

Blue Mountains Visitor Profile

Year ending March 2024

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



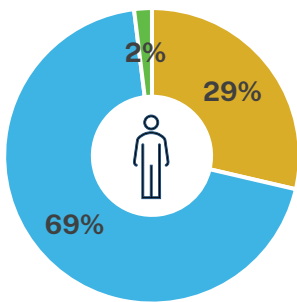
Total Visitation to Blue Mountains (Domestic & International)

VISITORS



4.3m

Share by visitor type

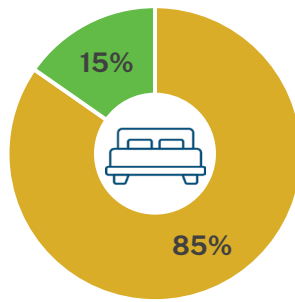


NIGHTS



3.5m

Share by visitor type

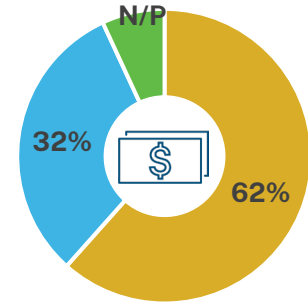


EXPENDITURE



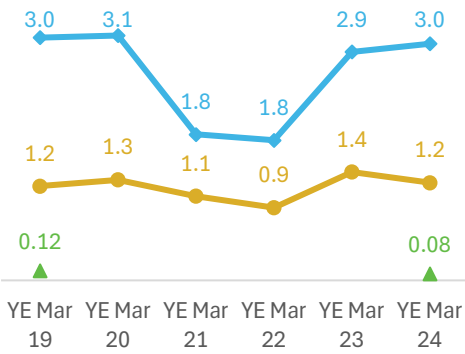
n/p

Share by visitor type

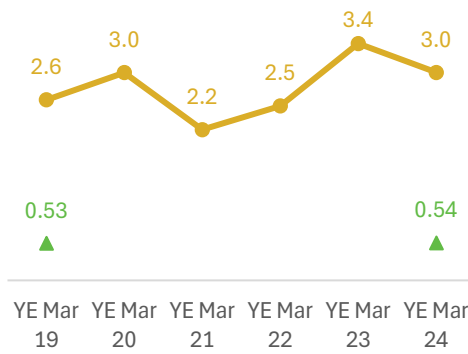


Domestic overnight Domestic day International

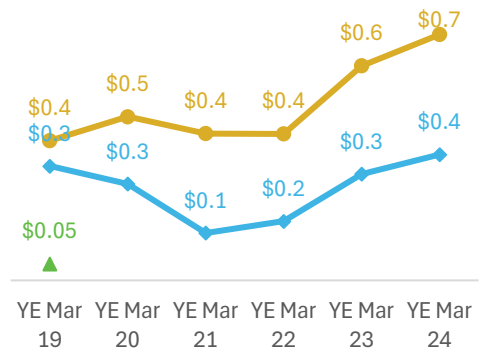
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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Domestic Overnight Travel

Visitors: 1.2m (-9.9% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 3.0m (-12.2% YOY)	\$236 per night	2.4 nights	10th for visitors
Expenditure: \$702.0m (+14.6% YOY)	\$576 per visitor		11th for nights
			10th for expenditure

Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	56%	Holiday	52%	Holiday	60%
VFR	29%	VFR	35%	VFR	26%
Business	n/p	Business	n/p	Business	n/p

Visitor Origin

Regional NSW, 23%



Sydney, 70%

Gender



48%



52%

Age

38%



15-34

30%



35-54

33%



55+

Travel Party



26%

Travelling alone



n/p

Family group (with kids)



33%

Adult couple



27%

Friends or relatives
travelling together

Travel Season



20%

Spring



26%

Summer



25%

Autumn



29%

Winter

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Domestic Daytrip Travel

Average spend

Ranking in Regional NSW

Visitors: 3.0m (+3.6% YOY)

Expenditure: \$359.0m (+18.5% YOY)



\$122 per visitor



5th for visitors

8th for expenditure

Purpose of visit - % share of total

Visitors

Holiday 66%

VFR n/p

Business n/p

Expenditure

Holiday 75%

VFR n/p

Business n/p

Visitor Origin

Regional NSW, n/p



Sydney, 85%

Gender



56%



44%

Age

37%



15-34

38%



35-54

26%



55+

Travel Season



n/p

Spring



n/p

Summer



32%

Autumn



n/p

Winter

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International Travel

Visitors: 82,800 (n/p YOY)

Nights: 536,300 (n/p YOY)

Expenditure: n/p (n/p YOY)

Average spend



n/p

n/p

Average length of stay



6.5 nights

Ranking in Regional NSW



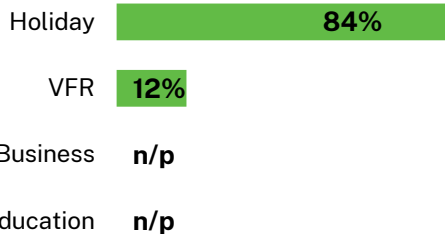
4th for visitors

9th for nights

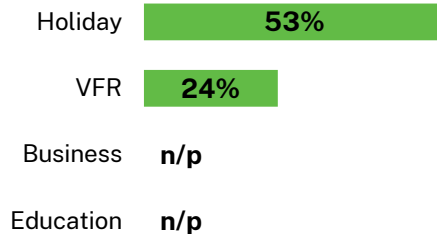
n/p for expenditure

Purpose of visit - % share of total

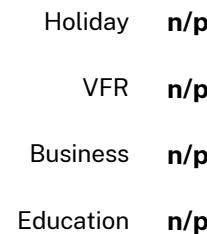
Visitors



Nights



Expenditure



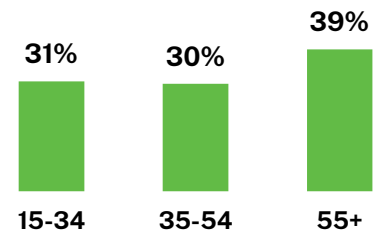
Visitor Origin (Top 5)



Gender



Age



First Visit to Australia

Return visit:
56%

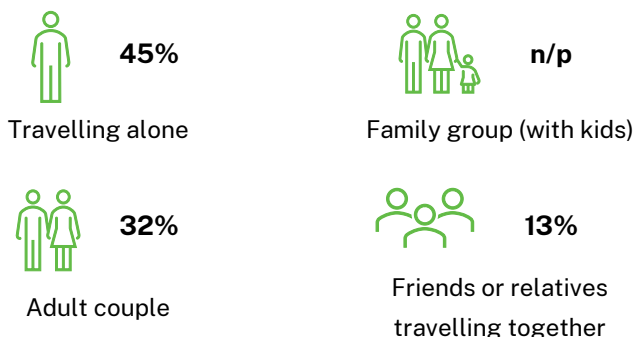


First visit:
44%

Free & Independent Visitor

86% of International visitors to Blue Mountains were Free & Independent (FIT) Travellers

Travel Party



Travel Season

