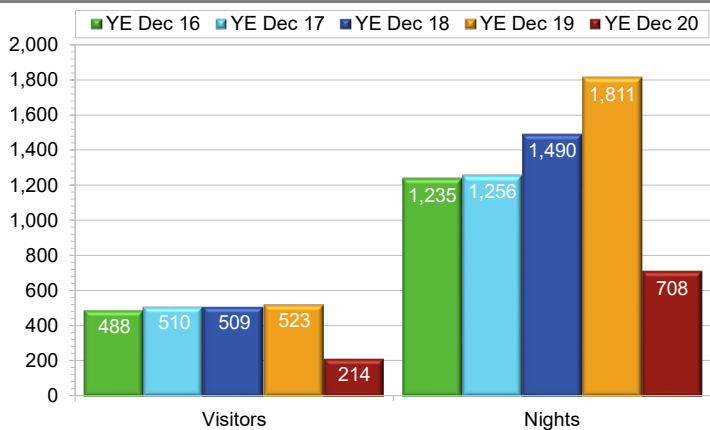


Domestic travel to Mildura (1)

For the period January 2020 to December 2020

Overnight travel

Visitors and nights



Mildura Rural City received 214,000 overnight visitors - down by 59.0% on YE Dec 19. Visitors spent 708,000 nights in the City - down by 60.9% on YE Dec 19.

Expenditure (2)

Overnight visitors spent \$110 million in the City - down by 58.1% on YE Dec 19. On average, visitors spent \$155 per night - up by 7.3% on YE Dec 19.

(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

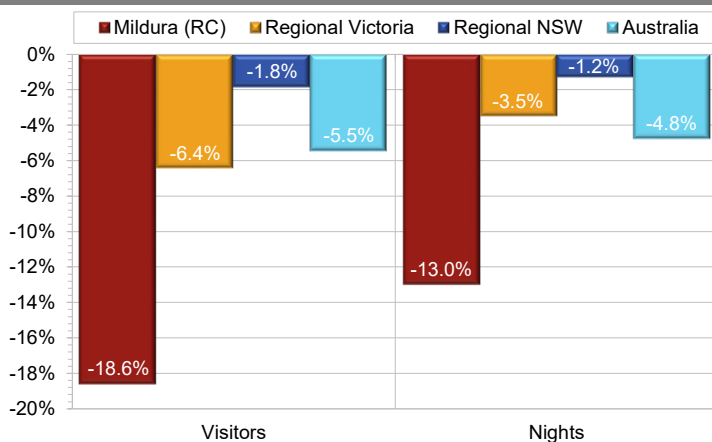
Market share

The overnight sector represented 55.3% all domestic visitors to Mildura Rural City - down by 10.9% pts on YE Dec 19.

The overnight sector contributed 71.8% of total domestic spend in the City - down by 16.2% pts on YE Dec 19.

Mildura Rural City received 2.0% of both visitors and nights in regional Victoria. Compared to YE Dec 19, the share of visitors was down by 0.7% pts and the share of nights was down by 1.4% pts.

Average annual growth - YE Dec 16 to YE Dec 20



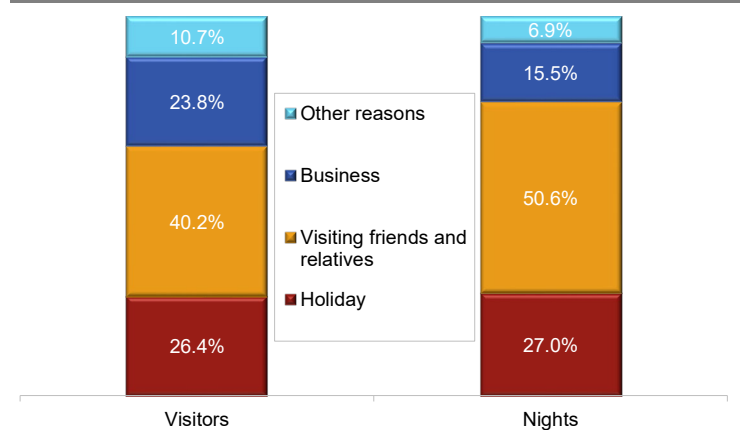
Over the period YE Dec 16 to YE Dec 20, Mildura Rural City had an average annual decline of -18.6% in **visitors**. The City had a bigger decline than regional Victoria, regional NSW and Australia.

Mildura Rural City had an average annual decline of -13.0% in **nights** over the period. The City had a bigger decline than regional Victoria, regional NSW and Australia.

Mildura comprises: Mildura Rural City.

(1) Source: National Visitor Survey (NVS), YE Dec 20, Tourism Research Australia (TRA) - unless otherwise specified

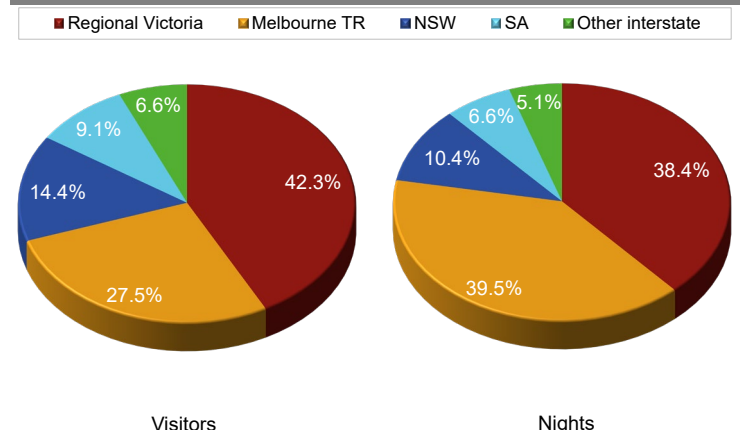
Purpose of visit



'Visiting friends and relatives (VFR)' (40.2%) was the largest purpose for **visitors** to the City. 'Holiday' (26.4%) was the 2nd largest purpose, followed by 'business' (23.8%). Compared to YE Dec 19, 'VFR' increased by 8.4% pts whilst 'holiday' decreased by 12.7% pts.

'VFR' (50.6%) was the largest purpose in terms of **nights** in the City. 'Holiday' (27.0%) was the 2nd largest purpose, followed by 'business' (15.5%). Compared to YE Dec 19, 'VFR' increased by 9.5% pts whilst 'holiday' decreased by 11.7% pts.

Origin



Regional Victoria was Mildura Rural City's largest source market. The City received 42.3% of visitors and 38.4% of nights from regional Victoria. Compared to YE Dec 19, visitors from regional Victoria were down by 46.2%.

Melbourne tourism region contributed 27.5% of visitors and 39.5% of nights in the City. Compared to YE Dec 19, visitors from Melbourne tourism region were down by 48.1%.

NSW contributed 14.4% of visitors and 10.4% of nights in the City.

South Australia contributed 9.1% of visitors and 6.6% of nights in the City.

Month returned from trip

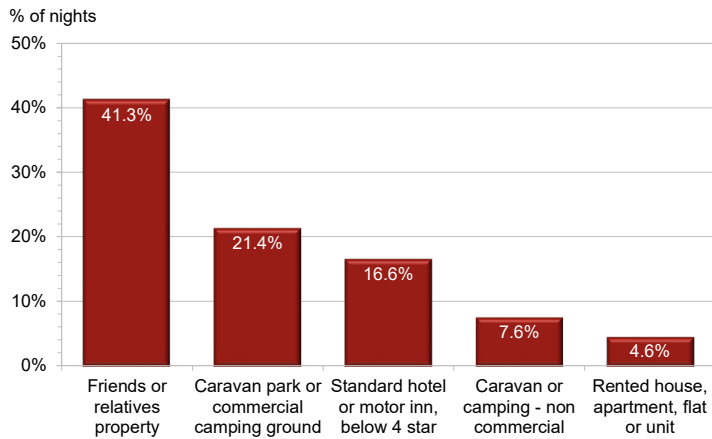
January (23.7%) was the most popular month for visitors to return from their trip to the City. November (11.8%) was the 2nd most popular month to return from the trip, followed by February (11.3%).

Domestic travel to Mildura (1)

For the period January 2020 to December 2020

Overnight travel (cont)

Accommodation



'Friends or relatives property' (41.3%) was the most popular accommodation type used for **nights** in the City. 'Caravan park or commercial camping ground' (21.4%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4star' (16.6%).

Length of stay

Visitors stayed, on average, 3.3 nights in the City – down by 0.2 nights on the YE Dec 19.

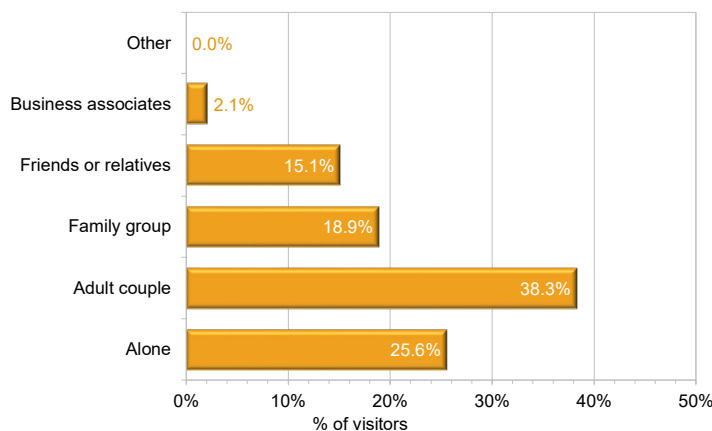
Activities

'Eat out, dine at a restaurant or cafe' (47.3%) was the most popular activity undertaken by visitors to the City. 'Visit friends and relatives' (37.2%) was the 2nd most popular activity undertaken, followed by 'sightseeing or looking around' (16.8%).

All transport

'Private vehicle or company car' (90.5%) was the most popular transport used by visitors to the City. 'Aircraft' (8.5%) was the 2nd most popular transport used, followed by 'railway' (0.9%).

Travel party



'Adult couple' (38.3%) was the most common travel party description of visitors to the City. 'Alone' (25.6%) was the 2nd most common travel party.

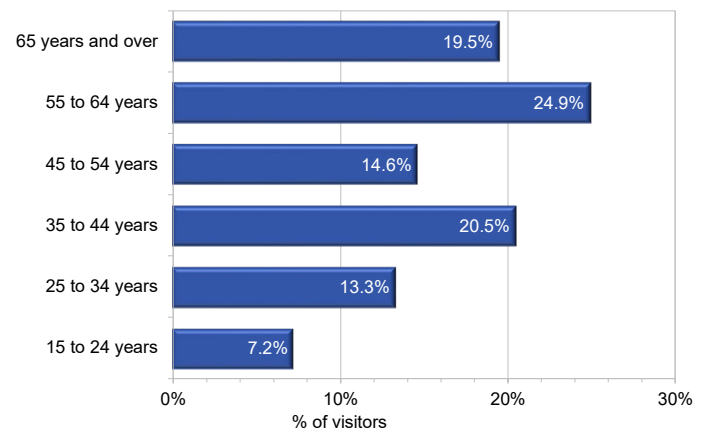
Number of stops on the trip

Nearly 2/3 (65.9%) visitors to the City had one stopover only on the trip. Over 1/10 (10.3%) had 3 stopovers on the trip.

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

(1) Source: NVS, YE Dec 20, TRA – unless otherwise specified

Age



'55 to 64 years' (24.9%) was the biggest age group of visitors to the City. '35 to 44 years' (20.5%) was the 2nd biggest age group, followed by '65 years and over' (19.5%).

Gender

More visitors to the City were male (50.3%) than female (49.7%).

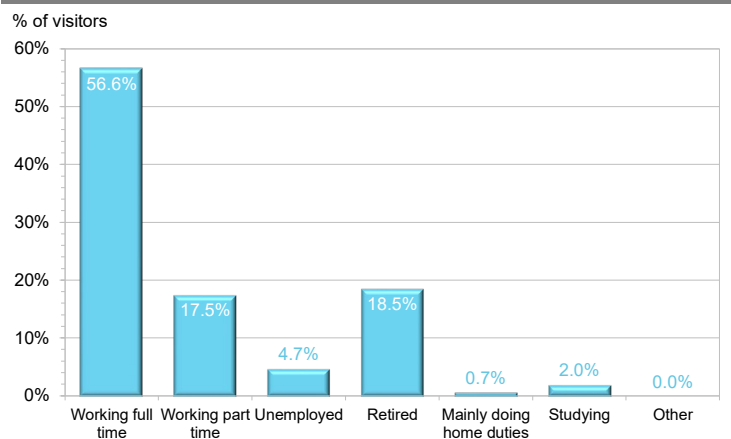
Lifecycle

'Parent with youngest child aged under 15' (23.6%) was the largest lifecycle group of visitors to the City. 'Older working' (21.8%) was the 2nd largest lifecycle group, followed by 'older non-working' (19.4%).

Marital status

More visitors to the City were married or part of a couple (73.0%) than single (27.0%).

Employment



'Working full time' (56.6%) was the most common employment status of visitors to the City. 'Retired' (18.5%) was the 2nd most common employment status, followed by 'working part time' (17.5%).

Annual household income

The average annual household income was \$123,217 amongst visitors to the City. Over 3/10 (30.9%) of visitors had an annual household income of '\$150,000+'.

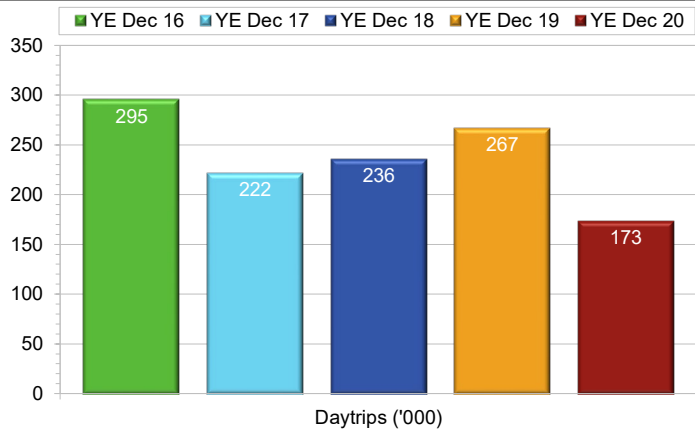
Note: nearly 1/5 (19.6%) did not provide an income.

Domestic travel to Mildura (1)

For the period January 2020 to December 2020

Daytrip travel

Trips



Mildura Rural City received 173,000 daytrip visitors – down by 35.1% on YE Dec 19.

Expenditure (2)

Expenditure estimates for daytrip visitors in the City for YE Dec 20 are below the data confidence intervals used by TRA.

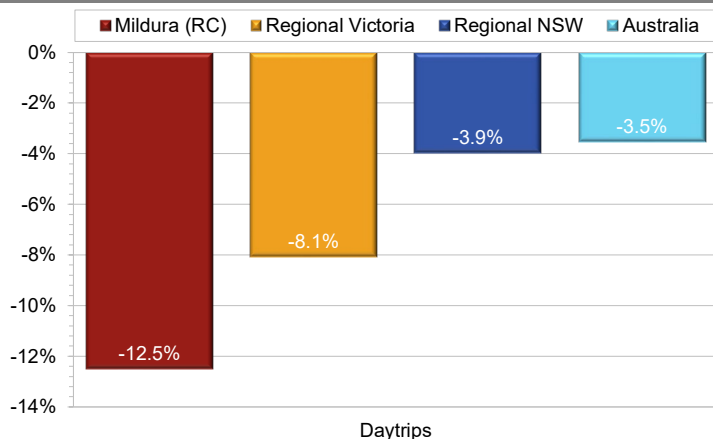
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.

Market share

The daytrip sector represented 44.7% all domestic visitors to Mildura Rural City - up by 10.9% pts on YE Dec 19. The daytrip sector contributed 28.2% of total domestic spend in the City - up by 16.2% pts on YE Dec 19.

Mildura Rural City received 0.8% of daytrips to regional Victoria. Compared to YE Dec 19, the share was up by 0.2% pts.

Average annual growth - YE Dec 16 to YE Dec 20



Over the period YE Dec 16 to YE Dec 20, Mildura Rural City had an average annual decline of -12.5% in daytrips. The City had a bigger decline than regional Victoria, regional NSW and Australia.

Main purpose of trip

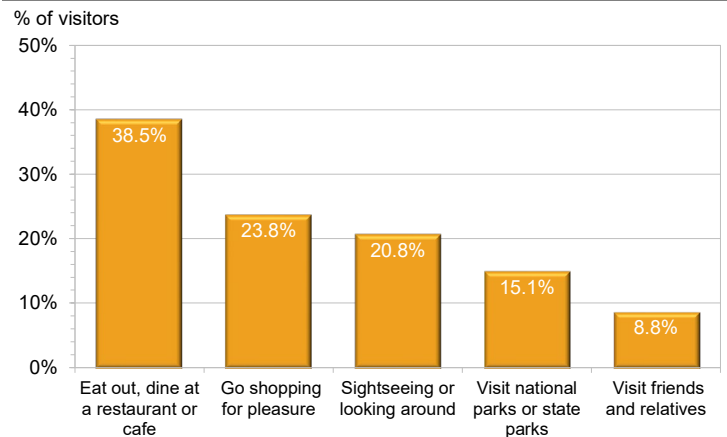
'Holiday' (55.4%) was the largest purpose for visitors to the City. 'Business' (25.2%) was the 2nd largest purpose, followed by 'medical reasons' (15.5%).

Compared to YE Dec 19, 'medical reasons' increased by 11.4% pts whilst 'holiday' decreased by 12.4% pts.

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

(1) Source: NVS, YE Dec 20, TRA – unless otherwise specified

Activities



'Eat out, dine at a restaurant or cafe' (38.5%) was the most popular activity undertaken by visitors to the City. 'Go shopping for pleasure' (23.8%) was the 2nd most popular activity undertaken, followed by 'sightseeing or looking around' (20.8%).

Transport

'Private vehicle or company car' (95.7%) was by far the most popular transport used by visitors to the City. 'Aircraft' (4.3%) was the 2nd most popular transport used.

Age

'65 years and over' (40.4%) was the biggest age group of visitors to the City. '55 to 64 years' (24.0%) was the 2nd biggest age group, followed by '25 to 34 years' (22.6%).

Gender

More visitors to the City were male (59.1%) than female (40.9%).

Month travelled

March (32.6%) was the most popular month for a daytrip to the City. December (17.5%) was the 2nd most popular month to travel, followed by November (15.1%).

Total domestic travel

Visitors, nights and spend

	YE Dec 16	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	Change on last year
Domestic visitors ('000)						
Overnight visitors	488	510	509	523	214	-59.0%
Daytrip visitors	295	222	236	267	173	-35.1%
Total domestic visitors	784	732	745	790	388	-50.9%
Domestic nights ('000)						
Total domestic nights	1,235	1,256	1,490	1,811	708	-60.9%
Domestic spend (\$ million)						
Overnight spend (2)	239	272	285	262	110	-58.1%
Daytrip spend (2)	np	np	np	np	np	na
Total domestic spend (2)	284	310	337	297	153	-48.6%

Mildura Rural City received 388,000 domestic visitors - down by 50.9% on YE Dec 19. Visitors spent 708,000 nights in the City - down by 60.9% on YE Dec 19.

In total, domestic visitors spent \$153 million on travel to the City - down by 48.6% on YE Dec 19.

(2) Source: TRA's expenditure allocation method applied to NVS data for YE Dec 20.