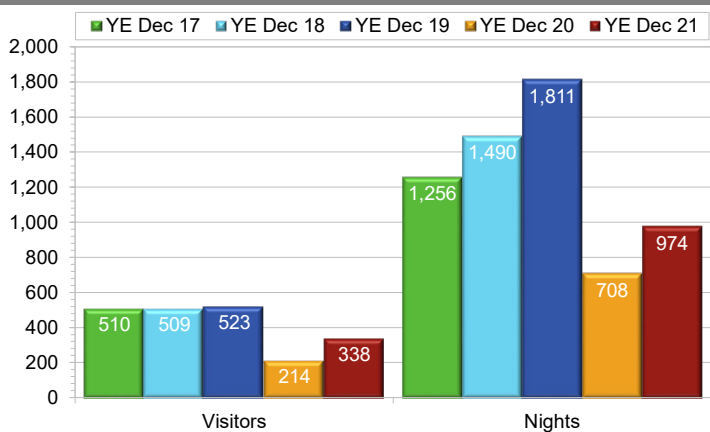


# Domestic travel to Mildura (1)

## For the period January 2021 to December 2021

### Overnight travel

#### Visitors and nights



Mildura Rural City received 338,000 overnight visitors – up by 57.8% on YE Dec 20. Visitors spent 974,000 nights in the City – up by 37.6% on YE Dec 20.

#### Expenditure (2)

Overnight visitors spent \$152 million in the City – up by 38.6% on YE Dec 20. On average, visitors spent \$156 per night – up by 0.8% on YE Dec 20.

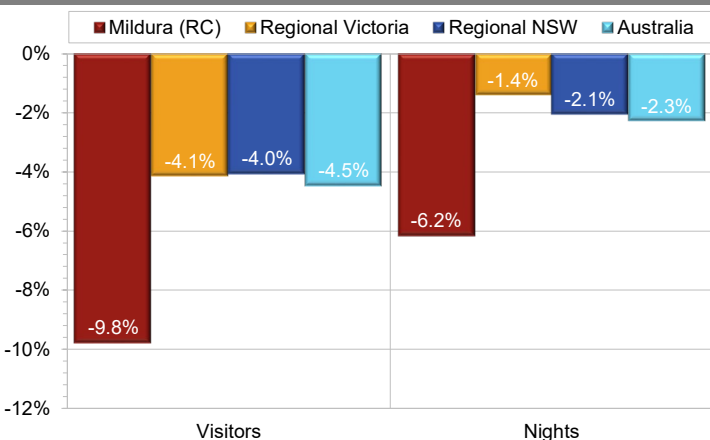
(2) Sources: NVS and Regional Expenditure Model, YE Dec 21, TRA.

#### Market share

The overnight sector represented 61.2% all domestic visitors to Mildura Rural City – up by 5.9% pts on YE Dec 20. The overnight sector contributed 86.1% of total domestic spend in the City – up by 14.3% pts on YE Dec 20.

Mildura Rural City received 2.4% of visitors and 2.2% of nights in regional Victoria. Compared to YE Dec 20, the share of visitors was up by 0.4% pts and the share of nights was up by 0.2% pts.

#### Average annual growth - YE Dec 17 to YE Dec 21

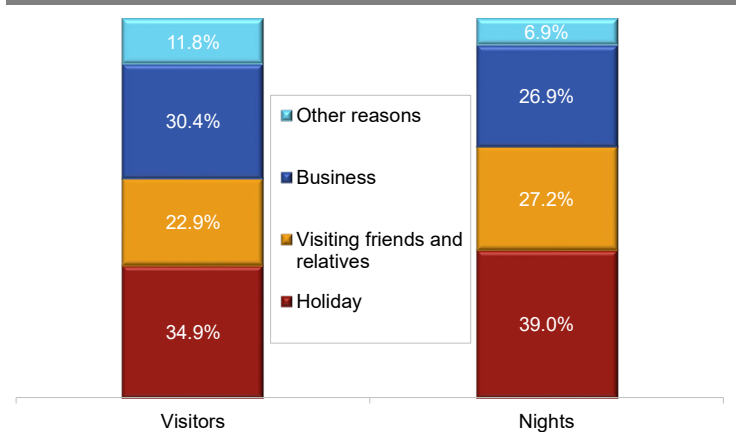


Over the period YE Dec 17 to YE Dec 21, Mildura Rural City had an average annual decline of -9.8% in **visitors**. The City had a bigger decline than regional Victoria, regional NSW and Australia.

Mildura Rural City had an average annual decline of -6.2% in **nights** over the period. The City had a bigger decline than regional Victoria, regional NSW and Australia.

Mildura comprises: Mildura Rural City.

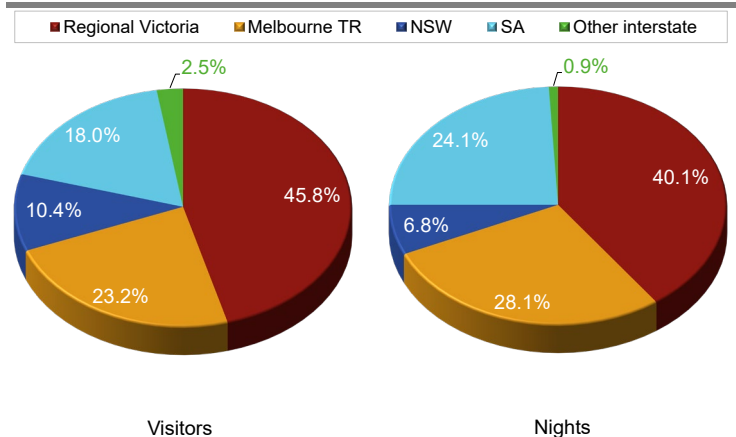
#### Purpose of visit



‘Holiday’ (34.9%) was the largest purpose for **visitors** to the City. ‘Business’ (30.4%) was the 2<sup>nd</sup> largest purpose, followed by ‘visiting friends and relatives (VFR)’ (22.9%). Compared to YE Dec 20, ‘holiday’ increased by 8.5% pts whilst ‘VFR’ decreased by 17.3% pts.

‘Holiday’ (39.0%) was the largest purpose in terms of **nights** in the City. ‘VFR’ (27.2%) was the 2<sup>nd</sup> largest purpose, followed by ‘business’ (26.9%). Compared to YE Dec 20, ‘holiday’ increased by 12.0% pts whilst ‘VFR’ decreased by 23.4% pts.

#### Origin



**Regional Victoria** was Mildura Rural City’s largest source market. The City received 45.8% of visitors and 40.1% of nights from regional Victoria. Compared to YE Dec 20, visitors from regional Victoria were up by 70.7%.

**Melbourne tourism region** contributed 23.2% of visitors and 28.1% of nights in the City. Compared to YE Dec 20, visitors from Melbourne tourism region were up by 33.1%.

**NSW** contributed 10.4% of visitors and 6.8% of nights in the City.

**South Australia** contributed 18.0% of visitors and 24.1% of nights in the City.

#### Month returned from trip

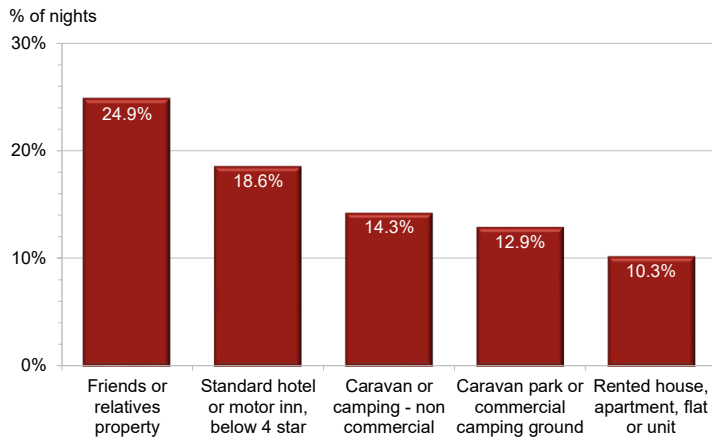
May (18.3%) was the most popular month for visitors to return from their trip to the City. April (13.1%) was the 2<sup>nd</sup> most popular month to return from the trip, followed by August (10.8%).

# Domestic travel to Mildura (1)

## For the period January 2021 to December 2021

### Overnight travel (cont)

#### Accommodation



'Friends or relatives property' (24.9%) was the most popular accommodation type used for **nights** in the City. 'Standard hotel or motor inn, below 4 star' (18.6%) was the 2<sup>nd</sup> most popular accommodation used, followed 'caravan or camping – non commercial' (14.3%).

#### Length of stay

Visitors stayed, on average, 2.9 nights in the City – down by 0.4 nights on the YE Dec 20.

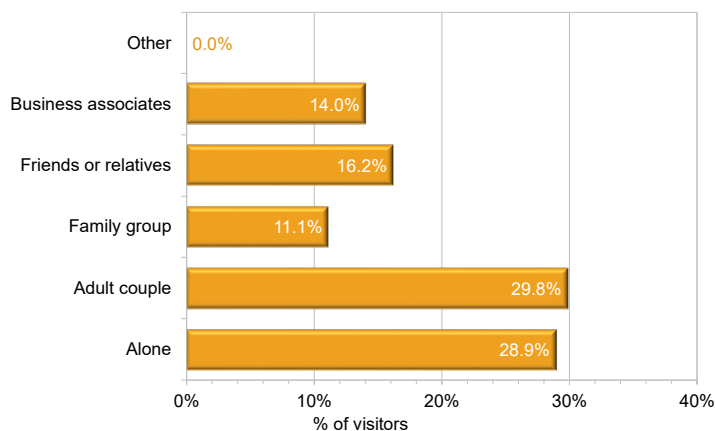
#### Activities

'Eat out, dine at a restaurant or cafe' (49.4%) was the most popular activity undertaken by visitors to the City. 'Pubs, clubs, discos etc' (15.5%) was the 2<sup>nd</sup> most popular activity undertaken, followed by 'visit friends and relatives' (15.4%).

#### All transport

'Private vehicle or company car' (85.1%) was the most popular transport used by visitors to the City. 'Aircraft' (5.6%) was the 2<sup>nd</sup> most popular transport used, followed by 'rental car' (2.5%).

#### Travel party



'Adult couple' (29.8%) was the most common travel party description of visitors to the City. 'Alone' (28.9%) was the 2<sup>nd</sup> most common travel party.

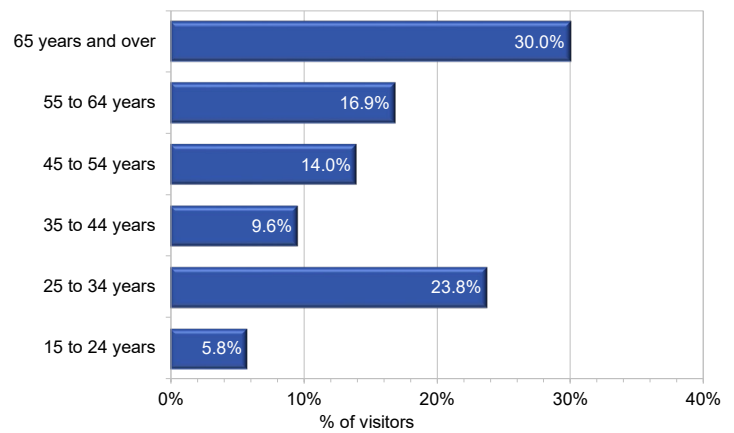
#### Number of stops on the trip

Nearly 3/5 (58.7%) visitors to the City had one stopover only on the trip. Nearly 1/5 (19.1%) had 2 stopovers on the trip.

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

(1) Source: NVS, YE Dec 21, TRA – unless otherwise specified

#### Age



'65 years and over' (30.0%) was the biggest age group of visitors to the City. '25 to 34 years' (23.8%) was the 2<sup>nd</sup> biggest age group, followed by '55 to 64 years' (16.9%).

#### Gender

More visitors to the City were male (60.1%) than female (39.9%).

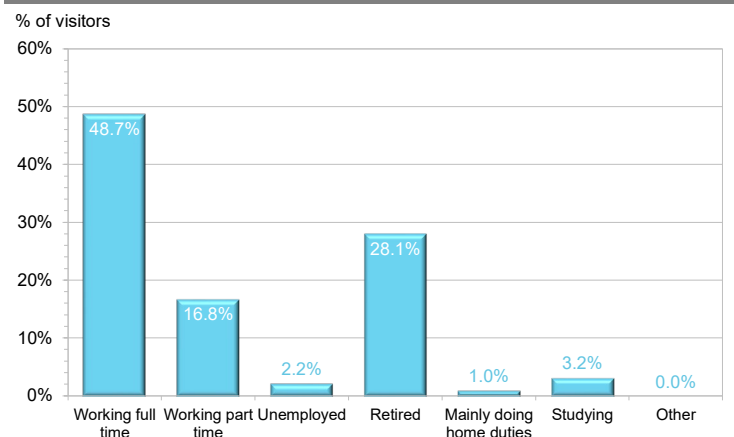
#### Lifecycle

'Older non-working' (28.1%) was the largest lifecycle group of visitors to the City. 'Older working' (19.2%) was the 2<sup>nd</sup> largest lifecycle group, followed by 'young or midlife couple, no kids' (18.9%).

#### Marital status

More visitors to the City were married or part of a couple (71.3%) than single (28.7%).

#### Employment



'Working full time' (48.7%) was the most common employment status of visitors to the City. 'Retired' (28.1%) was the 2<sup>nd</sup> most common employment status, followed by 'working part time' (16.8%).

#### Annual household income

The average annual household income was \$113,004 amongst visitors to the City. Nearly ¼ (23.7%) of visitors had an annual household income of '\$150,000+'.

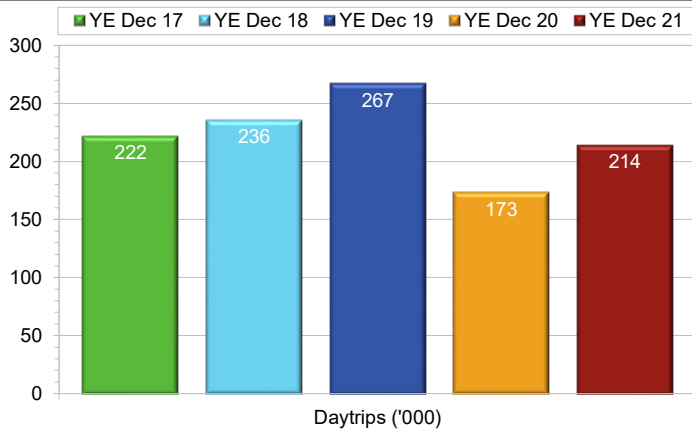
Note: over 1/5 (21.2%) did not provide an income.

# Domestic travel to Mildura (1)

## For the period January 2021 to December 2021

### Daytrip travel

#### Trips



Mildura Rural City received 214,000 daytrip visitors – up by 23.7% on YE Dec 20.

#### Expenditure (2)

Expenditure estimates for daytrip visitors in the City for YE Dec 21 are below the data confidence intervals used by TRA.

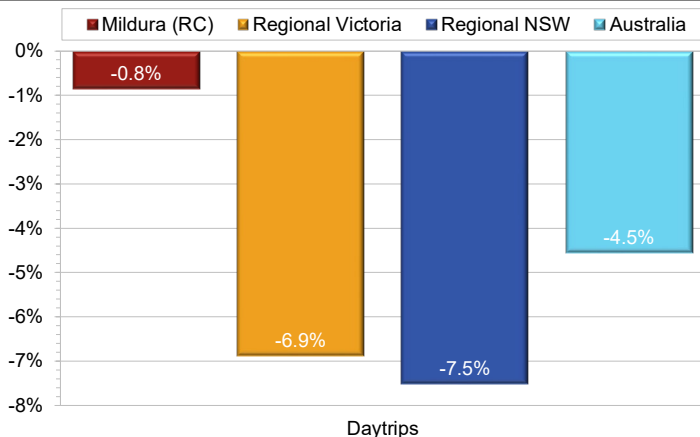
(2) Sources: NVS and Regional Expenditure Model, YE Dec 21, TRA.

#### Market share

The daytrip sector represented 38.8% all domestic visitors to Mildura Rural City – down by 5.9% pts on YE Dec 20. The daytrip sector contributed 13.9% of total domestic spend in the City – down by 14.3% pts on YE Dec 20.

Mildura Rural City received 0.8% of daytrips to regional Victoria. Compared to YE Dec 20, the share was unchanged.

#### Average annual growth - YE Dec 17 to YE Dec 21



Over the period YE Dec 17 to YE Dec 21, Mildura Rural City had an average annual decline of -0.8% in daytrips. The City had a smaller decline than regional Victoria, regional NSW and Australia.

#### Main purpose of trip

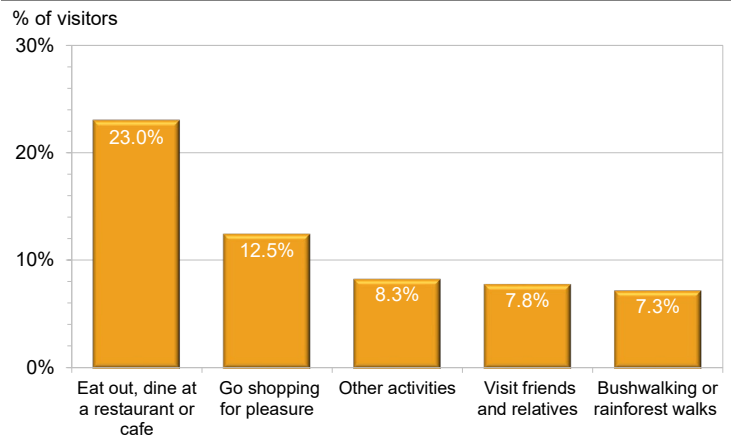
'Holiday' (42.8%) was the largest purpose for visitors to the City. 'Business' (21.0%) was the 2<sup>nd</sup> largest purpose, followed by 'medical reasons' (16.8%).

Compared to YE Dec 20, 'VFR' increased by 12.2% pts whilst 'holiday' decreased by 12.6% pts.

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

(1) Source: NVS, YE Dec 21, TRA – unless otherwise specified

#### Activities



'Eat out, dine at a restaurant or cafe' (23.0%) was the most popular activity undertaken by visitors to the City. 'Go shopping for pleasure' (12.5%) was the 2<sup>nd</sup> most popular activity undertaken, followed by 'other activities' (8.3%).

#### Transport

'Private vehicle or company car' (100%) was the most popular transport used by visitors to the City. No other form of transport was reported by survey respondents.

#### Age

'55 to 64 years' (37.3%) was the biggest age group of visitors to the City. '35 to 44 years' (29.0%) was the 2<sup>nd</sup> biggest age group, followed by '15 to 24 years' (13.5%).

#### Gender

More visitors to the City were male (57.4%) than female (42.6%).

#### Month travelled

April (26.8%) was the most popular month for a daytrip to the City. December (21.9%) was the 2<sup>nd</sup> most popular month to travel, followed by February (15.1%).

## Total domestic travel

#### Visitors, nights and spend

	YE Dec 17	YE Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	Change on last year
<b>Domestic visitors ('000)</b>						
Overnight visitors	510	509	523	214	338	+57.8%
Daytrip visitors	222	236	267	173	214	+23.7%
<b>Total domestic visitors</b>	<b>732</b>	<b>745</b>	<b>790</b>	<b>388</b>	<b>553</b>	<b>+42.6%</b>
<b>Domestic nights ('000)</b>						
<b>Total domestic nights</b>	<b>1,256</b>	<b>1,490</b>	<b>1,811</b>	<b>708</b>	<b>974</b>	<b>+37.6%</b>
<b>Domestic spend (\$ million)</b>						
Overnight spend (2)	272	285	262	110	152	+38.6%
Daytrip spend (2)	np	np	np	np	np	na
<b>Total domestic spend (2)</b>	<b>310</b>	<b>337</b>	<b>297</b>	<b>153</b>	<b>177</b>	<b>+15.7%</b>

Mildura Rural City received 553,000 domestic visitors – up by 42.6% on YE Dec 20. Visitors spent 974,000 nights in the City – up by 37.6% on YE Dec 20.

In total, domestic visitors spent \$177 million on travel to the City – up by 15.7% on YE Dec 20.

(2) Sources: NVS and Regional Expenditure Model, YE Dec 21, TRA.