

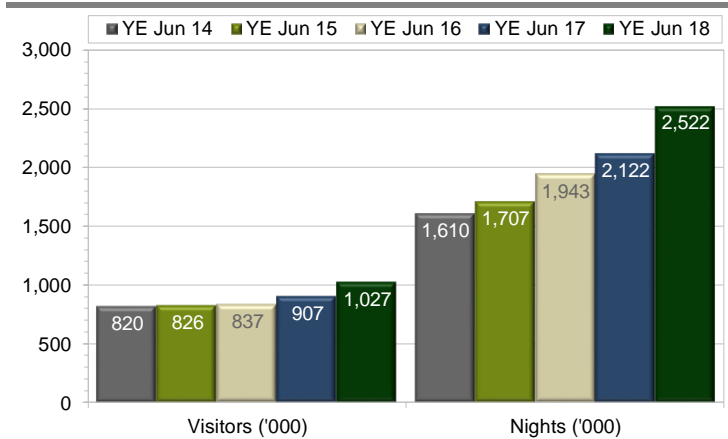
Travel to Daylesford & Macedon Ranges#

For the period July 2017 to June 2018



Domestic Overnight Travel (1) – YE Jun 18

Visitors and nights

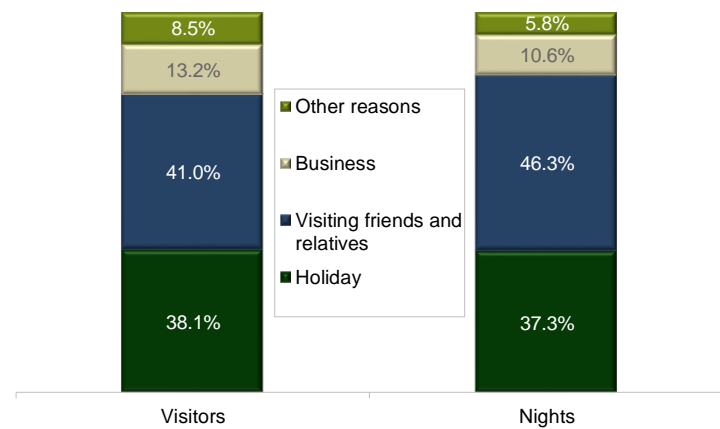


Daylesford & Macedon Ranges received over 1.0 million domestic overnight visitors - up by 13.2% on YE Jun 17. Visitors spent over 2.5 million nights in the region - up by 18.9% on YE Jun 17.

Market share

The region received 6.5% of visitors and 5.7% of nights in regional Victoria. Compared to YE Jun 17, the share of visitors was up by 0.5% pts and the share of nights was up by 0.7% pts.

Purpose of visit to Daylesford & Macedon Ranges



'Visiting friends and relatives' (41.0%) was the largest purpose for **visitors** to the region, followed by 'holiday' (38.1%) and 'business' (13.2%).

'Visiting friends and relatives' (46.3%) was the largest purpose in terms of **nights** in the region, followed by 'holiday' (37.3%) and 'business' (10.6%).

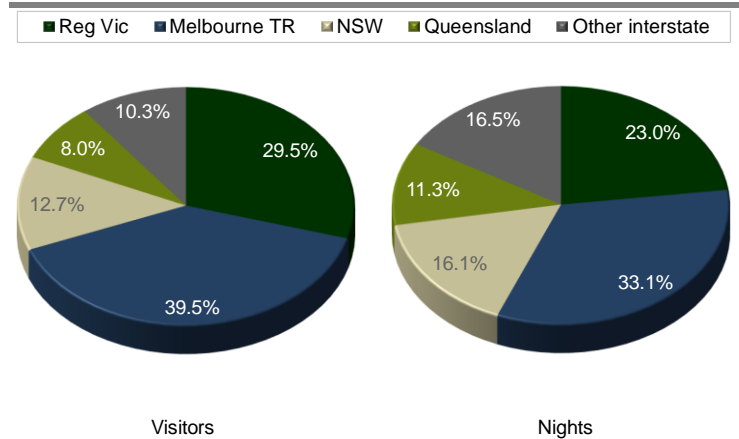
Accommodation

'Friends or relatives property' (49.2%) was the most popular accommodation type used for nights in the region. 'Rented house, apartment, flat or unit' (15.7%) was the 2nd most popular, followed by 'standard hotel or motor inn, below 4 star' (9.8%) and 'luxury hotel or resort, 4 or 5 star' (6.7%).

All transport

'Private vehicle or company car' (75.1%) was the most popular transport used by visitors to the region, followed by 'aircraft' (17.3%) and 'railway' (4.1%).

Origin



The region received 69.0% of visitors and 56.1% of nights from **intrastate**. Compared to YE Jun 17, intrastate visitors were up by 14.2% and nights were up by 19.3%.

Interstate contributed 31.0% of visitors and 43.9% of nights in the region. Compared to YE Jun 17, interstate visitors were up by 11.1% and nights were up by 18.3%.

Length of stay

Visitors stayed on average 2.5 nights in the region.

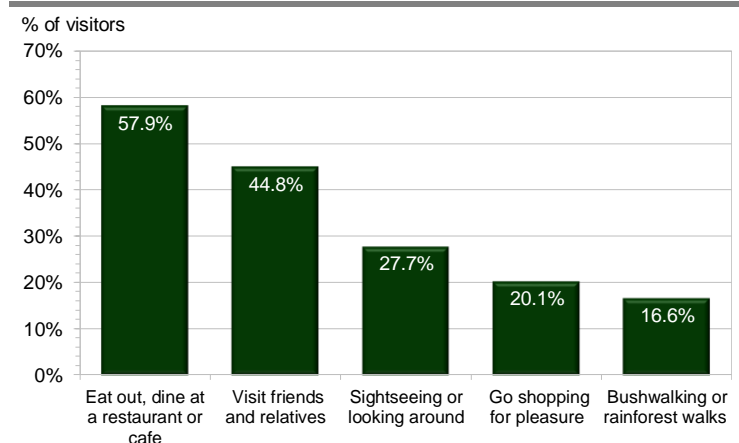
Age

'45 to 54 years' (20.5%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (19.1%).

Travel party

'Adult couple' (30.4%) was the most common travel party amongst visitors to the region, followed by 'alone' (26.3%) and 'friends or relatives' (19.1%).

Activities



'Eat out, dine at a restaurant or cafe' (57.9%) was the most popular activity undertaken by visitors to the region.

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$512 million in the region. On average, visitors spent \$203 per night in the region.

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

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

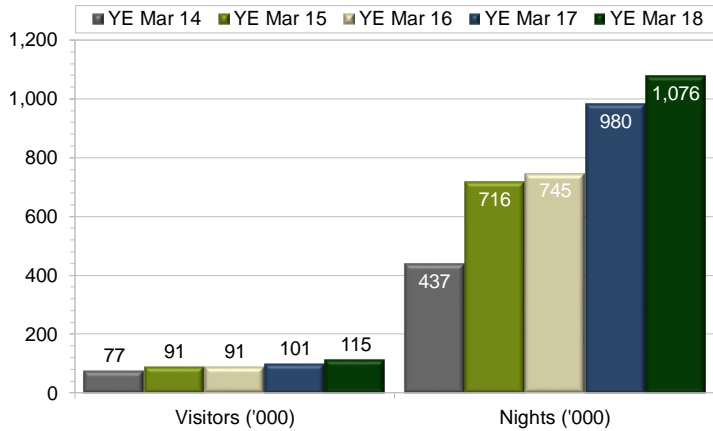
Travel to Daylesford & Macedon Ranges#

For the period July 2017 to June 2018

Please note: the International Visitor Survey (IVS) results for the year ended June 2018 have been delayed. The IVS results in this report are for the year ended March 2018. For more information regarding the delay, please see Tourism Research Australia's website at <https://www TRA.gov.au/International/international-tourism-results>
This report will be updated as soon as new IVS data becomes available.

International Overnight Travel (3) Preliminary – YE Mar 18

Visitors and nights



Daylesford & Macedon Ranges received 114,600 international overnight visitors - up by 13.2% on YE Mar 17. Visitors spent nearly 1.1 million nights in the region - up by 9.8% on YE Mar 17.

Market share

The region received 21.8% of visitors and 13.7% of nights in regional Victoria. Compared to YE Mar 17, the share of visitors was up by 2.3% pts and the share of nights was up by 1.4% pts.

Origin

Rank	Market	Share	Rank	Market	Share
1	New Zealand	22.9%	13	Taiwan	1.2%
2	Mainland China	14.0%	14	Hong Kong	1.0%
3	United Kingdom	10.3%	15	Netherlands	1.0%
4	USA	9.8%	16	Switzerland	0.9%
5	Germany	5.7%	17	Scandinavia	0.7%
6	Japan	4.5%	18	Italy	0.5%
7	Malaysia	4.5%	19	South Korea	0.4%
8	India	3.8%	20	Thailand	0.0%
9	Indonesia	2.3%			
10	Singapore	2.2%		Other Asia	3.1%
11	France	2.2%		Other Europe	2.1%
12	Canada	1.4%		Other Countries	5.6%

New Zealand (22.9%) was the largest source market of visitors to the region, followed by Mainland China (14.0%).

Accommodation

'Friends or relatives property' (75.8%) was the most popular accommodation type used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (6.4%).

Age

'25 to 34 years' (20.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.4%).

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

International overnight visitors spent \$73 million in the region. On average, visitors spent \$68 per night in the region.

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

Preliminary IVS results

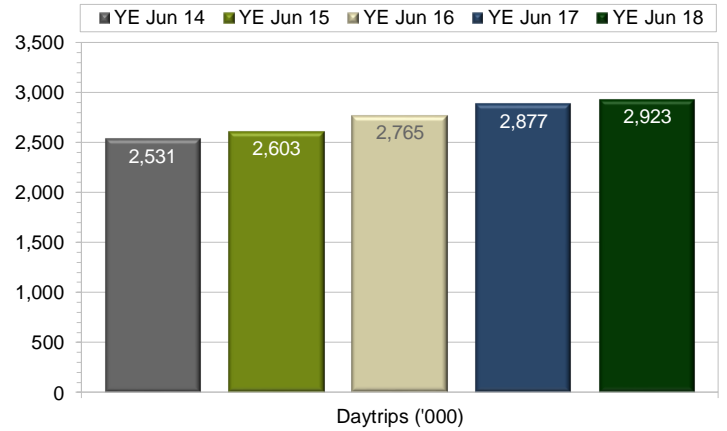
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

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

(3) Source: International Visitor Survey, YE Mar 18, TRA

Domestic Daytrip Travel (5) – YE Jun 18

Trips



Daylesford & Macedon Ranges received over 2.9 million domestic daytrip visitors - up by 1.6% on YE Jun 17.

Market share

The region received 8.5% of daytrips to regional Victoria. Compared to YE Jun 17, the share was down by 0.3% pts.

Main purpose of trip

'Holiday' (45.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.9%) and 'providing transport' (11.9%).

Age

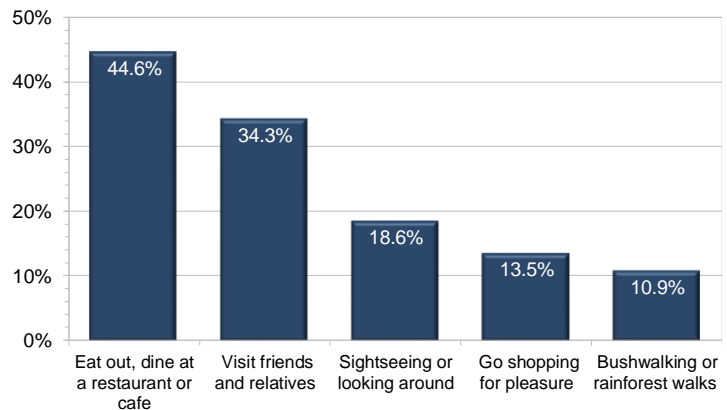
'35 to 44 years' (21.4%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (20.4%).

Transport

'Private vehicle or company car' (97.5%) was the most popular transport used by visitors to the region.

Activities

% of visitors



'Eat out, dine at a restaurant or cafe' (44.6%) was the most popular activity undertaken by visitors to the region.

Expenditure (6)

Domestic daytrip visitors spent \$263 million in the region. On average, visitors spent \$90 per trip to the region.

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

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

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