

# Travel to Blue Mountains Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### OVERVIEW

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	2,970	3,147	3,026	3,307	3,628	4,068	4,223	4,058	4,713	3,040	-35.5%
Nights ('000)	2,076	2,167	2,303	2,130	2,543	2,846	3,108	3,029	3,609	2,569	-28.8%
Expenditure (\$ million)*	\$491	\$545	\$542	\$524	\$586	\$665	\$714	\$714	\$833	\$562	-32.5%

### Overnight - Int'l & domestic

Visitors ('000)	740	844	792	882	955	1,070	1,211	1,163	1,474	1,017	-31.0%
Nights ('000)	2,076	2,167	2,303	2,130	2,543	2,846	3,108	3,029	3,609	2,569	-28.8%
Expenditure (\$ million)*	\$319	\$295	\$360	\$325	\$392	\$419	\$486	\$416	\$511	\$392	-23.3%

### Domestic - overnight & daytrip

Visitors ('000)	2,898	3,077	2,946	3,224	3,535	3,963	4,110	3,929	4,597	2,991	-34.9%
Nights ('000)	1,744	1,781	1,878	1,720	2,088	2,263	2,554	2,274	3,059	2,302	-24.7%
Expenditure (\$ million)*	\$461	\$513	\$509	\$474	\$538	\$605	\$664	\$657	\$777	\$528	-32.0%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	668	773	711	798	863	965	1,098	1,034	1,357	968	-28.7%
Nights (000)	1,744	1,781	1,878	1,720	2,088	2,263	2,554	2,274	3,059	2,302	-24.7%
Average Length of Stay	2.6	2.3	2.6	2.2	2.4	2.3	2.3	2.2	2.3	2.4	5.5%
Expenditure (\$ million)*	\$289	\$263	\$327	\$275	\$344	\$359	\$436	\$359	\$455	\$358	-21.3%
Spend per visitor per night (\$)	\$166	\$148	\$174	\$160	\$165	\$159	\$171	\$158	\$149	\$156	4.6%
Intrastate visitors (000)	560	665	594	695	755	826	947	922	1,177	881	-25.1%
Interstate visitors (000)	108	108	118	103	108	139	151	112	180	87	-51.9%
Intrastate nights (000)	1,346	1,454	1,539	1,441	1,787	1,741	2,093	1,948	2,373	1,912	-19.4%
Interstate nights (000)	398	327	339	279	301	522	461	325	686	390	-43.1%
Intrastate expenditure (\$million)	\$228	\$221	\$273	\$227	\$296	\$295	\$362	\$314	\$388	\$312	-19.6%
Interstate expenditure (\$ million)	\$61	\$42	\$54	\$49	\$48	\$64	\$74	\$45	\$67	\$46	-31.3%

#### Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	380	357	377	475	505	603	643	616	762	502	-34.2%
Visiting Friends & Relatives	192	333	188	205	242	230	328	307	431	321	-25.6%
Business	n/p	n/p	118	n/p	n/p	n/p	n/p	n/p	117	102	-12.7%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	668	773	711	798	863	965	1,098	1,034	1,357	968	-28.7%

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	983	920	911	1,004	1,209	1,415	1,472	1,298	1,722	1,106	-35.8%
Visiting Friends & Relatives	472	680	469	461	515	544	731	788	944	810	-14.2%
Business	n/p	n/p	425	n/p	n/p	n/p	n/p	n/p	300	217	-27.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,744	1,781	1,878	1,720	2,088	2,263	2,554	2,274	3,059	2,302	-24.7%

#### Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Regional NSW	217	289	204	249	245	262	295	260	374	277	-26.0%
Sydney	343	376	390	446	510	564	652	662	803	604	-24.7%
<b>Total Intrastate</b>	560	665	594	695	755	826	947	922	1,177	881	-25.1%
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	-
<b>Total Interstate</b>	108	108	118	103	108	139	151	112	180	87	-51.9%
<b>Grand Total</b>	668	773	711	798	863	965	1,098	1,034	1,357	968	-28.7%

# Travel to Blue Mountains Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	157	168	n/p	229	187	240	242	272	368	212	-42.4%
30-39	133	n/p	151	106	139	143	168	176	272	176	-35.2%
40-49	129	176	91	159	147	139	270	150	186	171	-7.8%
50-59	115	152	175	105	174	171	167	182	170	105	-38.1%
60-69	96	144	138	127	145	175	159	148	210	220	5.1%
70+	n/p	55	67	71	71	98	92	105	152	83	-45.5%
Total	668	773	711	798	863	965	1,098	1,034	1,357	968	-28.7%

### Travel Party

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Travelling alone	126	144	127	168	187	160	232	186	302	279	-7.6%
Adult couple	160	233	244	208	251	323	338	293	418	319	-23.5%
Family group - parents and children	172	147	139	141	167	144	211	158	203	154	-24.1%
Friends or relatives travelling together with(out) children	158	186	141	208	202	276	264	328	390	183	-53.0%
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	668	773	711	798	863	965	1,098	1,034	1,357	968	-28.7%

### Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	350	401	461	381	538	592	606	626	825	556	-32.5%
Visit friends & relatives	266	399	243	277	304	355	371	352	517	354	-31.6%
Bushwalking / rainforest walks	245	230	302	321	364	417	493	475	626	343	-45.3%
Visit national parks / state parks	172	191	216	304	319	331	401	458	549	323	-41.2%
Sightseeing/looking around	209	219	228	306	323	310	355	376	435	276	-36.6%

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

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Friends or relatives property	599	733	508	489	606	833	800	829	1047	832	-20.6%
Rented house/apartment/flat or unit	253	155	382	276	297	276	286	241	445	309	-30.5%
Standard hotel/motor inn (below 4 star)	300	195	394	312	372	284	293	271	413	273	-33.7%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	585	628	582	639	735	853	956	884	1,176	841	-28.5%
Railway	n/p	93	n/p	89	81	n/p	n/p	n/p	120	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 Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	72	70	81	83	93	105	113	129	117	50	-57.4%
Nights (000)	333	386	425	410	455	583	555	755	550	267	-51.5%
Average Length of Stay	4.6	5.5	5.3	4.9	4.9	5.5	4.9	5.9	4.7	5.4	13.7%
Expenditure (\$ million)*	\$30	\$32	\$34	\$50	\$48	\$60	\$50	\$57	\$56	n/p	-
Spend per visitor per night (\$)	\$91	\$82	\$79	\$121	\$106	\$103	\$90	\$76	\$102	-	-

### Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	62	60	68	71	80	91	97	112	104	40	-61.0%
Visiting Friends & Relatives	7	9	8	10	8	11	12	13	7	7	-4.5%
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	n/p	n/p	-
Total	72	70	81	83	93	105	113	129	117	50	-57.4%

# Travel to Blue Mountains Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### Purpose of Visit

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	186	171	257	222	217	245	316	299	284	184	-35.3%
Visiting Friends & Relatives	99	119	106	93	75	127	140	282	93	61	-34.6%
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	n/p	n/p	-
Total	333	386	425	410	455	583	555	755	550	267	-51.5%

### Top 3 Int'l source markets to Blue Mountains

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
United Kingdom	16	15	14	14	18	20	21	23	13	12	-12.0%
United States of America	6	6	9	10	11	12	11	11	10	n/p	-
New Zealand	6	6	n/p	n/p	n/p	9	n/p	n/p	n/p	n/p	-

### Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	22	22	29	27	33	33	42	40	34	14	-59.3%
30-39	12	12	14	12	15	18	17	20	22	10	-55.3%
40-49	9	8	12	11	10	12	18	18	14	n/p	-
50-59	14	10	13	13	17	18	16	21	25	13	-49.8%
60-69	11	15	10	16	14	18	15	22	15	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	72	70	81	83	93	105	113	129	117	50	-57.4%

### Travel Party

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Travelling alone	32	29	31	34	38	45	50	51	45	18	-59.7%
Adult couple	26	27	25	27	33	34	30	43	34	19	-42.0%
Family group - parent(s) and children	5	5	11	12	9	14	19	16	20	n/p	-
Friends and/ or relatives travelling together	9	7	12	10	12	10	12	17	14	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	n/p	-
Total	72	70	81	83	93	105	113	129	117	50	-57.4%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	65	65	72	77	84	99	108	123	112	44	-60.2%
Visit national parks / state parks	58	58	67	72	81	90	98	111	104	43	-59.2%
Sightseeing/looking around	64	61	71	74	79	91	100	114	105	41	-61.2%
Go to the beach	54	58	63	64	71	85	89	107	89	40	-55.5%
Go shopping for pleasure	53	55	63	65	73	83	88	98	91	37	-59.8%

### First or Return Visitor to Australia

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
First visit	42	41	49	50	55	57	63	72	63	28	-55.2%
Return visit	30	30	32	33	38	49	50	57	54	22	-60.0%
Total	72	70	81	83	93	105	113	129	117	50	-57.4%

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

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Friends or relatives property	115	162	141	99	96	256	170	300	133	112	-16.1%
Backpacker or hostel	28	29	58	35	54	63	53	45	25	38	52.4%
Standard hotel/motor inn (below 4 star)	45	56	48	49	49	56	43	58	53	35	-33.0%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Rental car	26	19	19	19	24	31	30	34	39	20	-49.2%
Private vehicle or company car	15	16	15	20	21	26	26	30	22	11	-51.5%
Local public transport	5	6	7	7	8	12	10	14	12	6	-50.4%

# Travel to Blue Mountains Tourism Region

## Year ended September 2020



Source: National and International Visitor Surveys, TRA.

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	2,230	2,304	2,234	2,425	2,673	2,998	3,011	2,895	3,239	2,023	-37.6%
Expenditure (\$ million)*	\$172	\$250	\$182	\$199	\$194	\$246	\$228	\$298	\$322	\$170	-47.1%
Spend per visitor (\$)	\$77	\$109	\$81	\$82	\$73	\$82	\$76	\$103	\$99	\$84	-15.4%

#### Main Purpose of Trip

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
<b>Visitors (000)</b>											
Holiday	1,447	1,264	1,453	1,715	1,781	2,142	1,921	1,914	2,130	1,245	-41.5%
Visiting Friends & Relatives	578	635	569	468	577	531	748	711	735	476	-35.3%
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	2,230	2,304	2,234	2,425	2,673	2,998	3,011	2,895	3,239	2,023	-37.6%

#### Origin

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
<b>Visitors (000)</b>											
Sydney	1,782	1,758	1,760	1,918	2,122	2,525	2,567	2,342	2,721	1,611	-40.8%
Regional NSW	402	489	461	508	551	458	444	510	519	411	-20.7%
<b>Total Intrastate</b>	2,185	2,247	2,221	2,425	2,673	2,983	3,011	2,852	3,239	2,023	-37.6%
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,230	2,304	2,234	2,425	2,673	2,998	3,011	2,895	3,239	2,023	-37.6%

#### Age

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
<b>Visitors (000)</b>											
15-29	n/p	n/p	n/p	555	721	857	748	668	861	608	-29.4%
30-39	375	n/p	n/p	365	573	419	689	589	706	298	-57.8%
40-49	392	478	407	439	474	625	364	441	481	269	-44.1%
50-59	489	367	487	540	314	369	463	448	439	277	-36.9%
60-69	304	486	337	359	314	438	463	365	415	305	-26.4%
70+	261	150	222	167	276	290	284	384	339	n/p	-
Total	2,230	2,304	2,234	2,425	2,673	2,998	3,011	2,895	3,239	2,023	-37.6%

#### Top 5 activities (sorted by the latest year)

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
<b>Visitors (000)</b>											
Eat out / dine at a restaurant and/or cafe	1,121	1,027	1,128	1,312	1,378	1,856	1,614	1,609	1,852	964	-48.0%
Bushwalking / rainforest walks	545	576	796	755	826	1,026	1,113	899	1,243	771	-38.0%
Visit national parks / state parks	362	467	680	721	768	910	1,080	961	1,294	669	-48.3%
Visit friends & relatives	618	622	635	613	696	743	972	792	917	559	-39.0%
Sightseeing/looking around	843	653	747	780	787	1,006	1,082	1,084	1,088	514	-52.7%

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

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
<b>Visitors (000)</b>											
Private vehicle or company car	2,013	2,164	2,078	2,276	2,266	2,687	2,640	2,544	2,898	1,824	-37.1%
Railway	n/p	n/p	n/p	n/p	335	n/p	291	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.