

TRAVEL TO DAYLESFORD & MACEDON RANGES

TRACKING RESULTS
For the period July 2016 to June 2017

CONTENTS

Section

[Introduction](#)

[Key results](#)

[Total travel](#)

[Visitor expenditure](#)

[Sub-region summary results](#)

[Domestic overnight travel](#)

[International overnight travel](#)

[Domestic daytrip travel](#)

[Domestic travel preference](#)

[Google Analytics](#)

[Notes](#)

INTRODUCTION

This report provides tracking results of selected travel measures for Daylesford & Macedon Ranges and the four sub-regions of Macedon, Moorabool, Hepburn and Hume for the period July 2016 to June 2017 and internet visitation for the period August 2016 to August 2017.

Data from the National Visitor Survey (NVS), International Visitor Survey (IVS), Holiday Tracking Survey (HTS), and Google Analytics for www.visitvictoria.com has been used.

The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS, IVS and HTS or otherwise available from Tourism Research Australia (TRA) or Roy Morgan Research (RMR) before drawing any conclusions or inferences, or taking any action, based on the data before drawing any conclusions or inferences, or taking any action, based on the data.

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

Produced by datainsights, Melbourne, September 2017.

KEY RESULTS

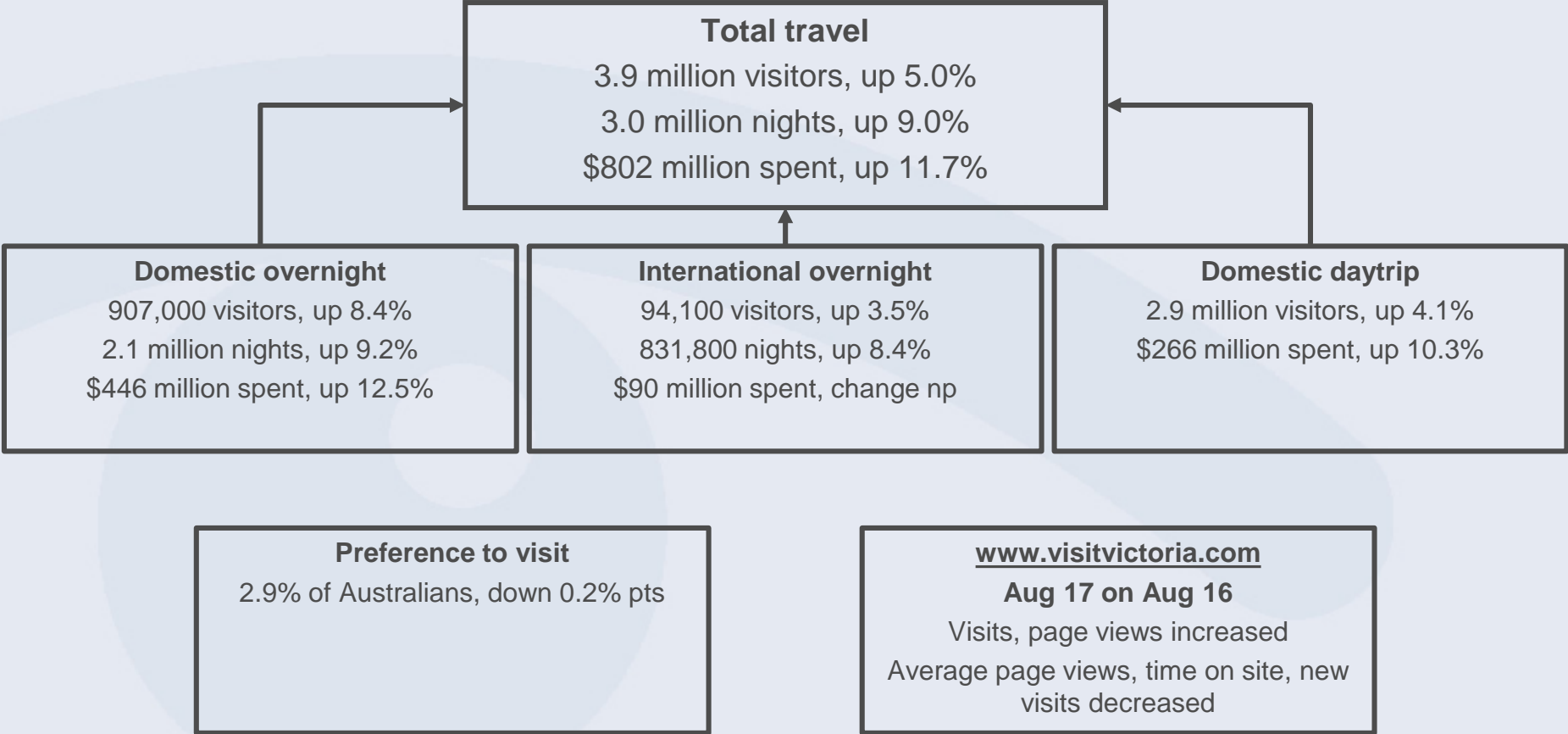
Daylesford & Macedon Ranges

The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS and IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

KEY RESULTS

Daylesford & Macedon Ranges

YE Jun 17 on YE Jun 16



Sources: NVS & IVS, YE Jun 17, TRA; TRA's expenditure allocation method applied to NVS & IVS data, YE Jun 16 and YE Jun 17, TRA; HTS, YE Jun 17, RMR; and www.visitvictoria.com, Aug 16 to Aug 17, Google Analytics

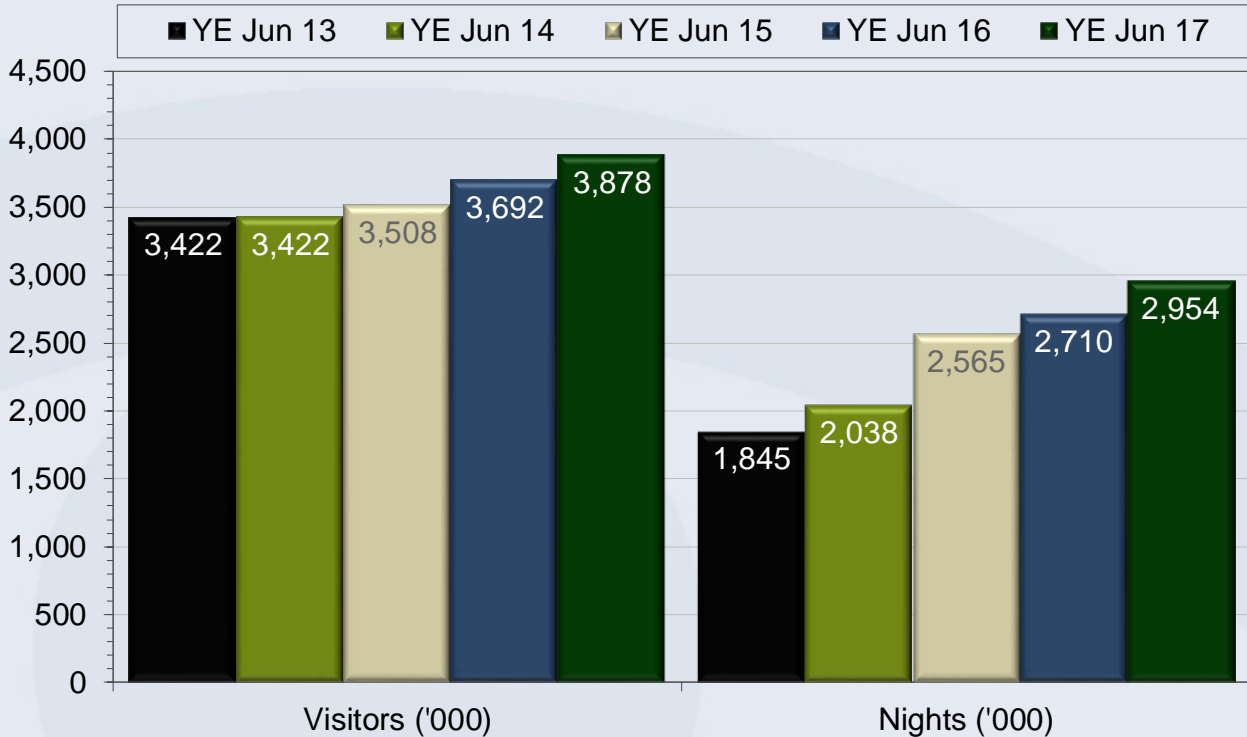
TOTAL TRAVEL

Domestic and international visitors aged 15 and over

The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS and IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

TOTAL TRAVEL

Daylesford & Macedon Ranges



YE Jun 17

Visitors
 3.9 million
 +5.0% on YE Jun 16
 +13.3% on YE Jun 13

Excl Melbourne Airport
 3.4 million
 +6.8% on YE Jun 16
 +17.6% on YE Jun 13

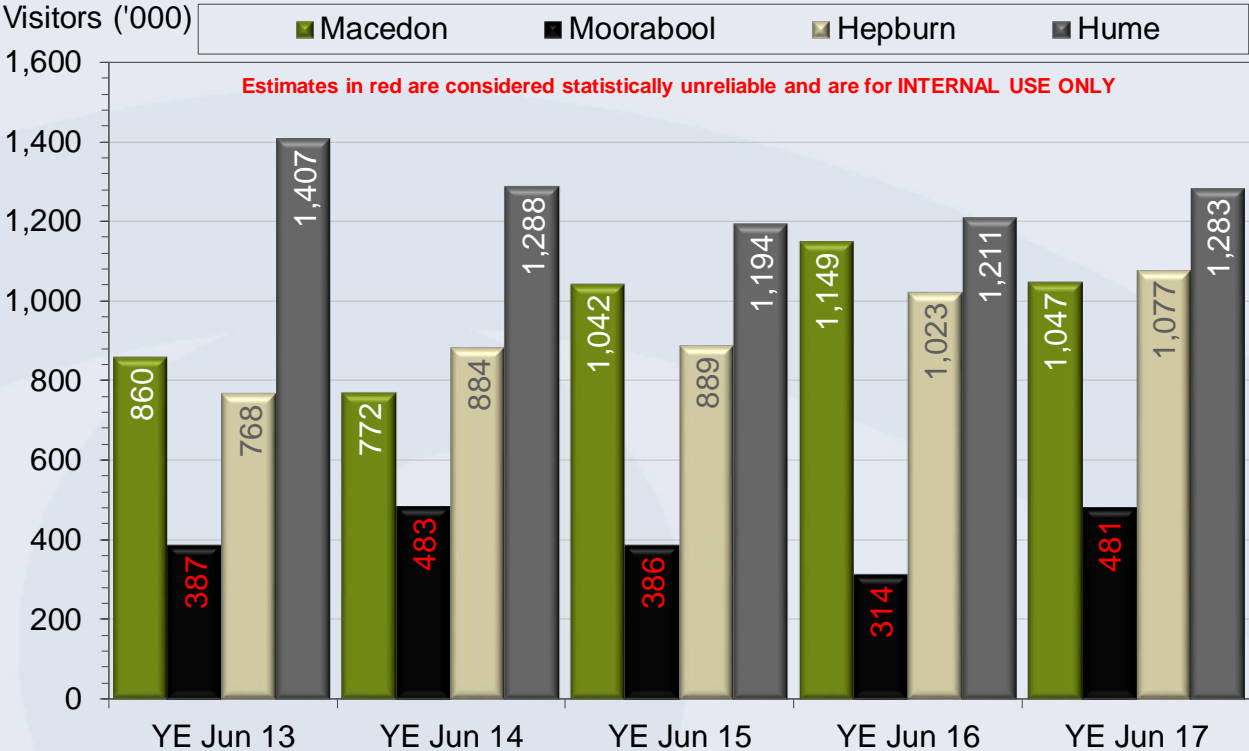
Nights
 3.0 million
 +9.0% on YE Jun 16
 +60.1% on YE Jun 13

Excl Melbourne Airport
 2.8 million
 +11.0% on YE Jun 16
 +62.9% on YE Jun 13

Source: Estimated using data from the NVS & IVS, YE Jun 17, TRA.

TOTAL VISITORS

sub-regions



YE Jun 17

Macedon
 1.0 million visitors
 -8.9% on YE Jun 16
 +21.7% on YE Jun 13

Moorabool
 481 thousand visitors
 change np on YE Jun 16
 change np on YE Jun 13

Hepburn
 1.1 million visitors
 +5.3% on YE Jun 16
 +40.3% on YE Jun 13

Hume
 1.3 million visitors
 +6.0% on YE Jun 16
 -8.8% on YE Jun 13

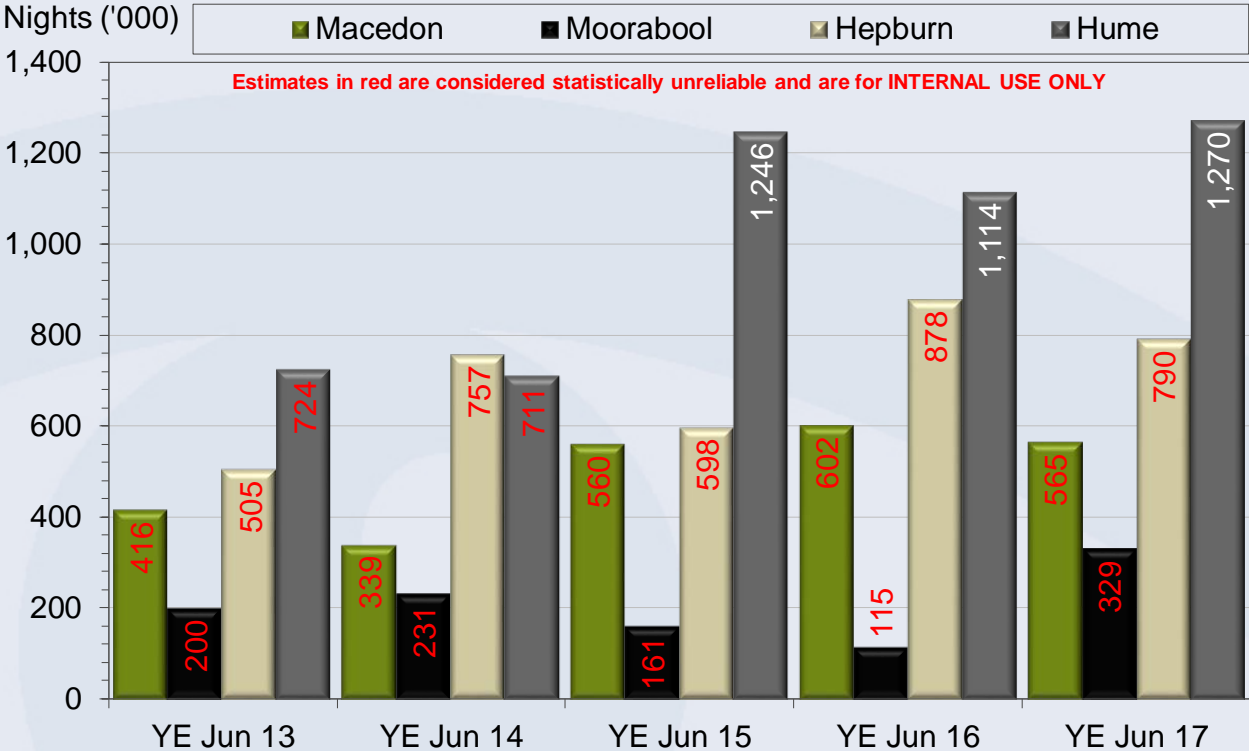
Hume excl Melbourne Airport
 829 thousand visitors
 +14.7% on YE Jun 16
 -7.6% on YE Jun 13

Source: Estimated using data from the NVS & IVS, YE Jun 17, TRA.

Note: change analysis should not be conducted on statistically unreliable estimates or results.

TOTAL VISITOR NIGHTS

sub-regions



YE Jun 17

Macedon
 565 thousand nights
 change np on YE Jun 16
 change np on YE Jun 13

Moorabool
 329 thousand nights
 change np on YE Jun 16
 change np on YE Jun 13

Hepburn
 790 thousand nights
 change np on YE Jun 16
 change np on YE Jun 13

Hume
 1.3 million nights
 +14.0% on YE Jun 16
 change np on YE Jun 13
 Hume excl Melbourne Airport
 1.1 million nights
 +20.4% on YE Jun 16
 change np on YE Jun 13

Source: Estimated using data from the NVS & IVS, YE Jun 17, TRA.

Note: change analysis should not be conducted on statistically unreliable estimates or results.

VISITOR EXPENDITURE

Domestic and international visitors aged 15 and over

The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS and IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

VISITOR EXPENDITURE

Daylesford & Macedon Ranges and sub-regions

Sub-region / region	Domestic overnight		International overnight		Domestic daytrips		Total travel
	Expenditure (\$ million)	Expenditure per night (\$)	Expenditure (\$ million)	Expenditure per night (\$)	Expenditure (\$ million)	Expenditure per trip (\$)	Expenditure (\$ million)
Macedon	\$66	\$132	np	np	\$62	\$76	\$131
Moorabool	\$37	\$132	np	np	\$29	\$76	\$69
Hepburn	\$157	\$209	np	np	\$69	\$94	\$230
Hume	\$187	\$313	np	np	\$106	\$112	\$372
Daylesford & Macedon Ranges	\$446	\$210	\$90	\$108	\$266	\$92	\$802

Source: Estimated using information from TRA's expenditure allocation method applied to NVS & IVS data, YE Jun 17, TRA.

Note: Visitor expenditure for Daylesford & Macedon Ranges and sub-regions is derived and should be used as an indication only.

SUB-REGION SUMMARY RESULTS

Domestic and international visitors aged 15 and over

The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS and IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

MACEDON

Key measure	YE Jun 13	YE Jun 14	YE Jun 15	YE Jun 16	YE Jun 17	Change on last year	Overall change	Average annual growth	% share of DMR	% pts change on last year	% pts change overall
Domestic overnight visitors ('000)	127	155	226	206	229	11.1%	80.2%	15.9%	25.3%	0.6	3.1
Domestic nights ('000)	360	290	468	517	496	np	np	np	23.4%	np	np
International visitors ('000)	4	5	5	6	5	np	np	np	5.2%	np	np
International nights ('000)	56	49	92	85	68	np	np	np	8.2%	np	np
Domestic daytrips ('000)	729	612	811	937	813	-13.3%	11.4%	2.7%	28.2%	-5.7	2.1
Total visitors ('000)	860	772	1,042	1,149	1,047	-8.9%	21.7%	5.0%	27.0%	-4.1	1.9
Total nights ('000)	416	339	560	602	565	np	np	np	19.1%	np	np

Sources: NVS & IVS, YE Jun 17, TRA; and estimated using data from the NVS & IVS, YE Jun 17, TRA.

Estimates highlighted in pink are statistically unreliable or below the data confidence intervals used by TEVE and are for INTERNAL USE ONLY

Note: change analysis should not be conducted on statistically unreliable estimates or results.

MOORABOOL

Key measure	YE Jun 13	YE Jun 14	YE Jun 15	YE Jun 16	YE Jun 17	Change on last year	Overall change	Average annual growth	% share of DMR	% pts change on last year	% pts change overall
Domestic overnight visitors ('000)	49	104	52	48	95	np	np	np	10.5%	np	np
Domestic nights ('000)	95	209	150	98	277	np	np	np	13.0%	np	np
International visitors ('000)	3	1	2	1	3	np	np	np	2.9%	np	np
International nights ('000)	105	22	11	17	52	np	np	np	6.2%	np	np
Domestic daytrips ('000)	336	377	332	265	383	44.7%	14.1%	3.3%	13.3%	3.7	1.3
Total visitors ('000)	387	483	386	314	481	np	np	np	12.4%	np	np
Total nights ('000)	200	231	161	115	329	np	np	np	11.1%	np	np

Sources: NVS & IVS, YE Jun 17, TRA; and estimated using data from the NVS & IVS, YE Jun 17, TRA.

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HEPBURN

Key measure	YE Jun 13	YE Jun 14	YE Jun 15	YE Jun 16	YE Jun 17	Change on last year	Overall change	Average annual growth	% share of DMR	% pts change on last year	% pts change overall
Domestic overnight visitors ('000)	220	320	290	343	338	-1.6%	53.9%	11.4%	37.3%	-3.7	-1.1
Domestic nights ('000)	484	719	577	821	750	-8.6%	np	np	35.4%	-6.9	np
International visitors ('000)	3	6	4	4	10	np	np	np	10.8%	np	np
International nights ('000)	21	38	21	58	40	np	np	np	4.8%	np	np
Domestic daytrips ('000)	545	558	595	675	729	8.0%	33.9%	7.6%	25.3%	0.9	5.8
Total visitors ('000)	768	884	889	1,023	1,077	5.3%	40.3%	8.8%	27.8%	0.1	5.4
Total nights ('000)	505	757	598	878	790	np	np	np	26.8%	np	np

Sources: NVS & IVS, YE Jun 17, TRA; and estimated using data from the NVS & IVS, YE Jun 17, TRA.

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HUME

Including Melbourne airport											
Key measure	YE Jun 13	YE Jun 14	YE Jun 15	YE Jun 16	YE Jun 17	Change on last year	Overall change	Average annual growth	% share of DMR	% pts change on last year	% pts change overall
Domestic overnight visitors ('000)	177	243	261	241	253	4.9%	43.0%	9.3%	27.9%	-1.0	-3.1
Domestic nights ('000)	403	391	511	507	598	18.1%	np	np	28.2%	2.1	np
International visitors ('000)	49	61	68	81	77	-4.2%	59.4%	12.4%	82.3%	-6.5	-0.8
International nights ('000)	320	320	735	607	672	10.5%	109.6%	20.3%	80.7%	1.5	16.9
Domestic daytrips ('000)	1,181	984	864	888	952	7.2%	-19.4%	-5.3%	33.1%	1.0	-9.2
Total visitors ('000)	1,407	1,288	1,194	1,211	1,283	6.0%	-8.8%	-2.3%	33.1%	0.3	-8.0
Total nights ('000)	724	711	1,246	1,114	1,270	14.0%	np	np	43.0%	1.9	np

Excluding Melbourne airport											
Key measure	YE Jun 13	YE Jun 14	YE Jun 15	YE Jun 16	YE Jun 17	Change on last year	Overall change	Average annual growth	% share of DMR	% pts change on last year	% pts change overall
Domestic overnight visitors ('000)	148	176	198	182	197	8.8%	33.3%	7.4%	21.8%	0.1	-4.1
Domestic nights ('000)	356	316	431	424	516	np	np	np	24.3%	np	np
International visitors ('000)	15	18	25	31	30	-3.6%	100.3%	19.0%	31.9%	-2.3	6.3
International nights ('000)	245	249	665	508	606	19.4%	np	np	72.8%	6.6	np
Domestic daytrips ('000)	734	616	549	511	602	17.9%	-18.0%	-4.8%	20.9%	2.4	-5.4
Total visitors ('000)	897	809	772	723	829	14.7%	-7.6%	-2.0%	21.4%	1.8	-4.8
Total nights ('000)	601	565	1,096	932	1,122	20.4%	np	np	38.0%	3.6	np

Sources: NVS & IVS, YE Jun16, TRA; and estimated using data from the NVS & IVS, YE Jun 17, TRA.

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Note: change analysis should not be conducted on statistically unreliable estimates or results.

DOMESTIC OVERNIGHT TRAVEL

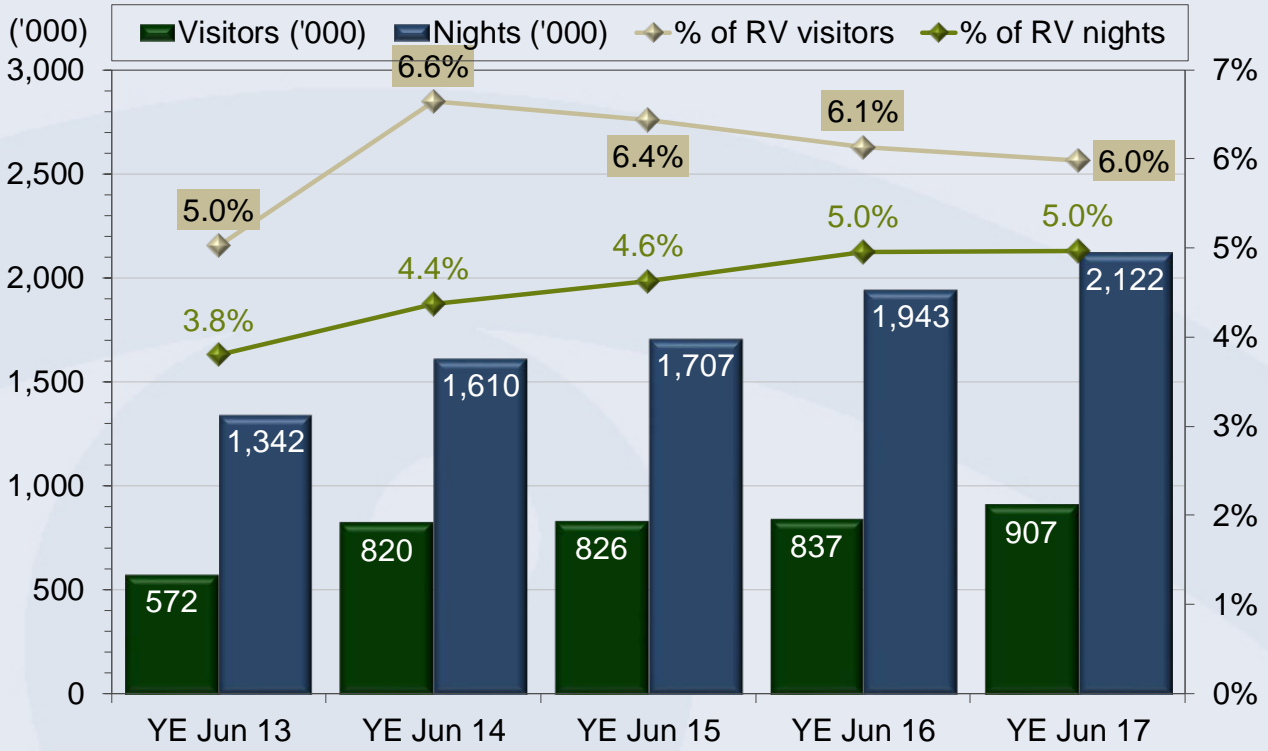
Australian residents aged 15 and over

The data used is subject to sampling variability. Users are advised to consult data confidence tables contained in publications relevant to the NVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

Some results may be below the data confidence intervals used by TEVE, i.e. 50,000 for visitors and 500,000 for nights. Any such estimates are for INTERNAL USE ONLY.

DOMESTIC OVERNIGHT TRAVEL

indicators for Daylesford & Macedon Ranges



YE Jun 17

Visitors
 907 thousand
 +8.4% on YE Jun 16
 +58.5% on YE Jun 13

Share of regional Victoria
 6.0% of visitors
 -0.1% pts on YE Jun 16
 +1.0% pts on YE Jun 13

Excl Melbourne Airport
 851 thousand
 +9.6% on YE Jun 16
 +56.6% on YE Jun 13

Nights
 2.1 million
 +9.2% on YE Jun 16
 +58.1% on YE Jun 13

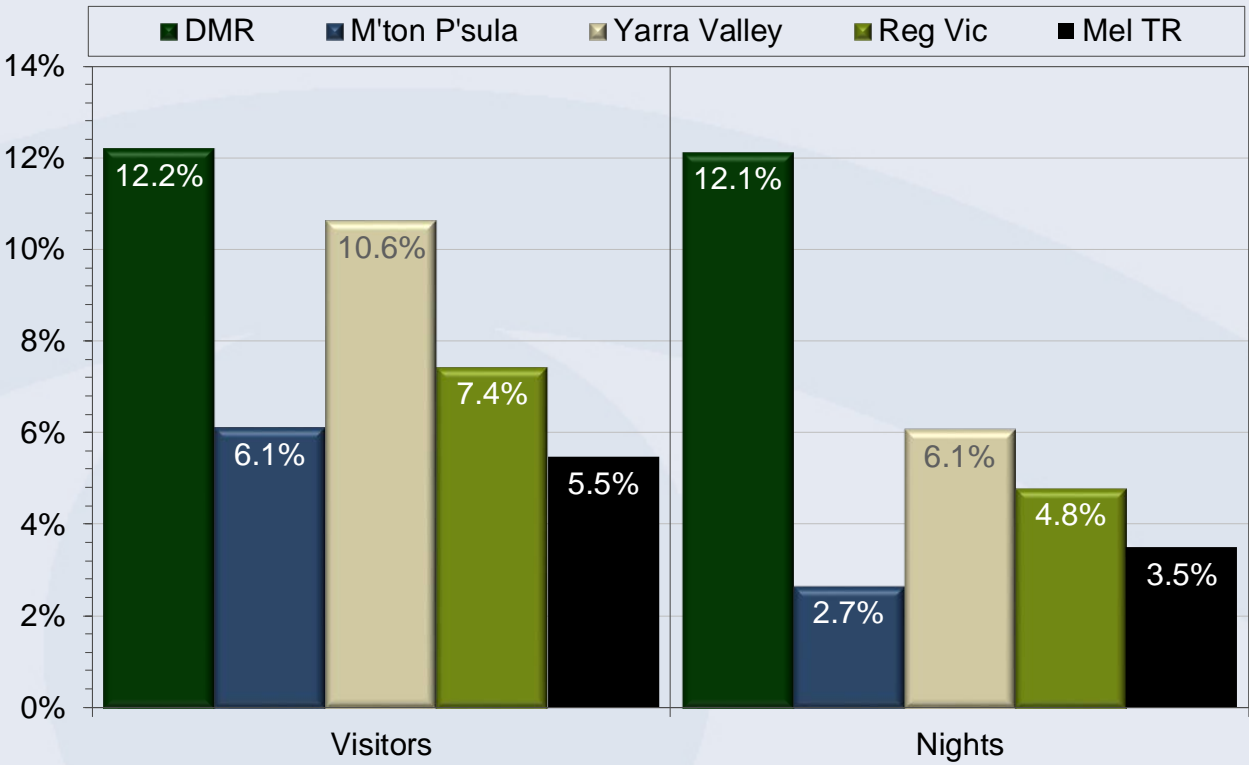
Share of regional Victoria
 5.0% of nights
 +0.0% pts on YE Jun 16
 +1.2% pts on YE Jun 13

Excl Melbourne Airport
 2.0 million
 +9.6% on YE Jun 16
 +57.5% on YE Jun 13

Source: NVS, YE Jun 17, TRA

DOMESTIC OVERNIGHT TRAVEL

average annual growth or decline (AAG)



YE Jun 13 to YE Jun 17

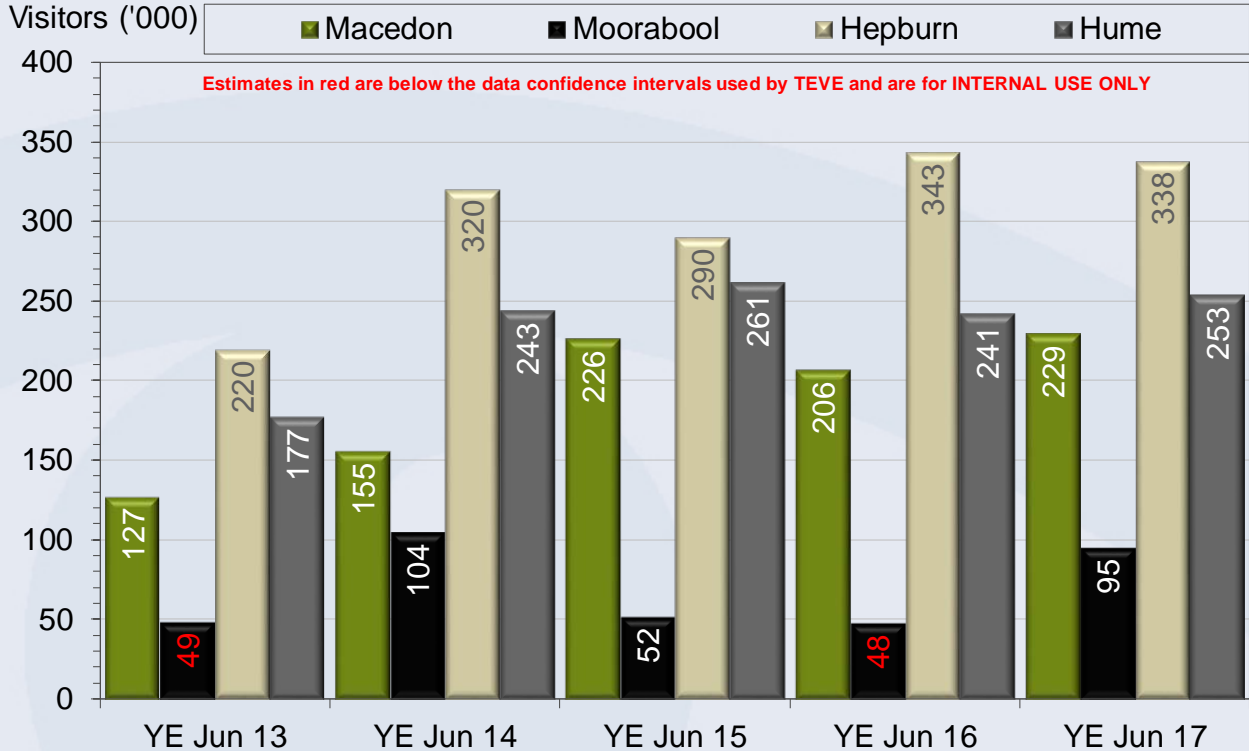
Visitors
+12.2% AAG.
The region ranks 1st in AAG of the selected destinations.

Nights
+12.1% AAG.
The region ranks 1st in AAG of the selected destinations.

Source: NVS, YE Jun 17, TRA

DOMESTIC OVERNIGHT VISITORS

sub-regions



YE Jun 17

Macedon
 229 thousand visitors
 +11.1% on YE Jun 16
 +80.2% on YE Jun 13

Moorabool
 95 thousand visitors
 change np on YE Jun 16
 change np on YE Jun 13

Hepburn
 338 thousand visitors
 -1.6% on YE Jun 16
 +53.9% on YE Jun 13

Hume
 253 thousand visitors
 +4.9% on YE Jun 16
 +43.0% on YE Jun 13

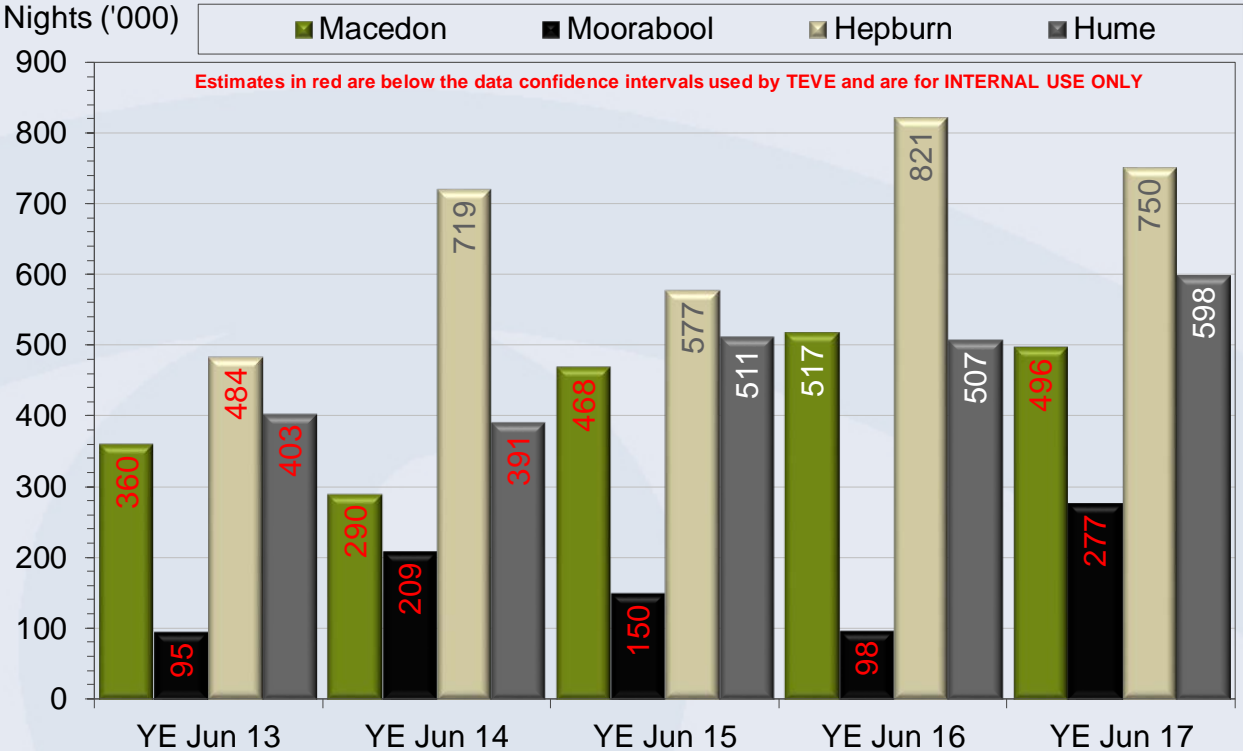
Hume excl Melbourne Airport
 197 thousand visitors
 +8.8% on YE Jun 16
 +33.3% on YE Jun 13

Source: NVS, YE Jun 17, TRA

Note: change analysis should not be conducted on statistically unreliable estimates or results.

DOMESTIC VISITOR NIGHTS

sub-regions



Estimates in red are below the data confidence intervals used by TEVE and are for INTERNAL USE ONLY

YE Jun 17

Macedon
 496 thousand nights
 change np on YE Jun 16
 change np on YE Jun 13

Moorabool
 277 thousand nights
 change np on YE Jun 16
 change np on YE Jun 13

Hepburn
 750 thousand nights
 -8.6% on YE Jun 16
 change np on YE Jun 13

Hume
 598 thousand nights
 +18.1% on YE Jun 16
 change np on YE Jun 13

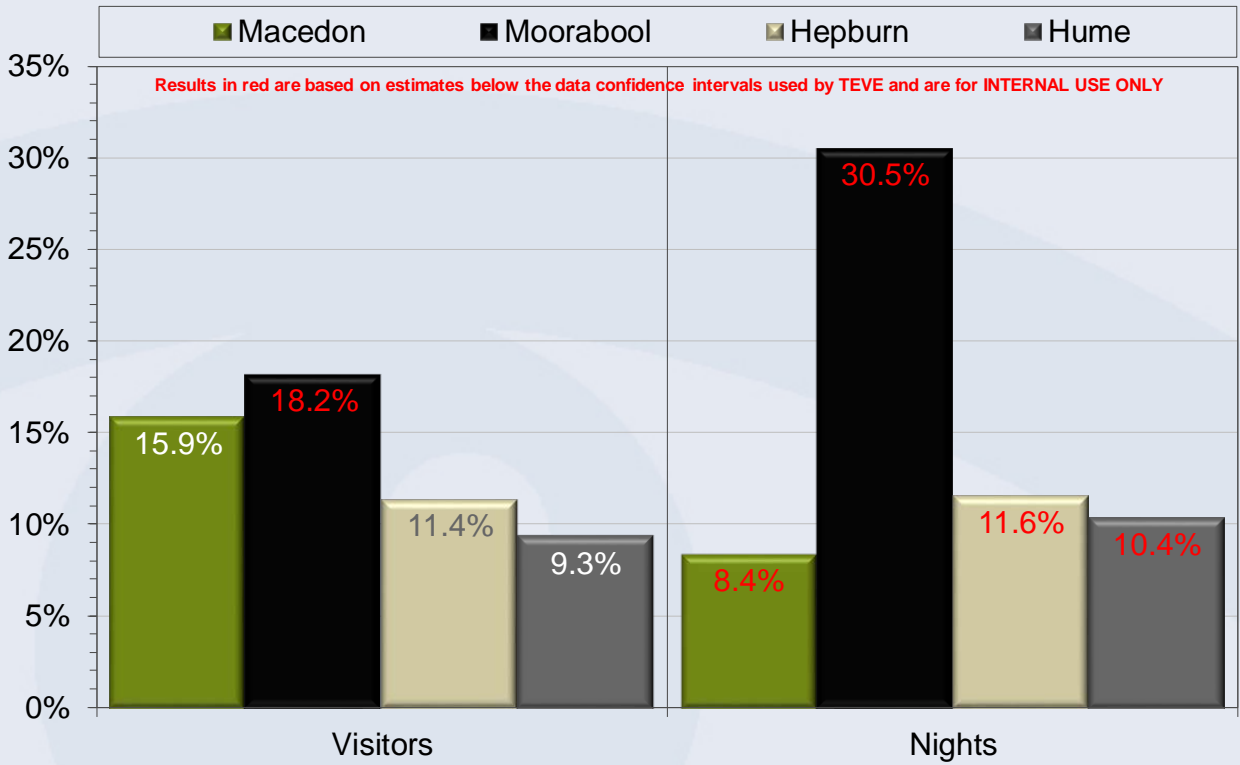
Hume excl Melbourne Airport
 516 thousand nights
 change np on YE Jun 16
 change np on YE Jun 13

Source: NVS, YE Jun 17, TRA

Note: change analysis should not be conducted on statistically unreliable estimates or results.

DOMESTIC OVERNIGHT TRAVEL

average annual growth or decline (AAG) for sub-regions



YE Jun 13 to YE Jun 17

Macedon
 +15.9% AAG in visitors.
 Ranked 1st for AAG in visitors.
 Results not published for nights.

Moorabool
 Results not published for visitors.
 Results not published for nights.

Hepburn
 +11.4% AAG in visitors.
 Ranked 2nd for AAG in visitors.
 Results not published for nights.

Hume
 +9.3% AAG in visitors.
 Ranked 3rd for AAG in visitors.
 Results not published for nights.

Source: NVS, YE Jun 17, TRA

Note: change analysis should not be conducted on statistically unreliable estimates or results.

INTERNATIONAL OVERNIGHT TRAVEL

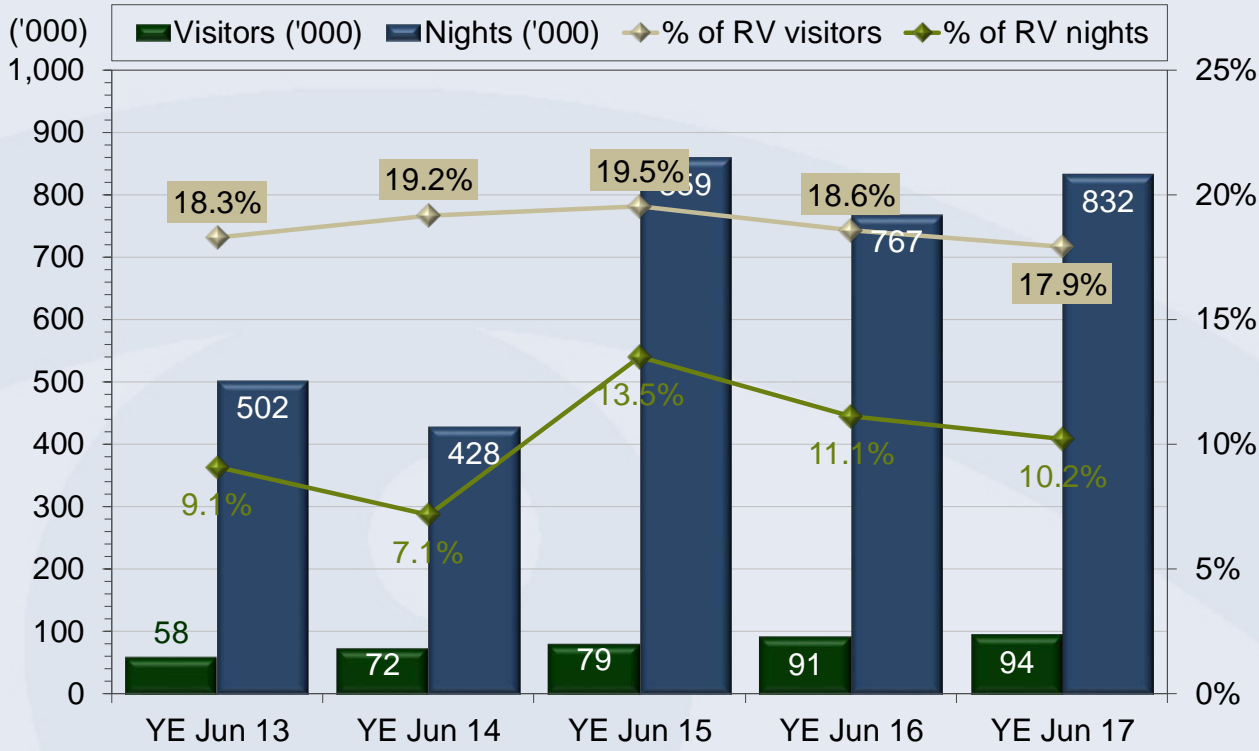
International residents aged 15 and over

The data used is subject to sampling variability. Users are advised to consult data confidence tables contained in publications relevant to the IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

Some results may be below the data confidence intervals used by TEVE, i.e. 5,000 for visitors and 250,000 for nights. Any such estimates are for INTERNAL USE ONLY.

INTERNATIONAL OVERNIGHT TRAVEL

indicators for Daylesford & Macedon Ranges



YE Jun 17

Visitors
 94.1 thousand
 +3.5% on YE Jun 16
 +61.1% on YE Jun 13

Share of regional Victoria
 17.9% of visitors
 -0.7% pts on YE Jun 16
 -0.4% pts on YE Jun 13

Excl Melbourne Airport
 47.0 thousand
 +11.7% on YE Jun 16
 +87.3% on YE Jun 13

Nights
 831.8 thousand
 +8.4% on YE Jun 16
 +65.6% on YE Jun 13

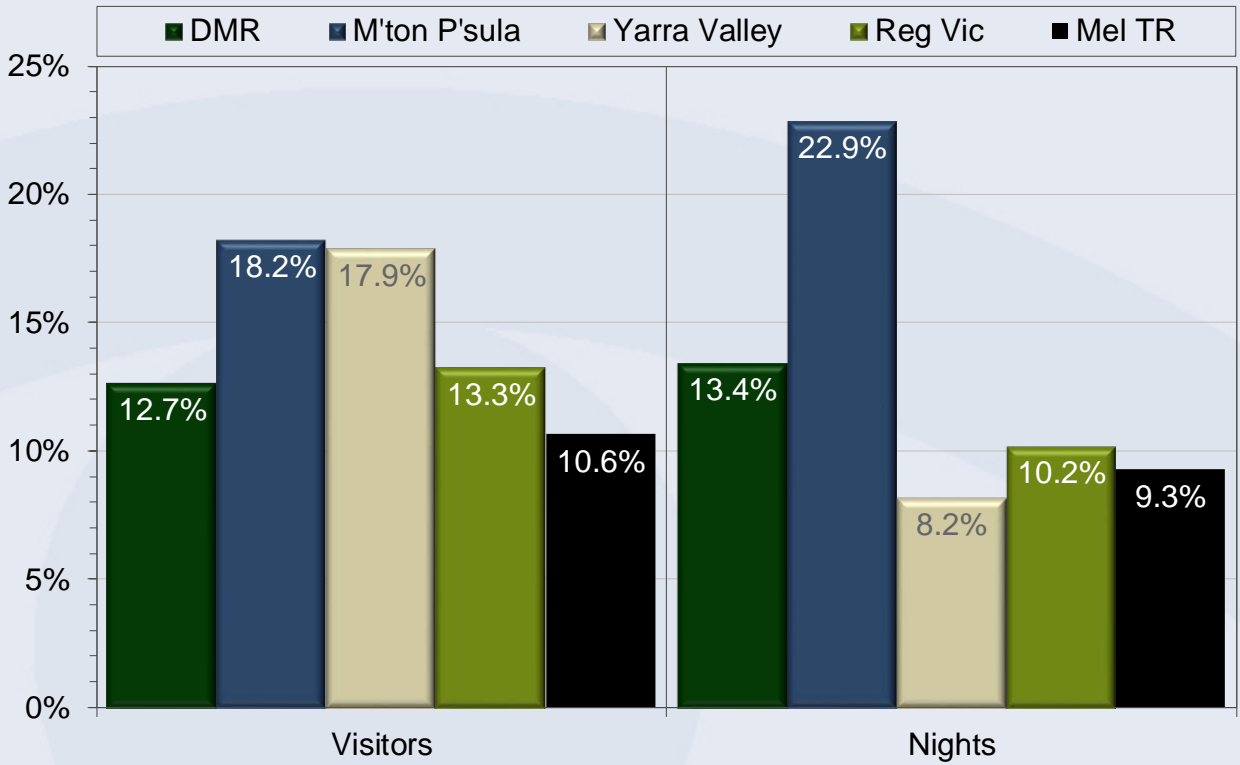
Share of regional Victoria
 10.2% of nights
 -0.9% pts on YE Jun 16
 +1.1% pts on YE Jun 13

Excl Melbourne Airport
 766.2 thousand
 +14.8% on YE Jun 16
 +79.4% on YE Jun 13

Source: IVS, YE Jun 17, TRA

INTERNATIONAL OVERNIGHT TRAVEL

average annual growth or decline (AAG)



YE Jun 13 to YE Jun 17

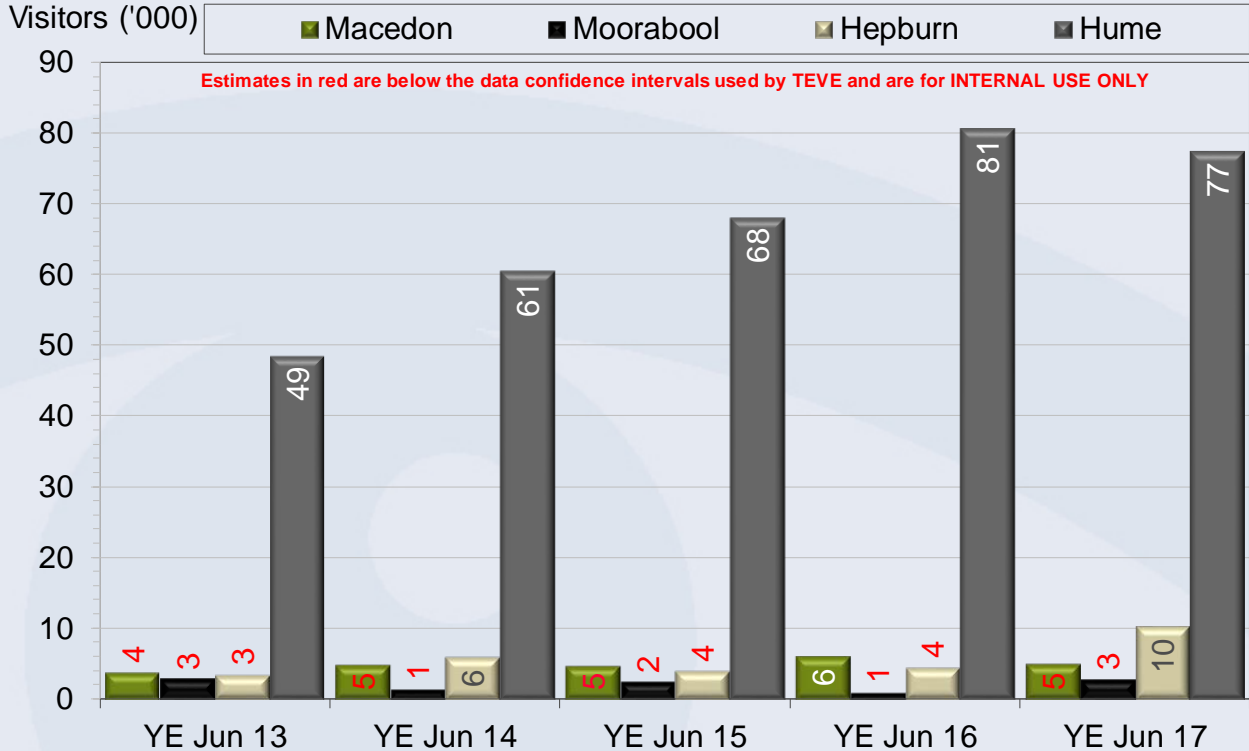
Visitors
+12.7% AAG.
The region ranks 4th in AAG of the selected destinations.

Nights
+13.4% AAG.
The region ranks 2nd in AAG of the selected destinations.

Source: IVS, YE Jun 17, TRA

INTERNATIONAL OVERNIGHT VISITORS

sub-regions



YE Jun 17

Macedon
 4.8 thousand visitors
 change np on YE Jun 16
 change np on YE Jun 13

Moorabool
 2.8 thousand visitors
 change np on YE Jun 16
 change np on YE Jun 13

Hepburn
 10.2 thousand visitors
 change np on YE Jun 16
 change np on YE Jun 13

Hume
 77.4 thousand visitors
 -4.2% on YE Jun 16
 +59.4% on YE Jun 13

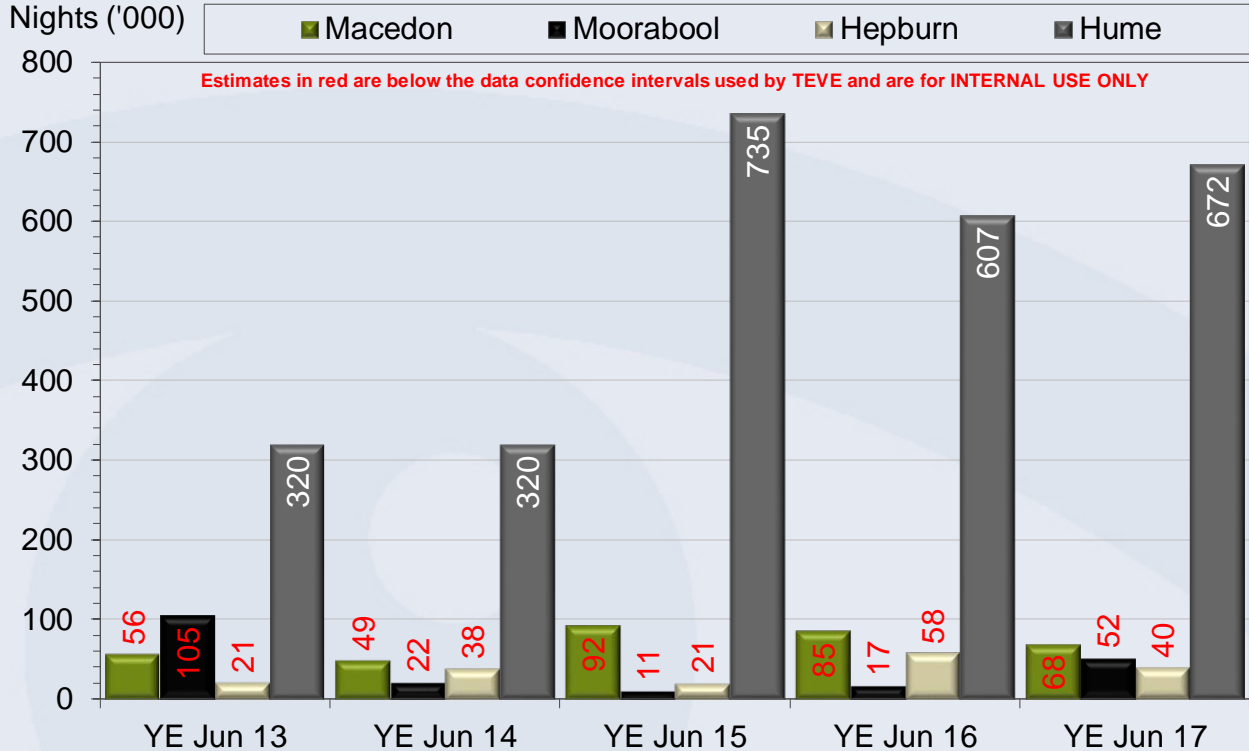
Hume excl Melbourne Airport
 30.0 thousand visitors
 -3.6% on YE Jun 16
 +100.3% on YE Jun 13

Source: IVS, YE Jun 17, TRA

Note: change analysis should not be conducted on statistically unreliable estimates or results.

INTERNATIONAL VISITOR NIGHTS

sub-regions



YE Jun 17

Macedon
 68.4 thousand nights
 change np on YE Jun 16
 change np on YE Jun 13

Moorabool
 52.0 thousand nights
 change np on YE Jun 16
 change np on YE Jun 13

Hepburn
 39.9 thousand nights
 change np on YE Jun 16
 change np on YE Jun 13

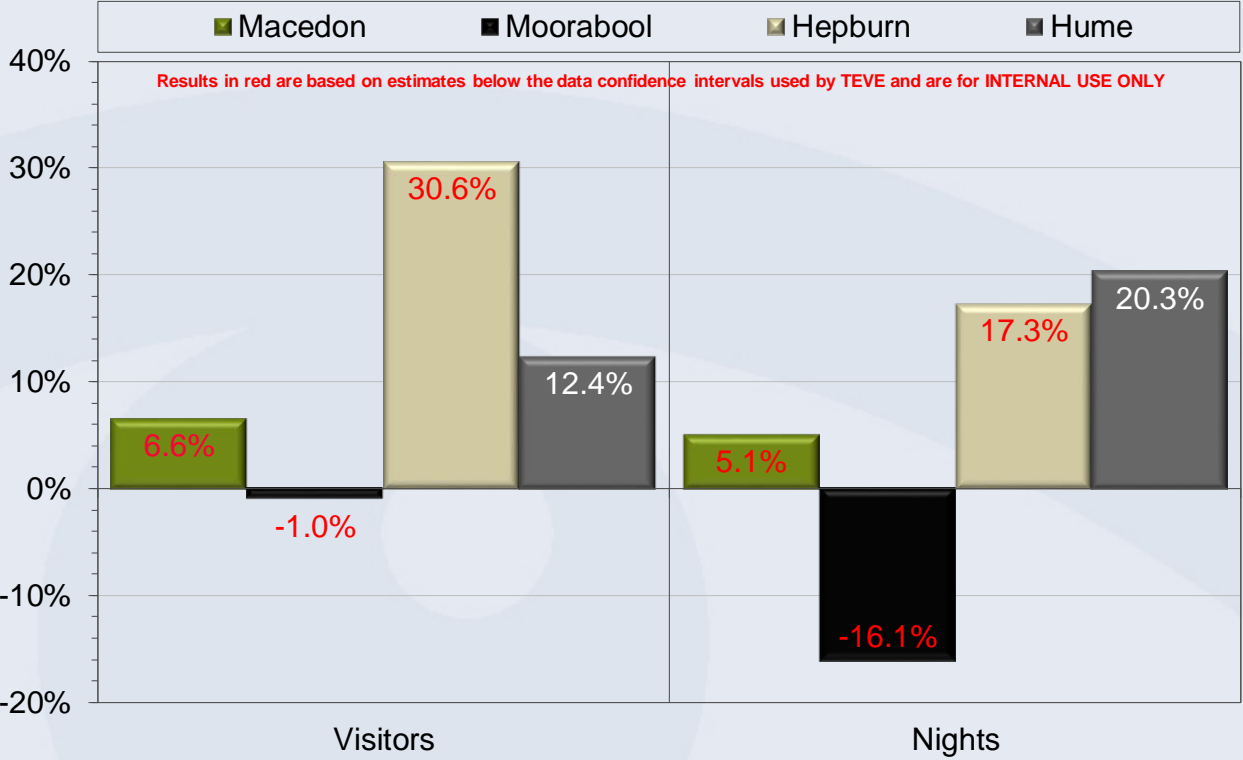
Hume
 671.5 thousand nights
 +10.5% on YE Jun 16
 +109.6% on YE Jun 13
 Hume excl Melbourne Airport
 605.9 thousand nights
 +19.4% on YE Jun 16
 change np on YE Jun 13

Source: IVS, YE Jun 17, TRA

Note: change analysis should not be conducted on statistically unreliable estimates or results.

INTERNATIONAL OVERNIGHT TRAVEL

average annual growth or decline (AAG) for sub-regions



YE Jun 13 to YE Jun 17

Macedon
Results not published for visitors.
Results not published for nights.

Moorabool
Results not published for visitors.
Results not published for nights.

Hepburn
Results not published for visitors.
Results not published for nights.

Hume
+12.4% AAG in visitors.
Ranked 1st for AAG in visitors.
+20.3% AAG in nights.
Ranked 1st for AAG in nights.

Source: IVS, YE Jun 17, TRA

Note: change analysis should not be conducted on statistically unreliable estimates or results.

DOMESTIC DAYTRIP TRAVEL

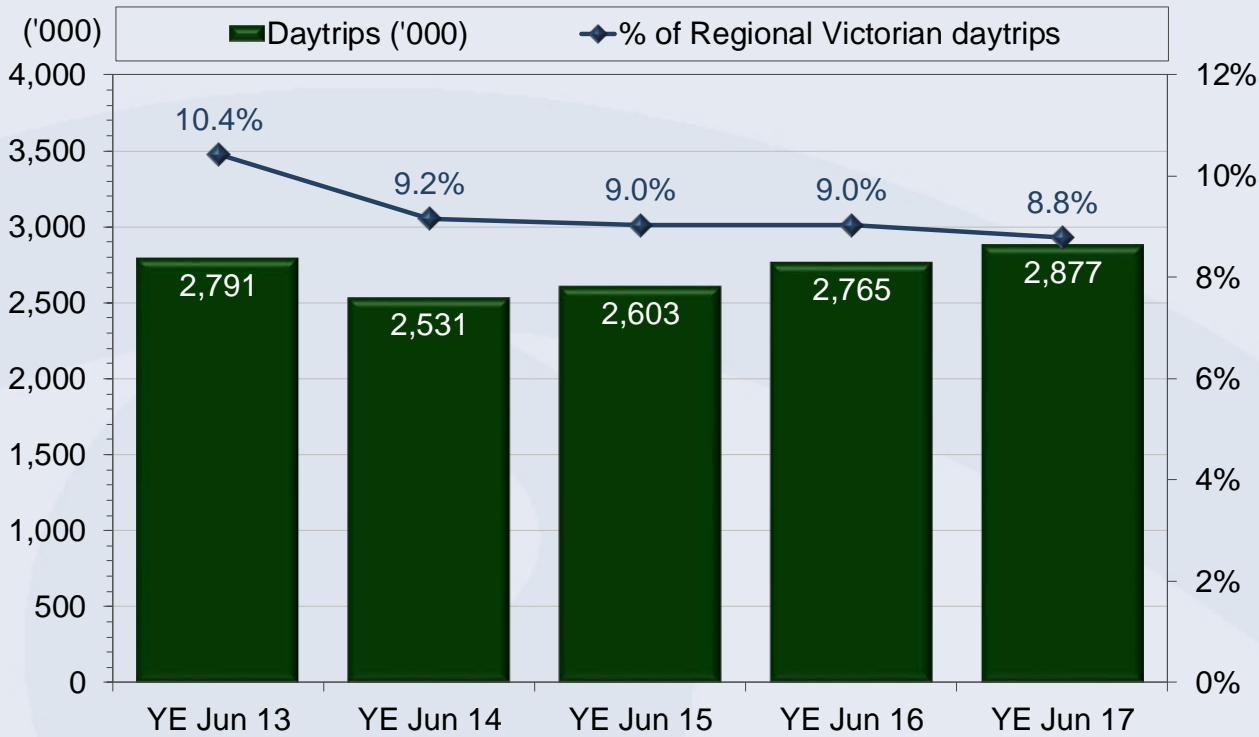
Australian residents aged 15 and over

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Any such estimates are for INTERNAL USE ONLY.

DOMESTIC DAYTRIP TRAVEL

indicators for Daylesford & Macedon Ranges



YE Jun 17

Visitors
 2.9 million
 +4.1% on YE Jun 16
 +3.1% on YE Jun 13

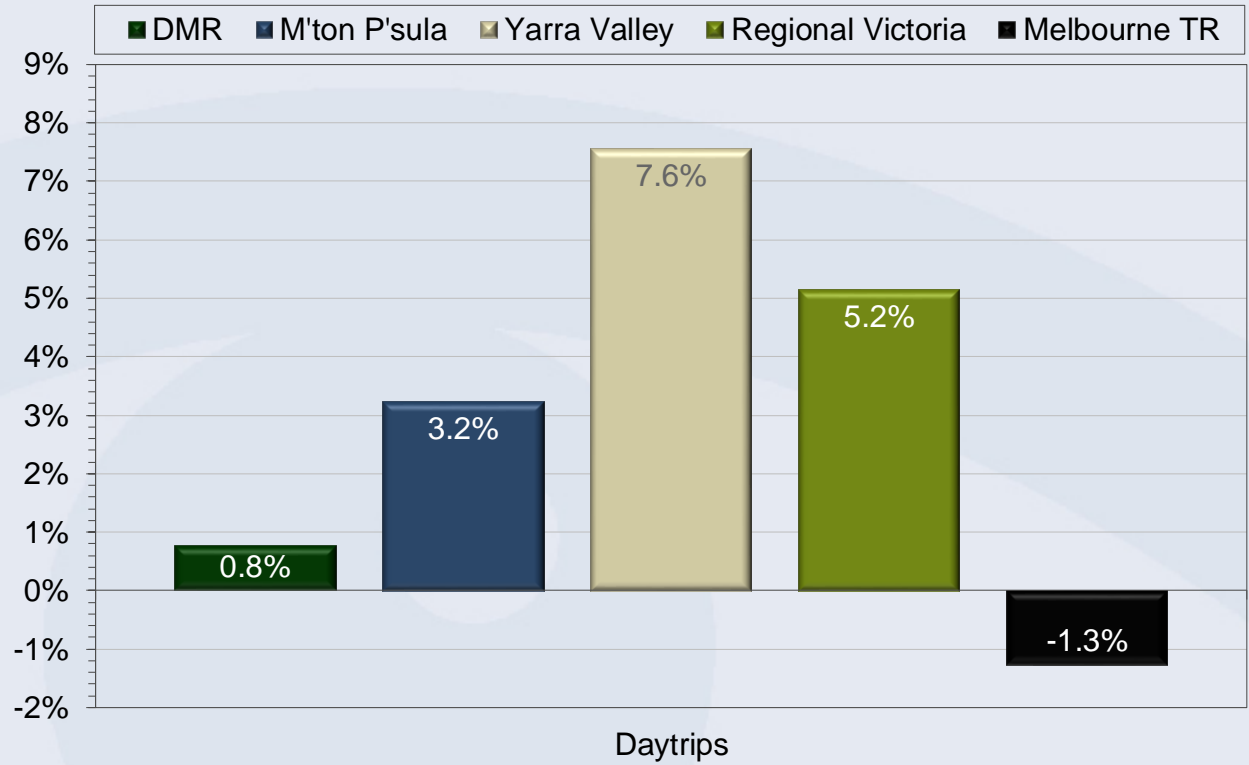
Share of regional Victoria
 8.8% of visitors
 -0.2% pts on YE Jun 16
 -1.6% pts on YE Jun 13

Excl Melbourne Airport
 2.5 million
 +5.8% on YE Jun 16
 +7.8% on YE Jun 13

Source: NVS, YE Jun 17, TRA

DOMESTIC DAYTRIP TRAVEL

average annual growth or decline (AAG)



YE Jun 13 to YE Jun 17

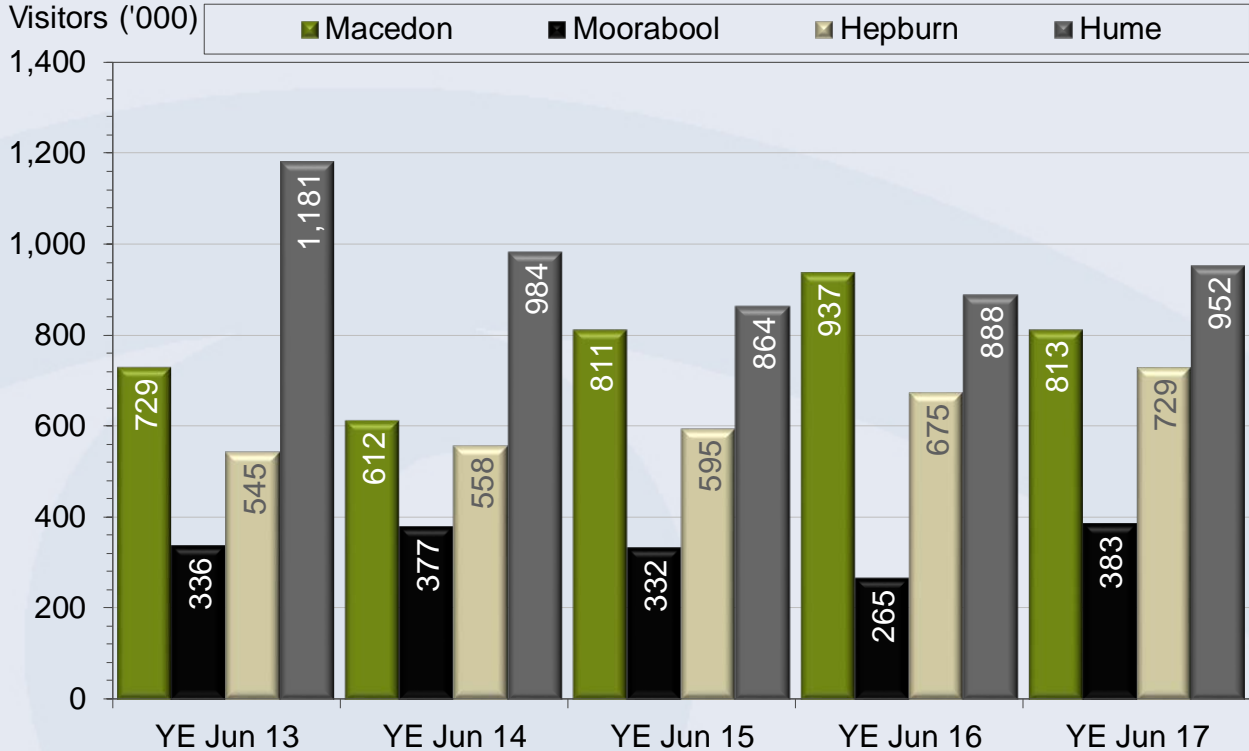
Visitors
+0.8% AAG.

The region ranks 4th in AAG of the selected destinations.

Source: NVS, YE Jun 17, TRA

DOMESTIC DAYTRIP TRAVEL

sub-regions



YE Jun 17

Macedon
 813 thousand visitors
 -13.3% on YE Jun 16
 +11.4% on YE Jun 13

Moorabool
 383 thousand visitors
 +44.7% on YE Jun 16
 +14.1% on YE Jun 13

Hepburn
 729 thousand visitors
 +8.0% on YE Jun 16
 +33.9% on YE Jun 13

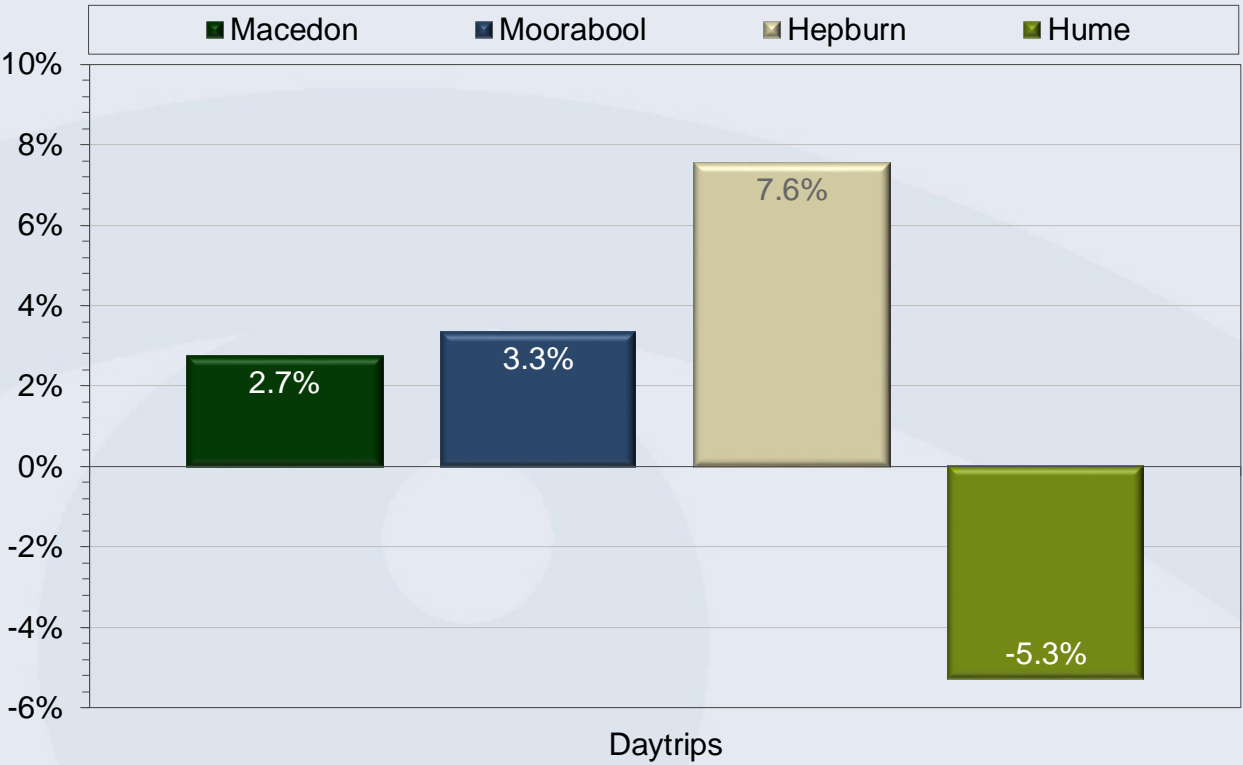
Hume
 952 thousand visitors
 +7.2% on YE Jun 16
 -19.4% on YE Jun 13

Hume excl Melbourne Airport
 602 thousand visitors
 +17.9% on YE Jun 16
 -18.0% on YE Jun 13

Source: NVS, YE Jun 17, TRA

DOMESTIC DAYTRIP TRAVEL

average annual growth or decline (AAG) for sub-regions



YE Jun 13 to YE Jun 17

Macedon
+2.7% AAG.
Ranked 3rd for AAG in visitors.

Moorabool
+3.3% AAG.
Ranked 2nd for AAG in visitors.

Hepburn
+7.6% AAG.
Ranked 1st for AAG in visitors.

Hume
-5.3% AAG.
Ranked 4th for AAG in visitors.

Source: NVS, YE Jun 17, TRA

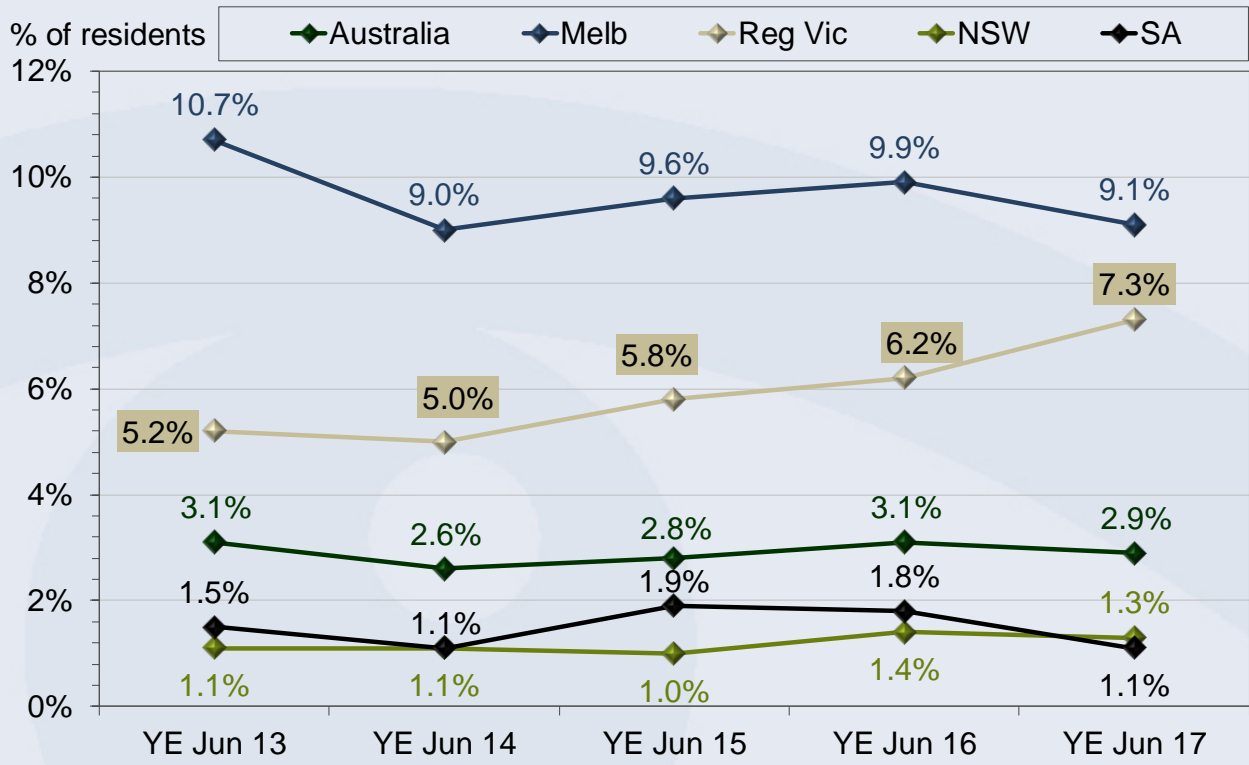
DOMESTIC TRAVEL PREFERENCE

Australian residents aged 14 and over
who wanted to take an overnight holiday or leisure trip

The data used is subject to sampling variability. Users are advised to consult data confidence tables contained in publications relevant to the HTS or otherwise available from RMR before drawing any conclusions or inferences, or taking any action, based on the data.

PREFERENCE TO VISIT

Daylesford & Macedon Ranges*



YE Jun 17

Australians
 2.9%
 -0.2% pts on YE Jun 16
 -0.2% pts on YE Jun 13

Melburnians
 9.1%
 -0.8% pts on YE Jun 16
 -1.6% pts on YE Jun 13

Regional Victorians
 7.3%
 +1.1% pts on YE Jun 16
 +2.1% pts on YE Jun 13

NSW residents
 1.3%
 -0.1% pts on YE Jun 16
 +0.2% pts on YE Jun 13

South Australians
 1.1%
 -0.7% pts on YE Jun 16
 -0.4% pts on YE Jun 13

Source: HTS, YE Jun 17, RMR

* as defined or interpreted by survey respondent.

GOOGLE ANALYTICS

Monthly visits to www.visitvictoria.com

WWW.VISITVICTORIA.COM

indicators for Daylesford & Macedon Ranges

Indicator	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17
Visits ('000)	24,434	31,949	27,379	20,734	21,659	29,371	24,353	37,896	33,792	31,083	33,587	30,910	28,988
Page views ('000)	114,586	149,238	121,241	106,229	104,322	140,671	102,074	137,003	148,314	131,669	152,731	136,414	134,037
Average page views	4.7	4.7	4.4	5.1	4.8	4.8	4.2	3.6	4.4	4.2	4.5	4.4	4.6
Time on site	5.02	4.54	4.40	5.30	5.07	4.59	4.24	3.42	4.34	4.18	4.39	4.36	4.49
New visits	68.7%	67.5%	67.2%	69.4%	69.6%	72.3%	70.8%	72.5%	70.4%	68.6%	68.6%	69.2%	67.2%

Results for the month of Aug 17

28,988 visits

-6.2% on Jul 17 and +18.6% on Aug 16 ⇒ over the period, the best result was in Mar 17 with 37,896 visits.

134,037 page views

-1.7% on Jul 17 and +17.0% on Aug 16 ⇒ over the period, the best result was in Jun 17 with 152,731 views.

4.6 average page views

+4.8% on Jul 17 and -1.4% on Aug 16 ⇒ over the period, the best result was in Nov 16 with 5.1 pages.

4.49 minutes on site

+4.7% on Jul 17 and -4.3% on Aug 16 ⇒ over the period, the best result was in Nov 16 with 5.30 minutes.

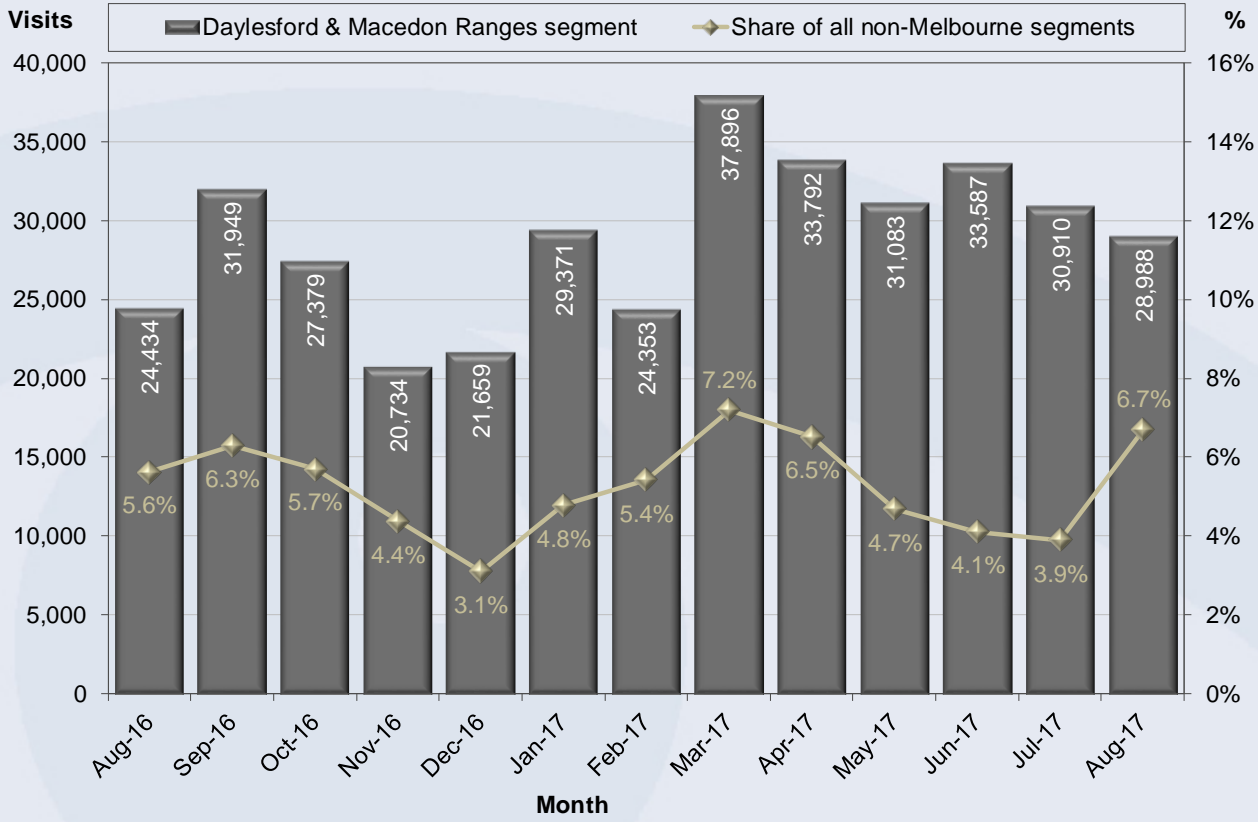
67.2% new visits

-2.0% pts on Jul 17 and -1.5% pts on Aug 16 ⇒ over the period, the best result was in Mar 17 with 72.5% visits.

Source: www.visitvictoria.com, Aug 16 to Aug 17, Google Analytics

WWW.VISITVICTORIA.COM

visits and share for Daylesford & Macedon Ranges



Aug 17

Visits
 28,988
 -6.2% on Jul 17
 +18.6% on Aug 16

Share of regional Victoria
 6.7%
 +2.8% pts on Jul 17
 +1.1% pts on Aug 16

Over the period, the best result was in Mar 17 with a share of 7.2%

Source: www.visitvictoria.com, Aug 16 to Aug 17, Google Analytics

NOTES

NVS & IVS DATA NOTES

Definitions -

Domestic overnight trip = a trip involving a stay away from home for at least one night (but for no more than 12 months), at a place (in Australia) at least 40km from home.

Domestic overnight visitor = an Australian resident, aged 15 and over, who had taken a domestic overnight trip.

International overnight visitor = an international resident, aged 15 and over, who visited Australia (for a period of no more than 12 months) and stayed at least one night in the 'destination'.

Domestic daytrip = a round trip for a distance of at least 50km, of a duration of at least 4 hours but not involving a night away from home (same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home).

Domestic daytrip visitor = an Australian resident, aged 15 and over, who had taken a domestic daytrip.

Daylesford & Macedon Ranges = the sub-regions of Macedon, Moorabool, Hepburn, and Hume.

Macedon = the SA2s of Kyneton, Woodend, Gisborne, Macedon, Riddells Creek, and Romsey.

Moorabool = the SA2s of Bacchus March, Bacchus March region, and Gordon.

Hepburn = the SA2s of Creswick-Clunes, and Daylesford.

Hume = the SA2s of Broadmeadows, Campbellfield – Coolaroo, Craigieburn – Mickleham, Gladstone Park – Westmeadows, Greenvale – Bulla, Meadow Heights, Melbourne Airport, Roxburgh Park – Somerton, Sunbury, Sunbury – South, and Tullamarine.

Mornington Peninsula = the Mornington Peninsula tourism region (*TRA regional classification*).

Yarra Valley = Yarra Valley & Dandenong Ranges Campaign Region.

Melbourne TR = the Melbourne tourism region (*TRA regional classification*).

Regional Victoria = all of Victoria, excl Melbourne TR.

NVS & IVS DATA NOTES (CONT)

Abbreviations

DMR = Daylesford & Macedon Ranges.

Mel TR = Melbourne TR

M'ton P'sula = Mornington Peninsula.

NSW = New South Wales

Reg Vic = Regional Victoria.

TEVE = Tourism, Events and Visitor Economy (*in the Dept. of Economic Development, Jobs, Transport and Resources*)

YE = Year ended.

Sampling variability

The NVS and the IVS are sample surveys. The results are subject to sampling variability, and therefore may differ from figures that would have been obtained if a census had been used. Users are advised to consult the data confidence tables contained in publications relevant to the NVS and IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

Data confidence intervals

Any **NVS** estimates below 50,000 for overnight visitors, 500,000 for nights and 150,000 for daytrips and any **IVS** estimates below 5,000 for visitors and 250,000 for nights are for INTERNAL USE ONLY.

Statistical significance

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

HTS DATA NOTES

Definitions

Daylesford & Macedon Ranges = 'Spa Country, Daylesford, Hepburn Springs' as defined or interpreted by respondent.

Abbreviations

Melb = Melbourne.

NSW = New South Wales.

Reg Vic = Regional Victoria.

SA = South Australia.

YE = Year ended.

Sampling variability

The HTS is a sample survey. The results are subject to sampling variability, and therefore may differ from figures that would have been obtained if a census had been used. Users are advised to consult data confidence tables contained in publications relevant to the HTS or otherwise available from RMR before drawing any conclusions or inferences, or taking any action, based on the data.

Statistical significance

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

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The NVS, IVS and HTS are sample surveys. As with all sample surveys, the results are subject to sampling variability, and therefore may differ from figures that would have been obtained if a census had been used. Users of the data are advised to consult data confidence tables contained in publications relevant to each survey or otherwise available from those organisations administering or managing the surveys before drawing any conclusions or inferences, or taking any action, based on the data.

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