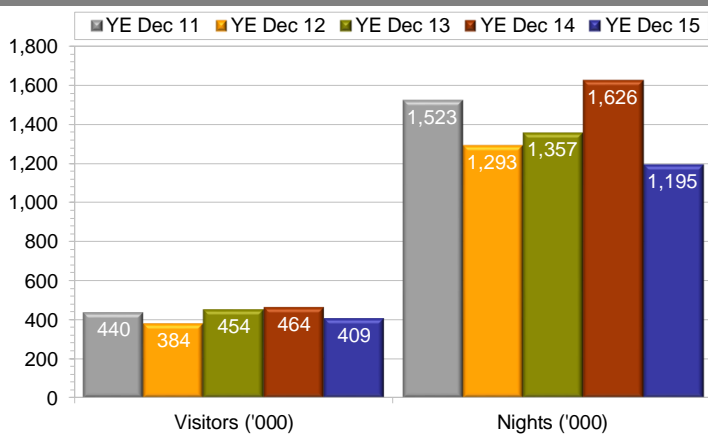


Domestic Overnight Travel⁽¹⁾

Visitors and nights

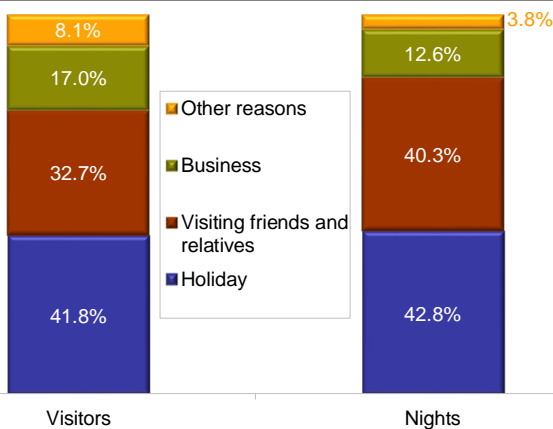


The Mildura region received 409,000 domestic overnight visitors - down by 11.8% on YE Dec 14. Visitors spent almost 1.2 million nights in the region - down by 26.5% on YE Dec 14.

Market share

The region received 15.9% of visitors and 16.1% of nights in the Murray region. Compared to YE Dec 14, the share of visitors was down by 2.1% pts and the share of nights was down by 5.6% pts.

Purpose of visit to the Mildura region



'Holiday' (41.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (32.7%) and 'business' (17.0%). Compared to YE Dec 14, 'VFR' increased by 7.4% pts while 'holiday' decreased by 4.3% pts.

'Holiday' (42.8%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (40.3%) and 'business' (12.6%). Compared to YE Dec 14, 'VFR' increased by 13.9% pts while 'business' decreased by 4.2% pts.

Accommodation

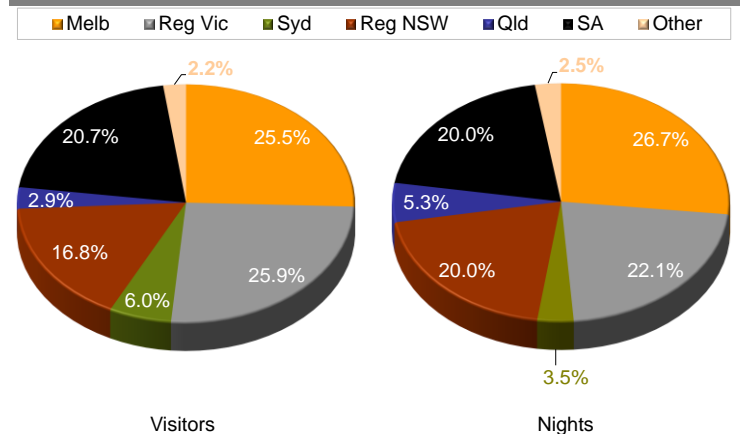
'Friends or relatives property' (41.9%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (20.0%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (16.2%).

Compared to YE Dec 14, 'friends or relatives property' grew by 10.1% pts while 'standard hotel or motor inn, below 4 star' declined by 1.7% pts.

The Mildura region includes: Irymple, Merbein, Mildura, Mildura Region, Red Cliffs, and Wentworth - Buronga

(1) Source: National Visitor Survey, YE Dec 15, Tourism Research Australia (TRA)

Origin



The region received 51.4% of visitors and 48.8% of nights from **Victoria**. Compared to YE Dec 14, Victorian visitors were down by 24.6% and nights were down by 43.6%.

NSW contributed 22.8% of visitors and 23.4% of nights in the region. Compared to YE Dec 14, visitors from NSW were up by 11.4%.

South Australia contributed 20.7% of visitors and 20.0% of nights in the region. Compared to YE Dec 14, visitors from South Australia were down by 3.2%.

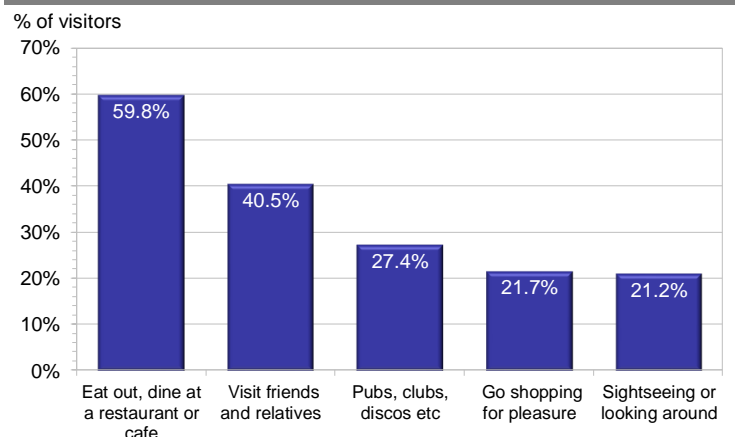
Length of stay

Visitors stayed, on average, 2.9 nights in the region - down by 0.6 nights on the YE Dec 14.

Age

'65 years and over' (25.5%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (21.7%) and '45 to 54 years' (18.0%).

Activities



'Eat out, dine at a restaurant or cafe' (59.8%) was the most popular activity undertaken by visitors to the region.

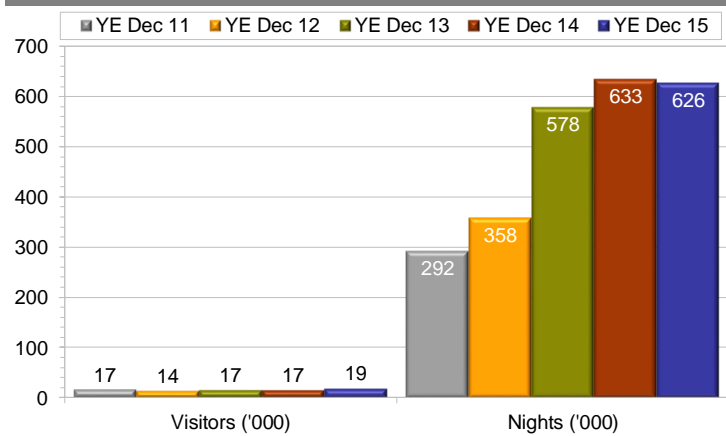
Expenditure⁽²⁾

Visitors spent an estimated \$182 million in the region - an average of \$153 per night.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 15.

International Overnight Travel⁽²⁾

Visitors and nights



The Mildura region received 19,500 international overnight visitors - up by 16.0% on YE Dec 14. Visitors spent 625,700 nights in the region - down by 1.2% on YE Dec 14.

Market share

The region received 34.9% of visitors and 42.3% of nights in the Murray region. Compared to YE Dec 14, the share of visitors was up by 0.9% pts and the share of nights was down by 15.4% pts.

Purpose of visit to the Mildura region

'Holiday' (63.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.1%) and 'employment' (10.7%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	14.9%	13	South Korea	1.2%
2	United Kingdom	11.6%	14	Switzerland	1.1%
3	Germany	9.3%	15	Netherlands	0.5%
4	Canada	8.4%	16	Japan	0.0%
5	Mainland China	7.6%	16	Singapore	0.0%
6	Malaysia	7.6%	16	Indonesia	0.0%
7	Taiwan	7.4%	16	Thailand	0.0%
8	USA	6.4%	16	India	0.0%
9	Hong Kong	5.4%			
10	France	3.8%		Other Asia	3.1%
11	Italy	3.6%		Other Europe	1.6%
12	Scandinavia	2.1%		Other Countries	4.4%

New Zealand (14.9%) was the region's largest source of visitors.

Accommodation

'Backpacker or hostel' (32.3%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (26.2%) and 'rented house, apartment, flat or unit' (25.9%).

Age

'25 to 34 years' (25.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (20.3%).

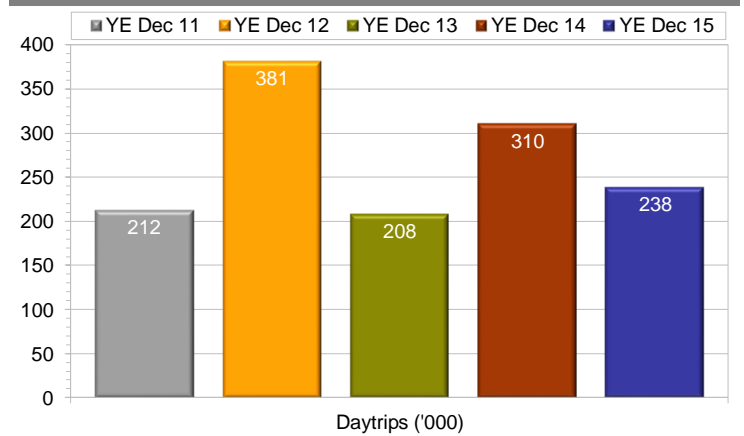
Expenditure⁽⁴⁾

Visitors spent an estimated \$24 million in the region - an average of \$39 per night.

(4) Estimated using information from TRA's modelled international visitor expenditure in Australia's regions, YE Dec 15.

Domestic Daytrip Travel⁽¹⁾

Trips



The Mildura region received 238,000 domestic daytrip visitors - down by 23.2% on YE Dec 14.

Market share

The region received 9.2% of daytrips to the Murray region. Compared to YE Dec 14, the share was down by 1.8% pts.

Main purpose of trip

'Holiday' (40.9%) was the largest purpose for visitors to the region the region, followed by 'visiting friends and relatives' (20.7%) and 'business' (17.5%).

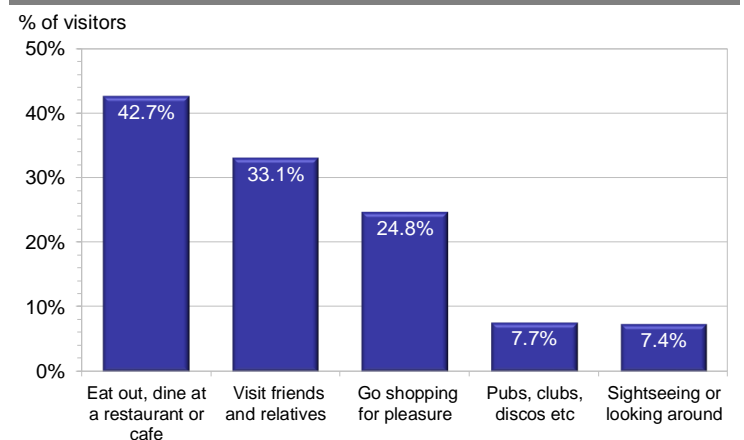
Age

'65 years and over' (30.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (27.0%) and '25 to 34 years' (16.8%).

Gender

More visitors to the region were female (57.4%) than male (42.6%).

Activities



'Eat out, dine at a restaurant or cafe' (42.7%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Visitors spent an estimated \$40 million in the region - an average of \$167 per visitor.

(6) Estimated using information from TRA's modelled domestic daytrip visitor expenditure in Australia's regions, YE Dec 15.

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