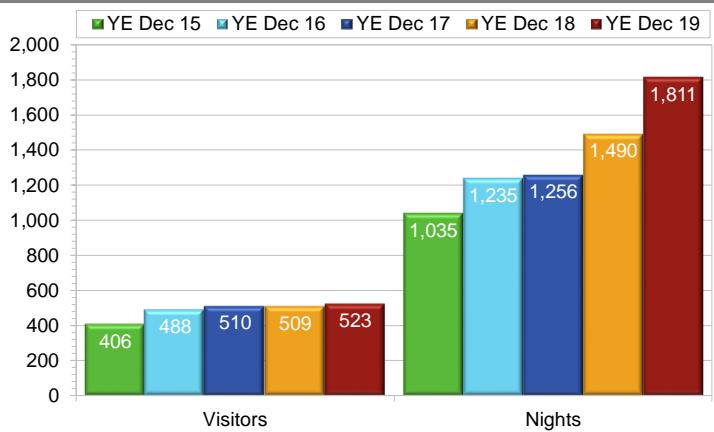


Travel to Mildura

For the period January 2019 to December 2019

Domestic Overnight Travel⁽¹⁾

Visitors and nights

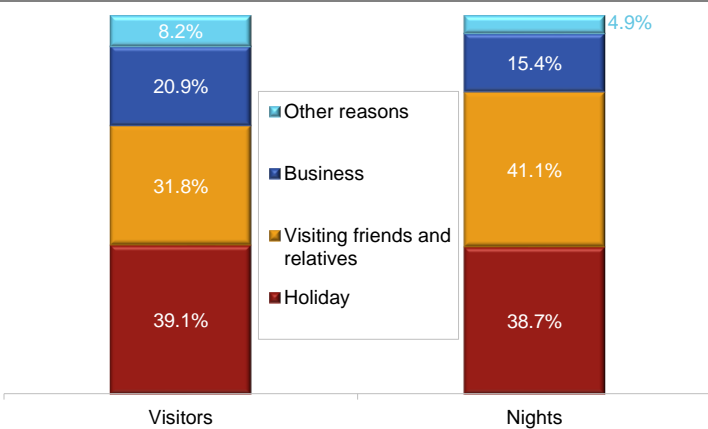


Mildura Rural City received 523,000 domestic overnight visitors - up by 2.7% on YE Dec 18. Visitors spent over 1.8 million nights in the City - up by 21.6% on YE Dec 18.

Market share

The City received 2.7% of visitors and 3.4% of nights in regional Victoria. Compared to YE Dec 18, the share of visitors was down by 0.3% pts and the share of nights was up by 0.2% pts.

Purpose of visit to Mildura Rural City



'Holiday' (39.1%) was the largest purpose for **visitors** to the City, followed by 'visiting friends and relatives (VFR)' (31.8%) and 'business' (20.9%). Compared to YE Dec 18, 'VFR' increased by 6.9% pts while 'business' decreased by 9.7% pts.

'VFR' (41.1%) was the largest purpose in terms of **nights** in the City, followed by 'holiday' (38.7%) and 'business' (15.4%). Compared to YE Dec 18, 'VFR' increased by 11.0% pts while 'business' decreased by 9.2% pts.

Accommodation

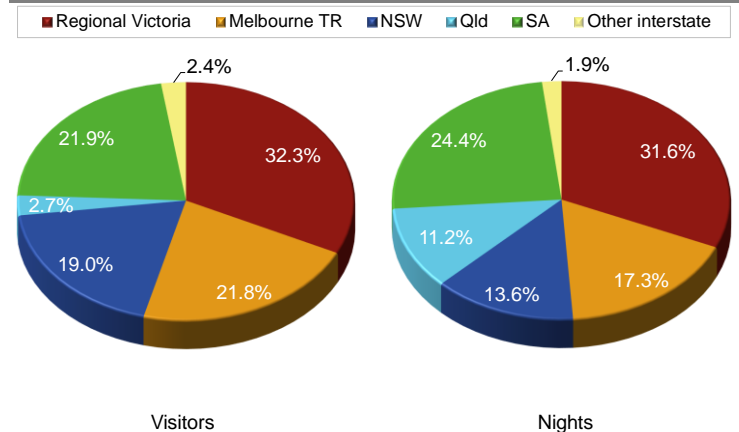
'Friends or relatives property' (37.3%) was the most popular accommodation type used for **nights** in the City. 'Caravan park or commercial camping ground' (17.6%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (17.5%).

Compared to YE Dec 18, 'friends or relatives property' grew by 11.1% pts while 'standard hotel or motor inn, below 4 star' declined by 8.9% pts.

Mildura comprises: Mildura Rural City.

(1) Source: National Visitor Survey, YE Dec 19, Tourism Research Australia (TRA)

Origin



The City received 54.0% of visitors and 48.9% of nights from **Victoria**. Compared to YE Dec 18, Victorian visitors were up by 2.1% and nights were up by 2.2%.

NSW contributed 19.0% of visitors and 13.6% of nights in the City. Compared to YE Dec 18, visitors from NSW were down by 7.1%.

South Australia contributed 21.9% of visitors and 24.4% of nights in the City. Compared to YE Dec 18, visitors from South Australia were up by 15.6%.

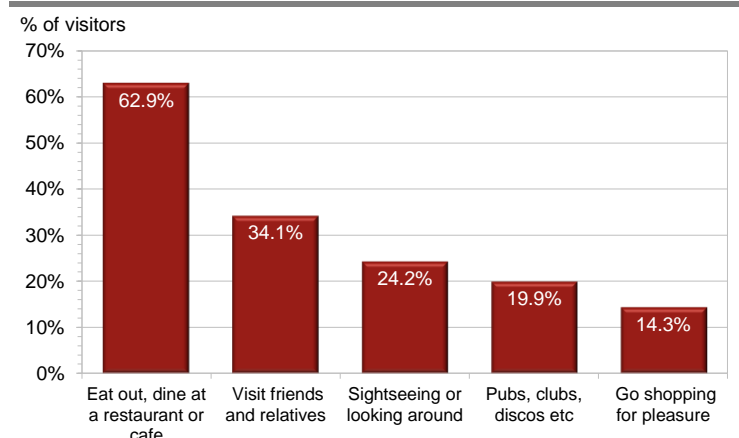
Length of stay

Visitors stayed, on average, 3.5 nights in the City - up by 0.6 nights on the YE Dec 18.

Age

'65 years and over' (24.3%) was the biggest age group of visitors to the City, followed by '55 to 64 years' (21.4%) and '45 to 54 years' (18.1%).

Activities



'Eat out, dine at a restaurant or cafe' (62.9%) was the most popular activity undertaken by visitors to the City, followed by 'visit friends and relatives' (34.1%) and 'sightseeing or looking around' (24.2%).

Expenditure⁽²⁾

Domestic overnight visitors spent \$262 million in the City - an average of \$145 per night.

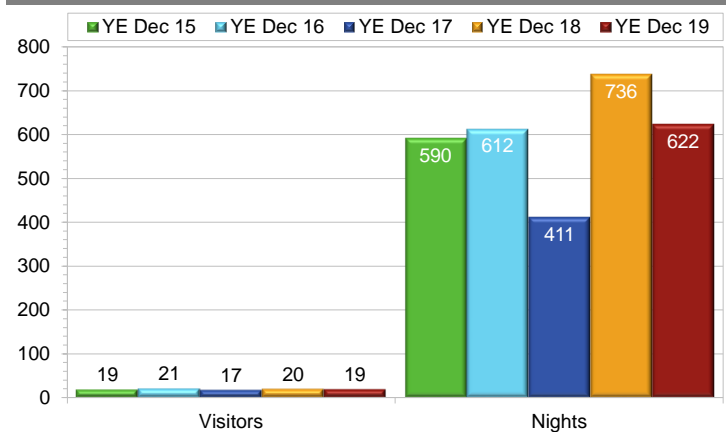
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 19.

Travel to Mildura

For the period January 2019 to December 2019

International Overnight Travel⁽³⁾

Visitors and nights



Mildura Rural City received 19,300 international overnight visitors - down by 4.3% on YE Dec 18. Visitors spent 622,300 nights in the City - down by 15.5% on YE Dec 18.

Market share

The City received 3.2% of visitors and 6.4% of nights in regional Victoria. Compared to YE Dec 18, the share of visitors was down by 0.4 pts and the share of nights was down by 2.7% pts.

Purpose of visit to Mildura Rural City

'Holiday' (61.2%) was the largest purpose for **visitors** to the City, followed by 'visiting friends and relatives' (23.7%) and 'business' (8.5%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	17.8%	13	USA	2.1%
2	Mainland China	10.2%	14	Italy	1.7%
3	Japan	8.1%	15	France	1.7%
4	Germany	7.7%	16	Hong Kong	0.0%
5	Thailand	6.1%	16	Indonesia	0.0%
6	New Zealand	6.1%	16	Korea	0.0%
7	Scandinavia	5.7%	16	India	0.0%
8	Netherlands	5.5%	16	Switzerland	0.0%
9	Canada	5.0%			
10	Taiwan	5.0%		Other Asia	4.1%
11	Singapore	2.9%		Other Europe	5.3%
12	Malaysia	2.7%		Other Countries	2.3%

The United Kingdom (17.8%) was the City's largest source market of visitors. Mainland China (10.2%) was the 2nd largest, followed by Japan (8.1%).

Accommodation

'Rented house, apartment, flat or unit' (41.1%) was the most popular accommodation type used for **nights** in the City, followed by 'backpacker or hostel' (38.4%).

Age

'25 to 34 years' (32.8%) was the biggest age group of visitors to the City, followed by '15 to 24 years' (22.7%).

Expenditure⁽⁴⁾

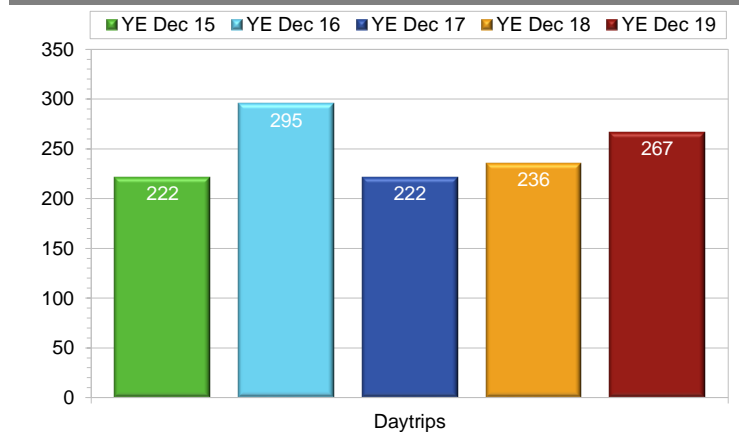
International overnight visitors spent \$32 million in the City - an average of \$51 per night.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 19.

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

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura Rural City received 267,000 domestic daytrip visitors - up by 13.4% on YE Dec 18.

Market share

The City received 0.6% of daytrips to regional Victoria. Compared to YE Dec 18, the share was unchanged.

Main purpose of trip

'Holiday' (67.8%) was the largest purpose for visitors to the City, followed by 'business' (14.2%) and 'visiting friends and relatives' (6.9%).

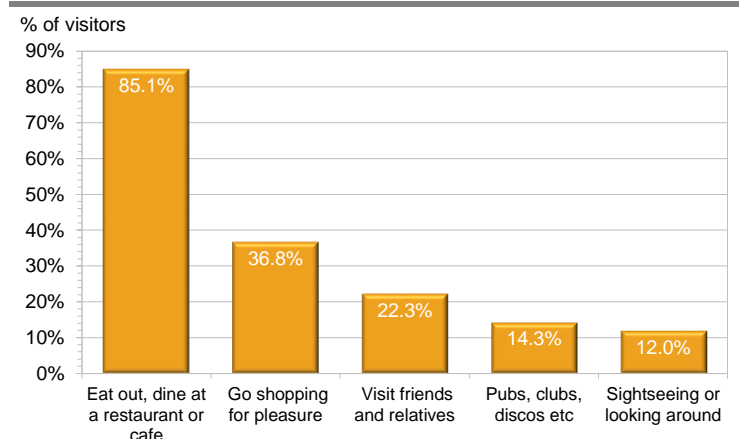
Age

'15 to 24 years' (34.4%) was the biggest age group of visitors to the City, followed by '55 to 64 years' (18.4%) and '65 years and over' (15.8%).

Gender

More visitors to the City were female (56.7%) than male (43.3%).

Activities



'Eat out, dine at a restaurant or cafe' (85.1%) was the most popular activity undertaken by visitors to the City.

Expenditure⁽⁶⁾

Expenditure estimates for domestic daytrip visitors in the City are considered statistically unreliable for YE Dec 19.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 19.