

Travel to Snowy Mountains Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



OVERVIEW

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
DOMESTIC (overnight & daytrip)											
Visitors ('000)	1,320	1,255	1,419	1,426	1,523	1,700	1,574	1,266	1,324	1,675	26.5%
Nights ('000)	2,550	2,424	2,625	2,852	3,520	3,146	2,820	2,525	2,423	3,689	52.2%
Expenditure (\$ million)	\$644	\$590	\$505	\$601	\$787	\$768	\$781	\$597	\$574	\$1,387	141.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	678	741	770	819	977	1,020	922	748	747	1,081	44.7%
Nights (000)	2,550	2,424	2,625	2,852	3,520	3,146	2,820	2,525	2,423	3,689	52.2%
Average Length of Stay	3.8	3.3	3.4	3.5	3.6	3.1	3.1	3.4	3.2	3.4	5.2%
Expenditure (\$ million)	\$519	\$542	\$445	\$551	\$740	\$698	\$709	\$548	\$520	\$1,269	144.1%
Spend per visitor per night (\$)	\$204	\$223	\$170	\$193	\$210	\$222	\$251	\$217	\$215	\$344	60.4%
Intrastate visitors (000)	485	529	505	551	719	736	680	591	560	740	32.0%
Interstate visitors (000)	193	212	265	268	259	285	243	157	187	341	82.7%
Intrastate nights (000)	1,888	1,708	1,776	1,846	2,614	2,364	1,981	2,116	1,791	2,380	32.9%
Interstate nights (000)	661	717	849	1,006	906	782	839	409	632	1,309	107.1%
Intrastate expenditure (\$ million)	\$386	\$381	\$339	\$396	\$589	\$566	\$546	\$484	\$398	\$919	131.2%
Interstate expenditure (\$ million)	\$133	\$161	\$106	\$155	\$151	\$132	\$163	\$65	\$122	\$350	186.2%

Purpose of Visit

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	494	541	562	607	738	743	644	496	503	804	59.8%
Visiting Friends & Relatives	82	101	93	104	107	161	129	146	91	147	60.9%
Business	n/p	n/p	n/p	n/p	110	n/p	105	n/p	124	126	1.4%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	678	741	770	819	977	1,020	922	748	747	1,081	44.7%

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	1,865	1,840	2,095	2,108	2,745	2,448	2,018	1,572	1,610	2,657	65.0%
Visiting Friends & Relatives	180	344	262	291	345	392	282	388	278	397	42.6%
Business	n/p	n/p	n/p	n/p	356	n/p	406	n/p	444	607	36.8%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,550	2,424	2,625	2,852	3,520	3,146	2,820	2,525	2,423	3,689	52.2%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Regional NSW	199	304	209	243	321	353	318	278	329	351	6.7%
Sydney	286	225	296	307	397	383	362	313	231	389	68.1%
Total Intrastate	485	529	505	551	719	736	680	591	560	740	32.0%
Victoria	n/p	n/p	n/p	79	82	97	n/p	n/p	n/p	126	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	83	92	136	109	117	130	108	96	92	132	44.6%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	-
Total Interstate	193	212	265	268	259	285	243	157	187	341	82.7%
Grand Total	678	741	770	819	977	1,020	922	748	747	1,081	44.7%

Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
15-29	172	182	230	201	213	270	240	198	186	297	59.8%
30-39	126	139	135	130	167	198	221	113	107	142	32.5%
40-49	130	145	133	173	241	166	137	132	168	217	29.3%
50-59	127	128	147	139	172	198	132	130	127	186	46.4%
60-69	80	85	101	119	120	120	132	107	113	145	28.4%
70+	44	63	n/p	58	64	67	n/p	67	n/p	95	-
Total	678	741	770	819	977	1,020	922	748	747	1,081	44.7%

Travel to Snowy Mountains Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	642	514	649	607	546	679	652	518	577	594	2.89%
Expenditure (\$ million)	n/p	\$48	\$60	\$50	\$47	\$70	\$72	\$49	\$54	n/p	-
Spend per visitor (\$)	-	\$94	\$92	\$82	\$86	\$103	\$110	\$95	\$93	-	-

Main Purpose of Trip

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	n/p	322	508	373	326	392	392	288	358	n/p	-
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	642	514	649	607	546	679	652	518	577	594	2.89%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	n/p	n/p	n/p	339	327	346	373	380	337	n/p	-
Total Intrastate	371	n/p	406	355	340	484	453	396	344	n/p	-
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	642	514	649	607	546	679	652	518	577	594	2.89%

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

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Private vehicle or company car	642	471	623	599	546	673	630	518	577	548	-5.06%
Aircraft	-	-	n/p	-	-	-	-	-	-	n/p	-
Bus/Coach	-	n/p	n/p	n/p	-	n/p	n/p	-	-	n/p	-

n/p = not publishable; '-' = not available

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