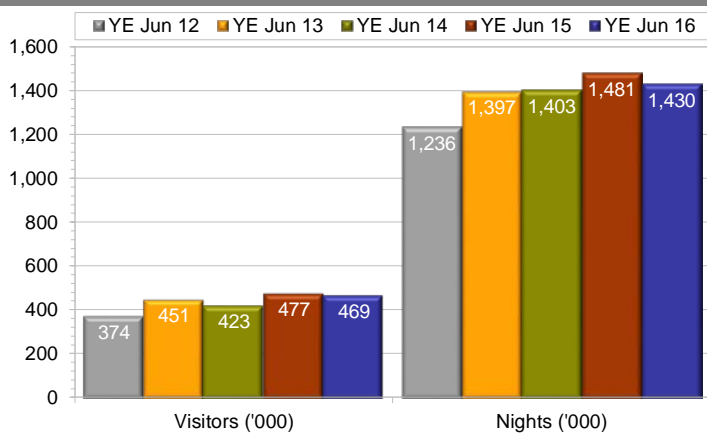


Domestic Overnight Travel⁽¹⁾

Visitors and nights

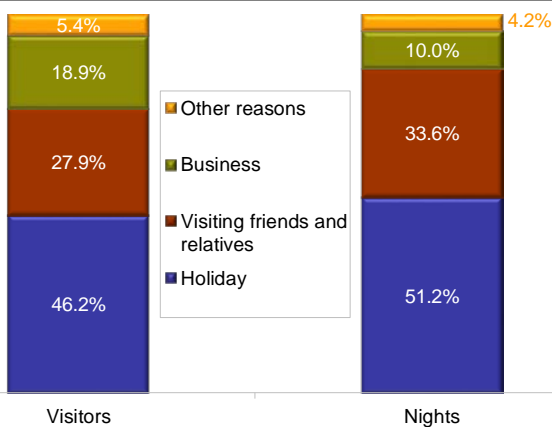


The Mildura region received 469,000 domestic overnight visitors - down by 1.8% on YE Jun 15. Visitors spent over 1.4 million nights in the region - down by 3.5% on YE Jun 15.

Market share

The region received 18.1% of visitors and 19.2% of nights in the Murray region. Compared to YE Jun 15, the share of visitors was down by 0.5% pts and the share of nights was down by 1.2% pts.

Purpose of visit to the Mildura region



'Holiday' (46.2%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (27.9%) and 'business' (18.9%). Compared to YE Jun 15, 'holiday' increased by 8.3% pts while 'other reasons' decreased by 5.0% pts.

'Holiday' (51.2%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (33.6%) and 'business' (10.0%). Compared to YE Jun 15, 'holiday' increased by 9.1% pts while 'business' decreased by 9.1% pts.

Accommodation

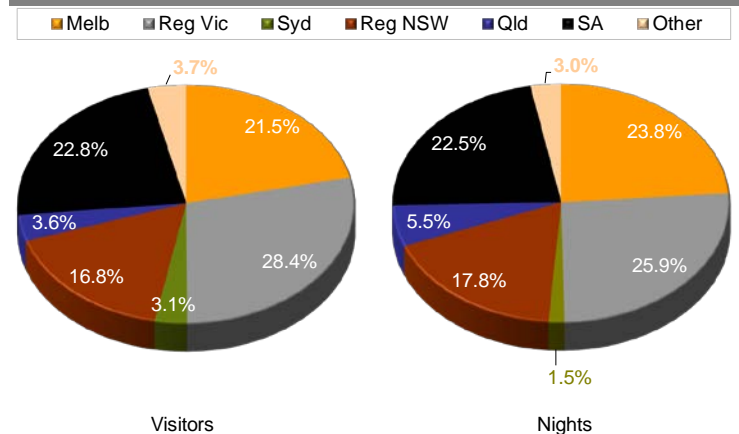
'Friends or relatives property' (35.0%) was the most popular accommodation type used for nights in the region. 'Caravan park or commercial camping ground' (16.2%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (15.4%).

Compared to YE Jun 15, 'friends or relatives property' grew by 2.8% pts while 'caravan park or commercial camping ground' declined by 6.6% pts.

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

(1) Source: National Visitor Survey, YE Jun 16, Tourism Research Australia (TRA)

Origin



The region received 49.9% of visitors and 49.7% of nights from **Victoria**. Compared to YE Jun 15, Victorian visitors were down by 8.2% and nights were down by 19.0%.

NSW contributed 20.0% of visitors and 19.3% of nights in the region. Compared to YE Jun 15, visitors from NSW were down by 14.6%.

South Australia contributed 22.8% of visitors and 22.5% of nights in the region. Compared to YE Jun 15, visitors from South Australia were up by 11.5%.

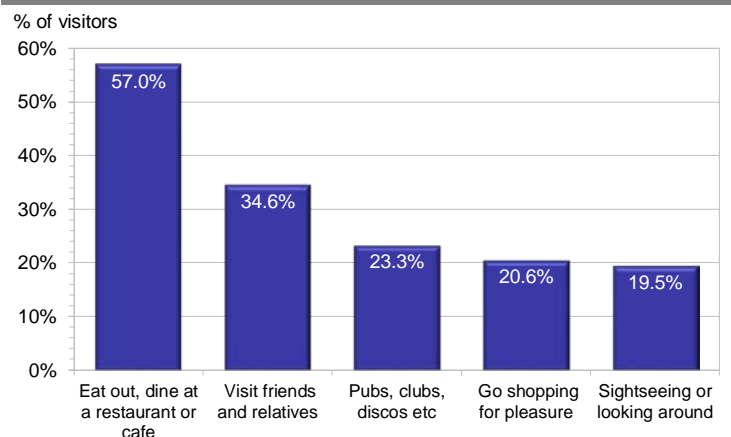
Length of stay

Visitors stayed, on average, 3 nights in the region - down by 0.1 night on the YE Jun 15.

Age

'65 years and over' (23.2%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (19.3%) and '25 to 34 years' (19.0%).

Activities



'Eat out, dine at a restaurant or cafe' (57.0%) was the most popular activity undertaken by visitors to the region.

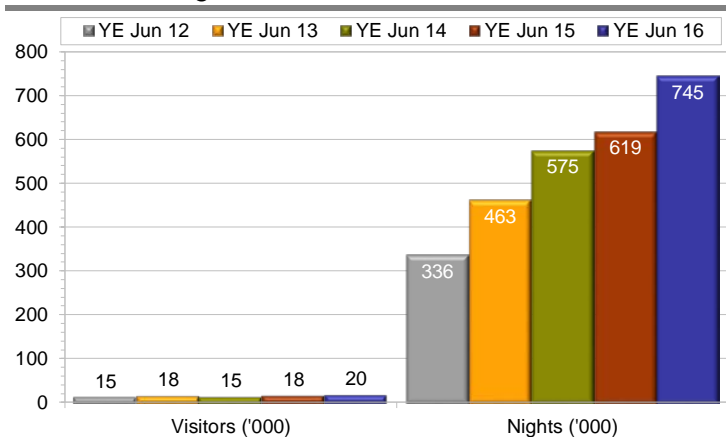
Expenditure⁽²⁾

Domestic overnight visitors spent \$220 million in the region - an average of \$154 per night.

(2) Estimated using information from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16.

International Overnight Travel⁽²⁾

Visitors and nights



The Mildura region received 20,100 international overnight visitors - up by 9.6% on YE Jun 15. Visitors spent 745,100 nights in the region - up by 20.4% on YE Jun 15.

Market share

The region received 34.6% of visitors and 51.2% of nights in the Murray region. Compared to YE Jun 15, the share of visitors was up by 0.4% pts and the share of nights was up by 3.9% pts.

Purpose of visit to the Mildura region

'Holiday' (66.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.4%) and 'business' (7.1%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	13.9%	13	Italy	2.0%
2	United Kingdom	11.0%	14	India	1.0%
3	Malaysia	10.4%	15	Singapore	1.0%
4	Germany	10.1%	16	Japan	0.9%
5	Taiwan	8.4%	17	Thailand	0.4%
6	Canada	8.0%	18	Indonesia	0.2%
7	Hong Kong	6.0%	19	Netherlands	0.2%
8	Scandinavia	4.8%	20	Switzerland	0.0%
9	USA	4.0%			
10	South Korea	4.0%		Other Asia	2.4%
11	Mainland China	3.8%		Other Europe	1.9%
12	France	3.3%		Other Countries	2.1%

New Zealand (13.9%) was the region's largest source of visitors.

Accommodation

'Backpacker or hostel' (37.1%) was the most popular accommodation type used for international nights in the region, followed by 'rented house, apartment, flat or unit' (28.9%) and 'friends or relatives property' (15.6%).

Age

'25 to 34 years' (24.1%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (21.7%).

Expenditure⁽⁴⁾

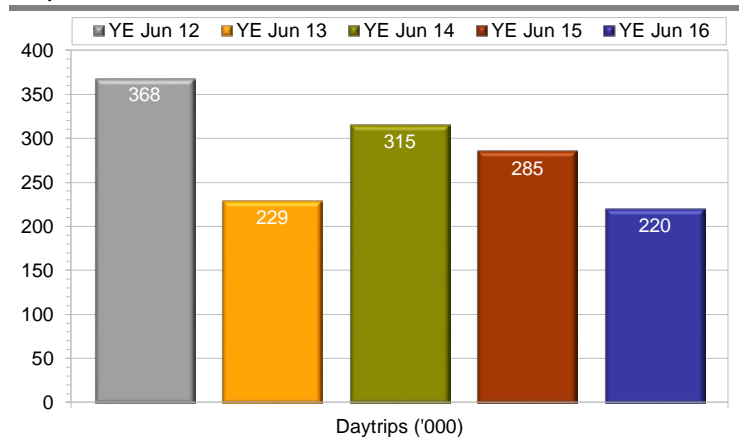
International overnight visitors spent \$26 million in the region - an average of \$35 per night.

(4) Estimated using information from TRA's modelled international visitor expenditure in Australia's regions, YE Jun 16.

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

Domestic Daytrip Travel⁽¹⁾

Trips



The Mildura region received 220,000 domestic daytrip visitors - down by 22.9% on YE Jun 15.

Market share

The region received 9.1% of daytrips to the Murray region. Compared to YE Jun 15, the share was down by 0.8% pts.

Main purpose of trip

'Visiting friends and relatives' (34.2%) was the largest purpose for visitors to the region the region, followed by 'holiday' (30.6%) and 'medical reasons' (23.8%).

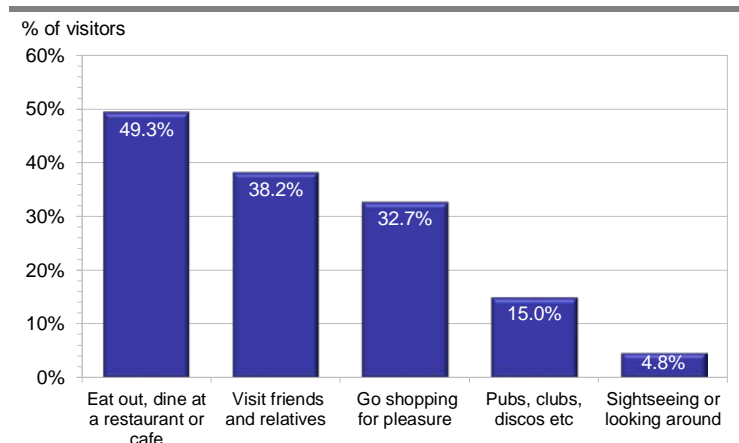
Age

'65 years and over' (31.6%) was the biggest age group of visitors to the region, followed by '55 to 64 years' (28.3%) and '15 to 24 years' (13.8%).

Gender

More visitors to the region were male (56.6%) than female (43.4%).

Activities



'Eat out, dine at a restaurant or cafe' (49.3%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$37 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 Jun 16.