

# Snowy Mountains Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.

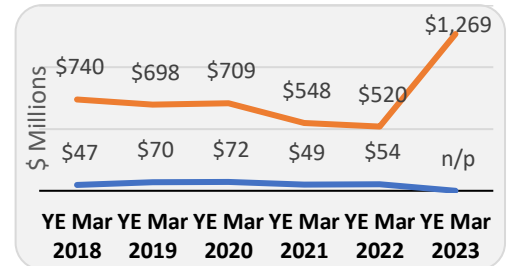
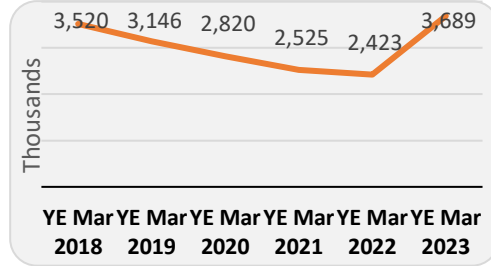
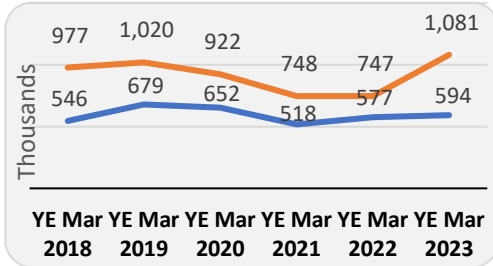
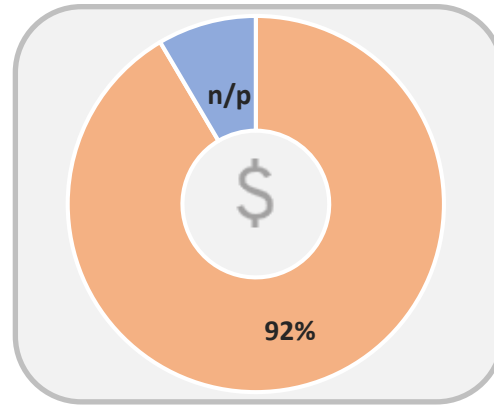
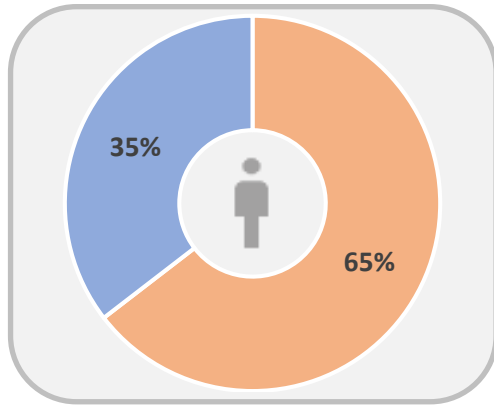


Note: This report does not include international visitation statistics as YE March 2023 International Visitor Survey data are not available.

## TOTAL DOMESTIC



Domestic Overnight (orange) Domestic Daytrip (blue)



## Domestic overnight travel

Visitors: \$1.1m (+44.7% YoY)  
Nights: 3.7m (+52.2% YoY)  
Expenditure: \$1.3b (+144.1% YoY)

Average spend  
\$344 per night  
\$1174 per visitor



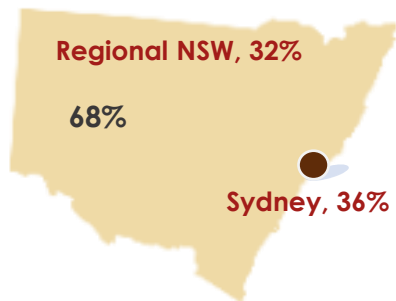
Average length of stay:  
3.4 nights



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

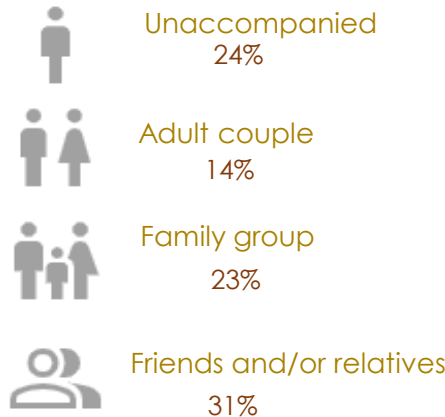
### Origin

68% of the visitors came from within New South Wales

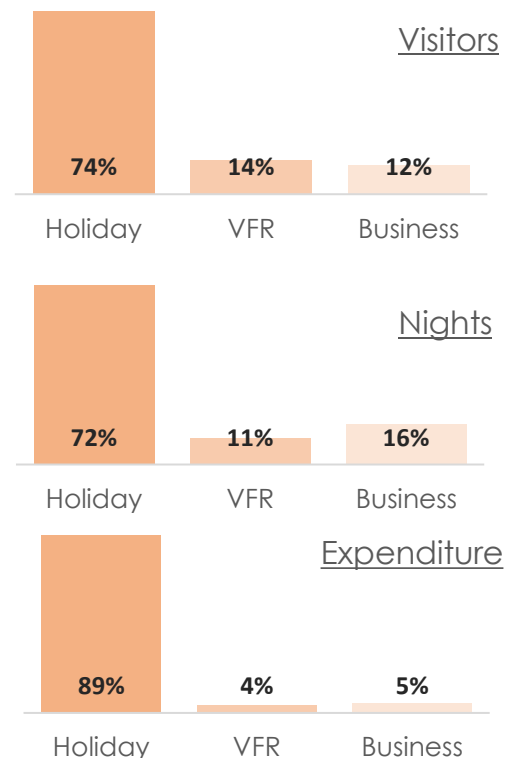


### Travel party

31% of the visitors were friends or relatives travelling together



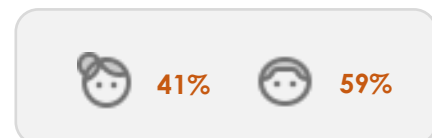
### Purpose of visit



### Transport

Private vehicle or company car, 89%  
Aircraft, n/p

### Gender



\*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

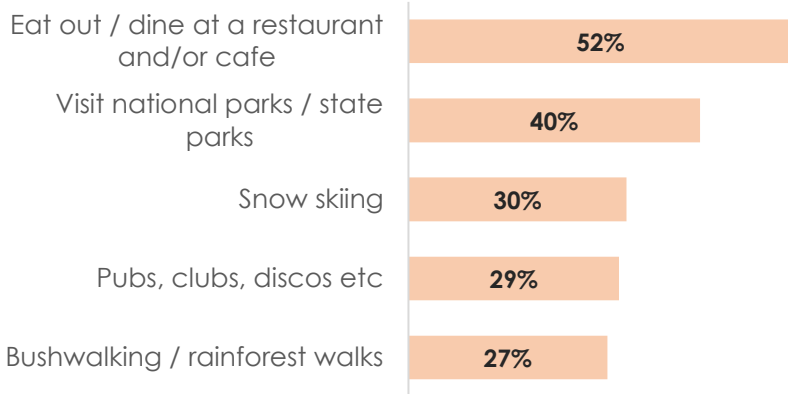
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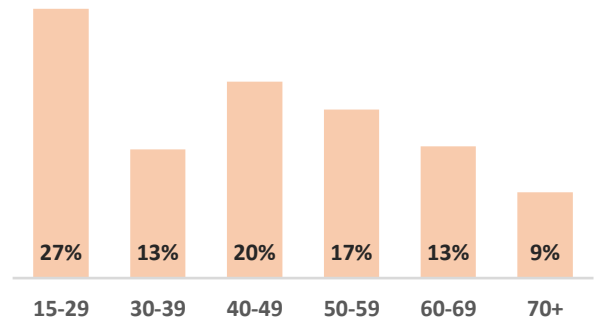


## Top 5 activities

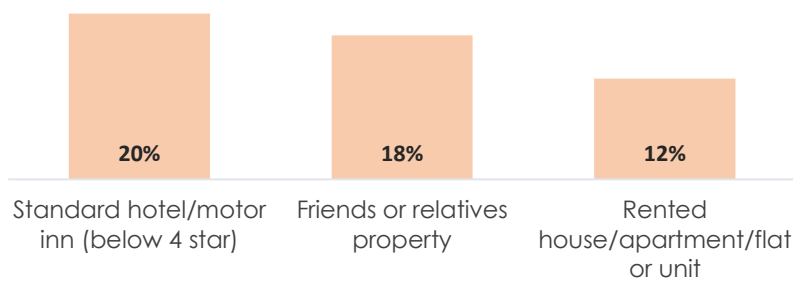


## Age

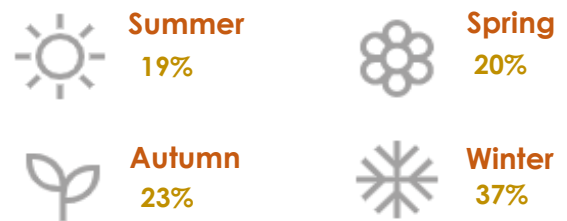
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 593,600 (+2.9% YoY)  
Expenditure: n/p

\$ Average spend per visitor n/p

# 11 for visitors  
In Regional NSW

## Transport

Private vehicle or company car  
92%  
Aircraft  
n/p

## Gender

n/p  
58%