

Blue Mountains Visitor Profile

Year ending December 2024

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



Total Visitation to Blue Mountains (Domestic & International)

VISITORS



4.4m

NIGHTS



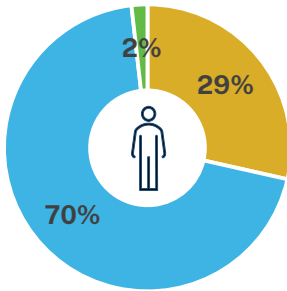
3.2m

EXPENDITURE

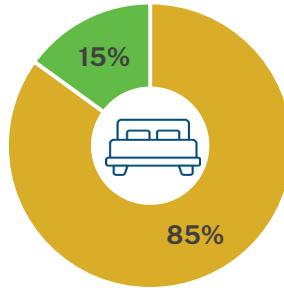


\$1.1b

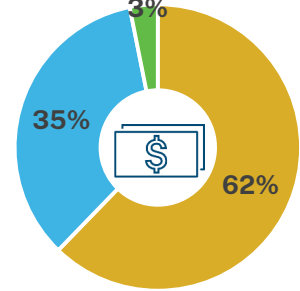
Share by visitor type



Share by visitor type

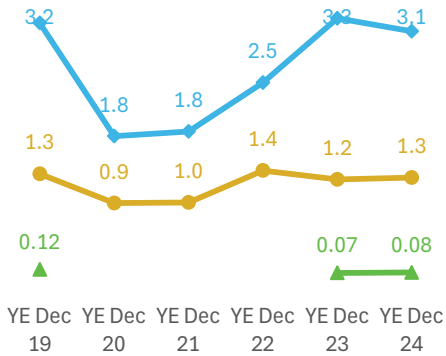


Share by visitor type

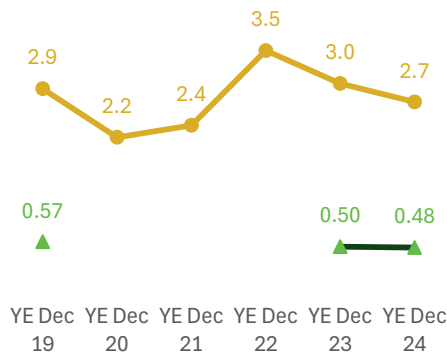


● Domestic overnight
 ◆ Domestic day
 ▲ International

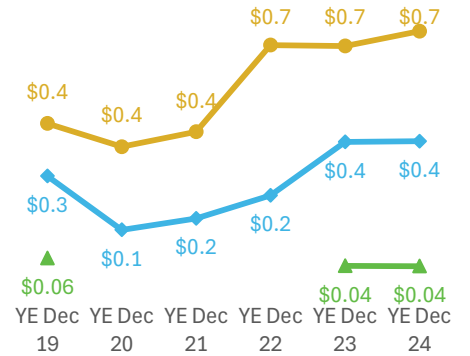
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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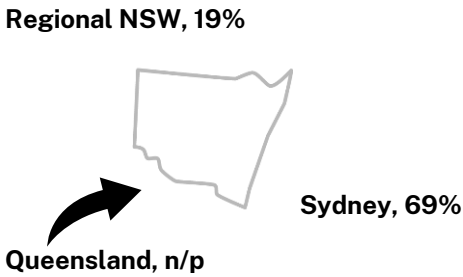
Domestic Overnight Travel

Visitors: 1.3m (+1.9% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 2.7m (-9.5% YOY)	\$259 per night	2.2 nights	8th for visitors
Expenditure: \$707.7m (+6.4% YOY)	\$559 per visitor		11th for nights
			10th for expenditure

Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	67%	Holiday	66%	Holiday	78%
VFR	21%	VFR	22%	VFR	10%
Business	n/p	Business	n/p	Business	n/p

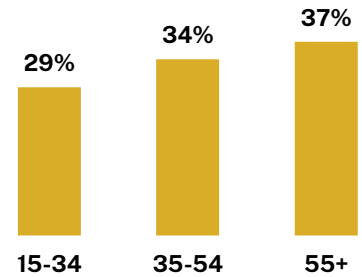
Visitor Origin



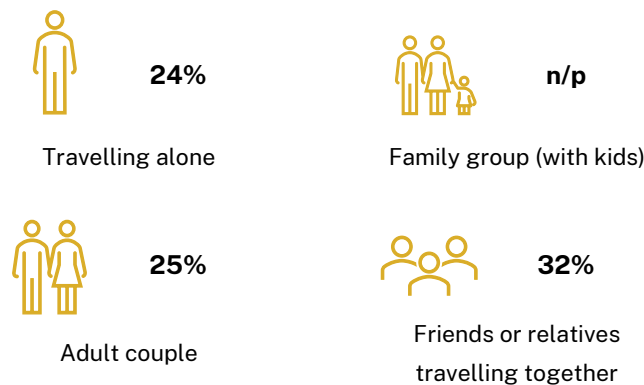
Gender



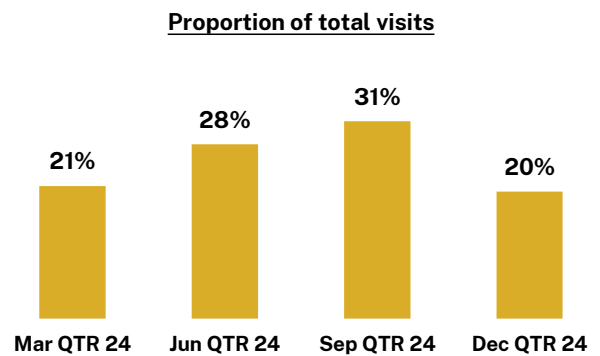
Age



Travel Party



Visitation by quarter



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Domestic Daytrip Travel

Visitors: **3.1m (-5.0% YOY)**

Expenditure: **\$393.3m (+0.7% YOY)**

Average spend



\$127 per visitor

Ranking in Regional NSW



5th for visitors

7th for expenditure

Purpose of visit - % share of total

Visitors

Holiday **67%**

VFR **n/p**

Business **n/p**

Expenditure

Holiday **76%**

VFR **n/p**

Business **n/p**

Visitor Origin

Regional NSW, **n/p**



Sydney, 83%

Gender



57%



43%

Age

32%



15-34

33%



35-54

35%



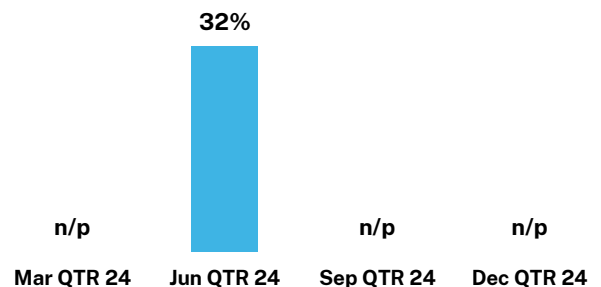
55+

Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits



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: 79,400 (+10.0% YOY)

Nights: 482,300 (-2.9% YOY)

Expenditure: \$35.8m (-2.9% YOY)

Average spend



\$74 per night

\$451 per visitor

Average length of stay



6.1 nights

Ranking in Regional NSW



4th for visitors

10th for nights

7th for expenditure

Purpose of visit - % share of total

Visitors

Holiday	88%
VFR	n/p
Business	n/p
Education	n/p

Nights

Holiday	53%
VFR	n/p
Business	n/p
Education	n/p

Expenditure

Holiday	74%
VFR	n/p
Business	n/p
Education	n/p

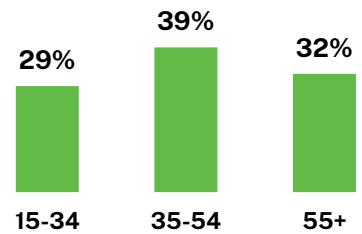
Visitor Origin (Top 5)

1st	USA - n/p
2nd	United Kingdom - 14%
3rd	Germany - n/p
4th	New Zealand - n/p
5th	China - n/p

Gender



Age



First Visit to Australia

Return visit:
46%



First visit:
54%

Free & Independent Visitor

83% of International visitors to Blue Mountains were Free & Independent (FIT) Travellers

Travel Party

44%
Travelling alone

30%
Adult couple

n/p
Family group (with kids)

n/p
Friends or relatives travelling together

Visitation by quarter

