Blue Mountains received 13% of international visitors, 5% of domestic overnight visitors and 7% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- Blue Mountains is Regional NSW’s number 8 region for domestic overnight visitors, number 11 for nights and number 11 for expenditure.
- There were 1.3 million domestic overnight visitors (up 16.2% on the previous year) who stayed 2.8 million nights (up 9.9%) in Blue Mountains and spent $429 million (up 8.3%).
- The average length of stay in the region was 2.1 nights and average spend per night was $155.
- The region accounted for 5% of visitors, 3% of nights and 3% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (56%), followed by Visiting Friends and Relatives (31%).
- Around 26% of the domestic overnight visitors were aged 15-29 years, followed by 30-39 years old (22%), 40-49 years old (14%) and 50-59 years old (13%).
- ‘Friends and relatives travelling together’ (30%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (28%) and ‘unaccompanied traveller’ (22%).
- Sydney was the largest source market for visitors to the region (60%), followed by Regional NSW (27%). Visitors from interstate accounted for 13% of the region’s visitors.

TREND

- From YE June 2014 to YE June 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 60.5%, up 56.5% and up 49.9%, respectively.

DOMESTIC DAY TRIP VISITATION

- Blue Mountains is Regional NSW’s number 7 region for domestic day trip visitors and number 7 for expenditure.
- There were 3.1 million domestic day trip visitors to the Blue Mountains (up 5.6% on the previous year) who spent $329 million (up 19.4%). The average spend per visitor was $106.
- The region accounted for 7% of visitors and 7% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (66%), followed by Visiting Friends and Relatives (21%).
- Visitors aged 15-29 years accounted for 24% of all day trippers to the region.

TREND

- From YE June 2014 to YE June 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 25.4% and up 63.0%, respectively.
INTERNATIONAL VISITATION

- Blue Mountains is Regional NSW’s number 4 region for international visitors, number 8 for nights, and number 6 for expenditure.
- There were 116,700 international visitors (down 8.1% on the previous year) who stayed 498,800 nights (down 34.7%) in Blue Mountains and spent $48.7 million (down 12.7%).
- The average length of stay in the region was 4.3 nights and average spend per night was $98.
- The region accounted for 13% of visitors, 3% of visitor nights and 5% of expenditure in regional NSW for YE June 2019.
- Holiday was the largest purpose of visit to the region (88%).
- 28% of the visitors were aged 15-29 years, followed by 50-59 years old (22%) and 30-39 years old (18%).
- ‘Unaccompanied traveller’ (39%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (29%) and ‘family groups with children’ (16%).
- The United Kingdom was the region’s largest source market for visitors (14%), followed by Germany (11%).

TREND

- From YE June 2014 to YE June 2019, international visitors, nights and expenditure in the region recorded the following changes: up 41.8%, up 17.3% and down 5.7%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the Blue Mountains for YE June 2019.