Total Domestic and International visitation to Blue Mountains (spend, visitors and nights)

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 9 for nights and number 11 for expenditure.

- There were 1.4 million domestic overnight visitors (up 31.3% on the previous year) who stayed 3.1 million nights (up 34.5%) in Blue Mountains and spent $455 million (up 26.8%).

- The average length of stay in the region was 2.3 nights and average spend per night was $149.

- The region accounted for 5% of visitors, 4% 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 (32%).

- Around 27% of the domestic overnight visitors were aged 15-29 years, followed by 30-39 years old (20%), 60-69 years old (15%) and 40-49 years old (14%).

- ‘Adult couple’ (31%) was the most common travel party amongst visitors to the region, followed by ‘friends or relatives travelling together’ (29%) and ‘unaccompanied traveller’ (22%).

- Sydney was the largest source market for visitors to the region (59%), followed by Regional NSW (28%). Visitors from interstate accounted for 13% of the region’s visitors.

TREND

- From YE September 2014 to YE September 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 70.0%, up 77.8% and up 65.3%, respectively.

DOMESTIC DAY TRIP VISITATION

- Blue Mountains is Regional NSW’s number 7 region for domestic day trip visitors and expenditure.

- There were 3.2 million domestic day trip visitors to the Blue Mountains (up 11.9% on the previous year) who spent $322 million (up 8.1%). The average spend per visitor was $99.

- The region accounted for 7% of visitors and 6% of expenditure in Regional NSW.

- The majority of visitors to NSW came for the purpose of Holiday (66%), followed by Visiting Friends and Relatives (23%).

- Visitors aged 15-29 years accounted for 27% of all day trippers to the region, followed by the 30-39 years old (22%).

TREND

- From YE September 2014 to YE September 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 33.6% and up 61.8%, respectively.
INTERNATIONAL VISITATION

- Blue Mountains is Regional NSW’s number 4 region for international visitors, number 8 for nights, and number 5 for expenditure.
- There were 116,800 international visitors (down 9.4% on the previous year) who stayed 550,300 nights (down 27.1%) in Blue Mountains and spent $55.9 million (down 2.5%).
- The average length of stay in the region was 4.7 nights and average spend per night was $102.
- The region accounted for 13% of visitors, 4% of visitor nights and 5% of expenditure in regional NSW for YE September 2019.
- Holiday was the largest purpose of visit to the region (89%).
- 29% of the visitors were aged 15-29 years, followed by 50-59 years old (22%) and 30-39 years old (19%).
- ‘Unaccompanied traveller’ (38%) was the most common travel party amongst visitors to the region, followed by ‘adult couple’ (29%) and ‘family groups with children’ (17%).
- The United Kingdom was the region’s largest source market for visitors (11%), followed by Germany (11%).

TREND

- From YE September 2014 to YE September 2019, international visitors, nights and expenditure in the region recorded the following changes: up 40.2%, up 34.3% and up 12.5%, respectively.

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