

# Travel to Snowy Mountains Tourism Region

Year ended March 2022

Source: National Visitor Survey, TRA.



## OVERVIEW

Domestic - overnight & daytrip	YE Mar 2013	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	% change YE Mar22 vs. YE Mar21
Visitors ('000)	1,212	1,320	1,259	1,421	1,426	1,523	1,700	1,581	1,266	1,326	4.8%
Nights ('000)	2,546	2,550	2,425	2,629	2,852	3,520	3,146	2,822	2,525	2,426	-3.9%
Expenditure (\$ million)	\$507	\$644	\$590	\$505	\$601	\$787	\$768	\$781	\$597	\$580	-2.9%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2013	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	% change YE Mar22 vs. YE Mar21
Visitors (000)	717	678	741	772	819	977	1,020	925	748	750	0.2%
Nights (000)	2,546	2,550	2,425	2,629	2,852	3,520	3,146	2,822	2,525	2,426	-3.9%
Average Length of Stay	3.6	3.8	3.3	3.4	3.5	3.6	3.1	3.1	3.4	3.2	-4.1%
Expenditure (\$ million)	\$463	\$519	\$542	\$446	\$551	\$740	\$698	\$709	\$548	\$526	-4.0%
Spend per visitor per night (\$)	\$182	\$204	\$223	\$170	\$193	\$210	\$222	\$251	\$217	\$217	-0.1%
Intrastate visitors (000)	502	485	530	506	551	719	736	680	591	563	-4.8%
Interstate visitors (000)	215	193	212	266	268	259	285	245	157	187	18.9%
Intrastate nights (000)	1,813	1,888	1,708	1,778	1,846	2,614	2,364	1,981	2,116	1,793	-15.2%
Interstate nights (000)	732	661	717	851	1,006	906	782	841	409	632	54.6%
Intrastate expenditure (\$ million)	\$358	\$386	\$381	\$339	\$396	\$589	\$566	\$546	\$484	\$399	-17.5%
Interstate expenditure (\$ million)	\$105	\$133	\$161	\$106	\$155	\$151	\$132	\$163	\$65	\$127	96.6%

### Purpose of Visit

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
Holiday	510	494	541	564	607	738	743	644	496	505	1.8%
Visiting Friends & Relatives	131	82	102	94	104	107	161	131	146	91	-37.5%
Business	n/p	n/p	n/p	n/p	n/p	110	n/p	105	n/p	124	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	717	678	741	772	819	977	1,020	925	748	750	0.2%

	Nights (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
Holiday	1,923	1,865	1,840	2,096	2,108	2,745	2,448	2,018	1,572	1,612	2.6%
Visiting Friends & Relatives	354	180	345	265	291	345	392	284	388	278	-28.3%
Business	n/p	n/p	n/p	n/p	n/p	356	n/p	406	n/p	444	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,546	2,550	2,425	2,629	2,852	3,520	3,146	2,822	2,525	2,426	-3.9%

### Origin

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
Regional NSW	225	199	304	209	243	321	353	318	278	331	19.2%
Sydney	276	286	225	297	307	397	383	362	313	231	-26.1%
<b>Total Intrastate</b>	502	485	530	506	551	719	736	680	591	563	-4.8%
Victoria	n/p	n/p	n/p	n/p	79	82	97	73	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	n/p	83	92	136	109	117	130	108	96	92	-4.7%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	-
<b>Total Interstate</b>	215	193	212	266	268	259	285	245	157	187	18.9%
<b>Grand Total</b>	717	678	741	772	819	977	1,020	925	748	750	0.2%

### Age

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
15-29	246	172	182	230	201	213	270	240	198	186	-6.4%
30-39	96	126	139	136	130	167	198	221	113	107	-5.5%
40-49	148	130	146	133	173	241	166	137	132	168	27.1%
50-59	119	127	128	147	139	172	198	132	130	127	-2.7%
60-69	78	80	85	101	119	120	120	134	107	113	5.6%
70+	n/p	44	63	n/p	58	64	67	n/p	67	n/p	-
Total	717	678	741	772	819	977	1,020	925	748	750	0.2%

# Travel to Snowy Mountains Tourism Region

Year ended March 2022

Source: National Visitor Survey, TRA.



## Travel Party

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
Travelling alone	89	103	112	145	120	148	162	159	160	180	12.7%
Adult couple	152	148	179	128	174	218	224	183	176	173	-1.9%
Family group - parents and children	201	195	186	167	174	263	216	185	125	120	-4.3%
Friends or relatives travelling together with(out) children	220	197	229	270	302	283	357	341	265	227	-14.2%
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	-
<b>Total</b>	<b>717</b>	<b>678</b>	<b>741</b>	<b>772</b>	<b>819</b>	<b>977</b>	<b>1,020</b>	<b>925</b>	<b>748</b>	<b>750</b>	<b>0.2%</b>

## Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
Eat out / dine at a restaurant and/or cafe	347	331	416	459	482	591	624	537	374	406	8.6%
Bushwalking / rainforest walks	137	171	134	159	188	235	250	217	191	250	30.6%
Pubs, clubs, discos etc	206	185	199	201	192	273	266	233	153	222	45.0%
Visit national parks / state parks	168	213	235	225	289	304	369	330	287	188	-34.5%
Sightseeing/looking around	166	202	197	167	200	229	321	237	185	155	-16.2%

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

	Nights (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
Standard hotel/motor inn (below 4 star)	303	303	449	352	589	663	530	469	354	507	43.4%
Rented house/apartment/flat or unit	457	341	335	349	n/p	383	420	356	450	376	-16.5%
Friends or relatives property	626	355	398	619	424	575	649	396	465	362	-22.1%

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

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
Private vehicle or company car	623	587	656	678	714	883	941	847	700	710	1.4%
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	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2013	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	% change YE Mar22 vs. YE Mar21
Visitors (000)	496	642	517	649	607	546	679	657	518	577	11.4%
Expenditure (\$ million)	\$44	n/p	\$49	\$60	\$50	\$47	\$70	\$72	\$49	\$54	9.8%
Spend per visitor (\$)	\$89	-	\$94	\$92	\$82	\$86	\$103	\$110	\$95	\$93	-1.5%

### Main Purpose of Trip

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
Holiday	388	n/p	325	508	373	326	392	397	288	358	24.5%
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	-
<b>Total</b>	<b>496</b>	<b>642</b>	<b>517</b>	<b>649</b>	<b>607</b>	<b>546</b>	<b>679</b>	<b>657</b>	<b>518</b>	<b>577</b>	<b>11.4%</b>

### Origin

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	305	n/p	n/p	n/p	339	327	346	377	380	337	-11.2%
<b>Total Intrastate</b>	<b>333</b>	<b>371</b>	<b>n/p</b>	<b>406</b>	<b>355</b>	<b>340</b>	<b>484</b>	<b>457</b>	<b>396</b>	<b>344</b>	<b>-13.3%</b>
<b>Total Interstate</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>-</b>
<b>Total</b>	<b>496</b>	<b>642</b>	<b>517</b>	<b>649</b>	<b>607</b>	<b>546</b>	<b>679</b>	<b>657</b>	<b>518</b>	<b>577</b>	<b>11.4%</b>

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

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	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	
Private vehicle or company car	467	642	474	623	599	546	673	635	518	577	11.4%
n/a	-	-	-	-	-	-	-	-	-	-	-
n/a	-	-	-	-	-	-	-	-	-	-	-

n/p = not publishable; n/a = not available

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