

Travel to Blue Mountains Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	2,951	2,973	3,088	3,050	3,546	3,871	3,944	4,195	4,331	4,413	1.9%
Nights ('000)	1,970	2,062	2,280	2,117	2,367	2,639	2,962	3,383	3,105	3,477	12.0%
Expenditure (\$ million)*	\$486	\$473	\$552	\$533	\$545	\$656	\$666	\$705	\$772	\$797	3.2%

Overnight - Int'l & domestic

Visitors ('000)	749	738	855	805	907	1,057	1,049	1,276	1,297	1,354	4.4%
Nights ('000)	1,970	2,062	2,280	2,117	2,367	2,639	2,962	3,383	3,105	3,477	12.0%
Expenditure (\$ million)*	\$289	\$288	\$322	\$350	\$349	\$435	\$427	\$461	\$446	\$522	17.1%

Domestic - overnight & daytrip

Visitors ('000)	2,873	2,906	3,012	2,968	3,454	3,773	3,837	4,067	4,211	4,318	2.5%
Nights ('000)	1,640	1,693	1,909	1,679	1,979	2,136	2,316	2,614	2,575	2,973	15.5%
Expenditure (\$ million)*	\$454	\$440	\$525	\$484	\$506	\$597	\$610	\$641	\$725	\$742	2.4%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	671	671	779	724	815	959	942	1,147	1,177	1,259	7.0%
Nights (000)	1,640	1,693	1,909	1,679	1,979	2,136	2,316	2,614	2,575	2,973	15.5%
Average Length of Stay	2.4	2.5	2.4	2.3	2.4	2.2	2.5	2.3	2.2	2.4	7.9%
Expenditure (\$ million)*	\$258	\$256	\$295	\$301	\$310	\$376	\$371	\$396	\$399	\$467	17.2%
Spend per visitor per night (\$)	\$157	\$151	\$155	\$179	\$157	\$176	\$160	\$152	\$155	\$157	1.5%
Intrastate visitors (000)	555	598	654	604	717	836	792	1,013	1,027	1,106	7.7%
Interstate visitors (000)	116	n/p	125	120	98	123	151	134	150	153	2.1%
Intrastate nights (000)	1,195	1,419	1,604	1,312	1,702	1,700	1,844	2,189	2,036	2,334	14.6%
Interstate nights (000)	445	n/p	305	367	276	435	473	425	539	640	18.6%
Intrastate expenditure (\$million)	\$196	\$222	\$246	\$236	\$270	\$320	\$302	\$328	\$351	\$393	11.9%
Interstate expenditure (\$ million)	\$62	n/p	\$49	\$65	\$40	\$55	\$69	\$68	\$47	\$74	57.0%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	381	363	357	408	484	584	554	694	648	701	8.2%
Visiting Friends & Relatives	206	233	263	191	224	269	268	336	382	377	-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	671	671	779	724	815	959	942	1,147	1,177	1,259	7.0%
	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	907	953	818	962	1,140	1,320	1,400	1,453	1,490	1,537	3.2%
Visiting Friends & Relatives	496	516	573	442	490	573	613	879	834	926	11.1%
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	1,640	1,693	1,909	1,679	1,979	2,136	2,316	2,614	2,575	2,973	15.5%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Regional NSW	215	242	254	223	234	260	259	302	278	405	45.5%
Sydney	340	356	400	381	483	575	533	711	748	701	-6.3%
Total Intrastate	555	598	654	604	717	836	792	1,013	1,027	1,106	7.7%
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	116	n/p	125	120	98	123	151	134	150	153	2.1%
Grand Total	671	671	779	724	815	959	942	1,147	1,177	1,259	7.0%

Travel to Blue Mountains Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	n/p	n/p	n/p	n/p	242	206	215	322	299	287	-4.1%
30-39	n/p	n/p	n/p	n/p	n/p	173	n/p	n/p	229	232	1.5%
40-49	147	142	120	147	121	171	n/p	264	189	179	-5.4%
50-59	109	128	166	144	135	172	161	180	186	149	-19.8%
60-69	86	108	141	151	144	153	176	142	139	276	98.6%
70+	n/p	n/p	67	n/p	n/p	n/p	107	84	136	137	1.1%
Total	671	671	779	724	815	959	942	1,147	1,177	1,259	7.0%

Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Travelling alone	115	125	147	143	167	176	196	205	236	326	38.1%
Adult couple	197	164	237	214	272	281	288	363	323	401	24.2%
Family group - parents and children	168	158	139	149	133	191	n/p	209	207	185	-10.6%
Friends or relatives travelling together with(out) children	153	179	154	174	175	254	288	302	338	310	-8.1%
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	671	671	779	724	815	959	942	1,147	1,177	1,259	7.0%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	345	371	432	423	421	595	549	635	744	774	4.0%
Bushwalking / rainforest walks	233	228	260	301	370	389	404	522	558	506	-9.2%
Visit friends & relatives	264	286	335	264	282	348	368	381	435	452	4.0%
Visit national parks / state parks	187	159	206	267	286	374	312	445	520	449	-13.7%
Sightseeing/looking around	213	210	212	277	309	337	307	351	448	370	-17.4%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Friends or relatives property	565	625	691	434	528	738	809	993	882	955	8.2%
Standard hotel/motor inn (below 4 star)	264	257	330	334	373	298	233	282	346	418	20.8%
Rented house/apartment/flat or unit	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	395	-

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	580	573	639	561	686	852	808	983	1,008	1,088	7.9%
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 Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	77	66	76	81	92	98	107	128	120	95	-21.2%
Nights (000)	330	370	371	438	388	503	645	770	529	504	-4.8%
Average Length of Stay	4.3	5.6	4.9	5.4	4.2	5.1	6.0	6.0	4.4	5.3	20.8%
Expenditure (\$ million)*	\$31	\$33	\$27	\$49	\$39	\$59	\$56	\$64	\$47	\$54	15.8%
Spend per visitor per night (\$)	\$95	\$88	\$72	\$111	\$100	\$118	\$87	\$84	\$89	\$108	21.7%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	67	58	64	67	79	86	92	109	106	80	-24.9%
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	10	n/p	11	15	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	66	76	81	92	98	107	128	120	95	-21.2%

Travel to Blue Mountains Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)											% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020		
Holiday	195	164	219	235	212	254	284	293	282	308	9.3%	
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	105	n/p	132	345	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	330	370	371	438	388	503	645	770	529	504	-4.8%	

Top 3 Int'l source markets to Blue Mountains

	Visitors (000)											% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020		
United Kingdom	16	16	13	13	18	19	20	23	17	15	-9.1%	
United States of America	9	7	6	9	13	10	12	12	n/p	n/p	-	
Germany	6	8	7	8	11	8	12	13	12	8	-34.2%	

Age

	Visitors (000)											% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020		
15-29	26	20	26	29	30	31	38	42	36	30	-17.4%	
30-39	11	13	14	12	14	19	16	18	20	20	-1.1%	
40-49	11	n/p	n/p	n/p	n/p	n/p	15	n/p	n/p	n/p	-	
50-59	14	11	n/p	14	16	17	17	22	23	20	-13.5%	
60-69	13	13	11	13	17	15	16	19	19	n/p	-	
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	77	66	76	81	92	98	107	128	120	95	-21.2%	

Travel Party

	Visitors (000)											% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020		
Travelling alone	34	26	32	31	36	44	45	52	48	36	-25.8%	
Adult couple	27	28	24	26	32	30	33	42	35	29	-17.2%	
Family group - parent(s) and children	n/p	n/p	n/p	12	10	12	16	17	18	17	-3.7%	
Friends and/ or relatives travelling together	10	8	10	10	12	11	12	16	16	n/p	-	
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	66	76	81	92	98	107	128	120	95	-21.2%	

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

	Visitors (000)											% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020		
Eat out / dine at a restaurant and/or cafe	70	61	68	73	86	89	102	122	117	86	-25.9%	
Visit national parks / state parks	64	56	61	68	82	83	93	110	106	83	-21.7%	
Sightseeing/looking around	68	58	67	70	82	83	96	113	105	82	-22.0%	
Go to the beach	60	52	59	62	73	76	86	103	95	74	-22.4%	
Go shopping for pleasure	59	50	58	64	75	75	82	100	92	73	-20.1%	

First or Return Visitor to Australia

	Visitors (000)											% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020		
First visit	45	39	45	51	52	55	59	75	60	54	-10.0%	
Return visit	32	27	31	30	40	43	47	54	60	41	-32.3%	
Total	77	66	76	81	92	98	107	128	120	95	-21.2%	

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

	Nights (000)											% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020		
Friends or relatives property	98	150	116	135	121	91	268	369	124	147	18.3%	
Standard hotel/motor inn (below 4 star)	59	53	51	50	48	53	46	52	60	52	-14.7%	
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 Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020		
Rental car	27	20	17	20	25	26	30	36	32	35	8.3%	
Private vehicle or company car	17	14	15	18	23	22	24	32	26	19	-26.8%	
Local public transport	n/p	n/p	7	n/p	7	11	9	12	14	10	-31.1%	

Travel to Blue Mountains Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	2,202	2,235	2,233	2,244	2,639	2,814	2,895	2,919	3,034	3,059	0.8%
Expenditure (\$ million)*	\$197	\$185	\$230	\$183	\$196	\$221	\$238	\$244	\$326	\$275	-15.8%
Spend per visitor (\$)	\$89	\$83	\$103	\$81	\$74	\$78	\$82	\$84	\$108	\$90	-16.4%

Main Purpose of Trip

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	1,511	1,286	1,294	1,532	1,830	2,035	1,918	1,905	2,016	1,947	-3.4%
Visiting Friends & Relatives	463	675	597	456	540	485	609	760	701	707	0.8%
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	2,202	2,235	2,233	2,244	2,639	2,814	2,895	2,919	3,034	3,059	0.8%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Sydney	1,816	1,712	1,754	1,720	2,051	2,273	2,479	2,507	2,502	2,528	1.0%
Regional NSW	n/p	505	437	514	589	n/p	n/p	n/p	n/p	531	-
Total Intrastate	2,129	2,217	2,191	2,234	2,639	2,814	2,880	2,893	3,017	3,059	1.4%
Total Interstate	n/p	n/p	n/p	n/p	-	-	n/p	n/p	n/p	-	-
Total	2,202	2,235	2,233	2,244	2,639	2,814	2,895	2,919	3,034	3,059	0.8%

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	n/p	n/p	n/p	n/p	641	796	800	n/p	n/p	843	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	557	-
40-49	n/p	485	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	394	445	n/p	453	503	n/p	n/p	482	n/p	n/p	-
60-69	n/p	362	404	409	295	428	419	429	n/p	531	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	415	n/p	-
Total	2,202	2,235	2,233	2,244	2,639	2,814	2,895	2,919	3,034	3,059	0.8%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	1,254	986	1,003	1,191	1,386	1,650	1,691	1,544	1,687	1,782	5.6%
Bushwalking / rainforest walks	632	489	667	669	835	969	1,012	1,013	1,079	1,155	7.1%
Visit national parks / state parks	n/p	n/p	n/p	718	721	918	922	1,001	1,210	1,047	-13.5%
Sightseeing/looking around	766	689	668	752	826	990	856	1,154	1,001	1,044	4.3%
Visit friends & relatives	524	665	586	609	665	670	744	962	836	871	4.2%

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	1,973	2,070	2,068	2,110	2,352	2,496	2,585	2,612	2,588	2,723	5.2%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	n/p	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.