

# Travel to Snowy Mountains Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	1,286	1,231	1,302	1,371	1,365	1,424	1,536	1,676	1,656	1,158	-30.1%
Nights ('000)	3,222	2,776	2,670	2,800	2,665	3,005	3,835	3,661	3,177	2,520	-20.7%
Expenditure (\$ million)*	\$473	\$500	\$632	\$623	\$538	\$610	\$772	\$774	\$783	\$603	-23.0%

### Overnight - Int'l & domestic

Visitors ('000)	753	692	736	753	743	820	976	1,020	986	706	-28.4%
Nights ('000)	3,222	2,776	2,670	2,800	2,665	3,005	3,835	3,661	3,177	2,520	-20.7%
Expenditure (\$ million)*	\$406	\$441	\$516	\$559	\$478	\$557	\$726	\$715	\$711	\$547	-23.1%

### Domestic - overnight & daytrip

Visitors ('000)	1,269	1,214	1,281	1,352	1,347	1,405	1,515	1,651	1,632	1,147	-29.7%
Nights ('000)	2,999	2,493	2,520	2,563	2,400	2,688	3,458	3,359	2,793	2,311	-17.3%
Expenditure (\$ million)*	\$467	\$489	\$622	\$611	\$524	\$591	\$752	\$757	\$765	\$594	-22.4%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	735	674	716	734	725	801	955	995	961	694	-27.7%
Nights (000)	2,999	2,493	2,520	2,563	2,400	2,688	3,458	3,359	2,793	2,311	-17.3%
Average Length of Stay	4.1	3.7	3.5	3.5	3.3	3.4	3.6	3.4	2.9	3.3	14.5%
Expenditure (\$ million)*	\$399	\$430	\$506	\$547	\$464	\$538	\$706	\$699	\$693	\$537	-22.5%
Spend per visitor per night (\$)	\$133	\$173	\$201	\$213	\$193	\$200	\$204	\$208	\$248	\$233	-6.3%
Intrastate visitors (000)	557	466	497	534	487	523	720	710	690	545	-21.0%
Interstate visitors (000)	178	209	218	201	238	278	234	285	271	150	-44.8%
Intrastate nights (000)	2,426	1,828	1,768	1,941	1,638	1,742	2,536	2,480	2,021	1,754	-13.2%
Interstate nights (000)	573	665	752	622	762	946	922	879	772	557	-27.9%
Intrastate expenditure (\$million)	\$301	\$354	\$349	\$432	\$323	\$388	\$563	\$558	\$558	\$449	-19.6%
Interstate expenditure (\$ million)	\$98	\$77	\$157	\$115	\$140	\$150	\$143	\$142	\$135	\$89	-34.4%

#### Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	521	507	548	514	532	603	715	707	705	438	-37.9%
Visiting Friends & Relatives	137	116	88	116	79	106	98	142	152	127	-16.3%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	120	n/p	98	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	735	674	716	734	725	801	955	995	961	694	-27.7%

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	2,461	2,004	1,965	1,830	1,904	2,169	2,604	2,477	2,179	1,414	-35.1%
Visiting Friends & Relatives	337	368	198	317	247	264	324	380	388	259	-33.2%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	420	n/p	429	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,999	2,493	2,520	2,563	2,400	2,688	3,458	3,359	2,793	2,311	-17.3%

#### Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Regional NSW	245	206	222	272	226	208	318	334	334	248	-25.8%
Sydney	313	259	276	262	261	315	402	376	356	297	-16.6%
<b>Total Intrastate</b>	557	466	497	534	487	523	720	710	690	545	-21.0%
Victoria	n/p	n/p	62	n/p	n/p	n/p	94	92	76	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	88	97	113	121	88	142	132	63	-52.4%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>Total Interstate</b>	178	209	218	201	238	278	234	285	271	150	-44.8%
<b>Grand Total</b>	735	674	716	734	725	801	955	995	961	694	-27.7%

# Travel to Snowy Mountains Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	254	224	189	198	197	217	213	241	261	180	-31.0%
30-39	118	124	120	137	116	119	200	196	184	139	-24.4%
40-49	136	122	148	155	131	178	195	189	146	114	-22.0%
50-59	106	112	109	118	148	152	157	181	162	108	-33.5%
60-69	77	59	108	77	81	108	128	118	137	109	-20.1%
70+	44	n/p	41	n/p	n/p	n/p	61	70	71	n/p	-
Total	735	674	716	734	725	801	955	995	961	694	-27.7%

### Travel Party

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Travelling alone	94	71	84	134	129	105	146	156	153	164	7.2%
Adult couple	139	146	184	157	149	152	203	227	231	112	-51.6%
Family group - parents and children	247	207	188	173	194	161	245	228	186	124	-33.5%
Friends or relatives travelling together with(out) children	216	206	214	238	201	334	298	320	332	269	-19.2%
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	735	674	716	734	725	801	955	995	961	694	-27.7%

### Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	274	354	339	386	439	482	550	653	546	351	-35.8%
Visit national parks / state parks	141	168	210	205	227	273	325	316	370	244	-34.2%
Snow skiing	188	211	224	225	280	276	298	314	266	179	-32.6%
Visit friends & relatives	171	164	181	186	216	190	217	228	237	178	-24.8%
Sightseeing/looking around	188	176	216	185	162	191	232	291	273	165	-39.6%

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

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Standard hotel/motor inn (below 4 star)	348	289	268	444	399	376	776	528	446	395	-11.4%
Friends or relatives property	368	604	367	379	553	400	501	684	506	380	-24.9%
Rented house/apartment/flat or unit	475	392	489	253	396	287	331	417	386	314	-18.5%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	658	592	616	655	640	705	849	907	887	660	-25.6%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	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 Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Visitors (000)	17	18	21	19	19	19	21	25	24	11	-54.4%
Nights (000)	223	283	149	237	264	317	377	302	383	209	-45.4%
Average Length of Stay	12.9	16.0	7.2	12.4	14.2	16.3	17.9	12.0	15.7	18.8	19.6%
Expenditure (\$ million)*	\$7	\$11	\$9	n/p	\$14	n/p	\$20	\$16	\$18	\$9	-47.7%
Spend per visitor per night (\$)	\$30	\$39	\$63	-	\$53	-	\$54	\$53	\$46	\$44	-4.1%

### Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	13	14	15	14	13	13	17	18	20	9	-56.7%
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	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	17	18	21	19	19	19	21	25	24	11	-54.4%



# Travel to Snowy Mountains Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	534	540	566	618	622	604	560	656	671	453	-32.5%
Expenditure (\$ million)*	n/p	\$58	n/p	\$64	\$60	\$53	\$46	\$58	\$72	\$57	-21.5%
Spend per visitor (\$)	-	\$108	-	\$104	\$97	\$87	\$83	\$89	\$107	\$125	16.3%

#### Main Purpose of Trip

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	379	315	398	n/p	458	429	316	374	468	228	-51.3%
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	534	540	566	618	622	604	560	656	671	453	-32.5%

#### Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	261	357	n/p	n/p	324	299	368	326	393	291	-25.8%
<b>Total Intrastate</b>	301	357	315	n/p	344	326	381	430	482	323	-32.9%
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	534	540	566	618	622	604	560	656	671	453	-32.5%

#### Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 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	534	540	566	618	622	604	560	656	671	453	-32.5%

#### Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	n/p	n/p	n/p	n/p	n/p	351	252	321	354	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	-
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	-
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Pubs, clubs, discos etc	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 Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	534	503	566	586	596	594	552	656	649	446	-31.4%
Aircraft	n/p	n/p	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.