

Snowy Mountains Visitor Profile

Year ended December 2020

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



Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



Visitors
1.2m
-26.5% YoY

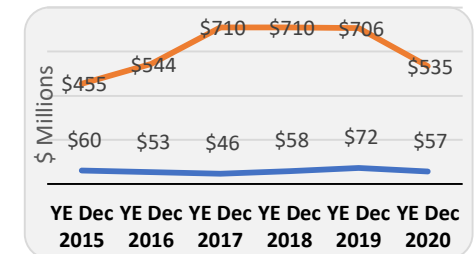
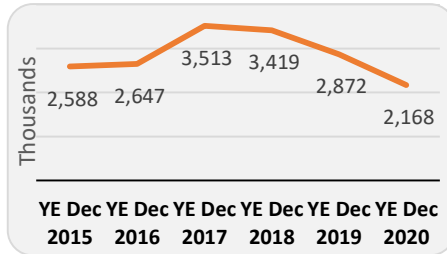
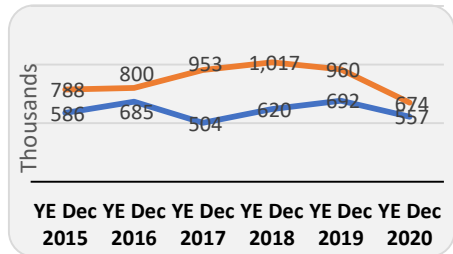
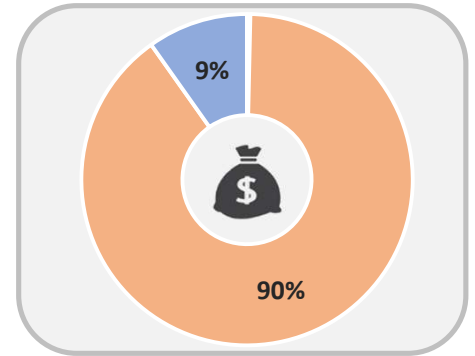
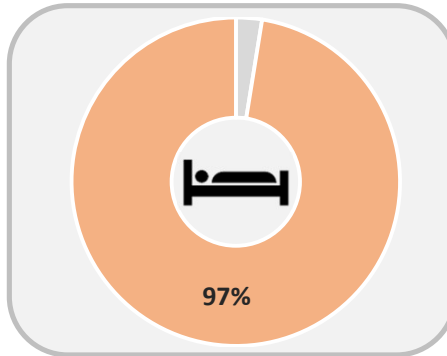
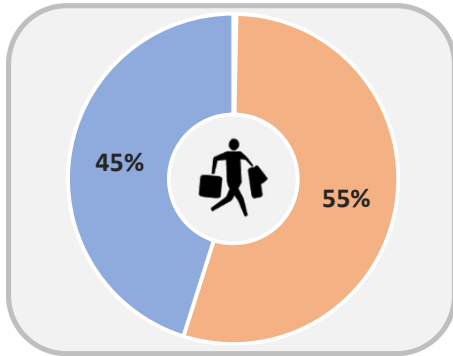


Nights
2.2m
-32.9% YoY



Expenditure
\$595.5m
-25.7% YoY

International travel Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 673,700 (-29.8% YoY)
Nights: 2.2m (-24.5% YoY)
Expenditure: \$534.9m (-24.3% YoY)



Average spend
\$247 per night
\$794 per visitor



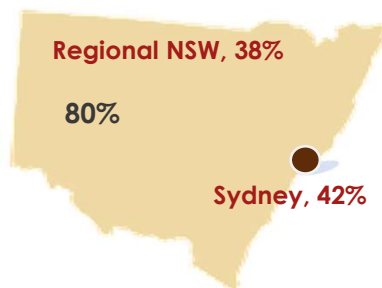
Average length of stay:
3.2 nights



#11 for visitors
#12 for nights
#6 for expenditure
In Regional NSW

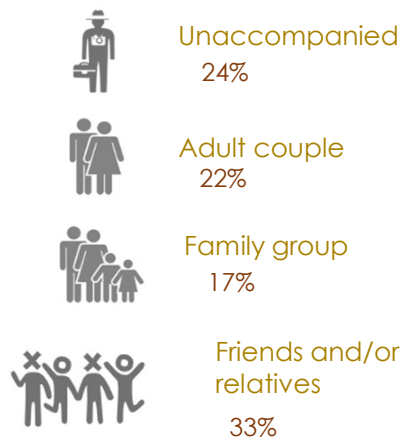
Origin

80% of the visitors came from within New South Wales



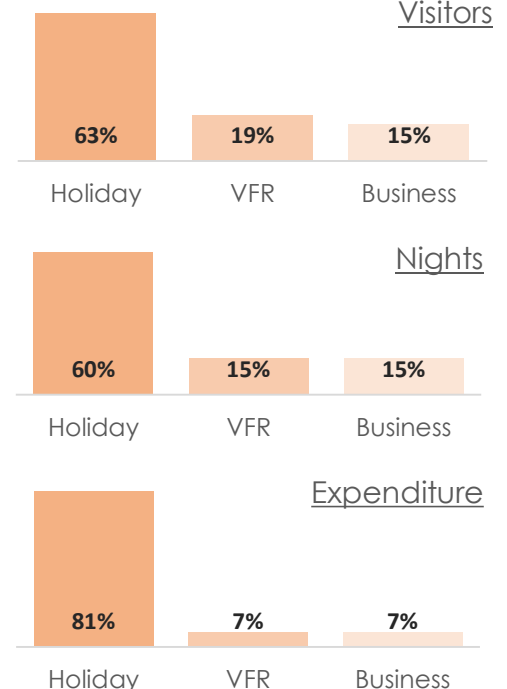
Travel party

33% 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%
Rental car, n/p

Gender



Snowy Mountains Visitor Profile

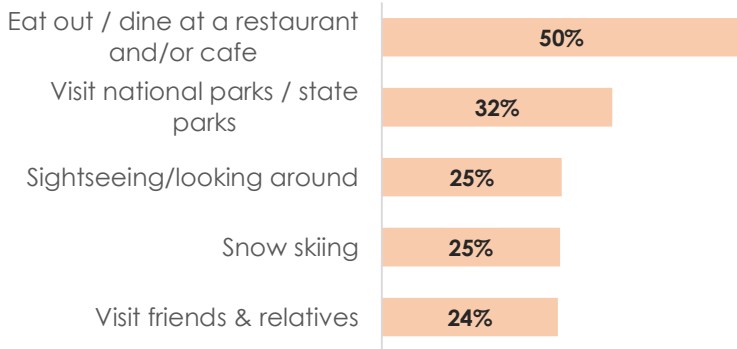
Year ended December 2020

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



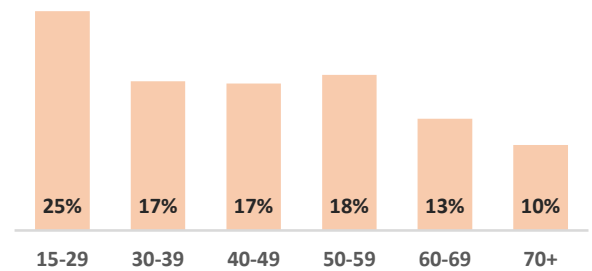
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Top 5 activities

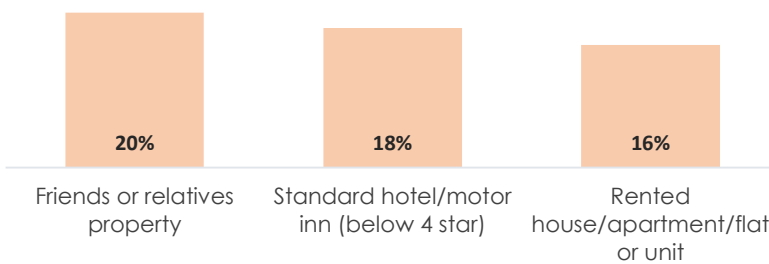


Age

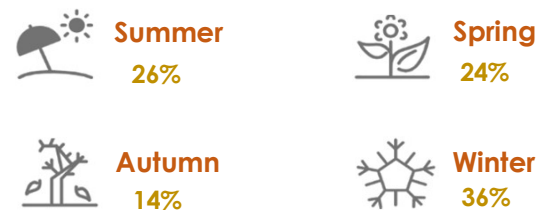
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 556,700 (-19.6% YoY)
Expenditure: \$56.5m (-21.5% YoY)



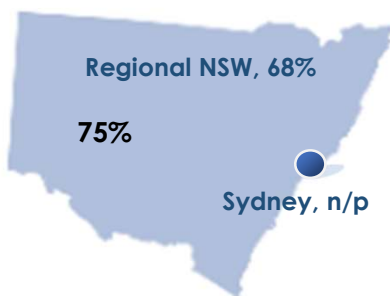
Average spend \$102 per visitor



#11 for visitors
#11 for expenditure
In Regional NSW

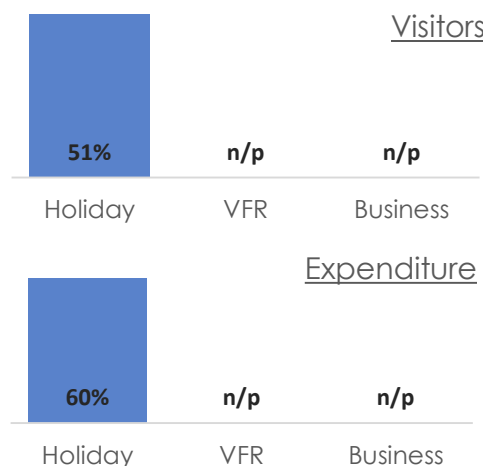
Origin

75% of the visitors to the region came from New South Wales

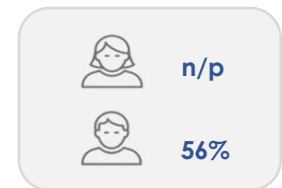


Purpose of visit

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



Gender



Transport

Private vehicle or company car



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE