

Snowy Mountains Visitor Profile

Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



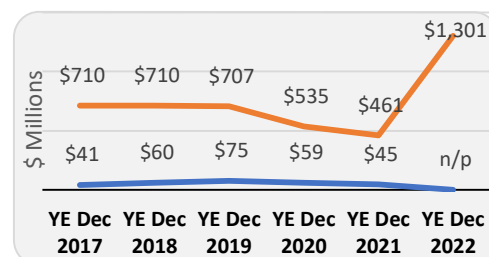
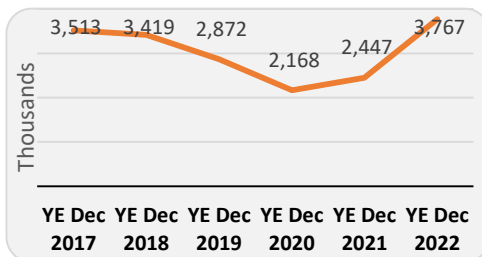
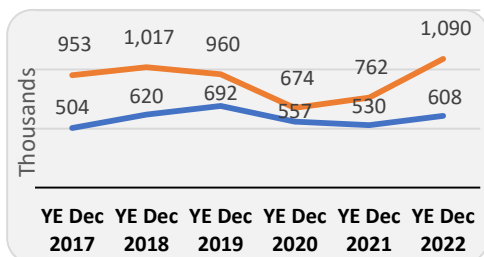
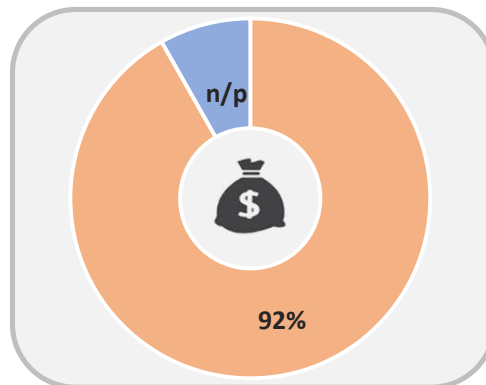
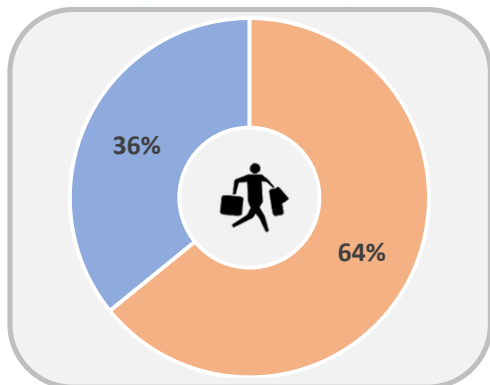
Icons sourced from www.easil.ly

Note: This report does not include international visitation statistics as YE December 2022 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic overnight travel (orange) Domestic daytrip travel (blue)



Domestic overnight travel

Visitors: \$1.1m (+42.9% YoY)
Nights: 3.8m (+54.0% YoY)
Expenditure: \$1.3b (+182.2% YoY)



Average spend
\$345 per night
\$1194 per visitor



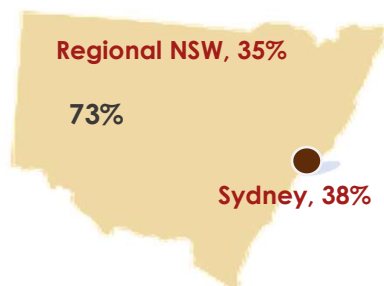
Average length of stay:
3.5 nights



#11 for visitors
#8 for nights
#5 for expenditure
In Regional NSW

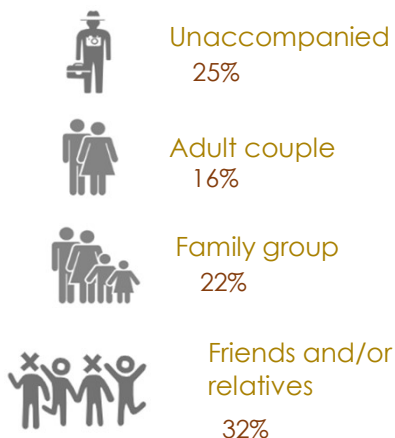
Origin

73% of the visitors came from within New South Wales



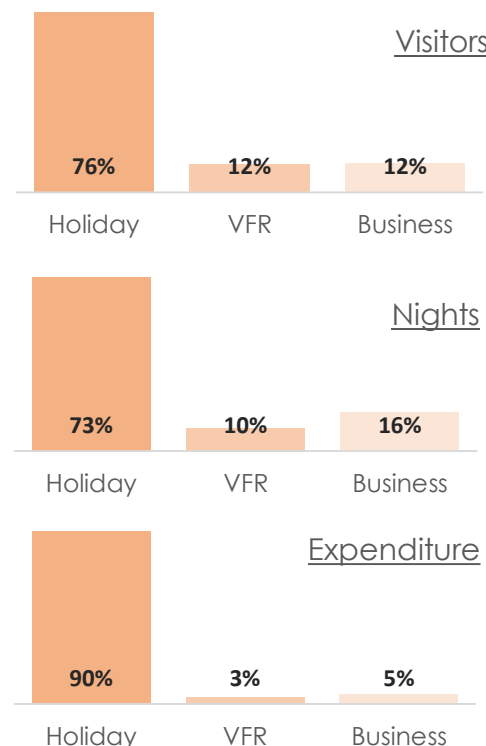
Travel party

32% 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, 91%
Aircraft, n/p

Gender



Snowy Mountains Visitor Profile

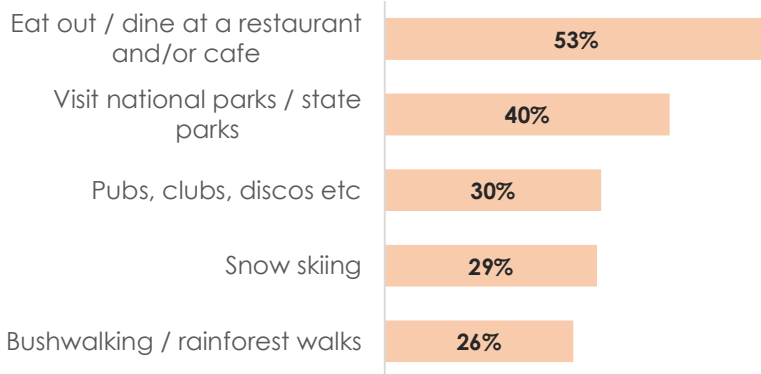
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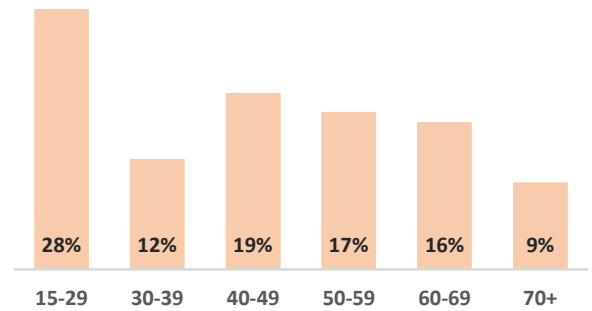
Icons sourced from www.easil.ly

Top 5 activities

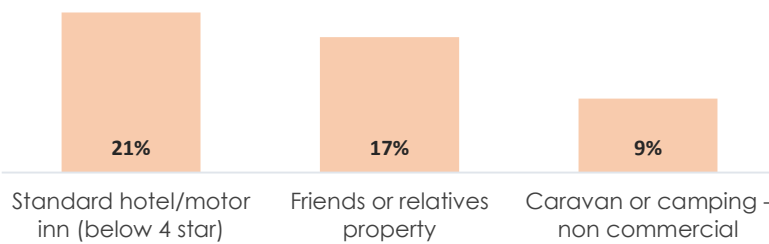


Age

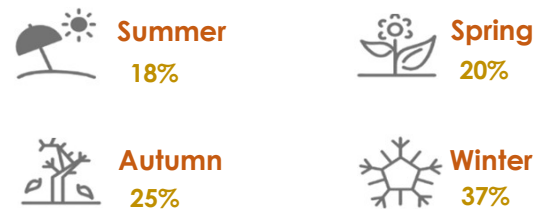
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 608,100 (+14.6% YoY)
Expenditure: n/p



Average spend per visitor n/p

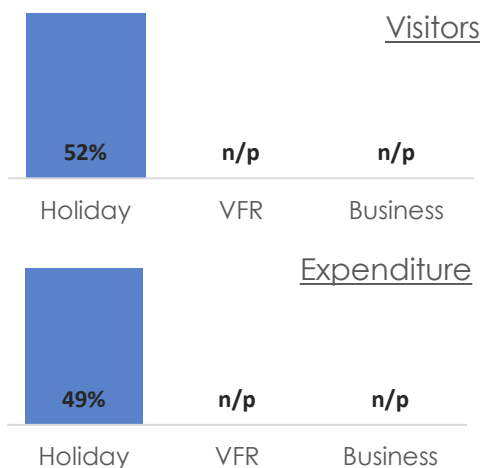


#11 for visitors

In Regional NSW

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

