

Travel to Snowy Mountains Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	1,242	1,350	1,234	1,339	1,275	1,444	1,442	1,547	1,725	1,604	-7.0%
Nights ('000)	2,669	3,209	2,796	2,729	2,600	2,977	3,236	3,841	3,489	3,198	-8.4%
Expenditure (\$ million)*	\$536	\$463	\$519	\$653	\$599	\$522	\$623	\$806	\$785	\$798	1.6%

Overnight - Int'l & domestic

Visitors ('000)	744	700	738	697	758	795	835	1,001	1,045	947	-9.4%
Nights ('000)	2,669	3,209	2,796	2,729	2,600	2,977	3,236	3,841	3,489	3,198	-8.4%
Expenditure (\$ million)*	\$480	\$375	\$475	\$528	\$551	\$463	\$573	\$759	\$715	\$726	1.6%

Domestic - overnight & daytrip

Visitors ('000)	1,222	1,336	1,212	1,320	1,259	1,421	1,426	1,523	1,700	1,581	-7.0%
Nights ('000)	2,472	2,954	2,546	2,550	2,425	2,629	2,852	3,520	3,146	2,822	-10.3%
Expenditure (\$ million)*	\$531	\$454	\$507	\$644	\$590	\$505	\$601	\$787	\$768	\$781	1.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	724	685	717	678	741	772	819	977	1,020	925	-9.4%
Nights (000)	2,472	2,954	2,546	2,550	2,425	2,629	2,852	3,520	3,146	2,822	-10.3%
Average Length of Stay	3.4	4.3	3.6	3.8	3.3	3.4	3.5	3.6	3.1	3.1	-1.0%
Expenditure (\$ million)*	\$475	\$366	\$463	\$519	\$542	\$446	\$551	\$740	\$698	\$709	1.6%
Spend per visitor per night (\$)	\$192	\$124	\$182	\$204	\$223	\$170	\$193	\$210	\$222	\$251	13.3%
Intrastate visitors (000)	553	492	502	485	530	506	551	719	736	680	-7.6%
Interstate visitors (000)	171	193	215	193	212	266	268	259	285	245	-13.9%
Intrastate nights (000)	1,932	2,364	1,813	1,888	1,708	1,778	1,846	2,614	2,364	1,981	-16.2%
Interstate nights (000)	540	590	732	661	717	851	1,006	906	782	841	7.6%
Intrastate expenditure (\$million)	\$390	\$282	\$358	\$386	\$381	\$339	\$396	\$589	\$565	\$546	-3.4%
Interstate expenditure (\$ million)	\$85	\$84	\$105	\$133	\$161	\$106	\$155	\$151	\$132	\$163	23.2%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	509	522	510	494	541	564	607	738	743	644	-13.4%
Visiting Friends & Relatives	150	n/p	131	n/p	102	94	104	n/p	161	131	-18.1%
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	724	685	717	678	741	772	819	977	1,020	925	-9.4%

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	1,881	2,522	1,923	1,865	1,840	2,096	2,108	2,745	2,448	2,018	-17.5%
Visiting Friends & Relatives	410	n/p	354	n/p	345	265	291	n/p	392	284	-27.5%
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	2,472	2,954	2,546	2,550	2,425	2,629	2,852	3,520	3,146	2,822	-10.3%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Regional NSW	247	206	225	199	304	209	243	321	353	318	-10.0%
Sydney	307	286	276	286	225	297	307	397	383	362	-5.4%
Total Intrastate	553	492	502	485	530	506	551	719	736	680	-7.6%
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	n/p	n/p	130	108	-16.4%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	171	193	215	193	212	266	268	259	285	245	-13.9%
Grand Total	724	685	717	678	741	772	819	977	1,020	925	-9.4%

Travel to Snowy Mountains Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	232	n/p	n/p	n/p	182	230	201	213	270	240	-11.2%
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	198	221	11.5%
40-49	138	129	148	130	146	133	173	241	166	137	-17.2%
50-59	110	n/p	119	127	128	147	139	172	198	132	-33.4%
60-69	86	80	n/p	80	n/p	101	119	120	120	134	11.6%
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	724	685	717	678	741	772	819	977	1,020	925	-9.4%

Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Travelling alone	n/p	n/p	n/p	n/p	n/p	n/p	120	148	162	159	-1.9%
Adult couple	134	178	152	148	179	128	174	218	224	183	-18.6%
Family group - parents and children	242	202	201	195	186	167	174	263	216	185	-14.1%
Friends or relatives travelling together with(out) children	212	207	220	197	229	270	302	283	357	341	-4.5%
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	724	685	717	678	741	772	819	977	1,020	925	-9.4%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	339	281	347	331	416	459	482	591	624	537	-14.0%
Visit national parks / state parks	134	146	168	213	235	225	289	304	369	330	-10.5%
Snow skiing	184	191	211	223	238	268	270	316	295	285	-3.3%
Sightseeing/looking around	219	172	166	202	197	167	200	229	321	237	-26.1%
Pubs, clubs, discos etc	160	162	206	185	199	201	192	273	266	233	-12.3%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Standard hotel/motor inn (below 4 star)	463	302	303	303	449	352	589	663	530	469	-11.5%
Friends or relatives property	441	310	626	355	398	619	424	575	649	396	-39.0%
Rented house/apartment/flat or unit	580	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	356	-

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	640	617	623	587	656	678	714	883	941	847	-10.0%
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 Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	20	15	21	19	17	23	16	24	25	22	-11.2%
Nights (000)	197	255	251	179	175	347	384	320	344	375	9.2%
Average Length of Stay	9.8	17.3	11.7	9.4	10.4	15.1	23.6	13.5	13.7	16.8	23.0%
Expenditure (\$ million)*	\$6	\$9	\$12	n/p	\$9	\$17	n/p	\$19	\$17	\$17	-0.7%
Spend per visitor per night (\$)	\$29	\$35	\$47	-	\$52	\$49	-	\$59	\$51	\$46	-9.1%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	17	12	15	15	13	15	13	18	19	19	2.7%
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	15	21	19	17	23	16	24	25	22	-11.2%

Travel to Snowy Mountains Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	498	650	496	n/p	517	649	607	546	679	657	-3.3%
Expenditure (\$ million)*	\$56	\$88	\$44	n/p	\$49	\$60	\$50	\$47	\$70	\$72	2.3%
Spend per visitor (\$)	\$112	\$135	\$89	-	\$94	\$92	\$82	\$86	\$103	\$110	5.8%

Main Purpose of Trip

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	397	-
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	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	498	650	496	n/p	517	649	607	546	679	657	-3.3%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Sydney	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	-
Total Intrastate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	457	-
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	498	650	496	n/p	517	649	607	546	679	657	-3.3%

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	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	-
40-49	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	-
60-69	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	-
Total	498	650	496	n/p	517	649	607	546	679	657	-3.3%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
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	-
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	-
Visit friends & relatives	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	-
Bushwalking / rainforest walks	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 Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	498	642	467	n/p	474	623	599	546	673	635	-5.6%
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.