

Daylesford and the Macedon Ranges

Regional Tourism Summary

Year Ending December 2018



Tourism is an important industry for Daylesford and the Macedon Ranges. The region received over 2.7 million domestic (overnight and daytrip) and international overnight visitors combined, who spent an estimated \$473 million in the year ending December 2018.

The Daylesford and Macedon Ranges tourism region comprises two tourism sub-regions: Spa Country and Macedon Ranges.¹



GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$272M ▲ 7.7%	10.5% ▲ 0.1%pts

VALUE OF TOURISM

In 2016-17, tourism was estimated to be worth \$272 million in Gross Regional Product (direct and indirect), representing 10.5 per cent of the region's economy.



TOURISM EMPLOYMENT

JOBS	% OF ECONOMY
4,000 ▲ 4.0%	14.3% ► 0.0%pts

Tourism generated employment of approximately 4,000 people or 14.3 per cent of the region's employment (direct and indirect jobs).



DOMESTIC OVERNIGHT

SPEND	VISITORS
\$310M ▲ 33.6%	774,000 ▲ 23.6%

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Daylesford and the Macedon Ranges in the year ending December 2018 was estimated to be \$310 million (+33.6 per cent year-on-year), with visitors spending an average of \$168 per night and \$400 per visitor.



DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$152M ▼ -9.0%	1.9M ▼ -3.2%

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$152 million in the year ending December 2018, a decrease of 9.0 per cent compared to the previous year.



INTERNATIONAL OVERNIGHT

SPEND	VISITORS
\$11M ▲ 10.7%	19,000 ▼ -12.0%

INTERNATIONAL OVERNIGHT SPEND

International overnight expenditure in Daylesford and the Macedon Ranges was estimated to be \$11 million in the year ending December 2018, an increase of 10.7 per cent year-on-year.

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, by Tourism Research Australia.

Regional Tourism Satellite Account 2016-17, Tourism Research Australia.

All growth rates noted on this page are year-on-year percentage changes.

Factsheet published by the Tourism, Events and Visitor Economy (TEVE) Research Unit, April 2019

Image: Lake House on Lake Daylesford



Jobs,
Precincts
and Regions

DAYLESFORD AND THE MACEDON RANGES

Key Regional Tourism Statistics (Year ending December)

Tourism Economic Contribution	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	AAG (2012-17) (% p.a.)	YOY change (2016-17) (%)
Gross Regional Product (GRP)								
Direct GRP (\$m)	100	96	112	113	131	142	7.2%	8.6%
Indirect GRP (\$m)	99	92	108	105	122	130	5.7%	6.7%
Total GRP (\$m)	199	188	220	218	253	272	6.4%	7.7%
Direct GRP (%)	4.6%	4.3%	4.9%	4.7%	5.4%	5.5%	0.8%pt	0.1%pt
Indirect GRP (%)	4.6%	4.1%	4.8%	4.4%	5.1%	5.0%	0.5%pt	0.0%pt
Total GRP (%)	9.2%	8.5%	9.7%	9.2%	10.5%	10.5%	1.3%pt	0.1%pt
Persons Employed								
Direct Employment (000s)	2.7	2.5	2.8	2.9	3.2	3.3	4.4%	3.3%
Indirect Employment (000s)	0.5	0.5	0.6	0.6	0.7	0.7	6.6%	7.3%
Total Employment (000s)	3.2	3.0	3.4	3.5	3.9	4.0	4.8%	4.0%
Direct Employment (%)	10.5%	9.9%	11.0%	10.9%	11.8%	11.8%	1.2%pt	-0.1%pt
Indirect Employment (%)	2.1%	2.0%	2.3%	2.2%	2.5%	2.6%	0.5%pt	0.1%pt
Total Employment (%)	12.6%	11.8%	13.3%	13.1%	14.3%	14.3%	1.7%pt	0.0%pt

Years ending December Visitors, Nights and Expenditure	2013	2014	2015	2016	2017	2018	AAG (2013-18) (% p.a.)	YOY change (2017-18) (%)	2018 Share of Total
Domestic									
Daytrip visitors (000's)	1,587	1,702	1,805	1,932	1,985	1,923	3.9%	-3.2%	70.8%
Overnight visitors (000's)	450	562	594	680	627	774	11.5%	23.6%	28.5%
Total domestic visitors (000's)	2,037	2,264	2,399	2,612	2,612	2,697	5.8%	3.3%	99.3%
Visitor nights (000's)	1,008	1,214	1,328	1,640	1,387	1,843	12.8%	32.9%	90.4%
Length of stay (nights)	2.2	2.2	2.2	2.4	2.2	2.4			
Daytrip Expenditure (\$m)	115	123	132	142	167	152	5.7%	-9.0%	32.2%
Daytrip spend per trip	73	72	73	73	84	79			
Domestic Overnight Expenditure (\$m)	155	186	226	303	232	310	14.8%	33.6%	65.5%
Domestic Overnight Spend per Visitor (\$)	345	332	381	446	370	400			
Domestic Overnight Spend per Night (\$)	154	154	170	185	167	168			
Total Domestic Expenditure (\$m)	271	309	358	445	399	462	11.3%	15.7%	97.6%
International									
Overnight visitors (000's)	10	13	11	16	21	19	13.7%	-12.0%	0.7%
Visitor nights (000's)	-	-	-	-	536	-	-	-	-
Length of stay (nights)	-	-	-	-	25.2	-			
International Overnight Expenditure (\$m)	5	7	-	10	10	11	16.3%	10.7%	2.4%
International Overnight Spend per Visitor (\$)	531	544	-	620	472	595			
International Overnight Spend per Night (\$)	-	-	-	-	19	-			
TOTALS									
Visitors (000's)	2,047	2,277	2,410	2,628	2,633	2,716	5.8%	3.1%	
Visitor nights (000's)	1,134	1,314	1,445	1,849	1,923	2,038	12.4%	5.9%	
Expenditure (\$m)	276	316	366	455	409	473	11.4%	15.6%	

Sources: National and International Visitor Survey, Regional Expenditure Model, December 2018, Tourism Research Australia.

Regional Tourism Satellite Account 2016-17, Tourism Research Australia

Note: Figures noted as '-' are under the publishable threshold.

AAG = Average Annual Growth. YOY = year-on-year growth

DAYLESFORD AND THE MACEDON RANGES

¹Daylesford and the Macedon Ranges Tourism Region definition – SA2s

Each tourism region is defined using smaller geographical building blocks called Statistical Areas Level 2 (SA2s), developed by the Australian Bureau of Statistics. SA2s do not precisely align with the boundaries of Local Government Areas (LGAs). For further information refer:

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/9503.0.55.0012016?OpenDocument>

The following SA2s are included in the Daylesford and the Macedon Ranges tourism region:

Region	SA2
Macedon	Bacchus Marsh, Bacchus Marsh Region, Gisborne, Gordon, Kyneton, Macedon, Riddells Creek, Romsey, Woodend
Spa Country	Creswick – Clunes, Daylesford

Regional Map

The Tourism, Events and Visitor Economy (TEVE) branch of the Victorian Government has developed a map noting Victoria's tourism sub-regions as defined by the Australian Bureau of Statistics. These definitions form the basis of data reported from the National Visitor Survey and the International Visitor Survey. This document also outlines SA2s and LGAs as they relate to the regions. Refer to:

<https://www.business.vic.gov.au/tourism-industry-resources/research/regional-visitation>

More Information

For the latest information on domestic visitation to Victoria's regions from the National Visitor Survey by Tourism Research Australia please refer to the results updated quarterly by TEVE at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/domestic-and-regional-research>

Further information on international visitors to Victoria's regions from the International Visitor Survey by Tourism Research Australia is also updated quarterly by TEVE and available at:

<http://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

For further information on the methodology and key concepts for the Victorian Regional Tourism Satellite Accounts 2016-17, please refer to the Regional Tourism Satellite Account profiles at:

<https://www.business.vic.gov.au/tourism-industry-resources/research/economic-significance>

For more detail on the State Tourism Satellite Accounts 2016-17, published by Tourism Research Australia refer to the full report:

<https://www.tra.gov.au/research/view-all-publications/all-publications/economic-reports/state-tourism-satellite-accounts-2016-17>