

Snowy Mountains Visitor Profile

Year ending June 2024

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



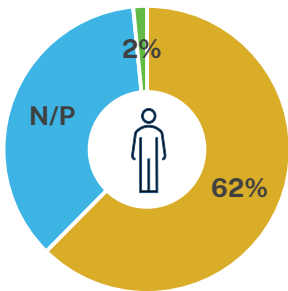
Total Visitation to Snowy Mountains (Domestic & International)

VISITORS



n/p

Share by visitor type

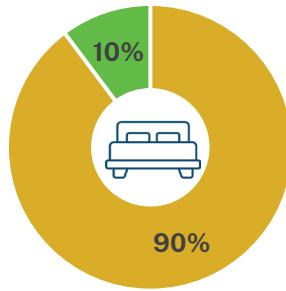


NIGHTS



3.5m

Share by visitor type

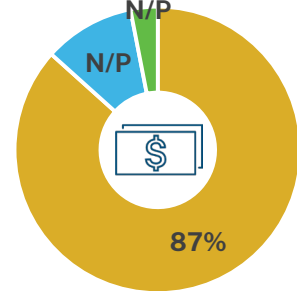


EXPENDITURE



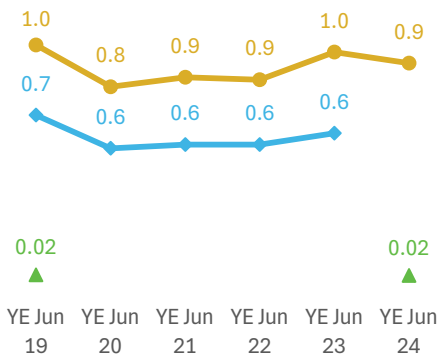
n/p

Share by visitor type

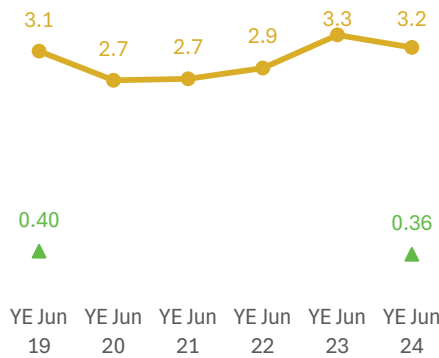


● Domestic overnight
 ● Domestic day
 ▲ International

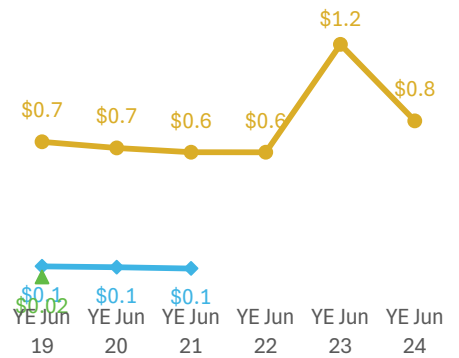
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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Domestic Overnight Travel

Visitors: 931,900 (-4.9% YOY)

Nights: 3.2m (-5.1% YOY)

Expenditure: \$799.7m (-32.3% YOY)

Average spend

\$254 per night

\$858 per visitor

Average length of stay

3.4 nights

Ranking in Regional NSW

11th for visitors

10th for nights

8th for expenditure

Purpose of visit - % share of total

Visitors

Nights

Expenditure

Holiday **70%**

Holiday **67%**

Holiday **80%**

VFR **n/p**

VFR **n/p**

VFR **n/p**

Business **n/p**

Business **n/p**

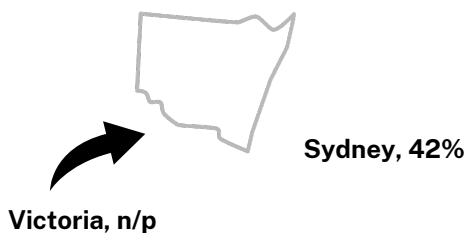
Business **n/p**

Visitor Origin

Gender

Age

Regional NSW, 33%



62%



38%

34%

15-34

34%

35-54

32%

55+

Travel Party

Travel Season



n/p

Travelling alone



n/p

Family group (with kids)



n/p

Spring



24%

Summer



27%

Adult couple



33%

Friends or relatives travelling together



n/p

Autumn



37%

Winter

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Domestic Daytrip Travel

Average spend

Ranking in Regional NSW

Visitors: n/p (n/p YOY)



n/p



n/p for visitors

Expenditure: n/p (n/p YOY)

n/p for expenditure

Purpose of visit - % share of total

Visitors

Expenditure

Holiday n/p

Holiday n/p

VFR n/p

VFR n/p

Business n/p

Business n/p

Visitor Origin

Gender

Age

Regional NSW, n/p



Sydney, n/p



n/p



n/p

n/p

15-34

n/p

35-54

n/p

55+

Travel Party

Travel Season

Not asked for Domestic Daytrip



n/p

Spring



n/p

Summer



n/p

Autumn



n/p

Winter

Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

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International Travel

Visitors: 23,000 (n/p YOY)

Nights: 359,300 (n/p YOY)

Expenditure: n/p (n/p YOY)

Average spend



n/p

n/p

Average length of stay



15.6 nights

Ranking in Regional NSW



11th for visitors

11th for nights

n/p for expenditure

Purpose of visit - % share of total

Visitors

Holiday **71%**

VFR n/p

Business n/p

Education n/p

Nights

Holiday **35%**

VFR n/p

Business n/p

Education n/p

Expenditure

Holiday n/p

VFR n/p

Business n/p

Education n/p

Visitor Origin (Top 5)

1st India - n/p

2nd USA - n/p

3rd New Zealand - n/p

4th United Kingdom - n/p

5th Netherlands - n/p

Gender



50%



50%

Age

34%



15-34

n/p

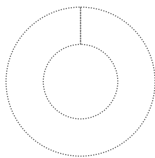
n/p

35-54

55+

First Visit to Australia

Return visit:
59%



First visit:
n/p

Free & Independent Visitor

77% of International visitors to Snowy Mountains
were Free & Independent (FIT) Travellers

Travel Party



57%

Travelling alone



n/p

Family group (with kids)



n/p

Adult couple



n/p

Friends or relatives
travelling together

Travel Season



n/p

Spring



n/p

Summer



n/p

Autumn



n/p

Winter