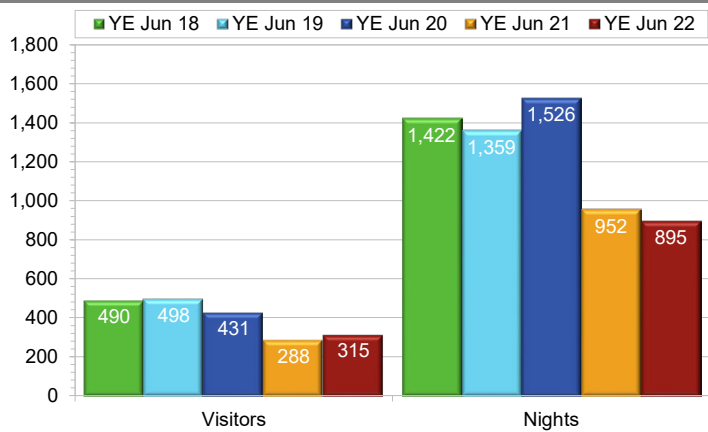


Domestic travel to Mildura (1)

For the period July 2021 to June 2022

Overnight travel

Visitors and nights



Mildura Rural City received 315,000 overnight visitors – up by 9.6% on YE Jun 21. Visitors spent 895,000 nights in the City – down by 6.0% on YE Jun 21.

Expenditure (2)

Overnight visitors spent \$174 million in the City – up by 33.6% on YE Jun 21. On average, visitors spent \$194 per night – up by 42.0% on YE Jun 21.

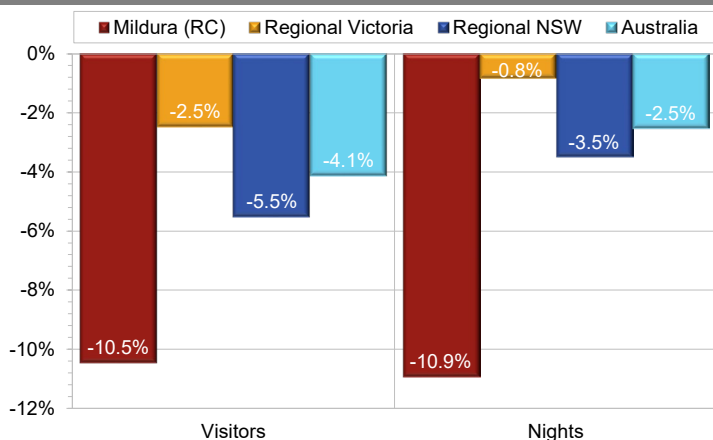
(2) Sources: NVS and Regional Expenditure Model, YE Jun 22, TRA.

Market share

The overnight sector represented 57.1% all domestic visitors to Mildura Rural City – down by 1.2% pts on YE Jun 21. The overnight sector contributed 85.7% of total domestic spend in the City – up by 10.7% pts on YE Jun 21.

Mildura Rural City received 2.1% of visitors and 2.0% of nights in regional Victoria. Compared to YE Jun 21, the share of visitors was down by 0.1% pt and the share of nights was down by 0.3% pts.

Average annual growth - YE Jun 18 to YE Jun 22



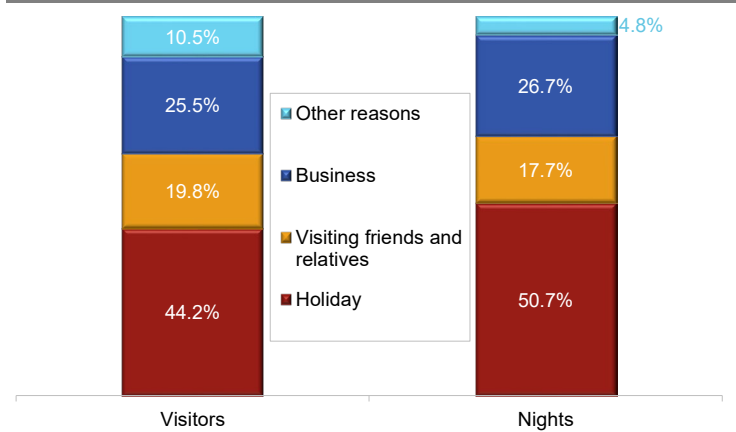
Over the period YE Jun 18 to YE Jun 22, Mildura Rural City had an average annual decline of -10.5% in **visitors**. The City had a bigger decline than regional Victoria, regional NSW and Australia.

Mildura Rural City had an average annual decline of -10.9% 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 Jun 22, Tourism Research Australia (TRA) – unless otherwise specified

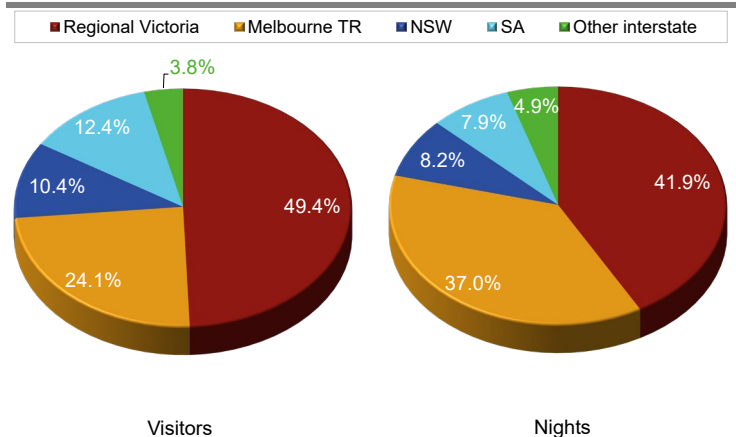
Purpose of visit



‘Holiday’ (44.2%) was the largest purpose for **visitors** to the City. ‘Business’ (25.5%) was the 2nd largest purpose, followed by ‘visiting friends and relatives (VFR)’ (19.8%). Compared to YE Jun 21, ‘holiday’ increased by 10.8% pts whilst ‘VFR’ decreased by 10.7% pts.

‘Holiday’ (50.7%) was the largest purpose in terms of **nights** in the City. ‘Business’ (26.7%) was the 2nd largest purpose, followed by ‘VFR’ (17.7%). Compared to YE Jun 21, ‘holiday’ increased by 19.5% pts whilst ‘VFR’ decreased by 24.2% pts.

Origin



Regional Victoria was Mildura Rural City’s largest source market. The City received 49.4% of visitors and 41.9% of nights from regional Victoria. Compared to YE Jun 21, visitors from regional Victoria were up by 44.5%.

Melbourne tourism region contributed 24.1% of visitors and 37.0% of nights in the City. Compared to YE Jun 21, visitors from Melbourne tourism region were up by 0.9%.

NSW contributed 10.4% of visitors and 8.2% of nights in the City.

South Australia contributed 12.4% of visitors and 7.9% of nights in the City.

Month returned from trip

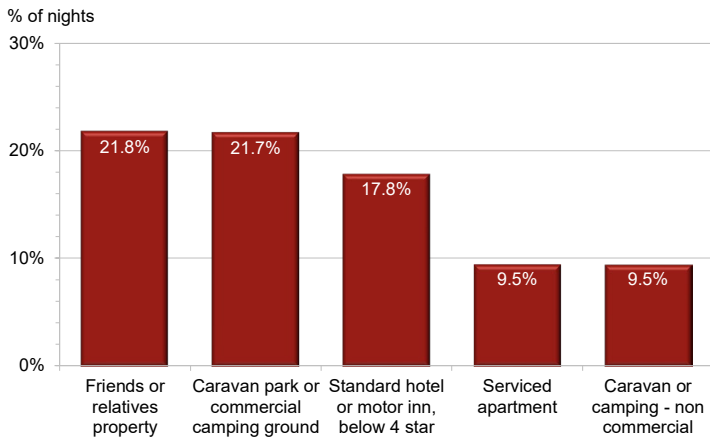
April (12.3%) was the most popular month for visitors to return from their trip to the City. August (11.6%) was the 2nd most popular month to return from the trip, followed by June (11.5%).

Domestic travel to Mildura (1)

For the period July 2021 to June 2022

Overnight travel (cont)

Accommodation



'Friends or relatives property' (21.8%) was the most popular accommodation type used for **nights** in the City. 'Caravan park or commercial camping ground' (21.7%) was the 2nd most popular accommodation used, followed by 'standard hotel or motor inn, below 4 star' (17.8%).

Length of stay

Visitors stayed, on average, 2.8 nights in the City – down by 0.5 nights on the YE Jun 21.

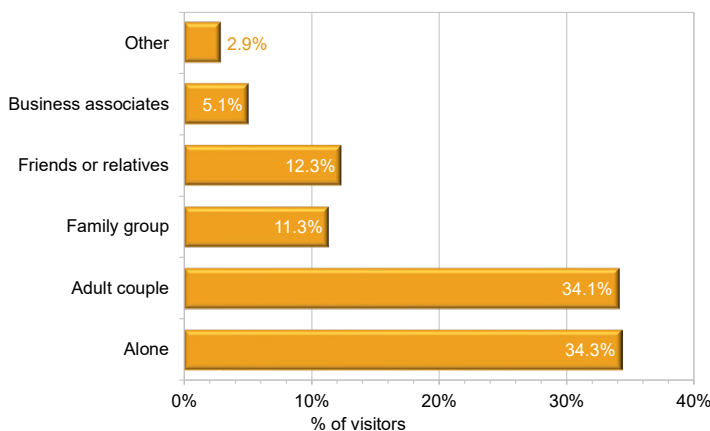
Activities

'Eat out, dine at a restaurant or cafe' (48.4%) was the most popular activity undertaken by visitors to the City. 'Pubs, clubs, discos etc' (17.5%) was the 2nd most popular activity undertaken, followed by 'visit friends and relatives' (16.9%).

All transport

'Private vehicle or company car' (85.9%) was the most popular transport used by visitors to the City. 'Aircraft' (5.5%) was the 2nd most popular transport used, followed by 'rental car' (1.6%).

Travel party



'Alone' (34.3%) was the most common travel party description of visitors to the City. 'Adult couple' (34.1%) was the 2nd most common travel party.

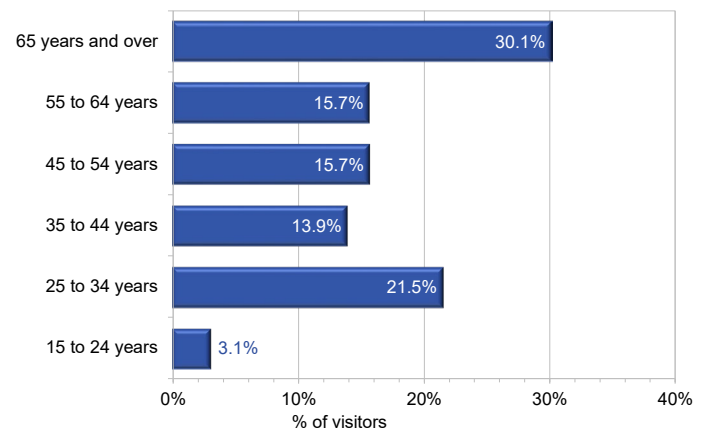
Number of stops on the trip

Nearly 3/5 (56.4%) visitors to the City had one stopover only on the trip. Over 1/10 (12.4%) had 8 to 20 stopovers on the trip.

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

(1) Source: NVS, YE Jun 22, TRA – unless otherwise specified

Age



'65 years and over' (30.1%) was the biggest age group of visitors to the City. '25 to 34 years' (21.5%) was the 2nd biggest age group, followed by '45 to 54 years' (15.7%).

Gender

More visitors to the City were male (51.7%) than female (48.3%).

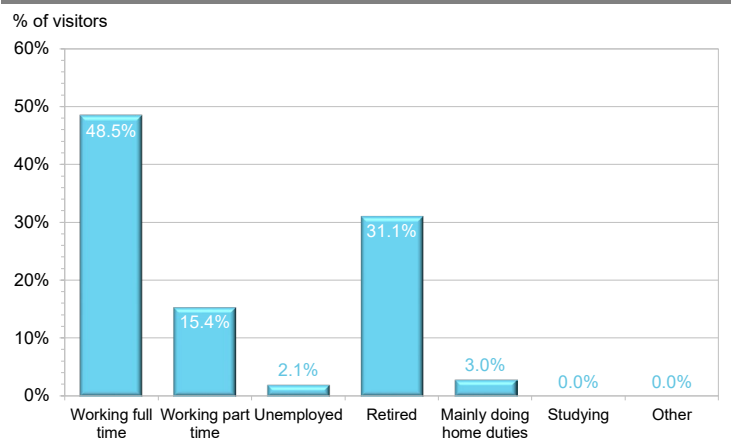
Lifecycle

'Older non-working' (30.0%) was the largest lifecycle group of visitors to the City. 'Older working' (18.1%) was the 2nd largest lifecycle group, followed by 'parent with youngest child aged under 15' (17.3%).

Marital status

More visitors to the City were married or part of a couple (76.3%) than single (23.7%).

Employment



'Working full time' (48.5%) was the most common employment status of visitors to the City. 'Retired' (31.1%) was the 2nd most common employment status, followed by 'working part time' (15.4%).

Annual household income

The average annual household income was \$116,028 amongst visitors to the City. Nearly 3/10 (28.0%) of visitors had an annual household income of '\$150,000+'.

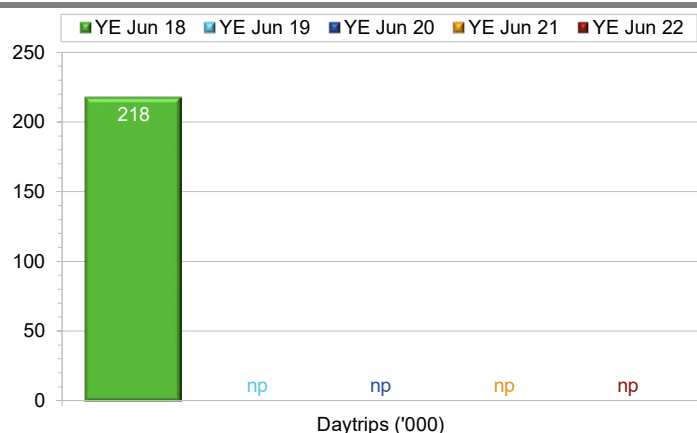
Note: almost 1/5 (19.9%) did not provide an income.

Domestic travel to Mildura (1)

For the period July 2021 to June 2022

Daytrip travel

Trips



Daytrip estimates for Mildura Rural City for YE Jun 19, YE Jun 20, YE Jun 21 and YE Jun 22 are below the data confidence intervals used by TRA.

Expenditure (2)

Expenditure estimates for daytrip visitors in the City for YE Jun 22 are below the data confidence intervals used by TRA.

(2) Sources: NVS and Regional Expenditure Model, YE Jun 22, TRA.

Market share

Not available.

Average annual growth - YE Jun 18 to YE Jun 22

Not available.

Main purpose of trip

Not available.

Activities

Not available.

Transport

Not available.

Age

Not available.

Gender

Not available.

Month travelled

Not available.

Total domestic travel

Visitors, nights and spend

	YE Jun 18	YE Jun 19	YE Jun 20	YE Jun 21	YE Jun 22	Change on last year
Domestic visitors ('000)	18	19	20	21	22	
Overnight visitors	490	498	431	288	315	+9.6%
Daytrip visitors	218	np	np	np	np	np
Total domestic visitors	708	773	641	493	552	+12.0%
Domestic nights ('000)						
Total domestic nights	1,422	1,359	1,526	952	895	-6.0%
Domestic spend (\$ million)						
Overnight spend (2)	275	250	219	130	174	+33.6%
Daytrip spend (2)	np	np	np	np	np	np
Total domestic spend (2)	318	297	245	174	203	+16.9%

Mildura Rural City received 552,000 domestic visitors – up by 12.0% on YE Jun 21. Visitors spent 895,000 nights in the City – down by 6.0% on YE Jun 21.

In total, domestic visitors spent \$203 million on travel to the City – up by 16.9% on YE Jun 21.

(2) Sources: NVS and Regional Expenditure Model, YE Jun 22, TRA.