

# Travel to Snowy Mountains Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



## OVERVIEW

Domestic - overnight & daytrip	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors ('000)	1,214	1,281	1,352	1,347	1,405	1,515	1,651	1,632	1,147	1,316	14.7%
Nights ('000)	2,493	2,520	2,563	2,400	2,688	3,458	3,359	2,793	2,311	2,384	3.2%
Expenditure (\$ million)	\$489	\$622	\$611	\$524	\$591	\$752	\$758	\$766	\$594	\$482	-18.9%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors (000)	674	716	734	725	801	955	995	961	694	742	6.8%
Nights (000)	2,493	2,520	2,563	2,400	2,688	3,458	3,359	2,793	2,311	2,384	3.2%
Average Length of Stay	3.7	3.5	3.5	3.3	3.4	3.6	3.4	2.9	3.3	3.2	-3.4%
Expenditure (\$ million)	\$431	\$506	\$547	\$464	\$538	\$706	\$700	\$694	\$537	\$431	-19.8%
Spend per visitor per night (\$)	\$173	\$201	\$213	\$193	\$200	\$204	\$208	\$248	\$233	\$181	-22.3%
Intrastate visitors (000)	466	497	534	487	523	720	710	690	545	523	-4.1%
Interstate visitors (000)	209	218	201	238	278	234	285	271	150	219	46.3%
Intrastate nights (000)	1,828	1,768	1,941	1,638	1,742	2,536	2,480	2,021	1,754	1,800	2.6%
Interstate nights (000)	665	752	622	762	946	922	879	772	557	585	5.0%
Intrastate expenditure (\$ million)	\$354	\$349	\$432	\$323	\$388	\$563	\$558	\$558	\$449	\$318	-29.1%
Interstate expenditure (\$ million)	\$77	\$157	\$115	\$140	\$150	\$143	\$142	\$135	\$89	\$113	27.5%

### Purpose of Visit

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	507	548	514	532	603	715	707	705	438	502	14.6%
Visiting Friends & Relatives	116	88	116	79	106	98	142	152	127	110	-13.4%
Business	n/p	n/p	n/p	n/p	n/p	n/p	120	n/p	98	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	674	716	734	725	801	955	995	961	694	742	6.8%

  

	Nights (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	2,004	1,965	1,830	1,904	2,169	2,604	2,477	2,179	1,414	1,522	7.6%
Visiting Friends & Relatives	368	198	317	247	264	324	380	388	259	319	23.2%
Business	n/p	n/p	n/p	n/p	n/p	n/p	420	n/p	429	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,493	2,520	2,563	2,400	2,688	3,458	3,359	2,793	2,311	2,384	3.2%

### Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Regional NSW	206	222	272	226	208	318	334	334	248	312	26.0%
Sydney	259	276	262	261	315	402	376	356	297	211	-29.1%
<b>Total Intrastate</b>	466	497	534	487	523	720	710	690	545	523	-4.1%
Victoria	n/p	62	n/p	n/p	n/p	94	92	76	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	88	97	113	121	88	142	132	63	118	87.4%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
<b>Total Interstate</b>	209	218	201	238	278	234	285	271	150	219	46.3%
<b>Grand Total</b>	674	716	734	725	801	955	995	961	694	742	6.8%

### Age

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
15-29	224	189	198	197	217	213	241	261	180	184	2.0%
30-39	124	120	137	116	119	200	196	184	139	103	-26.2%
40-49	122	148	155	131	178	195	189	146	114	162	42.3%
50-59	112	109	118	148	152	157	181	162	108	136	26.3%
60-69	59	108	77	81	108	128	118	137	109	94	-14.2%
70+	n/p	41	n/p	n/p	n/p	61	70	71	n/p	n/p	-
Total	674	716	734	725	801	955	995	961	694	742	6.8%

# Travel to Snowy Mountains Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



## Travel Party

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Travelling alone	71	84	134	129	105	146	156	153	164	162	-1.5%
Adult couple	146	184	157	149	152	203	227	231	112	192	71.9%
Family group - parents and children	207	188	173	194	161	245	228	186	124	138	11.4%
Friends or relatives travelling together with(out) children	206	214	238	201	334	298	320	332	269	221	-17.6%
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	-
<b>Total</b>	<b>674</b>	<b>716</b>	<b>734</b>	<b>725</b>	<b>801</b>	<b>955</b>	<b>995</b>	<b>961</b>	<b>694</b>	<b>742</b>	<b>6.8%</b>

## Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Eat out / dine at a restaurant and/or cafe	354	339	386	439	482	550	653	546	351	413	17.8%
Bushwalking / rainforest walks	131	188	126	141	153	259	226	258	144	237	64.3%
Visit national parks / state parks	168	210	205	227	273	325	316	370	244	217	-11.0%
Pubs, clubs, discos etc	194	211	224	161	195	250	294	212	152	202	32.8%
Sightseeing/looking around	176	216	185	162	191	232	291	273	165	179	9.0%

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

	Nights (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Rented house/apartment/flat or unit	392	489	253	396	287	331	417	386	314	495	57.5%
Standard hotel/motor inn (below 4 star)	289	268	444	399	376	776	528	446	395	471	19.1%
Friends or relatives property	604	367	379	553	400	501	684	506	380	393	3.5%

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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	592	616	655	640	705	849	907	887	660	683	3.5%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	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 Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors (000)	540	566	618	622	604	560	656	671	453	574	26.7%
Expenditure (\$ million)	\$58	n/p	\$64	\$60	\$53	\$46	\$58	\$72	\$57	\$51	-10.3%
Spend per visitor (\$)	\$108	-	\$104	\$97	\$87	\$83	\$89	\$107	\$125	\$88	-29.3%

### Main Purpose of Trip

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	315	398	n/p	458	429	316	374	468	228	272	19.2%
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	-
<b>Total</b>	<b>540</b>	<b>566</b>	<b>618</b>	<b>622</b>	<b>604</b>	<b>560</b>	<b>656</b>	<b>671</b>	<b>453</b>	<b>574</b>	<b>26.7%</b>

### Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Sydney	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	357	n/p	n/p	324	299	368	326	393	291	391	34.4%
<b>Total Intrastate</b>	<b>357</b>	<b>315</b>	<b>n/p</b>	<b>344</b>	<b>326</b>	<b>381</b>	<b>430</b>	<b>482</b>	<b>323</b>	<b>406</b>	<b>25.6%</b>
<b>Total Interstate</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>-</b>
<b>Total</b>	<b>540</b>	<b>566</b>	<b>618</b>	<b>622</b>	<b>604</b>	<b>560</b>	<b>656</b>	<b>671</b>	<b>453</b>	<b>574</b>	<b>26.7%</b>

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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	503	566	586	596	594	552	656	649	446	574	28.7%
n/a	-	-	-	-	-	-	-	-	-	-	-
n/a	-	-	-	-	-	-	-	-	-	-	-

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

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