

# Travel to Snowy Mountains Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

## OVERVIEW

	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	% change YE Dec20 vs. YE Dec19
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	1,340	1,162	1,404	1,300	1,396	1,502	1,480	1,661	1,679	1,234	-26.5%
Nights ('000)	3,251	2,777	2,711	2,603	2,935	3,025	3,815	3,696	3,318	2,226	-32.9%
Expenditure (\$ million)*	\$458	\$505	\$657	\$609	\$529	\$619	\$768	\$786	\$801	\$595	-25.7%

### Overnight - Int'l & domestic

Visitors ('000)	733	708	720	739	810	816	976	1,041	987	677	-31.4%
Nights ('000)	3,251	2,777	2,711	2,603	2,935	3,025	3,815	3,696	3,318	2,226	-32.9%
Expenditure (\$ million)*	\$377	\$458	\$534	\$545	\$470	\$567	\$728	\$726	\$726	\$537	-26.1%

### Domestic - overnight & daytrip

Visitors ('000)	1,322	1,144	1,383	1,283	1,374	1,485	1,457	1,637	1,652	1,230	-25.5%
Nights ('000)	2,971	2,553	2,519	2,437	2,588	2,647	3,513	3,419	2,872	2,168	-24.5%
Expenditure (\$ million)*	\$448	\$495	\$647	\$600	\$513	\$596	\$751	\$770	\$781	\$594	-24.0%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	715	690	700	722	788	800	953	1,017	960	674	-29.8%
Nights (000)	2,971	2,553	2,519	2,437	2,588	2,647	3,513	3,419	2,872	2,168	-24.5%
Average Length of Stay	4.2	3.7	3.6	3.4	3.3	3.3	3.7	3.4	3.0	3.2	7.5%
Expenditure (\$ million)*	\$367	\$448	\$524	\$536	\$455	\$544	\$710	\$710	\$706	\$535	-24.3%
Spend per visitor per night (\$)	\$123	\$175	\$208	\$220	\$176	\$205	\$202	\$208	\$246	\$247	0.3%
Intrastate visitors (000)	532	471	502	511	525	538	705	716	702	539	-23.2%
Interstate visitors (000)	183	219	198	211	263	262	248	302	257	135	-47.7%
Intrastate nights (000)	2,381	1,797	1,903	1,729	1,766	1,799	2,498	2,491	2,016	1,830	-9.2%
Interstate nights (000)	590	756	616	708	822	848	1,015	928	856	338	-60.5%
Intrastate expenditure (\$million)	\$279	\$351	\$388	\$384	\$341	\$397	\$556	\$569	\$555	\$464	-16.4%
Interstate expenditure (\$ million)	\$87	\$97	\$137	\$152	\$114	\$147	\$154	\$140	\$151	\$71	-53.3%

### Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Holiday	547	501	518	531	557	585	724	736	701	421	-39.9%
Visiting Friends & Relatives	98	137	82	102	103	103	103	151	145	130	-10.2%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	79	103	30.0%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	715	690	700	722	788	800	953	1,017	960	674	-29.8%

	Nights (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Holiday	2,540	1,978	1,842	1,892	2,011	2,094	2,592	2,635	2,154	1,294	-39.9%
Visiting Friends & Relatives	257	379	166	319	276	292	352	398	315	334	6.0%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	322	335	4.0%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,971	2,553	2,519	2,437	2,588	2,647	3,513	3,419	2,872	2,168	-24.5%

### Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Regional NSW	240	200	226	268	252	200	324	340	338	255	-24.5%
Sydney	292	271	276	242	273	338	381	375	364	284	-22.0%
<b>Total Intrastate</b>	532	471	502	511	525	538	705	716	702	539	-23.2%
Victoria	n/p	72	n/p	n/p	n/p	n/p	99	101	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	91	96	133	114	88	146	121	79	-34.7%
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>	183	219	198	211	263	262	248	302	257	135	-47.7%
<b>Grand Total</b>	715	690	700	722	788	800	953	1,017	960	674	-29.8%

# Travel to Snowy Mountains Tourism Region

## Year ended December 2020



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
15-29	233	242	179	181	227	199	217	252	275	170	-38.2%
30-39	133	114	123	136	127	130	179	202	192	116	-39.6%
40-49	127	127	144	140	145	179	204	182	140	114	-18.6%
50-59	93	117	112	137	147	129	178	184	150	121	-19.6%
60-69	92	63	97	76	98	113	119	125	141	87	-38.3%
70+	n/p	n/p	45	n/p	n/p	50	56	73	n/p	66	-
Total	715	690	700	722	788	800	953	1,017	960	674	-29.8%

### Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Travelling alone	81	88	86	132	132	123	133	153	154	163	5.8%
Adult couple	144	144	185	155	137	175	205	235	200	147	-26.2%
Family group - parents and children	232	215	166	183	184	168	255	225	196	116	-41.1%
Friends or relatives travelling together with(out) children	229	192	226	223	273	287	296	337	356	223	-37.2%
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	715	690	700	722	788	800	953	1,017	960	674	-29.8%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	273	355	332	376	486	461	570	650	555	337	-39.3%
Visit national parks / state parks	145	169	213	203	242	279	313	367	364	216	-40.8%
Sightseeing/looking around	182	182	198	182	171	201	231	327	243	169	-30.6%
Snow skiing	191	211	219	242	268	270	312	299	285	167	-41.4%
Visit friends & relatives	166	165	187	174	236	198	205	246	224	165	-26.3%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Friends or relatives property	316	633	309	413	606	390	540	717	423	434	2.5%
Standard hotel/motor inn (below 4 star)	333	281	303	471	363	374	804	546	448	391	-12.6%
Rented house/apartment/flat or unit	437	473	360	343	340	288	317	459	352	344	-2.3%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Private vehicle or company car	639	598	613	635	704	691	856	929	893	628	-29.7%
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Self-drive motorhome or campervan	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 Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	18	18	20	17	22	16	23	23	27	n/p	-
Nights (000)	281	224	191	166	346	378	302	278	446	n/p	-
Average Length of Stay	15.4	12.5	9.5	9.8	15.7	23.0	13.2	11.9	16.3	n/p	-
Expenditure (\$ million)*	\$10	\$10	n/p	\$9	\$15	n/p	\$17	\$17	\$20	n/p	-
Spend per visitor per night (\$)	\$36	\$44	-	\$54	\$45	-	\$58	\$60	\$44	-	-

### Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Holiday	14	14	15	12	14	12	17	17	24	n/p	-
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	-	-
Education	-	-	n/p	-	n/p	n/p	n/p	-	n/p	-	-
Other^	-	-	n/p	n/p	n/p	n/p	-	-	n/p	n/p	-
Total	18	18	20	17	22	16	23	23	27	n/p	-



# Travel to Snowy Mountains Tourism Region

## Year ended December 2020



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	607	454	683	561	586	685	504	620	692	557	-19.6%
Expenditure (\$ million)*	\$81	\$47	n/p	\$64	\$58	\$52	\$41	\$60	\$75	\$59	-21.6%
Spend per visitor (\$)	\$134	\$103	-	\$114	\$100	\$76	\$80	\$97	\$108	\$105	-2.5%

#### Main Purpose of Trip

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Holiday	366	309	n/p	400	431	472	290	380	446	286	-35.8%
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	607	454	683	561	586	685	504	620	692	557	-19.6%

#### Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	323	291	n/p	344	n/p	384	351	265	422	379	-10.1%
<b>Total Intrastate</b>	340	297	348	362	n/p	412	365	369	511	420	-17.9%
<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	607	454	683	561	586	685	504	620	692	557	-19.6%

#### Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 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	607	454	683	561	586	685	504	620	692	557	-19.6%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	n/p	n/p	n/p	n/p	n/p	367	n/p	329	345	250	-27.6%
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 Dec20 vs. YE Dec19
	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	
Private vehicle or company car	607	417	683	518	560	680	501	613	678	550	-18.9%
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.