

Daylesford and the Macedon Ranges

Regional Tourism Summary

Year Ending December 2021



The visitor economy has suffered immense losses since the start of the COVID-19 pandemic, with large declines recorded across most top-level measures compared to the pre-pandemic results. However, early signs of recovery are evident as restrictions have been progressively lifted and some measures have improved relative to the performance of 2020 during a period of limited travel.

Tourism is an important industry for Daylesford and the Macedon Ranges. The region received approximately 2.3 million domestic (overnight and daytrip) visitors, who spent an estimated \$438 million in the year ending December 2021.

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



GROSS REGIONAL PRODUCT

GRP	% OF ECONOMY
\$258M ▼-18% y/y	8.4% ▼ -2.2% pts

VALUE OF TOURISM

In 2019-20, tourism was estimated to be worth \$258 million in Gross Regional Product (direct and indirect), representing 8.4 per cent of the region's economy.



TOURISM EMPLOYMENT

JOBS	% OF ECONOMY
4,500 ▼-9% y/y	14.3% ▼ -1.6% pts

Tourism generated employment of approximately 4,500 people or 14.3 per cent of the region's employment (direct and indirect jobs).



DOMESTIC OVERNIGHT

SPEND	VISITORS
\$284M +73% y/y	647,000+73% y/y
▼ -7% 2019/21	▼ -29% 2019/21

DOMESTIC OVERNIGHT SPEND

Domestic overnight expenditure in Daylesford and the Macedon Ranges was estimated to be \$284 million in the year ending December 2021, up 73 per cent on 2020 during a period of low activity. However, overnight spend remained 7 per cent below the year ending December 2019 (pre-COVID-19) result. Visitors spent an average of \$195 per night and \$439 per visitor in 2021.



DOMESTIC DAYTRIPS

SPEND	DAYTRIPS
\$154M +37% y/y	1.7M -1% y/y
▼ -27% 2019/21	▼ -36% 2019/21

DOMESTIC DAYTRIP SPEND

Daytrip visitors spent an estimated \$154 million in the year ending December 2021, a decline of 27 per cent compared to the year ending December 2019. However, daytrip spend was up 37 per cent on 2020 during a period of low activity.

Growth rates for Gross Regional Product and Employment are year-on-year percentage changes for 2019-20 vs 2018-19.

International visitor data is currently limited to state-level results.

Sources: National and International Visitor Surveys and Regional Expenditure Model, December 2021, Tourism Research Australia (TRA), released March 2022.

Regional Tourism Satellite Account 2019-20, TRA, released July 2021.

Data correct at time of publishing. Factsheet published by the Tourism and Events Strategy and Reform (TESR) Research Unit, March 2022.

Image: Lake House on Lake Daylesford



Jobs,
Precincts
and Regions

Daylesford and the Macedon Ranges

Key Regional Tourism Statistics

Tourism Economic Contribution	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	YOY change (2019-20) (%)
Gross Regional Product (GRP)							
Direct GRP (\$m)	118	129	140	154	169	142	-16%
Indirect GRP (\$m)	103	113	122	135	146	116	-21%
Total GRP (\$m)	220	242	263	289	316	258	-18%
Direct GRP (%)	4.7%	5.1%	5.2%	5.4%	5.6%	4.6%	-1.0%pts
Indirect GRP (%)	4.1%	4.4%	4.5%	4.8%	4.9%	3.8%	-1.1%pts
Total GRP (%)	8.8%	9.5%	9.7%	10.2%	10.5%	8.4%	-2.2%pts
Persons Employed							
Direct Employment (000s)	3.0	3.3	3.6	3.9	4.2	3.9	-7%
Indirect Employment (000s)	0.6	0.6	0.7	0.8	0.8	0.7	-19%
Total Employment (000s)	3.6	3.9	4.3	4.7	5.0	4.5	-9%
Direct Employment (%)	10.7%	11.5%	12.0%	12.7%	13.2%	12.2%	-1.1%pts
Indirect Employment (%)	2.0%	2.2%	2.3%	2.5%	2.6%	2.1%	-0.5%pts
Total Employment (%)	12.8%	13.7%	14.3%	15.2%	15.9%	14.3%	-1.6%pts

Visitors, Nights and Expenditure	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YOY change (YE Dec 2020-21) (%)	2 year change (YE Dec 2019-21) (%)	YE Dec 2021 Share Total
Domestic									
Daytrip visitors (000's)	1,932	2,057	1,991	2,569	1,665	1,655	-1%	-36%	71.9%
Overnight visitors (000's)	680	649	789	908	374	647	73%	-29%	28.1%
Total domestic visitors (000's)	2,612	2,706	2,781	3,477	2,039	2,302	13%	-34%	100.0%
Visitor nights (000's)	1,640	1,429	1,861	1,795	783	1,460	86%	-19%	100.0%
Length of stay (nights)	2.4	2.2	2.4	2.0	2.1	2.3			
Daytrip Expenditure (\$m)	142	172	157	210	112	154	37%	-27%	35.1%
Daytrip spend per trip	73	84	79	82	67	93			
Domestic Overnight Expenditure (\$m)	303	239	312	307	164	284	73%	-7%	64.9%
Domestic Overnight Spend per Visitor (\$)	446	369	395	338	438	439			
Domestic Overnight Spend per Night (\$)	185	167	168	171	209	195			
Total Domestic Expenditure (\$m)	445	412	469	517	276	438	59%	-15%	100.0%
International									
Overnight visitors (000's)	16	21	19	20	6	-	-	-72%	-
Visitor nights (000's)	-	536	-	292	-	-	-	-	-
Length of stay (nights)	-	25.2	-	14.5	-	-			
International Overnight Expenditure (\$m)	10	10	11	11	-	-	-	-	-
International Overnight Spend per Visitor (\$)	620	473	595	534	-	-			
International Overnight Spend per Night (\$)	-	19	-	37	-	-			

For year ending December 2021, international visitor data is currently limited to state-level results.

Sources: National and International Visitor Surveys and Regional Expenditure Model, December 2021, TRA, released March 2022.

Regional Tourism Satellite Account 2019-20, TRA, released July 2021

Improvements in the NVS methodology has resulted in a break in series. Please use caution when comparing 2020 and 2021 results with previous time periods and releases.

For further information on methodology changes and impacts refer to the TRA NVS Methodology.

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

Factsheet published by the TESR Research Unit, March 2022



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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:

[https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Australian+Statistical+Geography+Standard+\(ASGS\)](https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Australian+Statistical+Geography+Standard+(ASGS))

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 managed by Tourism Research Australia. 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 further information on National Visitor Survey methodology changes and impacts refer to the Tourism Research Australia NVS Methodology.

<https://www.tra.gov.au/Domestic/national-visitor-survey-methodology>

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>

Refer to the [TRA website](#) for information on how estimates for international visitors have been produced in the absence of survey data from the June 2020 quarter.

For further information on the methodology and key concepts for the Regional Tourism Satellite Accounts 2019-20, please refer to:

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

For more detail on the State Tourism Satellite Accounts 2019-20, published by Tourism Research Australia refer to the full report:

<https://www.tra.gov.au/economic-analysis/economic-value/state-tourism-satellite-account/state-tourism-satellite-account>

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.