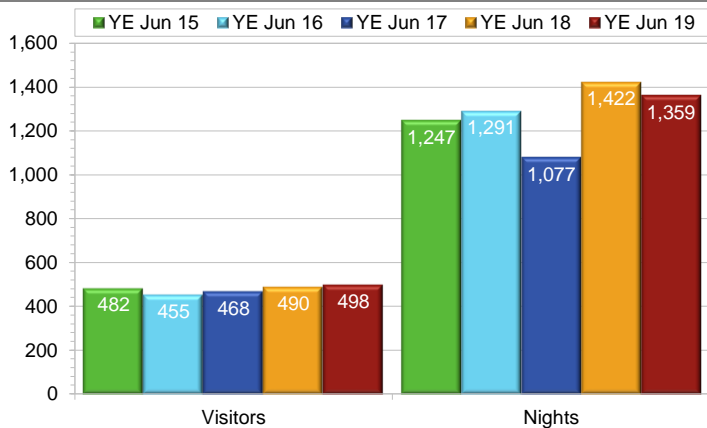


## Domestic Overnight Travel<sup>(1)</sup>

### Visitors and nights

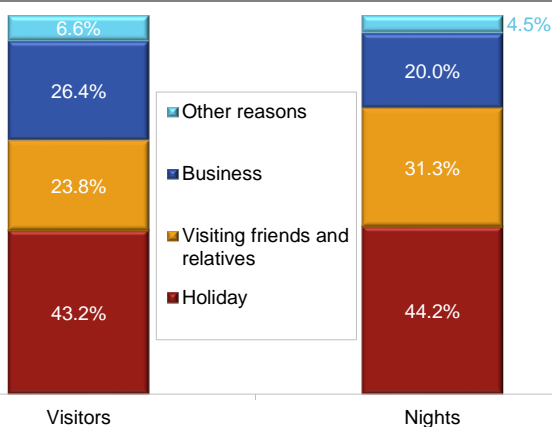


Mildura Rural City received 498,000 domestic overnight visitors - up by 1.6% on YE Jun 18. Visitors spent nearly 1.4 million nights in the City - down by 4.4% on YE Jun 18.

### Market share

The City received 2.7% of both visitors and nights in regional Victoria. Compared to YE Jun 18, the share of visitors was down by 0.3% pts and the share of nights was down by 0.4% pts.

### Purpose of visit to Mildura Rural City



'Holiday' (43.2%) was the largest purpose for **visitors** to the City, followed by 'business' (26.4%) and 'visiting friends and relatives (VFR)' (23.8%). Compared to YE Jun 18, 'business' increased by 7.0% pts while 'holiday' decreased by 4.6% pts.

'Holiday' (44.2%) was the largest purpose in terms of **nights** in the City, followed by 'VFR' (31.3%) and 'business' (20.0%). Compared to YE Jun 18, 'VFR' increased by 2.3% pts while 'holiday' decreased by 3.6% pts.

### Accommodation

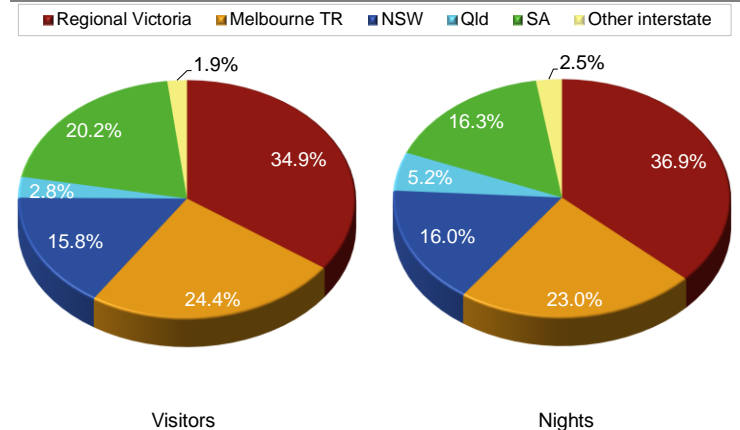
'Standard hotel or motor inn, below 4 star' (28.9%) was the most popular accommodation type used for **nights** in the City. 'Friends or relatives property' (25.5%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'caravan park or commercial camping ground' (16.7%).

Compared to YE Jun 18, 'standard hotel or motor inn, below 4 star' grew by 8.0% pts while 'caravan park or commercial camping ground' declined by 5.5% pts.

Mildura comprises: Mildura Rural City.

(1) Source: National Visitor Survey, YE Jun 19, Tourism Research Australia (TRA)

### Origin



The City received 59.3% of visitors and 59.9% of nights from **Victoria**. Compared to YE Jun 18, Victorian visitors were up by 25.0% and nights were up by 6.0%.

**NSW** contributed 15.8% of visitors and 16.0% of nights in the City. Compared to YE Jun 18, visitors from NSW were down by 33.5%.

**South Australia** contributed 20.2% of visitors and 16.3% of nights in the City. Compared to YE Jun 18, visitors from South Australia were down by 9.8%.

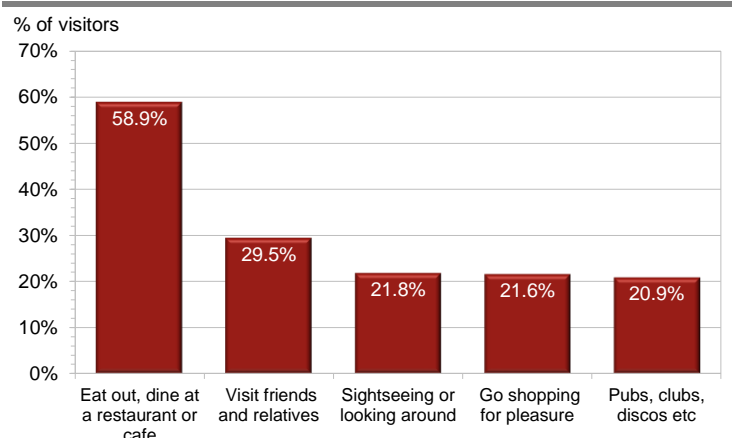
### Length of stay

Visitors stayed, on average, 2.7 nights in the City - down by 0.2 nights on the YE Jun 18.

### Age

'65 years and over' (21.3%) was the biggest age group of visitors to the City, followed by '45 to 54 years' (21.1%) and '55 to 64 years' (19.0%).

### Activities



'Eat out, dine at a restaurant or cafe' (58.9%) was the most popular activity undertaken by visitors to the City, followed by 'visit friends and relatives' (29.5%) and 'sightseeing or looking around' (21.8%).

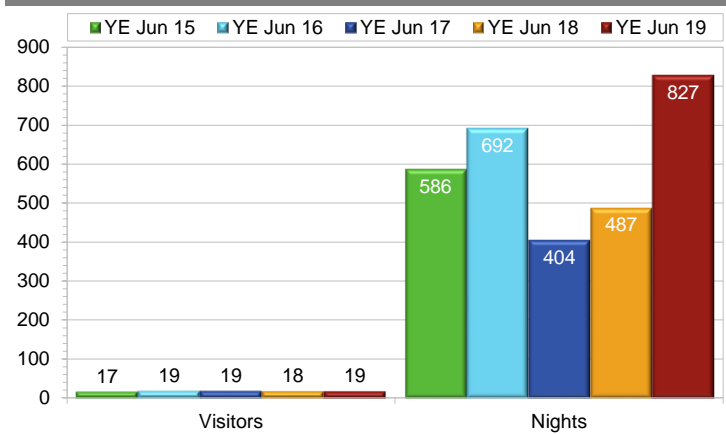
### Expenditure<sup>(2)</sup>

Domestic overnight visitors spent \$250 million in the City - an average of \$184 per night.

(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 19.

## International Overnight Travel<sup>(3)</sup>

### Visitors and nights



Mildura Rural City received 18,600 international overnight visitors - up by 1.6% on YE Jun 18. Visitors spent 827,300 nights in the City - up by 70.0% on YE Jun 18.

### Market share

The City received 3.1% of visitors and 9.1% of nights in regional Victoria. Compared to YE Jun 18, the share of visitors was down by 0.4% pts and the share of nights was up by 2.9% pts.

### Purpose of visit to Mildura Rural City

'Holiday' (50.6%) was the largest purpose for **visitors** to the City, followed by 'visiting friends and relatives' (22.8%) and 'employment' (15.5%).

### Origin

Rank	Market	Share	Rank	Market	Share
1	United Kingdom	16.0%	13	Korea	2.0%
2	USA	10.4%	14	Singapore	0.8%
3	Taiwan	7.7%	15	India	0.7%
4	Malaysia	7.6%	16	Scandinavia	0.3%
5	Japan	6.8%	17	Hong Kong	0.0%
6	Mainland China	6.5%	17	Indonesia	0.0%
7	Netherlands	6.0%	17	Thailand	0.0%
8	New Zealand	5.8%	17	Switzerland	0.0%
9	France	4.8%			
10	Canada	4.1%		Other Asia	3.9%
11	Germany	3.1%		Other Europe	3.9%
12	Italy	2.7%		Other Countries	6.9%

The United Kingdom (16.0%) was the City's largest source market of visitors. The USA (10.4%) was the 2<sup>nd</sup> largest, followed by Taiwan (7.7%).

### Accommodation

'Rented house, apartment, flat or unit' (50.4%) was the most popular accommodation type used for **nights** in the City, followed by 'backpacker or hostel' (33.5%).

### Age

'25 to 34 years' (31.9%) was the biggest age group of visitors to the City, followed by '15 to 24 years' (28.2%).

### Expenditure<sup>(4)</sup>

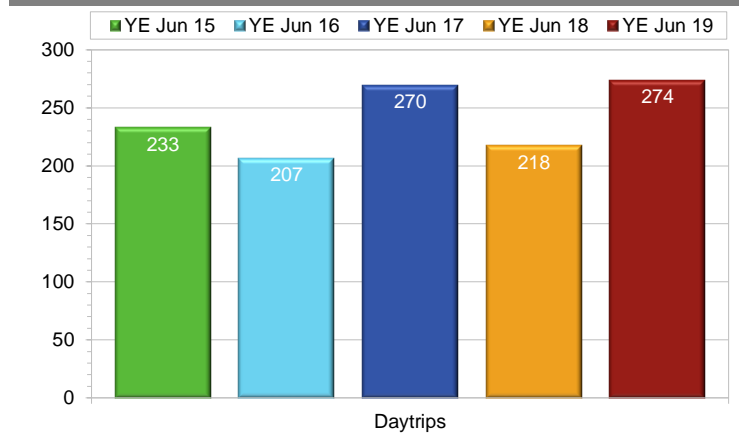
International overnight visitors spent \$33 million in the City - an average of \$40 per night.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 19.

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

## Domestic Daytrip Travel<sup>(5)</sup>

### Trips



Mildura Rural City received 274,000 domestic daytrip visitors - up by 26.0% on YE Jun 18.

### Market share

The City received 0.7% of daytrips to regional Victoria. Compared to YE Jun 18, the share was up by 0.1% pt.

### Main purpose of trip

'Holiday' (58.6%) was the largest purpose for visitors to the City, followed by 'business' (19.4%) and 'visiting friends and relatives' (10.9%).

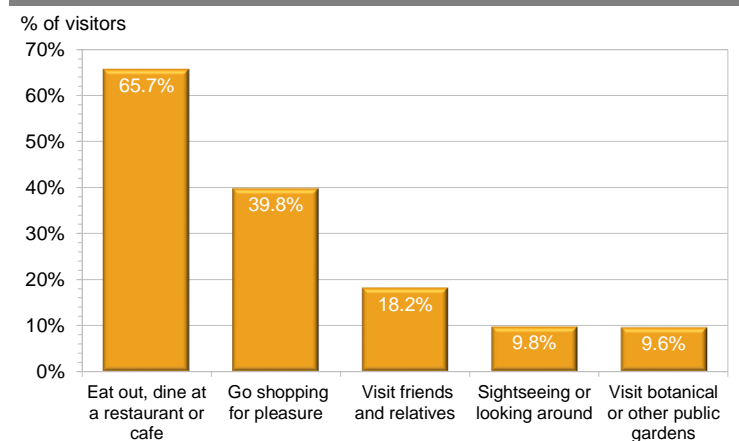
### Age

'15 to 24 years' (32.2%) was the biggest age group of visitors to the City, followed by '25 to 34 years' (20.0%) and '65 years and over' (16.3%).

### Gender

More visitors to the City were female (60.2%) than male (39.8%).

### Activities



'Eat out, dine at a restaurant or cafe' (65.7%) was the most popular activity undertaken by visitors to the City.

### Expenditure<sup>(6)</sup>

Expenditure estimates for domestic daytrip visitors in the City are considered statistically unreliable for YE Jun 19.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 19.