

Snowy Mountains Visitor Profile

Year ended September 2023



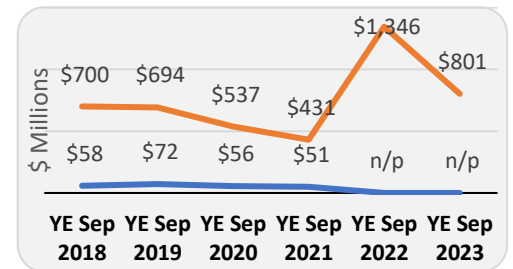
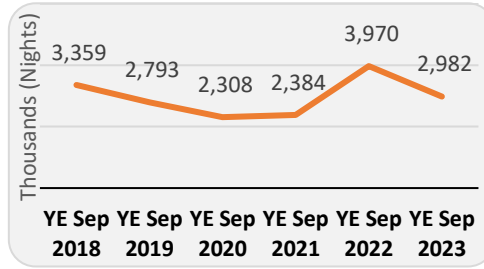
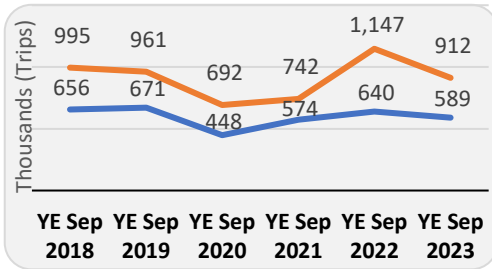
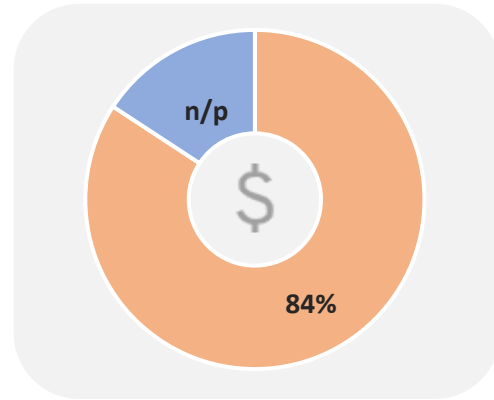
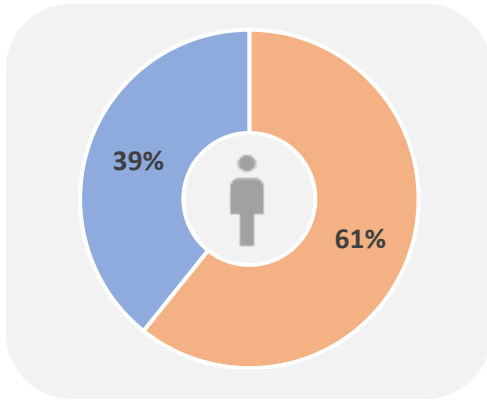
Source: National Visitor Survey, Tourism Research Australia.

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

TOTAL DOMESTIC



Domestic Overnight (orange) Domestic Daytrip (blue)



Domestic overnight travel

Visitors: \$0.9m (-20.5% YoY)
 Nights: 3.0m (-24.9% YoY)
 Expenditure: \$0.8bn (-40.5% YoY)

Average spend
 \$269 per night
 \$878 per visitor



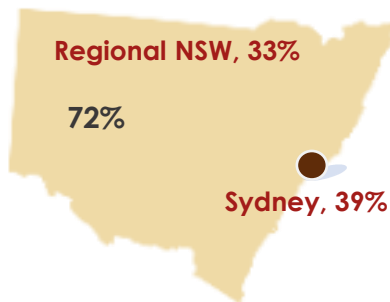
Average length of stay:
 3.3 nights



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

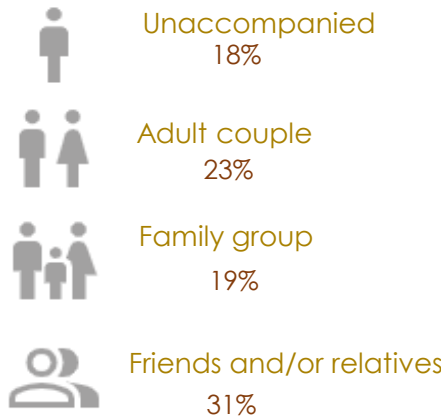
Origin

72% of the visitors came from within New South Wales

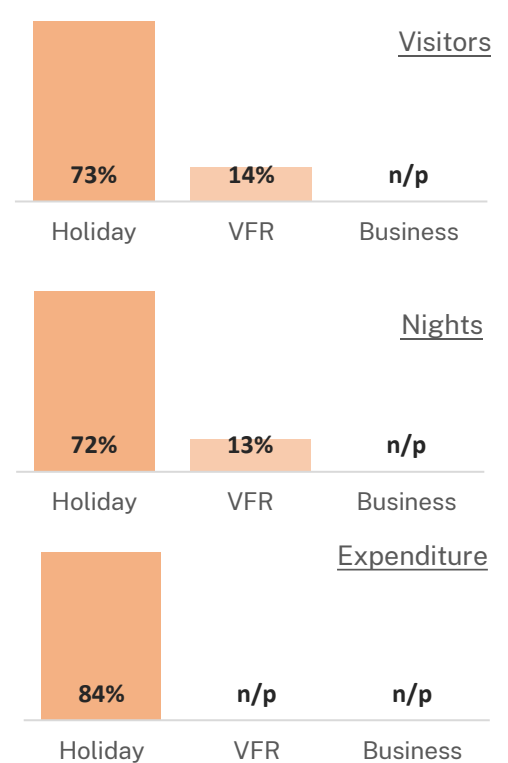


Travel party

31% of the visitors were friends or relatives travelling together



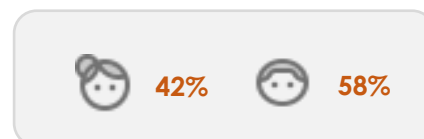
Purpose of visit



Transport

Self-drive Land Vehicle, 92%
 Other Land Transport (Bus, Train, etc.), n/p
 Aircraft, n/p
 Other or Mixed Transport, n/p

Gender



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

Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Due to technical limitations, "not asked" samples constitute no part of % share in the total proportion.

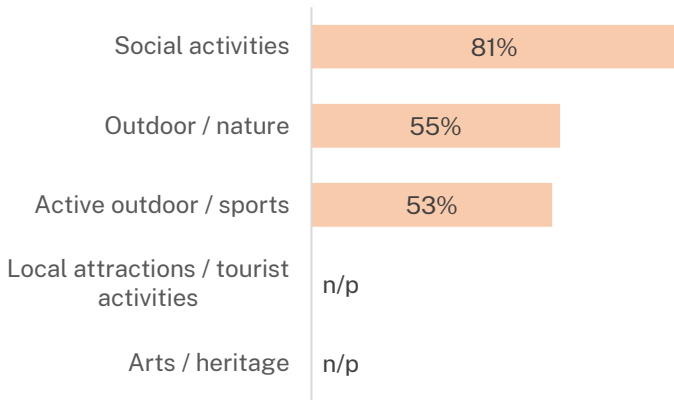
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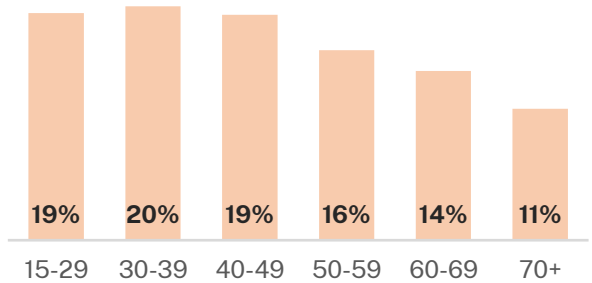
Source: National Visitor Survey, Tourism Research Australia.

Top 5 activities

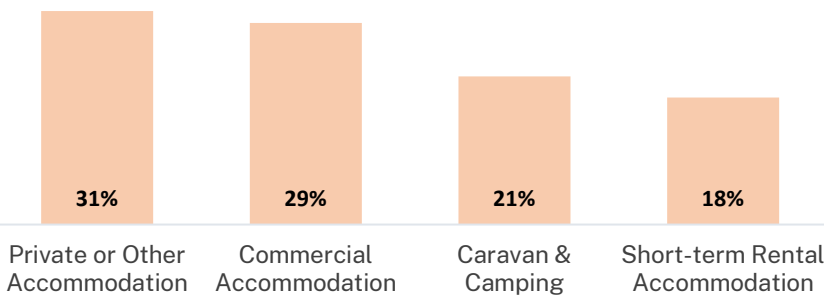


Age

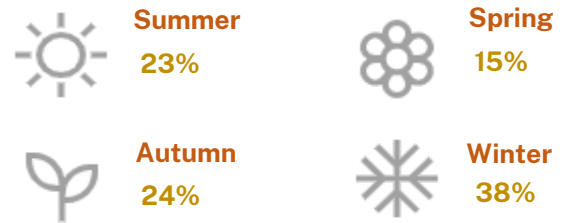
30-39 years' was the largest age group of the visitors to the region



Accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

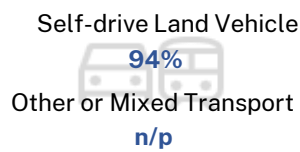
Visitors: 589,400 (-7.9% YoY)
Expenditure: n/p

\$ Average spend per visitor n/p

#11 for visitors

In Regional NSW

Transport



Gender

