

This fact sheet provides a summary of the latest tourism data for the Snow & Ski Tourism segment. Information includes: domestic and international visitor numbers, and visitor profiles such as origin, purpose of visit and travel party.

## DOMESTIC & INTERNATIONAL VISITATION FOR VISITORS PARTICIPATING IN SNOW/SKI TOURISM ACTIVITIES

Snow/ski visitors are defined as those who participated in snow sports while on their trip to/within Australia.

Year Ending December 2010	Victoria	Australia
<b>Domestic</b>		
Overnight Visitors (000s)	159	357
Visitor Nights (000s)	639	1,706
Daytrip Visitors (000s)	99	124
<b>International</b>		
Overnight Visitors (000s)	31	42
Nights (000s)	2,610	5,242

Figures in red italics are unreliable and should be used with caution.

NB: Visitors to Victoria who indicated they participated in snow/ski activities did not specify which state this was undertaken. This figure is estimated in the International Visitation table below.

### International Visitation

42,000 international snow/ski tourism visitors travelled to Australia in the year ending December 2010, accounting for 5.2 million nights. Of these visitors, 74% visited Victoria during this period.

31,000 snow/ski tourism visitors to Australia travelled to Victoria on their trip in the year ending December 2010, accounting for 2.6 million nights. Snow/ski tourism visitors represent 2% of all international overnight visitors to the State.

Average length of stay for snow/ski tourism visitors to Australia was 125 nights, compared to an average length of stay of 85 nights for snow/ski tourism visitors to Victoria.

### Snow/ski Participation in Victoria

The table below examines snow/ski tourism visitors who participated in that activity while visiting Victoria during their trip.

	Year ending December		% change 09/10
	2009	2010	
<b>International Visitors (000s)</b>			
Victoria	9	14	
Australia	28	42	48.1%
Vic's Mkt Share	33.0%	33.0%	
<b>International Visitor Nights (000s)</b>			
Victoria	959	1,293	
Australia	3,887	5,242	34.9%
Vic's Mkt Share	24.7%	24.7%	

\* Due to survey limitations, estimates of snow/ski participation in Victoria is based on the rate of participation of a proportion of the overall sample (for 3 years to December 2010) and applied to the estimate of total international visitors to Victoria (year ending December 2010). Segment trends at the national level are applied to this estimate.

In 2010, approximately 14,000 visitors to Victoria participated in a local snow/ski activity while in the state. These visitors accounted for an estimated 1.3 million nights in Victoria during the period.

Compared to 2009, international snow/ski overnight visitors to Australia have increased by 48.1% for visitors and 34.9% for visitor nights.

Victoria's market share of international snow/ski overnight visitors is estimated to be 33% in the year ending December 2010.

### Domestic Overnight Visitation

Australia received 357,000 domestic overnight snow/ski visitors for the year ending December 2010, accounting for 1.7 million domestic visitor nights. The average length of stay was 4.8 nights.

During the same period Victoria received 159,000 domestic overnight snow/ski visitors, accounting for 639,000 visitor nights. The average length of stay for snow/ski visitors to Victoria was 4.0 nights.

	Year ending December					% change 09/10
	2006	2007	2008	2009	2010	
<b>Domestic Visitors (000s)</b>						
Victoria	143	132	159	201	159	-20.9%
Australia	349	327	380	425	357	-16.0%
Vic's Mkt Share	41.0%	40.4%	41.8%	47.3%	44.5%	
<b>Domestic Visitor Nights (000s)</b>						
Victoria	665	453	576	604	639	5.8%
Australia	1,945	1,706	1,765	1,707	1,706	-0.1%
Vic's Mkt Share	34.2%	26.6%	32.6%	35.4%	37.5%	

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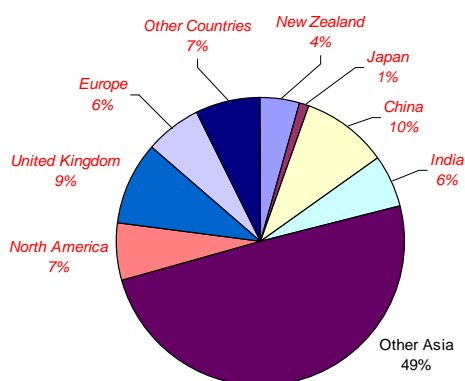
Compared to the previous year, Victoria experienced a decrease in domestic overnight snow/ski visitors (-20.9%) although there was an increase in visitor nights (+5.8%). Australia also saw a decrease in domestic visitors (-16.0%) but experienced a slight decline in visitor nights (-0.1%) over this period.

Victoria's market share of domestic overnight snow/ski visitors decreased by 2.8 percentage points from 2009, to 44.5% in 2010. Over this period the market share of nights spent by this segment in Victoria increased by 2.1 percentage points to 37.5% in 2010.

## PROFILE OF INTERNATIONAL OVERNIGHT SNOW/SKI VISITORS

The following analysis examines those who are snow/ski tourism visitors who participated in that activity while visiting Australia. Due to survey limitations, percentages for Victoria were unable to be reported.

### Origin of Snow/ski Visitors to Australia



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The largest single source market of snow/ski tourism visitors in Australia was 'Other Asia' (which excludes Japan, China and India) with 49% or an estimated 20,700 visitors in 2010.

### Age Group (% of International Overnight Snow/ski Visitors)

International snow/ski tourism visitors in Australia were most likely to be aged between 15-24 years (44%) or 25-44 years old (45%). Snow/Ski visitors to Australia were more likely than travellers generally to be in the youngest age bracket of 15 to 24 years (44% compared to 17%).

Age Group	Snow & Ski Visitors to Australia	Total Travellers
15 - 24 years	44%	17%
25 - 44 years	45%	40%
45 - 64 years	10%	34%
65 years or over	1%	9%

Percentages in red italics are based on figures that are unreliable and should be used with caution.

## TRAVEL BEHAVIOUR OF INTERNATIONAL OVERNIGHT SNOW/SKI TOURISM VISITORS

### Purpose of Visit (% of International Snow/ski Visitors)

38% of snow/ski tourism visitors in Australia were holiday visitors and 36% were education visitors. Only 8% of travellers generally were travelling for education purposes in 2010.

Purpose of Visit	Snow & Ski Visitors to Australia	Total Travellers
Holiday	38%	46%
Visiting friends or relatives	17%	24%
Business	3%	16%
Education	36%	8%
Employment	4%	2%
Other	2%	4%

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### Length of Trip (% of International Snow/ski Visitors)

26% of international overnight snow/ski visitors in Australia were on a trip of 200 or more nights, and 24% were on a trip of 10-39 nights. International travellers to Australia generally were more likely to stay 1-9 nights (46%) or 10-39 nights (35%) on their trip. In line with a high proportion of education visitors, it is not surprising that the length of stay for this traveller type is quite long compared to travellers generally.

Length of Visit	Snow & Ski Visitors to Australia	Total Travellers
1-9 nights	12%	46%
10-39 nights	24%	35%
40-99 nights	18%	10%
100-199 nights	20%	6%
200+ nights	26%	4%

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### Travel Party (% of International Snow/ski Visitors)

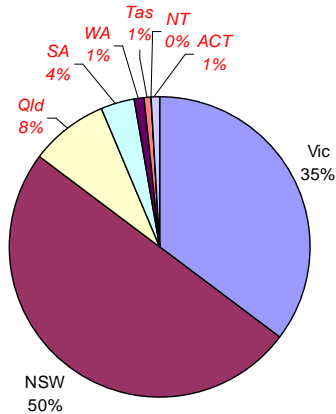
The majority of international overnight snow/ski visitors in Australia travelled alone (73%).

Travel Party	Snow & Ski Visitors to Australia	Total Travellers
Travelling Alone	73%	56%
Adult Couple	8%	22%
Family Group - parents and children	9%	9%
Friends or relatives	9%	9%
Business associates	1%	4%

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## PROFILE OF DOMESTIC SNOW/SKI TOURISM VISITORS

### Origin of Domestic Overnight Snow/ski Tourism Visitors



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The majority of domestic overnight snow/ski visitors to Victoria came from New South Wales (50%) and Victoria (35%).

### Age Group (% of Snow/ski Tourism Visitors)

Domestic overnight snow/ski visitors to Victoria were most likely to be aged between 25-44 years (41%) and 45-64 years (33%).

Age Group	Snow & Ski Visitors to/ within Victoria	Snow & Ski Visitors within Australia	Total Australia
15 - 24 years	<i>25%</i>	26%	15%
25 - 44 years	41%	44%	36%
45 - 64 years	33%	25%	36%
65 years or over	<i>1%</i>	<i>4%</i>	13%

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### Lifecycle (% of Snow/ski Tourism Visitors)

Domestic overnight snow/ski visitors to Victoria tended to be in the Parent (57% compared to 39% of general travellers to Australia) lifecycle segment.

Lifecycle	Snow & Ski Visitors to/ within Victoria	Snow & Ski Visitors within Australia	Total Australia
Single, no kids	<i>25%</i>	32%	17%
Couple, no kids	<i>6%</i>	<i>5%</i>	10%
Parent	57%	52%	39%
Older working	<i>9%</i>	<i>6%</i>	16%
Older non-working	<i>2%</i>	<i>4%</i>	17%

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## TRAVEL BEHAVIOUR OF DOMESTIC OVERNIGHT SNOW/SKI TOURISM VISITORS

### Purpose of Visit (% of Snow/ski Tourism Visitors)

86% of domestic overnight snow/ski visitors to Victoria were holiday visitors, compared to 45% of travellers within Australia generally.

Purpose of Visit	Snow & Ski Visitors to/ within Victoria	Snow & Ski Visitors within Australia	Total Australia
Holiday or leisure	86%	89%	45%
Visiting friends and relatives	<i>9%</i>	<i>7%</i>	33%
Business	<i>0%</i>	<i>3%</i>	19%
Other	<i>3%</i>	<i>5%</i>	6%

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### Length of Trip (% of Snow/ski Tourism Visitors)

55% of domestic overnight snow/ski visitors to Victoria were on a trip of 1 to 3 nights, compared to 68% of general travellers within Australia.

Length of Trip	Snow & Ski Visitors to/ within Victoria	Snow & Ski Visitors within Australia	Total Australia
1-3 nights	55%	46%	68%
4-7 nights	<i>27%</i>	39%	23%
8-14 nights	<i>18%</i>	<i>13%</i>	7%
15+ nights	-	<i>1%</i>	2%

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### Travel Party (% of Snow/ski Tourism Visitors)

The majority of domestic overnight snow/ski visitors to Victoria travelled with friends or relatives (44%) or in a family group (39%). Snow/Ski travellers were less likely than travellers generally to be travelling alone or in an adult couple.

Travel Party	Snow & Ski Visitors to/ within Victoria	Snow & Ski Visitors within Australia	Total Australia
Travelling Alone	<i>6%</i>	<i>6%</i>	25%
Adult Couple	<i>6%</i>	<i>7%</i>	26%
Family Group - parents and children	39%	38%	24%
Friends or relatives	44%	41%	17%
Business associates	-	<i>1%</i>	6%
Other	<i>5%</i>	<i>7%</i>	2%

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### Sources:

- National and International Visitor Surveys, year ending December 2010, Tourism Research Australia.

Current definition of Snow & Ski Tourism: International - 'Snow sports'; Domestic - 'Snow skiing'

Figures might not add up due to rounding.

Updated by Tourism Victoria August 2011.