

# TRAVEL TO DAYLESFORD & MACEDON RANGES

TRACKING RESULTS  
For the period April 2017 to March 2018

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# 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 April 2017 to March 2018 and internet visitation for the period May 2017 to May 2018.

Data from the National Visitor Survey (NVS), International Visitor Survey (IVS), Holiday Tracking Survey (HTS), and Google Analytics for [www.visitvictoria.com](http://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.

**Please note: the IVS results for the year ended March 2018 have been delayed. The IVS results in this report are for the year ended December 2017. For more information regarding the delay, please see Tourism Research Australia's website at <https://www.tra.gov.au/Research/International-visitors-to-Australia/international-visitor-survey-results>**

**Due to the delay in the IVS results, total travel results for the year ended March 2018 cannot be estimated. This report will be updated as soon as new IVS data becomes available.**

Produced by datainsights, Melbourne, June 2018.

# KEY RESULTS

## Daylesford & Macedon Ranges

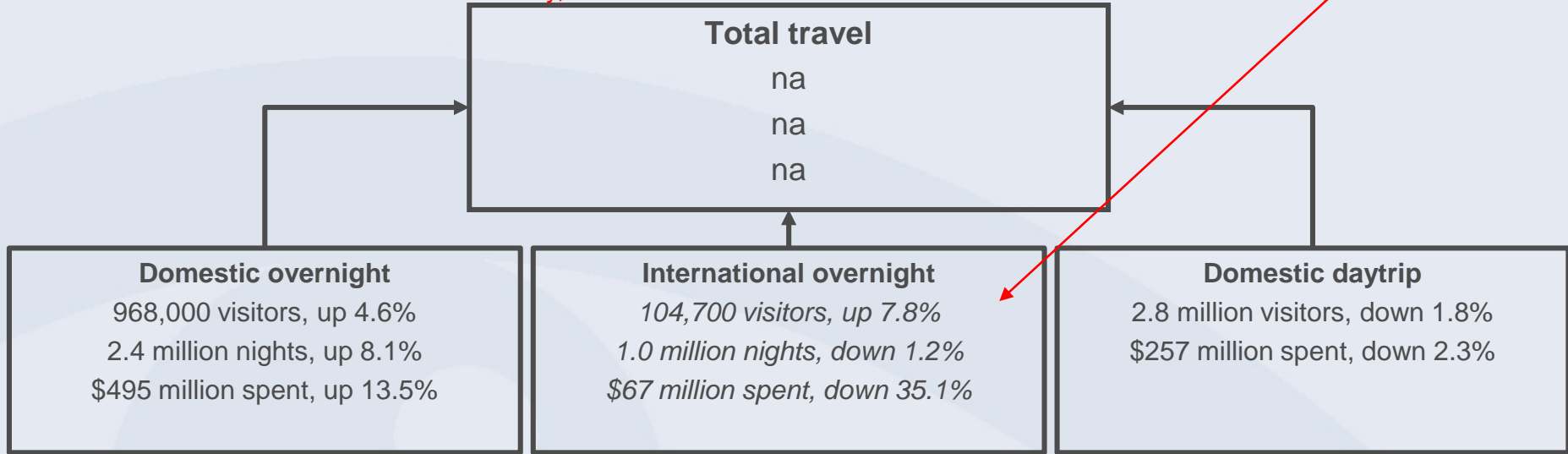
The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS and IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

# KEY RESULTS

## Daylesford & Macedon Ranges

**YE Mar 18 on YE Mar 17**

Please note: the IVS results for YE Mar 18 have been delayed. The IVS results in this report are for YE Dec 17. Due to the delay, total travel results for YE Mar 18 cannot be estimated.



**Preference to visit**  
3.0% of Australians, up 0.4% pts

**www.visitvictoria.com**  
**May 18 on May 17**  
Visits, page views, average page views, time on site increased  
New visits decreased

Sources: NVS YE Mar 18 & IVS YE Dec 17, TRA; TRA's expenditure allocation method applied to NVS data YE Mar 18 & IVS data YE Dec 17, TRA; HTS, YE Mar 18, RMR; and [www.visitvictoria.com](http://www.visitvictoria.com), May 17 to May 18, Google Analytics

# 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	\$72	\$121	np	np	\$59	\$72	na
Moorabool	np	np	np	np	\$24	\$72	na
Hepburn	\$145	\$191	np	np	\$74	\$95	na
Hume	\$261	\$302	np	np	\$99	\$114	na
Daylesford & Macedon Ranges	\$495	\$210	\$67	\$67	\$257	\$91	na

Source: Estimated using information from TRA's expenditure allocation method applied to NVS data YE Mar 18 & IVS data YE Dec 17, TRA.

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

Please note: the IVS results for YE Mar 18 have been delayed.

The IVS results in this report are for YE Dec 17.

Due to the delay in the IVS results, total travel results for the year ended March 2018 cannot be estimated.

# SUB-REGION SUMMARY RESULTS

Domestic and international visitors aged 15 and over

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# MACEDON

Key measure	YE Mar 14	YE Mar 15	YE Mar 16	YE Mar 17	YE Mar 18	Change on last year	Overall change	Average annual growth	% share of DMR	% pts change on last year	% pts change overall
<b>Domestic overnight visitors ('000)</b>	131	229	195	231	249	7.9%	90.2%	17.4%	25.7%	0.7	8.6
<b>Domestic nights ('000)</b>	257	451	466	553	596	7.6%	np	np	25.2%	-0.1	np
<b>International visitors ('000)</b>	na	na	na	na	na	na	na	na	na	na	na
<b>International nights ('000)</b>	na	na	na	na	na	na	na	na	na	na	na
<b>Domestic daytrips ('000)</b>	699	807	868	902	828	-8.2%	18.5%	4.3%	29.4%	-2.1	3.5
<b>Total visitors ('000)</b>	na	na	na	na	na	na	na	na	na	na	na
<b>Total nights ('000)</b>	na	na	na	na	na	na	na	na	na	na	na

Source: NVS YE Mar 18, 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.

Please note: the IVS results for YE Mar 18 have been delayed.

The IVS results in this report are for YE Dec 17.

Due to the delay in the IVS results, total travel results for the year ended March 2018 cannot be estimated.

To avoid any confusion, IVS and total travel results are not shown for any time period.

# MOORABOOL

Key measure	YE Mar 14	YE Mar 15	YE Mar 16	YE Mar 17	YE Mar 18	Change on last year	Overall change	Average annual growth	% share of DMR	% pts change on last year	% pts change overall
Domestic overnight visitors ('000)	98	62	41	99	59	-40.4%	-39.9%	-11.9%	6.1%	-4.6	-6.7
Domestic nights ('000)	169	198	92	250	141	np	np	np	6.0%	np	np
International visitors ('000)	na	na	na	na	na	na	na	na	na	na	na
International nights ('000)	na	na	na	na	na	na	na	na	na	na	na
Domestic daytrips ('000)	421	298	275	359	340	-5.3%	-19.2%	-5.2%	12.1%	-0.4	-3.5
Total visitors ('000)	na	na	na	na	na	na	na	na	na	na	na
Total nights ('000)	na	na	na	na	na	na	na	na	na	na	na

Source: NVS YE Mar 18, TRA.

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

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Please note: the IVS results for YE Mar 18 have been delayed.

The IVS results in this report are for YE Dec 17.

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To avoid any confusion, IVS and total travel results are not shown for any time period.

# HEPBURN

Key measure	YE Mar 14	YE Mar 15	YE Mar 16	YE Mar 17	YE Mar 18	Change on last year	Overall change	Average annual growth	% share of DMR	% pts change on last year	% pts change overall
Domestic overnight visitors ('000)	315	292	330	367	347	-5.4%	10.1%	2.4%	35.8%	-3.9	-5.3
Domestic nights ('000)	711	588	766	816	761	-6.7%	7.0%	1.7%	32.2%	-5.1	-15.2
International visitors ('000)	na	na	na	na	na	na	na	na	na	na	na
International nights ('000)	na	na	na	na	na	na	na	na	na	na	na
Domestic daytrips ('000)	568	637	672	652	780	19.6%	37.5%	8.3%	27.7%	4.9	6.6
Total visitors ('000)	na	na	na	na	na	na	na	na	na	na	na
Total nights ('000)	na	na	na	na	na	na	na	na	na	na	na

Source: NVS YE Mar 18, TRA.

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

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Please note: the IVS results for YE Mar 18 have been delayed.

The IVS results in this report are for YE Dec 17.

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To avoid any confusion, IVS and total travel results are not shown for any time period.

Please note: the IVS results for YE Mar 18 have been delayed. The IVS results in this report are for YE Dec 17.

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# HUME

Including Melbourne airport											
Key measure	YE Mar 14	YE Mar 15	YE Mar 16	YE Mar 17	YE Mar 18	Change on last year	Overall change	Average annual growth	% share of DMR	% pts change on last year	% pts change overall
Domestic overnight visitors ('000)	223	282	238	239	319	33.8%	43.5%	9.4%	33.0%	7.2	4.0
Domestic nights ('000)	362	551	502	566	865	52.7%	np	np	36.6%	10.7	np
International visitors ('000)	na	na	na	na	na	na	na	na	na	na	na
International nights ('000)	na	na	na	na	na	na	na	na	na	na	na
Domestic daytrips ('000)	1,006	741	989	951	865	-9.1%	-14.0%	-3.7%	30.7%	-2.5	-6.7
Total visitors ('000)	na	na	na	na	na	na	na	na	na	na	na
Total nights ('000)	na	na	na	na	na	na	na	na	na	na	na
Excluding Melbourne airport											
Key measure	YE Mar 14	YE Mar 15	YE Mar 16	YE Mar 17	YE Mar 18	Change on last year	Overall change	Average annual growth	% share of DMR	% pts change on last year	% pts change overall
Domestic overnight visitors ('000)	155	208	186	190	245	28.7%	57.5%	12.0%	25.3%	4.8	5.0
Domestic nights ('000)	272	464	434	485	786	np	np	np	33.3%	np	np
International visitors ('000)	na	na	na	na	na	na	na	na	na	na	na
International nights ('000)	na	na	na	na	na	na	na	na	na	na	na
Domestic daytrips ('000)	611	537	535	570	577	1.1%	-5.6%	-1.4%	20.5%	0.6	-2.2
Total visitors ('000)	na	na	na	na	na	na	na	na	na	na	na
Total nights ('000)	na	na	na	na	na	na	na	na	na	na	na

Source: NVS YE Mar 18, 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.

# DOMESTIC OVERNIGHT TRAVEL

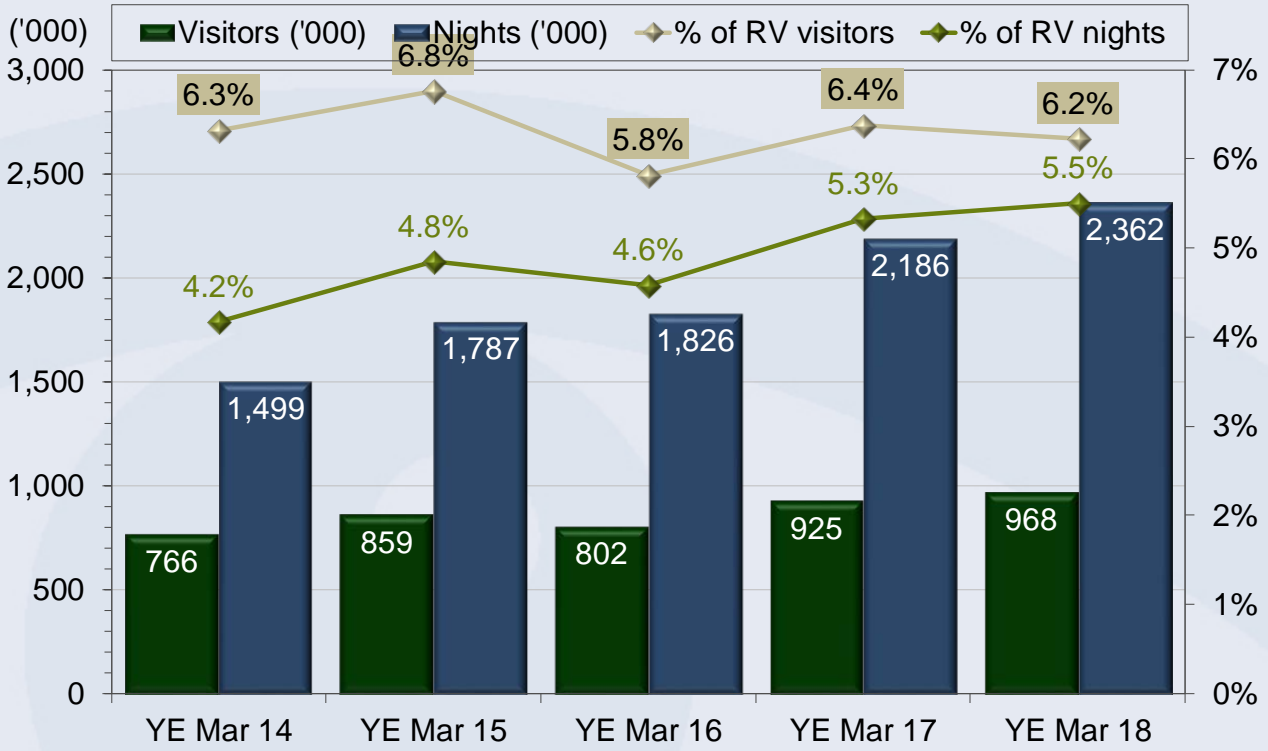
Australian residents aged 15 and over

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 Mar 18**

**Visitors**  
 968 thousand  
 +4.6% on YE Mar 17  
 +26.3% on YE Mar 14

Share of regional Victoria  
 6.2% of visitors  
 -0.2% pts on YE Mar 17  
 -0.1% pts on YE Mar 14

Excl Melbourne Airport  
 896 thousand  
 +2.2% on YE Mar 17  
 +28.2% on YE Mar 14

**Nights**  
 2.4 million  
 +8.1% on YE Mar 17  
 +57.6% on YE Mar 14

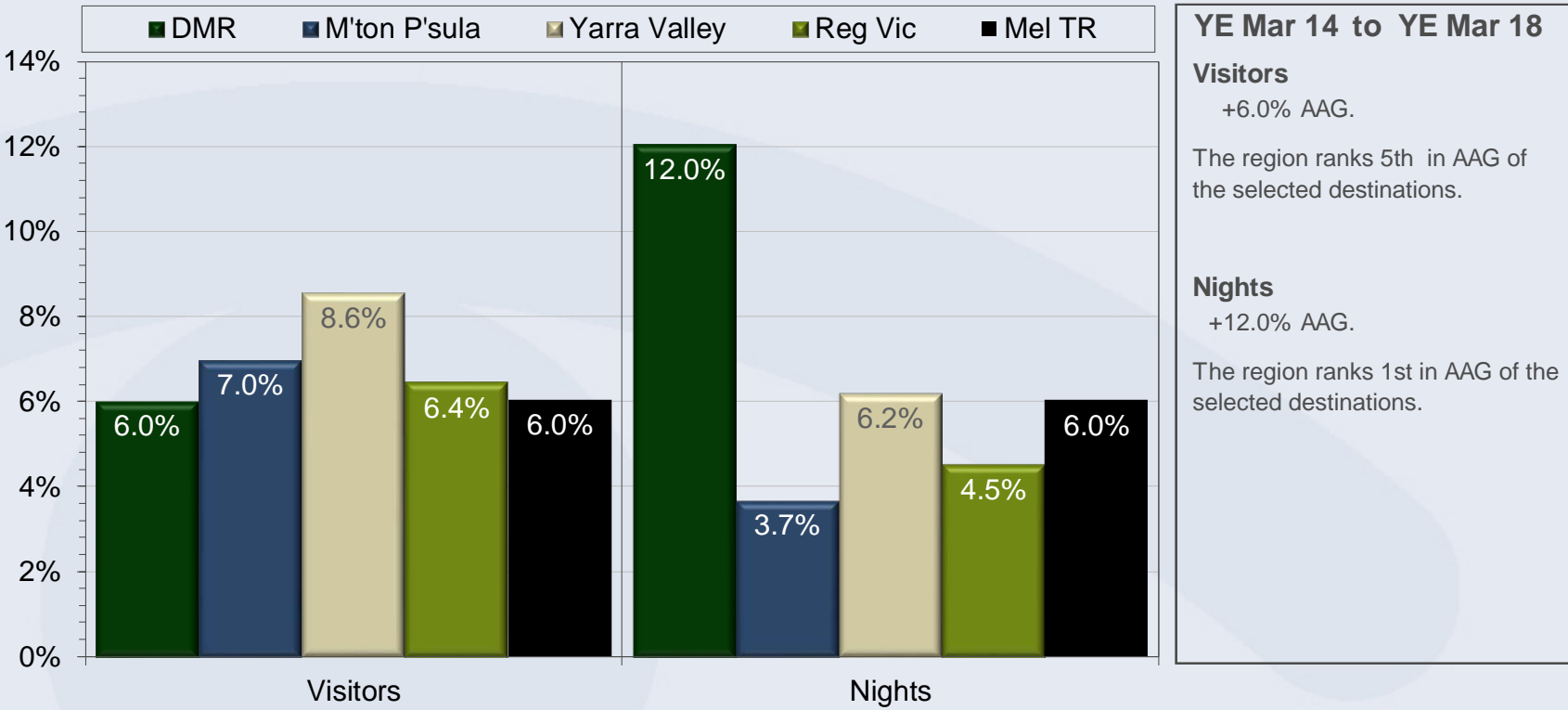
Share of regional Victoria  
 5.5% of nights  
 +0.2% pts on YE Mar 17  
 +1.3% pts on YE Mar 14

Excl Melbourne Airport  
 2.3 million  
 +8.5% on YE Mar 17  
 +62.0% on YE Mar 14

Source: NVS, YE Mar 18, TRA

# DOMESTIC OVERNIGHT TRAVEL

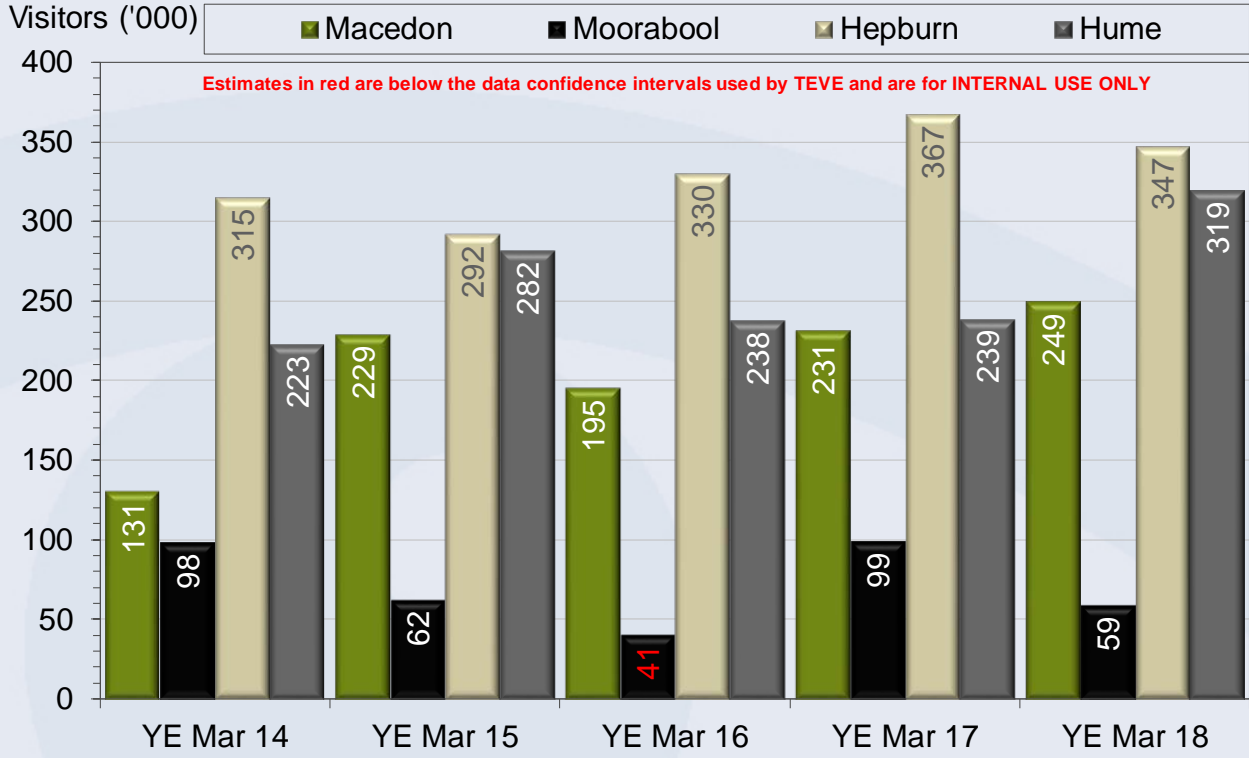
average annual growth or decline (AAG)



Source: NVS, YE Mar 18, TRA

# DOMESTIC OVERNIGHT VISITORS

## sub-regions



**YE Mar 18**

**Macedon**  
 249 thousand visitors  
 +7.9% on YE Mar 17  
 +90.2% on YE Mar 14

**Moorabool**  
 59 thousand visitors  
 -40.4% on YE Mar 17  
 -39.9% on YE Mar 14

**Hepburn**  
 347 thousand visitors  
 -5.4% on YE Mar 17  
 +10.1% on YE Mar 14

**Hume**  
 319 thousand visitors  
 +33.8% on YE Mar 17  
 +43.5% on YE Mar 14

Hume excl Melbourne Airport  
 245 thousand visitors  
 +28.7% on YE Mar 17  
 +57.5% on YE Mar 14

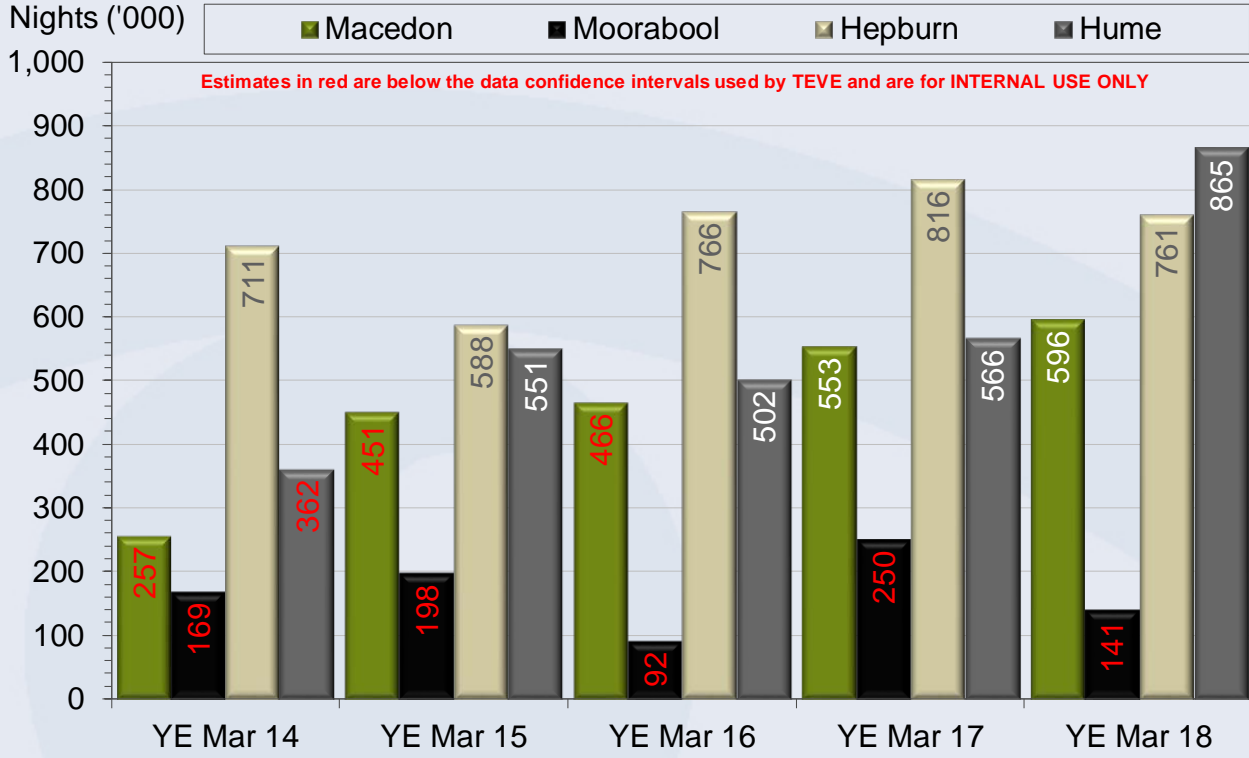
Source: NVS, YE Mar 18, TRA

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 Mar 18**

**Macedon**  
596 thousand nights  
+7.6% on YE Mar 17  
change np on YE Mar 14

**Moorabool**  
141 thousand nights  
change np on YE Mar 17  
change np on YE Mar 14

**Hepburn**  
761 thousand nights  
-6.7% on YE Mar 17  
+7.0% on YE Mar 14

**Hume**  
865 thousand nights  
+52.7% on YE Mar 17  
change np on YE Mar 14

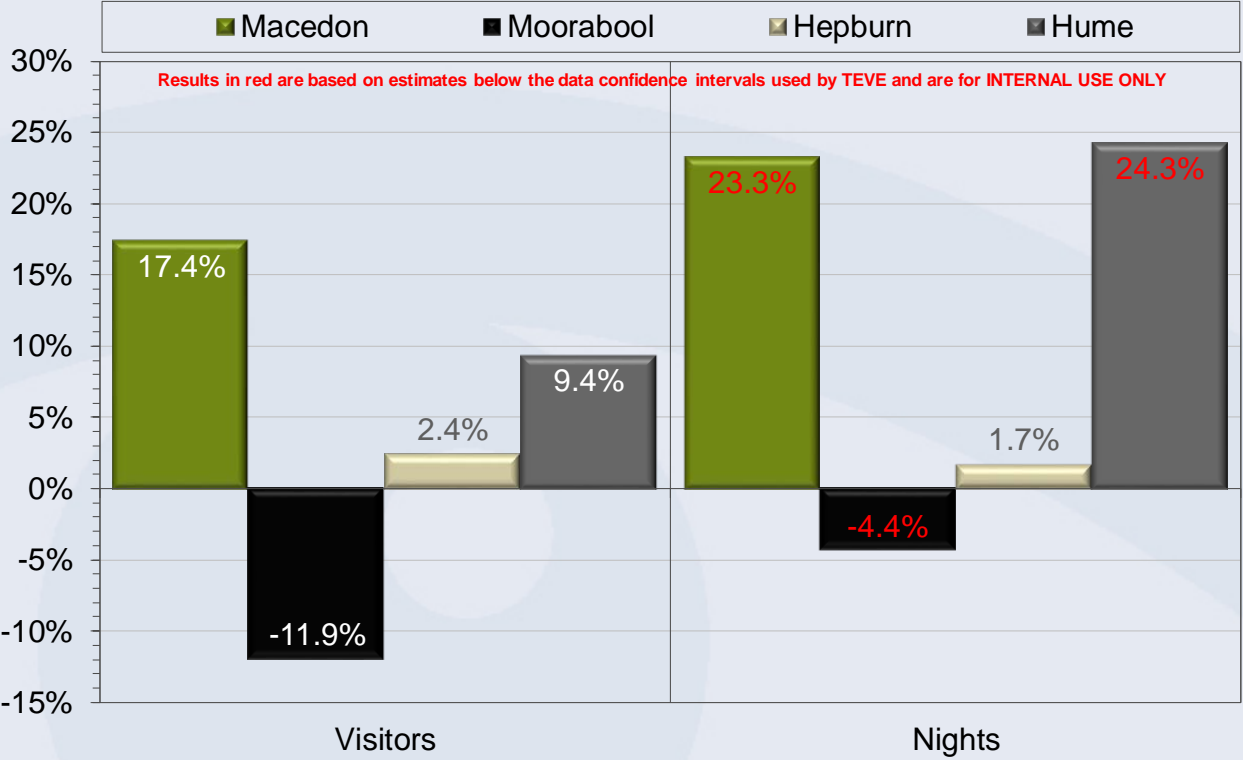
Hume excl Melbourne Airport  
786 thousand nights  
change np on YE Mar 17  
change np on YE Mar 14

Source: NVS, YE Mar 18, 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 Mar 14 to YE Mar 18**

**Macedon**  
 +17.4% AAG in visitors.  
 Ranked 1st for AAG in visitors.  
 Results not published for nights.

**Moorabool**  
 -11.9% AAG in visitors.  
 Ranked 4th for AAG in visitors.  
 Results not published for nights.

**Hepburn**  
 +2.4% AAG in visitors.  
 Ranked 3rd for AAG in visitors.  
 +1.7% AAG in nights.  
 Ranked 1st for AAG in nights.

**Hume**  
 +9.4% AAG in visitors.  
 Ranked 2nd for AAG in visitors.  
 Results not published for nights.

Source: NVS, YE Mar 18, TRA

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

# INTERNATIONAL OVERNIGHT TRAVEL

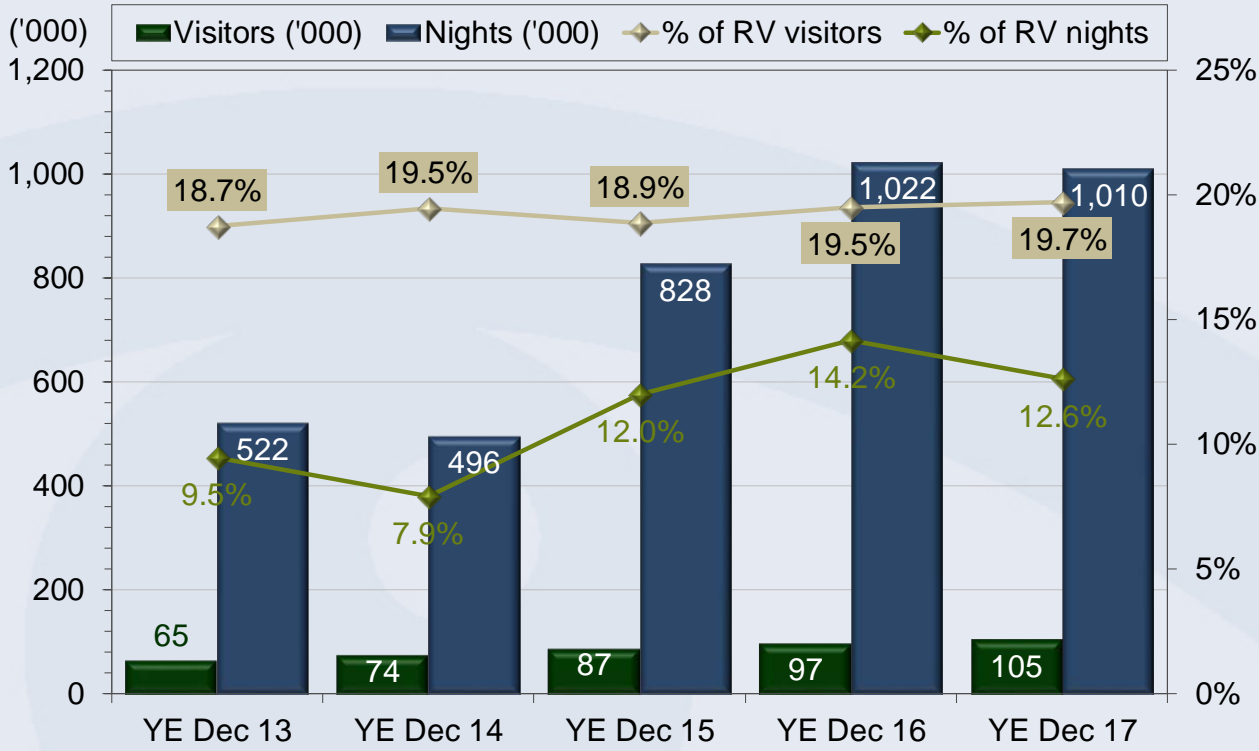
International residents aged 15 and over

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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 Dec 17**

**Visitors**  
 104.7 thousand  
 +7.8% on YE Dec 16  
 +61.4% on YE Dec 13

Share of regional Victoria  
 19.7% of visitors  
 +0.2% pts on YE Dec 16  
 +1.0% pts on YE Dec 13

Excl Melbourne Airport  
 57.6 thousand  
 +25.1% on YE Dec 16  
 +126.0% on YE Dec 13

**Nights**  
 1.0 million  
 -1.2% on YE Dec 16  
 +93.6% on YE Dec 13

Share of regional Victoria  
 12.6% of nights  
 -1.6% pts on YE Dec 16  
 +3.1% pts on YE Dec 13

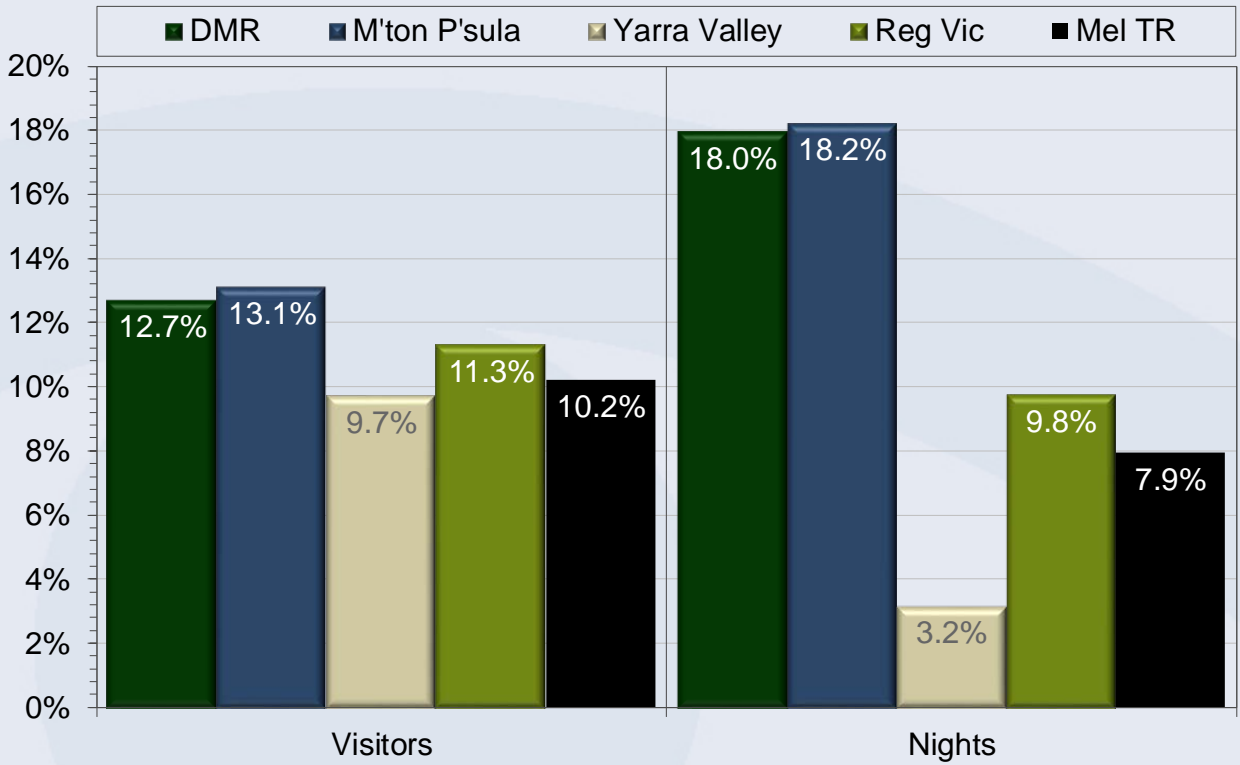
Excl Melbourne Airport  
 943.4 thousand  
 +0.6% on YE Dec 16  
 +119.4% on YE Dec 13

Source: IVS, YE Dec 17, TRA

Please note: the IVS results for YE Mar 18 have been delayed.  
 The IVS results in this report are for YE Dec 17.

# INTERNATIONAL OVERNIGHT TRAVEL

## average annual growth or decline (AAG)



**YE Dec 13 to YE Dec 17**

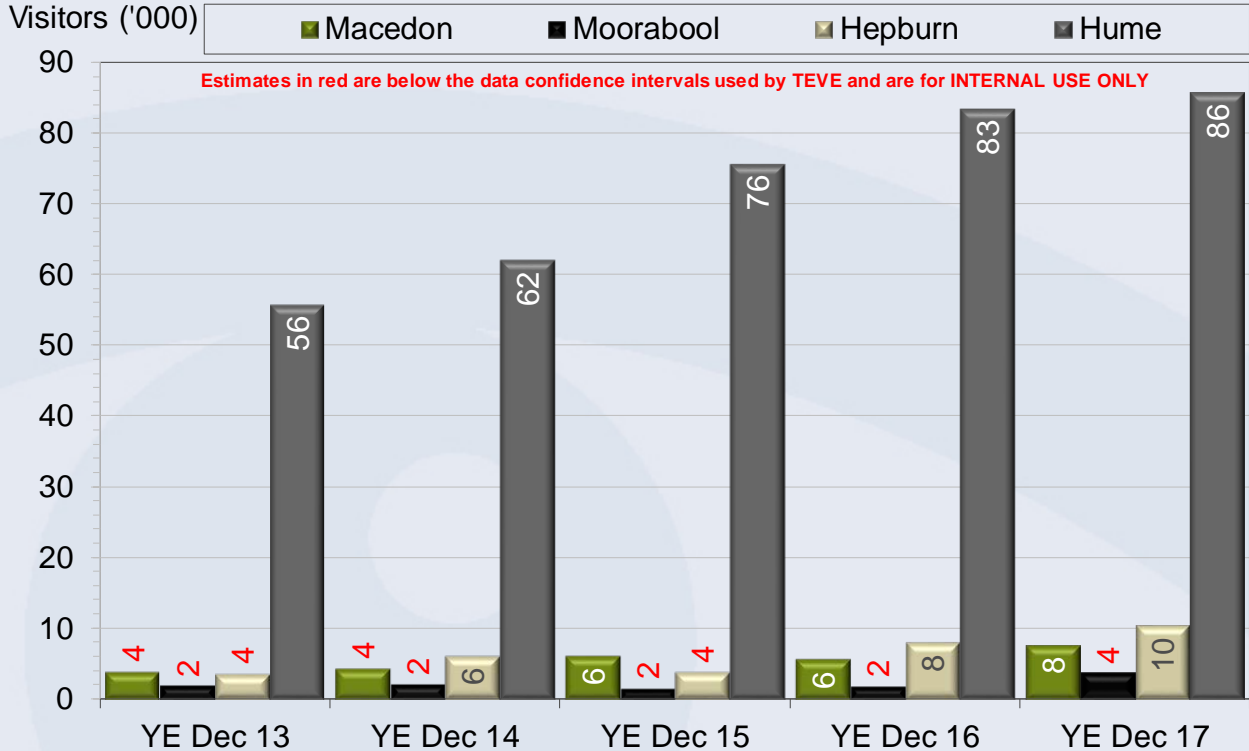
**Visitors**  
+12.7% AAG.  
The region ranks 2nd in AAG of the selected destinations.

**Nights**  
+18.0% AAG.  
The region ranks 2nd in AAG of the selected destinations.

Source: IVS, YE Dec 17, TRA

Please note: the IVS results for YE Mar 18 have been delayed.  
The IVS results in this report are for YE Dec 17.

# INTERNATIONAL OVERNIGHT VISITORS sub-regions



**YE Dec 17**

**Macedon**  
7.6 thousand visitors  
+36.0% on YE Dec 16  
change np on YE Dec 13

**Moorabool**  
3.7 thousand visitors  
change np on YE Dec 16  
change np on YE Dec 13

**Hepburn**  
10.3 thousand visitors  
+28.7% on YE Dec 16  
change np on YE Dec 13

**Hume**  
85.6 thousand visitors  
+2.7% on YE Dec 16  
+53.8% on YE Dec 13  
Hume excl Melbourne Airport  
38.1 thousand visitors  
+20.3% on YE Dec 16  
+135.4% on YE Dec 13

Source: IVS, YE Dec 17, TRA

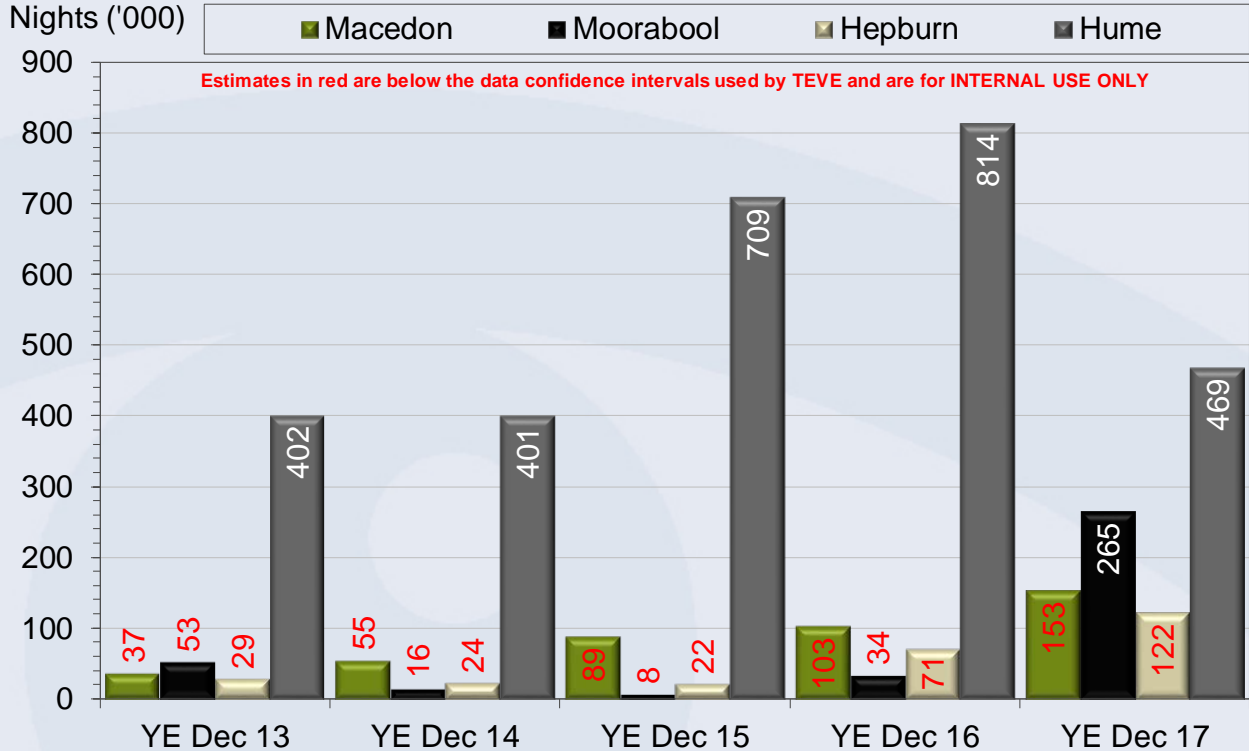
Please note: the IVS results for YE Mar 18 have been delayed.

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# INTERNATIONAL VISITOR NIGHTS

## sub-regions



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

**YE Dec 17**

**Macedon**  
 153.4 thousand nights  
 change np on YE Dec 16  
 change np on YE Dec 13

**Moorabool**  
 265.5 thousand nights  
 change np on YE Dec 16  
 change np on YE Dec 13

**Hepburn**  
 122.3 thousand nights  
 change np on YE Dec 16  
 change np on YE Dec 13

**Hume**  
 469.1 thousand nights  
 -42.4% on YE Dec 16  
 +16.7% on YE Dec 13

Hume excl Melbourne Airport  
 402.2 thousand nights  
 -44.9% on YE Dec 16  
 +29.8% on YE Dec 13

Source: IVS, YE Dec 17, TRA

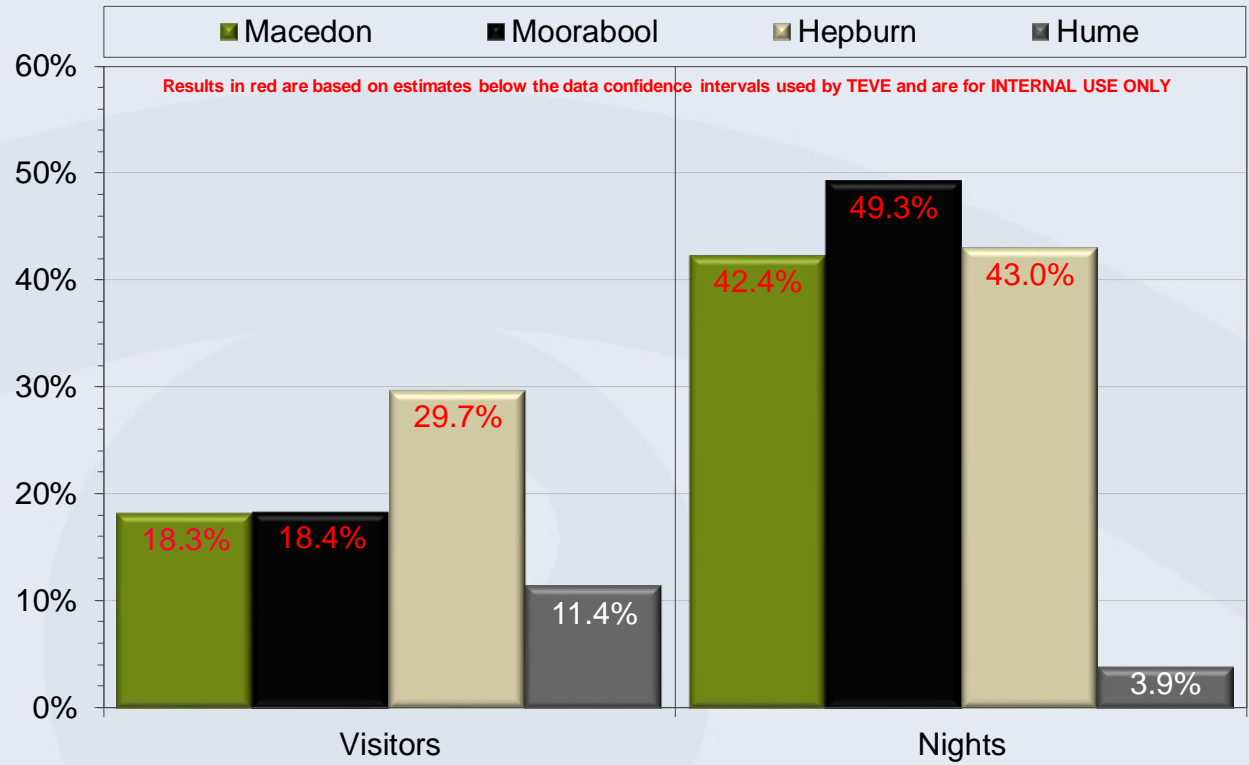
Please note: the IVS results for YE Mar 18 have been delayed.

The IVS results in this report are for YE Dec 17.

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 Dec 13 to YE Dec 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**  
+11.4% AAG in visitors.  
Ranked 1st for AAG in visitors.  
+3.9% AAG in nights.  
Ranked 1st for AAG in nights.

Source: IVS, YE Dec 17, TRA

Please note: the IVS results for YE Mar 18 have been delayed.

The IVS results in this report are for YE Dec 17.

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



# DOMESTIC DAYTRIP TRAVEL

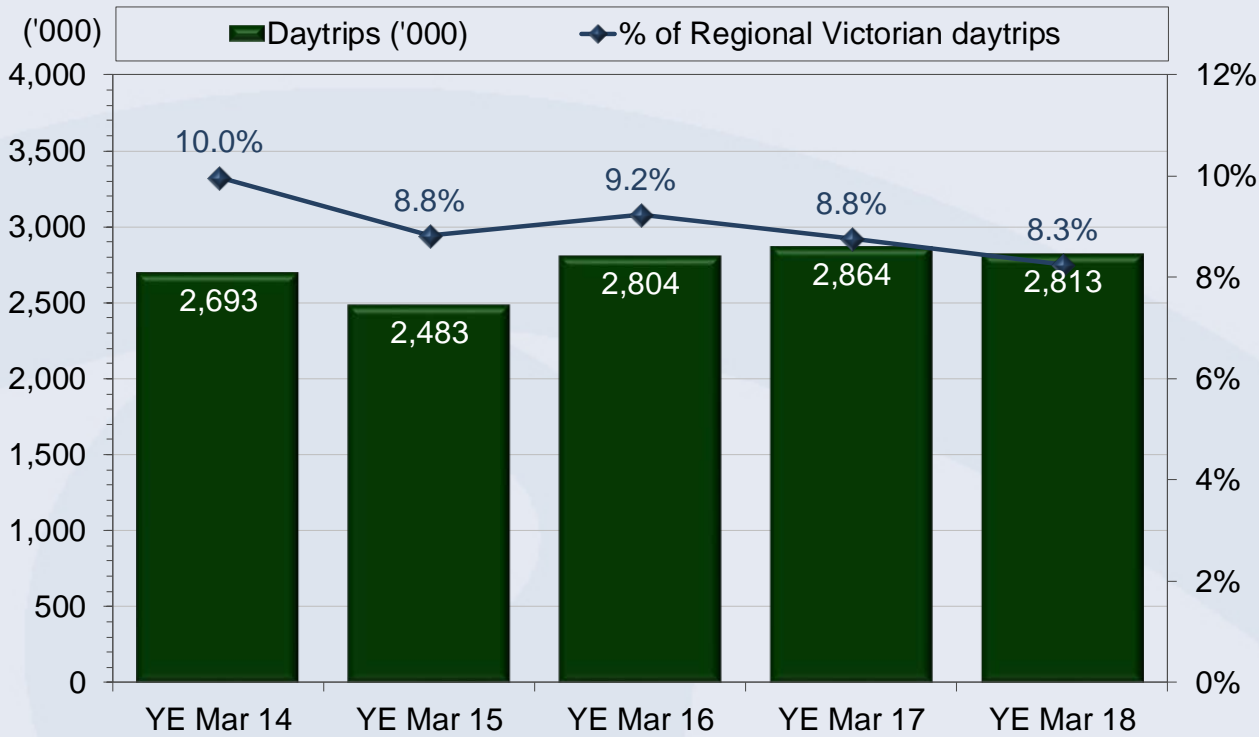
Australian residents aged 15 and over

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Any such estimates are for INTERNAL USE ONLY.

# DOMESTIC DAYTRIP TRAVEL

## indicators for Daylesford & Macedon Ranges



**YE Mar 18**

**Visitors**  
 2.8 million  
 -1.8% on YE Mar 17  
 +4.5% on YE Mar 14

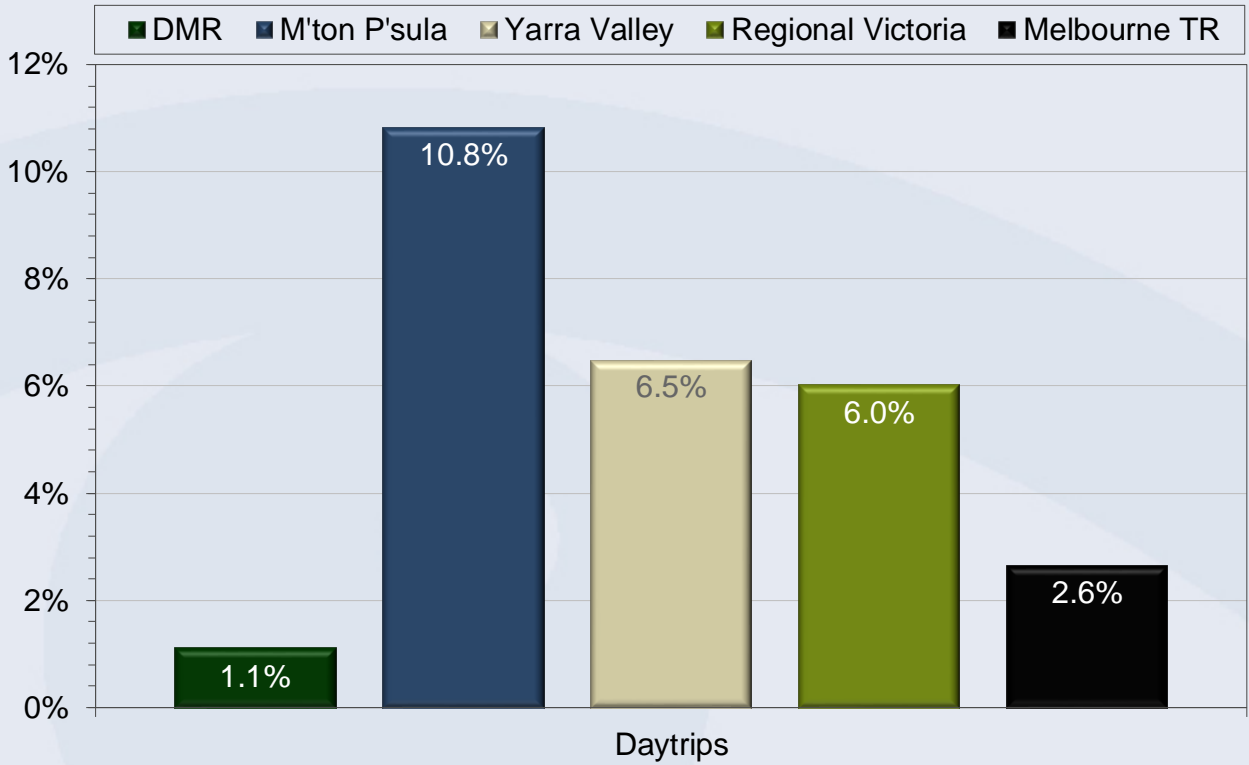
Share of regional Victoria  
 8.3% of visitors  
 -0.5% pts on YE Mar 17  
 -1.7% pts on YE Mar 14

Excl Melbourne Airport  
 2.5 million  
 +1.7% on YE Mar 17  
 +9.9% on YE Mar 14

Source: NVS, YE Mar 18, TRA

# DOMESTIC DAYTRIP TRAVEL

average annual growth or decline (AAG)



**YE Mar 14 to YE Mar 18**

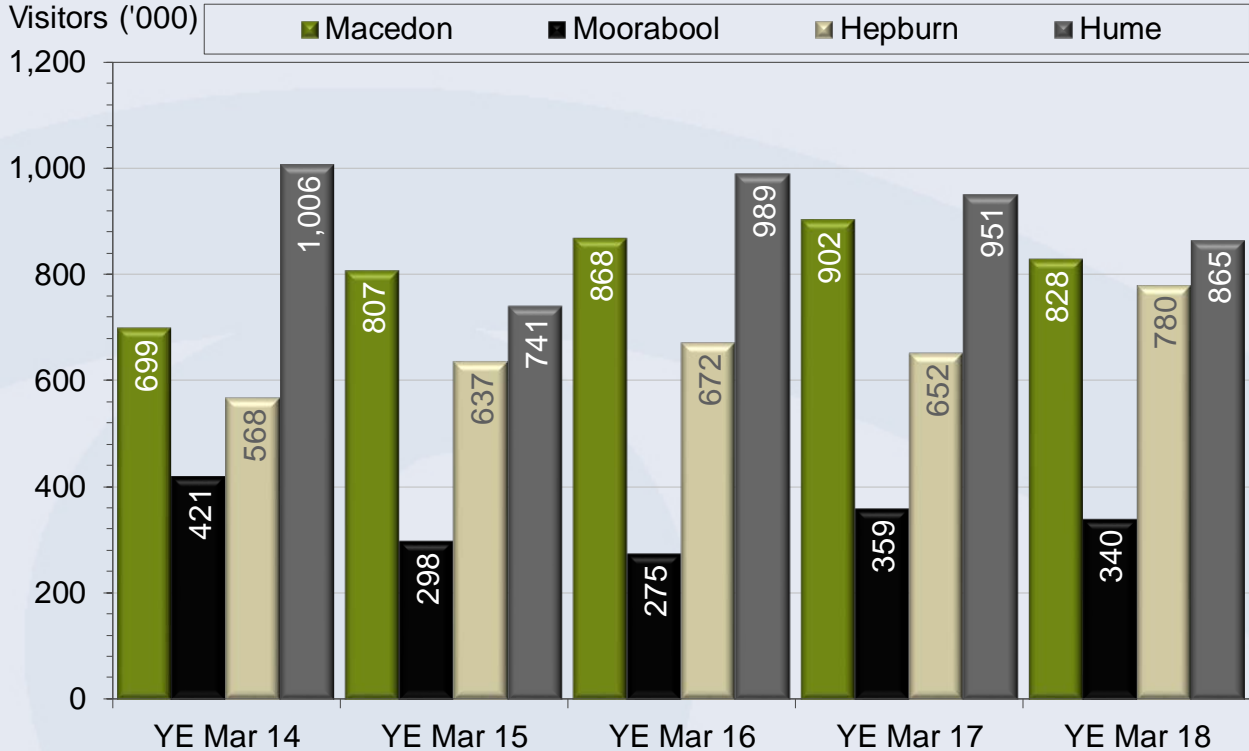
**Visitors**  
+1.1% AAG.

The region ranks 5th in AAG of the selected destinations.

Source: NVS, YE Mar 18, TRA

# DOMESTIC DAYTRIP TRAVEL

## sub-regions



**YE Mar 18**

**Macedon**  
828 thousand visitors  
-8.2% on YE Mar 17  
+18.5% on YE Mar 14

**Moorabool**  
340 thousand visitors  
-5.3% on YE Mar 17  
-19.2% on YE Mar 14

**Hepburn**  
780 thousand visitors  
+19.6% on YE Mar 17  
+37.5% on YE Mar 14

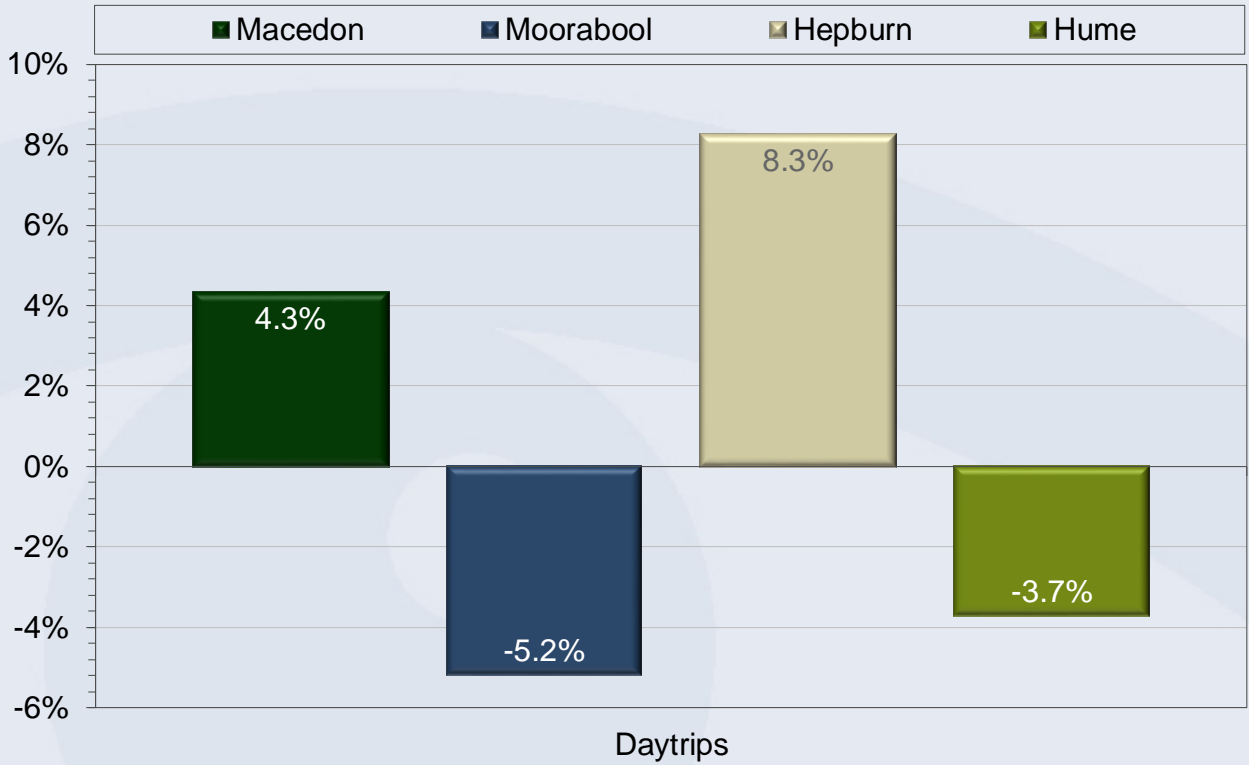
**Hume**  
865 thousand visitors  
-9.1% on YE Mar 17  
-14.0% on YE Mar 14

Hume excl Melbourne Airport  
577 thousand visitors  
+1.1% on YE Mar 17  
-5.6% on YE Mar 14

Source: NVS, YE Mar 18, TRA

# DOMESTIC DAYTRIP TRAVEL

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



**YE Mar 14 to YE Mar 18**

**Macedon**  
+4.3% AAG.  
Ranked 2nd for AAG in visitors.

**Moorabool**  
-5.2% AAG.  
Ranked 4th for AAG in visitors.

**Hepburn**  
+8.3% AAG.  
Ranked 1st for AAG in visitors.

**Hume**  
-3.7% AAG.  
Ranked 3rd for AAG in visitors.

Source: NVS, YE Mar 18, TRA

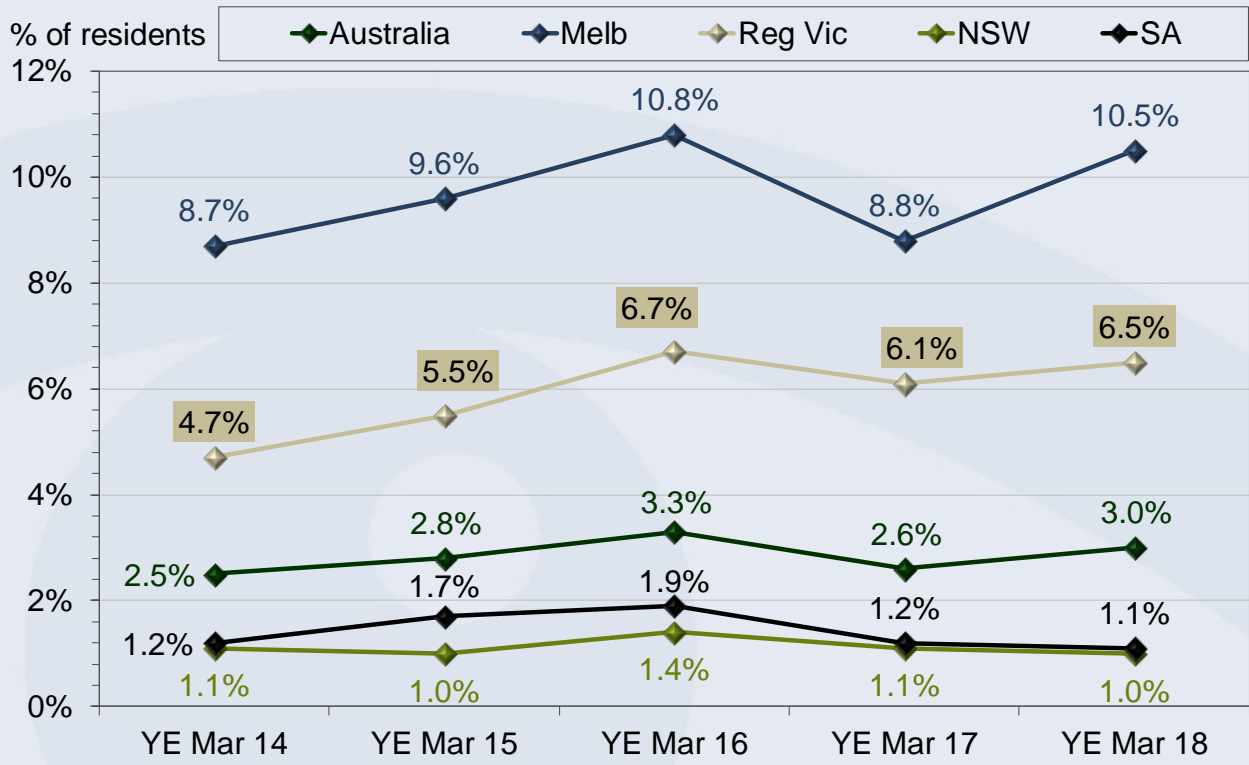
# DOMESTIC TRAVEL PREFERENCE

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 Mar 18**

**Australians**  
 3.0%  
 +0.4% pts on YE Mar 17  
 +0.5% pts on YE Mar 14

**Melburnians**  
 10.5%  
 +1.7% pts on YE Mar 17  
 +1.8% pts on YE Mar 14

**Regional Victorians**  
 6.5%  
 +0.4% pts on YE Mar 17  
 +1.8% pts on YE Mar 14

**NSW residents**  
 1.0%  
 -0.1% pts on YE Mar 17  
 -0.1% pts on YE Mar 14

**South Australians**  
 1.1%  
 -0.1% pts on YE Mar 17  
 -0.1% pts on YE Mar 14

Source: HTS, YE Mar 18, RMR

\* as defined or interpreted by survey respondent.

# GOOGLE ANALYTICS

Monthly visits to [www.visitvictoria.com](http://www.visitvictoria.com)



# WWW.VISITVICTORIA.COM

## indicators for Daylesford & Macedon Ranges

Indicator	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18
<b>Visits ('000)</b>	31,035	33,558	30,832	28,973	30,289	29,404	25,530	25,209	31,199	31,574	<b>42,862</b>	33,222	31,779
<b>Page views ('000)</b>	131,236	152,946	136,063	133,833	142,249	130,628	114,828	119,525	146,876	120,803	<b>176,584</b>	147,634	135,151
<b>Average page views</b>	4.2	4.6	4.4	4.6	4.7	4.4	4.5	<b>4.7</b>	4.7	3.8	4.1	4.4	4.3
<b>Time on site</b>	4.18	4.40	4.36	4.46	4.55	4.38	4.43	4.56	<b>5.00</b>	3.46	4.11	4.29	4.27
<b>New visits</b>	68.7%	68.5%	69.0%	67.1%	<b>71.7%</b>	70.0%	69.3%	68.2%	66.9%	68.6%	67.3%	64.6%	65.0%

### Results for the month of May 18

#### 31,779 visits

-4.3% on Apr 18 and +2.4% on May 17 ⇒ over the period, the best result was in Mar 18 with 42,862 visits.

#### 135,151 page views

-8.5% on Apr 18 and +3.0% on May 17 ⇒ over the period, the best result was in Mar 18 with 176,584 views.

#### 4.3 average page views

-4.3% on Apr 18 and +0.6% on May 17 ⇒ over the period, the best result was in Dec 17 with 4.7 pages.

#### 4.27 minutes on site

-0.7% on Apr 18 and +3.5% on May 17 ⇒ over the period, the best result was in Jan 18 with 5.00 minutes.

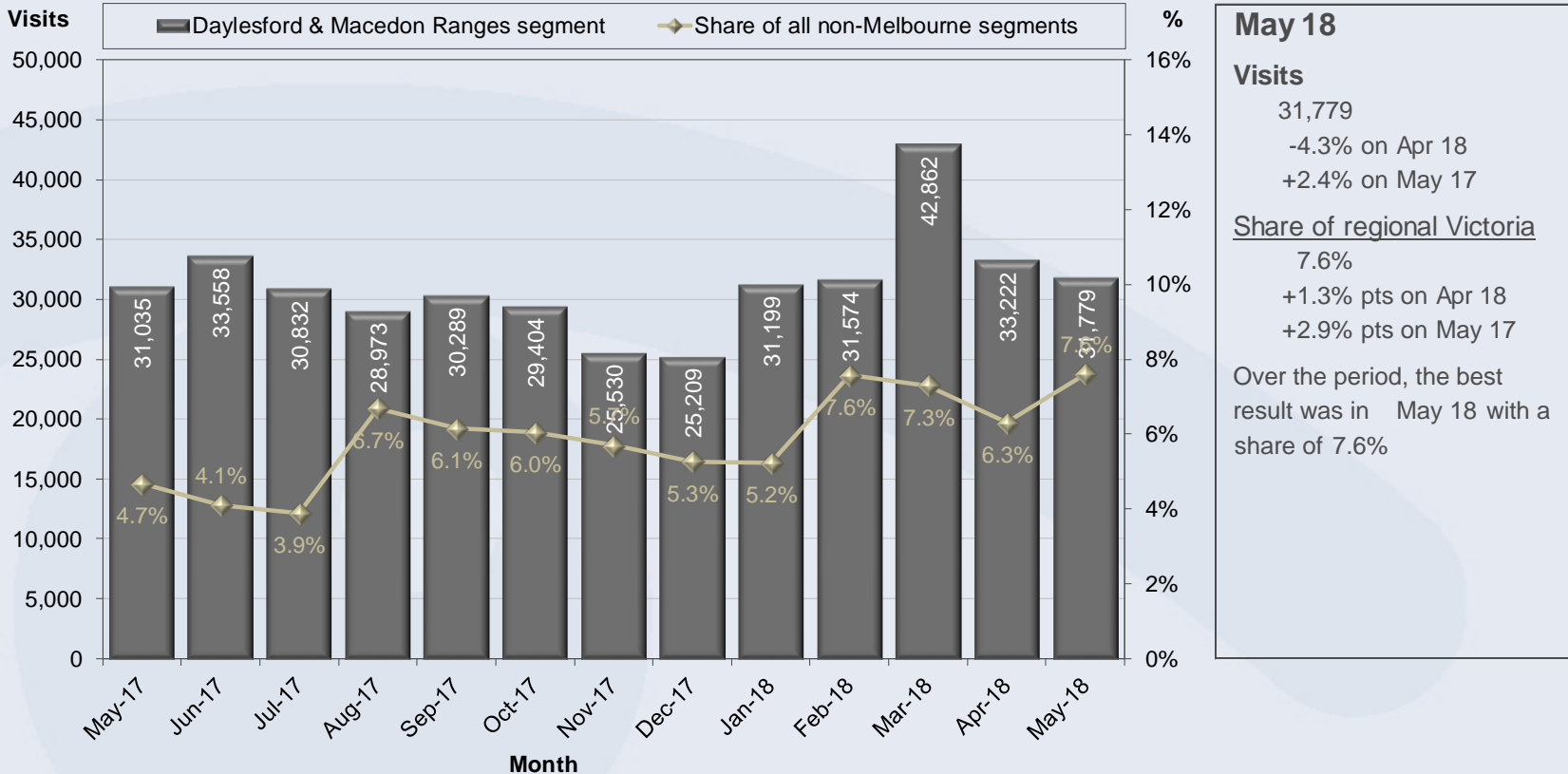
#### 65.0% new visits

+0.4% pts on Apr 18 and -3.7% pts on May 17 ⇒ over the period, the best result was in Sep 17 with 71.7% visits.

Source: [www.visitvictoria.com](http://www.visitvictoria.com), May 17 to May 18, Google Analytics

# WWW.VISITVICTORIA.COM

## visits and share for Daylesford & Macedon Ranges



Source: [www.visitvictoria.com](http://www.visitvictoria.com), May 17 to May 18, 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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