

Travel to Snowy Mountains Tourism Region

Year ended December 2023



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

OVERVIEW

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	1,300	1,390	1,502	1,480	1,661	1,672	n/p	n/p	n/p	1,551	-
Nights ('000)	2,602	2,931	3,025	3,815	3,696	3,315	n/p	n/p	n/p	3,690	-
Expenditure (\$ million)	\$609	\$528	n/p	\$768	\$787	\$801	n/p	n/p	n/p	n/p	-
OVERNIGHT (international & domestic)											
Visitors ('000)	738	807	816	976	1,041	984	n/p	n/p	n/p	1,002	-
Nights ('000)	2,602	2,931	3,025	3,815	3,696	3,315	n/p	n/p	n/p	3,690	-
Expenditure (\$ million)	\$545	\$470	n/p	\$728	\$726	\$726	n/p	n/p	n/p	n/p	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	1,283	1,368	1,485	1,457	1,637	1,645	1,230	1,290	1,698	1,532	-9.8%
Nights ('000)	2,436	2,584	2,647	3,513	3,419	2,869	2,168	2,444	3,767	3,327	-11.7%
Expenditure (\$ million)	\$600	\$513	\$596	\$751	\$770	\$781	\$594	\$506	n/p	n/p	n/p

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	721	785	800	953	1,017	957	674	760	1,090	983	-9.8%
Nights (000)	2,436	2,584	2,647	3,513	3,419	2,869	2,168	2,444	3,767	3,327	-11.7%
Average Length of Stay	3.4	3.3	3.3	3.7	3.4	3.0	3.2	3.2	3.5	3.4	-2.1%
Expenditure (\$ million)	\$536	\$454	\$544	\$710	\$710	\$707	\$535	\$461	\$1,301	\$878	-32.5%
Spend per visitor per night (\$)	\$220	\$176	\$205	\$202	\$208	\$246	\$247	\$189	\$345	\$264	-23.6%
Intrastate visitors (000)	510	524	538	705	716	702	539	542	796	720	-9.5%
Interstate visitors (000)	211	261	262	248	302	255	135	218	293	263	-10.5%
Intrastate nights (000)	1,728	1,764	1,799	2,498	2,491	2,016	1,830	1,741	2,647	2,373	-10.4%
Interstate nights (000)	708	821	848	1,015	928	853	338	704	1,120	955	-14.7%
Intrastate expenditure (\$ million)	\$384	\$341	\$397	\$556	\$570	\$555	\$464	\$339	\$982	\$696	-29.1%
Interstate expenditure (\$ million)	\$152	\$114	\$147	\$155	\$140	\$151	\$71	\$122	\$319	\$182	-42.9%

Main Purpose of Visit

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	531	556	585	724	736	701	421	492	825	697	-15.5%
Visiting Friends & Relatives	102	102	103	103	151	142	130	102	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	130	135	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	721	785	800	953	1,017	957	674	760	1,090	983	-9.8%
Nights (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	1,892	2,009	2,094	2,592	2,635	2,154	1,294	1,560	2,744	2,232	-18.7%
Visiting Friends & Relatives	319	274	292	352	398	312	334	263	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	528	613	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,436	2,584	2,647	3,513	3,419	2,869	2,168	2,444	3,767	3,327	-11.7%

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Snowy Mountains Tourism Region

Year ended December 2023

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	242	272	338	381	375	364	284	223	419	381	-9.0%
Regional NSW	268	252	200	324	340	338	255	319	377	339	-10.2%
Total Intrastate	510	524	538	705	716	702	539	542	796	720	-9.5%
Victoria	n/p	n/p	n/p	99	101	n/p	n/p	n/p	n/p	n/p	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	96	n/p	114	n/p	146	121	79	110	119	n/p	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	211	261	262	248	302	255	135	218	293	263	-10.5%
Grand Total	721	785	800	953	1,017	957	674	760	1,090	983	-9.8%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	251	271	276	300	357	399	218	246	365	319	-12.6%
35-54	270	326	314	389	373	287	251	304	361	378	4.9%
55+	200	188	210	264	287	270	205	209	364	285	-21.6%
Total	721	785	800	953	1,017	957	674	760	1,090	983	-9.8%

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	132	132	123	133	153	154	163	188	268	167	-37.8%
Adult couple	155	135	175	205	235	200	147	160	179	249	38.8%
Family group - parents and children	183	184	168	255	225	196	116	122	235	179	-23.7%
Friends/relatives travelling together	223	273	287	296	337	353	223	241	343	325	-5.4%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	721	785	800	953	1,017	957	674	760	1,090	983	-9.8%

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Snowy Mountains Tourism Region

Year ended December 2023

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	17	22	16	23	23	27	n/p	n/p	n/p	19	-
Nights (000)	166	346	378	302	278	446	n/p	n/p	n/p	362	-
Average Length of Stay	9.8	15.7	23.1	13.2	11.9	16.3	n/p	n/p	n/p	18.6	-
Expenditure (\$ million)	\$9	\$15	n/p	\$17	\$17	\$20	n/p	n/p	n/p	n/p	-
Spend per visitor per night (\$)	\$54	\$45	n/p	\$58	\$60	\$44	n/p	n/p	n/p	n/p	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
United Kingdom	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
United States of America	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	7	10	9	11	11	13	n/p	n/p	n/p	8	-
35-54	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
55+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	17	22	16	23	23	27	n/p	n/p	n/p	19	-

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	11	14	9	14	15	16	n/p	n/p	n/p	11	-
Adult couple	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Family group - parents and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	17	22	16	23	23	27	n/p	n/p	n/p	19	-

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Snowy Mountains Tourism Region

Year ended December 2023



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	561	583	685	504	620	688	557	530	608	549	-9.8%
Expenditure (\$ million)	\$64	\$58	\$52	\$41	\$60	\$74	\$59	\$45	n/p	n/p	n/p
Spend per visitor (\$)	\$114	\$100	\$76	\$80	\$97	\$108	\$105	\$86	n/p	n/p	n/p

Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	n/p	n/p	472	n/p	n/p	441	n/p	n/p	n/p	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	561	583	685	504	620	688	557	530	608	549	-9.8%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
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	n/p	n/p	417	379	352	n/p	n/p	-
Total Intrastate	n/p	n/p	412	n/p	n/p	506	420	358	n/p	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	561	583	685	504	620	688	557	530	608	549	-9.8%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
35-54	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
55+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	561	583	685	504	620	688	557	530	608	549	-9.8%

n/p = not publishable (sample < 40); '-' = not calculable

South Coast Tourism Region LGAs: Bega Valley, Eurobodalla, Kiama, Shellharbour, Shoalhaven and Wollongong