

Travel to Snowy Mountains Tourism Region

Year ended September 2022

Source: International and National Visitor Survey, TRA.



OVERVIEW

	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	YE Sep 2022	% Change YE Sep22 vs YE Sep21
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	1,302	1,371	1,365	1,424	1,536	1,676	1,656	1,158	1,316	1,799	36.7%
Nights ('000)	2,670	2,800	2,665	3,005	3,835	3,661	3,177	2,520	2,384	4,085	71.3%
Expenditure (\$ million)	\$632	\$623	\$538	\$610	\$772	\$774	\$783	\$603	\$482	\$1,436	198.2%
OVERNIGHT (international & domestic)											
Visitors ('000)	736	753	743	820	976	1,020	986	706	742	1,160	56.3%
Nights ('000)	2,670	2,800	2,665	3,005	3,835	3,661	3,177	2,520	2,384	4,085	71.3%
Expenditure (\$ million)	\$516	\$559	\$478	\$557	\$726	\$716	\$711	\$547	\$431	\$1,358	215.2%
DOMESTIC (overnight & daytrip)											
Visitors ('000)	1,281	1,352	1,347	1,405	1,515	1,651	1,632	1,147	1,316	1,792	36.2%
Nights ('000)	2,520	2,563	2,400	2,688	3,458	3,359	2,793	2,311	2,384	3,979	66.9%
Expenditure (\$ million)	\$622	\$611	\$524	\$591	\$752	\$758	\$766	\$594	\$482	\$1,429	196.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Sep 2022	% Change YE Sep22 vs YE Sep21
Visitors (000)	716	734	725	801	955	995	961	694	742	1,153	55.4%
Nights (000)	2,520	2,563	2,400	2,688	3,458	3,359	2,793	2,311	2,384	3,979	66.9%
Average Length of Stay	3.5	3.5	3.3	3.4	3.6	3.4	2.9	3.3	3.2	3.5	7.4%
Expenditure (\$ million)	\$506	\$547	\$464	\$538	\$706	\$700	\$694	\$537	\$431	\$1,350	213.4%
Spend per visitor per night (\$)	\$201	\$213	\$193	\$200	\$204	\$208	\$248	\$233	\$181	\$339	87.8%
Intrastate visitors (000)	497	534	487	523	720	710	690	545	523	866	65.8%
Interstate visitors (000)	218	201	238	278	234	285	271	150	219	286	30.6%
Intrastate nights (000)	1,768	1,941	1,638	1,742	2,536	2,480	2,021	1,754	1,800	2,751	52.9%
Interstate nights (000)	752	622	762	946	922	879	772	557	585	1,228	110.0%
Intrastate expenditure (\$ million)	\$349	\$432	\$323	\$388	\$563	\$558	\$558	\$449	\$318	\$1,022	221.6%
Interstate expenditure (\$ million)	\$157	\$115	\$140	\$150	\$143	\$142	\$135	\$89	\$113	\$328	190.2%

Purpose of Visit

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
Holiday	548	514	532	603	715	707	705	438	502	826	64.5%
Visiting Friends & Relatives	88	116	79	106	98	142	152	127	110	146	32.1%
Business	n/p	n/p	n/p	n/p	n/p	120	n/p	98	n/p	176	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	716	734	725	801	955	995	961	694	742	1,153	55.4%
	Nights (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
Holiday	1,965	1,830	1,904	2,169	2,604	2,477	2,179	1,414	1,522	2,759	81.2%
Visiting Friends & Relatives	198	317	247	264	324	380	388	259	319	406	27.3%
Business	n/p	n/p	n/p	n/p	n/p	420	n/p	429	n/p	768	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,520	2,563	2,400	2,688	3,458	3,359	2,793	2,311	2,384	3,979	66.9%

Origin

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
Regional NSW	222	272	226	208	318	334	334	248	312	435	39.5%
Sydney	276	262	261	315	402	376	356	297	211	431	104.7%
Total Intrastate	497	534	487	523	720	710	690	545	523	866	65.8%
Victoria	62	n/p	n/p	n/p	94	92	76	n/p	n/p	94	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	88	97	113	121	88	142	132	63	118	114	-3.5%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-
Total Interstate	218	201	238	278	234	285	271	150	219	286	30.6%
Grand Total	716	734	725	801	955	995	961	694	742	1,153	55.4%

Age

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
15-29	189	198	197	217	213	241	261	180	184	334	82.0%
30-39	120	137	116	119	200	196	184	139	103	130	26.7%
40-49	148	155	131	178	195	189	146	114	162	240	47.8%
50-59	109	118	148	152	157	181	162	108	136	188	38.4%
60-69	108	77	81	108	128	118	137	109	94	175	86.3%
70+	41	n/p	n/p	n/p	61	70	71	n/p	n/p	86	-
Total	716	734	725	801	955	995	961	694	742	1,153	55.4%

Travel to Snowy Mountains Tourism Region

Year ended September 2022

Source: International and National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
Travelling alone	84	134	129	105	146	156	153	164	162	291	80.1%
Adult couple	184	157	149	152	203	227	231	112	192	188	-2.4%
Family group - parents and children	188	173	194	161	245	228	186	124	138	242	75.1%
Friends or relatives travelling together with(out) children	214	238	201	334	298	320	332	269	221	361	62.9%
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	-
Total	716	734	725	801	955	995	961	694	742	1,153	55.4%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
Eat out / dine at a restaurant and/or cafe	339	386	439	482	550	653	546	351	413	603	46.2%
Visit national parks / state parks	210	205	227	273	325	316	370	244	217	421	94.3%
Pubs, clubs, discos etc	211	224	161	195	250	294	212	152	202	350	73.5%
Snow skiing	224	225	280	276	298	314	266	179	94	316	236.9%
Bushwalking / rainforest walks	188	126	141	153	259	226	258	144	237	306	29.3%

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

	Nights (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
Standard hotel/motor inn (below 4 star)	268	444	399	376	776	528	446	395	471	771	63.8%
Friends or relatives property	367	379	553	400	501	684	506	380	393	675	71.6%
Rented house/apartment/flat or unit	489	253	396	287	331	417	386	314	495	390	-21.2%

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

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
Private vehicle or company car	616	655	640	705	849	907	887	660	683	1,058	54.9%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Sep 2022	% Change YE Sep22 vs YE Sep21
Visitors (000)	21	19	19	19	21	25	24	11	n/p	7	-
Nights (000)	149	237	264	317	377	302	383	209	n/p	106	-
Average Length of Stay	7.2	12.4	14.2	16.3	17.9	12.0	15.7	18.8	-	15.2	-
Expenditure (\$ million)	\$9	n/p	\$14	n/p	\$20	\$16	\$18	\$9	n/p	n/p	-
Spend per visitor per night (\$)	\$63	-	\$53	-	\$54	\$53	\$46	\$44	-	-	-

Travel to Snowy Mountains Tourism Region

Year ended September 2022

Source: International and National Visitor Survey, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Sep 2022	% Change YE Sep22 vs YE Sep21
Visitors (000)	566	618	622	604	560	656	671	453	574	639	11.44%
Expenditure (\$ million)	n/p	\$64	\$60	\$53	\$46	\$58	\$72	\$57	\$51	n/p	-
Spend per visitor (\$)	-	\$104	\$97	\$87	\$83	\$89	\$107	\$125	\$88	-	-

Main Purpose of Trip

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
Holiday	398	n/p	458	429	316	374	468	228	272	405	49.0%
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	566	618	622	604	560	656	671	453	574	639	11.44%

Origin

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	n/p	n/p	324	299	368	326	393	291	391	393	0.3%
Total Intrastate	315	n/p	344	326	381	430	482	323	406	393	-3.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	566	618	622	604	560	656	671	453	574	639	11.44%

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

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	YE Sep 2022	
Private vehicle or company car	566	586	596	594	552	656	649	446	574	631	9.99%
Bus/Coach	-	n/p	n/p	n/p	n/p	-	n/p	-	-	n/p	-
n/a	-	-	-	-	-	-	-	-	-	-	-

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

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