

# Travel to Blue Mountains Tourism Region

Year ended March 2024



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

## OVERVIEW

<b>GRAND TOTAL (overnight &amp; daytrip)</b>	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	3,531	3,871	3,944	4,188	4,331	n/p	n/p	n/p	n/p	4,259	-
Nights ('000)	2,361	2,636	2,962	3,373	3,105	n/p	n/p	n/p	n/p	3,504	-
Expenditure (\$ million)	\$540	\$656	\$666	\$704	\$772	n/p	n/p	n/p	n/p	n/p	-
<b>OVERNIGHT (international &amp; domestic)</b>	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	903	1,056	1,049	1,272	1,297	n/p	n/p	n/p	n/p	1,302	-
Nights ('000)	2,361	2,636	2,962	3,373	3,105	n/p	n/p	n/p	n/p	3,504	-
Expenditure (\$ million)	\$348	\$435	\$427	\$460	\$446	n/p	n/p	n/p	n/p	n/p	-
<b>DOMESTIC (overnight &amp; daytrip)</b>	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	3,438	3,772	3,837	4,060	4,211	4,313	2,874	2,659	4,208	4,176	-0.8%
Nights ('000)	1,972	2,133	2,316	2,603	2,575	2,966	2,152	2,491	3,381	2,968	-12.2%
Expenditure (\$ million)	\$501	\$597	\$610	\$640	\$725	\$742	\$555	\$587	\$916	\$1,061	15.9%

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

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	810	958	942	1,144	1,177	1,254	1,051	908	1,353	1,220	-9.9%
Nights (000)	1,972	2,133	2,316	2,603	2,575	2,966	2,152	2,491	3,381	2,968	-12.2%
Average Length of Stay	2.4	2.2	2.5	2.3	2.2	2.4	2.0	2.7	2.5	2.4	-2.6%
Expenditure (\$ million)	\$309	\$376	\$371	\$396	\$399	\$467	\$419	\$419	\$613	\$702	14.6%
Spend per visitor per night (\$)	\$156	\$176	\$160	\$152	\$155	\$157	\$195	\$168	\$181	\$236	30.6%
Intrastate visitors (000)	712	836	792	1,009	1,027	1,101	998	820	1,181	1,126	-4.6%
Interstate visitors (000)	98	123	151	134	150	153	n/p	88	172	n/p	-
Intrastate nights (000)	1,696	1,700	1,844	2,179	2,036	2,327	2,048	2,219	2,746	2,506	-8.7%
Interstate nights (000)	276	432	473	425	539	640	n/p	272	636	n/p	-
Intrastate expenditure (\$ million)	\$268	\$320	\$302	\$328	\$351	\$393	\$395	\$374	\$508	\$600	18.0%
Interstate expenditure (\$ million)	\$40	\$55	\$69	\$68	\$47	\$74	n/p	\$44	\$104	n/p	-

### Purpose of Visit

<b>Visitors (000)</b>	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	484	584	554	694	648	700	641	500	766	687	-10.3%
Visiting Friends & Relatives	219	268	268	332	382	377	278	291	416	359	-13.9%
Business	n/p	n/p	n/p	n/p	n/p	120	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	810	958	942	1,144	1,177	1,254	1,051	908	1,353	1,220	-9.9%
<b>Nights (000)</b>	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	1,140	1,320	1,400	1,453	1,490	1,534	1,222	1,353	1,763	1,552	-11.9%
Visiting Friends & Relatives	483	569	613	868	834	926	597	748	1,205	1,026	-14.9%
Business	n/p	n/p	n/p	n/p	n/p	345	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	1,972	2,133	2,316	2,603	2,575	2,966	2,152	2,491	3,381	2,968	-12.2%

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

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## DOMESTIC OVERNIGHT TRAVEL

### Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	483	575	533	707	748	699	723	614	862	850	-1.4%
Regional NSW	229	260	259	302	278	402	275	205	319	276	-13.3%
<b>Total Intrastate</b>	<b>712</b>	<b>836</b>	<b>792</b>	<b>1,009</b>	<b>1,027</b>	<b>1,101</b>	<b>998</b>	<b>820</b>	<b>1,181</b>	<b>1,126</b>	<b>-4.6%</b>
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	-
<b>Total Interstate</b>	<b>98</b>	<b>123</b>	<b>151</b>	<b>134</b>	<b>150</b>	<b>153</b>	<b>n/p</b>	<b>88</b>	<b>172</b>	<b>n/p</b>	<b>-</b>
<b>Grand Total</b>	<b>810</b>	<b>958</b>	<b>942</b>	<b>1,144</b>	<b>1,177</b>	<b>1,254</b>	<b>1,051</b>	<b>908</b>	<b>1,353</b>	<b>1,220</b>	<b>-9.9%</b>

### Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	302	291	292	412	417	398	325	288	523	459	-12.3%
35-54	236	331	284	396	402	388	416	278	381	361	-5.2%
55+	273	336	367	335	358	469	310	342	450	400	-11.0%
<b>Total</b>	<b>810</b>	<b>958</b>	<b>942</b>	<b>1,144</b>	<b>1,177</b>	<b>1,254</b>	<b>1,051</b>	<b>908</b>	<b>1,353</b>	<b>1,220</b>	<b>-9.9%</b>

### Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	165	175	196	205	236	323	237	261	288	314	9.0%
Adult couple	272	281	288	360	323	401	332	302	437	403	-7.8%
Family group - parents and children	130	191	127	209	207	185	154	93	242	n/p	-
Friends/relatives travelling together	175	254	288	302	338	309	282	221	311	330	6.3%
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
<b>Total</b>	<b>810</b>	<b>958</b>	<b>942</b>	<b>1,144</b>	<b>1,177</b>	<b>1,254</b>	<b>1,051</b>	<b>908</b>	<b>1,353</b>	<b>1,220</b>	<b>-9.9%</b>

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## INTERNATIONAL TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	93	98	107	128	120	n/p	n/p	n/p	n/p	83	-
Nights (000)	389	503	645	770	529	n/p	n/p	n/p	n/p	536	-
Average Length of Stay	4.2	5.1	6.0	6.0	4.4	n/p	n/p	n/p	n/p	6.5	-
Expenditure (\$ million)	\$39	\$59	\$56	\$64	\$47	n/p	n/p	n/p	n/p	n/p	-
Spend per visitor per night (\$)	\$100	\$118	\$87	\$84	\$89	n/p	n/p	n/p	n/p	n/p	-

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

### Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
United Kingdom	18	19	20	23	17	n/p	n/p	n/p	n/p	14	-
United States of America	13	10	12	12	10	n/p	n/p	n/p	n/p	13	-
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	8	-

### Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	39	39	47	50	48	n/p	n/p	n/p	n/p	25	-
35-54	24	26	32	40	39	n/p	n/p	n/p	n/p	25	-
55+	30	33	28	39	33	n/p	n/p	n/p	n/p	33	-
Total	93	98	107	128	120	n/p	n/p	n/p	n/p	83	-

### Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	36	44	45	52	48	n/p	n/p	n/p	n/p	37	-
Adult couple	32	30	33	42	35	n/p	n/p	n/p	n/p	27	-
Family group - parents and children	10	12	16	17	18	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	12	11	12	16	16	n/p	n/p	n/p	n/p	11	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	93	98	107	128	120	n/p	n/p	n/p	n/p	83	-

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

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## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	2,628	2,814	2,895	2,916	3,034	3,059	1,823	1,751	2,855	2,957	3.6%
Expenditure (\$ million)	\$192	\$221	\$238	\$244	\$326	\$275	\$135	\$169	\$303	\$359	18.5%
Spend per visitor (\$)	\$73	\$78	\$82	\$84	\$108	\$90	\$74	\$96	\$106	\$122	14.4%

### Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	1,824	2,035	1,918	1,902	2,016	1,947	1,120	1,117	1,935	1,950	0.8%
Visiting Friends & Relatives	535	485	609	760	701	707	414	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	-
<b>Total</b>	<b>2,628</b>	<b>2,814</b>	<b>2,895</b>	<b>2,916</b>	<b>3,034</b>	<b>3,059</b>	<b>1,823</b>	<b>1,751</b>	<b>2,855</b>	<b>2,957</b>	<b>3.6%</b>

### Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	2,051	2,273	2,479	2,507	2,502	2,528	1,456	1,292	2,205	2,504	13.6%
Regional NSW	578	541	401	383	515	531	367	451	650	n/p	-
<b>Total Intrastate</b>	<b>2,628</b>	<b>2,814</b>	<b>2,880</b>	<b>2,890</b>	<b>3,017</b>	<b>3,059</b>	<b>1,823</b>	<b>1,743</b>	<b>2,855</b>	<b>2,957</b>	<b>3.6%</b>
<b>Total Interstate</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>n/p</b>	<b>-</b>
<b>Total</b>	<b>2,628</b>	<b>2,814</b>	<b>2,895</b>	<b>2,916</b>	<b>3,034</b>	<b>3,059</b>	<b>1,823</b>	<b>1,751</b>	<b>2,855</b>	<b>2,957</b>	<b>3.6%</b>

### Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	892	1,119	1,062	981	1,073	1,061	562	560	1,065	1,081	1.5%
35-54	1,015	888	942	1,081	1,042	927	642	468	852	1,113	30.7%
55+	721	806	891	855	919	1,071	620	723	938	762	-18.7%
<b>Total</b>	<b>2,628</b>	<b>2,814</b>	<b>2,895</b>	<b>2,916</b>	<b>3,034</b>	<b>3,059</b>	<b>1,823</b>	<b>1,751</b>	<b>2,855</b>	<b>2,957</b>	<b>3.6%</b>

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

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