

Travel to Snowy Mountains Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	1,146	1,375	1,225	1,325	1,245	1,490	1,512	1,566	1,745	1,423	-18.5%
Nights ('000)	2,658	3,285	2,795	2,760	2,548	2,866	3,531	3,822	3,505	2,984	-14.8%
Expenditure (\$ million)*	\$518	\$472	\$558	\$607	\$627	\$495	\$651	\$826	\$784	\$746	-4.9%

Overnight - Int'l & domestic

Visitors ('000)	720	724	741	717	729	771	905	1,039	1,035	851	-17.8%
Nights ('000)	2,658	3,285	2,795	2,760	2,548	2,866	3,531	3,822	3,505	2,984	-14.8%
Expenditure (\$ million)*	\$467	\$394	\$509	\$491	\$571	\$433	\$602	\$781	\$712	\$678	-4.8%

Domestic - overnight & daytrip

Visitors ('000)	1,128	1,359	1,204	1,307	1,227	1,468	1,494	1,540	1,720	1,406	-18.3%
Nights ('000)	2,441	3,043	2,546	2,580	2,332	2,571	3,119	3,491	3,104	2,713	-12.6%
Expenditure (\$ million)*	\$510	\$464	\$547	\$598	\$617	\$480	\$627	\$806	\$766	\$731	-4.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	702	708	720	699	710	749	887	1,014	1,010	834	-17.5%
Nights (000)	2,441	3,043	2,546	2,580	2,332	2,571	3,119	3,491	3,104	2,713	-12.6%
Average Length of Stay	3.5	4.3	3.5	3.7	3.3	3.4	3.5	3.4	3.1	3.3	5.9%
Expenditure (\$ million)*	\$459	\$386	\$498	\$483	\$560	\$418	\$578	\$761	\$694	\$664	-4.4%
Spend per visitor per night (\$)	\$188	\$127	\$195	\$187	\$240	\$163	\$185	\$218	\$224	\$245	9.4%
Intrastate visitors (000)	544	506	489	525	474	495	620	726	732	618	-15.6%
Interstate visitors (000)	157	203	231	174	236	254	268	288	278	215	-22.6%
Intrastate nights (000)	1,906	2,434	1,781	1,984	1,559	1,748	2,093	2,526	2,343	1,928	-17.7%
Interstate nights (000)	536	609	764	596	774	823	1,026	965	761	785	3.1%
Intrastate expenditure (\$million)	\$383	\$297	\$373	\$370	\$377	\$326	\$428	\$586	\$577	\$504	-12.6%
Interstate expenditure (\$ million)	\$76	\$89	\$125	\$112	\$184	\$92	\$150	\$175	\$118	\$160	35.7%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	498	547	533	486	523	567	657	733	736	555	-24.7%
Visiting Friends & Relatives	133	118	98	105	91	80	106	144	161	119	-26.5%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	116	n/p	115	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	702	708	720	699	710	749	887	1,014	1,010	834	-17.5%

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	1,896	2,603	1,988	1,822	1,786	2,109	2,312	2,618	2,438	1,753	-28.1%
Visiting Friends & Relatives	350	338	258	240	318	214	332	389	401	255	-36.3%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	411	n/p	454	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,441	3,043	2,546	2,580	2,332	2,571	3,119	3,491	3,104	2,713	-12.6%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Regional NSW	247	202	228	235	249	219	271	327	359	292	-18.5%
Sydney	297	303	261	290	226	275	348	398	373	326	-12.7%
Total Intrastate	544	506	489	525	474	495	620	726	732	618	-15.6%
Victoria	n/p	n/p	72	n/p	n/p	78	83	96	83	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	73	101	128	112	123	139	91	-34.3%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	157	203	231	174	236	254	268	288	278	215	-22.6%
Grand Total	702	708	720	699	710	749	887	1,014	1,010	834	-17.5%

Travel to Snowy Mountains Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
15-29	225	239	238	156	199	205	223	215	274	236	-13.9%
30-39	107	140	n/p	147	132	117	159	164	203	194	-4.1%
40-49	140	139	141	130	139	129	186	245	156	120	-22.7%
50-59	98	81	116	144	108	151	159	183	182	118	-35.3%
60-69	83	73	94	76	77	112	112	132	121	122	0.5%
70+	49	n/p	n/p	46	54	n/p	49	76	75	n/p	-
Total	702	708	720	699	710	749	887	1,014	1,010	834	-17.5%

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Travelling alone	84	92	64	108	112	137	129	155	179	168	-6.1%
Adult couple	123	167	169	148	167	139	174	229	227	149	-34.3%
Family group - parents and children	234	211	183	205	193	143	222	242	211	165	-21.8%
Friends or relatives travelling together with(out) children	205	210	245	203	201	273	303	322	337	304	-10.0%
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	702	708	720	699	710	749	887	1,014	1,010	834	-17.5%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	297	325	358	320	441	435	552	590	600	472	-21.2%
Visit national parks / state parks	140	142	202	201	223	220	313	311	362	293	-19.0%
Snow skiing	185	194	220	206	271	236	278	313	311	259	-16.9%
Sightseeing/looking around	194	174	202	165	188	176	223	239	320	198	-38.3%
Pubs, clubs, discos etc	142	181	210	191	196	184	202	292	267	189	-29.4%

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

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Standard hotel/motor inn (below 4 star)	425	306	295	306	464	315	663	641	511	432	-15.3%
Friends or relatives property	390	436	485	411	374	570	506	607	667	340	-49.0%
Rented house/apartment/flat or unit	552	418	497	300	317	399	n/p	427	397	333	-16.1%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Private vehicle or company car	622	633	621	622	607	668	781	915	935	772	-17.5%
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

											% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Visitors (000)	18	16	21	18	18	22	18	25	25	17	-31.2%
Nights (000)	217	242	249	180	216	295	412	331	401	272	-32.3%
Average Length of Stay	11.8	15.2	12.0	10.0	11.7	13.5	22.8	13.1	16.2	15.9	-1.6%
Expenditure (\$ million)*	\$7	\$8	\$11	n/p	\$11	\$15	n/p	\$20	\$18	\$15	-18.3%
Spend per visitor per night (\$)	\$34	\$35	\$45	-	\$50	\$51	-	\$60	\$45	\$54	20.6%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	15	13	14	14	13	15	14	19	20	14	-27.4%
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	-
Other^	-	-	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	-
Total	18	16	21	18	18	22	18	25	25	17	-31.2%

Travel to Snowy Mountains Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	426	650	484	608	516	719	607	526	710	572	-19.4%
Expenditure (\$ million)*	n/p	\$78	\$49	n/p	\$56	\$62	\$49	\$44	\$72	\$67	-6.3%
Spend per visitor (\$)	-	\$121	\$102	-	\$109	\$86	\$80	\$84	\$101	\$118	16.3%

Main Purpose of Trip

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	299	390	351	n/p	352	543	357	326	406	332	-18.3%
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	426	650	484	608	516	719	607	526	710	572	-19.4%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	202	398	282	n/p	n/p	432	342	292	374	358	-4.4%
Total Intrastate	254	415	330	n/p	n/p	465	370	326	519	399	-23.0%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	426	650	484	608	516	719	607	526	710	572	-19.4%

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 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	426	650	484	608	516	719	607	526	710	572	-19.4%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Eat out / dine at a restaurant and/or cafe	n/p	n/p	n/p	n/p	n/p	329	319	230	352	326	-7.4%
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	-
Snow skiing	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Private vehicle or company car	426	641	456	608	468	699	599	526	694	560	-19.3%
Bus/Coach	-	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.