

# Travel to Daylesford & Macedon Ranges#

For the period April 2015 to March 2016



## Domestic Overnight Travel (1)

### Visitors and nights

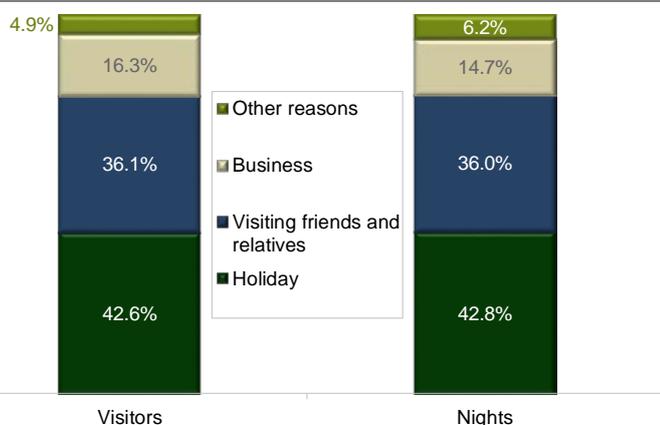


Daylesford & Macedon Ranges received 825,000 domestic overnight visitors - up by 6.8% on YE Mar 15. Visitors spent nearly 1.9 million nights in the region - up by 13.4% on YE Mar 15.

### Market share

The region received 5.8% of visitors and 4.5% of nights in regional Victoria. Compared to YE Mar 15, the share of visitors was down by 0.1 pt and the share of nights was up by 0.3% pts.

### Purpose of visit to Daylesford & Macedon Ranges



'Holiday' (42.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (36.1%) and 'business' (16.3%).

'Holiday' (42.8%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (36.0%) and 'business' (14.7%).

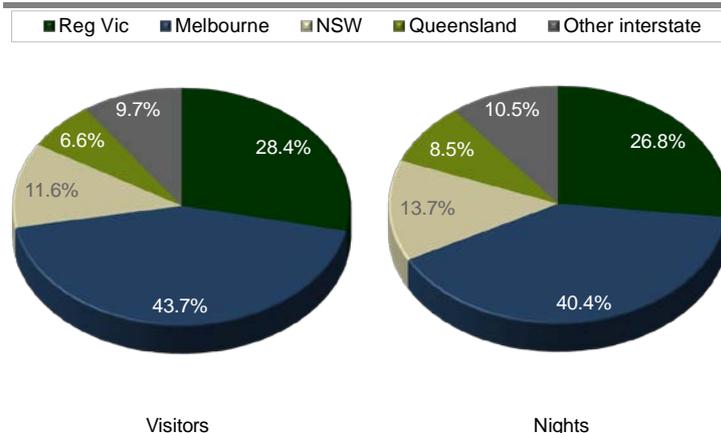
### Accommodation

'Friends or relatives property' (41.3%) was the most popular accommodation type used for nights in the region. 'Rented house, apartment, flat or unit' (11.9%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel or motor inn, below 4 star' (9.0%) and 'luxury hotel or resort, 4 or 5 star' (8.5%).

### All transport

'Private vehicle or company car' (78.9%) was the most popular transport used by visitors to the region, followed by 'aircraft' (14.7%) and 'railway' (2.9%).

### Origin



The region received 72.1% of visitors and 67.2% of nights from **intrastate**. Compared to YE Mar 15, intrastate visitors were up by 9.3% and nights were up by 18.7%.

**Interstate** contributed 27.9% of visitors and 32.8% of nights in the region. Compared to YE Mar 15, interstate visitors were up by 0.6% and nights were up by 3.8%.

### Length of stay

Visitors stayed on average 2.3 nights in the region.

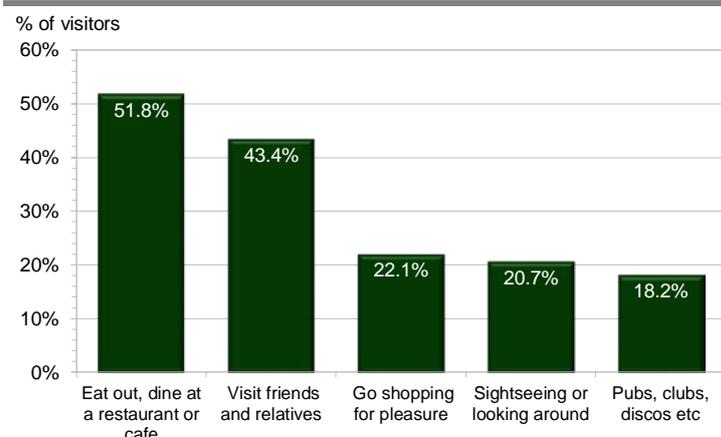
### Age

'35 to 44 years' (21.6%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (18.4%).

### Travel party

'Alone' (29.9%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (28.5%) and 'friends or relatives' (20.5%).

### Activities



'Eat out, dine at a restaurant or cafe' (51.8%) was the most popular activity undertaken by visitors to the region.

### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$410 million in the region. On average, visitors spent \$218 per night in the region.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 16

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

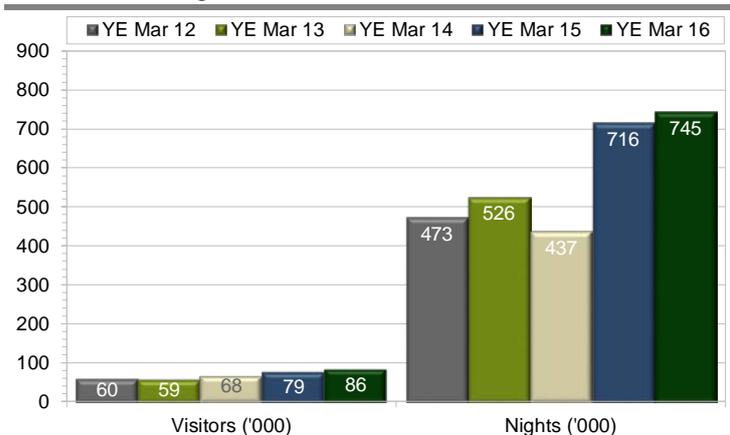
# Travel to Daylesford & Macedon Ranges#

For the period April 2015 to March 2016



## International Overnight Travel (3)

### Visitors and nights



Daylesford & Macedon Ranges received 85,900 international overnight visitors - up by 9.0% on YE Mar 15. Visitors spent 744,900 nights in the region - up by 4.0% on YE Mar 15.

### Market share

The region received 18.1% of visitors and 11.2% of nights in regional Victoria. Compared to YE Mar 15, the share of visitors was down by 1.4% pts and the share of nights was up by 0.7% pts.

### Purpose of visit to Daylesford & Macedon Ranges

'In transit' (35.1%) was the largest purpose for visitors to the region followed by 'holiday' (26.5%) and 'visiting friends and relatives' (26.3%).

### Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	27.4%	13	South Korea	1.6%
2	United Kingdom	13.7%	14	Italy	1.3%
3	USA	6.6%	15	Scandinavia	1.0%
4	Mainland China	6.1%	16	Taiwan	1.0%
5	Malaysia	6.0%	17	Netherlands	0.9%
6	India	4.5%	18	Switzerland	0.7%
7	Singapore	3.6%	19	Thailand	0.5%
8	Hong Kong	3.2%	20	Indonesia	0.3%
9	Canada	2.7%			
10	Germany	2.4%		Other Asia	3.6%
11	Japan	2.1%		Other Europe	2.7%
12	France	1.9%		Other Countries	6.2%

New Zealand (27.4%) was the largest source market of visitors to the region, followed by the United Kingdom (13.7%).

### Accommodation

'Friends or relatives property' (70.7%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (8.1%).

### Age

'55 to 64 years' (25.6%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (24.7%).

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

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

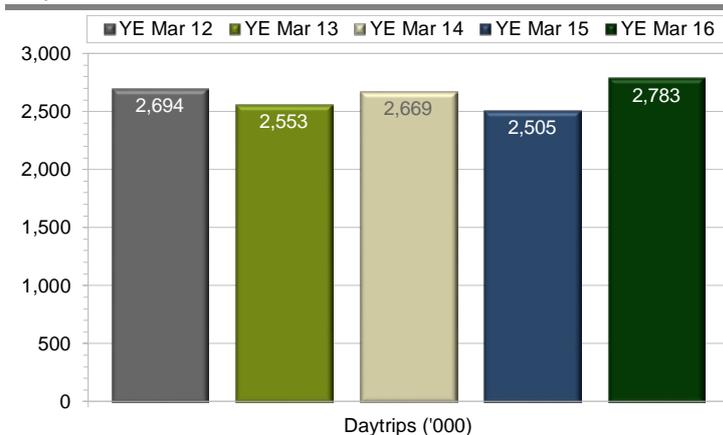
(4) Estimated using information from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Mar 16

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

(3) Source: International Visitor Survey, YE Mar 16, TRA

## Domestic Daytrip Travel (5)

### Trips



Daylesford & Macedon Ranges received nearly 2.8 million domestic daytrip visitors - up by 11.1% on YE Mar 15.

### Market share

The region received 9.2% of daytrips to regional Victoria. Compared to YE Mar 15, the share was up by 0.2% pts.

### Main purpose of trip

'Holiday' (44.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (28.9%) and 'providing transport' (15.4%).

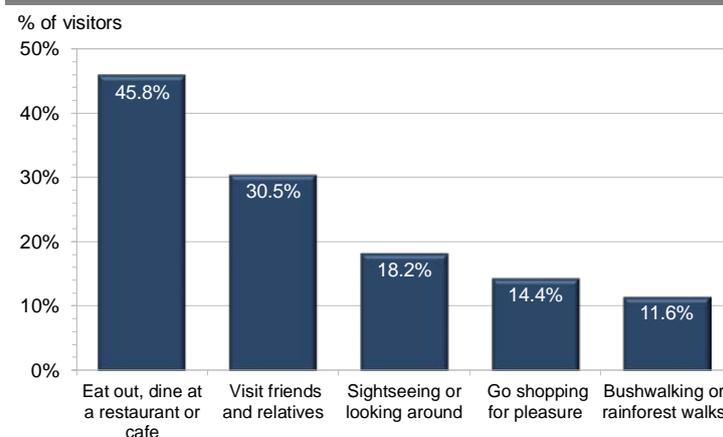
### Age

'45 to 54 years' (21.7%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.2%).

### Transport

'Private vehicle or company car' (97.2%) was the most popular transport used by visitors to the region, followed by 'railway' (1.5%) and 'bus or coach' (1.4%).

### Activities



'Eat out, dine at a restaurant or cafe' (45.8%) was the most popular activity undertaken by visitors to the region.

### Expenditure (6)

Domestic daytrip visitors spent \$255 million in the region. On average, visitors spent \$92 per trip to the region.

(6) Estimated using information from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Mar 16

(5) Source: National Visitor Survey, YE Mar 16, TRA