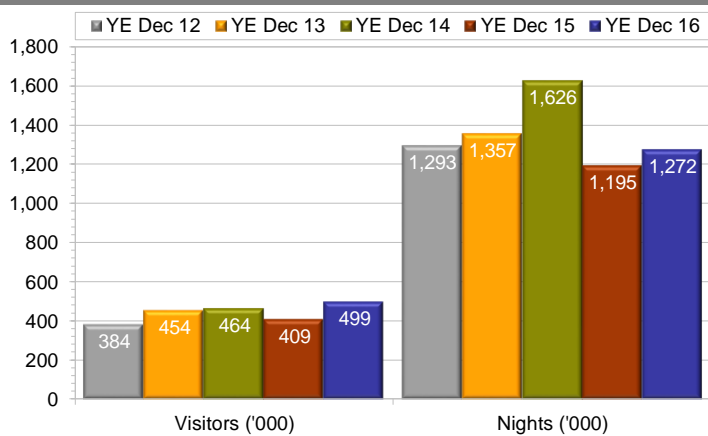


Domestic Overnight Travel⁽¹⁾

Visitors and nights

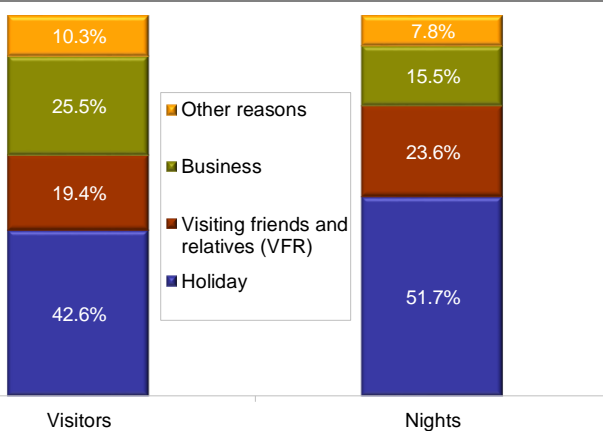


The Mildura region received 499,000 domestic overnight visitors - up by 21.8% on YE Dec 15. Visitors spent nearly 1.3 million nights in the region - up by 6.5% on YE Dec 15.

Market share

The region received 19.2% of visitors and 17.3% of nights in the Murray region. Compared to YE Dec 15, the share of visitors was up by 3.3% pts and the share of nights was up by 1.2% pts.

Purpose of visit to the Mildura region



'Holiday' (42.6%) was the largest purpose for **visitors** to the region, followed by 'business' (25.5%) and 'visiting friends and relatives (VFR)' (19.4%). Compared to YE Dec 15, 'business' increased by 8.5% pts while 'VFR' decreased by 13.3% pts.

'Holiday' (51.7%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (23.6%) and 'business' (15.5%). Compared to YE Dec 15, 'holiday' increased by 8.9% pts while 'VFR' decreased by 16.7% pts.

Accommodation

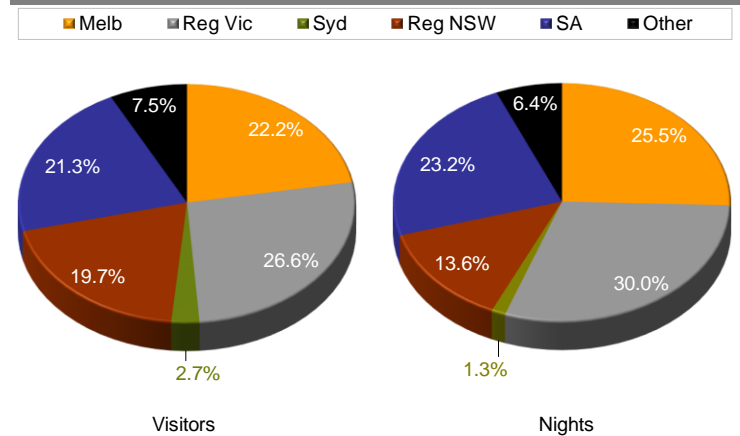
'Friends or relatives property' (24.1%) was the most popular accommodation type used for nights in the region. 'Standard hotel or motor inn, below 4 star' (23.3%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (19.0%).

Compared to YE Dec 15, 'standard hotel or motor inn, below 4 star' grew by 7.1% pts while 'friends or relatives property' declined by 17.8% pts.

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

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

Origin



The region received 48.8% of visitors and 55.5% of nights from **Victoria**. Compared to YE Dec 15, Victorian visitors were up by 15.6% and nights were up by 21.0%.

NSW contributed 22.3% of visitors and 15.0% of nights in the region. Compared to YE Dec 15, visitors from NSW were up by 19.5%.

South Australia contributed 21.3% of visitors and 23.2% of nights in the region. Compared to YE Dec 15, visitors from South Australia were up by 25.5%.

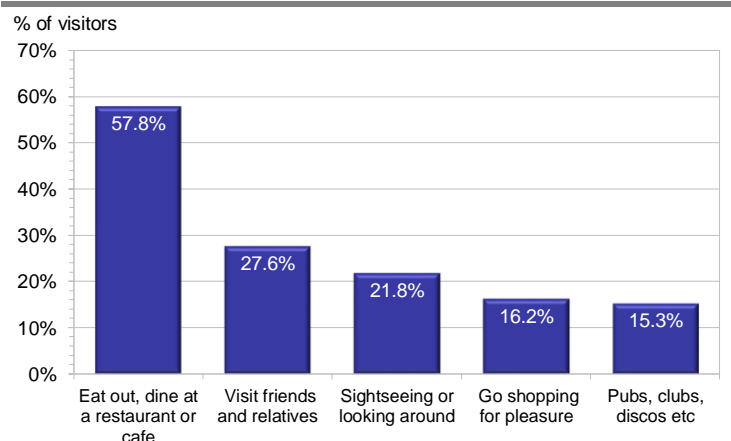
Length of stay

Visitors stayed, on average, 2.6 nights in the region - down by 0.3 nights on the YE Dec 15.

Age

'65 years and over' (21.3%) was the biggest age group of visitors to the region, followed by '25 to 34 years' (18.4%) and '45 to 54 years' (17.4%).

Activities



'Eat out, dine at a restaurant or cafe' (57.8%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽²⁾

Domestic overnight visitors spent \$208 million in the region - an average of \$163 per night.

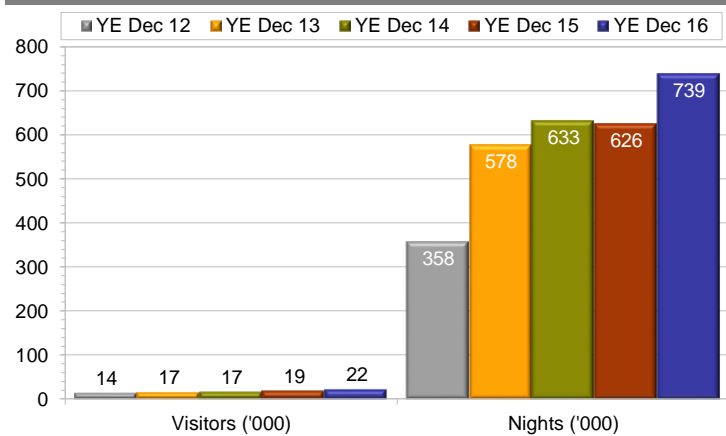
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 16.

Travel to the Mildura region

For the period January 2016 to December 2016

International Overnight Travel⁽²⁾

Visitors and nights



The Mildura region received 22,400 international overnight visitors - up by 15.0% on YE Dec 15. Visitors spent 739,300 nights in the region - up by 18.1% on YE Dec 15.

Market share

The region received 35.3% of visitors and 55.0% of nights in the Murray region. Compared to YE Dec 15, the share of visitors was up by 0.4% pts and the share of nights was up by 12.7% pts.

Purpose of visit to the Mildura region

'Holiday' (57.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.3%) and 'business' (9.4%).

Origin

| No. | Market | Share | No. | Market | Share |
|-----|----------------|-------|-----|-----------------|-------|
| 1 | United Kingdom | 18.5% | 13 | Thailand | 2.3% |
| 2 | Malaysia | 12.3% | 14 | Italy | 2.0% |
| 3 | New Zealand | 10.5% | 15 | Netherlands | 1.7% |
| 4 | Taiwan | 7.9% | 16 | Canada | 1.7% |
| 5 | Mainland China | 6.3% | 17 | Switzerland | 1.0% |
| 6 | Hong Kong | 4.7% | 18 | India | 0.9% |
| 7 | Scandinavia | 4.1% | 19 | Indonesia | 0.9% |
| 8 | South Korea | 3.6% | 20 | Japan | 0.8% |
| 9 | France | 3.4% | | | |
| 10 | USA | 3.2% | | Other Asia | 0.9% |
| 11 | Germany | 3.1% | | Other Europe | 2.3% |
| 12 | Singapore | 2.7% | | Other Countries | 5.4% |

The UK (18.5%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (39.7%) was the most popular accommodation type used for international nights in the region, followed by 'backpacker or hostel' (27.2%) and 'friends or relatives property' (14.4%).

Age

'25 to 34 years' (30.5%) was the biggest age group of visitors to the region, followed by '65 years and over' (20.0%).

Expenditure⁽⁴⁾

International overnight visitors spent \$28 million in the region - an average of \$37 per night.

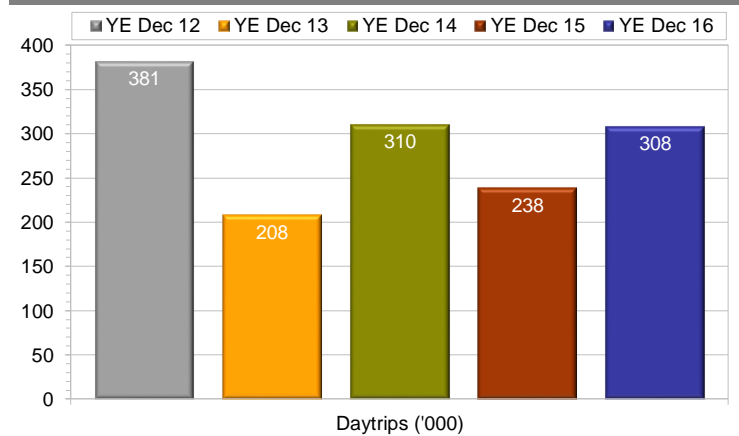
(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Dec 16.

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

(3) Source: International Visitor Survey, YE Dec 16, TRA

Domestic Daytrip Travel⁽¹⁾

Trips



The Mildura region received 308,000 domestic daytrip visitors - up by 29.4% on YE Dec 15.

Market share

The region received 11.7% of daytrips to the Murray region. Compared to YE Dec 15, the share was up by 2.5% pts.

Main purpose of trip

'Holiday' (49.4%) was the largest purpose for visitors to the region the region, followed by 'medical reasons' (17.6%) and 'visiting friends and relatives' (17.2%).

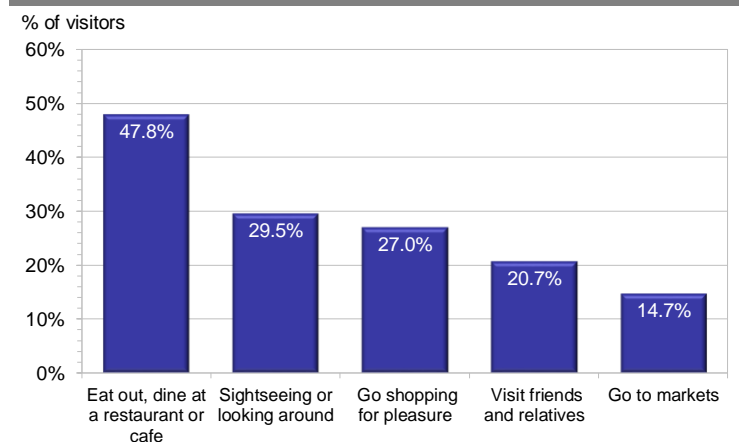
Age

'65 years and over' (31.3%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (26.7%) and '55 to 64 years' (19.9%).

Gender

More visitors to the region were male (58.3%) than female (41.7%).

Activities



'Eat out, dine at a restaurant or cafe' (47.8%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$53 million in the region - an average of \$171 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Dec 16.

(5) Source: National Visitor Survey, YE Dec 16, TRA