Blue Mountains received over 1.0 million domestic overnight visitors - down by 5.3% on YE Sep 17. Visitors spent over 2.2 million nights in the region - down by 10.3% on YE Sep 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 7.7 percent* on last year and by 28.1 percent* compared to four years ago.

Market share
The region received 4.3% of visitors and 2.9% of nights in regional NSW. Compared to YE Sep 17, the share of visitors was down by 0.6% pts and the share of nights was down by 0.5% pts.

Purpose of visit to Blue Mountains

‘Holiday’ (59.7%) was the largest purpose of visit for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (29.5%) and ‘business’ (7.9%). Compared to YE Sep 17, visitors who travelled for ‘holiday’ declined by 3.3% and ‘VFR’ decreased by 6.6% while ‘business’ fell by 5.0%.

‘Holiday’ (57.2%) was the largest purpose in terms of nights in the region, followed by ‘VFR’ (34.5%) and ‘business’ (6.1%). Compared to YE Sep 17, nights spent for ‘holiday’ declined by 11.6% while ‘VFR’ grew by 8.5% and ‘business’ decreased by 42.3%.

Accommodation in Blue Mountains

‘Friends or relatives property’ (36.7%) was the most popular accommodation used for nights in the region. ‘Standard hotel or motor inn, below 4 star’ (12.0%) was the 2nd most popular accommodation, followed by ‘rented house, apartment, flat or unit’ (10.7%).

Sydney (63.9%) was the largest source of visitors to the region, followed by regional NSW (25.0%) and the ACT (3.8%). Compared to YE Sep 17, the Sydney source market grew by 2.4% while regional NSW declined by 11.4%. Over the same period, the ACT grew by 34.0% while Queensland declined by 4.1% and Victoria decreased by 63.2%.

Sydney (57.8%) was the largest source market in terms of nights in the region, followed by regional NSW (27.6%) and Queensland (5.1%). Compared to YE Sep 17, nights spent by visitors from Sydney grew by 2.6% while nights from regional NSW declined by 20.2%. Over the same period, Queensland nights grew by 3.6% and nights by visitors from the ACT increased by 78.0% while Victorian nights declined by 71.8%.

Top activities in Blue Mountains

‘Eat out, dine at a restaurant or cafe’ (60.8%) was the most popular activity undertaken by visitors to the region. ‘Bushwalking or rainforest walks’ (45.6%) was the 2nd most popular activity, followed by ‘visit national parks or state parks’ (44.3%).

Age groups

‘15 to 29 years’ (25.0%) was the largest age group of visitors to the region, followed by ‘50 to 59 years’ (18.1%) and ‘30 to 39 years’ (16.9%).

Travel party

‘Friends and relatives’ (31.6%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (28.5%) and ‘alone’ (18.0%).

Expenditure (incl airfares and transport costs)3
Domestic overnight visitors spent $355 million in the region - down by 17.1% on YE Sep 17. On average, they spent $158 per night - down by 7.6% on YE Sep 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Sep 18.
Travel to Blue Mountains
Year ended September 2018
For the period of October 2017 to September 2018

Blue Mountains received 128,800 international overnight visitors - up by 10.3% on YE Sep 17. Visitors spent 764,600 nights in the region - up by 32.6% on YE Sep 17.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 4.6 percent* on last year and by 40.3 percent* compared to four years ago.

Market share
The region received 14.8% of visitors and 5.3% of nights in regional NSW. Compared to YE Sep 17, the share of visitors was up by 0.8% pts and the share of nights was up by 1.5% pts.

Origin – share of visitors to Blue Mountains

<table>
<thead>
<tr>
<th>Rank</th>
<th>Individual market</th>
<th>YE Sep 17</th>
<th>YE Sep 18</th>
<th>Origin region</th>
<th>YE Sep 17</th>
<th>YE Sep 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>19.3%</td>
<td>17.6%</td>
<td>Europe</td>
<td>51.9%</td>
<td>49.2%</td>
</tr>
<tr>
<td>2</td>
<td>Germany</td>
<td>10.2%</td>
<td>9.1%</td>
<td>North America</td>
<td>11.8%</td>
<td>11.0%</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>10.2%</td>
<td>8.8%</td>
<td>Asia</td>
<td>22.9%</td>
<td>28.6%</td>
</tr>
<tr>
<td>4</td>
<td>Mainland China</td>
<td>4.0%</td>
<td>8.0%</td>
<td>New Zealand &amp; Oceania</td>
<td>6.5%</td>
<td>7.1%</td>
</tr>
<tr>
<td>5</td>
<td>New Zealand</td>
<td>5.8%</td>
<td>6.7%</td>
<td>Other Countries</td>
<td>3.3%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

The United Kingdom (17.6%) was the largest individual source market of visitors to the region, followed by Germany (9.0%).

Accommodation in Blue Mountains

‘Friends or relatives property’ (39.9%) was the most popular form of accommodation used for nights in the region, followed by ‘rented house, apartment, flat or unit’ (10.0%).

Age groups

‘15 to 29 years’ (30.9%) was the largest age group of visitors to the region, followed by ‘60 to 69 years’ (17.2%) and ‘50 to 59 years’ (16.8%).

Expenditure (incl. 30% prepaid package expenditure)*

International overnight visitors spent $57 million in the region – up by 7.9% on YE Sep 17. On average, they spent $75 per night region – down by 16.8% on YE Sep 17.

(4) Source: TRA’s expenditure allocation method applied to IVS data, YE Sep 18.

Preliminary IVS results

Due to quality issues with the incoming passenger data, IVS results for the YE Sep 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

Please note: Due to quality issues with the incoming passenger data, IVS and total travel results for the YE Sep 18 are preliminary.

* The percentage change is statistically significant. np = Not published due to insufficient sample.