

Travel to Blue Mountains Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	2,693	3,076	3,102	2,924	3,470	3,727	4,082	4,234	4,206	4,633	10.2%
Nights ('000)	1,836	1,986	2,192	2,363	2,307	2,603	2,868	3,155	3,167	3,515	11.0%
Expenditure (\$ million)*	\$438	\$483	\$559	\$517	\$560	\$619	\$685	\$681	\$775	\$796	2.8%

Overnight - Int'l & domestic

Visitors ('000)	733	712	843	818	927	985	1,073	1,210	1,276	1,434	12.3%
Nights ('000)	1,836	1,986	2,192	2,363	2,307	2,603	2,868	3,155	3,167	3,515	11.0%
Expenditure (\$ million)*	\$249	\$296	\$325	\$334	\$358	\$422	\$433	\$449	\$456	\$503	10.4%

Domestic - overnight & daytrip

Visitors ('000)	2,616	3,009	3,026	2,845	3,382	3,629	3,977	4,109	4,085	4,518	10.6%
Nights ('000)	1,519	1,663	1,806	1,923	1,923	2,086	2,260	2,452	2,594	2,946	13.6%
Expenditure (\$ million)*	\$405	\$458	\$524	\$480	\$515	\$558	\$632	\$622	\$729	\$737	1.1%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	656	646	768	740	839	887	968	1,084	1,155	1,318	14.1%
Nights (000)	1,519	1,663	1,806	1,923	1,923	2,086	2,260	2,452	2,594	2,946	13.6%
Average Length of Stay	2.3	2.6	2.4	2.6	2.3	2.4	2.3	2.3	2.2	2.2	-0.5%
Expenditure (\$ million)*	\$217	\$271	\$291	\$298	\$313	\$361	\$379	\$390	\$410	\$444	8.3%
Spend per visitor per night (\$)	\$143	\$163	\$161	\$155	\$163	\$173	\$168	\$159	\$158	\$151	-4.6%
Intrastate visitors (000)	548	554	653	624	732	768	828	957	1,003	1,153	14.9%
Interstate visitors (000)	n/p	n/p	114	116	107	119	140	127	152	166	9.0%
Intrastate nights (000)	1,152	1,294	1,491	1,582	1,623	1,681	1,804	2,059	2,104	2,349	11.6%
Interstate nights (000)	n/p	n/p	315	340	300	404	456	393	489	596	21.9%
Intrastate expenditure (\$million)	\$178	\$214	\$248	\$242	\$261	\$309	\$311	\$334	\$349	\$374	7.2%
Interstate expenditure (\$ million)	n/p	n/p	\$42	\$55	\$53	\$52	\$68	\$56	\$61	\$70	14.6%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	364	363	371	376	516	536	591	630	643	779	21.3%
Visiting Friends & Relatives	223	195	302	186	227	247	254	315	388	377	-2.8%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	656	646	768	740	839	887	968	1,084	1,155	1,318	14.1%

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	803	938	944	921	1,143	1,269	1,426	1,350	1,453	1,715	18.0%
Visiting Friends & Relatives	526	441	658	458	468	566	531	743	926	839	-9.5%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,519	1,663	1,806	1,923	1,923	2,086	2,260	2,452	2,594	2,946	13.6%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Regional NSW	213	216	264	230	251	223	286	289	283	380	34.5%
Sydney	334	337	389	393	481	545	543	667	721	772	7.2%
Total Intrastate	548	554	653	624	732	768	828	957	1,003	1,153	14.9%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	n/p	n/p	114	116	107	119	140	127	152	166	9.0%
Grand Total	656	646	768	740	839	887	968	1,084	1,155	1,318	14.1%

Travel to Blue Mountains Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
15-29	n/p	n/p	n/p	n/p	222	195	243	284	296	316	6.8%	
30-39	n/p	n/p	n/p	n/p	n/p	n/p	148	n/p	213	244	14.2%	
40-49	131	148	145	n/p	167	157	141	253	178	195	9.6%	
50-59	99	105	170	151	141	159	165	151	212	168	-20.7%	
60-69	80	98	137	160	136	154	175	144	142	251	76.4%	
70+	n/p	n/p	n/p	62	n/p	n/p	97	99	115	145	26.8%	
Total	656	646	768	740	839	887	968	1,084	1,155	1,318	14.1%	

Travel Party

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Travelling alone	107	126	133	124	170	194	167	229	211	319	51.4%	
Adult couple	197	141	236	247	265	230	315	336	334	418	25.0%	
Family group - parents and children	174	164	153	135	128	188	138	199	213	167	-21.6%	
Friends or relatives travelling together with(out) children	149	155	193	143	209	220	307	253	334	369	10.5%	
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	656	646	768	740	839	887	968	1,084	1,155	1,318	14.1%	

Top 5 Activities (sorted by the latest year)

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Eat out / dine at a restaurant and/or cafe	348	356	416	457	418	557	567	608	712	804	12.9%	
Bushwalking / rainforest walks	226	229	241	316	351	375	417	461	573	562	-1.9%	
Visit national parks / state parks	202	147	202	237	323	335	338	378	541	506	-6.4%	
Visit friends & relatives	269	267	376	247	301	289	380	366	418	483	15.5%	
Sightseeing/looking around	252	194	218	239	328	326	323	335	403	429	6.3%	

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Friends or relatives property	614	574	757	446	521	652	757	880	898	962	7.1%	
Standard hotel/motor inn (below 4 star)	200	292	216	414	400	300	265	292	269	455	69.3%	
Rented house/apartment/flat or unit	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	365	-	

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Private vehicle or company car	581	554	636	577	707	755	847	922	1,023	1,124	9.8%	
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	77	67	76	78	88	98	104	126	121	115	-4.6%
Nights (000)	317	324	386	440	383	517	608	702	573	569	-0.7%
Average Length of Stay	4.1	4.8	5.1	5.6	4.4	5.3	5.8	5.6	4.7	4.9	4.0%
Expenditure (\$ million)*	\$33	\$25	\$34	\$37	\$45	\$61	\$53	\$59	\$46	\$59	28.7%
Spend per visitor per night (\$)	\$103	\$77	\$89	\$84	\$117	\$118	\$87	\$84	\$80	\$103	29.7%

Purpose of Visit

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Holiday	68	58	63	66	75	85	89	109	107	98	-8.0%	
Visiting Friends & Relatives	n/p	n/p	10	n/p	n/p	n/p	12	13	n/p	n/p	-	
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Other^	n/p	n/p	-	-	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	77	67	76	78	88	98	104	126	121	115	-4.6%	

Travel to Blue Mountains Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Holiday	178	185	178	272	199	254	274	283	283	326	15.0%	
Visiting Friends & Relatives	n/p	n/p	129	n/p	n/p	n/p	146	297	n/p	n/p	-	
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Other^	n/p	n/p	-	-	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	317	324	386	440	383	517	608	702	573	569	-0.7%	

Top 3 Int'l source markets to Blue Mountains

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
United Kingdom	16	17	14	13	14	21	18	23	20	16	-18.6%	
Germany	7	7	8	8	10	8	11	12	12	11	-1.7%	
United States of America	9	n/p	6	9	11	12	13	n/p	12	n/p	-	

Age

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
15-29	26	21	26	29	27	32	36	42	37	35	-4.9%	
30-39	14	13	12	12	13	19	17	17	19	25	27.5%	
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	20	n/p	n/p	-	
50-59	11	12	n/p	n/p	16	16	17	24	21	23	9.3%	
60-69	13	n/p	14	11	17	15	17	18	20	14	-33.4%	
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	77	67	76	78	88	98	104	126	121	115	-4.6%	

Travel Party

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Travelling alone	32	28	31	30	35	43	46	51	50	42	-15.5%	
Adult couple	27	27	26	27	29	31	31	39	37	36	-1.5%	
Family group - parent(s) and children	n/p	n/p	n/p	10	11	10	15	19	15	20	32.5%	
Friends and/ or relatives travelling together	10	7	10	9	11	12	11	15	17	13	-23.2%	
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Other	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	77	67	76	78	88	98	104	126	121	115	-4.6%	

Top 5 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Eat out / dine at a restaurant and/or cafe	70	61	67	71	81	91	98	120	116	108	-7.3%	
Visit national parks / state parks	66	54	63	66	76	83	92	109	104	102	-2.6%	
Sightseeing/looking around	70	58	66	70	77	83	92	110	106	101	-4.9%	
Go to the beach	63	51	59	62	68	76	85	101	97	90	-6.6%	
Go shopping for pleasure	61	50	57	62	71	74	83	95	93	90	-3.3%	

First or Return Visitor to Australia

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
First visit	48	39	43	49	49	59	55	74	64	64	-0.1%	
Return visit	29	27	32	29	39	39	49	52	57	52	-9.5%	
Total	77	67	76	78	88	98	104	126	121	115	-4.6%	

Top 3 types of Accommodation (sorted by the latest year)

	Nights (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Friends or relatives property	103	114	145	149	92	97	268	328	150	n/p	-	
Rented house/apartment/flat or unit	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Education institution (University/school dormitory or college)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)											% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019		
Rental car	27	18	20	19	23	26	31	32	33	43	29.8%	
Private vehicle or company car	16	15	16	16	21	22	24	32	25	23	-9.4%	
Local public transport	n/p	n/p	6	8	n/p	9	12	10	15	10	-33.3%	

Travel to Blue Mountains Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	1,960	2,364	2,258	2,105	2,543	2,742	3,009	3,025	2,930	3,200	9.2%
Expenditure (\$ million)*	\$189	\$187	\$233	\$182	\$202	\$197	\$252	\$232	\$319	\$293	-8.1%
Spend per visitor (\$)	\$96	\$79	\$103	\$87	\$80	\$72	\$84	\$77	\$109	\$92	-15.9%

Main Purpose of Trip

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	1,431	1,416	1,229	1,412	1,790	1,941	2,134	1,886	1,929	2,099	8.8%
Visiting Friends & Relatives	389	651	649	465	504	526	559	800	721	711	-1.4%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,960	2,364	2,258	2,105	2,543	2,742	3,009	3,025	2,930	3,200	9.2%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Sydney	1,589	1,859	1,721	1,608	2,053	2,196	2,576	2,573	2,389	2,645	10.7%
Regional NSW	n/p	484	481	483	490	546	n/p	446	n/p	n/p	-
Total Intrastate	1,909	2,343	2,202	2,092	2,543	2,742	2,994	3,019	2,892	3,200	10.6%
Total Interstate	n/p	n/p	n/p	n/p	-	-	n/p	n/p	n/p	-	-
Total	1,960	2,364	2,258	2,105	2,543	2,742	3,009	3,025	2,930	3,200	9.2%

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	n/p	n/p	n/p	n/p	n/p	716	889	788	n/p	851	-
30-39	n/p	n/p	n/p	n/p	n/p	555	n/p	n/p	n/p	675	-
40-49	n/p	449	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	n/p	486	448	481	465	n/p	n/p	n/p	534	n/p	-
60-69	n/p	394	389	414	302	357	457	461	n/p	496	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	265	420	n/p	-
Total	1,960	2,364	2,258	2,105	2,543	2,742	3,009	3,025	2,930	3,200	9.2%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	1,114	1,090	1,001	1,072	1,421	1,490	1,848	1,552	1,605	1,890	17.8%
Visit national parks / state parks	n/p	n/p	n/p	610	813	823	992	1,014	1,011	1,278	26.5%
Bushwalking / rainforest walks	610	570	609	675	837	877	1,105	993	962	1,271	32.1%
Sightseeing/looking around	691	779	658	695	862	950	825	1,213	1,005	1,070	6.4%
Visit friends & relatives	465	612	665	595	605	683	711	1,043	842	909	7.9%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	1,774	2,179	2,108	1,957	2,371	2,291	2,732	2,691	2,523	2,882	14.2%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	n/p	-	-	-	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable

Blue Mountains includes: Katoomba, Leura, Lithgow, Megalong Valley and Springwood.

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.