

Travel to Snowy Mountains Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



OVERVIEW

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
DOMESTIC (overnight & daytrip)											
Visitors ('000)	1,307	1,222	1,467	1,494	1,540	1,720	1,398	1,455	1,444	1,612	11.6%
Nights ('000)	2,580	2,329	2,570	3,119	3,491	3,104	2,710	2,730	2,877	3,322	15.5%
Expenditure (\$ million)	\$598	\$616	\$480	\$627	\$806	\$766	\$731	\$704	\$714	\$1,294	81.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)	699	709	748	887	1,014	1,010	831	871	861	980	13.8%
Nights (000)	2,580	2,329	2,570	3,119	3,491	3,104	2,710	2,730	2,877	3,322	15.5%
Average Length of Stay	3.7	3.3	3.4	3.5	3.4	3.1	3.3	3.1	3.3	3.4	1.5%
Expenditure (\$ million)	\$483	\$560	\$418	\$578	\$761	\$694	\$664	\$643	\$643	\$1,181	83.8%
Spend per visitor per night (\$)	\$187	\$240	\$163	\$185	\$218	\$224	\$245	\$235	\$223	\$356	59.1%
Intrastate visitors (000)	525	473	495	620	726	732	618	690	649	638	-1.7%
Interstate visitors (000)	174	236	253	268	288	278	213	182	212	341	61.3%
Intrastate nights (000)	1,984	1,555	1,748	2,093	2,526	2,343	1,928	2,274	2,053	2,152	4.8%
Interstate nights (000)	596	774	822	1,026	965	761	782	456	825	1,170	41.9%
Intrastate expenditure (\$ million)	\$370	\$376	\$326	\$428	\$586	\$577	\$504	\$566	\$507	\$817	61.0%
Interstate expenditure (\$ million)	\$112	\$184	\$92	\$150	\$175	\$118	\$160	\$76	\$136	\$364	168.9%

Purpose of Visit

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	486	523	565	657	733	736	555	623	564	734	30.1%
Visiting Friends & Relatives	105	89	80	106	144	161	116	141	128	124	-3.4%
Business	n/p	n/p	n/p	n/p	116	n/p	115	n/p	161	114	-29.2%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	699	709	748	887	1,014	1,010	831	871	861	980	13.8%

	Nights (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Holiday	1,822	1,786	2,108	2,312	2,618	2,438	1,753	1,946	1,762	2,513	42.6%
Visiting Friends & Relatives	240	314	214	332	389	401	253	385	333	395	18.7%
Business	n/p	n/p	n/p	n/p	411	n/p	454	n/p	726	383	-47.2%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,580	2,329	2,570	3,119	3,491	3,104	2,710	2,730	2,877	3,322	15.5%

Origin

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Regional NSW	235	248	219	271	327	359	292	296	411	272	-33.8%
Sydney	290	225	275	348	398	373	326	394	238	366	53.6%
Total Intrastate	525	473	495	620	726	732	618	690	649	638	-1.7%
Victoria	n/p	n/p	78	83	96	83	n/p	n/p	n/p	139	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	73	101	128	112	123	139	91	96	109	132	20.2%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	-
Total Interstate	174	236	253	268	288	278	213	182	212	341	61.3%
Grand Total	699	709	748	887	1,014	1,010	831	871	861	980	13.8%

Age

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
15-29	156	199	205	223	215	274	236	225	223	233	4.4%
30-39	147	131	117	159	164	203	194	133	92	170	84.7%
40-49	130	139	129	186	245	156	120	173	200	178	-10.8%
50-59	144	108	151	159	183	182	118	152	143	170	18.5%
60-69	76	77	112	112	132	121	119	119	131	150	14.6%
70+	46	54	n/p	49	76	75	n/p	69	n/p	78	-
Total	699	709	748	887	1,014	1,010	831	871	861	980	13.8%

Travel to Snowy Mountains Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Travelling alone	108	112	137	129	155	179	168	152	258	193	-25.3%
Adult couple	148	165	138	174	229	227	149	217	163	171	4.9%
Family group - parents and children	205	193	143	222	242	211	165	154	143	226	57.8%
Friends or relatives travelling together with(out) children	203	201	273	303	322	337	301	316	243	319	31.6%
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	699	709	748	887	1,014	1,010	831	871	861	980	13.8%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Eat out / dine at a restaurant and/or cafe	320	440	435	552	590	600	472	485	422	557	32.0%
Visit national parks / state parks	201	223	220	313	311	362	293	318	256	404	58.0%
Snow skiing	206	271	236	278	313	311	259	188	110	287	161.5%
Bushwalking / rainforest walks	162	125	156	236	239	232	173	263	260	284	9.3%
Pubs, clubs, discos etc	191	196	184	202	292	267	189	220	271	231	-14.5%

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

	Nights (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Standard hotel/motor inn (below 4 star)	306	464	315	663	641	511	432	484	561	658	17.3%
Friends or relatives property	411	371	570	506	607	667	338	486	476	533	12.0%
Rented house/apartment/flat or unit	300	317	399	n/p	427	397	333	508	n/p	515	-

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

	Visitors (000)										% Change YE Jun23 vs YE Jun22
	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	
Private vehicle or company car	622	607	668	781	915	935	769	814	804	884	9.9%
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	-

Travel to Snowy Mountains Tourism Region

Year ended June 2023

Source: National Visitor Survey, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)	608	513	719	607	526	710	567	583	583	632	8.43%
Expenditure (\$ million)	n/p	\$56	\$62	\$49	\$44	\$72	\$67	\$61	n/p	n/p	-
Spend per visitor (\$)	-	\$109	\$86	\$80	\$84	\$101	\$119	\$105	-	-	-

Main Purpose of Trip

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)											
Holiday	n/p	348	543	357	326	406	327	323	378	301	-20.4%
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	608	513	719	607	526	710	567	583	583	632	8.43%

Origin

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)											
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	432	342	292	374	353	399	359	n/p	-
Total Intrastate	n/p	n/p	465	370	326	519	394	422	359	387	7.7%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	608	513	719	607	526	710	567	583	583	632	8.43%

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

	YE June 2014	YE June 2015	YE June 2016	YE June 2017	YE June 2018	YE June 2019	YE June 2020	YE June 2021	YE June 2022	YE June 2023	% Change YE Jun23 vs YE Jun22
Visitors (000)											
Private vehicle or company car	608	465	699	599	526	694	555	583	583	586	0.56%
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.