

Snowy Mountains Visitor Profile

Year ended September 2021

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



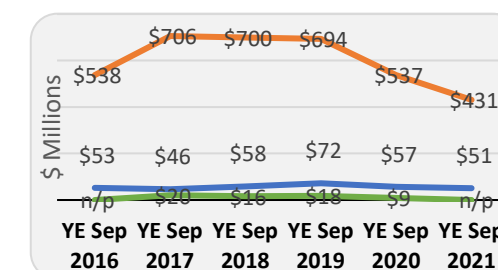
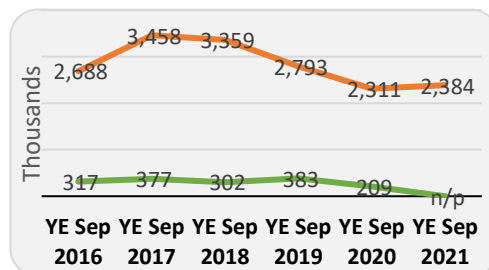
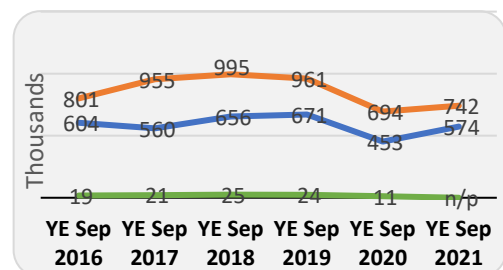
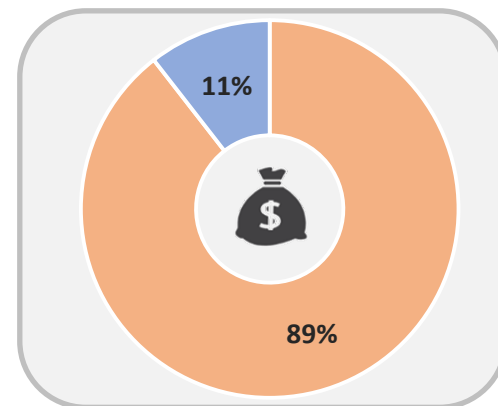
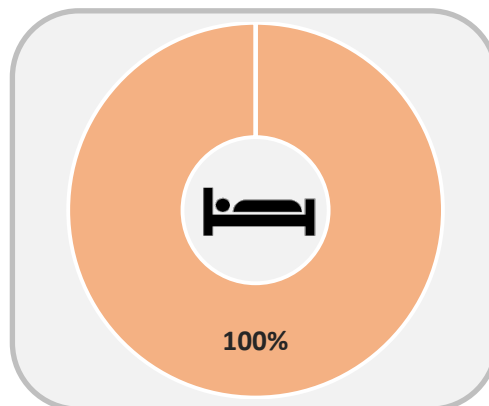
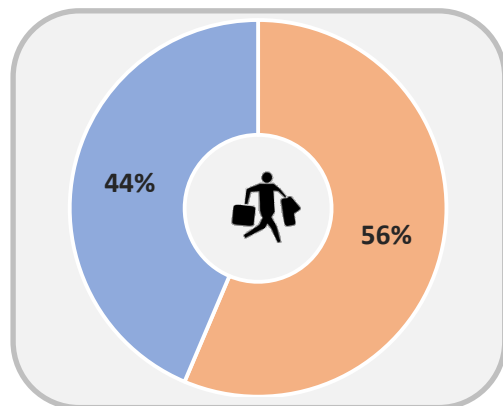
Icons sourced from www.easilly

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

TOTAL DOMESTIC & INTERNATIONAL



International travel Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 741,800 (+6.8% YoY)
Nights: 2.4m (+3.2% YoY)
Expenditure: \$430.9m (-19.8% YoY)

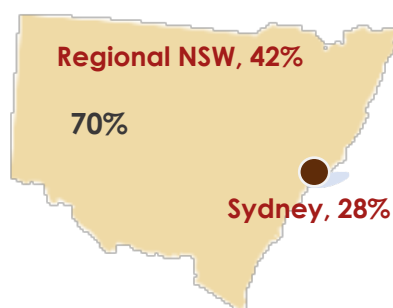
Average spend
\$181 per night
\$581 per visitor

Average length of stay:
3.2 nights

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

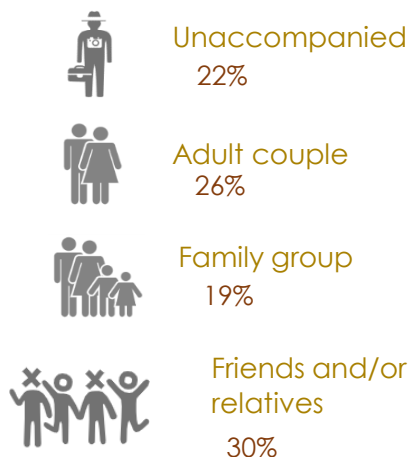
Origin

70% of the visitors came from within New South Wales



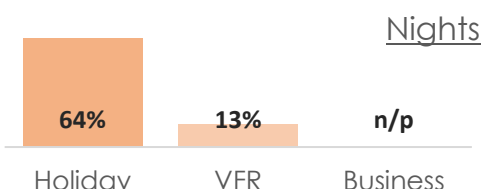
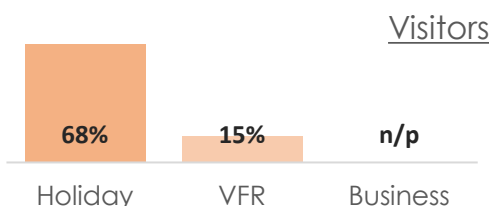
Travel party

30% 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.



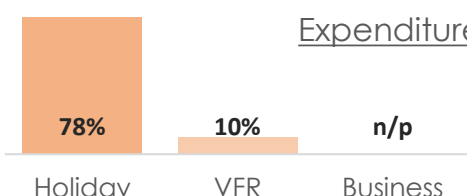
Transport

Private vehicle or company car, 92%
Aircraft, n/p

Gender



Expenditure



Snowy Mountains Visitor Profile

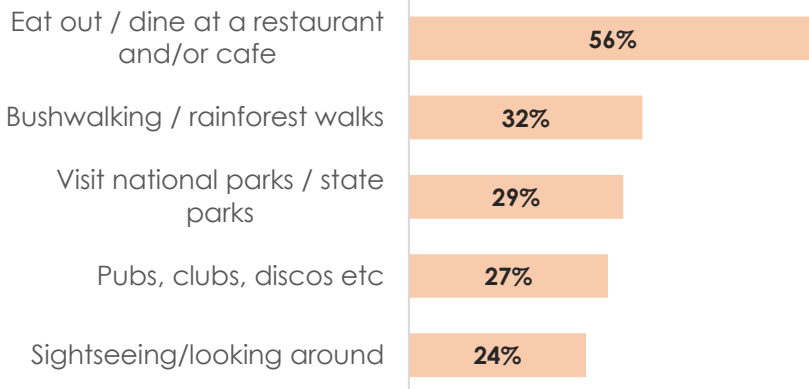
Year ended September 2021

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



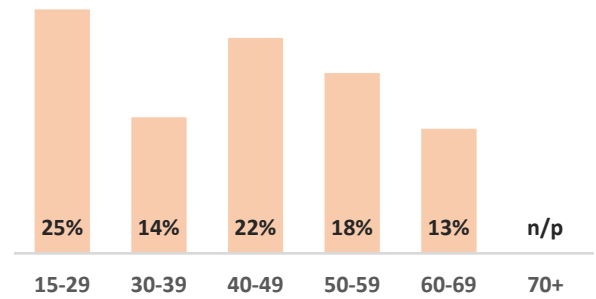
Icons sourced from www.easil.ly

Top 5 activities

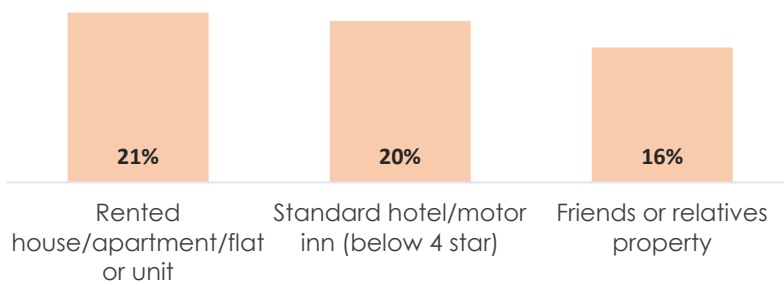


Age

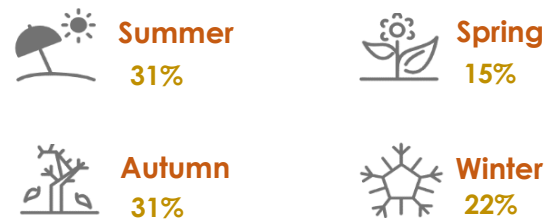
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 573,800 (+26.7% YoY)
Expenditure: \$50.7m (-10.3% YoY)



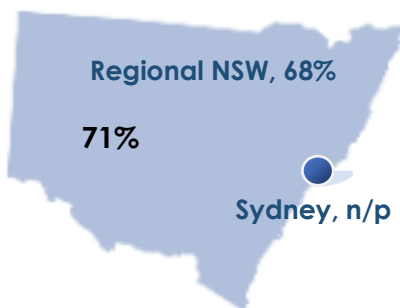
Average spend \$88 per visitor



#11 for visitors
#11 for expenditure
In Regional NSW

Origin

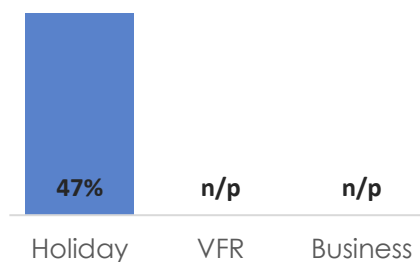
71% of the visitors to the region came from New South Wales



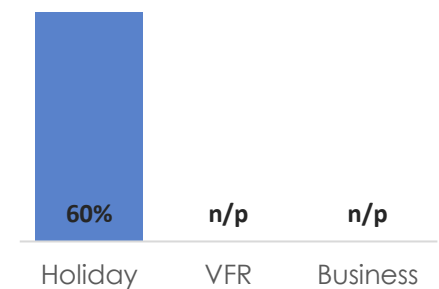
Purpose of visit

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Visitors



Expenditure



Travel season*



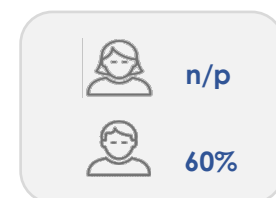
*by month returned from the trip

Transport

Private vehicle or company car



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE