

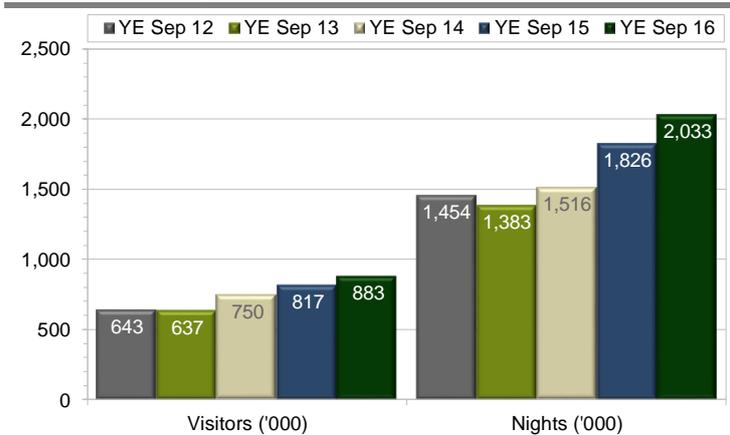
Travel to Daylesford & Macedon Ranges#

For the period October 2015 to September 2016



Domestic Overnight Travel (1)

Visitors and nights



Daylesford & Macedon Ranges received 883,000 domestic overnight visitors - up by 8.2% on YE Sep 15. Visitors spent over 2.0 million nights in the region - up by 11.3% on YE Sep 15.

Market share

The region received 6.4% of visitors and 5.1% of nights in regional Victoria. Compared to YE Sep 15, the share of visitors was up by 0.4% pts and the share of nights was up by 0.5% pts.

Purpose of visit to Daylesford & Macedon Ranges



'Holiday' (42.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (37.7%) and 'business' (15.0%).

'Holiday' (46.5%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (36.1%) and 'business' (13.4%).

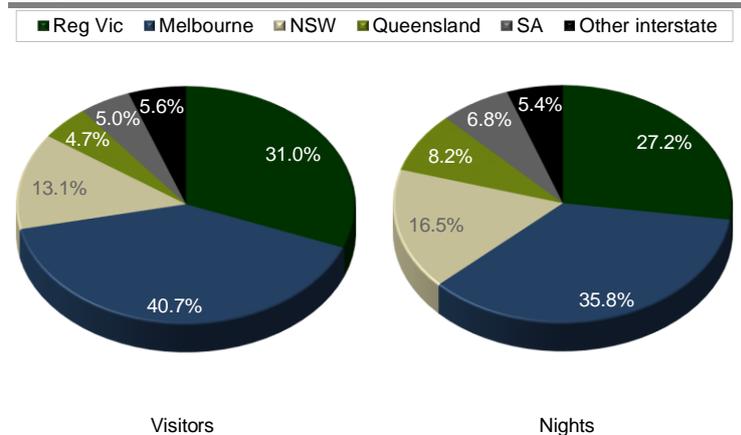
Accommodation

'Friends or relatives property' (38.6%) was the most popular accommodation type used for nights in the region. 'Luxury hotel or resort, 4 or 5 star' (12.4%) was the 2nd most popular, followed by 'rented house, apartment, flat or unit' (11.5%) and 'standard hotel or motor inn, below 4 star' (9.3%).

All transport

'Private vehicle or company car' (81.9%) was the most popular transport used by visitors to the region, followed by 'aircraft' (12.1%) and 'rental car' (2.9%).

Origin



The region received 71.6% of visitors and 63.0% of nights from **intrastate**. Compared to YE Sep 15, intrastate visitors were up by 11.2% and nights were up by 10.7%.

Interstate contributed 28.4% of visitors and 37.0% of nights in the region. Compared to YE Sep 15, interstate visitors were up by 1.3% and nights were up by 12.4%.

Length of stay

Visitors stayed on average 2.3 nights in the region.

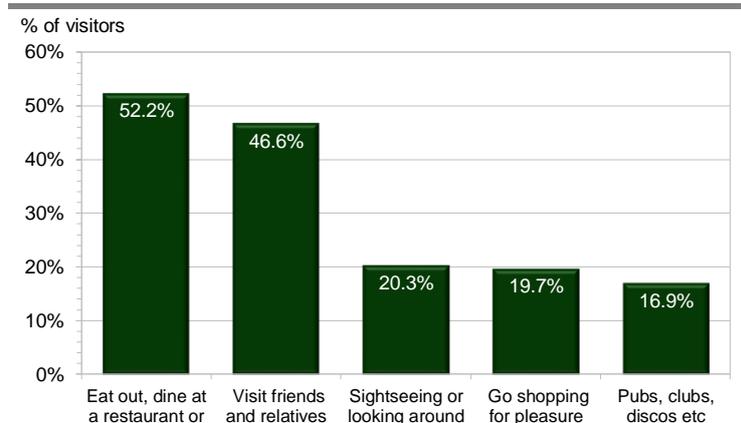
Age

'35 to 44 years' (23.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.2%).

Travel party

'Adult couple' (29.8%) was the most common travel party amongst visitors to the region, followed by 'alone' (26.2%) and 'friends or relatives' (23.5%).

Activities



'Eat out, dine at a restaurant or cafe' (52.2%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$429 million in the region. On average, visitors spent \$211 per night in the region.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 16.

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

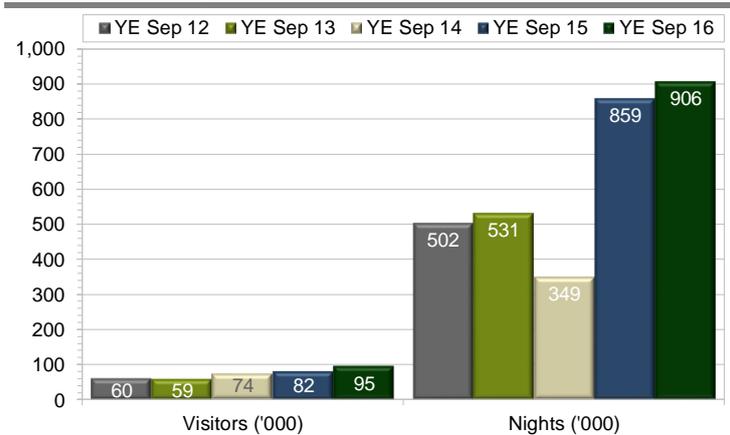
Travel to Daylesford & Macedon Ranges#

For the period October 2015 to September 2016



International Overnight Travel (3)

Visitors and nights



Daylesford & Macedon Ranges received 95,400 international overnight visitors - up by 16.8% on YE Sep 15. Visitors spent 905,700 nights in the region - up by 5.4% on YE Sep 15.

Market share

The region received 18.8% of visitors and 13.0% of nights in regional Victoria. Compared to YE Sep 15, the share of visitors was down by 0.8% pts and the share of nights was up by 0.2% pts.

Purpose of visit to Daylesford & Macedon Ranges

'Holiday' (33.2%) was the largest purpose for visitors to the region followed by 'in transit' (32.2%) and 'visiting friends and relatives' (24.1%).

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	28.1%	13	Hong Kong	1.4%
2	United Kingdom	13.2%	14	Scandinavia	1.3%
3	USA	9.7%	15	Italy	0.8%
4	Mainland China	8.2%	16	Switzerland	0.8%
5	Malaysia	4.7%	17	Netherlands	0.8%
6	India	4.4%	18	Taiwan	0.5%
7	Singapore	3.3%	19	Indonesia	0.2%
8	Japan	2.0%	20	Thailand	0.0%
9	Germany	1.9%			
10	Canada	1.8%		Other Asia	5.2%
11	France	1.7%		Other Europe	3.6%
12	South Korea	1.4%		Other Countries	5.2%

New Zealand (28.1%) was the largest source market of visitors to the region, followed by the United Kingdom (13.2%).

Accommodation

'Friends or relatives property' (68.7%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (7.5%).

Age

'55 to 64 years' (25.5%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.7%).

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

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

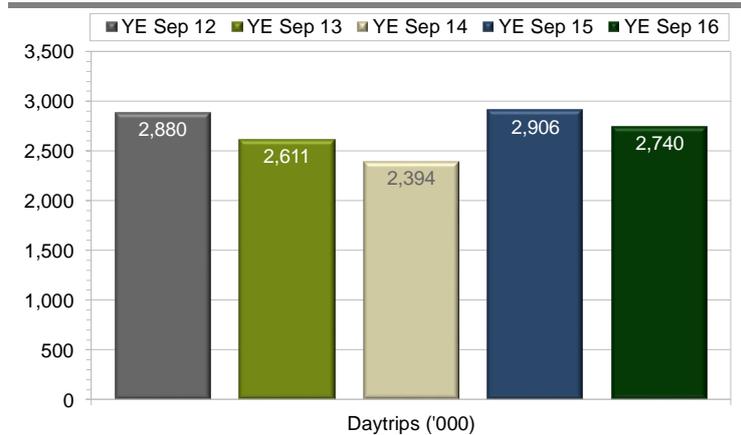
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Sep 16.

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

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

Domestic Daytrip Travel (5)

Trips



Daylesford & Macedon Ranges received over 2.7 million domestic daytrip visitors - down by 5.7% on YE Sep 15.

Market share

The region received 8.7% of daytrips to regional Victoria. Compared to YE Sep 15, the share was down by 1.2% pts.

Main purpose of trip

'Holiday' (45.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (28.8%) and 'providing transport' (15.1%).

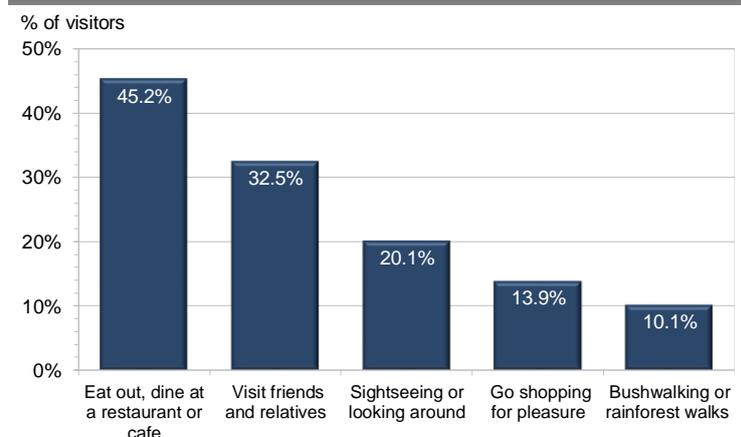
Age

'45 to 54 years' (22.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.8%).

Transport

'Private vehicle or company car' (97.6%) was the most popular transport used by visitors to the region, followed by 'bus or coach' (1.9%) and 'railway' (0.5%).

Activities



'Eat out, dine at a restaurant or cafe' (45.2%) was the most popular activity undertaken by visitors to the region.

Expenditure (6)

Domestic daytrip visitors spent \$236 million in the region. On average, visitors spent \$86 per trip to the region.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Sep 16.

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