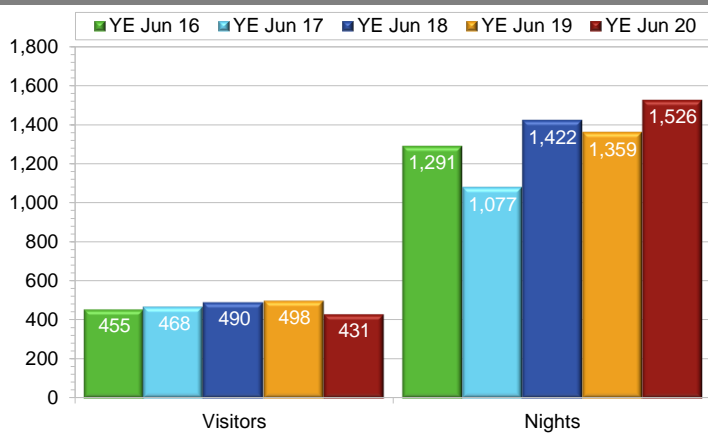


Domestic Overnight Travel⁽¹⁾

Visitors and nights

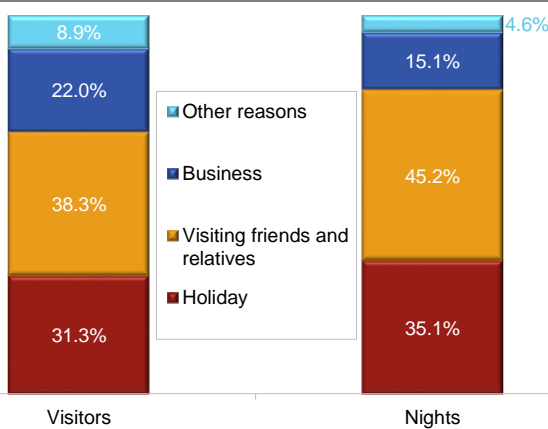


Mildura Rural City received 431,000 domestic overnight visitors - down by 13.6% on YE Jun 19. Visitors spent over 1.5 million nights in the City - up by 12.2% on YE Jun 19.

Market share

The City received 2.9% of visitors and 3.5% of nights in regional Victoria. Compared to YE Jun 19, the share of visitors was up by 0.2% pts and the share of nights was up by 0.8% pts.

Purpose of visit to Mildura Rural City



'Visiting friends and relatives (VFR)' (38.3%) was the largest purpose for **visitors** to the City, followed by 'holiday' (31.3%) and 'business' (22.0%). Compared to YE Jun 19, 'VFR' increased by 14.5% pts while 'holiday' decreased by 11.9% pts.

'VFR' (45.2%) was the largest purpose in terms of **nights** in the City, followed by 'holiday' (35.1%) and 'business' (15.1%). Compared to YE Jun 19, 'VFR' increased by 13.9% pts while 'holiday' decreased by 9.1% pts.

Accommodation

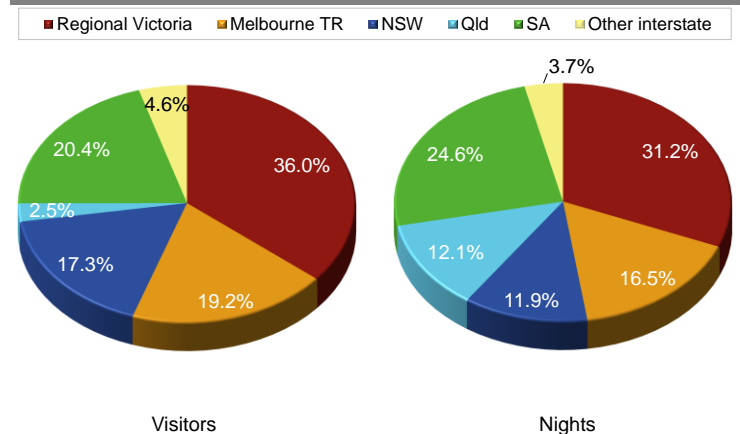
'Friends or relatives property' (42.4%) was the most popular accommodation type used for **nights** in the City. 'Caravan park or commercial camping ground' (19.8%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (15.0%).

Compared to YE Jun 19, 'friends or relatives property' grew by 16.9% pts while 'standard hotel or motor inn, below 4 star' declined by 14.0% pts.

Mildura comprises: Mildura Rural City.

(1) Source: National Visitor Survey, YE Jun 20, Tourism Research Australia (TRA)

Origin



The City received 55.2% of visitors and 47.7% of nights from **Victoria**. Compared to YE Jun 19, Victorian visitors were down by 19.5% and nights were down by 10.7%.

NSW contributed 17.3% of visitors and 11.9% of nights in the City. Compared to YE Jun 19, visitors from NSW were down by 5.6%.

South Australia contributed 20.4% of visitors and 24.6% of nights in the City. Compared to YE Jun 19, visitors from South Australia were down by 12.7%.

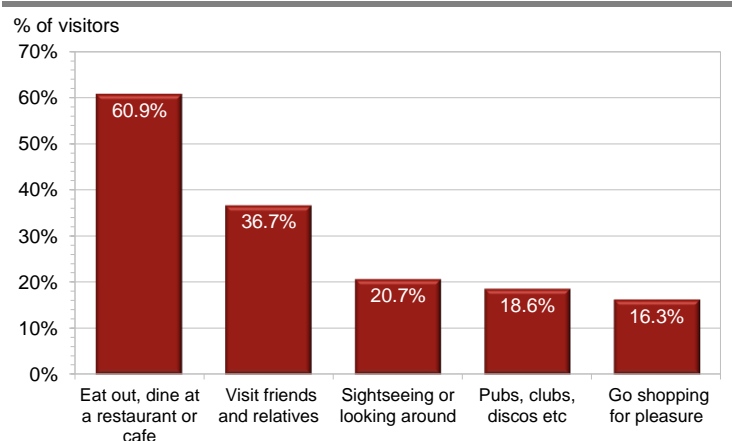
Length of stay

Visitors stayed, on average, 3.5 nights in the City - up by 0.8 nights on the YE Jun 19.

Age

'65 years and over' (24.6%) was the biggest age group of visitors to the City, followed by '55 to 64 years' (23.0%) and '35 to 44 years' (20.2%).

Activities



'Eat out, dine at a restaurant or cafe' (60.9%) was the most popular activity undertaken by visitors to the City. 'Visit friends and relatives' (36.7%) was the 2nd most popular, followed by 'sightseeing or looking around' (20.7%).

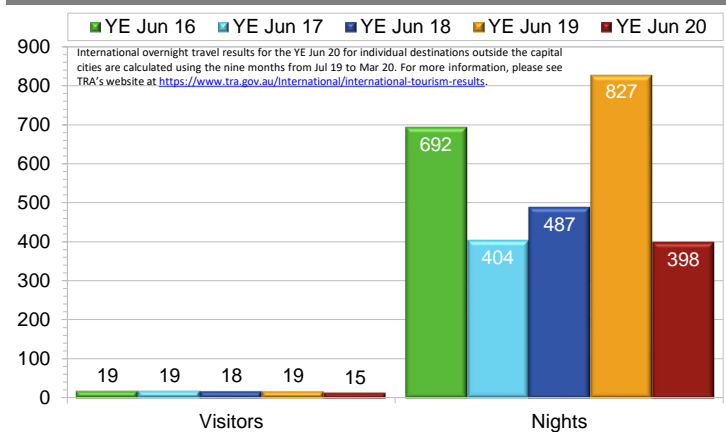
Expenditure⁽²⁾

Domestic overnight visitors spent \$219 million in the City - an average of \$144 per night.

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

International Overnight Travel⁽³⁾

Visitors and nights



Mildura Rural City received 14,700 international overnight visitors - down by 21.0% on YE Jun 19. Visitors spent 397,500 nights in the City - down by 52.0% on YE Jun 19.

Market share

The City received 3.5% of visitors and 6.3% of nights in regional Victoria. Compared to YE Jun 19, the share of visitors was up by 0.4% pts and the share of nights was down by 2.8% pts.

Purpose of visit to Mildura Rural City

'Holiday' (58.0%) was the largest purpose for visitors to the City, followed by 'visiting friends and relatives' (31.6%) and 'business' (5.9%).

Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	18.2%	13	Italy	1.8%
2	Germany	11.5%	14	Canada	1.5%
3	New Zealand	9.3%	15	Malaysia	1.0%
4	Thailand	8.0%	16	France	1.0%
5	Scandinavia	7.6%	17	Korea	0.9%
6	Netherlands	5.8%	18	USA	0.8%
7	Mainland China	5.2%	19	Indonesia	0.0%
8	Hong Kong	4.3%	19	India	0.0%
9	Japan	4.2%			
10	Switzerland	3.0%		Other Asia	3.5%
11	Taiwan	3.0%		Other Europe	2.7%
12	Singapore	2.7%		Other Countries	4.2%

The United Kingdom (18.2%) was the City's largest source market of visitors. Germany (11.5%) was the 2nd largest, followed by New Zealand (9.3%).

Accommodation

'Rented house, apartment, flat or unit' (35.8%) was the most popular accommodation type used for nights in the City, followed by 'backpacker or hostel' (30.5%).

Age

'25 to 34 years' (25.6%) was the biggest age group of visitors to the City, followed by '65 years and over' (21.4%) and '15 to 24 years' (18.9%).

Expenditure⁽⁴⁾

International overnight visitors spent \$19 million in the City - an average of \$48 per night.

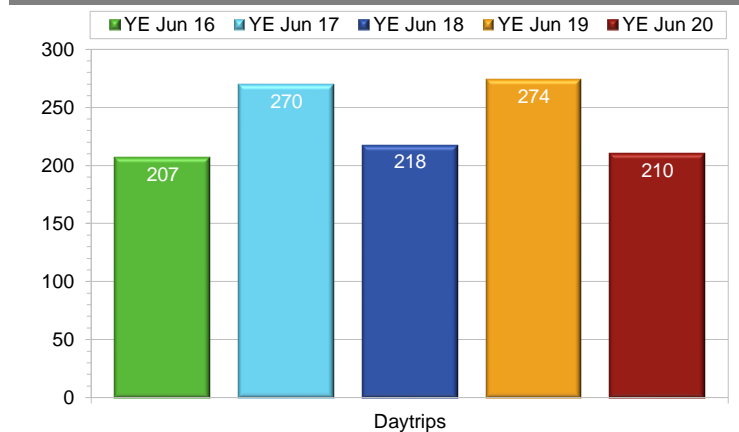
(4) Source: TRA's expenditure allocation method applied to IVS data for YE Jun 20.

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

(3) Source: International Visitor Survey, YE Jun 20, TRA

Domestic Daytrip Travel⁽⁵⁾

Trips



Mildura Rural City received 210,000 domestic daytrip visitors - down by 23.3% on YE Jun 19.

Market share

The City received 0.6% of daytrips to regional Victoria. Compared to YE Jun 19, the share was down by 0.1% pt.

Main purpose of trip

'Holiday' (45.8%) was the largest purpose for visitors to the City, followed by 'business' (31.2%) and 'medical reasons' (12.0%).

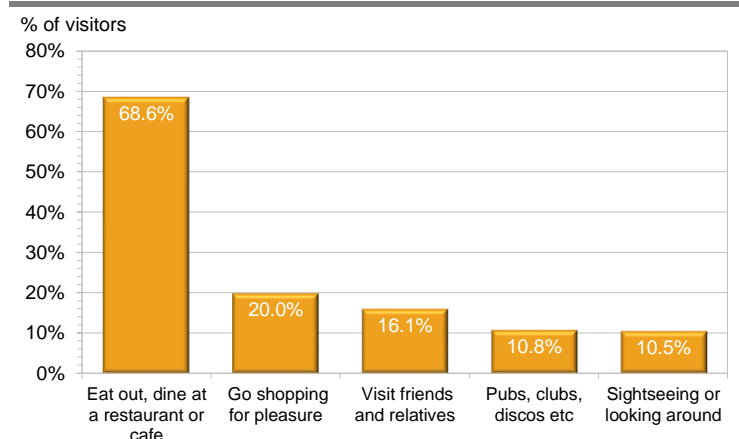
Age

'65 years and over' (23.7%) was the biggest age group of visitors to the City, followed by '55 to 64 years' (18.3%) and '25 to 34 years' (17.0%).

Gender

More visitors to the City were male (61.2%) than female (38.8%).

Activities



'Eat out, dine at a restaurant or cafe' (68.6%) was the most popular activity undertaken by visitors to the City. 'Go shopping for pleasure' (20.0%) was the 2nd most popular, followed by 'visit friends and relatives' (16.1%).

Expenditure⁽⁶⁾

Expenditure estimates for domestic daytrip visitors in the City are considered statistically unreliable for YE Jun 20.

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

(5) Source: National Visitor Survey, YE Jun 20, TRA

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