

Travel to Snowy Mountains Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors ('000)	1,359	1,204	1,307	1,227	1,468	1,494	1,540	1,720	1,406	1,455	3.5%
Nights ('000)	3,043	2,546	2,580	2,332	2,571	3,119	3,491	3,104	2,713	2,730	0.6%
Expenditure (\$ million)	\$464	\$547	\$598	\$617	\$480	\$627	\$806	\$766	\$731	\$704	-3.8%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors (000)	708	720	699	710	749	887	1,014	1,010	834	871	4.5%
Nights (000)	3,043	2,546	2,580	2,332	2,571	3,119	3,491	3,104	2,713	2,730	0.6%
Average Length of Stay	4.3	3.5	3.7	3.3	3.4	3.5	3.4	3.1	3.3	3.1	-3.7%
Expenditure (\$ million)	\$386	\$498	\$483	\$560	\$418	\$578	\$761	\$694	\$664	\$643	-3.2%
Spend per visitor per night (\$)	\$127	\$196	\$187	\$240	\$163	\$185	\$218	\$224	\$245	\$235	-3.8%
Intrastate visitors (000)	506	489	525	474	495	620	726	732	618	690	11.5%
Interstate visitors (000)	203	231	174	236	254	268	288	278	215	182	-15.6%
Intrastate nights (000)	2,434	1,781	1,984	1,559	1,748	2,093	2,526	2,343	1,928	2,274	17.9%
Interstate nights (000)	609	764	596	774	823	1,026	965	761	785	456	-41.9%
Intrastate expenditure (\$ million)	\$297	\$373	\$370	\$377	\$326	\$428	\$586	\$577	\$504	\$566	12.3%
Interstate expenditure (\$ million)	\$89	\$125	\$112	\$184	\$92	\$150	\$175	\$118	\$160	\$76	-52.1%

Purpose of Visit

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Holiday	547	533	486	523	567	657	733	736	555	623	12.2%
Visiting Friends & Relatives	118	98	105	91	80	106	144	161	119	141	18.7%
Business	n/p	n/p	n/p	n/p	n/p	n/p	116	n/p	115	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	708	720	699	710	749	887	1,014	1,010	834	871	4.5%

	Nights (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Holiday	2,603	1,988	1,822	1,786	2,109	2,312	2,618	2,438	1,753	1,946	11.0%
Visiting Friends & Relatives	338	258	240	318	214	332	389	401	255	385	50.9%
Business	n/p	n/p	n/p	n/p	n/p	n/p	411	n/p	454	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	3,043	2,546	2,580	2,332	2,571	3,119	3,491	3,104	2,713	2,730	0.6%

Origin

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Regional NSW	202	228	235	249	219	271	327	359	292	296	1.3%
Sydney	303	261	290	226	275	348	398	373	326	394	20.7%
Total Intrastate	506	489	525	474	495	620	726	732	618	690	11.5%
Victoria	n/p	72	n/p	n/p	78	83	96	83	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	73	101	128	112	123	139	91	96	5.0%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total Interstate	203	231	174	236	254	268	288	278	215	182	-15.6%
Grand Total	708	720	699	710	749	887	1,014	1,010	834	871	4.5%

Age

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
15-29	239	238	156	199	205	223	215	274	236	225	-4.7%
30-39	140	n/p	147	132	117	159	164	203	194	133	-31.3%
40-49	139	141	130	139	129	186	245	156	120	173	43.4%
50-59	81	116	144	108	151	159	183	182	118	152	29.4%
60-69	73	94	76	77	112	112	132	121	122	119	-2.4%
70+	n/p	n/p	46	54	n/p	49	76	75	n/p	69	-
Total	708	720	699	710	749	887	1,014	1,010	834	871	4.5%

Travel to Snowy Mountains Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Travelling alone	92	64	108	112	137	129	155	179	168	152	-9.6%
Adult couple	167	169	148	167	139	174	229	227	149	217	45.3%
Family group - parents and children	211	183	205	193	143	222	242	211	165	154	-7.0%
Friends or relatives travelling together with(out) children	210	245	203	201	273	303	322	337	304	316	4.0%
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	708	720	699	710	749	887	1,014	1,010	834	871	4.5%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Eat out / dine at a restaurant and/or cafe	325	358	320	441	435	552	590	600	472	485	2.7%
Visit national parks / state parks	142	202	201	223	220	313	311	362	293	318	8.5%
Bushwalking / rainforest walks	136	149	162	125	156	236	239	232	173	263	52.1%
Pubs, clubs, discos etc	181	210	191	196	184	202	292	267	189	220	16.8%
Sightseeing/looking around	174	202	165	188	176	223	239	320	198	212	7.1%

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

	Nights (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Rented house/apartment/flat or unit	418	497	300	317	399	n/p	427	397	333	508	52.5%
Friends or relatives property	436	485	411	374	570	506	607	667	340	486	43.0%
Standard hotel/motor inn (below 4 star)	306	295	306	464	315	663	641	511	432	484	12.0%

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

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Private vehicle or company car	633	621	622	607	668	781	915	935	772	814	5.4%
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 Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors (000)	650	484	608	516	719	607	526	710	572	583	2.0%
Expenditure (\$ million)	\$78	\$49	n/p	\$56	\$62	\$49	\$44	\$72	\$67	\$61	-9.6%
Spend per visitor (\$)	\$121	\$102	-	\$109	\$86	\$80	\$84	\$101	\$118	\$105	-11.3%

Main Purpose of Trip

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Holiday	390	351	n/p	352	543	357	326	406	332	323	-2.7%
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	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	650	484	608	516	719	607	526	710	572	583	2.0%

Origin

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	398	282	n/p	n/p	432	342	292	374	358	399	11.5%
Total Intrastate	415	330	n/p	n/p	465	370	326	519	399	422	5.6%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	650	484	608	516	719	607	526	710	572	583	2.0%

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

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Private vehicle or company car	641	456	608	468	699	599	526	694	560	583	4.2%
n/a	-	-	-	-	-	-	-	-	-	-	-
n/a	-	-	-	-	-	-	-	-	-	-	-

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

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