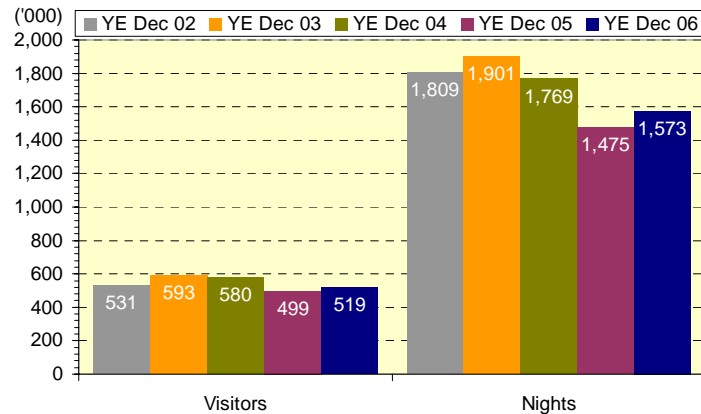


## Domestic Overnight Travel

### Visitors and nights



Mildura received 519,000 domestic overnight visitors - up by 4.0% on YE Dec 05. Visitors spent nearly 1.6 million nights in the region - up by 6.6% on YE Dec 05.

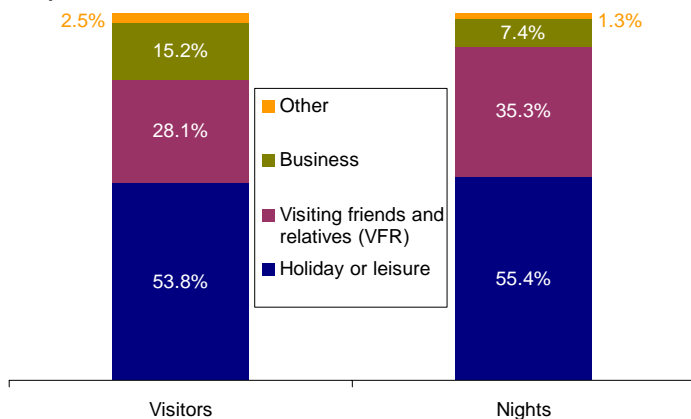
### Market share

Mildura received 77.9% of visitors to and 72.2% of nights in the Mallee. Compared to YE Dec 05, the share of visitors was up by 4.0% points and share of nights was down by 12.3% points.

### Length of stay

Visitors stayed on average 3.0 nights in Mildura.

### Purpose of visit



**Visitors** - 'Holiday or leisure' (53.8%) was the largest purpose for visitors to Mildura. 'VFR' (28.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (15.2%).

**Nights** - 'Holiday or leisure' (55.4%) was the largest purpose in terms of nights in Mildura. 'VFR' (35.3%) was the 2<sup>nd</sup> largest, followed by 'Business' (7.4%).

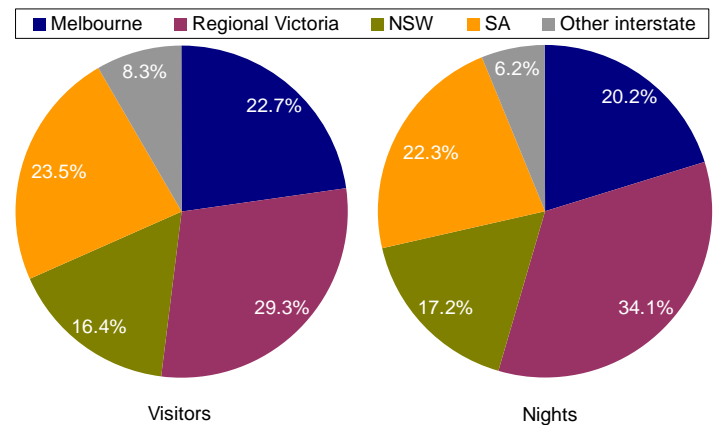
### Accommodation

'Friends or relatives property' (37.8%) was the most popular accommodation used for nights in Mildura. 'Caravan park or commercial camping ground' (19.1%) was the 2<sup>nd</sup> most popular, followed by 'Standard hotel, motor inn, below 4 star' (17.0%).

### Transport

'Private or company vehicle' (87.8%) was the most popular transport used by visitors to Mildura. 'Air transport' (7.1%) was the 2<sup>nd</sup> most popular, followed by 'Bus or coach' (3.2%).

### Origin



Mildura received 51.8% of visitors and 54.3% of nights from intrastate (more visitors and nights came from Regional Victoria than from Melbourne).

Interstate contributed 48.2% of visitors and 45.7% of nights in the region (SA was the biggest market for both visitors and nights).

### Age

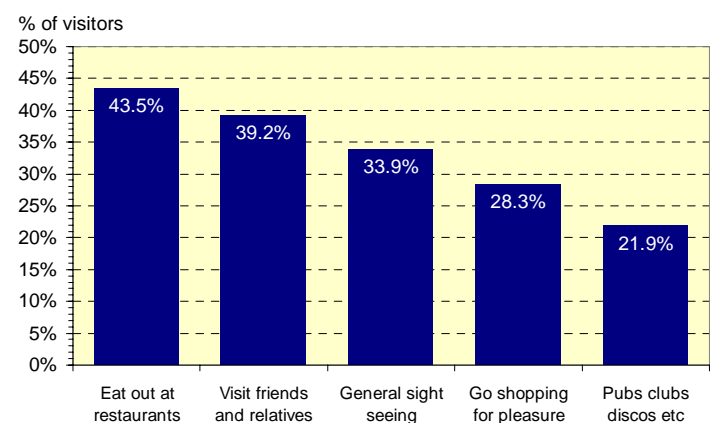
'65 and over' (21.2%) was the biggest age group of visitors to Mildura. '35 to 44 years' (18.7%) was the 2<sup>nd</sup> biggest.

'Young' travellers' (aged below 35) made up 24.5% of visitors. 'Mid-Life' travellers' (aged 35-54) contributed 36.4%, while 39.1% were 'Older' (aged 55 and over).

### Lifecycle

'Older couple' (35.3%) was the largest lifecycle grouping for visitors to Mildura. 'Parent with youngest child aged 14 or less' (19.3%) was the 2<sup>nd</sup> largest, followed by 'Young / midlife single' (14.8%).

### Activities



'Eat out at restaurants' (43.5%) was the most popular activity undertaken by visitors to Mildura. 'Visit friends and relatives' (39.2%) was the 2<sup>nd</sup> most popular, followed by 'General sight seeing' (33.9%).

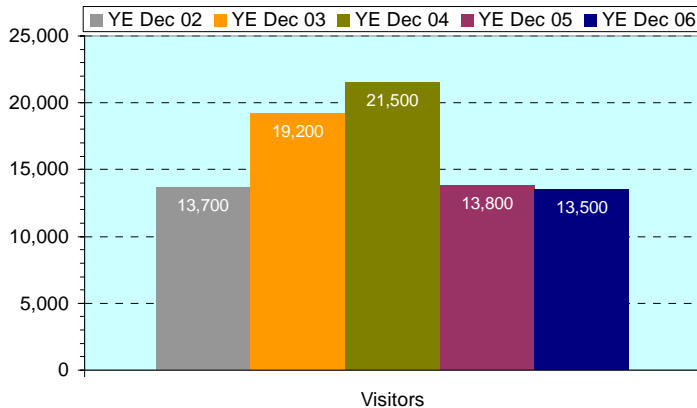
### Tourism employment <sup>(1)</sup>

An estimated 1,600 (6.0%) of Mildura's workforce were employed in the tourism industry.

(1) Source: Victorian Tourism Employment Atlas 2005 & NSW Tourism Employment Atlas 2006, TTF Australia

## International Overnight Travel

### Visitors and nights



Mildura received 13,500 international overnight visitors - down by 2.0% on YE Dec 05. International visitor nights data was considered statistically unreliable for the above time periods.

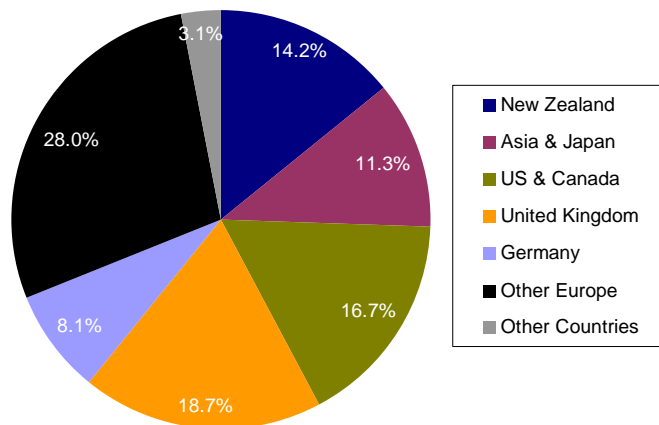
### Market share

Mildura received 75.6% of visitors to the Mallee. Compared to YE Dec 05, the share of visitors was down by 11.6% points.

### Purpose of visit

'Holiday/ pleasure' (65.5%) was the largest purpose for visitors to Mildura. 'Employment' and 'Business' (11.1% each) were the 2<sup>nd</sup> largest.

### Origin



'Other Europe' (28.0%) was the largest source market of visitors to Mildura. 'United Kingdom' (18.7%) was the 2<sup>nd</sup> largest, followed by 'US & Canada' (16.7%).

### Accommodation

'Backpacker / hostel' (49.4%) was the most popular accommodation used for nights in Mildura. 'Rented house / apartment / unit / flat' (22.3%) was the 2<sup>nd</sup> most popular, followed by 'Home of friend or relative' (11.9%).

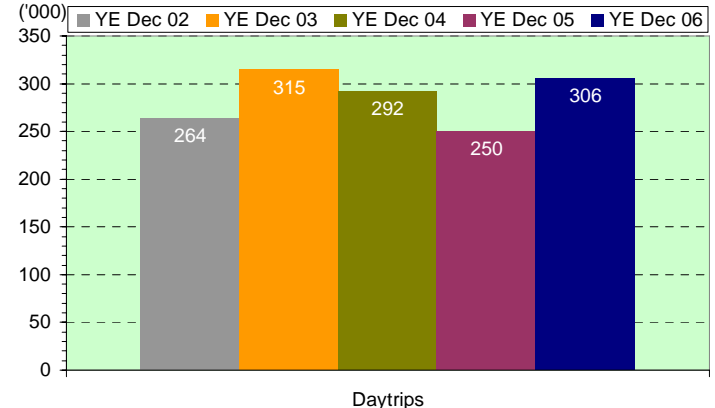
### Age

'15 - 24 years' (23.8%) was the biggest age group of visitors to Mildura. '55 - 64 years' (19.4%) was the 2<sup>nd</sup> biggest.

'Young' travellers' (aged below 35) made up 41.2% of visitors. 'Mid-Life' travellers' (aged 35-54) contributed 29.3%, while 29.5% were 'Older' (aged 55 and over).

## Domestic Daytrip Travel

### Trips



Mildura received 306,000 domestic daytrip visitors - up by 22.4% on YE Dec 05.

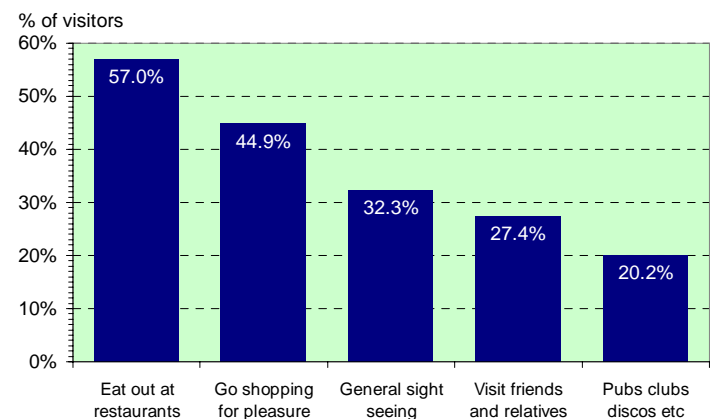
### Market share

Mildura received 62.1% of daytrips to the Mallee. Compared to YE Dec 05, the share was up by 5.7% points.

### Purpose of visit

'Holiday or leisure' (68.0%) was the largest purpose for visitors to Mildura. 'VFR' (20.6%) was the 2<sup>nd</sup> largest, followed by 'Health related' (4.2%).

### Activities



'Eat out at restaurants' (57.0%) was the most popular activity undertaken by visitors to Mildura. 'Go shopping for pleasure' (44.9%) was the 2<sup>nd</sup> most popular, followed by 'General sight seeing' (32.3%).

### Age

'15 - 24 years' (55.2%) was the biggest age group of visitors to Mildura. '25 - 34 years' (11.4%) was the 2<sup>nd</sup> biggest.

'Young' travellers' (aged below 35) made up 66.7% of visitors. 'Mid-Life' travellers' (aged 35-54) contributed 15.0%, while 18.3% were 'Older' (aged 55 and over).

### Lifecycle

'Young / midlife single' (57.2%) was the biggest lifecycle grouping of visitors to Mildura. 'Parent with youngest child aged 14 or less' (13.4%) was the 2<sup>nd</sup> biggest, followed by 'Older couple' (9.8%).