

Travel to Snowy Mountains Tourism Region

Year ended June 2024



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	1,240	1,489	1,512	1,566	1,745	n/p	n/p	n/p	n/p	n/p	-
Nights ('000)	2,545	2,864	3,531	3,822	3,505	n/p	n/p	n/p	n/p	3,511	-
Expenditure (\$ million)	\$627	\$495	n/p	\$826	\$784	n/p	n/p	n/p	n/p	n/p	-
OVERNIGHT (international & domestic)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	727	769	905	1,039	1,035	n/p	n/p	n/p	n/p	955	-
Nights ('000)	2,545	2,864	3,531	3,822	3,505	n/p	n/p	n/p	n/p	3,511	-
Expenditure (\$ million)	\$571	\$433	n/p	\$781	\$712	n/p	n/p	n/p	n/p	n/p	-
DOMESTIC (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	1,222	1,467	1,494	1,540	1,720	1,398	1,455	1,444	1,612	n/p	-
Nights ('000)	2,329	2,570	3,119	3,491	3,104	2,710	2,730	2,877	3,322	3,152	-5.1%
Expenditure (\$ million)	\$616	\$480	\$627	\$806	\$766	\$731	\$704	n/p	n/p	n/p	-

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	709	748	887	1,014	1,010	831	871	861	980	932	-4.9%
Nights (000)	2,329	2,570	3,119	3,491	3,104	2,710	2,730	2,877	3,322	3,152	-5.1%
Average Length of Stay	3.3	3.4	3.5	3.4	3.1	3.3	3.1	3.3	3.4	3.4	-0.3%
Expenditure (\$ million)	\$560	\$418	\$578	\$761	\$694	\$664	\$643	\$643	\$1,181	\$800	-32.3%
Spend per visitor per night (\$)	\$240	\$163	\$185	\$218	\$224	\$245	\$235	\$223	\$356	\$254	-28.6%
Intrastate visitors (000)	473	495	620	726	732	618	690	649	638	697	9.1%
Interstate visitors (000)	236	253	268	288	278	213	182	212	341	235	-31.1%
Intrastate nights (000)	1,555	1,748	2,093	2,526	2,343	1,928	2,274	2,053	2,152	2,313	7.5%
Interstate nights (000)	774	822	1,026	965	761	782	456	825	1,170	839	-28.3%
Intrastate expenditure (\$ million)	\$376	\$326	\$428	\$586	\$577	\$504	\$566	\$507	\$817	\$610	-25.4%
Interstate expenditure (\$ million)	\$184	\$92	\$150	\$175	\$118	\$160	\$76	\$136	\$364	\$190	-47.9%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	523	565	657	733	736	555	623	564	734	657	-10.5%
Visiting Friends & Relatives	89	80	106	144	161	116	141	n/p	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	115	n/p	161	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	709	748	887	1,014	1,010	831	871	861	980	932	-4.9%
Nights (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	1,786	2,108	2,312	2,618	2,438	1,753	1,946	1,762	2,513	2,108	-16.1%
Visiting Friends & Relatives	314	214	332	389	401	253	385	n/p	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	454	n/p	726	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	2,329	2,570	3,119	3,491	3,104	2,710	2,730	2,877	3,322	3,152	-5.1%

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

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Year ended June 2024



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	225	275	348	398	373	326	394	238	366	389	6.3%
Regional NSW	248	219	271	327	359	292	296	411	272	307	12.9%
Total Intrastate	473	495	620	726	732	618	690	649	638	697	9.1%
Victoria	n/p	n/p	n/p	96	n/p	n/p	n/p	n/p	139	n/p	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	n/p	128	112	123	139	91	96	109	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	236	253	268	288	278	213	182	212	341	235	-31.1%
Grand Total	709	748	887	1,014	1,010	831	871	861	980	932	-4.9%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	239	261	314	274	403	353	277	270	319	314	-1.8%
35-54	277	294	344	436	336	257	340	303	358	316	-11.8%
55+	193	193	229	304	271	222	254	288	303	303	0.0%
Total	709	748	887	1,014	1,010	831	871	861	980	932	-4.9%

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	112	137	129	155	179	168	152	258	193	n/p	-
Adult couple	165	138	174	229	227	149	217	163	171	256	50.2%
Family group - parents and children	193	143	222	242	211	165	154	143	226	n/p	-
Friends/relatives travelling together	201	273	303	322	337	301	316	243	319	306	-4.2%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	709	748	887	1,014	1,010	831	871	861	980	932	-4.9%

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Year ended June 2024



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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	18	22	18	25	25	n/p	n/p	n/p	n/p	23	-
Nights (000)	216	294	412	331	401	n/p	n/p	n/p	n/p	359	-
Average Length of Stay	11.7	13.6	22.8	13.1	16.2	-	-	-	-	15.6	-
Expenditure (\$ million)	\$11	\$15	n/p	\$20	\$18	n/p	n/p	n/p	n/p	n/p	-
Spend per visitor per night (\$)	\$50	\$51	-	\$60	\$45	-	-	-	-	-	-

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	13	15	14	19	20	n/p	n/p	n/p	n/p	16	-
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	-
Education	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	18	22	18	25	25	n/p	n/p	n/p	n/p	23	-

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
India	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
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	-

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	7	10	9	12	14	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	18	22	18	25	25	n/p	n/p	n/p	n/p	23	-

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	11	14	10	15	17	n/p	n/p	n/p	n/p	13	-
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	18	22	18	25	25	n/p	n/p	n/p	n/p	23	-

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	513	719	607	526	710	567	583	583	632	n/p	-
Expenditure (\$ million)	\$56	\$62	\$49	\$44	\$72	\$67	\$61	n/p	n/p	n/p	-
Spend per visitor (\$)	\$109	\$86	\$80	\$84	\$101	\$119	\$105	-	-	-	-

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	n/p	543	n/p	n/p	406	327	n/p	378	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	513	719	607	526	710	567	583	583	632	n/p	-

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 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	353	399	n/p	n/p	n/p	-
Total Intrastate	n/p	n/p	370	n/p	519	394	422	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	513	719	607	526	710	567	583	583	632	n/p	-

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 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	513	719	607	526	710	567	583	583	632	n/p	-

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

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