

Travel to Snowy Mountains Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



OVERVIEW

DOMESTIC (overnight & daytrip)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors ('000)	1,352	1,341	1,405	1,515	1,651	1,632	1,140	1,316	1,787	1,502	-16.0%
Nights ('000)	2,563	2,396	2,688	3,458	3,359	2,793	2,308	2,384	3,970	2,982	-24.9%
Expenditure (\$ million)	\$611	\$523	\$591	\$752	\$758	\$766	\$594	\$482	\$1,424	\$951	-33.2%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	734	722	801	955	995	961	692	742	1,147	912	-20.5%
Nights (000)	2,563	2,396	2,688	3,458	3,359	2,793	2,308	2,384	3,970	2,982	-24.9%
Average Length of Stay	3.5	3.3	3.4	3.6	3.4	2.9	3.3	3.2	3.5	3.3	-5.6%
Expenditure (\$ million)	\$547	\$463	\$538	\$706	\$700	\$694	\$537	\$431	\$1,346	\$801	-40.5%
Spend per visitor per night (\$)	\$213	\$193	\$200	\$204	\$208	\$248	\$233	\$181	\$339	\$269	-20.7%
Intrastate visitors (000)	534	486	523	720	710	690	545	523	862	654	-24.1%
Interstate visitors (000)	201	236	278	234	285	271	147	219	286	258	-9.7%
Intrastate nights (000)	1,941	1,635	1,742	2,536	2,480	2,021	1,754	1,800	2,744	2,174	-20.8%
Interstate nights (000)	622	761	946	922	879	772	554	585	1,227	807	-34.2%
Intrastate expenditure (\$ million)	\$432	\$323	\$388	\$563	\$558	\$558	\$449	\$318	\$1,016	\$626	-38.4%
Interstate expenditure (\$ million)	\$115	\$140	\$150	\$143	\$142	\$135	\$89	\$113	\$330	\$176	-46.8%

Main Purpose of Visit

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	514	530	603	715	707	705	438	502	822	669	-18.6%
Visiting Friends & Relatives	116	78	106	98	142	152	125	110	145	127	-12.3%
Business	n/p	n/p	n/p	n/p	120	n/p	98	n/p	176	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	734	722	801	955	995	961	692	742	1,147	912	-20.5%

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	1,830	1,903	2,169	2,604	2,477	2,179	1,414	1,522	2,755	2,160	-21.6%
Visiting Friends & Relatives	317	244	264	324	380	388	257	319	405	395	-2.5%
Business	n/p	n/p	n/p	n/p	420	n/p	429	n/p	763	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,563	2,396	2,688	3,458	3,359	2,793	2,308	2,384	3,970	2,982	-24.9%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	262	260	315	402	376	356	297	211	429	358	-16.7%
Regional NSW	272	226	208	318	334	334	248	312	432	297	-31.4%
Total Intrastate	534	486	523	720	710	690	545	523	862	654	-24.1%
Victoria	n/p	n/p	n/p	94	92	76	n/p	n/p	93	104	11.3%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	97	113	121	88	142	132	63	118	113	115	1.8%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	201	236	278	234	285	271	147	219	286	258	-9.7%
Grand Total	734	722	801	955	995	961	692	742	1,147	912	-20.5%

n/p = not publishable (sample < 30); '-' = not calculable

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Year ended September 2023

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DOMESTIC OVERNIGHT TRAVEL

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	198	197	217	213	241	261	180	184	333	176	-47.1%
30-39	137	115	119	200	196	184	139	103	129	181	40.1%
40-49	155	131	178	195	189	146	114	162	239	175	-27.0%
50-59	118	148	152	157	181	162	108	136	188	147	-21.8%
60-69	77	81	108	128	118	137	107	94	174	131	-24.8%
70+	n/p	n/p	n/p	61	70	71	n/p	n/p	83	102	22.3%
Total	734	722	801	955	995	961	692	742	1,147	912	-20.5%

Travel Party

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Travelling alone	134	129	105	146	156	153	164	162	290	167	-42.6%
Adult couple	157	146	152	203	227	231	112	192	187	212	13.4%
Family group - parents and children	173	194	161	245	228	186	124	138	242	170	-29.8%
Friends/relatives travelling together	238	201	334	298	320	332	266	221	357	286	-19.8%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	734	722	801	955	995	961	692	742	1,147	912	-20.5%

Activities (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	599	608	639	774	864	780	533	591	847	736	-13.1%
Outdoor / nature	266	296	362	459	452	490	319	337	573	499	-12.8%
Active outdoor / sports	385	444	512	588	571	581	330	344	616	484	-21.4%
Local attractions / tourist activities	n/p	n/p	n/p	85	105	111	n/p	99	105	n/p	-
Arts / heritage	79	n/p	70	n/p	78	106	n/p	77	129	n/p	-

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

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Private or Other Accommodation	855	774	891	1,094	1,324	860	978	773	1,666	922	-44.6%
Commercial Accommodation	742	777	887	1,299	935	922	618	662	1,315	871	-33.8%
Caravan & Camping	713	447	623	696	679	626	398	454	602	639	6.3%

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

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	676	653	740	858	929	910	670	713	1,069	843	-21.2%
Other Land Transport (Bus, Train, etc.)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	618	619	604	560	656	671	448	574	640	589	-7.9%
Expenditure (\$ million)	\$64	\$60	\$53	\$46	\$58	\$72	\$56	\$51	n/p	n/p	-
Spend per visitor (\$)	\$104	\$97	\$87	\$83	\$89	\$107	\$126	\$88	n/p	n/p	-

Main Purpose of Trip

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	n/p	455	429	316	374	468	n/p	272	405	323	-20.2%
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	618	619	604	560	656	671	448	574	640	589	-7.9%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 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	299	368	326	393	287	391	393	n/p	-
Total Intrastate	n/p	341	326	381	430	482	319	406	393	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	618	619	604	560	656	671	448	574	640	589	-7.9%

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
60-69	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	618	619	604	560	656	671	448	574	640	589	-7.9%

Activities

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	493	476	457	367	465	495	367	304	368	504	37.0%
Outdoor / nature	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Active outdoor / sports	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Local attractions / tourist activities	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Arts / heritage	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Transport used

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	603	593	594	552	656	649	441	574	631	552	-12.6%
Other or Mixed Transport	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable (sample < 30); '-' = not calculable

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