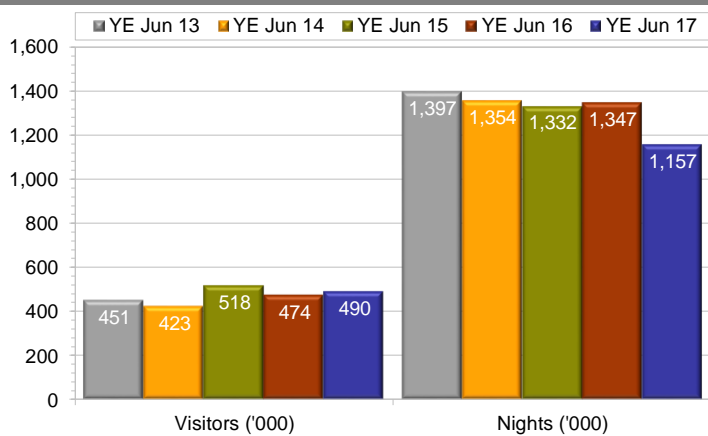


Domestic Overnight Travel⁽¹⁾

Visitors and nights

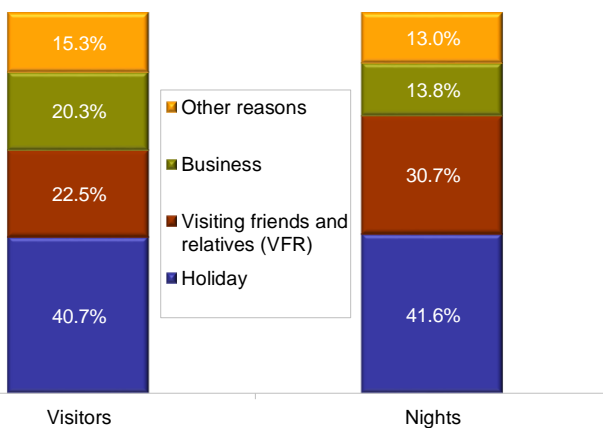


The Mildura region received 490,000 domestic overnight visitors - up by 3.5% on YE Jun 16. Visitors spent nearly 1.2 million nights in the region - down by 14.1% on YE Jun 16.

Market share

The region received 18.1% of visitors and 15.3% of nights in the Murray region. Compared to YE Jun 16, the share of visitors was down by 0.4% pts and the share of nights was down by 3.3% pts.

Purpose of visit to the Mildura region



'Holiday' (40.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives (VFR)' (22.5%) and 'business' (20.3%). Compared to YE Jun 16, 'other reasons' increased by 8.6% pts while 'holiday' decreased by 7.2% pts.

'Holiday' (41.6%) was the largest purpose in terms of **nights** in the region, followed by 'VFR' (30.7%) and 'business' (13.8%). Compared to YE Jun 16, 'other reasons' increased by 7.5% pts while 'holiday' decreased by 14.7% pts.

Accommodation

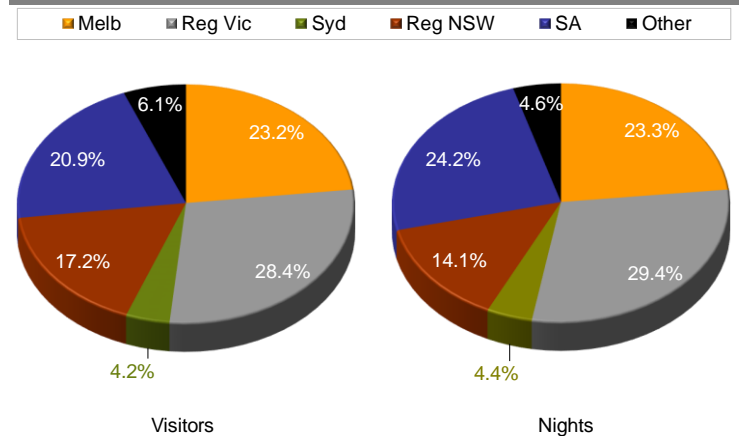
'Standard hotel or motor inn, below 4 star' (27.4%) was the most popular accommodation type used for nights in the region. 'Friends or relatives property' (25.8%) was the 2nd most popular accommodation type, followed by 'caravan park or commercial camping ground' (13.5%).

Compared to YE Jun 16, 'standard hotel or motor inn, below 4 star' grew by 9.6% pts while 'caravan park or commercial camping ground' declined by 4.6% pts.

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

(1) Source: National Visitor Survey, YE Jun 17, Tourism Research Australia (TRA)

Origin



The region received 51.6% of visitors and 52.8% of nights from **Victoria**. Compared to YE Jun 16, Victorian visitors were up by 7.5% and nights were down by 15.3%.

NSW contributed 21.4% of visitors and 18.4% of nights in the region. Compared to YE Jun 16, visitors from NSW were up by 7.8%.

South Australia contributed 20.9% of visitors and 24.2% of nights in the region. Compared to YE Jun 16, visitors from South Australia were up by 1.7%.

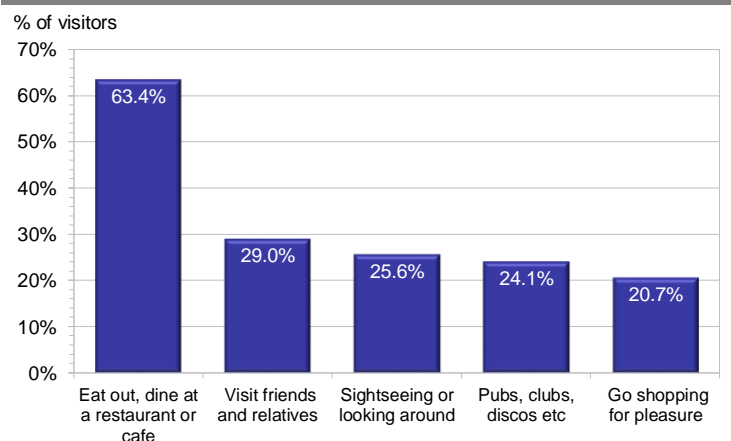
Length of stay

Visitors stayed, on average, 2.4 nights in the region - down by 0.4 nights on the YE Jun 16.

Age

'65 years and over' (24.0%) was the biggest age group of visitors to the region, followed by '35 to 44 years' (20.5%) and '45 to 54 years' (19.7%).

Activities



'Eat out, dine at a restaurant or cafe' (63.4%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽²⁾

Domestic overnight visitors spent \$190 million in the region - an average of \$164 per night.

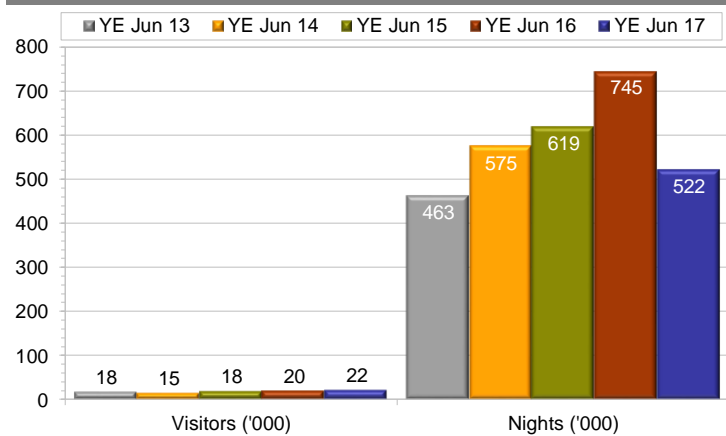
(2) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 17.

Travel to the Mildura region

For the period July 2016 to June 2017

International Overnight Travel⁽²⁾

Visitors and nights



The Mildura region received 21,800 international overnight visitors - up by 8.4% on YE Jun 16. Visitors spent 522,000 nights in the region - down by 30.0% on YE Jun 16.

Market share

The region received 33.8% of visitors and 43.1% of nights in the Murray region. Compared to YE Jun 16, the share of visitors was down by 0.8% pts and the share of nights was down by 8.1% pts.

Purpose of visit to the Mildura region

'Holiday' (53.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.0%) and 'employment' (8.9%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	22.6%	13	Hong Kong	2.2%
2	Mainland China	8.8%	14	Thailand	2.1%
3	Malaysia	8.7%	15	Japan	2.1%
4	USA	8.0%	16	Italy	1.8%
5	New Zealand	7.5%	17	Scandinavia	1.1%
6	Germany	4.5%	18	Canada	0.9%
7	Taiwan	4.0%	19	Indonesia	0.7%
8	India	3.3%	20	South Korea	0.0%
9	France	2.4%			
10	Singapore	2.3%		Other Asia	1.3%
11	Netherlands	2.3%		Other Europe	3.3%
12	Switzerland	2.3%		Other Countries	8.0%

The UK (22.6%) was the region's largest source of visitors.

Accommodation

'Rented house, apartment, flat or unit' (41.4%) was the most popular accommodation type used for international nights in the region, followed by 'friends or relatives property' (23.7%) and 'backpacker or hostel' (17.5%).

Age

'25 to 34 years' (28.4%) was the biggest age group of visitors to the region, followed by '15 to 24 years' (17.0%).

Expenditure⁽⁴⁾

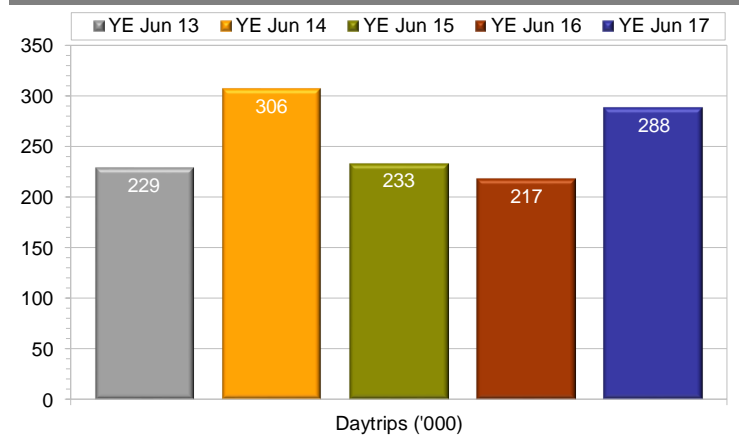
International overnight visitors spent \$21 million in the region - an average of \$41 per night.

(4) Estimated using information from TRA's expenditure allocation method applied to IVS data for YE Jun 17.

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

Domestic Daytrip Travel⁽¹⁾

Trips



The Mildura region received 288,000 domestic daytrip visitors - up by 32.5% on YE Jun 16.

Market share

The region received 10.5% of daytrips to the Murray region. Compared to YE Jun 16, the share was up by 1.3% pts.

Main purpose of trip

'Holiday' (52.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (20.7%) and 'business' (15.0%).

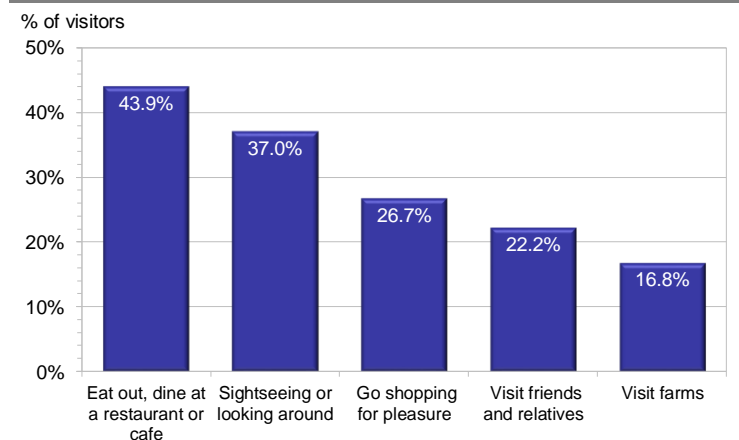
Age

'15 to 24 years' (37.0%) was the biggest age group of visitors to the region, followed by '65 years and over' (21.7%) and '35 to 44 years' (19.3%).

Gender

More visitors to the region were female (52.0%) than male (48.0%).

Activities



'Eat out, dine at a restaurant or cafe' (43.9%) was the most popular activity undertaken by visitors to the region.

Expenditure⁽⁶⁾

Domestic daytrip visitors spent \$43 million in the region - an average of \$148 per visitor.

(6) Estimated using information from TRA's expenditure allocation method applied to NVS data for YE Jun 17.