

Travel to Snowy Mountains Tourism Region

Year ended March 2024



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

OVERVIEW

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	1,272	1,442	1,442	1,547	1,725	n/p	n/p	n/p	n/p	n/p	-
Nights ('000)	2,599	2,972	3,236	3,841	3,489	n/p	n/p	n/p	n/p	3,727	-
Expenditure (\$ million)	\$599	\$522	n/p	\$806	\$786	n/p	n/p	n/p	n/p	n/p	-
OVERNIGHT (international & domestic)											
Visitors ('000)	758	793	835	1,001	1,045	n/p	n/p	n/p	n/p	1,026	-
Nights ('000)	2,599	2,972	3,236	3,841	3,489	n/p	n/p	n/p	n/p	3,727	-
Expenditure (\$ million)	\$551	\$462	n/p	\$759	\$715	n/p	n/p	n/p	n/p	n/p	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	1,255	1,419	1,426	1,523	1,700	1,574	1,266	1,324	1,675	n/p	-
Nights ('000)	2,424	2,625	2,852	3,520	3,146	2,820	2,525	2,423	3,689	3,379	-8.4%
Expenditure (\$ million)	\$590	\$505	\$601	\$787	\$768	\$781	\$597	\$574	np	n/p	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	741	770	819	977	1,020	922	748	747	1,081	1,005	-7.0%
Nights (000)	2,424	2,625	2,852	3,520	3,146	2,820	2,525	2,423	3,689	3,379	-8.4%
Average Length of Stay	3.3	3.4	3.5	3.6	3.1	3.1	3.4	3.2	3.4	3.4	-1.5%
Expenditure (\$ million)	\$542	\$445	\$551	\$740	\$698	\$709	\$548	\$520	\$1,269	\$831	-34.6%
Spend per visitor per night (\$)	\$223	\$170	\$193	\$210	\$222	\$251	\$217	\$215	\$344	\$246	-28.6%
Intrastate visitors (000)	529	505	551	719	736	680	591	560	740	756	2.2%
Interstate visitors (000)	212	265	268	259	285	243	157	187	341	249	-27.0%
Intrastate nights (000)	1,708	1,776	1,846	2,614	2,364	1,981	2,116	1,791	2,380	2,573	8.1%
Interstate nights (000)	717	849	1,006	906	782	839	409	632	1,309	806	-38.4%
Intrastate expenditure (\$ million)	\$381	\$339	\$396	\$589	\$566	\$546	\$484	\$398	\$919	\$675	-26.6%
Interstate expenditure (\$ million)	\$161	\$106	\$155	\$151	\$132	\$163	\$65	\$122	\$350	\$156	-55.5%

Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	541	562	607	738	743	644	496	503	804	706	-12.1%
Visiting Friends & Relatives	101	93	104	107	161	129	146	n/p	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	105	n/p	124	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	741	770	819	977	1,020	922	748	747	1,081	1,005	-7.0%
Nights (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	1,840	2,095	2,108	2,745	2,448	2,018	1,572	1,610	2,657	2,304	-13.3%
Visiting Friends & Relatives	344	262	291	345	392	282	388	n/p	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	406	n/p	444	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	2,424	2,625	2,852	3,520	3,146	2,820	2,525	2,423	3,689	3,379	-8.4%

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	225	296	307	397	383	362	313	231	389	427	9.9%
Regional NSW	304	209	243	321	353	318	278	329	351	329	-6.3%
Total Intrastate	529	505	551	719	736	680	591	560	740	756	2.2%
Victoria	n/p	n/p	n/p	82	97	n/p	n/p	n/p	126	n/p	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	92	136	109	117	130	108	96	92	132	n/p	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	212	265	268	259	285	243	157	187	341	249	-27.0%
Grand Total	741	770	819	977	1,020	922	748	747	1,081	1,005	-7.0%

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	245	287	283	279	380	378	243	237	364	345	-5.2%
35-54	275	313	302	427	368	282	275	283	392	342	-12.9%
55+	221	171	234	271	272	262	230	227	325	319	-2.0%
Total	741	770	819	977	1,020	922	748	747	1,081	1,005	-7.0%

Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	112	145	120	148	162	159	160	180	258	191	-25.8%
Adult couple	179	126	174	218	224	183	176	173	155	271	74.2%
Family group - parents and children	186	167	174	263	216	185	125	120	252	n/p	-
Friends/relatives travelling together	229	270	302	283	357	339	265	225	340	323	-4.9%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	741	770	819	977	1,020	922	748	747	1,081	1,005	-7.0%

n/p = not publishable (sample < 40); '-' = not calculable

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	17	23	16	24	25	n/p	n/p	n/p	n/p	21	-
Nights (000)	175	347	384	320	344	n/p	n/p	n/p	n/p	348	-
Average Length of Stay	10.4	15.2	23.6	13.5	13.7	n/p	n/p	n/p	n/p	17.0	-
Expenditure (\$ million)	\$9	\$17	n/p	\$19	\$17	n/p	n/p	n/p	n/p	n/p	-
Spend per visitor per night (\$)	\$52	\$49	n/p	\$60	\$51	n/p	n/p	n/p	n/p	n/p	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
United States of America	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
United Kingdom	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	7	10	9	11	13	n/p	n/p	n/p	n/p	8	-
35-54	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
55+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	17	23	16	24	25	n/p	n/p	n/p	n/p	21	-

Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	9	16	9	14	17	n/p	n/p	n/p	n/p	11	-
Adult couple	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Family group - parents and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	17	23	16	24	25	n/p	n/p	n/p	n/p	21	-

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	514	649	607	546	679	652	518	577	594	n/p	-
Expenditure (\$ million)	\$48	\$60	\$50	\$47	\$70	\$72	\$49	\$54	n/p	n/p	-
Spend per visitor (\$)	\$94	\$92	\$82	\$86	\$103	\$110	\$95	\$93	n/p	-	-

Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	n/p	508	373	n/p	n/p	392	n/p	358	n/p	n/p	-
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	514	649	607	546	679	652	518	577	594	n/p	-

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
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	n/p	n/p	n/p	373	380	n/p	n/p	n/p	-
Total Intrastate	n/p	n/p	355	n/p	484	453	396	n/p	n/p	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	514	649	607	546	679	652	518	577	594	n/p	-

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
35-54	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
55+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	514	649	607	546	679	652	518	577	594	n/p	-

n/p = not publishable (sample < 40); '-' = not calculable

Snowy Mountains Tourism Region LGAs: Snowy Monaro Regional (Partial) and Snowy Valleys