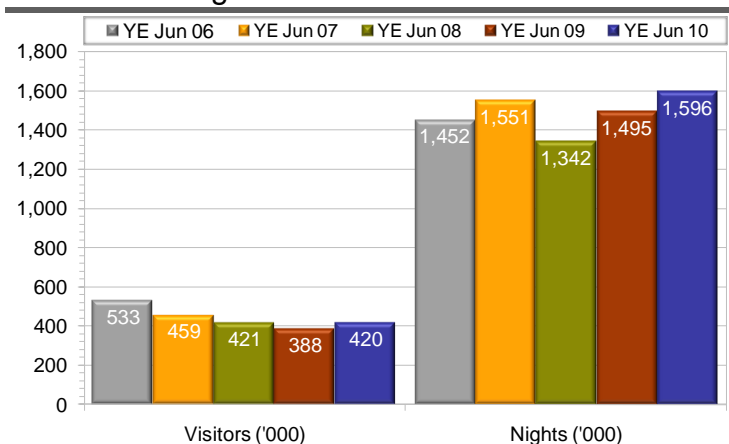


### Domestic Overnight Travel<sup>(2)</sup>

#### Visitors and nights



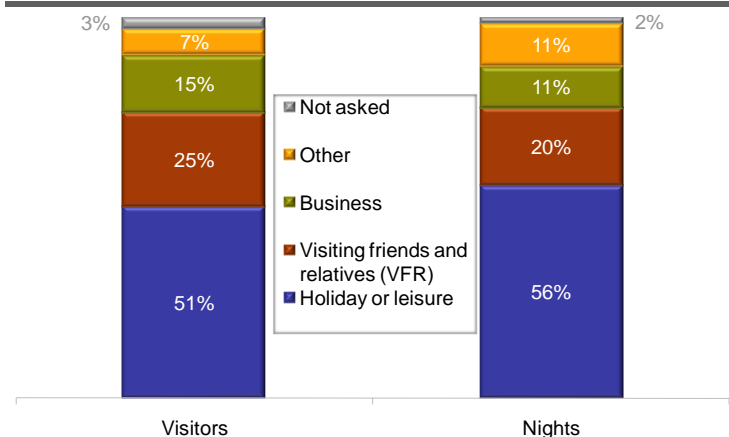
The Mildura region received 420,000 domestic overnight visitors - up by 8% on YE Jun 09. There were 102,000 visitors during the Jun qtr 10 - up by 24% on the Mar qtr 10.

Visitors spent almost 1.6 million nights in the region - up by 7% on YE Jun 09.

#### Average annual growth

In the period YE Jun 06 to YE Jun 10: the region experienced an average annual growth in nights (2%), but an average annual decline in visitors (-6%).

#### Purpose of visit to the region



'Holiday or leisure' (51%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (25%) and 'business' (15%). Compared to YE Jun 09, 'other' grew by 5% pts, while 'business' declined by 2% pts.

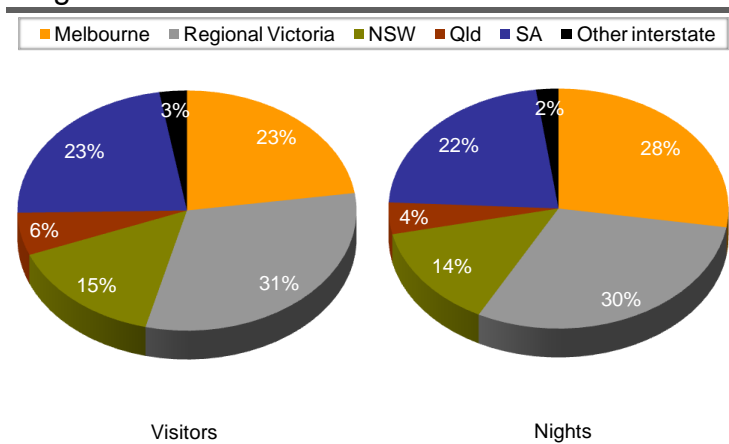
'Holiday or leisure' (56%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives (VFR)' (20%) and 'other' (11%). 'Other' grew by 10% pts, while 'holiday or leisure' declined by 7% pts on YE Jun 09.

#### Accommodation

'Caravan park or commercial camping ground' (29%) was the most popular accommodation type used for nights in the region, followed by 'friends or relatives property' (24%) and 'standard hotel, motor inn, below 4 star' (18%).

Compared to YE Jun 09, 'friends or relatives property' grew by 4% points, while 'standard hotel, motor inn, below 4 star' declined by 5% points.

#### Origin



The Mildura region received 54% of visitors and 58% of nights from **Victoria** (more visitors and nights came from regional Victoria than from Melbourne). Compared to YE Jun 09, Victoria's contribution to travel in the region grew by 6% points for visitors and by 7% points for nights.

**Other States** contributed 46% of visitors and 42% of nights in the region (SA was the biggest market for both visitors and nights, followed by NSW). The proportion of both visitors and nights from SA declined on YE Jun 09, while the proportion of nights from NSW increased.

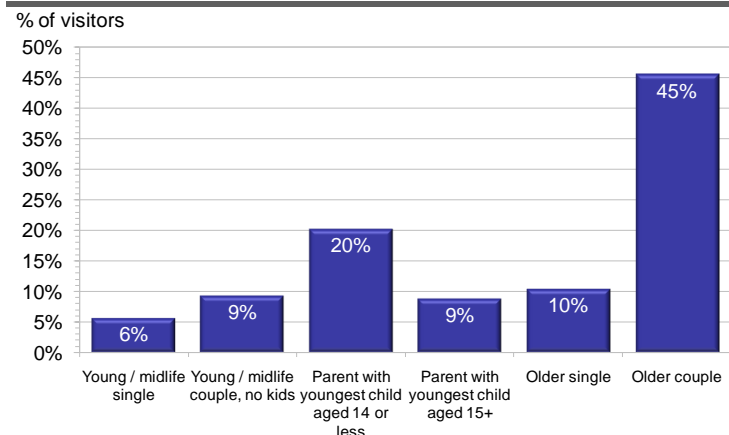
#### Seasonality

The region received nearly 3/10 (29%) of visitors during the Sep qtr 09. The Dec qtr 09 (27%) was the 2<sup>nd</sup> most visited period, followed by Jun qtr 10 (24%).

#### Length of stay

Visitors stayed on average 3.8 nights in the region - down by 0.1 night on YE Jun 09.

#### Lifecycle



'Older couple' (45%) was the largest lifecycle grouping for visitors to the region. 'Parent with youngest child aged 14 or less' (20%) was the 2<sup>nd</sup> largest lifecycle grouping, followed by 'older single' (10%).

Note: Lifecycle is based on a number of demographic / social aspects of the respondent and its household, including: age (young / midlife = 15-44 years and older = 45+); marital status; number of dependent kids living at home; age of the youngest kid under 15 years; working status; and living arrangements.

(1) Mildura region is composed of Mildura (RC) and Wentworth (A).

(2) Source: National Visitor Survey YE Jun 10, Tourism Research Australia (TRA)

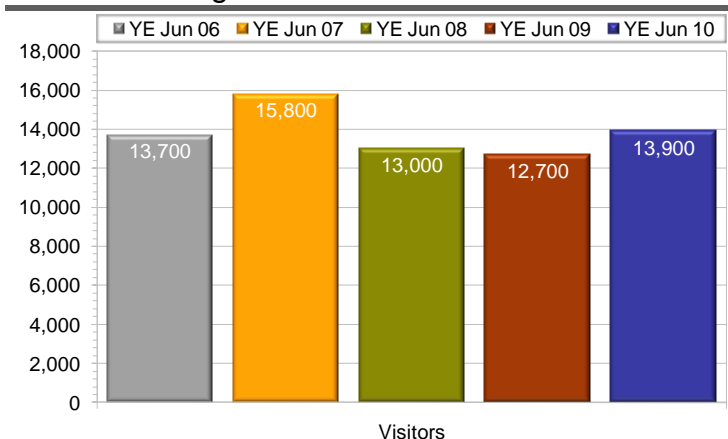
# Travel to Mildura region (1)

Year ended June 2010

Total visitors (million)	0.8
- up by 34% on YE Jun 09	
Total nights (million)	1.9
- up by 7% on YE Jun 09	

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

### Visitors and nights



The Mildura region received 13,900 international overnight visitors - up by 10% on YE Jun 09. Visitor nights data was considered statistically unreliable for the above five time periods.

### Purpose of visit to the region

'Holiday / pleasure' (64%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (15%) and 'business' (12%).

Compared to YE Jun 09, 'business' grew by 8% points, while 'holiday / pleasure' declined by 13% points.

### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	22%	13	India	1%
2	USA	15%	14	China	1%
3	United Kingdom	14%	15	Taiwan	0%
4	France	7%	16	Switzerland	0%
5	Scandinavia	6%	17	Hong Kong	0%
6	Germany	6%	17	Malaysia	0%
7	Canada	4%	17	Indonesia	0%
8	Netherlands	4%	17	Thailand	0%
9	Korea	4%			
10	Japan	3%		Other Asia	3%
11	Italy	2%		Other Europe	3%
12	Singapore	2%		Other Countries	4%

New Zealand (22%) was the largest source market of visitors to the region, followed by the USA (15%), the United Kingdom (14%) and France (7%).

Nearly 3/10 (28%) of visitors to the region came from 'continental Europe' - down by 3% points on the YE Jun 09.

### Accommodation

'Backpacker / hostel' (64%) was the most popular accommodation type used for nights in the region, followed by 'own property' (10%) and 'home of friend or relative' (9%).

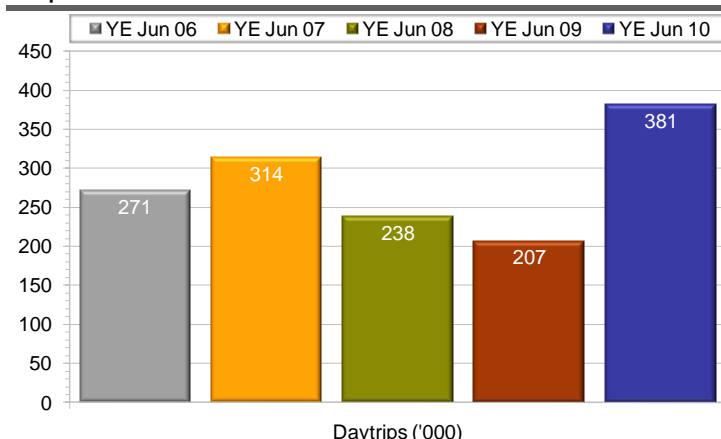
### Age

'25 to 34 years' (24%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (23%) and '55 to 64 years' (21%).

'Young' travellers' (aged below 35) made up 47% of visitors. 'Mid-life' travellers' (aged 35-54) contributed 26%, while 27% were 'older' (aged 55 and over).

## Domestic Daytrip Travel<sup>(2)</sup>

### Trips



The Mildura region received 381,000 domestic daytrips - up by 84% on YE Jun 09.

### Main purpose of trip

'Holiday or leisure' (39%) was the largest purpose for visitors to the region, followed by 'business' (30%) and 'visiting friends and relatives' (22%).

### Origin

Regional Victoria (69%) was the region's largest source market. SA (10%) was the 2<sup>nd</sup> largest, followed by NSW (8%) and Melbourne (6%).

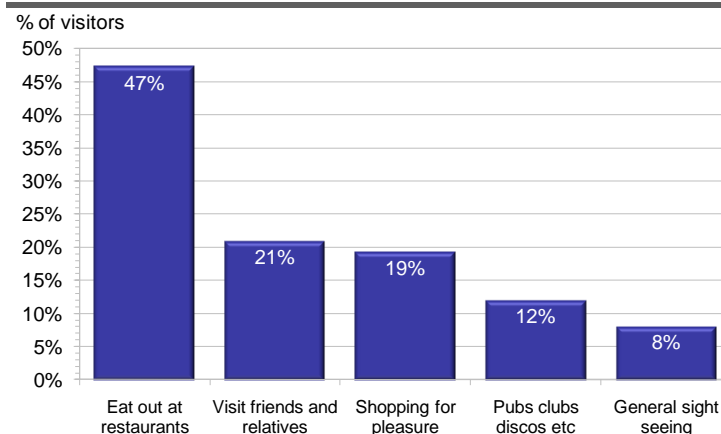
### Age

'45 to 54 years' (26%) was the biggest age group of visitors to the region. '35 to 44 years' (24%) was the 2<sup>nd</sup> biggest, followed by '25 to 34 years' (19%).

### Lifecycle

'Parent with youngest child aged 14 or less' (36%) was the biggest lifecycle grouping of visitors to the region. 'Parent with youngest child aged 15+' (20%) was the 2<sup>nd</sup> biggest, followed by 'older couple' (19%).

### Activities



'Eat out at restaurants' (47%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (21%) was the 2<sup>nd</sup> most popular, followed by 'shopping for pleasure' (19%) and 'pubs, clubs, discos etc' (12%).

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