

Snowy Mountains Visitor Profile

Year ended December 2023

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



International data is not available for the period YE December 2020 – YE December 2022.

TOTAL DOMESTIC & INTERNATIONAL



Visitors
1.6m

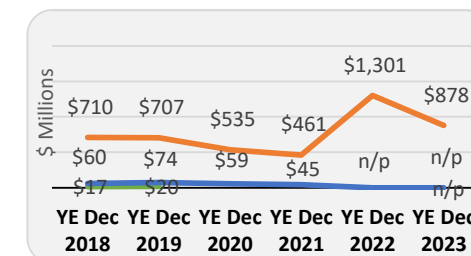
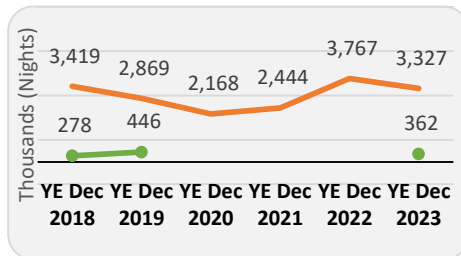
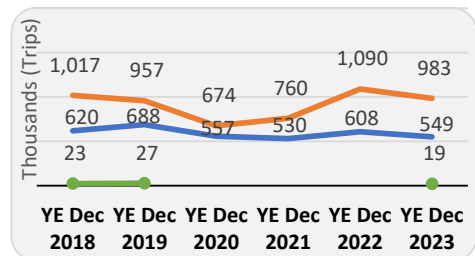
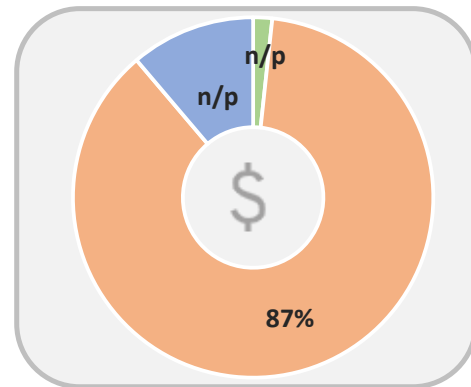
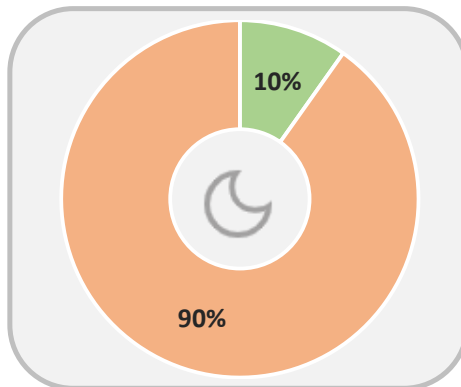
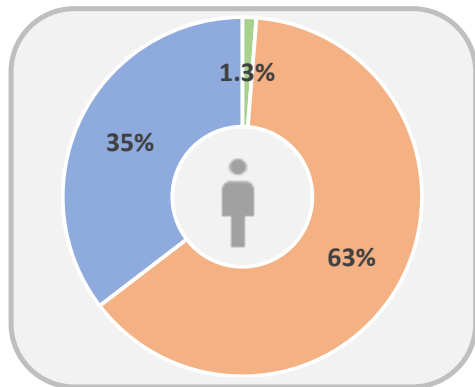


Nights
3.7m



Expenditure
n/p

International Domestic Overnight Domestic Daytrip



Domestic overnight travel

Visitors: 982,800 (-9.8% YoY)
Nights: 3.3m (-11.7% YoY)
Expenditure: \$878.1m (-32.5% YoY)



Average spend
\$264 per night
\$893 per visitor



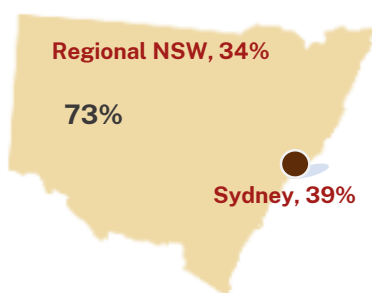
Average length of stay:
3.4 nights



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

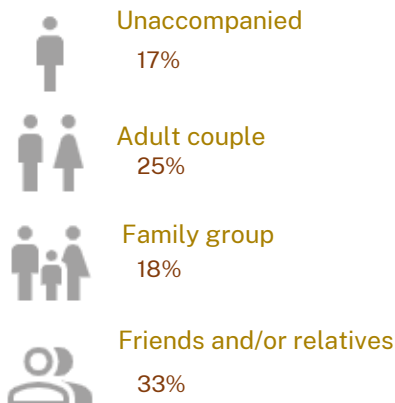
Origin

73% of the visitors came from within New South Wales

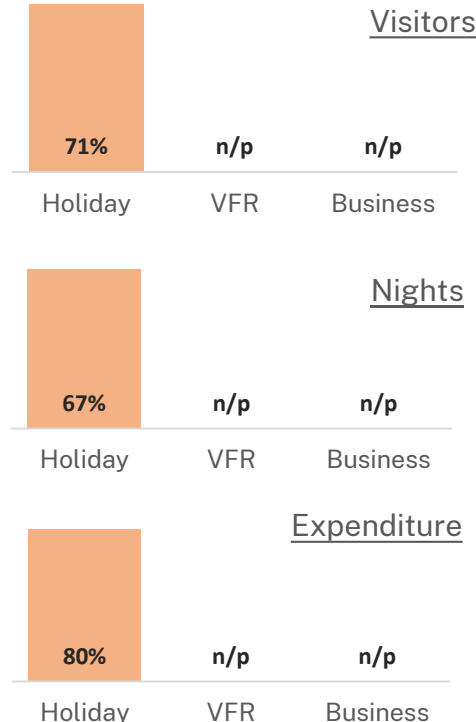


Travel party

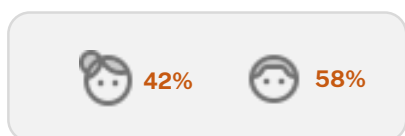
33% of the visitors were friends or relatives travelling together



Purpose of visit



Gender



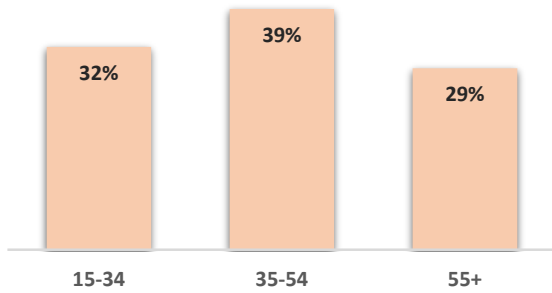
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Year ended December 2023

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

Age

35-54 years' was the largest age group of the visitors to the region



Travel season*



Summer
26%



Spring
n/p



Autumn
22%



Winter
36%

*by month returned from the trip

Domestic daytrip travel

Visitors: 548,800 (-9.8% YoY)
Expenditure: n/p



Average spend
per visitor n/p



#11 for visitors

In Regional NSW

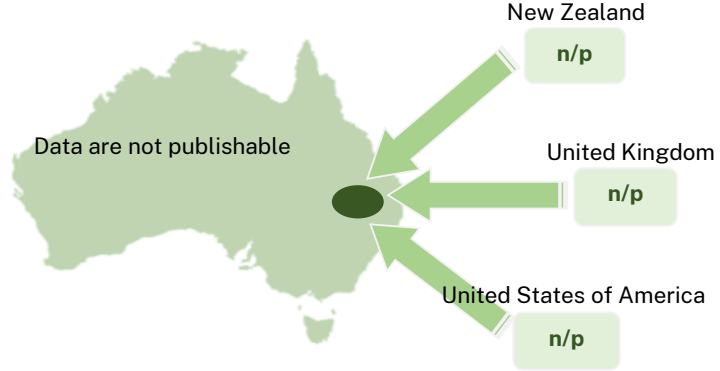
All other domestic daytrip data is not publishable due to sample size issues.

International travel

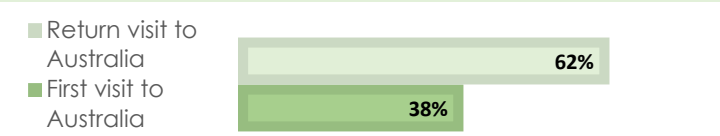
Visitors: 19,500	% of recovery on YE Dec 19 71%	\$	Average spend per night n/p per visitor n/p	📅	Average length of stay: 18.6 nights	💡	#11 for visitors #10 for nights ----- In Regional NSW
Nights: 362,400	81%						
Expenditure: n/p	n/p						

Top 3 origin markets

New Zealand was the largest individual source market of visitors to the region

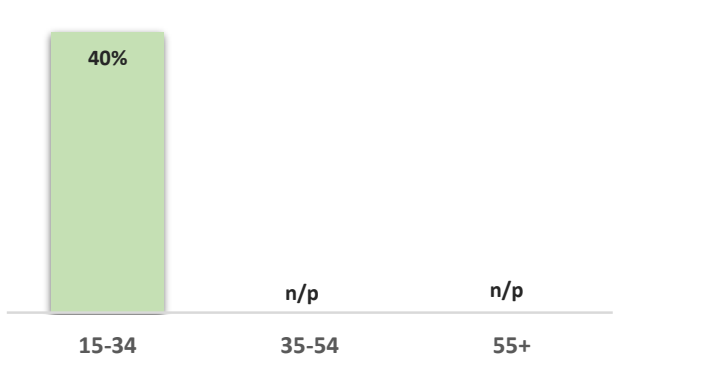


First vs return visitor

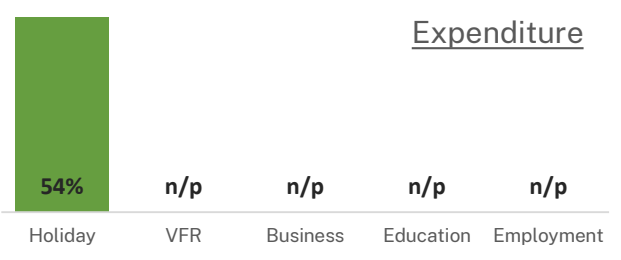
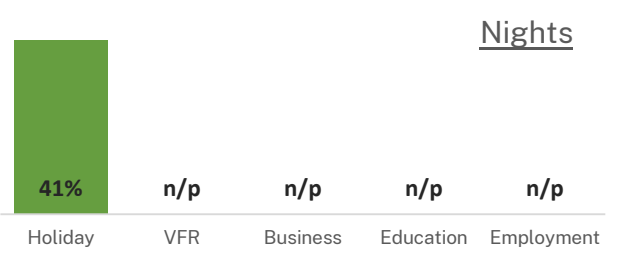


Age

15-34 years' was the largest age group of the visitors to the region



Purpose of visit



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

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