

## FACT SHEET

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

 **SPEND**  
\$796 m  
up 2.8% YoY

 **VISITORS**  
4.6 m  
up 10.2% YoY

 **NIGHTS**  
3.5 m  
up 11.0% YoY

Blue Mountains received 13.5% of international visitors, 4.8% of domestic overnight visitors and 6.8% of domestic daytrip visitors to Regional NSW.

### DOMESTIC OVERNIGHT VISITATION

- Blue Mountains is Regional NSW's number 9 region for domestic overnight visitors, number 10 for nights and number 11 for expenditure.
- There were 1.3 million domestic overnight visitors (up 14.1% on the previous year) who stayed 2.9 million nights (up 13.6%) in Blue Mountains and spent \$444 million (up 8.3%).
- The average length of stay in the region was 2.2 nights and average spend per night was \$151.
- The region accounted for 4.8% of visitors, 3.4% of nights and 3.1% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (59%), followed by Visiting Friends and Relatives (29%) and Business\*.
- 24% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old (19%), 30-39 years old (18%) and 40-49 years old (15%).
- 'Adult couple' (32%) was the most common travel party among visitors to the region, followed by 'friends and relatives travelling together' (28%) and 'unaccompanied traveller' (24%).
- Sydney was the largest source market for visitors to the region (59%), followed by Regional NSW (29%). Visitors from interstate accounted for 13% of the region's visitors.

### TREND

- From YE December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 57.1%, up 53.2% and up 41.8%, respectively.

### DOMESTIC DAY TRIP VISITATION

- Blue Mountains is Regional NSW's number 7 region for domestic day trip visitors and number 8 for expenditure.
- There were 3.2 million domestic day trip visitors to the Blue Mountains (up 9.2% on the previous year) who spent \$293 million (down 8.1%). The average spend per visitor was \$92.
- The region accounted for 6.8% of visitors and 5.7% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (66%), followed by Visiting Friends and Relatives (22%) and Business\*.
- Visitors aged 15-29 years accounted for 27% of all day trippers to the region, followed by the 30-39 years old (21%), 60-69 years old (15%) and 40-49 years old\*.

### TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 25.8% and up 45.0%, respectively.

### FACT SHEET – Cont'd

#### INTERNATIONAL VISITATION

- Blue Mountains is Regional NSW's number 4 region for international visitors and expenditure, and number 7 for nights.
- There were 115,200 international visitors (down 4.6% on the previous year) who stayed 569,000 nights (down 0.7%) in Blue Mountains and spent \$58.7 million (up 28.7%).
- The average length of stay in the region was 4.9 nights and average spend per night was \$103.
- The region accounted for 13.5% of visitors, 3.9% of visitor nights and 5.7% of expenditure in Regional NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (85%), followed by Visiting Friends and Relatives\* and Business\*.
- 30% of the visitors were aged 15-29 years, followed by 30-39 years old (22%) and 50-59 years old (20%).
- 'Unaccompanied traveller' (37%) was the most common travel party among visitors to the region, followed by 'adult couple' (31%) and 'family groups with children' (18%).
- The United Kingdom was the region's largest source market for visitors (14%), followed by Germany (10%) and United States of America\*.

#### TREND

- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 31.2%, up 48.4% and up 31.0%, respectively.

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

