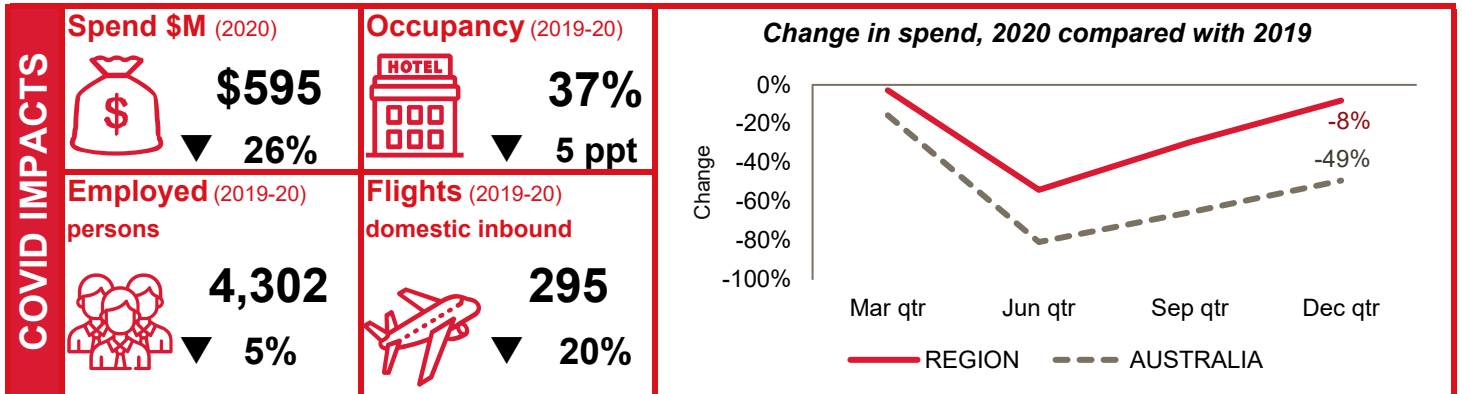




# SNOWY MOUNTAINS, NSW



## PRE-COVID RESULTS

**2019**

	VISITORS ('000)	NIGHTS ('000)	SPEND (\$M)
International	27 ▲ 17%	446 ▲ 61%	\$20 ▲ 20%
Domestic overnight	960 ▼ 6%	2,872 ▼ 16%	\$706 ▼ 0%
Domestic day	692 ▲ 12%		\$75 ▲ 24%

## TOTAL SPEND

**\$801M ▲ 2%**

### TOURISM ECONOMY (2018-19)

#### Tourism employment

**4,517 persons ▼ 14.0%**

- Tourism accounted for 23% of the region's workforce
- Part-time workers accounted for 40% of the tourism workforce

#### Tourism gross value added

**\$248 million ▼ 14.4%**

- Tourism accounted for 11.8% of the regional economy
- Accommodation was the largest contributing sector (31%)

#### GVA by industry



### TOURISM SUPPLY (2018-19)

#### Businesses

**599 businesses ▲ 1.0%**

- 61% of tourism-related businesses in the Snowy Mountains region employed staff

#### Domestic inbound aviation

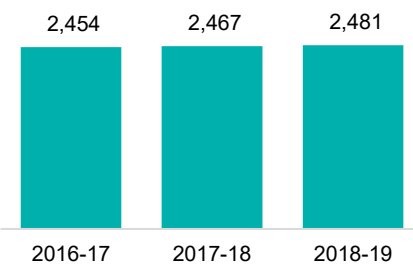
**12,035 seats ▲ 1.9%**

**367 flights ▲ 0.8%**

**69% load factor ▲ 10.6 ppt**

#### Accommodation

**2,481 rooms**

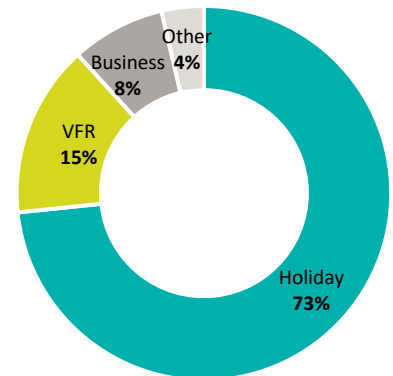


**41.7% occupancy ▼ 2 ppt**

**\$78.25 RevPAR ▼ \$8.14**

### OVERNIGHT VISITORS (2019)

#### Purpose (top 4)



- Holiday was the main purpose of visit for overnight visitors to the Snowy Mountains region
- Interstate visitors accounted for 27% of domestic overnight visitors and 21% of domestic overnight spend
- The top international visitor markets were United States of America and United Kingdom
- Commercial accommodation accounted for 59% of nights
- The most popular activities on these trips were social activities and active outdoor / sports activities