

Snowy Mountains Visitor Profile

Year ended March 2021

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



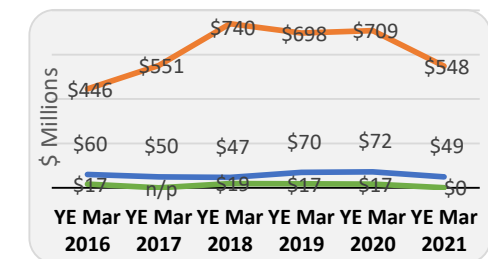
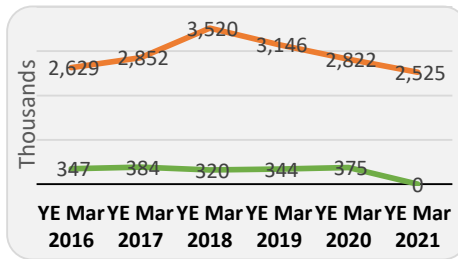
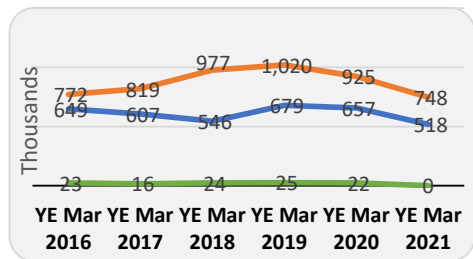
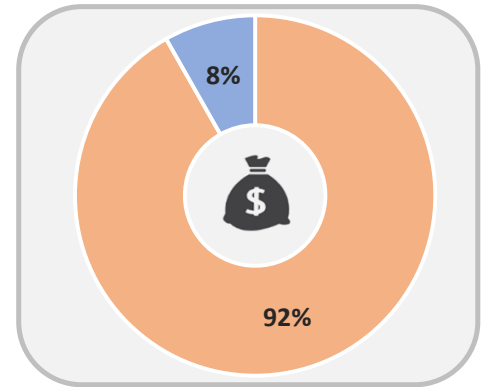
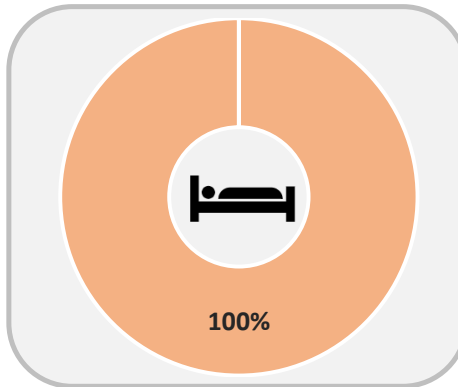
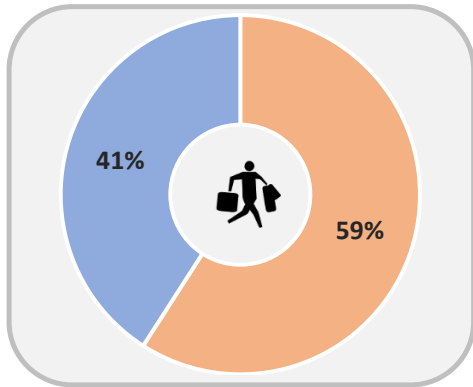
Icons sourced from www.easil.ly

Note: International data for YE March 2021 is not available for this tourism region.

TOTAL DOMESTIC & INTERNATIONAL



International travel Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 748,000 (-19.1% YoY)
Nights: 2.5m (-10.5% YoY)
Expenditure: \$548.2m (-22.7% YoY)

Average spend
\$217 per night
\$733 per visitor

Average length of stay:
3.4 nights

#10 for visitors
#9 for nights
#6 for expenditure
In Regional NSW

Origin	Travel party	Purpose of visit																		
79% of the visitors came from within New South Wales	35% of the visitors were friends or relatives travelling together	Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.																		
<p>Regional NSW, 37%</p> <p>79%</p> <p>Sydney, 42%</p>	<ul style="list-style-type: none"> Unaccompanied: 21% Adult couple: 24% Family group: 17% Friends and/or relatives: 35% 	<p><u>Visitors</u></p> <table border="1"> <tr> <td>66%</td> <td>20%</td> <td>n/p</td> </tr> <tr> <td>Holiday</td> <td>VFR</td> <td>Business</td> </tr> </table> <p><u>Nights</u></p> <table border="1"> <tr> <td>62%</td> <td>15%</td> <td>n/p</td> </tr> <tr> <td>Holiday</td> <td>VFR</td> <td>Business</td> </tr> </table> <p><u>Expenditure</u></p> <table border="1"> <tr> <td>84%</td> <td>8%</td> <td>n/p</td> </tr> <tr> <td>Holiday</td> <td>VFR</td> <td>Business</td> </tr> </table>	66%	20%	n/p	Holiday	VFR	Business	62%	15%	n/p	Holiday	VFR	Business	84%	8%	n/p	Holiday	VFR	Business
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Holiday	VFR	Business																		
<p>Transport</p> <p>Private vehicle or company car, 94%</p> <p>Rental car, n/p</p>	<p>Gender</p> <table border="1"> <tr> <td>41%</td> <td>59%</td> </tr> <tr> <td>Female</td> <td>Male</td> </tr> </table>	41%	59%	Female	Male															
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Female	Male																			

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.

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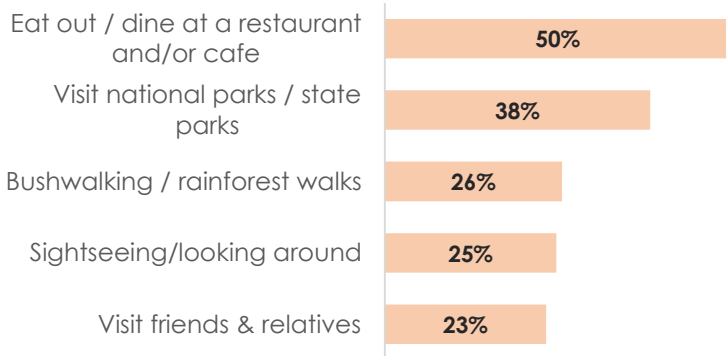
Year ended March 2021

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



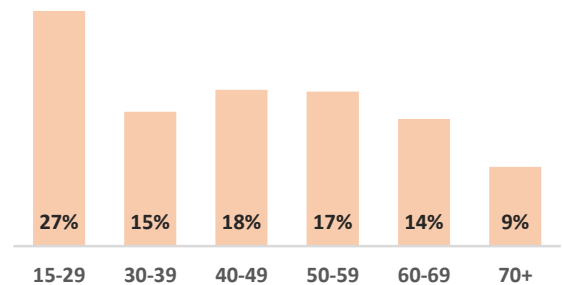
Icons sourced from www.easil.ly

Top 5 activities

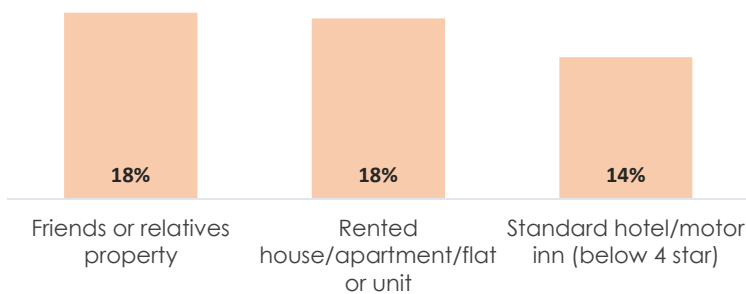


Age

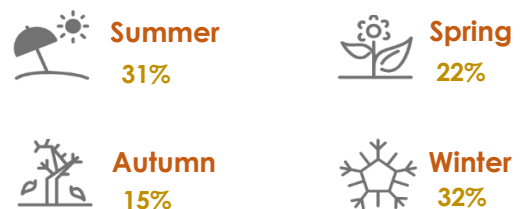
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 517,700 (-21.2% YoY)
Expenditure: \$49.1m (-31.7% YoY)



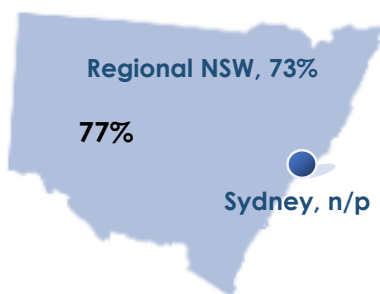
Average spend \$95 per visitor



#11 for visitors
#11 for expenditure
In Regional NSW

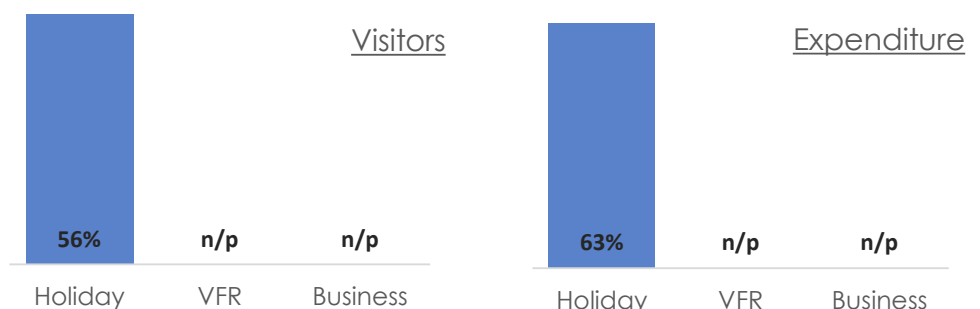
Origin

77% 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.



Travel season*



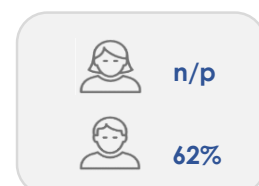
*by month returned from the trip

Transport

Private vehicle or company car



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE