

Travel to Blue Mountains Tourism Region

Year ended June 2024



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

OVERVIEW

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	3,514	4,072	4,020	4,182	4,519	n/p	n/p	n/p	n/p	4,374	-
Nights ('000)	2,526	2,684	2,941	3,279	3,275	n/p	n/p	n/p	n/p	3,302	-
Expenditure (\$ million)	\$594	\$661	\$665	\$727	\$807	n/p	n/p	n/p	n/p	\$1,168	-
OVERNIGHT (international & domestic)											
Visitors ('000)	960	1,048	1,074	1,234	1,408	n/p	n/p	n/p	n/p	1,291	-
Nights ('000)	2,526	2,684	2,941	3,279	3,275	n/p	n/p	n/p	n/p	3,302	-
Expenditure (\$ million)	\$404	\$405	\$450	\$452	\$478	n/p	n/p	n/p	n/p	\$780	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	3,417	3,969	3,912	4,055	4,402	3,322	3,545	2,778	4,190	4,296	2.5%
Nights ('000)	2,065	2,214	2,277	2,515	2,776	2,372	2,912	2,671	3,171	2,804	-11.6%
Expenditure (\$ million)	\$552	\$603	\$602	\$671	\$758	\$555	\$759	\$618	\$944	\$1,123	19.0%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	863	945	967	1,108	1,291	965	1,287	976	1,293	1,213	-6.2%
Nights (000)	2,065	2,214	2,277	2,515	2,776	2,372	2,912	2,671	3,171	2,804	-11.6%
Average Length of Stay	2.4	2.3	2.4	2.3	2.1	2.5	2.3	2.7	2.5	2.3	-5.7%
Expenditure (\$ million)	\$362	\$347	\$387	\$396	\$429	\$356	\$580	\$439	\$606	\$735	21.2%
Spend per visitor per night (\$)	\$175	\$157	\$170	\$157	\$155	\$150	\$199	\$164	\$191	\$262	37.1%
Intrastate visitors (000)	755	814	810	989	1,129	857	1,196	860	1,167	1,084	-7.1%
Interstate visitors (000)	108	132	157	119	163	108	90	n/p	125	n/p	-
Intrastate nights (000)	1,769	1,711	1,802	2,156	2,196	1,870	2,707	2,313	2,640	2,274	-13.9%
Interstate nights (000)	295	504	475	358	580	502	205	n/p	531	n/p	-
Intrastate expenditure (\$ million)	\$309	\$289	\$309	\$348	\$371	\$300	\$533	\$373	\$534	\$611	14.4%
Interstate expenditure (\$ million)	\$53	\$58	\$79	\$47	\$58	\$56	\$47	n/p	\$73	n/p	-

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	510	584	569	687	718	483	794	550	712	741	4.1%
Visiting Friends & Relatives	230	244	287	310	401	346	331	309	424	304	-28.4%
Business	n/p	n/p	n/p	n/p	128	n/p	137	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	863	945	967	1,108	1,291	965	1,287	976	1,293	1,213	-6.2%
Nights (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	1,193	1,344	1,428	1,416	1,580	1,112	1,737	1,348	1,677	1,571	-6.3%
Visiting Friends & Relatives	502	581	596	836	894	825	781	918	1,109	833	-24.9%
Business	n/p	n/p	n/p	n/p	232	n/p	289	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	2,065	2,214	2,277	2,515	2,776	2,372	2,912	2,671	3,171	2,804	-11.6%

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

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	521	560	558	725	776	540	891	626	881	771	-12.5%
Regional NSW	234	254	252	264	353	318	305	233	286	314	9.5%
Total Intrastate	755	814	810	989	1,129	857	1,196	860	1,167	1,084	-7.1%
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	108	132	157	119	163	108	90	n/p	125	n/p	-
Grand Total	863	945	967	1,108	1,291	965	1,287	976	1,293	1,213	-6.2%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	273	273	311	414	474	297	359	350	483	445	-7.9%
35-54	292	328	310	370	432	296	489	282	377	379	0.7%
55+	298	344	346	324	385	372	438	344	433	389	-10.3%
Total	863	945	967	1,108	1,291	965	1,287	976	1,293	1,213	-6.2%

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	177	160	185	197	286	283	264	268	308	269	-12.6%
Adult couple	292	283	314	326	362	312	444	302	405	377	-7.0%
Family group - parents and children	152	169	162	191	194	146	175	137	214	n/p	-
Friends/relatives travelling together	177	273	254	326	388	199	344	224	311	374	20.2%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	863	945	967	1,108	1,291	965	1,287	976	1,293	1,213	-6.2%

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

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	97	103	108	127	117	n/p	n/p	n/p	n/p	78	-
Nights (000)	461	469	663	764	499	n/p	n/p	n/p	n/p	498	-
Average Length of Stay	4.7	4.6	6.2	6.0	4.3	-	-	-	-	6.4	-
Expenditure (\$ million)	\$42	\$58	\$63	\$56	\$49	n/p	n/p	n/p	n/p	\$45	-
Spend per visitor per night (\$)	\$92	\$123	\$95	\$73	\$98	-	-	-	-	\$90	-

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	83	90	91	109	103	n/p	n/p	n/p	n/p	67	-
Visiting Friends & Relatives	10	10	12	13	n/p	n/p	n/p	n/p	n/p	10	-
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	97	103	108	127	117	n/p	n/p	n/p	n/p	78	-

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
United Kingdom	18	20	19	23	16	n/p	n/p	n/p	n/p	14	-
United States of America	13	11	12	11	10	n/p	n/p	n/p	n/p	12	-
Germany	10	9	12	12	13	n/p	n/p	n/p	n/p	n/p	-

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	41	40	48	50	45	n/p	n/p	n/p	n/p	22	-
35-54	26	28	33	37	40	n/p	n/p	n/p	n/p	25	-
55+	30	34	27	39	31	n/p	n/p	n/p	n/p	31	-
Total	97	103	108	127	117	n/p	n/p	n/p	n/p	78	-

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	39	44	46	51	46	n/p	n/p	n/p	n/p	33	-
Adult couple	34	34	29	42	33	n/p	n/p	n/p	n/p	27	-
Family group - parents and children	10	12	19	14	19	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	12	10	12	18	15	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	97	103	108	127	117	n/p	n/p	n/p	n/p	78	-

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	2,554	3,024	2,945	2,947	3,111	2,357	2,258	1,802	2,897	3,083	6.4%
Expenditure (\$ million)	\$189	\$256	\$215	\$276	\$329	\$199	\$178	\$179	\$337	\$388	15.1%
Spend per visitor (\$)	\$74	\$85	\$73	\$94	\$106	\$85	\$79	\$99	\$116	\$126	8.1%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	1,724	2,217	1,858	1,983	2,045	1,469	1,410	1,118	2,048	2,108	2.9%
Visiting Friends & Relatives	551	461	754	755	658	540	514	n/p	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	2,554	3,024	2,945	2,947	3,111	2,357	2,258	1,802	2,897	3,083	6.4%

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	1,980	2,495	2,530	2,427	2,692	1,843	1,908	1,186	2,245	2,699	20.2%
Regional NSW	575	514	415	495	402	514	350	609	652	n/p	-
Total Intrastate	2,554	3,009	2,945	2,921	3,094	2,357	2,258	1,794	2,897	3,083	6.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,554	3,024	2,945	2,947	3,111	2,357	2,258	1,802	2,897	3,083	6.4%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	968	1,111	1,087	1,067	1,095	768	751	n/p	1,122	1,108	-1.3%
35-54	860	1,057	1,025	979	1,042	721	760	n/p	991	1,075	8.5%
55+	726	856	833	901	974	868	747	820	784	901	14.8%
Total	2,554	3,024	2,945	2,947	3,111	2,357	2,258	1,802	2,897	3,083	6.4%

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

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