

Blue Mountains Visitor Profile

Year ending September 2024

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



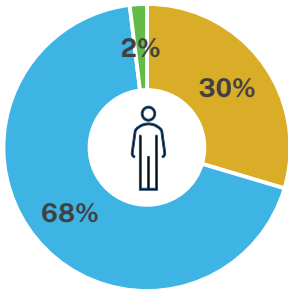
Total Visitation to Blue Mountains (Domestic & International)

VISITORS



4.3m

Share by visitor type

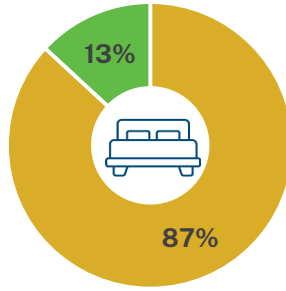


NIGHTS



3.4m

Share by visitor type

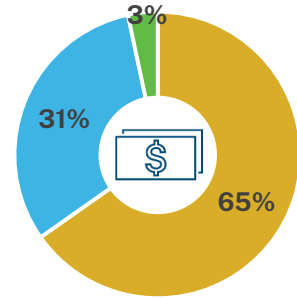


EXPENDITURE



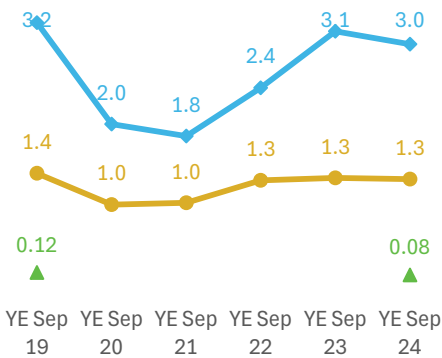
\$1.2b

Share by visitor type

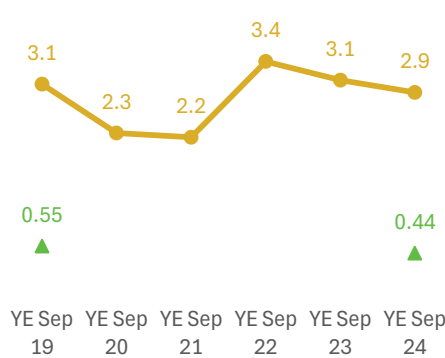


Domestic overnight Domestic day International

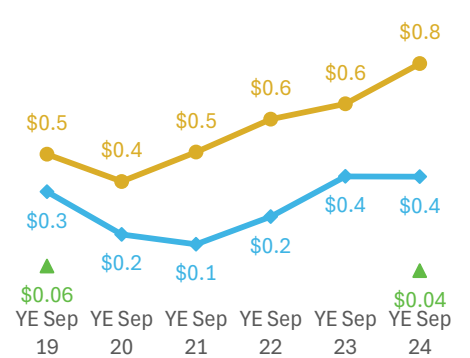
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



Blue Mountains Visitor Profile

Year ending September 2024

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



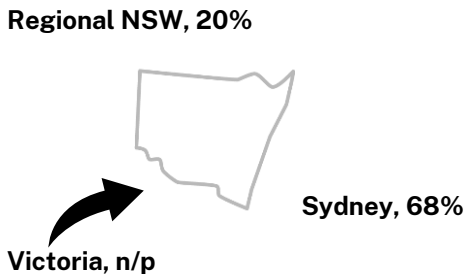
Domestic Overnight Travel

Visitors: 1.3m (-1.1% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 2.9m (-6.1% YOY)	\$266 per night	2.3 nights	8th for visitors
Expenditure: \$779.0m (+22.7% YOY)	\$607 per visitor		11th for nights
			9th for expenditure

Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	61%	Holiday	61%	Holiday	71%
VFR	25%	VFR	27%	VFR	13%
Business	n/p	Business	n/p	Business	n/p

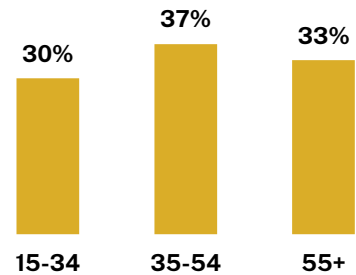
Visitor Origin



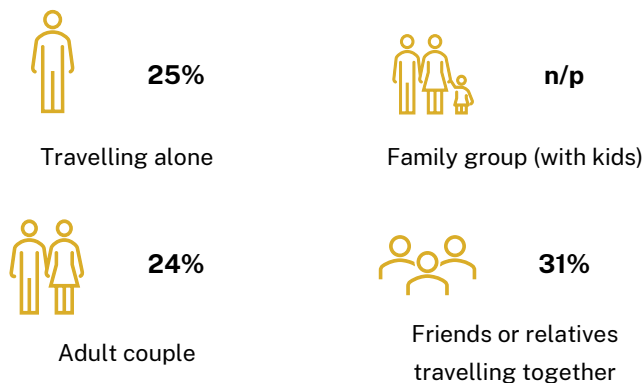
Gender



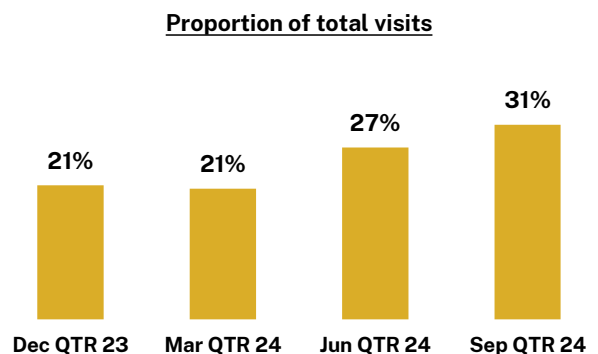
Age



Travel Party



Visitation by quarter



Blue Mountains Visitor Profile

Year ending September 2024

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



Domestic Daytrip Travel

Visitors: 3.0m (-5.2% YOY)

Expenditure: \$375.0m (-0.3% YOY)



Average spend

\$126 per visitor

Ranking in Regional NSW



5th for visitors

8th for expenditure

Purpose of visit - % share of total

Visitors

Holiday 68%

VFR n/p

Business n/p

Expenditure

Holiday 77%

VFR n/p

Business n/p

Visitor Origin

Regional NSW, n/p



Sydney, 87%

Gender



57%



43%

Age

35%

15-34

31%

35-54

34%

55+

Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits

34%

n/p Dec QTR 23 n/p Mar QTR 24 34% Jun QTR 24 n/p Sep QTR 24

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

Blue Mountains Visitor Profile

Year ending September 2024

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



International Travel

Visitors: 83,600 (n/p YOY)

Nights: 442,000 (n/p YOY)

Expenditure: \$39.8m (n/p YOY)

Average spend



\$90 per night

\$477 per visitor

Average length of stay



5.3 nights

Ranking in Regional NSW



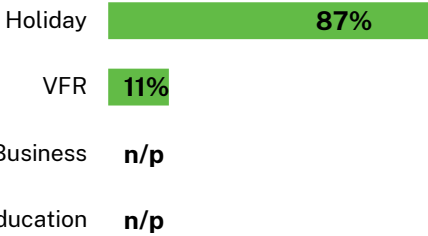
4th for visitors

10th for nights

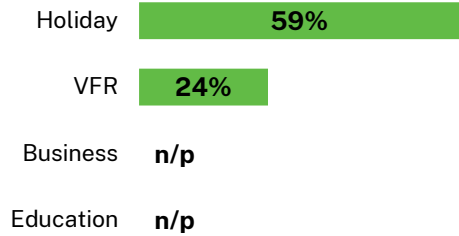
7th for expenditure

Purpose of visit - % share of total

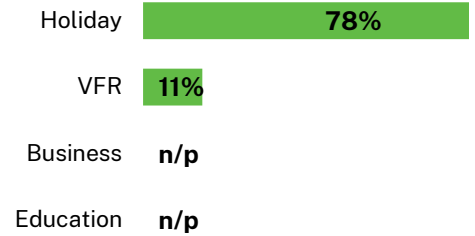
Visitors



Nights



Expenditure



Visitor Origin (Top 5)

1st	USA - 17%
2nd	United Kingdom - 16%
3rd	New Zealand - n/p
4th	Germany - n/p
5th	China - n/p

Gender

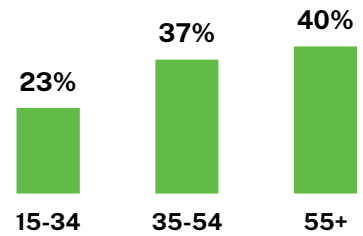


35%



65%

Age



First Visit to Australia

Return visit:
52%

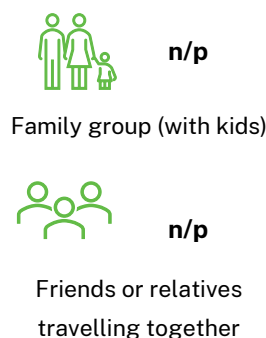
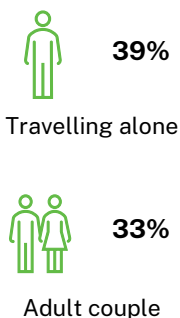


First visit:
48%

Free & Independent Visitor

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

Travel Party



Visitation by quarter

