

Travel to Snowy Mountains Tourism Region

Year ended December 2022

Source: National Visitor Survey, TRA.



OVERVIEW

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% Change YE Dec22 vs YE Dec21
DOMESTIC (overnight & daytrip)											
Visitors ('000)	1,383	1,283	1,374	1,485	1,457	1,637	1,652	1,230	1,293	1,698	31.3%
Nights ('000)	2,519	2,437	2,588	2,647	3,513	3,419	2,872	2,168	2,447	3,767	54.0%
Expenditure (\$ million)	\$647	\$600	\$513	\$596	\$751	\$770	\$781	\$594	\$507	\$1,417	179.8%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)	700	722	788	800	953	1,017	960	674	762	1,090	42.9%
Nights (000)	2,519	2,437	2,588	2,647	3,513	3,419	2,872	2,168	2,447	3,767	54.0%
Average Length of Stay	3.6	3.4	3.3	3.3	3.7	3.4	3.0	3.2	3.2	3.5	7.7%
Expenditure (\$ million)	\$524	\$536	\$455	\$544	\$710	\$710	\$707	\$535	\$461	\$1,301	182.2%
Spend per visitor per night (\$)	\$208	\$220	\$176	\$205	\$202	\$208	\$246	\$247	\$188	\$345	83.2%
Intrastate visitors (000)	502	511	525	538	705	716	702	539	545	796	46.2%
Interstate visitors (000)	198	211	263	262	248	302	257	135	218	293	34.9%
Intrastate nights (000)	1,903	1,729	1,766	1,799	2,498	2,491	2,016	1,830	1,743	2,647	51.9%
Interstate nights (000)	616	708	822	848	1,015	928	856	338	704	1,120	59.2%
Intrastate expenditure (\$ million)	\$388	\$384	\$341	\$397	\$556	\$570	\$555	\$464	\$339	\$982	190.0%
Interstate expenditure (\$ million)	\$137	\$152	\$114	\$147	\$155	\$140	\$151	\$71	\$122	\$319	160.6%

Purpose of Visit

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Holiday	518	531	557	585	724	736	701	421	494	825	66.8%
Visiting Friends & Relatives	82	102	103	103	103	151	145	130	102	130	27.3%
Business	n/p	n/p	n/p	n/p	n/p	n/p	79	103	130	135	4.1%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	700	722	788	800	953	1,017	960	674	762	1,090	42.9%

	Nights (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Holiday	1,842	1,892	2,011	2,094	2,592	2,635	2,154	1,294	1,562	2,744	75.7%
Visiting Friends & Relatives	166	319	276	292	352	398	315	334	263	362	37.8%
Business	n/p	n/p	n/p	n/p	n/p	n/p	322	335	528	613	16.1%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,519	2,437	2,588	2,647	3,513	3,419	2,872	2,168	2,447	3,767	54.0%

Origin

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Regional NSW	226	268	252	200	324	340	338	255	322	377	17.2%
Sydney	276	242	273	338	381	375	364	284	223	419	87.9%
Total Intrastate	502	511	525	538	705	716	702	539	545	796	46.2%
Victoria	n/p	n/p	n/p	n/p	99	101	n/p	n/p	n/p	94	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	91	96	133	114	88	146	121	79	110	119	8.4%
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	198	211	263	262	248	302	257	135	218	293	34.9%
Grand Total	700	722	788	800	953	1,017	960	674	762	1,090	42.9%

Age

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
15-29	179	181	227	199	217	252	275	170	199	302	51.8%
30-39	123	136	127	130	179	202	192	116	112	128	14.3%
40-49	144	140	145	179	204	182	140	114	183	205	11.7%
50-59	112	137	147	129	178	184	150	121	127	183	44.4%
60-69	97	76	98	113	119	125	141	87	102	171	68.1%
70+	45	n/p	n/p	50	56	73	n/p	66	n/p	101	-
Total	700	722	788	800	953	1,017	960	674	762	1,090	42.9%

Travel to Snowy Mountains Tourism Region

Year ended December 2022

Source: National Visitor Survey, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)	683	561	586	685	504	620	692	557	530	608	14.6%
Expenditure (\$ million)	n/p	\$64	\$58	\$52	\$41	\$60	\$75	\$59	\$45	n/p	-
Spend per visitor (\$)	-	\$114	\$100	\$76	\$80	\$97	\$108	\$105	\$86	-	-

Main Purpose of Trip

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)											
Holiday	n/p	400	431	472	290	380	446	286	273	316	15.9%
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	683	561	586	685	504	620	692	557	530	608	14.6%

Origin

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)											
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Regional NSW	n/p	344	n/p	384	351	265	422	379	352	n/p	-
Total Intrastate	348	362	n/p	412	365	369	511	420	358	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	683	561	586	685	504	620	692	557	530	608	14.6%

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

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% Change YE Dec22 vs YE Dec21
Visitors (000)											
Private vehicle or company car	683	518	560	680	501	613	678	550	530	578	8.9%
Bus/Coach	-	n/p	n/p	n/p	n/p	n/p	n/p	-	-	n/p	-
Aircraft	-	-	n/p	-	-	-	-	-	-	n/p	-

n/p = not publishable; '-' = not available

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