

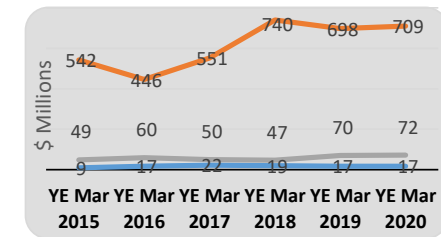
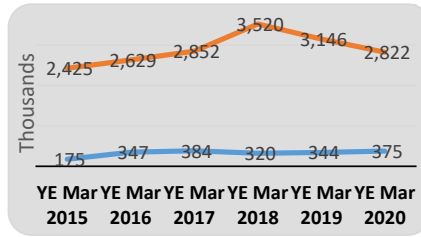
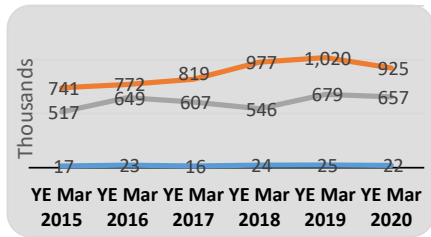
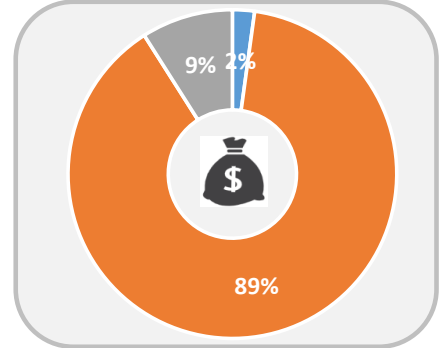
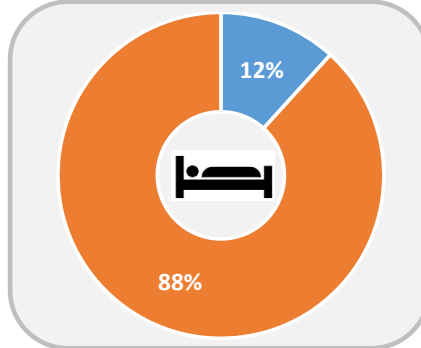
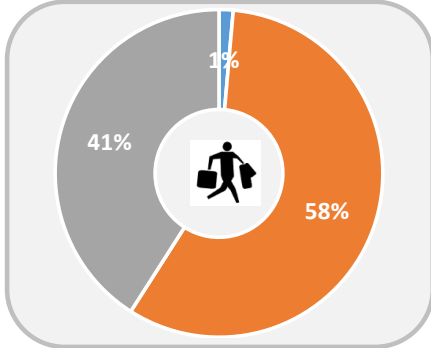
TOTAL DOMESTIC & INTERNATIONAL

Visitors
1.6m
-7.0% YoY

Nights
3.2m
-8.4% YoY

Expenditure
\$798.3m
+1.6% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 0.9m (-9.4% YoY)
Nights: 2.8m (-10.3% YoY)
Expenditure: \$709.0m (+1.6% YoY)

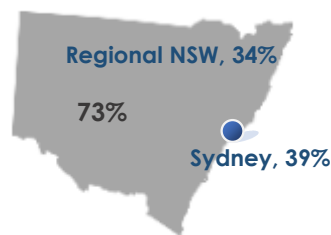
Average spend
\$251 per night
\$767 per visitor

Average length of stay:
3.1 nights

#11 for visitors
#11 for nights
#5 for expenditure
In Regional NSW

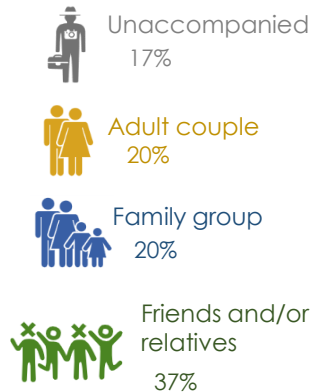
Origin

73% of the visitors came from within NSW



Travel party

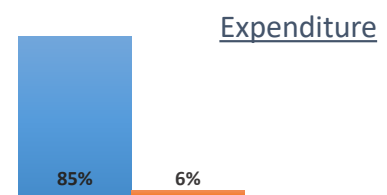
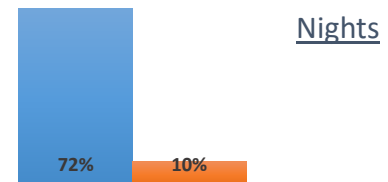
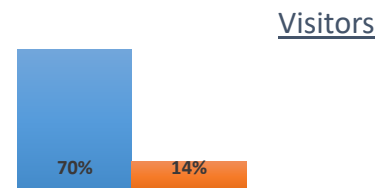
37% of the visitors were friends or relatives travelling together



Purpose of visit

The largest number of visitors came for a holiday

■ Holiday ■ VFR ■ Business (n/p)



Transport

Private vehicle or company car - 92%
Aircraft - n/p

Gender



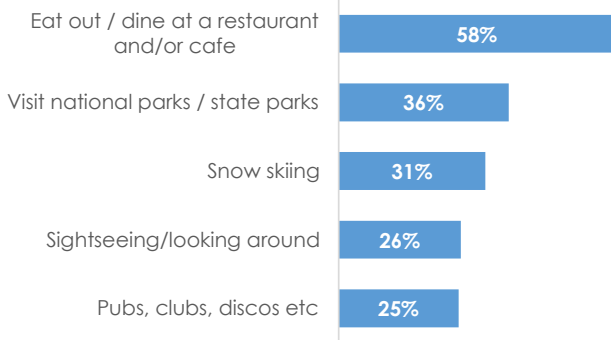
Snowy Mountains Visitor Profile

Year ended March 2020

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

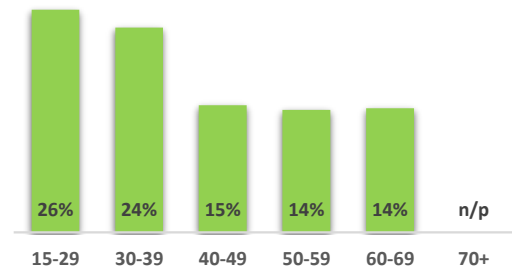


Top 5 activities

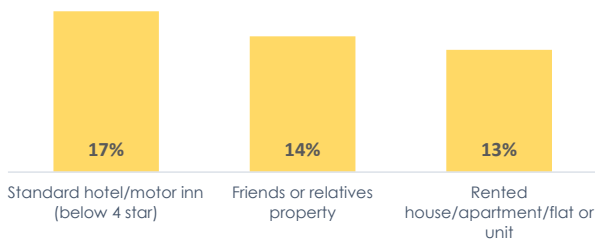


Age

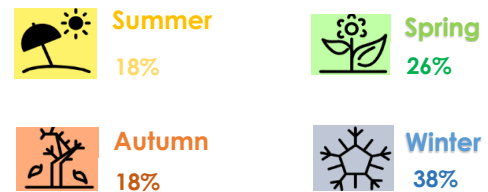
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 656,600 (-3.3% YoY)
Expenditure: \$71.9m (+2.3% YoY)



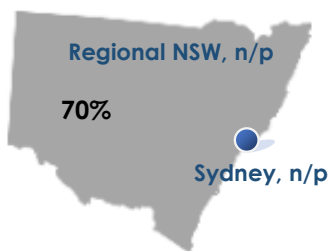
Average spend \$110 per visitor



#11 for visitors
#11 for expenditure
In Regional NSW

Origin

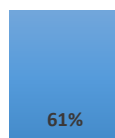
70% of the visitors to the region came from NSW



Purpose of visit

■ Holiday ■ VFR (n/p) ■ Business (n/p)

Visitors



Expenditure



Age

Data is not publishable

n/p	n/p	n/p	n/p	n/p	n/p
15-29	30-39	40-49	50-59	60-69	70+

Travel season*



*by month returned from the trip

Transport

Private vehicle or company car 97%
Bus/Coach n/p

Gender

n/p
60%

International travel

Visitors: 22,300 (-11.2% YoY)
 Nights: 375,300 (+9.2% YoY)
 Expenditure: \$17.4m (-0.7% YoY)



Average spend
 \$46 per night
 \$778 per visitor



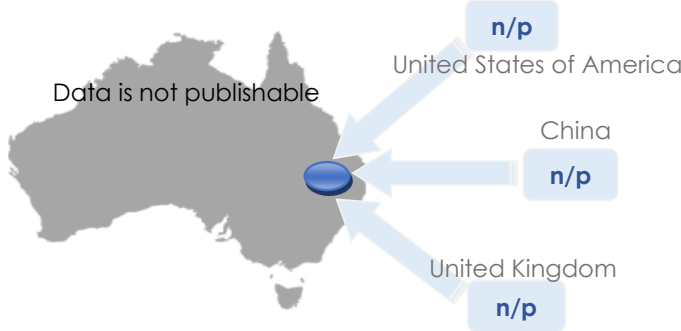
Average length of stay:
 16.8 nights



#11 for visitors
 #11 for nights
 #11 for expenditure
In Regional NSW

Top 3 origin markets

United States of America was the largest individual source market of visitors to the region



Purpose of visit

- Holiday
- Business (n/p)
- Employment (n/p)
- VFR (n/p)
- Education (n/p)

Visitors



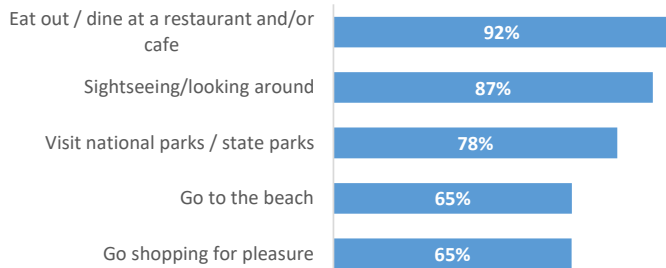
Nights



Expenditure



Top 5 activities

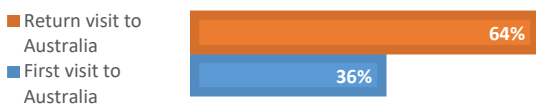


Top 3 accommodation types (nights)

Data is not publishable

n/p	n/p	n/p
Rented house/apartment/flat or unit	Friends or relatives property	Other non-commercial property

First vs return visitor



Transport

Private vehicle or company car: 44%
 Rental car: n/p

FIT visitor[#]

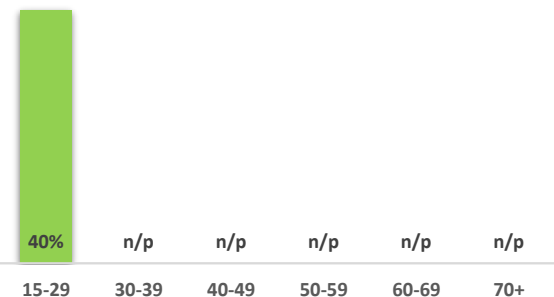
72% ✓
 28% ✗

N/P - data not publishable

[#] free and independent traveller

Age

'15-29 years' was the largest age group of the visitors to the region



Travel party

