

Friday, 3 August 2018

NSW snowfields set to attract more Aussie skiers than Victorian fields

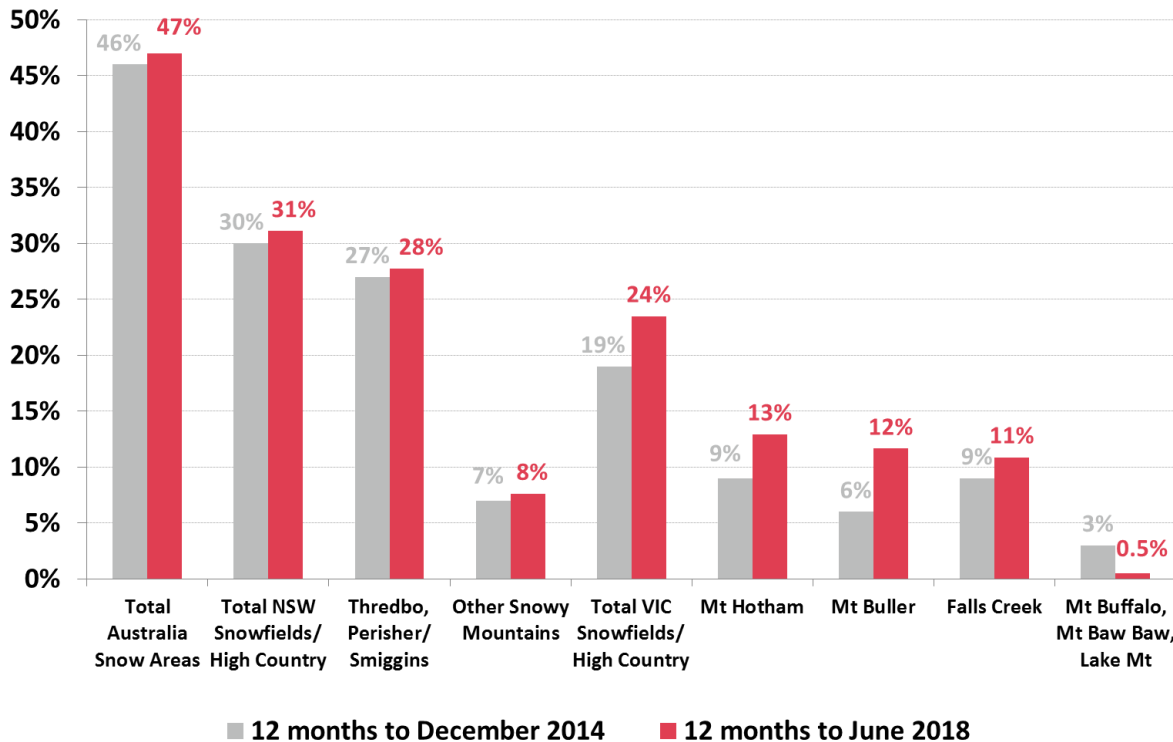
Australian skiers and snowboarders are increasingly eyeing off Australian snow fields for their next holidays. Now 47% of Aussie skiers/snowboarders say they would like to visit at least one of Australia's snow areas within the next two years, up 1% on the year to December 2014 the latest tourism data from Roy Morgan shows.

The NSW Snowfields/High Country area remains the most popular in Australia mentioned by 31% of skiers/snowboarders as a destination for a holiday during the next two years led by the Thredbo/Perisher/Smiggins slopes as the most popular snowfield cited by 28% of skiers/snowboarders.

Despite trailing their northern counterparts in terms of popularity the leading Victorian snow fields have made impressive gains over the last four years. Now 24% of skiers/snowboarders would like to visit the Victorian snow fields for a holiday during the next two years - up 5% points on 2014.

This gain has been spread across Victoria's leading snow fields with Mt. Hotham now the leading snow destination in Victoria mentioned by 13% of skiers/snowboarders ahead of Mt. Buller on 12% and Falls Creek on 11%. Mt. Buller has doubled in popularity since 2014 to overtake Falls Creek.

Proportion of regular or occasional skiers/snowboarders who say they would like to take a holiday at destination within the next two years



Source: Roy Morgan Single Source (Australia), January 2014 – December 2014, n=544 and July 2017 – June 2018, n=384 Australians 14+ who say they regularly or occasionally go skiing or snowboarding.

Michele Levine, CEO Roy Morgan, says although Australians have discovered overseas snow fields in the last decade, the traditional Australian skiing and snowboarding destinations in the New South Wales High Country and Victorian Alps remain the leading destinations:

“Roy Morgan’s analysis of Australians’ skiing and snowboarding holidays [last month](#) revealed that the increasing number of Australians taking skiing and snowboarding holidays overseas in the last decade has been closely tied to the value of the Australian Dollar.

“However, a majority of Australians still travel within Australia for their skiing and snowboarding holidays and the popularity of the NSW and Victorian snowfields as holiday destinations has actually increased over the last four years since 2014.

“Now 47% of Australian skiers and snowboarders intend to head to the Australian snow areas for a holiday in the next two years with 31% intending to go to the NSW snowfields and 24% to the Victorian snowfields. All three figures are up on four years ago.

“The biggest increases have come for the three leading Victorian snow fields with 13% of Australian skiers and snowboarders now intending to go to Mt. Hotham for a holiday an increase of 4% points on 2014 and the 12% intending to go to Mt. Buller an increase of 6% points.

“Today’s research shows that although overseas destinations in New Zealand, Japan, North America, Europe and elsewhere may appeal, the leading Australian snow field resorts at Thredbo/Perisher/Smiggins, Mt. Hotham, Mt. Buller and Falls Creek are still very popular destinations for skiers and snowboarders looking to head to the snow on their next holiday.”

Click here to view our Roy Morgan profiles of [Australians going skiing or snowboarding on their last holiday](#).

Click here to view our range of [Holiday Destination Preference Profiles](#) — including profiles of Australians who would like to take a holiday at various Australian regional destinations including in [New South Wales](#), [Victoria](#), or at the [Snowy Mountains](#), [Victorian High Country](#) and many other regional and overseas destinations.

For comments or more information about Roy Morgan’s holiday destination data please contact:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

