

Snowy Mountains Visitor Profile

Year ended June 2021

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



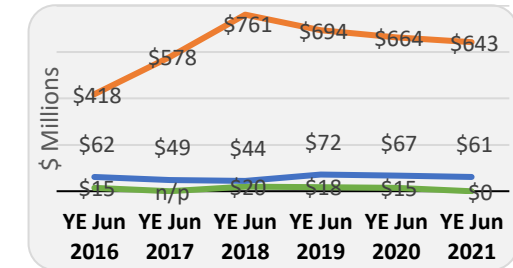
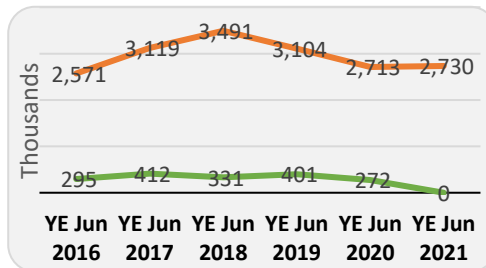
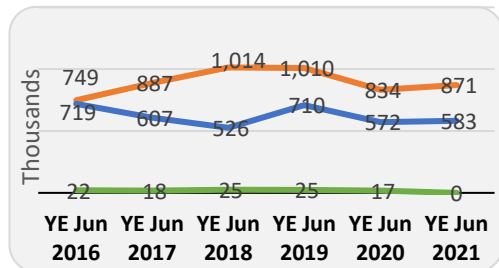
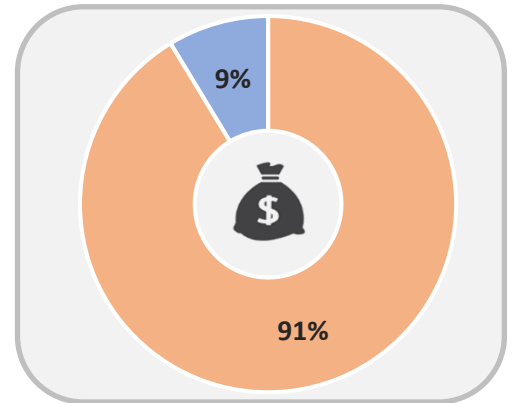
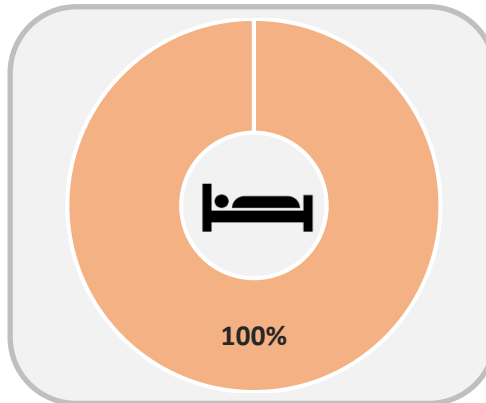
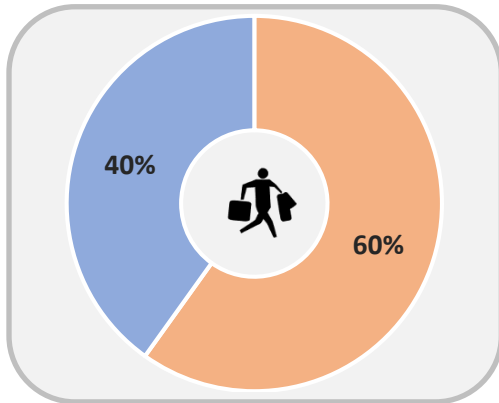
Icons sourced from www.easil.ly

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

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 871,200 (+4.5% YoY)
Nights: 2.7m (+0.6% YoY)
Expenditure: \$642.6m (-3.2% YoY)

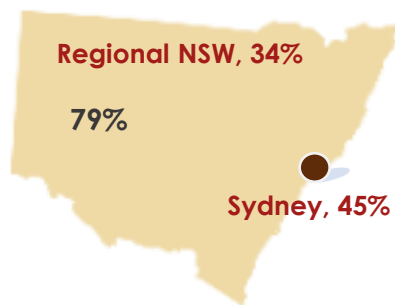
Average spend
\$235 per night
\$738 per visitor

Average length of stay:
3.1 nights

#10 for visitors
#11 for nights
#7 for expenditure
In Regional NSW

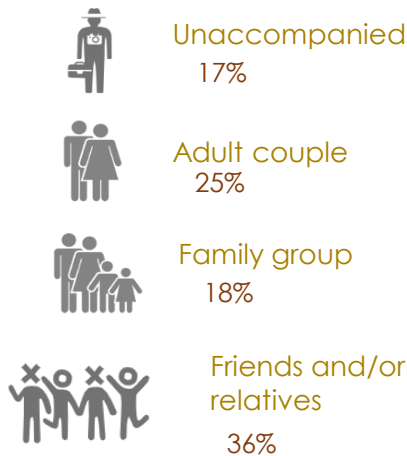
Origin

79% of the visitors came from within New South Wales



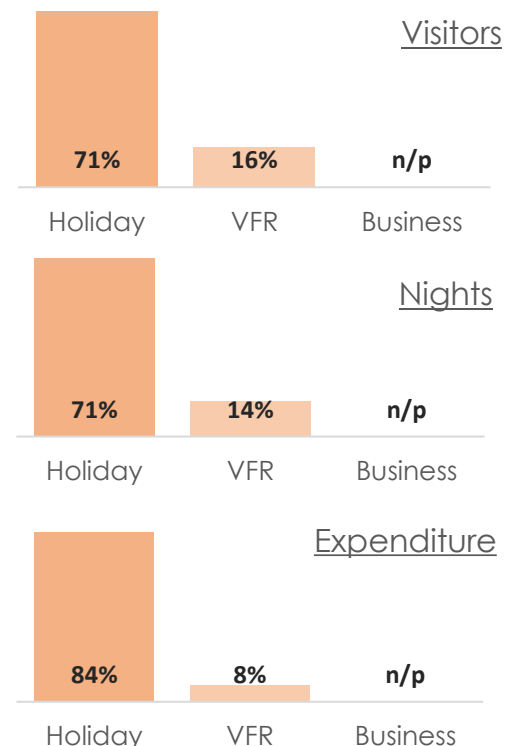
Travel party

36% 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

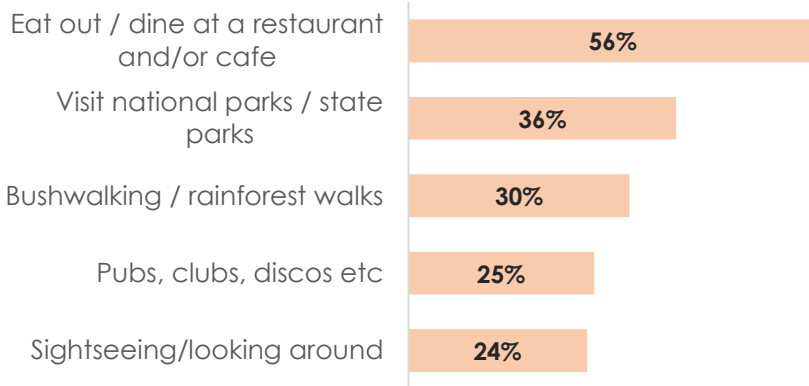
Year ended June 2021

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



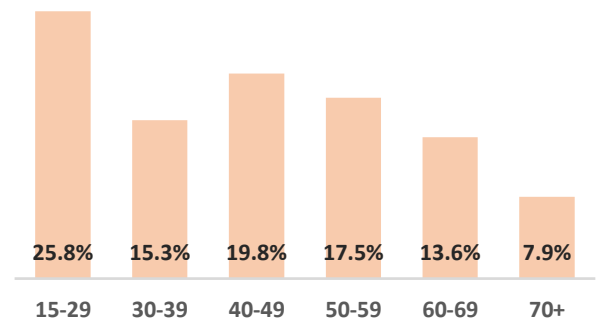
Icons sourced from www.easil.ly

Top 5 activities

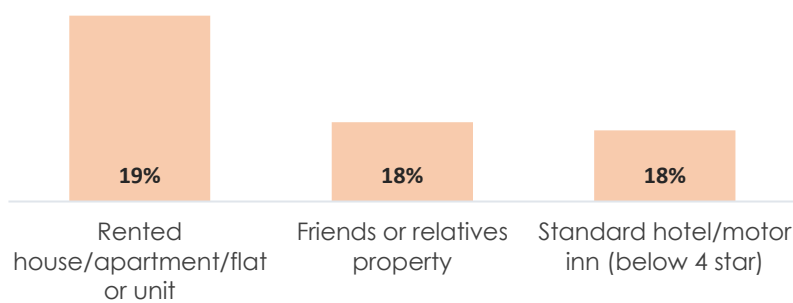


Age

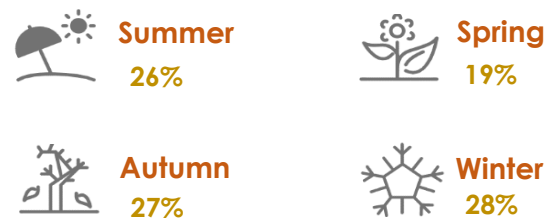
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 583,300 (+2.0% YoY)
Expenditure: \$61.0m (-9.6% YoY)



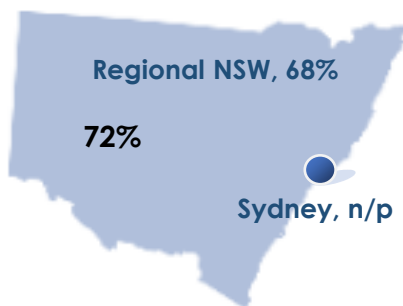
Average spend \$105 per visitor



#11 for visitors
#11 for expenditure
In Regional NSW

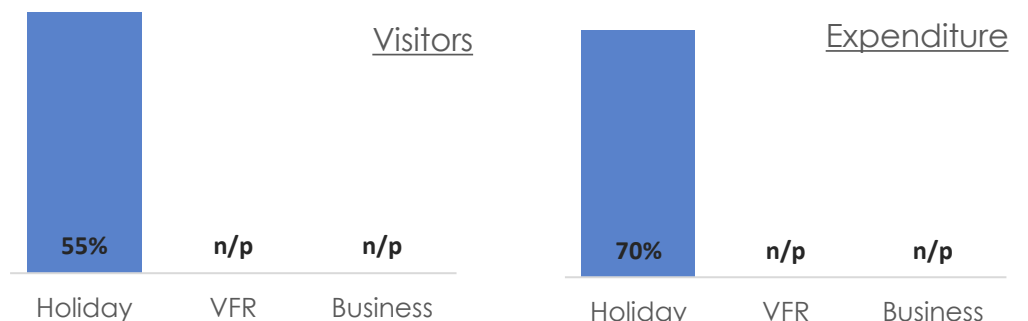
Origin

72% 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.



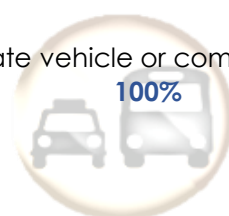
Travel season*



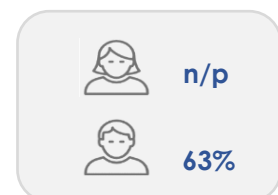
*by month returned from the trip

Transport

Private vehicle or company car



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE