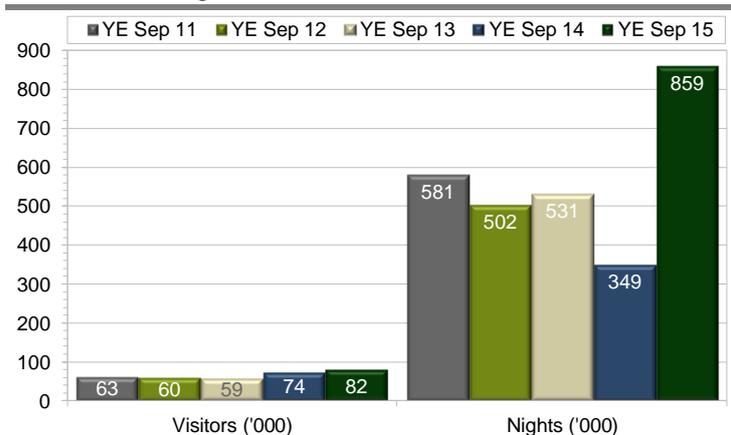
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### International Overnight Travel <sup>(3)</sup>

#### Visitors and nights



Daylesford & Macedon Ranges received 81,600 international overnight visitors - up by 9.8% on YE Sep 14. Visitors spent 859,000 nights in the region - up by 146% on YE Sep 14.

#### Market share

The region received 19.6% of visitors and 12.8% of nights in regional Victoria. Compared to YE Sep 14, the share of visitors was unchanged and the share of nights was up by 7.2% pts.

#### Purpose of visit to Daylesford & Macedon Ranges

'In transit' (35.4%) was the largest purpose for visitors to the region followed by 'visiting friends and relatives' (29.4%) and 'holiday' (19.9%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	29.6%	13	Canada	1.3%
2	United Kingdom	12.7%	14	Italy	1.0%
3	India	8.0%	15	Switzerland	0.9%
4	USA	7.8%	16	Netherlands	0.8%
5	Mainland China	5.7%	17	Indonesia	0.7%
6	Hong Kong	4.0%	18	Taiwan	0.5%
7	Malaysia	3.9%	19	Japan	0.4%
8	Singapore	3.8%	20	South Korea	0.0%
9	Germany	3.1%			
10	Thailand	2.2%		Other Asia	3.1%
11	France	1.7%		Other Europe	3.4%
12	Scandinavia	1.5%		Other Countries	4.0%

New Zealand (29.6%) was the largest source market of visitors to the region, followed by the United Kingdom (12.7%).

#### Accommodation

'Friends or relatives property' (76.9%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (6.6%).

#### Age

'55 to 64 years' (25.1%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (21.7%).

#### Expenditure (incl pre-paid package expenditure) <sup>(4)</sup>

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

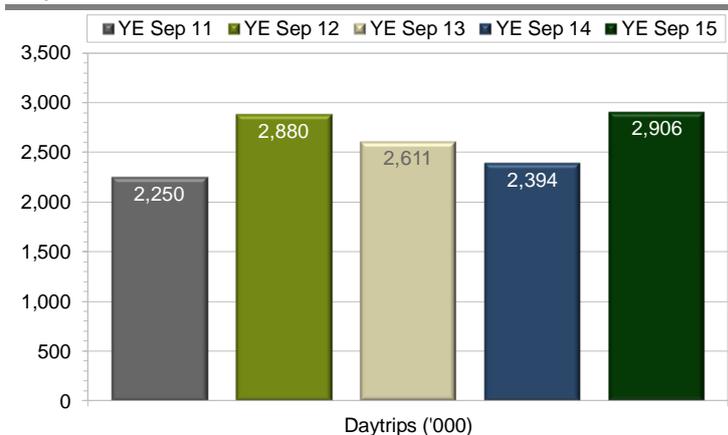
<sup>(4)</sup> Estimated using information from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Sep 15

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

<sup>(3)</sup> Source: International Visitor Survey, YE Sep 15, TRA

### Domestic Daytrip Travel <sup>(5)</sup>

#### Trips



Daylesford & Macedon Ranges received over 2.9 million domestic daytrip visitors - up by 21.4% on YE Sep 14.

#### Market share

The region received 9.9% of daytrips to regional Victoria. Compared to YE Sep 14, the share was up by 0.9% pts.

#### Main purpose of trip

'Holiday' (47.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (32.4%) and 'providing transport' (10.8%).

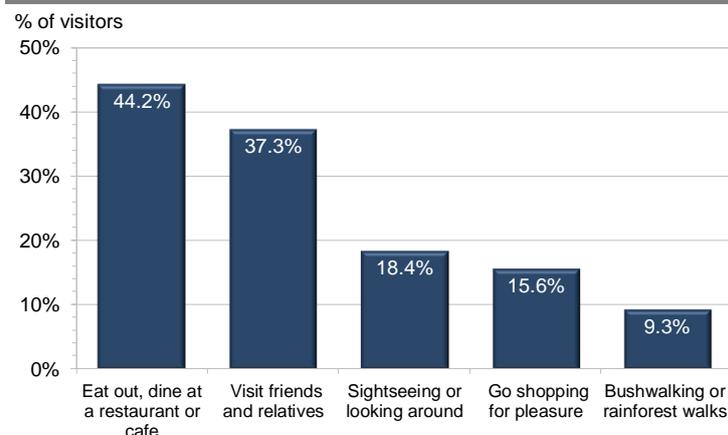
#### Age

'65 years and over' (22.0%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.4%).

#### Transport

'Private vehicle or company car' (96.9%) was the most popular transport used by visitors to the region, followed by 'railway' (2.2%) and 'bus or coach' (0.5%).

#### Activities



'Eat out, dine at a restaurant or cafe' (44.2%) was the most popular activity undertaken by visitors to the region.

#### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$271 million in the region. On average, visitors spent \$93 per trip to the region.

<sup>(6)</sup> Estimated using information from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Sep 15

<sup>(5)</sup> Source: National Visitor Survey, YE Sep 15, TRA

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