Blue Mountains received 711,000 domestic overnight visitors – down by 8.0% on YE Sep 12. Visitors spent nearly 1.9 million nights in the region - up by 5.4% on YE Sep 12.

Note: The number of domestic overnight trips to regional New South Wales increased by 5.8 percent* on last year and by 11.9 percent* compared to four years ago.

## Market share

The region received 3.9% of visitors and 3.0% of nights in regional NSW. Compared to YE Sep 12, the share of visitors was down by 0.6% pts and the share of nights was unchanged.

## Purpose of visit to the region

‘Holiday or leisure’ (52.9%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (26.4%) and ‘business’ (16.6%). Compared to YE Sep 12, visitors who travelled for ‘holiday or leisure’ grew by 5.3% while ‘VFR’ declined by 43.4%* and ‘business’ increased by 66.2%*.

‘Holiday or leisure’ (48.1%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (25.0%) and ‘business’ (22.6%). Compared to YE Sep 12, nights spent for ‘holiday or leisure’ declined by 1.8% and ‘VFR’ decreased by 30.6% while ‘business’ grew by 167%*.

## Accommodation

‘Friends or relatives property’ (27.1%) was the most popular accommodation used for nights in the region, followed by ‘standard hotel, motor inn, below 4 star’ (21.0%) and ‘rented house, apartment, flat or unit’ (20.3%).

### Australian Travel Mindsets

- **Pampadours**: want luxury
- **Companions**: mostly families
- **True travellers**: want depth of experience
- **Peer group travellers**: seeking a fun experience with friends
- **Wanderers**: taking time to explore and discover

## Expenditure (incl airfares and transport costs)

Domestic overnight visitors spent $327 million in the region - up by 24.2% on YE Sep 12. On average, visitors spent $174 per night in the region - up by 17.8% on YE Sep 12.

(1) Source: National Visitor Survey (NVS), YE Sep 13, Tourism Research Australia (TRA)

(2) Source: Inside Story, 2YE Jun 13

(3) Source: Modelled domestic overnight visitor expenditure in Australia’s regions, YE Sep 13, TRA
Blue Mountains received 81,800 international overnight visitors - up by 12.0% on YE Sep 12. Visitors spent 425,000 nights in the region - up by 11.1% on YE Sep 12.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 1.8 percent on last year and by 1.0 percent compared to four years ago.

Market share

The region received 13.9% of visitors and 3.9% of nights in regional NSW. Compared to YE Sep 12, the share of visitors was up by 1.3% pts and the share of nights was up by 0.4% pts.

Purpose of visit to the region

‘Holiday / pleasure’ (85.7%) was the largest purpose for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (9.1%) and ‘business’ (3.0%). Compared to YE Sep 12, visitors who travelled for ‘holiday / pleasure’ grew by 11.2% while ‘VFR’ declined by 11.6% and ‘business’ increased by 68.7%.

Origin – share of visitors to the region

The UK (16.8%) was the region’s largest source of visitors.

Accommodation

‘Home of friend or relative’ (30.1%) was the most popular form of accommodation used for nights in the region, followed by ‘backpacker / hostel’ (14.2%).

Expenditure (incl pre-paid package expenditure) (5)

International overnight visitors spent $36 million in the region. On average, visitors spent $84 per night in the region.

Expenditure (7)

Domestic daytrip visitors spent $182 million in the region – down by 27.3% on YE Sep 12. On average, they spent $81 per trip to the region - down by 25.1% on YE Sep 12.

(7) Source: Modelled domestic day visitor expenditure in Australia’s regions, YE Sep 13, TRA

Further information

Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.