

Travel to Snowy Mountains Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	1,223	1,340	1,162	1,404	1,300	1,396	1,502	1,480	1,661	1,679	1.1%
Nights ('000)	2,698	3,251	2,777	2,711	2,603	2,935	3,025	3,815	3,696	3,318	-10.2%
Expenditure (\$ million)*	\$525	\$458	\$505	\$657	\$609	\$529	\$619	\$768	\$786	\$801	1.8%

Overnight - Int'l & domestic

Visitors ('000)	715	733	708	720	739	810	816	976	1,041	987	-5.2%
Nights ('000)	2,698	3,251	2,777	2,711	2,603	2,935	3,025	3,815	3,696	3,318	-10.2%
Expenditure (\$ million)*	\$476	\$377	\$458	\$534	\$545	\$470	\$567	\$728	\$726	\$726	0.0%

Domestic - overnight & daytrip

Visitors ('000)	1,203	1,322	1,144	1,383	1,283	1,374	1,485	1,457	1,637	1,652	0.9%
Nights ('000)	2,486	2,971	2,553	2,519	2,437	2,588	2,647	3,513	3,419	2,872	-16.0%
Expenditure (\$ million)*	\$518	\$448	\$495	\$647	\$600	\$513	\$596	\$751	\$770	\$781	1.4%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	695	715	690	700	722	788	800	953	1,017	960	-5.7%
Nights (000)	2,486	2,971	2,553	2,519	2,437	2,588	2,647	3,513	3,419	2,872	-16.0%
Average Length of Stay	3.6	4.2	3.7	3.6	3.4	3.3	3.3	3.7	3.4	3.0	-10.9%
Expenditure (\$ million)*	\$469	\$367	\$448	\$524	\$536	\$455	\$544	\$710	\$710	\$706	-0.4%
Spend per visitor per night (\$)	\$189	\$123	\$175	\$208	\$220	\$176	\$205	\$202	\$208	\$246	18.5%
Intrastate visitors (000)	535	532	471	502	511	525	538	705	716	702	-1.9%
Interstate visitors (000)	160	183	219	198	211	263	262	248	302	257	-14.8%
Intrastate nights (000)	1,906	2,381	1,797	1,903	1,729	1,766	1,799	2,498	2,491	2,016	-19.1%
Interstate nights (000)	580	590	756	616	708	822	848	1,015	928	856	-7.8%
Intrastate expenditure (\$million)	\$392	\$279	\$351	\$388	\$384	\$341	\$397	\$556	\$569	\$555	-2.5%
Interstate expenditure (\$ million)	\$77	\$87	\$97	\$137	\$152	\$114	\$147	\$154	\$140	\$151	7.9%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	484	547	501	518	531	557	585	724	736	701	-4.8%
Visiting Friends & Relatives	146	n/p	137	n/p	102	103	103	n/p	151	145	-4.3%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	695	715	690	700	722	788	800	953	1,017	960	-5.7%

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	1,898	2,540	1,978	1,842	1,892	2,011	2,094	2,592	2,635	2,154	-18.3%
Visiting Friends & Relatives	406	n/p	379	n/p	319	276	292	n/p	398	315	-21.0%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,486	2,971	2,553	2,519	2,437	2,588	2,647	3,513	3,419	2,872	-16.0%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Regional NSW	225	240	200	226	268	252	200	324	340	338	-0.7%
Sydney	310	292	271	276	242	273	338	381	375	364	-3.0%
Total Intrastate	535	532	471	502	511	525	538	705	716	702	-1.9%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	114	n/p	146	121	-16.8%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	160	183	219	198	211	263	262	248	302	257	-14.8%
Grand Total	695	715	690	700	722	788	800	953	1,017	960	-5.7%

Travel to Snowy Mountains Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	211	233	n/p	n/p	181	227	199	217	252	275	9.2%
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	202	192	-5.3%
40-49	137	127	127	144	140	145	179	204	182	140	-23.2%
50-59	113	n/p	117	n/p	137	147	129	178	184	150	-18.2%
60-69	84	92	n/p	97	n/p	98	113	119	125	141	12.8%
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	73	n/p	-
Total	695	715	690	700	722	788	800	953	1,017	960	-5.7%

Travel Party

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Travelling alone	n/p	n/p	n/p	n/p	132	n/p	123	133	153	154	1.1%
Adult couple	168	144	144	185	155	137	175	205	235	200	-15.2%
Family group - parents and children	205	232	215	166	183	184	168	255	225	196	-12.8%
Friends or relatives travelling together with(out) children	186	229	192	226	223	273	287	296	337	356	5.6%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	695	715	690	700	722	788	800	953	1,017	960	-5.7%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	340	273	355	332	376	486	461	570	650	555	-14.7%
Visit national parks / state parks	117	145	169	213	203	242	279	313	367	364	-0.6%
Snow skiing	184	191	211	219	242	268	270	312	299	285	-4.7%
Sightseeing/looking around	219	182	182	198	182	171	201	231	327	243	-25.6%
Bushwalking / rainforest walks	130	135	n/p	190	118	167	162	251	260	236	-9.0%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Standard hotel/motor inn (below 4 star)	441	333	281	303	471	363	374	804	546	448	-17.9%
Friends or relatives property	437	316	633	n/p	413	606	390	540	717	423	-40.9%
Rented house/apartment/flat or unit	581	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	622	639	598	613	635	704	691	856	929	893	-3.9%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	20	18	18	20	17	22	16	23	23	27	17.0%
Nights (000)	211	281	224	191	166	346	378	302	278	446	60.7%
Average Length of Stay	10.6	15.4	12.5	9.5	9.8	15.7	23.0	13.2	11.9	16.3	37.3%
Expenditure (\$ million)*	\$7	\$10	\$10	n/p	\$9	\$15	n/p	\$17	\$17	\$20	20.0%
Spend per visitor per night (\$)	\$31	\$36	\$44	-	\$54	\$45	-	\$58	\$60	\$44	-25.3%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	16	14	14	15	12	14	12	17	17	24	39.2%
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	-	-	n/p	-	n/p	n/p	n/p	-	n/p	-
Other^	n/p	-	-	n/p	n/p	n/p	n/p	-	-	n/p	-
Total	20	18	18	20	17	22	16	23	23	27	17.0%

Travel to Snowy Mountains Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	507	607	454	683	561	586	685	504	620	692	11.7%
Expenditure (\$ million)*	\$49	\$81	\$47	n/p	\$64	\$58	\$52	\$41	\$60	\$75	23.7%
Spend per visitor (\$)	\$96	\$134	\$103	-	\$114	\$100	\$76	\$80	\$97	\$108	10.7%

Main Purpose of Trip

	Visitors (000)										% change YE Dec19 vs. YE Dec18	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Holiday	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	446	-
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	507	607	454	683	561	586	685	504	620	692	11.7%	

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	511	-
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	507	607	454	683	561	586	685	504	620	692	11.7%	

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
60-69	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	507	607	454	683	561	586	685	504	620	692	11.7%	

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Eat out / dine at a restaurant and/or cafe	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Visit national parks / state parks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Visit friends & relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Snow skiing	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	507	607	n/p	683	518	560	680	501	613	678	10.5%
Bus/Coach	-	-	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	-
n/p	-	-	-	-	-	-	-	-	-	-	-

n/p = not publishable

Snowy Mountains includes: Cooma, Jindabyne, Mount Kosciuszko, Perisher, Thredbo, Tumbarumba and Tumut.

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.