

Snowy Mountains Visitor Profile

Year ended June 2023

Source: National Visitor Survey, Tourism Research Australia.



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

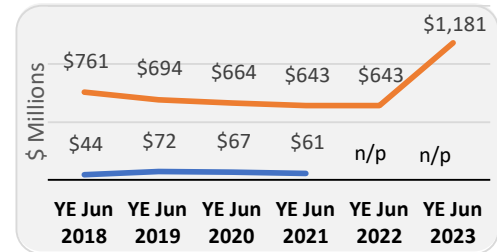
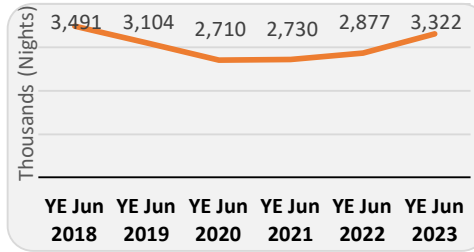
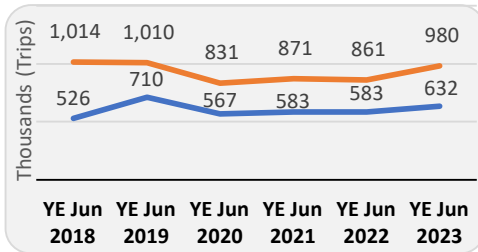
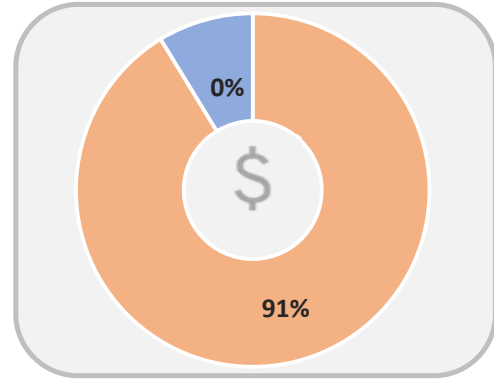
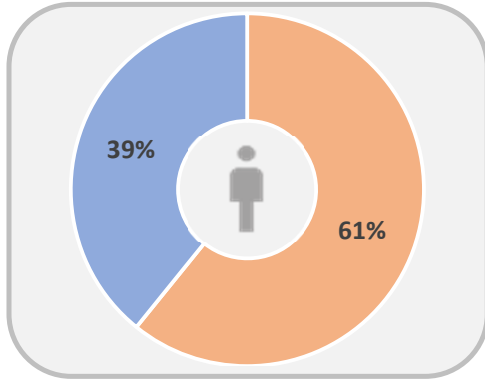
TOTAL DOMESTIC

Visitors
1.6m
+11.6% YoY

Nights
3.3m
+15.5% YoY

Expenditure
\$1.3m
+81.3% YoY

Domestic Overnight Domestic Daytrip



Domestic overnight travel

Visitors: \$1.0m (+13.8% YoY)
Nights: 3.3m (+15.5% YoY)
Expenditure: \$1.2b (+83.8% YoY)

Average spend
\$356 per night
\$1206 per visitor



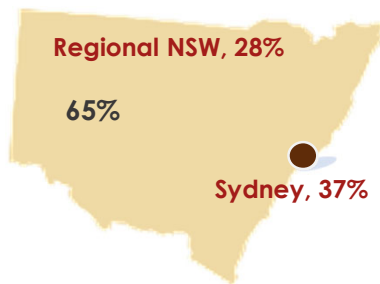
Average length of stay:
3.4 nights



#11 for visitors
#9 for nights
#5 for expenditure
In Regional NSW

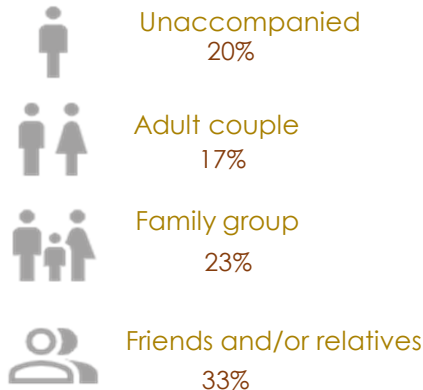
Origin

65% of the visitors came from within New South Wales

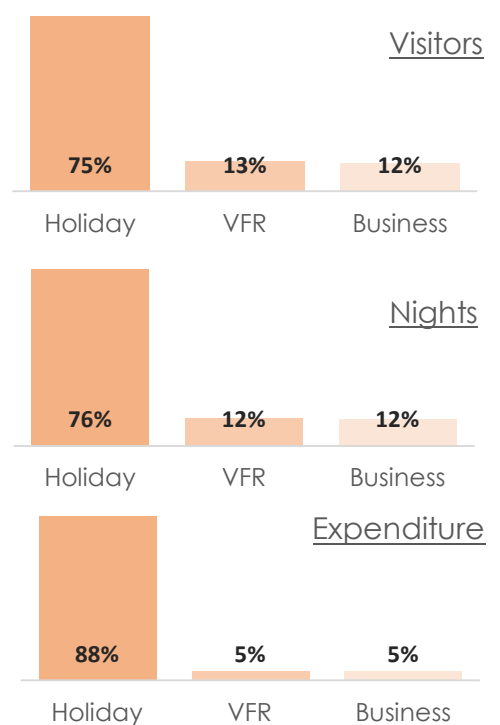


Travel party

33% of the visitors were friends or relatives travelling together



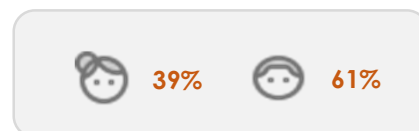
Purpose of visit



Transport

Private vehicle or company car, 90%
Aircraft, n/p

Gender



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

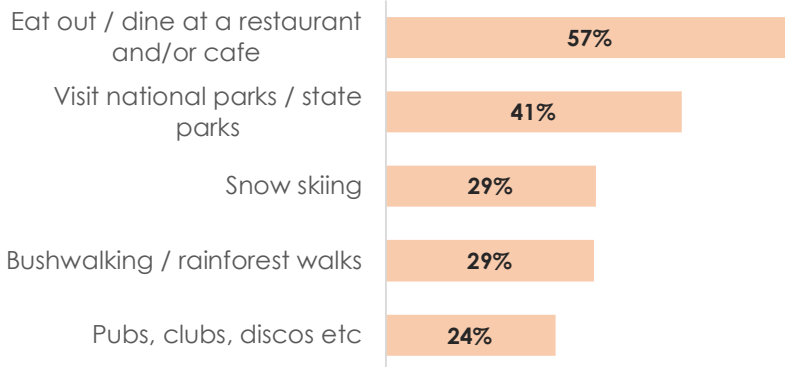
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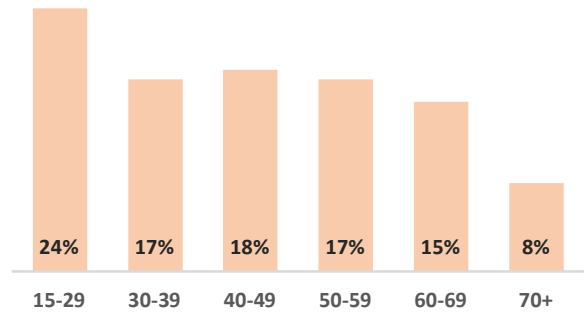


Top 5 activities

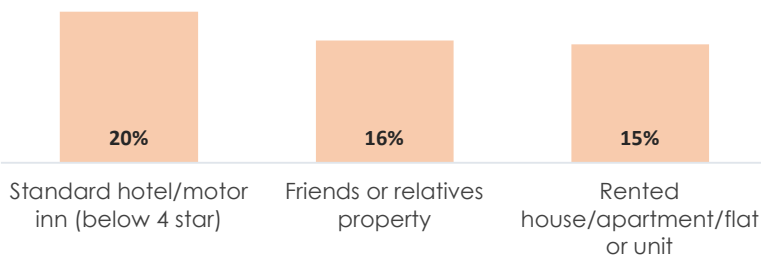


Age

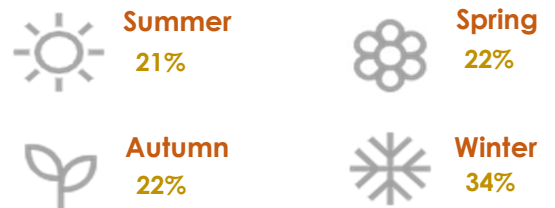
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 632,400 (+8.4% YoY)
Expenditure: \$0.0m (YoY n/p)

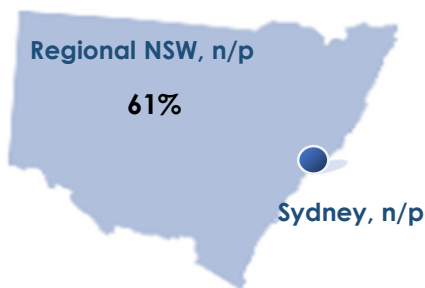
\$ Average spend \$0 per visitor



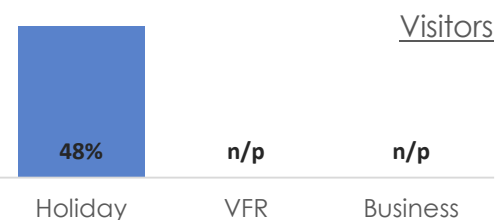
#11 for visitors
#11 for expenditure
In Regional NSW

Origin

61% of the visitors to the region came from New South Wales



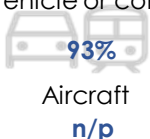
Purpose of visit



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

Transport

Private vehicle or company car



Gender

