

Snowy Mountains Visitor Profile

Year ended June 2020

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

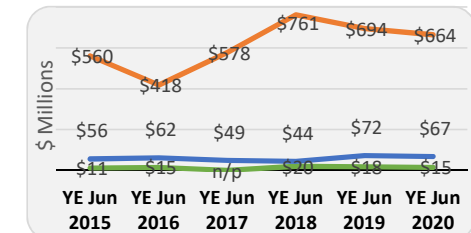
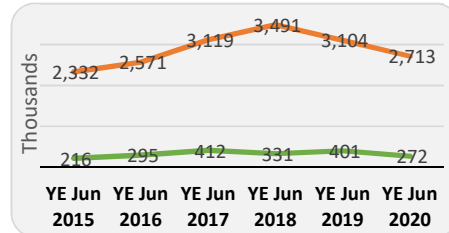
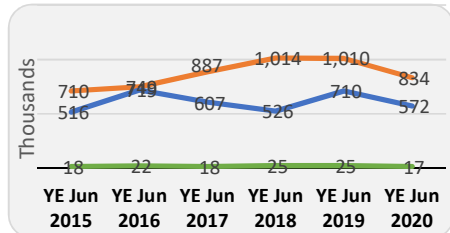
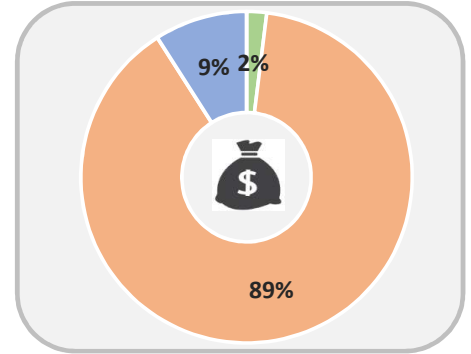
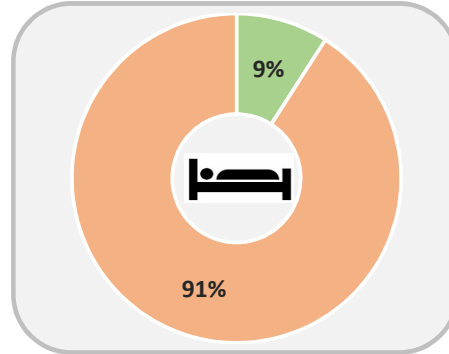
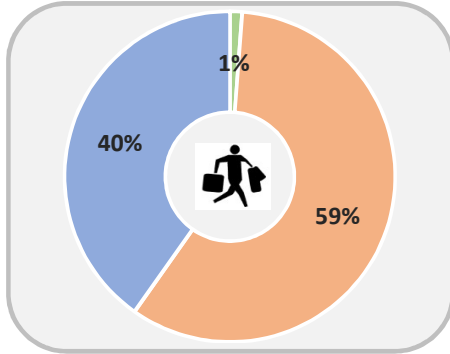


Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



International travel Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 833,600 (-17.5% YoY)
Nights: 2.7m (-12.6% YoY)
Expenditure: \$663.6m (-4.4% YoY)

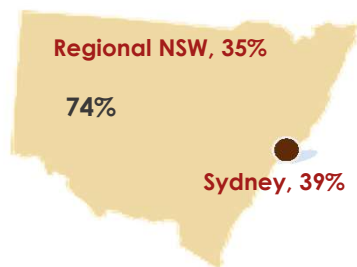
Average spend
\$245 per night
\$796 per visitor

Average length of stay:
3.3 nights

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

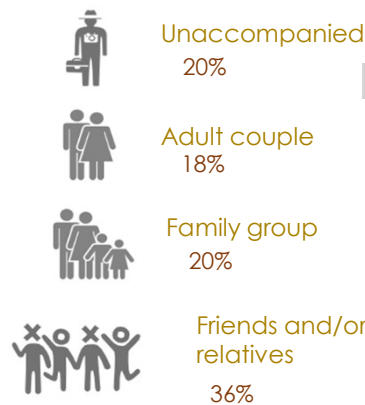
Origin

74% of the visitors came from within New South Wales



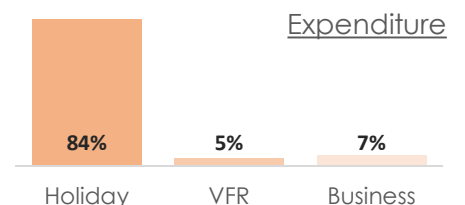
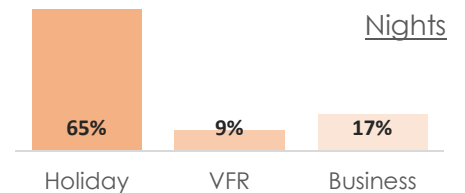
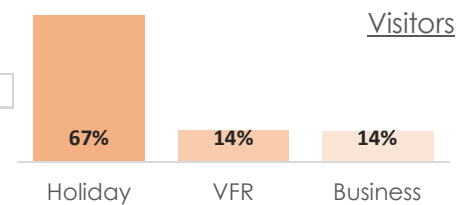
Travel party

36% of the visitors were friends or relatives travelling together



Purpose of visit

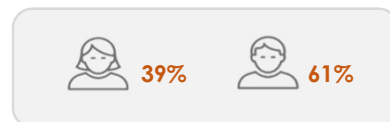
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 93%
Aircraft, n/p

Gender



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

Snowy Mountains Visitor Profile

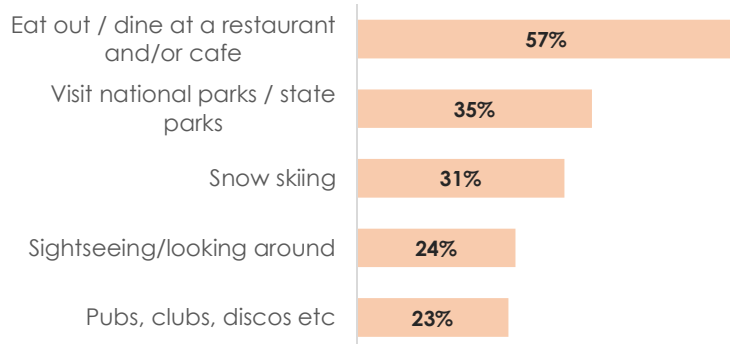
Year ended June 2020

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



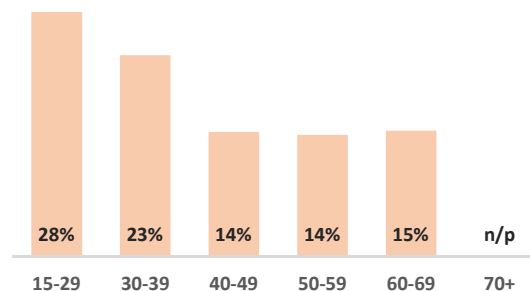
Icons sourced from www.easil.ly

Top 5 activities

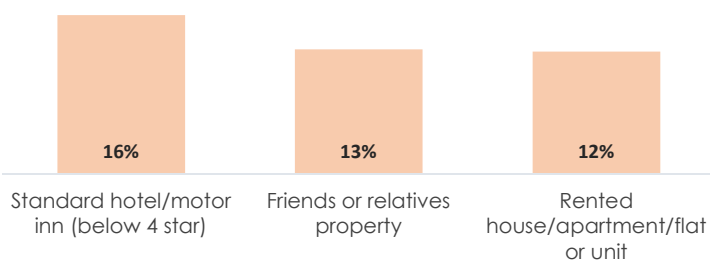


Age

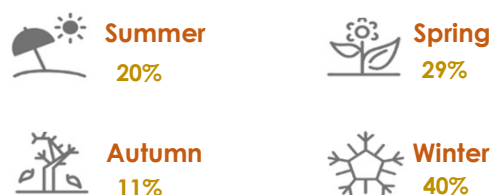
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 572,000 (-19.4% YoY)
Expenditure: \$67.5m (-6.3% YoY)



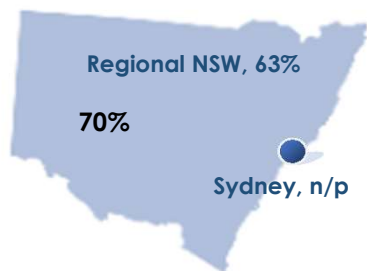
Average spend
\$118 per visitor



#11 for visitors
#11 for expenditure
In Regional NSW

Origin

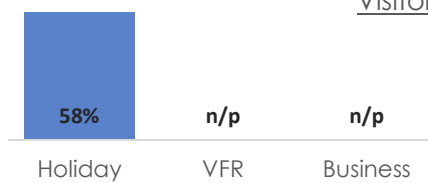
70% of the visitors to the region came from New South Wales



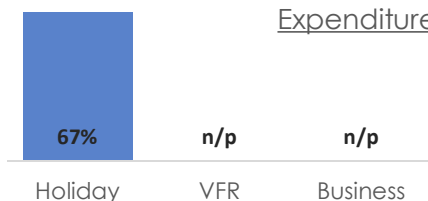
Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Visitors



Expenditure



Age

Data is not publishable

Travel season*

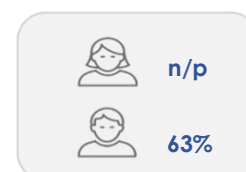


*by month returned from the trip

Transport

Private vehicle or company car
98%
Other land transport nfd
n/p

Gender



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

International travel

Visitors: 17,100 (-31.2% YoY)
 Nights: 271,500 (-32.3% YoY)
 Expenditure: \$14.7m (-18.3% YoY)



Average spend
 \$54 per night
 \$860 per visitor



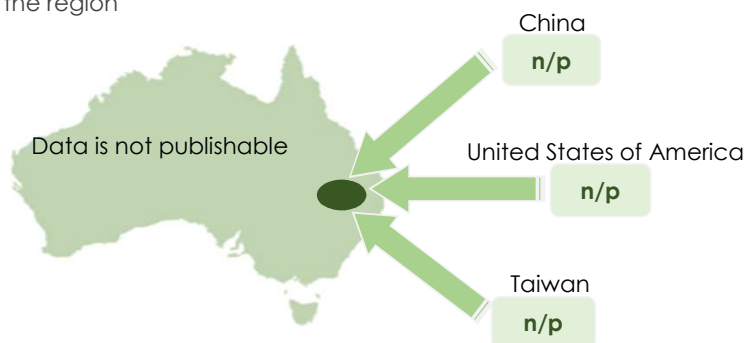
Average length of stay:
 15.9 nights



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

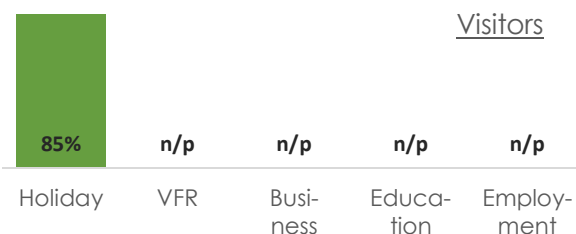
Top 3 origin markets

China was the largest individual source market of visitors to the region

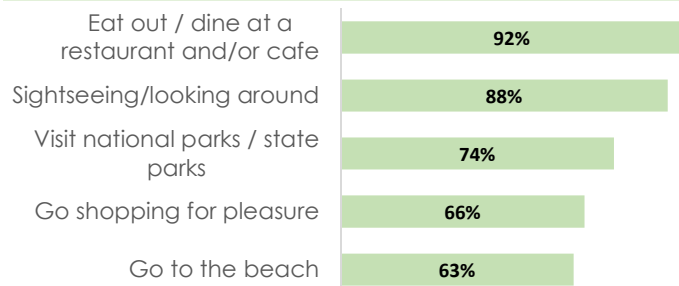


Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Top 5 activities



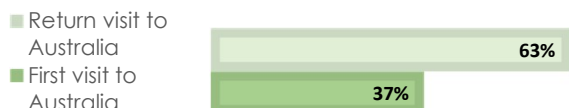
*International visitors engaged in nature based activities in Australia, not necessarily in Snowy Mountains tourism region.

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

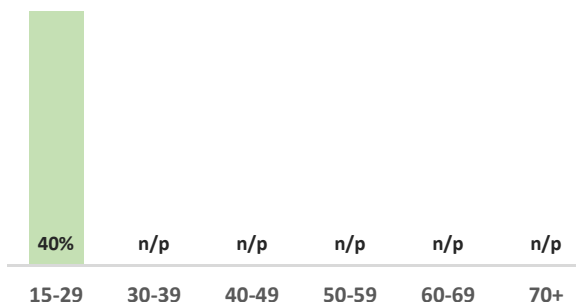
FIT visitor#

72%
 28%

free and independent traveller

Age

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



Travel party

Unaccompanied 57%
 Family group n/p
 Adult couple n/p
 Friends and/or relatives n/p