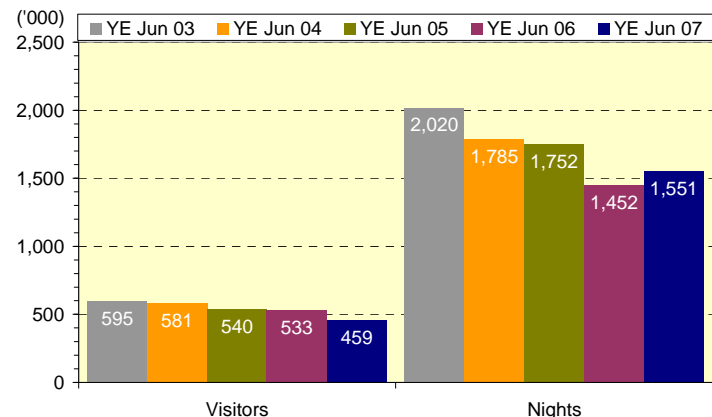


Domestic Overnight Travel

Visitors and nights



Mildura received 459,000 domestic overnight visitors - down by 13.9% on YE Jun 06. Visitors spent nearly 1.6 million nights in the region - up by 6.8% on YE Jun 06.

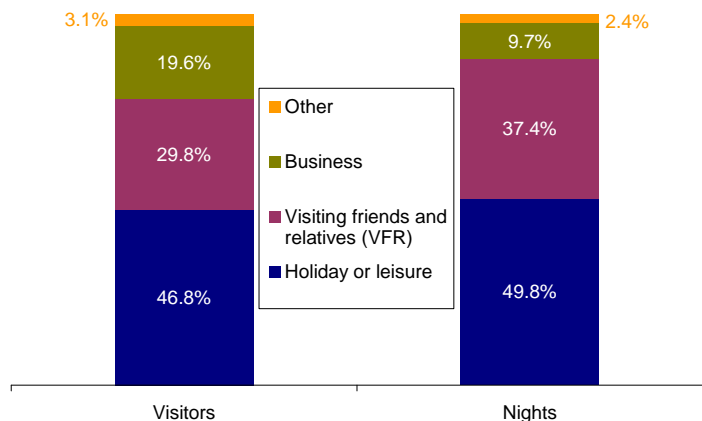
Market share

Mildura received 77.9% of visitors to and 80.7% of nights in the Mallee. Compared to YE Jun 06, the share of visitors was up by 2.0% points and share of nights was up by 9.4% points.

Length of stay

Visitors stayed on average 3.4 nights in Mildura.

Purpose of visit



'Holiday or leisure' (46.8%) was the largest purpose for **visitors** to Mildura, followed by 'VFR' (29.8%) and 'Business' (19.6%).

'Holiday or leisure' (49.8%) was the largest purpose in terms of **nights** in Mildura, followed by 'VFR' (37.4%) and 'Business' (9.7%).

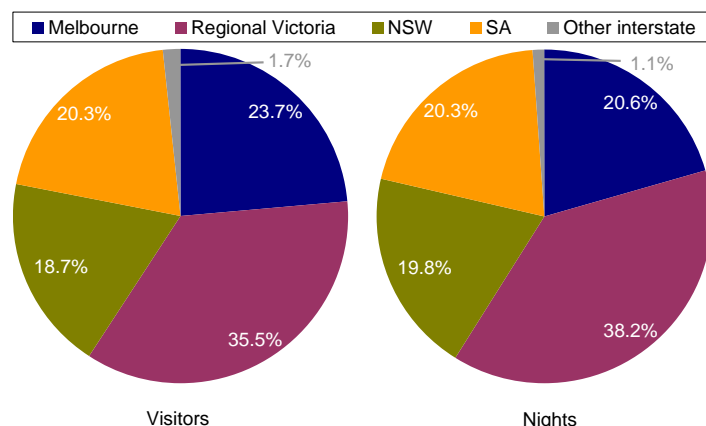
Accommodation

'Friends or relatives property' (33.0%) was the most popular accommodation used for nights in Mildura, followed by 'Standard hotel, motor inn, below 4 star' (17.8%) and 'Caravan park or commercial camping ground' (16.4%).

Transport

'Private or company vehicle' (90.8%) was the most popular transport used by visitors to Mildura, followed by 'Air transport' (4.9%) and 'Bus or coach' (2.2%).

Origin



Mildura received 59.3% of visitors and 58.7% of nights from **intrastate** (more visitors and nights came from Regional Victoria than from Melbourne).

Interstate contributed 40.7% of visitors and 41.3% of nights in the region (SA was the biggest market for both visitors and nights).

Age

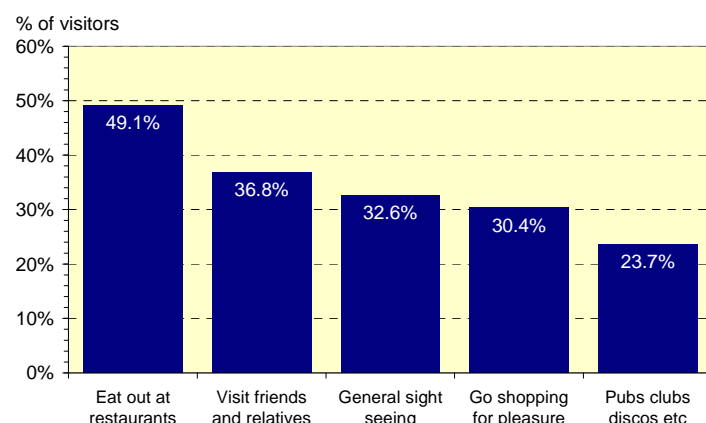
'35 to 44 years' (24.8%) was the biggest age group of visitors to Mildura, followed by '65 years and over' (23.7%).

'Young' travellers' (aged below 35) made up 20.3% of visitors. 'Mid-Life' travellers' (aged 35-54) contributed 42.7%, while 37.0% were 'Older' (aged 55 and over).

Lifecycle

'Older couple' (33.1%) was the largest lifecycle grouping for visitors to Mildura, followed by 'Parent with youngest child aged 14 or less' (27.0%) and 'Young / midlife couple, no kids' (14.4%).

Activities



'Eat out at restaurants' (49.1%) was the most popular activity undertaken by visitors to Mildura, followed by 'Visit friends and relatives' (36.8%) and 'General sight seeing' (32.6%).

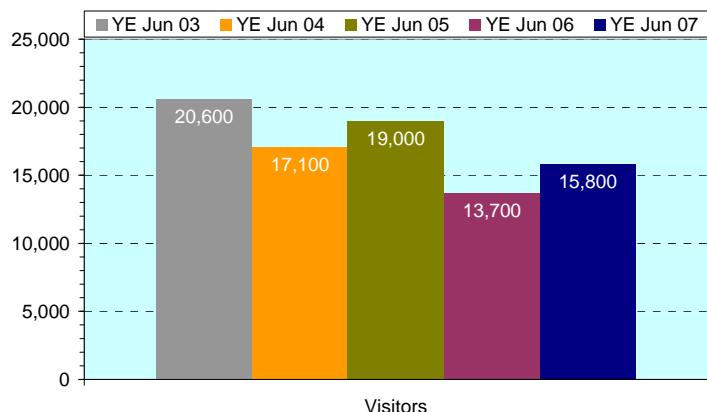
Tourism employment ⁽¹⁾

An estimated 1,600 (6.0%) of Mildura's workforce were employed in the tourism industry.

(1) Source: Victorian Tourism Employment Atlas 2005 & NSW Tourism Employment Atlas 2006, TTF Australia

International Overnight Travel

Visitors and nights



Mildura received 15,800 international overnight visitors - up by 15.8% on YE Jun 06. International visitor nights data was considered statistically unreliable for the above time periods.

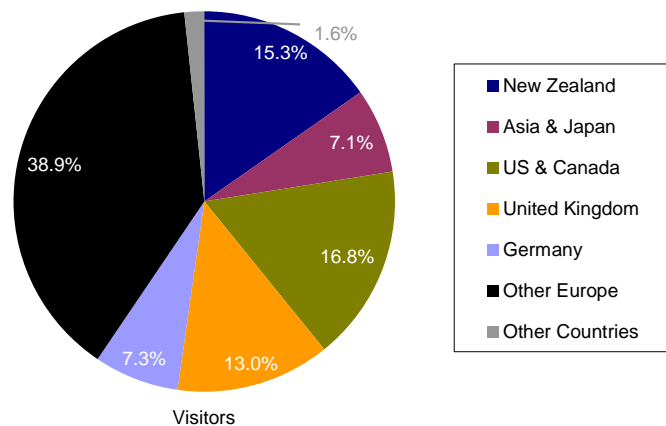
Market share

Mildura received 81.7% of visitors to the Mallee. Compared to YE Jun 06, the share of visitors was up by 1.0% point.

Purpose of visit

'Holiday/ pleasure' (67.9%) was the largest purpose for visitors to Mildura, followed by 'VFR' (13.3%) and 'Employment' (10.2%).

Origin



'Other Europe' (38.9%) was the largest source market of visitors to Mildura, followed by 'US & Canada' (16.8%) and 'New Zealand' (15.3%).

Accommodation

'Backpacker / hostel' (69.0%) was the most popular accommodation used for nights in Mildura, followed by 'Home of friend or relative' (18.1%) and 'Rented house / apartment / unit / flat' (4.4%).

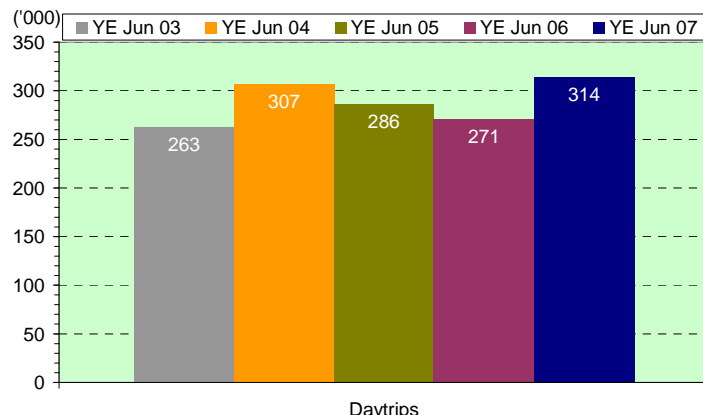
Age

'55 - 64 years' (27.0%) was the biggest age group of visitors to Mildura, followed by '15 - 24 years' (24.0%).

'Young' travellers' (aged below 35) made up 42.8% of visitors. 'Mid-Life' travellers' (aged 35-54) contributed 22.4%, while 34.8% were 'Older' (aged 55 and over).

Domestic Daytrip Travel

Trips



Mildura received 314,000 domestic daytrip visitors - up by 15.9% on YE Jun 06.

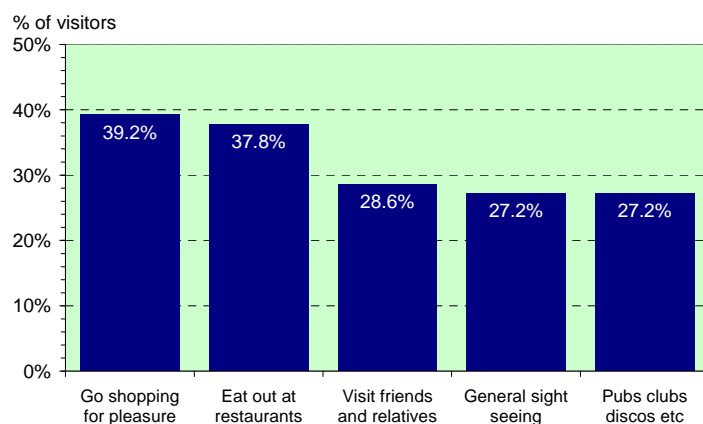
Market share

Mildura received 61.4% of daytrips to the Mallee. Compared to YE Jun 06, the share was up by 6.0% points.

Purpose of visit

'Holiday or leisure' (70.7%) was the largest purpose for visitors to Mildura, followed by 'VFR' (19.7%) and 'Business' (5.1%).

Activities



'Go shopping for pleasure' (39.2%) was the most popular activity undertaken by visitors to Mildura, followed by 'Eat out at restaurants' (37.8%) and 'Visit friends and relatives' (28.6%)

Age

'15 - 24 years' (33.1%) was the biggest age group of visitors to Mildura. '25 - 34 years' (18.5%) was the 2nd biggest.

'Young' travellers' (aged below 35) made up 51.6% of visitors. 'Mid-Life' travellers' (aged 35-54) contributed 24.2%, while 24.2% were 'Older' (aged 55 and over).

Lifecycle

'Young / midlife single' (36.6%) was the biggest lifecycle grouping of visitors to Mildura, followed by 'Parent with youngest child aged 14 or less' (23.2%) and 'Older couple' (19.1%).