

Snowy Mountains Visitor Profile

Year ending March 2024

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



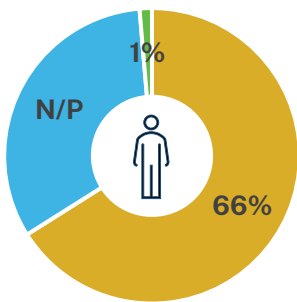
Total Visitation to Snowy Mountains (Domestic & International)

VISITORS



n/p

Share by visitor type

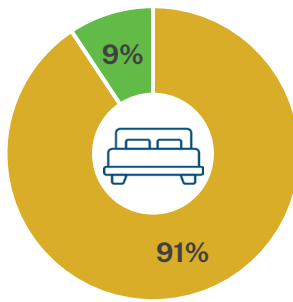


NIGHTS



n/p

Share by visitor type

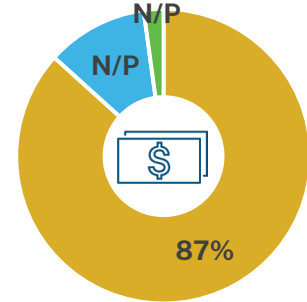


EXPENDITURE



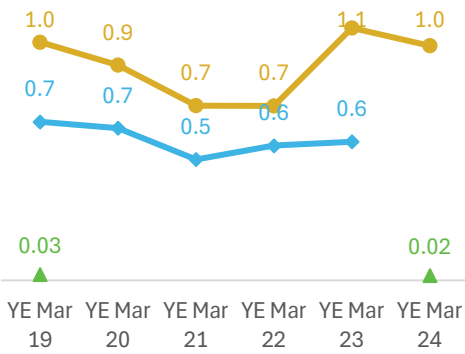
n/p

Share by visitor type

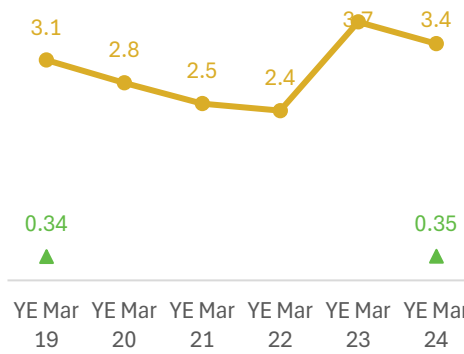


Domestic overnight Domestic day International

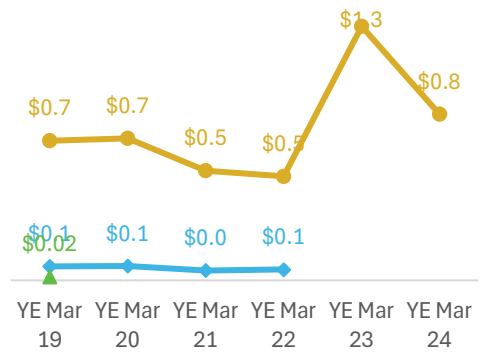
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



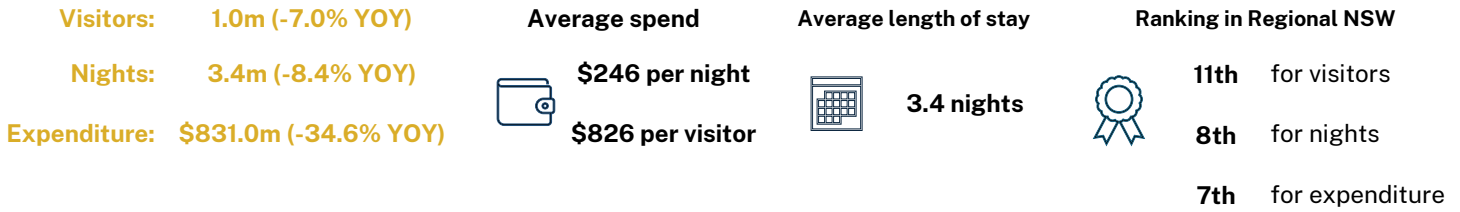
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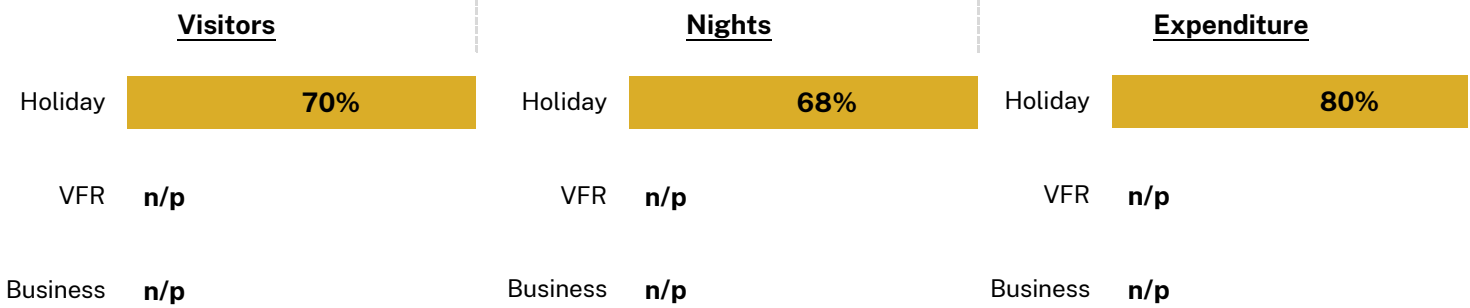
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Domestic Overnight Travel

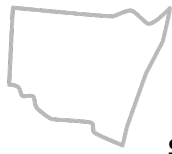


Purpose of visit - % share of total



Visitor Origin

Regional NSW, 33%



Sydney, 42%

Gender

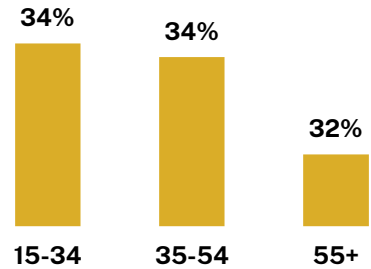


57%



43%

Age



Travel Party



19%

Travelling alone



n/p

Family group (with kids)



27%

Adult couple



32%

Friends or relatives
travelling together

Travel Season



n/p

Spring



22%

Summer



28%

Autumn



35%

Winter

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Domestic Daytrip Travel

Average spend

Ranking in Regional NSW

Visitors: n/p (n/p YOY)

Expenditure: n/p (n/p YOY)



n/p



n/p for visitors

n/p for expenditure

Purpose of visit - % share of total

Visitors

Holiday n/p

VFR n/p

Business n/p

Expenditure

Holiday n/p

VFR n/p

Business n/p

Visitor Origin

Regional NSW, n/p



Sydney, n/p

Gender



n/p



n/p

Age

n/p	n/p	n/p
15-34	35-54	55+

Travel Season



n/p

Spring



n/p

Summer



n/p

Autumn



n/p

Winter

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International Travel

Visitors: 20,500 (n/p YOY)

Nights: 347,900 (n/p YOY)

Expenditure: n/p (n/p YOY)

Average spend



n/p

n/p

Average length of stay



17.0 nights

Ranking in Regional NSW



11th for visitors

10th for nights

n/p for expenditure

Purpose of visit - % share of total

Visitors

Nights

Expenditure

Holiday **70%**

Holiday **36%**

Holiday n/p

VFR n/p

VFR n/p

VFR n/p

Business n/p

Business n/p

Business n/p

Education n/p

Education n/p

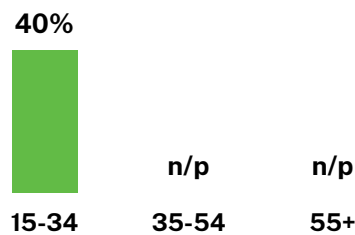
Education n/p

Visitor Origin (Top 5)

Gender

Age

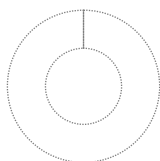
- 1st USA - n/p
- 2nd New Zealand - n/p
- 3rd United Kingdom - n/p
- 4th Germany - n/p
- 5th Netherlands - n/p



First Visit to Australia

Free & Independent Visitor

Return visit:
62%



First visit:
n/p

74% of International visitors to Snowy Mountains
were Free & Independent (FIT) Travellers

Travel Party

Travel Season

