

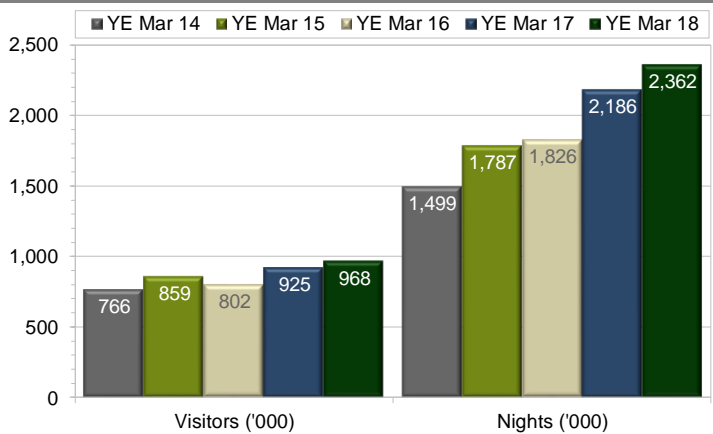
# Travel to Daylesford & Macedon Ranges#

For the period April 2017 to March 2018



## Domestic Overnight Travel (1)

### Visitors and nights

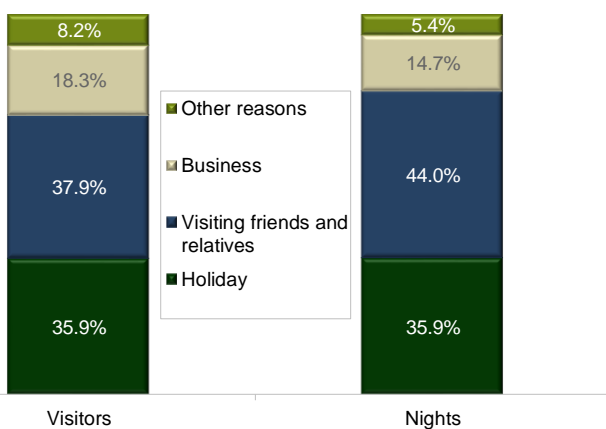


Daylesford & Macedon Ranges received 968,000 domestic overnight visitors - up by 4.6% on YE Mar 17. Visitors spent nearly 2.4 million nights in the region - up by 8.1% on YE Mar 17.

### Market share

The region received 6.2% of visitors and 5.5% of nights in regional Victoria. Compared to YE Mar 17, the share of visitors was down by 0.2% pts and the share of nights was up by 0.2% pts.

### Purpose of visit to Daylesford & Macedon Ranges



'Visiting friends and relatives' (37.9%) was the largest purpose for **visitors** to the region, followed by 'holiday' (35.9%) and 'business' (18.3%).

'Visiting friends and relatives' (44.0%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (35.9%) and 'business' (14.7%).

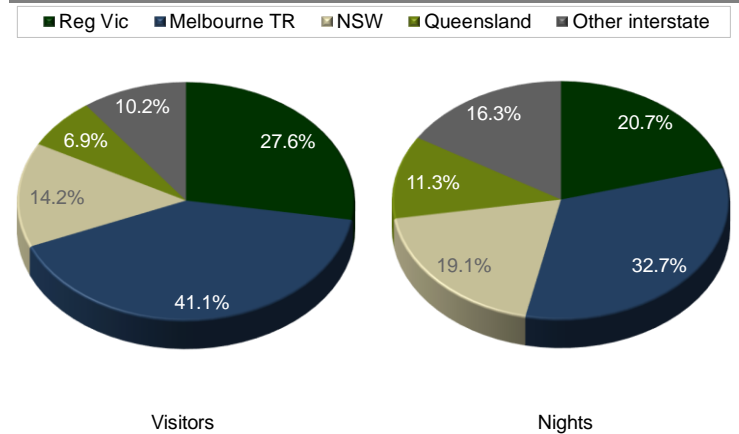
### Accommodation

'Friends or relatives property' (49.9%) was the most popular accommodation type used for nights in the region. 'Rented house, apartment, flat or unit' (16.6%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel or motor inn, below 4 star' (9.3%) and 'luxury hotel or resort, 4 or 5 star' (7.0%).

### All transport

'Private vehicle or company car' (75.4%) was the most popular transport used by visitors to the region, followed by 'aircraft' (18.8%) and 'railway' (3.2%).

### Origin



The region received 68.7% of visitors and 53.4% of nights from **intrastate**. Compared to YE Mar 17, intrastate visitors were up by 7.1% and nights were up by 4.0%.

**Interstate** contributed 31.3% of visitors and 46.6% of nights in the region. Compared to YE Mar 17, interstate visitors were down by 0.4% and nights were up by 13.1%.

### Length of stay

Visitors stayed on average 2.4 nights in the region.

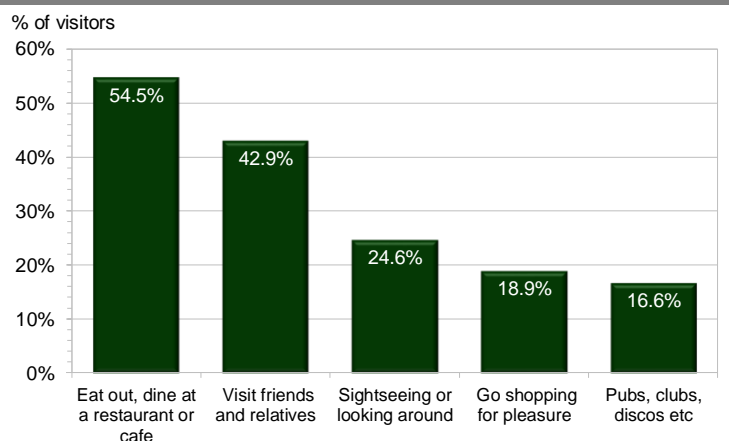
### Age

'45 to 54 years' (18.9%) was the biggest age group of visitors to the region, followed by '65 years and over' (18.0%).

### Travel party

'Alone' (30.4%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (29.5%) and 'friends or relatives' (18.9%).

### Activities



'Eat out, dine at a restaurant or cafe' (54.5%) was the most popular activity undertaken by visitors to the region.

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

Domestic overnight visitors spent \$495 million in the region. On average, visitors spent \$210 per night in the region.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

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

(1) Source: National Visitor Survey, YE Mar 18, Tourism Research Australia (TRA)

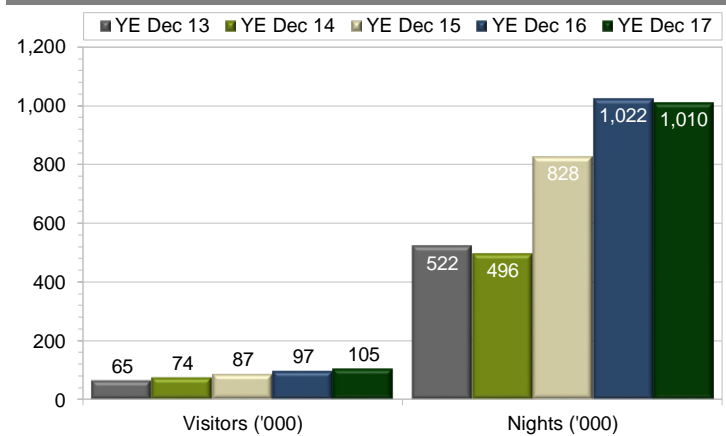
# Travel to Daylesford & Macedon Ranges#

## For the period April 2017 to March 2018

Please note: the International Visitor Survey (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>. This report will be updated as soon as new IVS data becomes available.

### International Overnight Travel (3)

#### Visitors and nights



Daylesford & Macedon Ranges received 104,700 international overnight visitors - up by 7.8% on YE Dec 16. Visitors spent over 1.0 million nights in the region - down by 1.2% on YE Dec 16.

#### Market share

The region received 19.7% of visitors and 12.6% of nights in regional Victoria. Compared to YE Dec 16, the share of visitors was up by 0.2% pts and the share of nights was down by 1.6% pts.

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

'Holiday' (32.7%) was the largest purpose for visitors to the region' followed by 'in transit' (28.9%) and 'visiting friends and relatives' (26.4%).

#### Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	21.7%	13	Netherlands	1.3%
2	Mainland China	13.8%	14	Taiwan	0.9%
3	USA	10.4%	15	Switzerland	0.8%
4	United Kingdom	10.0%	16	Scandinavia	0.7%
5	Germany	4.9%	17	Hong Kong	0.6%
6	Japan	4.7%	18	Italy	0.5%
7	Malaysia	4.4%	19	South Korea	0.3%
8	India	4.2%	20	Thailand	0.2%
9	Singapore	3.0%			
10	Indonesia	2.2%		Other Asia	4.1%
11	France	1.9%		Other Europe	2.2%
12	Canada	1.6%		Other Countries	5.6%

New Zealand (21.7%) was the largest source market of visitors to the region, followed by Mainland China (13.8%).

#### Accommodation

'Friends or relatives property' (75.0%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (6.9%).

#### Age

'55 to 64 years' (21.9%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (21.2%).

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

International overnight visitors spent \$67 million in the region. On average, visitors spent \$67 per night in the region.

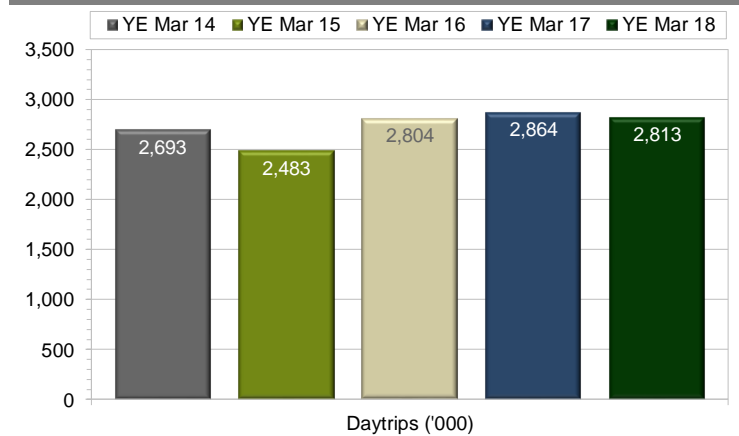
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 17.

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

(3) Source: International Visitor Survey, YE Dec 17, TRA

### Domestic Daytrip Travel (5)

#### Trips



Daylesford & Macedon Ranges received over 2.8 million domestic daytrip visitors - down by 1.8% on YE Mar 17.

#### Market share

The region received 8.3% of daytrips to regional Victoria. Compared to YE Mar 17, the share was down by 0.5% pts.

#### Main purpose of trip

'Holiday' (45.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (31.7%) and 'providing transport' (11.4%).

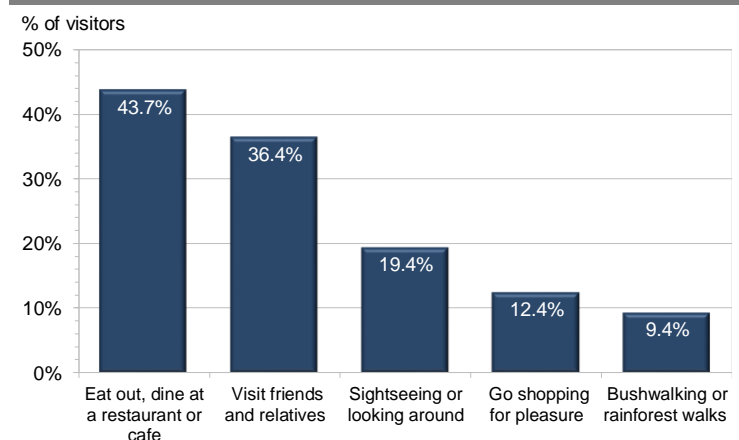
#### Age

'35 to 44 years' (20.4%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (19.4%).

#### Transport

'Private vehicle or company car' (97.2%) was the most popular transport used by visitors to the region, followed by 'railway' (1.3%) and 'bus or coach' (0.8%).

#### Activities



'Eat out, dine at a restaurant or cafe' (43.7%) was the most popular activity undertaken by visitors to the region.

#### Expenditure (6)

Domestic daytrip visitors spent \$257 million in the region. On average, visitors spent \$91 per trip to the region.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Mar 18.

(5) Source: National Visitor Survey, YE Mar 18, TRA

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