

# Blue Mountains Visitor Profile

Year ending June 2024

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



## Total Visitation to Blue Mountains (Domestic & International)

### VISITORS



4.4m

### NIGHTS



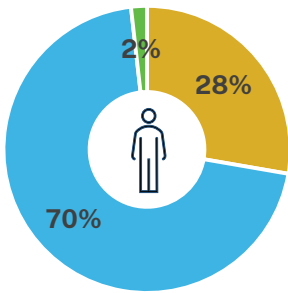
3.3m

### EXPENDITURE

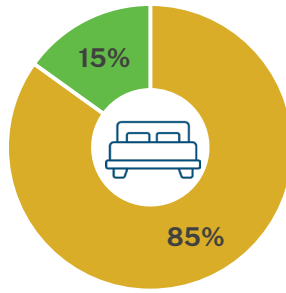


\$1.2b

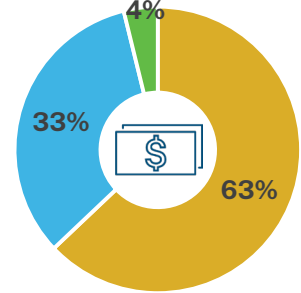
#### Share by visitor type



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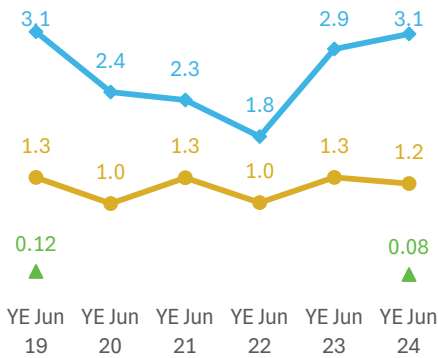


#### Share by visitor type

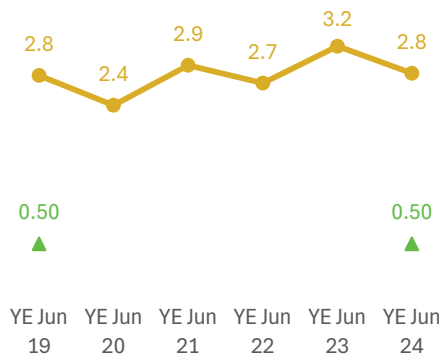


● Domestic overnight   
 ● Domestic day   
 ▲ International

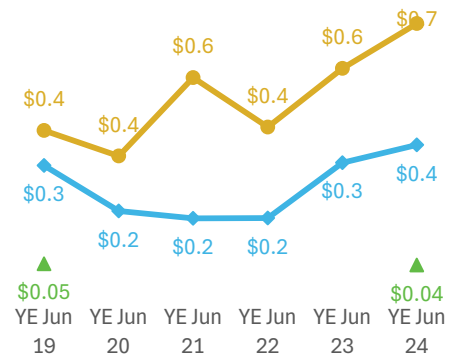
#### Visitors (Millions)



#### Nights (Millions)



#### Expenditure (\$ Billions)



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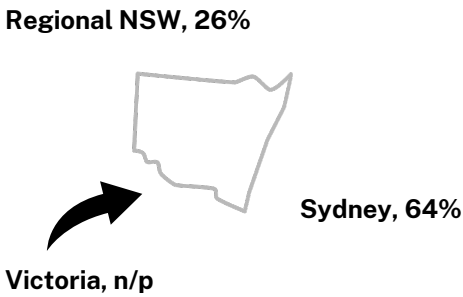
## Domestic Overnight Travel

<b>Visitors:</b> 1.2m (-6.2% YOY)	<b>Average spend</b>	<b>Average length of stay</b>	<b>Ranking in Regional NSW</b>
<b>Nights:</b> 2.8m (-11.6% YOY)	\$262 per night	2.3 nights	<b>10th</b> for visitors
<b>Expenditure:</b> \$734.8m (+21.2% YOY)	\$606 per visitor		<b>11th</b> for nights
			<b>10th</b> for expenditure

### Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	<b>61%</b>	Holiday	<b>56%</b>	Holiday	<b>66%</b>
VFR	<b>25%</b>	VFR	<b>30%</b>	VFR	<b>18%</b>
Business	n/p	Business	n/p	Business	n/p

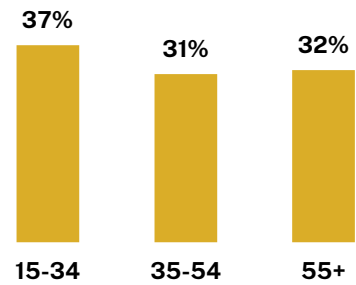
### Visitor Origin



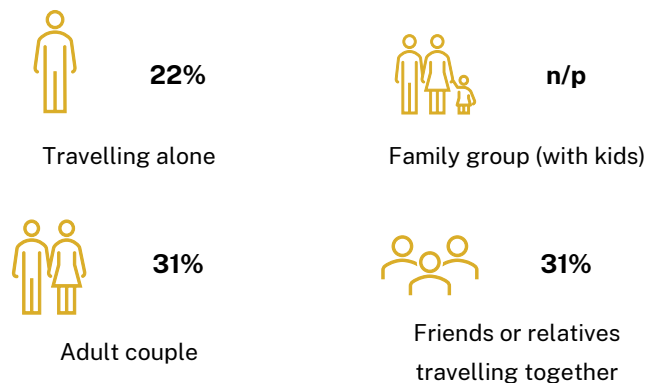
### Gender



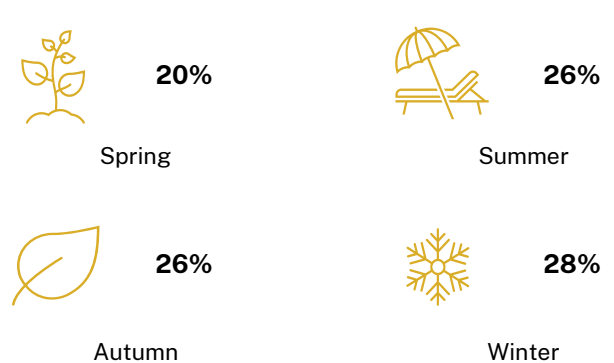
### Age



### Travel Party



### Travel Season



# Blue Mountains Visitor Profile

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## Domestic Daytrip Travel

Visitors: **3.1m (+6.4% YOY)**

Expenditure: **\$388.1m (+15.1% YOY)**



Average spend

**\$126 per visitor**



Ranking in Regional NSW

**6th** for visitors

**8th** for expenditure

### Purpose of visit - % share of total

#### Visitors

Holiday **68%**

VFR **n/p**

Business **n/p**

#### Expenditure

Holiday **74%**

VFR **n/p**

Business **n/p**

#### Visitor Origin

Regional NSW, **n/p**



**Sydney, 88%**

#### Gender



**52%**



**48%**

#### Age

**36%**

**15-34**

**35%**

**35-54**

**29%**

**55+**

#### Travel Party

Not asked for Domestic Daytrip

#### Travel Season



**n/p**

Spring



**n/p**

Summer



**n/p**

Autumn



**32%**

Winter

#### Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

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## International Travel

Visitors: 78,300 (n/p YOY)

Nights: 497,900 (n/p YOY)

Expenditure: \$44.8m (n/p YOY)

### Average spend



\$90 per night

\$572 per visitor

### Average length of stay



6.4 nights

### Ranking in Regional NSW



4th for visitors

9th for nights

6th for expenditure

## Purpose of visit - % share of total

### Visitors

Holiday 85%

VFR 12%

Business n/p

Education n/p

### Nights

Holiday 57%

VFR 24%

Business n/p

Education n/p

### Expenditure

Holiday 69%

VFR 19%

Business n/p

Education n/p

## Visitor Origin (Top 5)

1st	United Kingdom - 18%
2nd	USA - 16%
3rd	Germany - n/p
4th	New Zealand - n/p
5th	Netherlands - n/p

## Gender

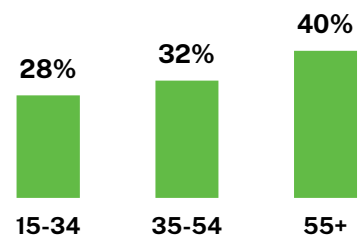


42%



58%

## 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



42%

Travelling alone



n/p

Family group (with kids)



35%

Adult couple



n/p

Friends or relatives  
travelling together

## Travel Season



27%

Spring



37%

Summer



19%

Autumn



17%

Winter