

Travel to Blue Mountains Tourism Region

Year ended December 2024



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

OVERVIEW

	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	3,726	4,082	4,228	4,206	4,628	n/p	n/p	n/p	4,571	4,438	-2.9%
Nights ('000)	2,600	2,868	3,144	3,167	3,508	n/p	n/p	n/p	3,516	3,214	-8.6%
Expenditure (\$ million)	\$619	\$685	\$680	\$775	\$796	n/p	n/p	n/p	\$1,093	\$1,137	4.0%
OVERNIGHT (international & domestic)											
Visitors ('000)	984	1,073	1,206	1,276	1,429	n/p	n/p	n/p	1,314	1,345	2.4%
Nights ('000)	2,600	2,868	3,144	3,167	3,508	n/p	n/p	n/p	3,516	3,214	-8.6%
Expenditure (\$ million)	\$422	\$433	\$449	\$456	\$503	n/p	n/p	n/p	\$702	\$744	5.9%
DOMESTIC (overnight & daytrip)											
Visitors ('000)	3,628	3,977	4,102	4,085	4,513	2,730	2,796	3,805	4,499	4,359	-3.1%
Nights ('000)	2,083	2,260	2,442	2,594	2,939	2,186	2,371	3,528	3,019	2,732	-9.5%
Expenditure (\$ million)	\$558	\$632	\$621	\$729	\$737	\$517	\$592	\$907	\$1,056	\$1,101	4.3%

NB: International data isn't available for the period between YE JUNE 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	886	968	1,081	1,155	1,313	947	953	1,353	1,242	1,265	1.9%
Nights (000)	2,083	2,260	2,442	2,594	2,939	2,186	2,371	3,528	3,019	2,732	-9.5%
Average Length of Stay	2.4	2.3	2.3	2.2	2.2	2.3	2.5	2.6	2.4	2.2	-11.2%
Expenditure (\$ million)	\$361	\$379	\$389	\$410	\$444	\$378	\$420	\$668	\$665	\$708	6.4%
Spend per visitor per night (\$)	\$173	\$168	\$159	\$158	\$151	\$173	\$177	\$189	\$220	\$259	17.5%
Intrastate visitors (000)	768	828	953	1,003	1,148	897	866	1,172	1,131	1,117	-1.2%
Interstate visitors (000)	118	140	127	152	166	n/p	n/p	181	n/p	n/p	-
Intrastate nights (000)	1,681	1,804	2,049	2,104	2,342	1,906	2,164	2,872	2,480	2,294	-7.5%
Interstate nights (000)	401	456	393	489	596	n/p	n/p	656	n/p	n/p	-
Intrastate expenditure (\$ million)	\$309	\$311	\$334	\$349	\$373	\$350	\$378	\$559	\$551	\$641	16.3%
Interstate expenditure (\$ million)	\$52	\$68	\$56	\$62	\$70	n/p	n/p	\$109	n/p	n/p	-

Purpose of Visit

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Holiday	536	591	630	643	778	516	541	779	669	845	26.4%
Visiting Friends & Relatives	246	254	312	388	377	285	282	407	408	261	-36.0%
Business	n/p	n/p	n/p	n/p	114	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	886	968	1,081	1,155	1,313	947	953	1,353	1,242	1,265	1.9%
Nights (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Holiday	1,269	1,426	1,350	1,453	1,711	1,031	1,290	1,932	1,443	1,790	24.1%
Visiting Friends & Relatives	563	531	732	926	839	746	663	1,176	1,188	606	-49.0%
Business	n/p	n/p	n/p	n/p	292	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,083	2,260	2,442	2,594	2,939	2,186	2,371	3,528	3,019	2,732	-9.5%

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC OVERNIGHT TRAVEL

Origin											
Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Sydney	545	543	664	721	771	628	642	872	836	874	4.5%
Regional NSW	223	286	289	283	377	269	224	299	294	243	-17.6%
Total Intrastate	768	828	953	1,003	1,148	897	866	1,172	1,131	1,117	-1.2%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	118	140	127	152	166	n/p	n/p	181	n/p	n/p	-
Grand Total	886	968	1,081	1,155	1,313	947	953	1,353	1,242	1,265	1.9%

Age											
Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
15-34	277	296	384	395	439	285	314	499	490	362	-26.1%
35-54	298	307	365	391	420	339	331	411	336	430	27.9%
55+	311	365	332	370	454	322	308	443	415	473	13.9%
Total	886	968	1,081	1,155	1,313	947	953	1,353	1,242	1,265	1.9%

Travel Party											
Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Travelling alone	194	167	229	211	316	264	225	289	329	308	-6.4%
Adult couple	230	315	332	334	418	299	326	423	407	318	-21.9%
Family group - parents and children	188	138	199	213	167	154	100	241	n/p	n/p	-
Friends/relatives travelling together	220	307	253	334	367	203	249	325	323	403	24.8%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	886	968	1,081	1,155	1,313	947	953	1,353	1,242	1,265	1.9%

n/p = not publishable (sample < 40); '-' = not calculable

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	98	104	126	121	115	n/p	n/p	n/p	72	79	10.0%
Nights (000)	517	608	702	573	569	n/p	n/p	n/p	497	482	-2.9%
Average Length of Stay	5.3	5.8	5.6	4.7	4.9	-	-	-	6.9	6.1	-11.7%
Expenditure (\$ million)	\$61	\$53	\$59	\$46	\$59	n/p	n/p	n/p	\$37	\$36	-2.9%
Spend per visitor per night (\$)	\$118	\$87	\$84	\$79	\$103	-	-	-	\$74	\$74	0.0%

Purpose of Visit

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Holiday	85	89	109	107	98	n/p	n/p	n/p	59	70	19.4%
Visiting Friends & Relatives	8	12	13	10	9	n/p	n/p	n/p	11	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	98	104	126	121	115	n/p	n/p	n/p	72	79	10.0%

Origin (Top 3 based on latest time period)

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
United States of America	12	13	10	12	10	n/p	n/p	n/p	n/p	n/p	-
United Kingdom	21	18	23	20	16	n/p	n/p	n/p	13	11	-17.3%
Germany	8	11	12	12	11	n/p	n/p	n/p	6	n/p	-

Age

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
15-34	42	45	51	48	47	n/p	n/p	n/p	23	23	-2.1%
35-54	25	30	39	39	35	n/p	n/p	n/p	18	31	69.7%
55+	31	30	36	34	34	n/p	n/p	n/p	31	25	-16.6%
Total	98	104	126	121	115	n/p	n/p	n/p	72	79	10.0%

Travel Party

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Travelling alone	43	46	51	50	42	n/p	n/p	n/p	33	35	4.9%
Adult couple	31	31	39	37	36	n/p	n/p	n/p	21	24	11.9%
Family group - parents and children	10	15	19	15	20	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	12	11	15	17	13	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	98	104	126	121	115	n/p	n/p	n/p	72	79	10.0%

n/p = not publishable (sample < 40); '-' = not calculable

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	2,742	3,009	3,021	2,930	3,200	1,783	1,843	2,452	3,257	3,093	-5.0%
Expenditure (\$ million)	\$197	\$252	\$232	\$319	\$293	\$140	\$172	\$239	\$391	\$393	0.7%
Spend per visitor (\$)	\$72	\$84	\$77	\$109	\$92	\$78	\$94	\$97	\$120	\$127	6.0%

Purpose of Visit

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Holiday	1,941	2,134	1,883	1,929	2,099	1,108	1,153	1,563	2,224	2,086	-6.2%
Visiting Friends & Relatives	526	559	800	721	711	414	384	625	n/p	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,742	3,009	3,021	2,930	3,200	1,783	1,843	2,452	3,257	3,093	-5.0%

Origin

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Sydney	2,196	2,576	2,573	2,389	2,645	1,432	1,509	1,758	2,646	2,575	-2.7%
Regional NSW	546	n/p	443	503	555	351	n/p	687	n/p	n/p	-
Total Intrastate	2,742	2,994	3,016	2,892	3,200	1,783	1,843	2,444	3,257	3,087	-5.2%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,742	3,009	3,021	2,930	3,200	1,783	1,843	2,452	3,257	3,093	-5.0%

Age

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
15-34	1,105	1,117	1,056	1,019	1,141	619	580	749	1,357	992	-27.0%
35-54	899	978	1,107	1,026	1,013	503	644	742	1,083	1,030	-4.9%
55+	738	914	859	885	1,046	662	619	961	817	1,071	31.1%
Total	2,742	3,009	3,021	2,930	3,200	1,783	1,843	2,452	3,257	3,093	-5.0%

n/p = not publishable (sample < 40); '-' = not calculable

Blue Mountains Tourism Region LGAs: Blue Mountains, Lithgow, Oberon (Partial), Singleton (Partial) and Wollondilly