

# Snowy Mountains Visitor Profile

Year ended March 2022

Source: National and International Visitor Surveys, Tourism Research Australia.

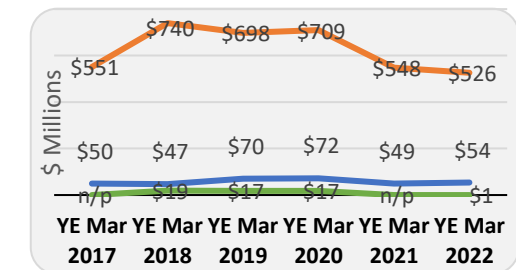
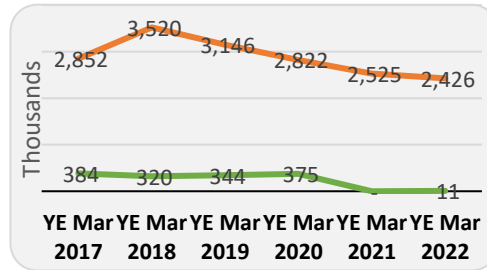
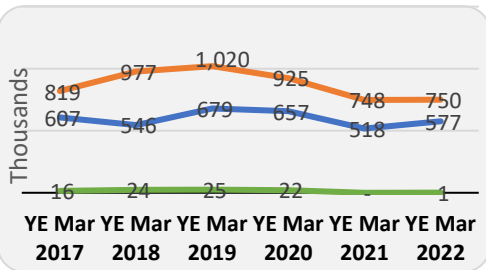
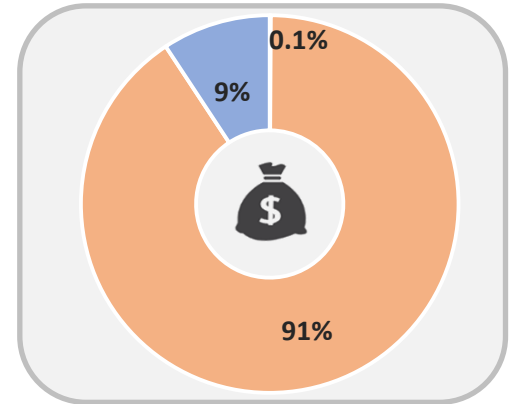
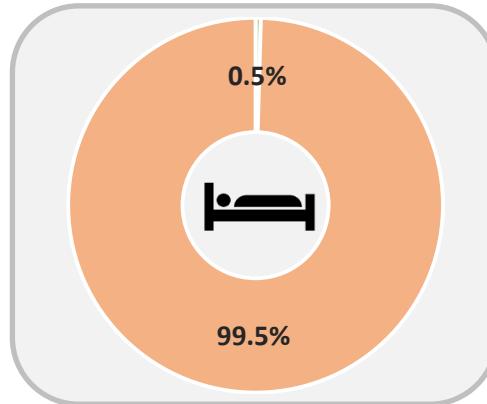
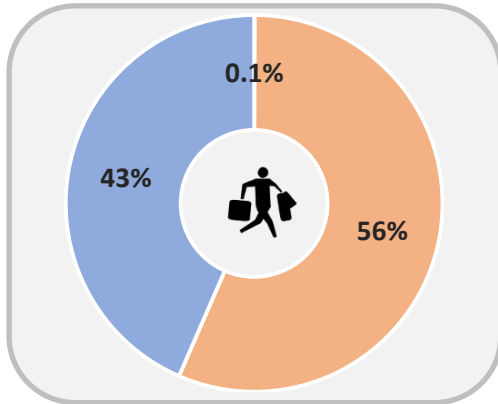


Icons sourced from www.easilly

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 749,500 (+0.2% YoY)  
Nights: 2.4m (-3.9% YoY)  
Expenditure: \$526.2m (-4.0% YoY)



Average spend  
\$217 per night  
\$702 per visitor



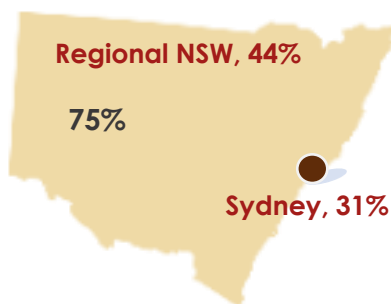
Average length of stay:  
3.2 nights



#11 for visitors  
#10 for nights  
#7 for expenditure  
**In Regional NSW**

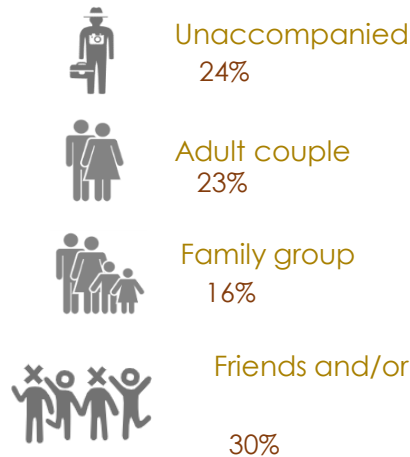
### Origin

75% of the visitors came from within New South Wales



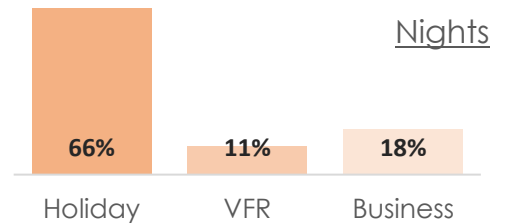
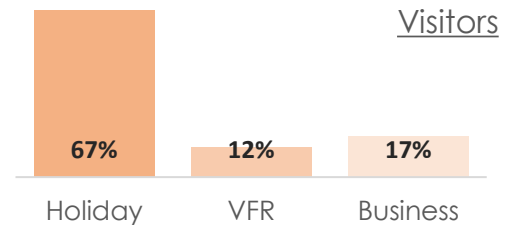
### Travel party

30% of the visitors were friends or relatives travelling together



### Purpose of visit

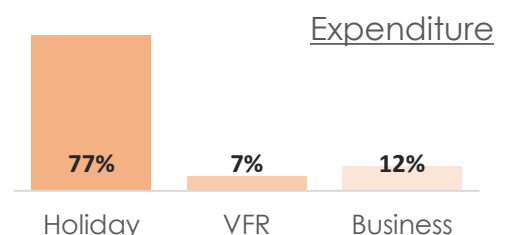
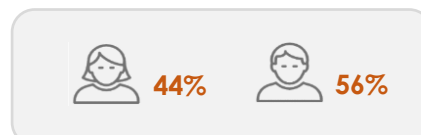
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



### Transport

Private vehicle or company car, 95%  
Aircraft, n/p

### Gender



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

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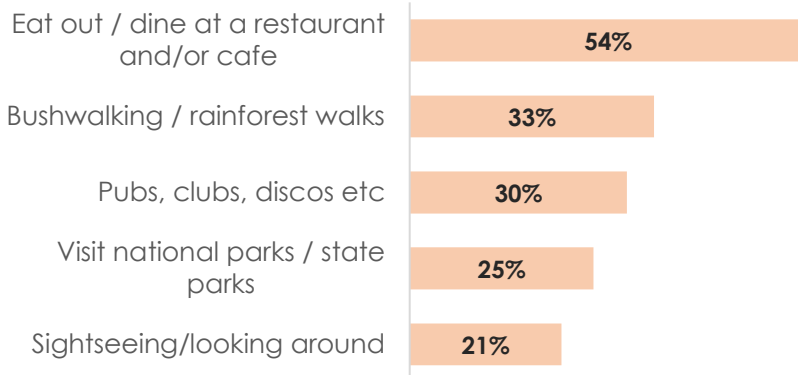
Year ended March 2022

Source: National and International Visitor Surveys, Tourism Research Australia.



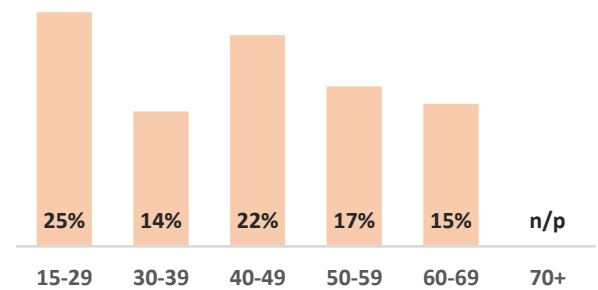
Icons sourced from www.easil.ly

## Top 5 activities

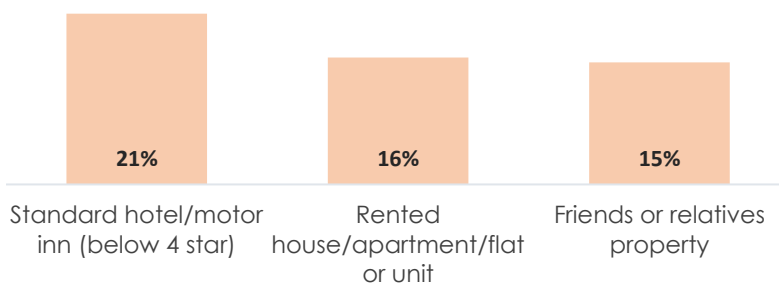


## Age

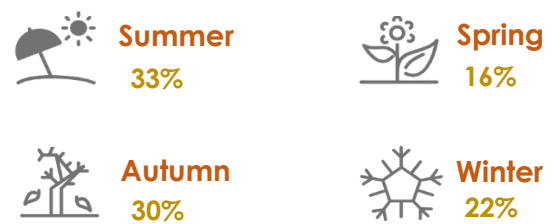
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 576,900 (+11.4% YoY)  
Expenditure: \$53.9m (+9.8% YoY)



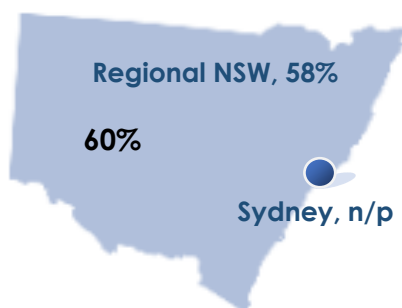
Average spend  
\$93 per visitor



#11 for visitors  
#11 for expenditure  
**In Regional NSW**

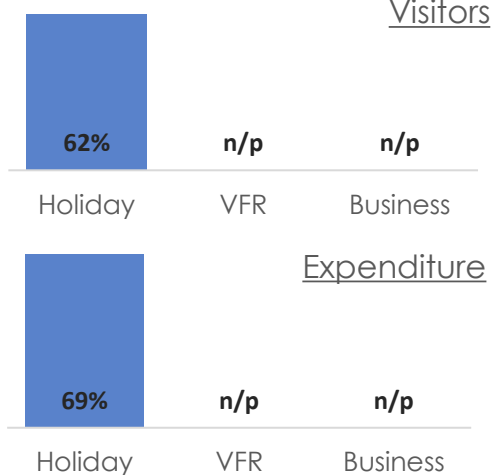
## Origin

60% of the visitors to the region came from New South Wales



## Purpose of visit

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

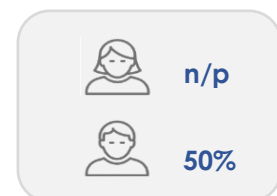


## Transport

Private vehicle or company car



## Gender



**INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE**