



Mildura Visitor Profile and Satisfaction Report

The following Visitor Profile and Satisfaction Report is based on a sample of 276 people who visited Mildura in Victoria from July to September 2007.

The top two reasons for visiting Mildura were:

- 'Variety of things to see' (31%)
- 'Great for family holiday' (16%), 'Good deals on accommodation' (16%) and 'Spend time with my partner' (16%)

What do the visitors to the destination expect?

- 'Relaxation and rejuvenation' (83%)
- 'Tour around and explore' (77%)
- 'Quality time with partner/family/friends' (68%)

What are visitors experiencing in the destination?

- 'Just walk or drive around/general sightseeing' (85%)
- 'Eat out' (77%)
- 'Go shopping' (76%)
- 'Paddleboat/hire boat cruise' (46%)

Were they satisfied with their experience?

Overall, 88% of visitors were satisfied with their visit to Mildura. Among those visitors anticipating particular experiences, expectations were somewhat better or much better than expected in the case of:

- 'A place to spend quality time with partner/family/friends' (55%)
- 'Food and wine experiences' (53%)
- 'Tour around and explore' (52%)
- 'Good shopping' (50%)
- 'Discover or learn something new' (50%)

Customer service at venues, variety of things to see, personal safety and security, friendliness of locals, local atmosphere and food and beverage were the key strengths of Mildura. Visitors were more likely to rate these aspects as important and to be satisfied with these aspects.

What is the visitors' profile?

- Of all visitors to Mildura, 95% were overnight and 5% were day visitors.
- The average length of stay for overnight visitors was 6.1 nights, and the average overall trip length of all visitors was 20.9 nights.
- The majority (48%) of domestic visitors were from Victoria, with 32% from South Australia, 10% from New South Wales and 3% each from Queensland and Tasmania.
- The main purpose for travel to Mildura was for holiday and leisure purposes (70%) and to visit friends/relatives (14%).
- Most visitors (59%) travelled with their partner/spouse.
- Bookings with accommodation providers (40%) were the most common form of booking made prior to the trip, with 37% of all bookings made via the internet. 30% of visitors did not make any bookings prior to their trip.

How did the visitors travel in and around the destination?

- The majority (86%) of visitors used private transport/their own vehicle to travel to Mildura.
- Visitors to Mildura were also likely to travel to Wentworth (39%), Renmark (23%), Ouyen (22%) and Swan Hill (20%).
- Common stop over points for visitors prior to arriving in Mildura included Ouyen (18%), Renmark (13%) and Swan Hill (11%), with 39% of visitors having no prior stops.
- Common stop over points for visitors after arriving in Mildura included Wentworth (33%), Renmark (13%) and Swan Hill (10%), with 37% of visitors not stopping anywhere after Mildura.

How did the visitors decide to visit?

- Of all visitors to Mildura, 32% planned their trip three months or more in advance, 29% one to three months ahead, and 17% two to three weeks ahead.
- Over three quarters (76%) did not consider another location as an alternative to Mildura.
- More than half (55%) of visitors relied on their experience from a previous visit to help plan their trip, 30% used the internet, 24% used travel books/guides and 21% asked friends/relatives.

Will they visit the destination again?

- Of the visitors to Mildura, 49% stated they would be likely to visit again in the next twelve months.
- The majority (84%) of visitors stated they were likely to recommend Mildura as a destination to visit.

Tourism Research Australia
Level 3 11-17 Swanson Plaza
PO Box 1110
Belconnen ACT 2617

Telephone: + 61 2 6228 6100
Facsimile: + 61 2 6228 6180
Email: tra@tourism.australia.com

Image courtesy of Mildura Tourism

Publication date: July 2008

ABN 99 657 548 712

www.tra.australia.com

© Copyright Tourism Australia 2008. Tourism Australia and Tourism Research Australia permits copies to be made of the Visitor Profile and Satisfaction report for the purpose of promoting Australian Tourism, provided that Tourism Research Australia is recognised on any copies as the author, the material is reproduced in its current form and a statement similar to the one listed above is included on any copy. However, copies may not be made for a commercial purpose, that is, for sale without the permission of Tourism Research Australia. This information is presented in good faith and on the basis that neither Tourism Australia or Tourism Research Australia, nor their agents or employees, are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any statement, information or advice given in this publication. Data derived from Tourism Research Australia surveys are subject to sample error. Users of the data are advised to consult the sample error tables contained in Tourism Research Australia publications or otherwise available from Tourism Research Australia before drawing any conclusions or inferences, or taking any action, based on the data.

Tourism Australia
Tourism Research Australia 