

Travel to Snowy Mountains Tourism Region

Year ended March 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors ('000)	1,336	1,212	1,320	1,259	1,421	1,426	1,523	1,700	1,581	1,266	-20.0%
Nights ('000)	2,954	2,546	2,550	2,425	2,629	2,852	3,520	3,146	2,822	2,525	-10.5%
Expenditure (\$ million)	\$454	\$507	\$644	\$590	\$505	\$601	\$787	\$768	\$781	\$597	-23.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	685	717	678	741	772	819	977	1,020	925	748	-19.1%
Nights (000)	2,954	2,546	2,550	2,425	2,629	2,852	3,520	3,146	2,822	2,525	-10.5%
Average Length of Stay	4.3	3.6	3.8	3.3	3.4	3.5	3.6	3.1	3.1	3.4	10.6%
Expenditure (\$ million)	\$366	\$463	\$519	\$542	\$446	\$551	\$740	\$698	\$709	\$548	-22.7%
Spend per visitor per night (\$)	\$124	\$182	\$204	\$223	\$170	\$193	\$210	\$222	\$251	\$217	-13.6%
Intrastate visitors (000)	492	502	485	530	506	551	719	736	680	591	-13.1%
Interstate visitors (000)	193	215	193	212	266	268	259	285	245	157	-35.9%
Intrastate nights (000)	2,364	1,813	1,888	1,708	1,778	1,846	2,614	2,364	1,981	2,116	6.8%
Interstate nights (000)	590	732	661	717	851	1,006	906	782	841	409	-51.4%
Intrastate expenditure (\$ million)	\$282	\$358	\$386	\$381	\$339	\$396	\$589	\$566	\$546	\$484	-11.5%
Interstate expenditure (\$ million)	\$84	\$105	\$133	\$161	\$106	\$155	\$151	\$132	\$163	\$65	-60.3%

Purpose of Visit

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	522	510	494	541	564	607	738	743	644	496	-22.9%
Visiting Friends & Relatives	101	131	82	102	94	104	107	161	131	146	11.0%
Business	n/p	n/p	n/p	n/p	n/p	n/p	110	n/p	105	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	685	717	678	741	772	819	977	1,020	925	748	-19.1%

	Nights (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	2,522	1,923	1,865	1,840	2,096	2,108	2,745	2,448	2,018	1,572	-22.1%
Visiting Friends & Relatives	269	354	180	345	265	291	345	392	284	388	36.7%
Business	n/p	n/p	n/p	n/p	n/p	n/p	356	n/p	406	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,954	2,546	2,550	2,425	2,629	2,852	3,520	3,146	2,822	2,525	-10.5%

Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Regional NSW	206	225	199	304	209	243	321	353	318	278	-12.5%
Sydney	286	276	286	225	297	307	397	383	362	313	-13.6%
Total Intrastate	492	502	485	530	506	551	719	736	680	591	-13.1%
Victoria	n/p	n/p	n/p	n/p	n/p	79	82	97	73	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	83	92	136	109	117	130	108	96	-11.4%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	193	215	193	212	266	268	259	285	245	157	-35.9%
Grand Total	685	717	678	741	772	819	977	1,020	925	748	-19.1%

Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
15-29	210	246	172	182	230	201	213	270	240	198	-17.4%
30-39	136	96	126	139	136	130	167	198	221	113	-48.7%
40-49	129	148	130	146	133	173	241	166	137	132	-4.0%
50-59	85	119	127	128	147	139	172	198	132	130	-1.3%
60-69	80	78	80	85	101	119	120	120	134	107	-20.0%
70+	45	n/p	44	63	n/p	58	64	67	n/p	67	-
Total	685	717	678	741	772	819	977	1,020	925	748	-19.1%

Travel to Snowy Mountains Tourism Region

Year ended March 2021

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Travelling alone	72	89	103	112	145	120	148	162	159	160	0.8%
Adult couple	178	152	148	179	128	174	218	224	183	176	-3.5%
Family group - parents and children	202	201	195	186	167	174	263	216	185	125	-32.5%
Friends or relatives travelling together with(out) children	207	220	197	229	270	302	283	357	341	265	-22.4%
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	685	717	678	741	772	819	977	1,020	925	748	-19.1%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	281	347	331	416	459	482	591	624	537	374	-30.4%
Visit national parks / state parks	146	168	213	235	225	289	304	369	330	287	-13.2%
Bushwalking / rainforest walks	119	137	171	134	159	188	235	250	217	191	-11.9%
Sightseeing/looking around	172	166	202	197	167	200	229	321	237	185	-21.9%
Visit friends & relatives	160	189	181	168	240	192	211	267	191	174	-8.6%

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

	Nights (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Friends or relatives property	310	626	355	398	619	424	575	649	396	465	17.4%
Rented house/apartment/flat or unit	426	457	341	335	349	n/p	383	420	356	450	26.4%
Standard hotel/motor inn (below 4 star)	302	303	303	449	352	589	663	530	469	354	-24.6%

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

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	617	623	587	656	678	714	883	941	847	700	-17.3%
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	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	650	496	642	517	649	607	546	679	657	518	-21.2%
Expenditure (\$ million)	\$88	\$44	n/p	\$49	\$60	\$50	\$47	\$70	\$72	\$49	-31.7%
Spend per visitor (\$)	\$135	\$89	-	\$94	\$92	\$82	\$86	\$103	\$110	\$95	-13.4%

Main Purpose of Trip

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Holiday	374	388	n/p	325	508	373	326	392	397	288	-27.6%
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	650	496	642	517	649	607	546	679	657	518	-21.2%

Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	363	305	n/p	n/p	n/p	339	327	346	377	380	0.6%
Total Intrastate	379	333	371	n/p	406	355	340	484	457	396	-13.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	650	496	642	517	649	607	546	679	657	518	-21.2%

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

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	
Private vehicle or company car	642	467	642	474	623	599	546	673	635	518	-18.5%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
n/a	-	-	-	-	-	-	-	-	-	-	-

n/p = not publishable; n/a = not available

Snowy Mountains includes: Cooma, Jindabyne, Tumbarumba and Tumut.