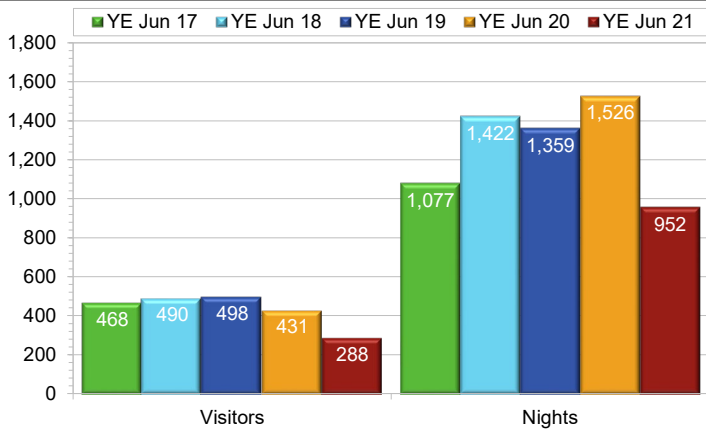


Domestic travel to Mildura (1)

For the period July 2020 to June 2021

Overnight travel

Visitors and nights



Mildura Rural City received 288,000 overnight visitors - down by 33.2% on YE Jun 20. Visitors spent 952,000 nights in the City - down by 37.6% on YE Jun 20.

Expenditure (2)

Overnight visitors spent \$130 million in the City - down by 40.6% on YE Jun 20. On average, visitors spent \$137 per night - down by 4.8% on YE Jun 20.

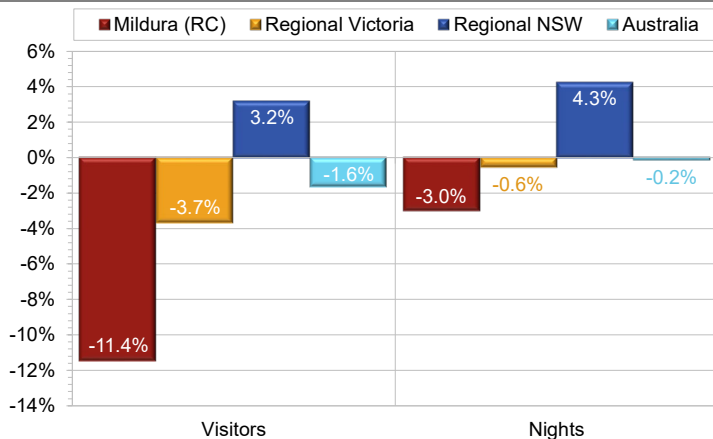
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Jun 21.

Market share

The overnight sector represented 58.3% all domestic visitors to Mildura Rural City - down by 8.9% pts on YE Jun 20. The overnight sector contributed 75.0% of total domestic spend in the City - down by 14.6% pts on YE Jun 20.

Mildura Rural City received 2.2% of visitors and 2.3% of nights in regional Victoria. Compared to YE Jun 20, the share of visitors was down by 0.7% pts and the share of nights was down by 1.2% pts.

Average annual growth - YE Jun 17 to YE Jun 21



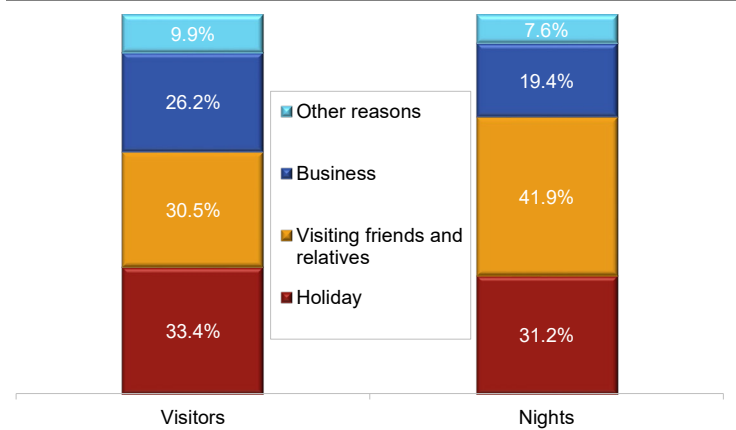
Over the period YE Jun 17 to YE Jun 21, Mildura Rural City had an average annual decline of -11.4% in **visitors**. The City had a bigger decline than regional Victoria and Australia. Regional NSW experienced growth over the period.

Mildura Rural City had an average annual decline of -3.0% in **nights** over the period. The City had a bigger decline than regional Victoria and Australia. Regional NSW experienced growth over the period.

Mildura comprises: Mildura Rural City.

(1) Source: National Visitor Survey (NVS), YE Jun 21, Tourism Research Australia (TRA) - unless otherwise specified

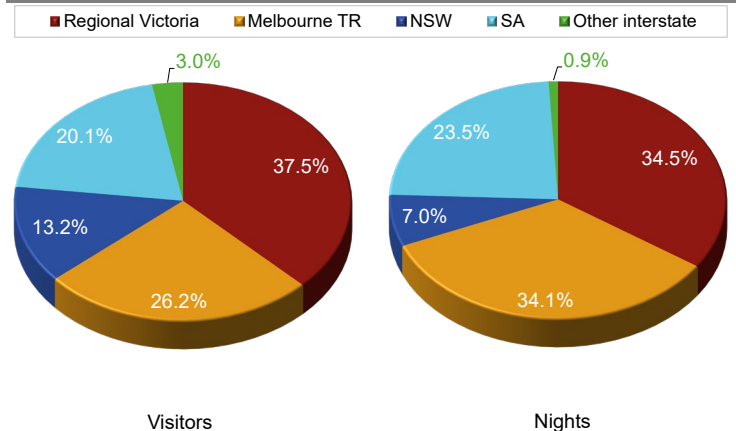
Purpose of visit



'Holiday' (33.4%) was the largest purpose for **visitors** to the City. 'Visiting friends and relatives (VFR)' (30.5%) was the 2nd largest purpose, followed by 'business' (26.2%). Compared to YE Jun 20, 'business' increased by 4.2% pts whilst 'VFR' decreased by 7.8% pts.

'VFR' (41.9%) was the largest purpose in terms of **nights** in the City. 'Holiday' (31.2%) was the 2nd largest purpose, followed by 'business' (19.4%). Compared to YE Jun 20, 'business' increased by 4.3% pts whilst 'holiday' decreased by 3.9% pts.

Origin



Regional Victoria was Mildura Rural City's largest source market. The City received 37.5% of visitors and 34.5% of nights from regional Victoria. Compared to YE Jun 20, visitors from regional Victoria were down by 30.6%.

Melbourne tourism region contributed 26.2% of visitors and 34.1% of nights in the City. Compared to YE Jun 20, visitors from Melbourne tourism region were down by 8.8%.

NSW contributed 13.2% of visitors and 7.0% of nights in the City.

South Australia contributed 20.1% of visitors and 23.5% of nights in the City. Compared to YE Jun 20, visitors from South Australia were down by 34.0%.

Month returned from trip

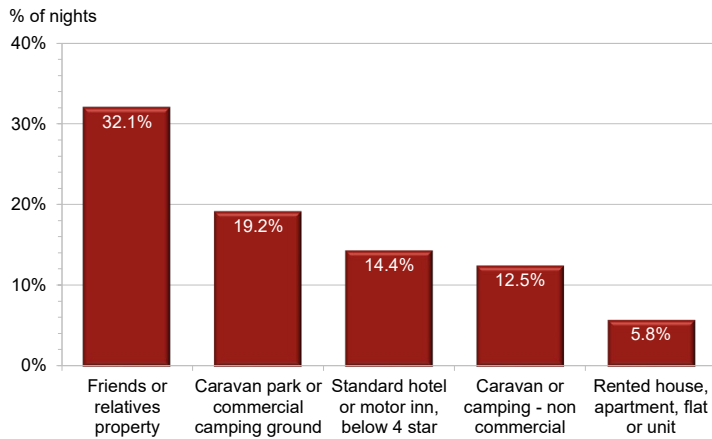
May (21.6%) was the most popular month for visitors to return from their trip to the City. April (15.4%) was the 2nd most popular month to return from the trip, followed by March (11.0%).

Domestic travel to Mildura (1)

For the period July 2020 to June 2021

Overnight travel (cont)

Accommodation



'Friends or relatives property' (32.1%) was the most popular accommodation type used for **nights** in the City. 'Caravan park or commercial camping ground' (19.2%) was the 2nd most popular accommodation used.

Length of stay

Visitors stayed, on average, 3.3 nights in the City – down by 0.2 nights on the YE Jun 20.

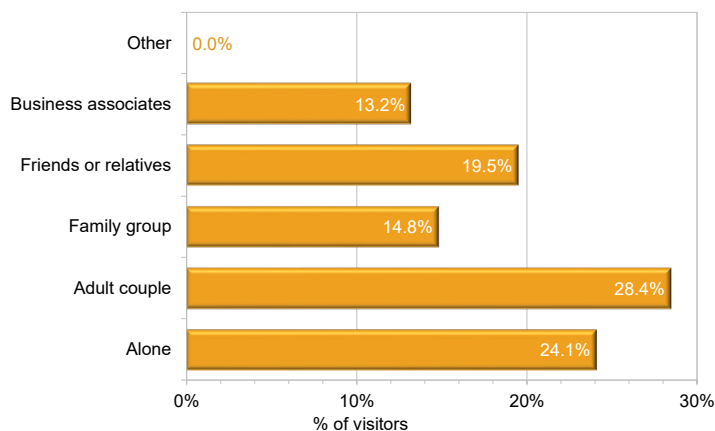
Activities

'Eat out, dine at a restaurant or cafe' (54.6%) was the most popular activity undertaken by visitors to the City. 'Visit friends and relatives' (22.1%) was the 2nd most popular activity undertaken, followed by 'sightseeing or looking around' (20.7%).

All transport

'Private vehicle or company car' (86.5%) was the most popular transport used by visitors to the City. 'Aircraft' (6.5%) was the 2nd most popular transport used, followed by 'self-drive motorhome or campervan' (2.3%).

Travel party



'Adult couple' (28.4%) was the most common travel party description of visitors to the City. 'Alone' (24.1%) was the 2nd most common travel party.

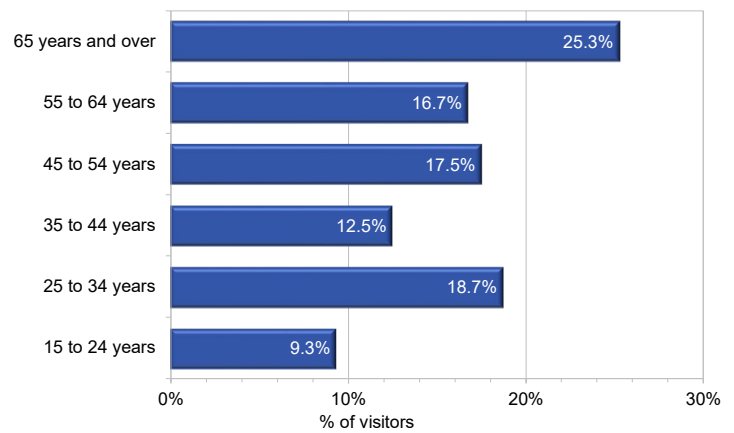
Number of stops on the trip

Nearly 2/3 (63.8%) visitors to the City had one stopover only on the trip. Nearly 1/5 (16.1%) 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 Jun 21, TRA – unless otherwise specified

Age



'65 years and over' (25.3%) was the biggest age group of visitors to the City. '25 to 34 years' (18.7%) was the 2nd biggest age group, followed by '45 to 54 years' (17.5%).

Gender

More visitors to the City were male (56.8%) than female (43.2%).

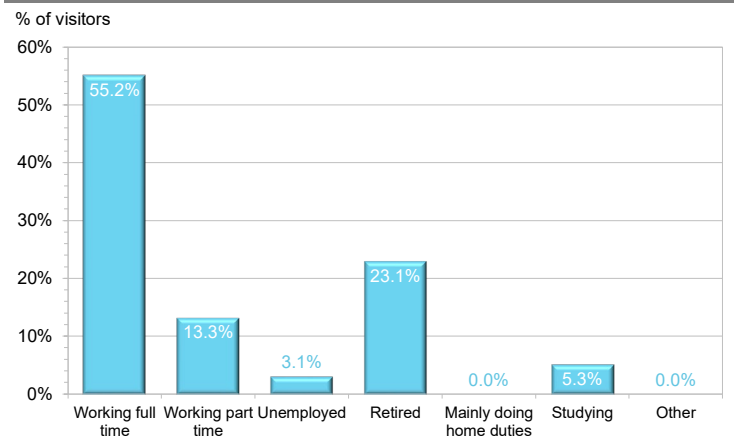
Lifecycle

'Older non-working' (24.5%) was the largest lifecycle group of visitors to the City. 'Older working' (22.0%) was the 2nd largest lifecycle group, followed by 'young or midlife single' (18.3%).

Marital status

More visitors to the City were married or part of a couple (68.7%) than single (31.3%).

Employment



'Working full time' (55.2%) was the most common employment status of visitors to the City. 'Retired' (23.1%) was the 2nd most common employment status, followed by 'working part time' (13.3%).

Annual household income

The average annual household income was \$128,646 amongst visitors to the City. Nearly 3/10 (28.8%) of visitors had an annual household income of '\$150,000+'. '\$115,000 - \$149,999' (14.1%) was the 2nd most common income range.

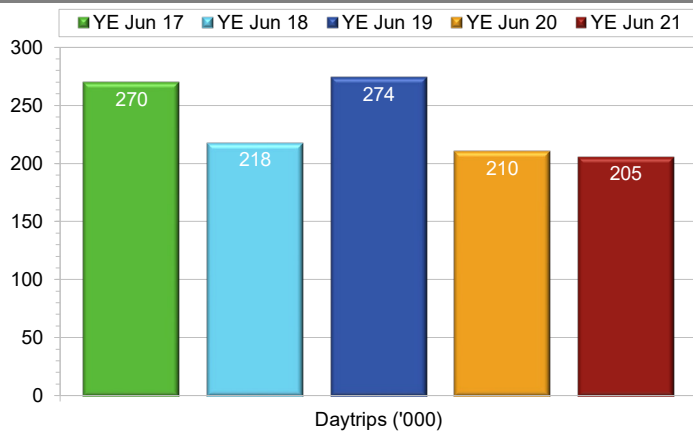
Note: nearly 1/4 (23.1%) did not provide an income.

Domestic travel to Mildura (1)

For the period July 2020 to June 2021

Daytrip travel

Trips



Mildura Rural City received 205,000 daytrip visitors – down by 2.3% on YE Jun 20.

Expenditure (2)

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

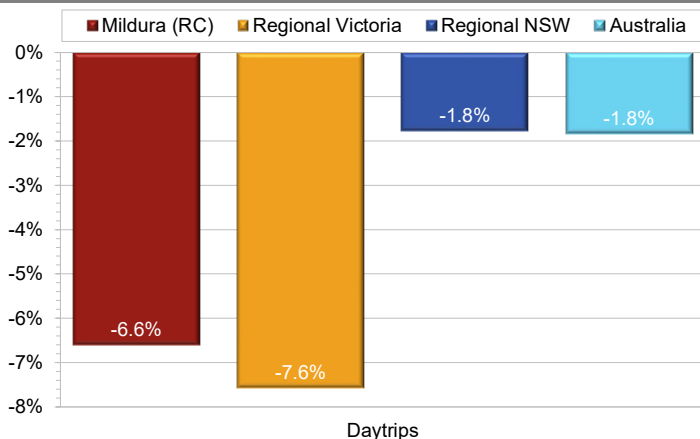
(2) Source: TRA's expenditure allocation method applied to NVS data for YE Jun 21.

Market share

The daytrip sector represented 41.7% all domestic visitors to Mildura Rural City - up by 8.9% pts on YE Jun 20. The daytrip sector contributed 25.0% of total domestic spend in the City - up by 14.6% pts on YE Jun 20.

Mildura Rural City received 0.8% of daytrips to regional Victoria. Compared to YE Jun 20, the share was up by 0.2% pts.

Average annual growth - YE Jun 17 to YE Jun 21



Over the period YE Jun 17 to YE Jun 21, Mildura Rural City had an average annual decline of -6.6% in daytrips. The City had a smaller decline than regional Victoria, but a bigger decline than regional NSW and Australia.

Main purpose of trip

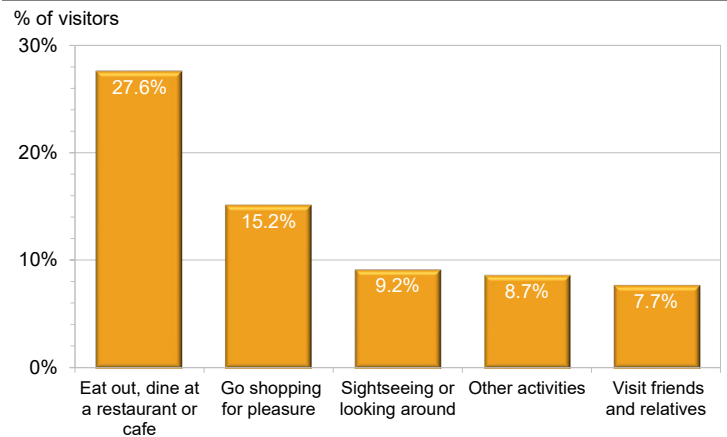
'Holiday' (50.4%) was the largest purpose for visitors to the City. 'Business' (17.5%) was the 2nd largest purpose, followed by 'visiting friends and relatives (VFR)' (16.4%).

Compared to YE Jun 20, 'VFR' increased by 14.3% pts whilst 'business' decreased by 13.7% pts.

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

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

Activities



'Eat out, dine at a restaurant or cafe' (27.6%) was the most popular activity undertaken by visitors to the City. 'Go shopping for pleasure' (15.2%) was the 2nd most popular activity undertaken, followed by 'sightseeing or looking around' (9.2%).

Transport

'Private vehicle or company car' (96.4%) was by far the most popular transport used by visitors to the City. 'Aircraft' (3.6%) was the 2nd most popular transport used.

Age

'55 to 64 years' (36.8%) was the biggest age group of visitors to the City. '65 years and over' (26.0%) was the 2nd biggest age group, followed by '45 to 54 years' (12.9%).

Gender

More visitors to the City were male (54.7%) than female (45.3%).

Month travelled

April (27.9%) was the most popular month for a daytrip to the City. February (15.8%) was the 2nd most popular month to travel, followed by December (14.8%).

Total domestic travel

Visitors, nights and spend

	YE Jun 17	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	Change on last year
Domestic visitors ('000)						
Overnight visitors	468	490	498	431	288	-33.2%
Daytrip visitors	270	218	274	210	205	-2.3%
Total domestic visitors	737	708	773	641	493	-23.1%
Domestic nights ('000)						
Total domestic nights	1,077	1,422	1,359	1,526	952	-37.6%
Domestic spend (\$ million)						
Overnight spend (2)	232	275	250	219	130	-40.6%
Daytrip spend (2)	np	np	np	np	np	na
Total domestic spend (2)	271	318	297	245	174	-29.1%

Mildura Rural City received 493,000 domestic visitors - down by 23.1% on YE Jun 20. Visitors spent 952,000 nights in the City - down by 37.6% on YE Jun 20.

In total, domestic visitors spent \$174 million on travel to the City - down by 29.1% on YE Jun 20.

(2) Source: TRA's expenditure allocation method applied to NVS data for YE Jun 21.