

FACT SHEET

Total Domestic and International visitation to Snowy Mountains (spend, visitors and nights)

 **SPEND**
\$801 m
up 1.8% YoY

 **VISITORS**
1.7 m
up 1.1% YoY

 **NIGHTS**
3.3 m
down 10.2% YoY

Snowy Mountains received 3.2% of international visitors, 3.5% of domestic overnight visitors and 1.5% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- Snowy Mountains is Regional NSW's number 11 region for domestic overnight visitors and nights, and number 6 for expenditure.
- There were 959,500 domestic overnight visitors (down 5.7% on the previous year) who stayed 2.9 million nights (down 16.0%) in Snowy Mountains and spent \$706 million (down 0.4%).
- The average length of stay in the region was 3.0 nights and average spend per night was \$246.
- The region accounted for 3.5% of visitors, 3.3% of nights and 4.9% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (73%), followed by Visiting Friends and Relatives (15%) and Business*.
- 29% of the domestic overnight visitors were aged 15-29 years, followed by 30-39 years old (20%), 50-59 years old (16%) and 60-69 years old (15%).
- 'Friends and relatives travelling together' (37%) was the most common travel party among visitors to the region, followed by 'adult couple' (21%), 'family groups with children' (20%) and 'unaccompanied traveller' (16%).
- Sydney was the largest source market for visitors to the region (38%), followed by Regional NSW (35%) and ACT (13%). Visitors from interstate accounted for 27% of the region's visitors.

TREND

- From YE December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 32.9%, up 17.8% and up 31.8%, respectively.

DOMESTIC DAY TRIP VISITATION

- Snowy Mountains is Regional NSW's number 11 region for domestic day trip visitors and expenditure.
- There were 692,500 domestic day trip visitors to the Snowy Mountains (up 11.7% on the previous year) who spent \$75 million (up 23.7%). The average spend per visitor was \$108.
- The region accounted for 1.5% of visitors and 1.4% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (64%), followed by Visiting Friends and Relatives*.
- Visitors aged 15-29 years* accounted for most of all day trippers to the region.

TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 23.3% and up 16.3%, respectively.

Snowy Mountains visitor profile

Year ending December 2019

Source: National and International Visitor Surveys, Tourism Research Australia.



FACT SHEET – Cont'd

INTERNATIONAL VISITATION

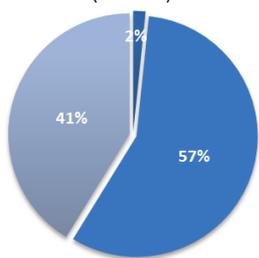
- Snowy Mountains is Regional NSW's number 10 region for international visitors, and number 11 for nights and expenditure.
- There were 27,400 international visitors (up 17.0% on the previous year) who stayed 446,100 nights (up 60.7%) in Snowy Mountains and spent \$19.8 million (up 20.0%).
- The average length of stay in the region was 16.3 nights and average spend per night was \$44.
- The region accounted for 3.2% of visitors, 3.1% of visitor nights and 1.9% of expenditure in Regional NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (86%).
- 39% of the visitors were aged 15-29 years, followed by 30-39* years old.
- 'Unaccompanied traveller' (60%) was the most common travel party among visitors to the region.
- The United States of America* was the region's largest source market for visitors.

TREND

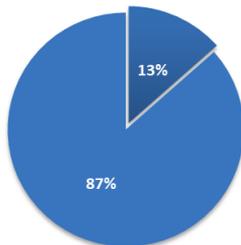
- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 62.0%, up 168.2% and up 119.2%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the Snowy Mountains for YE December 2019.

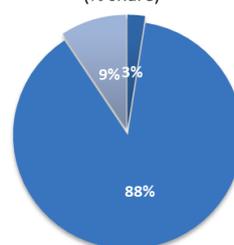
Visitors to Snowy Mountains
(% share)



Nights to Snowy Mountains
(% share)



Expenditure to Snowy Mountains
(% share)



■ International ■ Domestic Overnight ■ Domestic daytrip