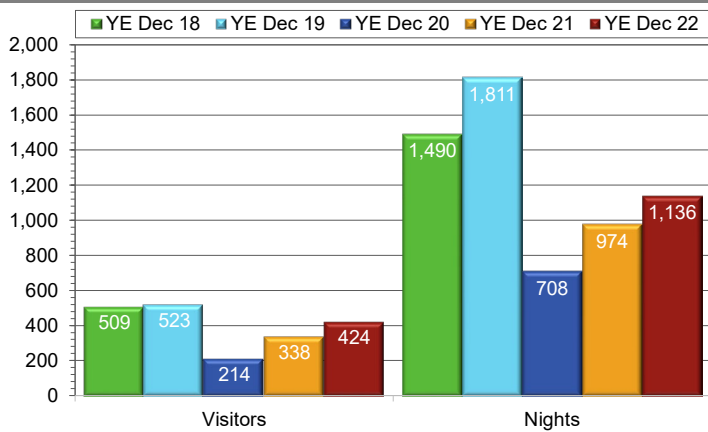


Domestic travel to Mildura

For the period January 2022 to December 2022

Overnight travel

Visitors and nights



Mildura Rural City received 424,000 overnight visitors – up by 25.3% on YE Dec 21. Visitors spent over 1.1 million nights in the City – up by 16.6% on YE Dec 21.

Expenditure

Overnight visitors spent \$247 million in the City – up by 62.4% on YE Dec 21. On average, visitors spent \$218 per night – up by 39.3% on YE Dec 21.

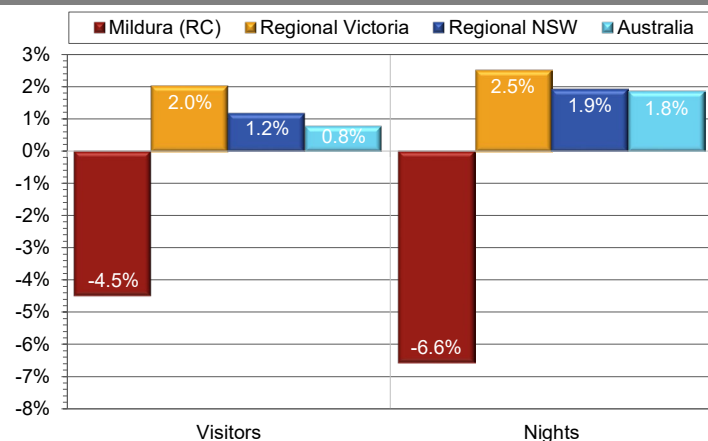
Market share

The overnight sector represented 54.9% all domestic visitors to Mildura Rural City – down by 6.3% pts on YE Dec 21.

The overnight sector contributed 81.3% of total domestic spend in the City – down by 4.8% pts on YE Dec 21.

Mildura Rural City received 2.3% of overnight visitors and 2.2% of visitor nights in regional Victoria. Compared to YE Dec 21, the share of visitors was down by 0.1% pt and the share of nights was unchanged.

Average annual growth - YE Dec 18 to YE Dec 22

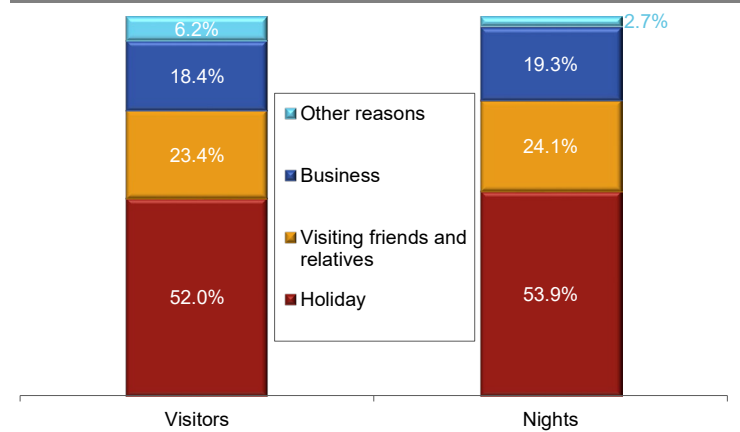


Over the period YE Dec 18 to YE Dec 22, Mildura Rural City had an average annual decline of -4.5% in overnight visitors. Whilst the City had a decline, regional Victoria, regional NSW and Australia experienced growth over the period.

Mildura Rural City had an average annual decline of -6.6% in visitor nights over the period. Whilst the City had a decline, regional Victoria, regional NSW and Australia experienced growth over the period.

Mildura comprises: Mildura Rural City.

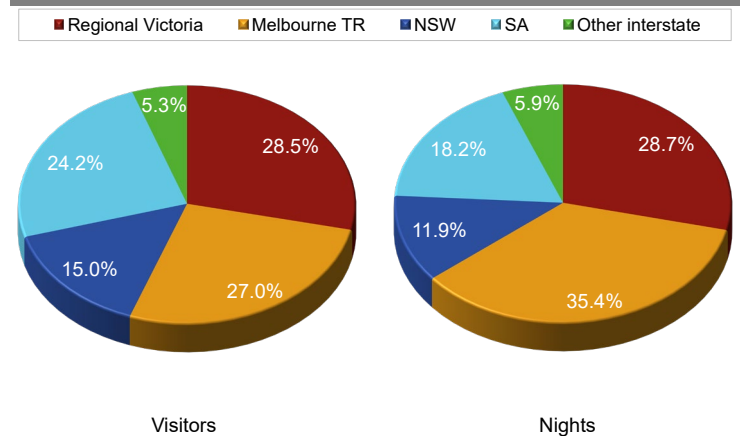
Purpose of visit



‘Holiday’ (52.0%) was the largest purpose for overnight visitors to the City. ‘Visiting friends and relatives (VFR)’ (23.4%) was the 2nd largest purpose, followed by ‘business’ (18.4%). Compared to YE Dec 21, ‘holiday’ increased by 17.1% pts whilst ‘business’ decreased by 12.0% pts.

‘Holiday’ (53.9%) was the largest purpose in terms of nights in the City. ‘VFR’ (24.1%) was the 2nd largest purpose, followed by ‘business’ (19.3%). Compared to YE Dec 21, ‘holiday’ increased by 14.9% pts whilst ‘business’ decreased by 7.6% pts.

Origin



Mildura Rural City received 28.5% of overnight visitors and 28.7% of nights from regional Victoria. Compared to YE Dec 21, visitors from regional Victoria were down by 21.9%.

Melbourne tourism region contributed 27.0% of visitors and 35.4% of nights in the City. Compared to YE Dec 21, visitors from Melbourne tourism region were up by 45.5%.

New South Wales contributed 15.0% of visitors and 11.9% of nights in the City.

South Australia contributed 24.2% of visitors and 18.2% of nights in the City. Compared to YE Dec 21, visitors from South Australia were up by 67.9%.

Month returned from trip

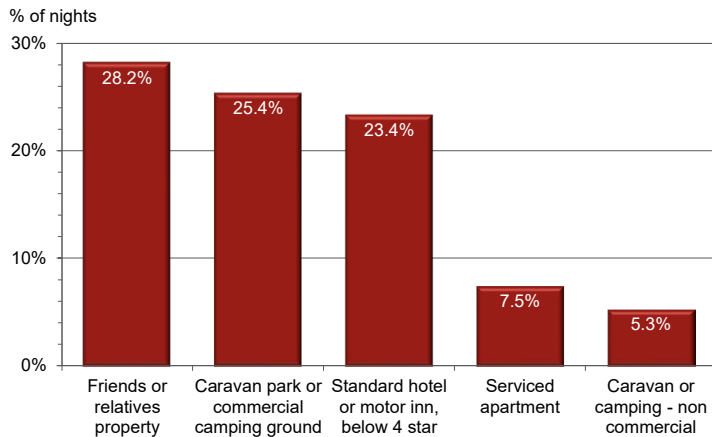
August (15.4%) was the most popular month for overnight visitors to return from their trip to the City. October (12.4%) was the 2nd most popular month to return from the trip, followed by April (9.2%).

Domestic travel to Mildura

For the period January 2022 to December 2022

Overnight travel

Accommodation



'Friends or relatives property' (28.2%) was the most popular accommodation type used for **visitor nights** in the City. 'Caravan park or commercial camping ground' (25.4%) was the 2nd most popular accommodation used.

Length of stay

Visitors stayed, on average, 2.7 nights in the City – down by 0.2 nights on the YE Dec 21.

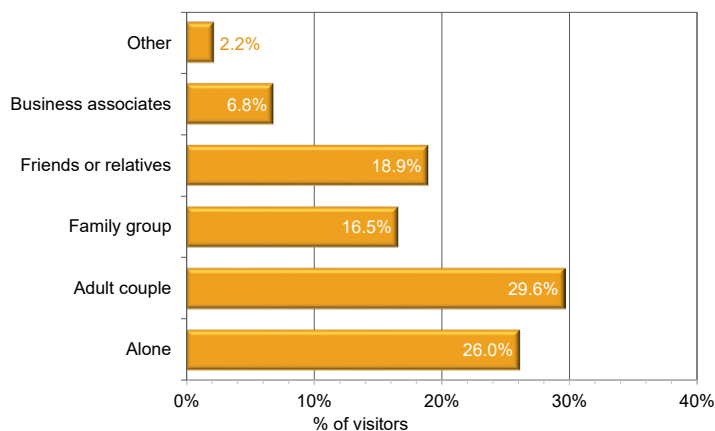
Activities

'Eat out, dine at a restaurant or cafe' (58.9%) was the most popular activity undertaken by overnight visitors to the City. 'Visit friends and relatives' (25.1%) was the 2nd most popular activity undertaken, followed by 'sightseeing or looking around' (24.6%).

All transport

'Private vehicle or company car' (83.3%) was the most popular transport used by overnight visitors to the City. 'Aircraft' (7.0%) was the 2nd most popular transport used, followed by 'bus or coach' (4.6%).

Travel party



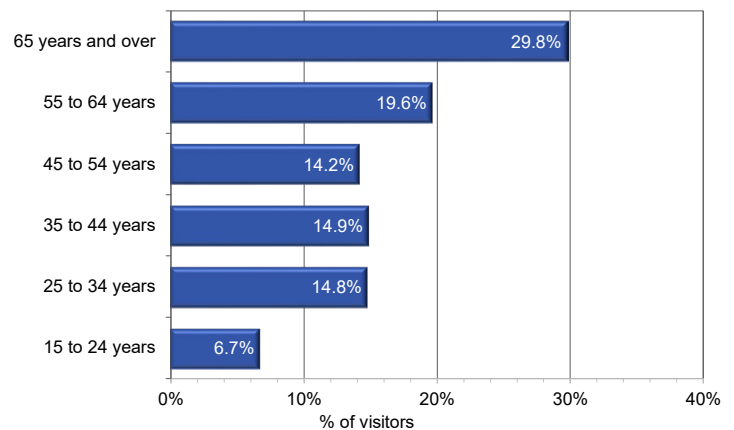
'Adult couple' (29.6%) was the most common travel party description of overnight visitors to the City. 'Alone' (26.0%) was the 2nd most common travel party.

Number of stops on the trip

Nearly 3/5 (56.7%) overnight visitors to the City had one stopover only on the trip. Over 1/10 (14.0%) had 8 to 20 stopovers on the trip.

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

Age



'65 years and over' (29.8%) was the biggest age group of overnight visitors to the City. '55 to 64 years' (19.6%) was the 2nd biggest age group, followed by '35 to 44 years' (14.9%).

Gender

More overnight visitors to the City were female (54.0%) than male (46.0%).

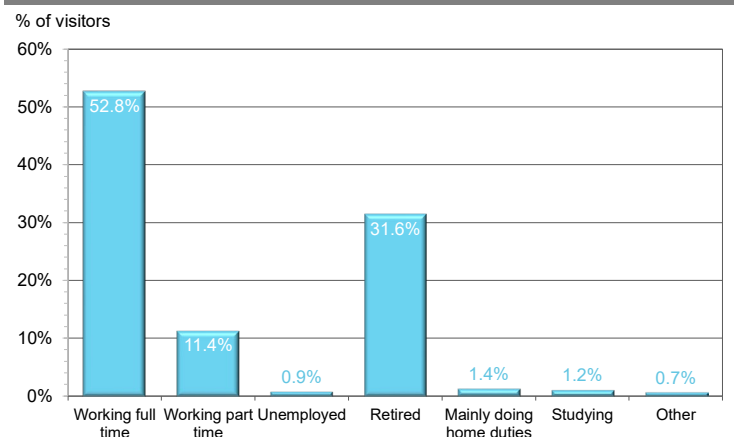
Lifecycle

'Older non-working' (29.9%) was the largest lifecycle group of overnight visitors to the City. 'Older working' (20.0%) was the 2nd largest lifecycle group, followed by 'parent with youngest child aged under 15' (18.6%).

Marital status

More overnight visitors to the City were married or part of a couple (75.9%) than single (24.1%).

Employment



'Working full time' (52.8%) was the most common employment status of overnight visitors to the City. 'Retired' (31.6%) was the 2nd most common employment status, followed by 'working part time' (11.4%).

Annual household income

The average annual household income was \$127,073 amongst overnight visitors to the City. Over 1/3 (34.0%) of visitors had an annual household income of '\$150,000+'.

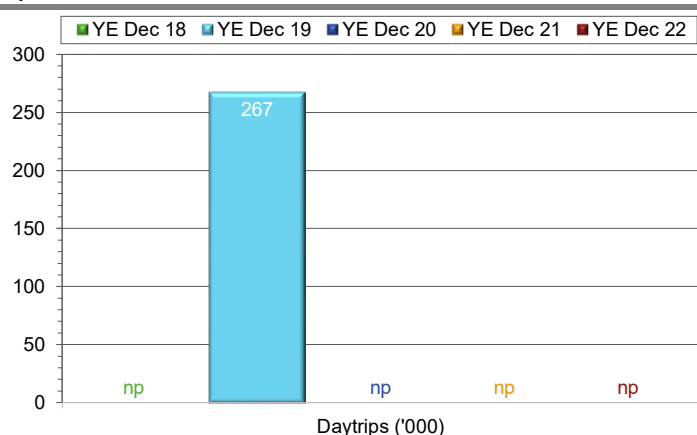
Note: Over 1/5 (20.1%) did not provide an income.

Domestic travel to Mildura

For the period January 2022 to December 2022

Daytrip travel

Trips



Daytrip estimates for Mildura Rural City for YE Dec 18, YE Dec 20, YE Dec 21 and YE Dec 22 are below the data confidence intervals used by TRA and TESR.

Expenditure

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

Market share

Not available.

Average annual growth - YE Dec 18 to YE Dec 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 Dec 18	YE Dec 19	YE Dec 20	YE Dec 21	YE Dec 22	Change on last year
Domestic visitors ('000)						
Overnight visitors	509	523	214	338	424	+25.3%
Daytrip visitors	np	267	np	np	np	np
Total domestic visitors	745	790	388	553	772	+39.7%
Domestic nights ('000)						
Total domestic nights	1,490	1,811	708	974	1,136	+16.6%
Domestic spend (\$ million)						
Overnight spend	\$285	\$262	\$110	\$152	\$247	+62.4%
Daytrip spend	np	np	np	np	np	np
Total domestic spend	\$337	\$297	\$153	\$177	\$304	+72.1%

Mildura Rural City received 772,000 domestic **visitors** – up by 39.7% on YE Dec 21. Visitors spent over 1.1 million **nights** in the City – up by 16.6% on YE Dec 21.

In total, domestic visitors **spent** \$304 million on travel to the City – up by 72.1% on YE Dec 21.

Total domestic travel is the sum of domestic overnight and domestic daytrip travel.