

Travel to Snowy Mountains Tourism Region

Year ended December 2021

Source: National Visitor Survey, TRA.



OVERVIEW

Domestic - overnight & daytrip	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors ('000)	1,144	1,383	1,283	1,374	1,485	1,457	1,637	1,652	1,230	1,293	5.1%
Nights ('000)	2,553	2,519	2,437	2,588	2,647	3,513	3,419	2,872	2,168	2,447	12.8%
Expenditure (\$ million)	\$495	\$647	\$600	\$513	\$596	\$751	\$770	\$781	\$594	\$512	-13.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors (000)	690	700	722	788	800	953	1,017	960	674	762	13.1%
Nights (000)	2,553	2,519	2,437	2,588	2,647	3,513	3,419	2,872	2,168	2,447	12.8%
Average Length of Stay	3.7	3.6	3.4	3.3	3.3	3.7	3.4	3.0	3.2	3.2	-0.3%
Expenditure (\$ million)	\$448	\$524	\$536	\$455	\$544	\$710	\$710	\$707	\$535	\$467	-12.8%
Spend per visitor per night (\$)	\$176	\$208	\$220	\$176	\$205	\$202	\$208	\$246	\$247	\$191	-22.7%
Intrastate visitors (000)	471	502	511	525	538	705	716	702	539	545	1.0%
Interstate visitors (000)	219	198	211	263	262	248	302	257	135	218	61.7%
Intrastate nights (000)	1,797	1,903	1,729	1,766	1,799	2,498	2,491	2,016	1,830	1,743	-4.8%
Interstate nights (000)	756	616	708	822	848	1,015	928	856	338	704	108.1%
Intrastate expenditure (\$ million)	\$351	\$388	\$384	\$341	\$397	\$556	\$570	\$555	\$464	\$340	-26.8%
Interstate expenditure (\$ million)	\$97	\$137	\$152	\$114	\$147	\$155	\$140	\$151	\$71	\$127	79.3%

Purpose of Visit

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	501	518	531	557	585	724	736	701	421	494	17.4%
Visiting Friends & Relatives	137	82	102	103	103	103	151	145	130	102	-21.2%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	79	103	130	26.4%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	690	700	722	788	800	953	1,017	960	674	762	13.1%

	Nights (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	1,978	1,842	1,892	2,011	2,094	2,592	2,635	2,154	1,294	1,562	20.7%
Visiting Friends & Relatives	379	166	319	276	292	352	398	315	334	263	-21.3%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	322	335	528	57.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,553	2,519	2,437	2,588	2,647	3,513	3,419	2,872	2,168	2,447	12.8%

Origin

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Regional NSW	200	226	268	252	200	324	340	338	255	322	26.2%
Sydney	271	276	242	273	338	381	375	364	284	223	-21.5%
Total Intrastate	471	502	511	525	538	705	716	702	539	545	1.0%
Victoria	72	n/p	n/p	n/p	n/p	99	101	n/p	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	91	96	133	114	88	146	121	79	110	38.2%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	219	198	211	263	262	248	302	257	135	218	61.7%
Grand Total	690	700	722	788	800	953	1,017	960	674	762	13.1%

Age

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
15-29	242	179	181	227	199	217	252	275	170	199	17.2%
30-39	114	123	136	127	130	179	202	192	116	112	-3.2%
40-49	127	144	140	145	179	204	182	140	114	183	60.6%
50-59	117	112	137	147	129	178	184	150	121	127	4.7%
60-69	63	97	76	98	113	119	125	141	87	102	17.3%
70+	n/p	45	n/p	n/p	50	56	73	n/p	66	n/p	-
Total	690	700	722	788	800	953	1,017	960	674	762	13.1%

Travel to Snowy Mountains Tourism Region

Year ended December 2021

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Travelling alone	88	86	132	132	123	133	153	154	163	188	15.4%
Adult couple	144	185	155	137	175	205	235	200	147	160	8.8%
Family group - parents and children	215	166	183	184	168	255	225	196	116	122	5.4%
Friends or relatives travelling together with(out) children	192	226	223	273	287	296	337	356	223	243	8.7%
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	690	700	722	788	800	953	1,017	960	674	762	13.1%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Eat out / dine at a restaurant and/or cafe	355	332	376	486	461	570	650	555	337	402	19.5%
Bushwalking / rainforest walks	119	190	118	167	162	251	260	236	145	235	62.6%
Pubs, clubs, discos etc	189	198	214	193	188	261	272	229	142	215	51.9%
Visit national parks / state parks	169	213	203	242	279	313	367	364	216	193	-10.6%
Sightseeing/looking around	182	198	182	171	201	231	327	243	169	156	-7.5%

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

	Nights (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Rented house/apartment/flat or unit	473	360	343	340	288	317	459	352	344	500	45.5%
Standard hotel/motor inn (below 4 star)	281	303	471	363	374	804	546	448	391	496	26.9%
Friends or relatives property	633	309	413	606	390	540	717	423	434	323	-25.5%

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

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Private vehicle or company car	598	613	635	704	691	856	929	893	628	713	13.6%
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 Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	% change YE Dec21 vs. YE Dec20
Visitors (000)	454	683	561	586	685	504	620	692	557	530	-4.7%
Expenditure (\$ million)	\$47	n/p	\$64	\$58	\$52	\$41	\$60	\$75	\$59	\$45	-22.4%
Spend per visitor (\$)	\$103	-	\$114	\$100	\$76	\$80	\$97	\$108	\$105	\$86	-18.5%

Main Purpose of Trip

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Holiday	309	n/p	400	431	472	290	380	446	286	273	-4.7%
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	454	683	561	586	685	504	620	692	557	530	-4.7%

Origin

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	291	n/p	344	n/p	384	351	265	422	379	352	-7.2%
Total Intrastate	297	348	362	n/p	412	365	369	511	420	358	-14.7%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	454	683	561	586	685	504	620	692	557	530	-4.7%

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

	Visitors (000)										% change YE Dec21 vs. YE Dec20
	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	
Private vehicle or company car	417	683	518	560	680	501	613	678	550	530	-3.5%
n/a	-	-	-	-	-	-	-	-	-	-	-
n/a	-	-	-	-	-	-	-	-	-	-	-

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

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