

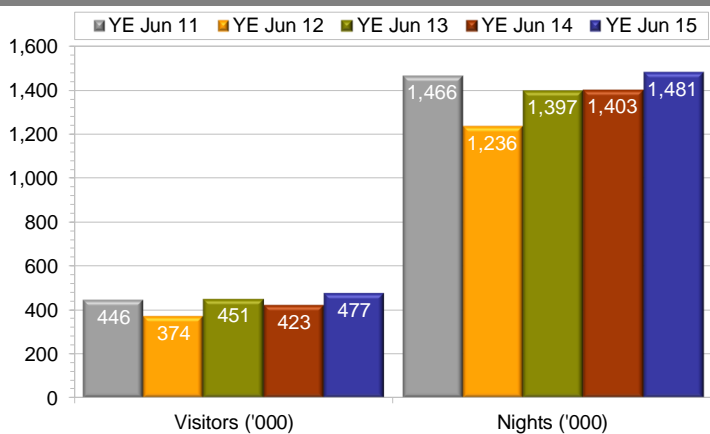
Travel to the Mildura region

Year ended June 2015

Due to changes to the methodology, care should be taken when comparing year ending June 2015 NVS results with those from previous years. These changes represent a break in the time series. For more information on the methodology changes please see <http://www.tra.gov.au/Fact-sheet-2014-Updates-to-the-IVS%20-NVS.html>.

Domestic Overnight Travel⁽¹⁾

Visitors and nights

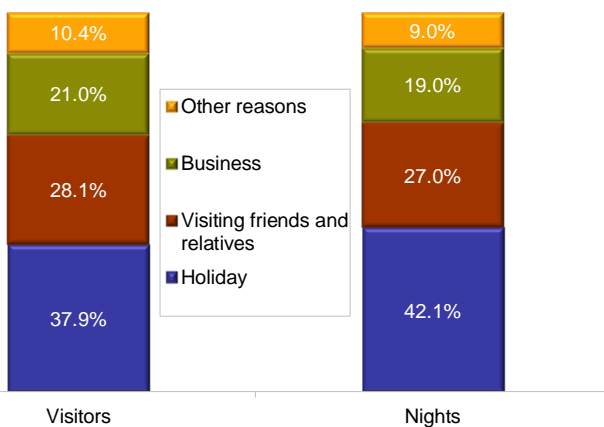


The Mildura region received 477,000 domestic overnight visitors - up by 12.8% on YE Jun 14. Visitors spent nearly 1.5 million nights in the region - up by 5.6% on YE Jun 14.

Market share

The region received 18.6% of visitors and 20.4% of nights in the Murray region. Compared to YE Jun 14, the share of visitors and the share of nights were up by 1.0% pt each.

Purpose of visit to the Mildura region



'Holiday' (37.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (28.1%) and 'business' (21.0%). Compared to YE Jun 14, 'VFR' increased by 5.9% pts while 'holiday' decreased by 18.4% pts.

'Holiday' (42.1%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (27.0%) and 'business' (19.0%). Compared to YE Jun 14, 'other reasons' increased by 6.4% pts while 'holiday' decreased by 10.7% pts.

Accommodation

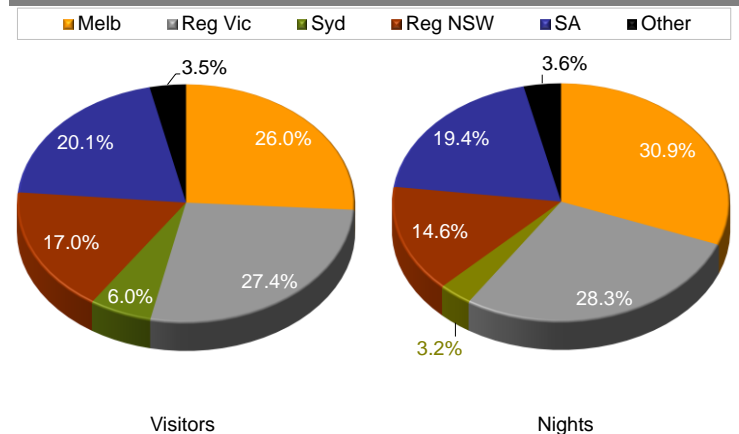
'Friends or relatives property' (32.3%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (22.8%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (18.5%).

Compared to YE Jun 14, 'caravan park or commercial camping ground' grew by 6.5% pts while 'friends or relatives property' declined by 1.2% pts.

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

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

Origin



The region received 53.4% of visitors and 59.2% of nights from **Victoria**. Compared to YE Jun 14, Victorian visitors were up by 22.9% and nights were up by 26.7%.

NSW contributed 23.0% of visitors and 17.8% of nights in the region. Compared to YE Jun 14, visitors from NSW were up by 50.0%.

South Australia contributed 20.1% of visitors and 19.4% of nights in the region. Compared to YE Jun 14, visitors from South Australia were down by 22.8%.

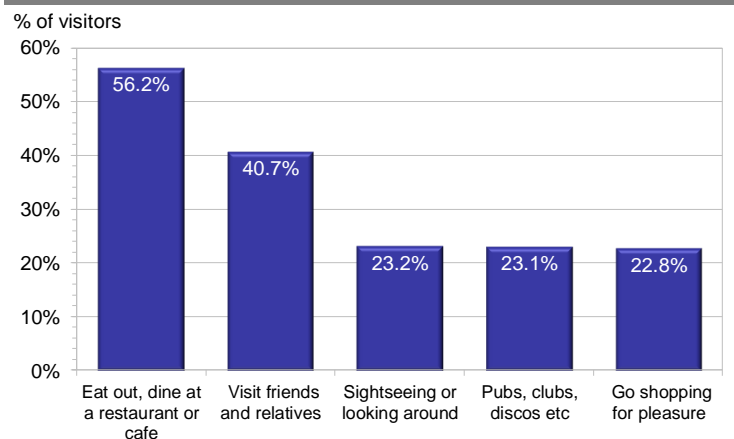
Length of stay

Visitors stayed, on average, 3.1 nights in the region - down by 0.2 nights on the YE Jun 14.

Age

'65 years and over' (23.0%) was the biggest age group of visitors to the region, followed by '45 to 54 years' (20.7%) and '55 to 64 years' (20.1%).

Activities



'Eat out, dine at a restaurant or cafe' (56.2%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽²⁾

Visitors spent an estimated \$208 million in the region - an average of \$141 per night.

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

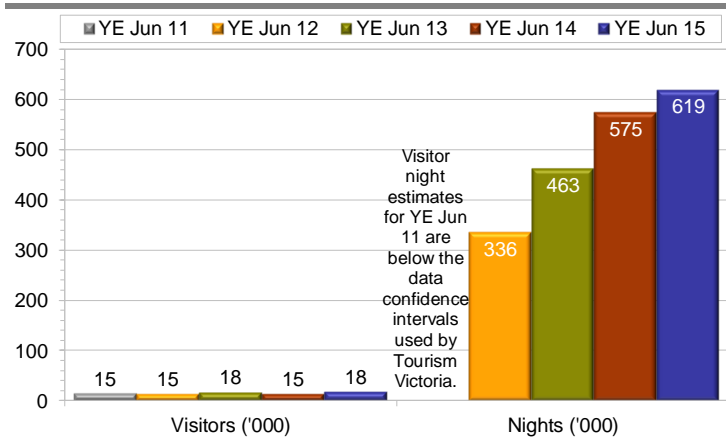
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International Overnight Travel⁽²⁾

Visitors and nights



The Mildura region received 18,300 international overnight visitors - up by 20.3% on YE Jun 14. Visitors spent 618,800 nights in the region - up by 7.6% on YE Jun 14.

Market share

The region received 34.2% of visitors and 47.3% of nights in the Murray region. Compared to YE Jun 14, the share of visitors was up by 5.3% pts and the share of nights was down by 2.6% pts.

Purpose of visit to the Mildura region

'Holiday' (54.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (19.6%) and 'employment' (12.2%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	15.6%	13	Japan	2.1%
2	New Zealand	10.4%	14	Switzerland	2.0%
3	USA	9.2%	15	Netherlands	1.2%
4	Mainland China	8.8%	16	Scandinavia	0.7%
5	Malaysia	5.8%	17	Singapore	0.0%
6	Taiwan	4.9%	17	Indonesia	0.0%
7	France	4.5%	17	Thailand	0.0%
8	Hong Kong	4.1%	17	India	0.0%
9	Canada	3.8%			
10	Italy	2.9%		Other Asia	3.8%
11	Germany	2.8%		Other Europe	1.3%
12	South Korea	2.7%		Other Countries	13.6%

The UK (15.6%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (38.5%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (27.8%) and 'backpacker or hostel' (13.7%).

Age

'25 to 34 years' (24.7%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (18.0%).

Expenditure⁽⁴⁾

Visitors spent an estimated \$25 million in the region - an average of \$41 per night.

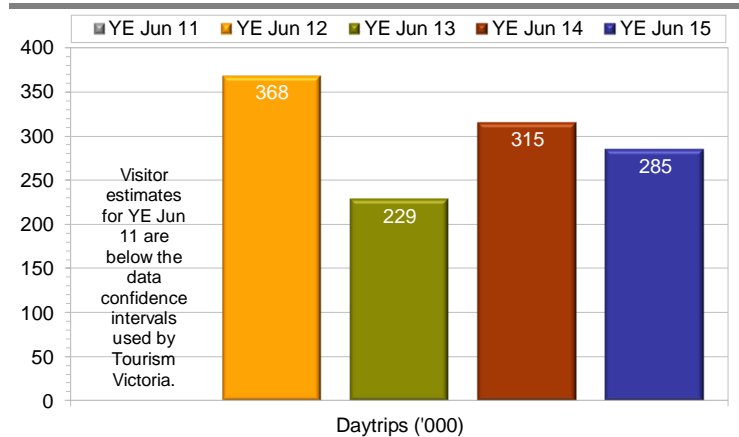
(4) Estimated using information from TRA's modelled international visitor expenditure in Australia's regions, YE Jun 15.

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

(3) Source: International Visitor Survey, YE Jun 15, TRA

Domestic Daytrip Travel⁽¹⁾

Trips



The Mildura region received 285,000 domestic daytrip visitors - down by 9.6% on YE Jun 14.

Market share

The region received 9.9% of daytrips to the Murray region. Compared to YE Jun 14, the share was down by 1.1% pts.

Main purpose of trip

'Holiday' (34.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.6%) and 'medical reasons' (13.8%).

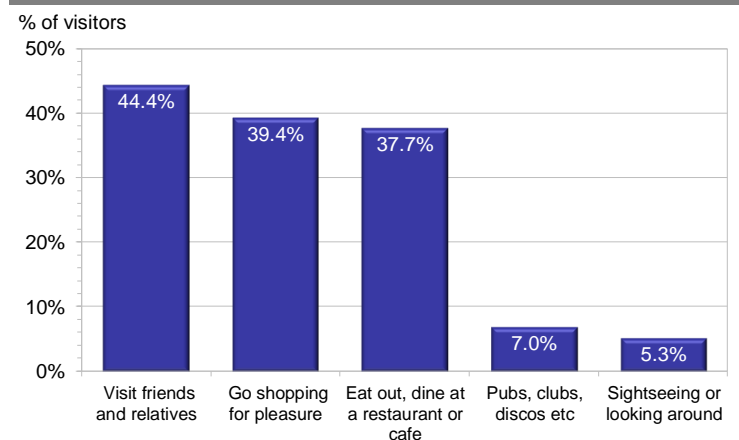
Age

'65 years and over' (41.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (14.9%) and '15 to 24 years' (13.5%).

Gender

More visitors to the region were female (59.8%) than male (40.2%).

Activities



'Visit friends and relatives' (44.4%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Visitors spent an estimated \$65 million in the region - an average of \$228 per visitor.

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

(5) Source: National Visitor Survey, YE Jun 15, TRA

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