

Travel to Blue Mountains Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	3,076	3,102	2,924	3,470	3,727	4,082	4,234	4,206	4,633	2,797	-39.6%
Nights ('000)	1,986	2,192	2,363	2,307	2,603	2,868	3,155	3,167	3,515	2,297	-34.7%
Expenditure (\$ million)*	\$483	\$559	\$517	\$560	\$619	\$685	\$681	\$775	\$796	\$535	-32.8%

Overnight - Int'l & domestic

Visitors ('000)	712	843	818	927	985	1,073	1,210	1,276	1,434	961	-33.0%
Nights ('000)	1,986	2,192	2,363	2,307	2,603	2,868	3,155	3,167	3,515	2,297	-34.7%
Expenditure (\$ million)*	\$296	\$325	\$334	\$358	\$422	\$433	\$449	\$456	\$503	\$395	-21.5%

Domestic - overnight & daytrip

Visitors ('000)	3,009	3,026	2,845	3,382	3,629	3,977	4,109	4,085	4,518	2,783	-38.4%
Nights ('000)	1,663	1,806	1,923	1,923	2,086	2,260	2,452	2,594	2,946	2,191	-25.6%
Expenditure (\$ million)*	\$458	\$524	\$480	\$515	\$558	\$632	\$622	\$729	\$737	\$519	-29.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	646	768	740	839	887	968	1,084	1,155	1,318	947	-28.2%
Nights (000)	1,663	1,806	1,923	1,923	2,086	2,260	2,452	2,594	2,946	2,191	-25.6%
Average Length of Stay	2.6	2.4	2.6	2.3	2.4	2.3	2.3	2.2	2.2	2.3	3.6%
Expenditure (\$ million)*	\$271	\$291	\$298	\$313	\$361	\$379	\$390	\$410	\$444	\$378	-14.8%
Spend per visitor per night (\$)	\$163	\$161	\$155	\$163	\$173	\$168	\$159	\$158	\$151	\$173	14.5%
Intrastate visitors (000)	554	653	624	732	768	828	957	1,003	1,153	897	-22.2%
Interstate visitors (000)	92	114	116	107	119	140	127	152	166	n/p	-
Intrastate nights (000)	1,294	1,491	1,582	1,623	1,681	1,804	2,059	2,104	2,349	1,912	-18.6%
Interstate nights (000)	369	315	340	300	404	456	393	489	596	n/p	-
Intrastate expenditure (\$million)	\$214	\$248	\$242	\$261	\$309	\$311	\$334	\$349	\$374	\$350	-6.2%
Interstate expenditure (\$ million)	\$57	\$42	\$55	\$53	\$52	\$68	\$56	\$61	\$70	n/p	-

Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	363	371	376	516	536	591	630	643	779	516	-33.8%
Visiting Friends & Relatives	195	302	186	227	247	254	315	388	377	285	-24.4%
Business	n/p	n/p	136	n/p	n/p	n/p	n/p	n/p	117	109	-7.2%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	646	768	740	839	887	968	1,084	1,155	1,318	947	-28.2%

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	938	944	921	1,143	1,269	1,426	1,350	1,453	1,715	1,036	-39.6%
Visiting Friends & Relatives	441	658	458	468	566	531	743	926	839	746	-11.1%
Business	n/p	n/p	435	n/p	n/p	n/p	n/p	n/p	295	255	-13.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,663	1,806	1,923	1,923	2,086	2,260	2,452	2,594	2,946	2,191	-25.6%

Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Regional NSW	216	264	230	251	223	286	289	283	380	269	-29.3%
Sydney	337	389	393	481	545	543	667	721	772	628	-18.7%
Total Intrastate	554	653	624	732	768	828	957	1,003	1,153	897	-22.2%
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	92	114	116	107	119	140	127	152	166	n/p	-
Grand Total	646	768	740	839	887	968	1,084	1,155	1,318	947	-28.2%

Travel to Blue Mountains Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	136	n/p	n/p	222	195	243	284	296	316	179	-43.3%
30-39	110	n/p	138	101	147	148	154	213	244	203	-16.7%
40-49	148	145	102	167	157	141	253	178	195	177	-9.1%
50-59	105	170	151	141	159	165	151	212	168	112	-33.5%
60-69	98	137	160	136	154	175	144	142	251	196	-22.0%
70+	49	62	62	72	75	97	99	115	145	81	-44.3%
Total	646	768	740	839	887	968	1,084	1,155	1,318	947	-28.2%

Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Travelling alone	126	133	124	170	194	167	229	211	319	264	-17.3%
Adult couple	141	236	247	265	230	315	336	334	418	299	-28.3%
Family group - parents and children	164	153	135	128	188	138	199	213	167	154	-8.1%
Friends or relatives travelling together with(out) children	155	193	143	209	220	307	253	334	369	203	-44.9%
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	646	768	740	839	887	968	1,084	1,155	1,318	947	-28.2%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	356	416	457	418	557	567	608	712	804	527	-34.5%
Bushwalking / rainforest walks	229	241	316	351	375	417	461	573	562	352	-37.3%
Visit friends & relatives	267	376	247	301	289	380	366	418	483	302	-37.4%
Visit national parks / state parks	147	202	237	323	335	338	378	541	506	298	-41.0%
Sightseeing/looking around	194	218	239	328	326	323	335	403	429	255	-40.4%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Friends or relatives property	574	757	446	521	652	757	880	898	962	804	-16.4%
Rented house/apartment/flat or unit	218	n/p	429	230	368	239	262	382	365	319	-12.7%
Own property	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 Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	554	636	577	707	755	847	922	1,023	1,124	835	-25.7%
Railway	n/p	n/p	54	88	82	n/p	n/p	n/p	118	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 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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	67	76	78	88	98	104	126	121	115	14	-87.9%
Nights (000)	324	386	440	383	517	608	702	573	569	105	-81.5%
Average Length of Stay	4.8	5.1	5.6	4.4	5.3	5.8	5.6	4.7	4.9	7.6	53.7%
Expenditure (\$ million)*	\$25	\$34	\$37	\$45	\$61	\$53	\$59	\$46	\$59	n/p	-
Spend per visitor per night (\$)	\$77	\$89	\$84	\$117	\$118	\$87	\$84	\$80	\$103	-	-

Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	58	63	66	75	85	89	109	107	98	12	-88.3%
Visiting Friends & Relatives	6	10	10	9	8	12	13	10	9	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	-	-
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other ^A	n/p	-	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	67	76	78	88	98	104	126	121	115	14	-87.9%

Travel to Blue Mountains Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	185	178	272	199	254	274	283	283	326	69	-78.9%
Visiting Friends & Relatives	70	129	111	90	70	146	297	129	74	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	-	-
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	324	386	440	383	517	608	702	573	569	105	-81.5%

Top 3 Int'l source markets to Blue Mountains

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
United Kingdom	17	14	13	14	21	18	23	20	16	n/p	-
United States of America	6	6	9	11	12	13	10	12	10	n/p	-
Germany	7	8	8	10	8	11	12	12	11	n/p	-

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	21	26	29	27	32	36	42	37	35	5	-86.7%
30-39	13	12	12	13	19	17	17	19	25	n/p	-
40-49	7	10	12	11	10	12	20	15	13	n/p	-
50-59	12	11	11	16	16	17	24	21	23	n/p	-
60-69	11	14	11	17	15	17	18	20	14	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	67	76	78	88	98	104	126	121	115	14	-87.9%

Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Travelling alone	28	31	30	35	43	46	51	50	42	5	-88.1%
Adult couple	27	26	27	29	31	31	39	37	36	n/p	-
Family group - parent(s) and children	5	6	10	11	10	15	19	15	20	n/p	-
Friends and/ or relatives travelling together	7	10	9	11	12	11	15	17	13	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	67	76	78	88	98	104	126	121	115	14	-87.9%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	61	67	71	81	91	98	120	116	108	12	-88.5%
Sightseeing/looking around	58	66	70	77	83	92	110	106	101	12	-87.8%
Visit national parks / state parks	54	63	66	76	83	92	109	104	102	12	-88.5%
Go to the beach	51	59	62	68	76	85	101	97	90	11	-87.9%
Go shopping for pleasure	50	57	62	71	74	83	95	93	90	10	-88.5%

First or Return Visitor to Australia

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
First visit	39	43	49	49	59	55	74	64	64	8	-88.1%
Return visit	27	32	29	39	39	49	52	57	52	6	-87.8%
Total	67	76	78	88	98	104	126	121	115	14	-87.9%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Friends or relatives property	114	145	149	92	97	268	328	150	120	n/p	-
Standard hotel/motor inn (below 4 star)	39	60	40	58	50	48	51	58	63	n/p	-
Luxury hotel or luxury resort (4 or 5 star)	18	11	18	14	23	18	22	62	31	n/p	-

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Rental car	18	20	19	23	26	31	32	33	43	n/p	-
Private vehicle or company car	15	16	16	21	22	24	32	25	23	n/p	-
Local public transport	5	6	8	6	9	12	10	15	10	n/p	-

Travel to Blue Mountains Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	2,364	2,258	2,105	2,543	2,742	3,009	3,025	2,930	3,200	1,836	-42.6%
Expenditure (\$ million)*	\$187	\$233	\$182	\$202	\$197	\$252	\$232	\$319	\$293	\$141	-52.0%
Spend per visitor (\$)	\$79	\$103	\$87	\$80	\$72	\$84	\$77	\$109	\$92	\$77	-16.4%

Main Purpose of Trip

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	1,416	1,229	1,412	1,790	1,941	2,134	1,886	1,929	2,099	1,108	-47.2%
Visiting Friends & Relatives	651	649	465	504	526	559	800	721	711	463	-34.9%
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	2,364	2,258	2,105	2,543	2,742	3,009	3,025	2,930	3,200	1,836	-42.6%

Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Sydney	1,859	1,721	1,608	2,053	2,196	2,576	2,573	2,389	2,645	1,432	-45.8%
Regional NSW	484	481	483	490	546	418	446	503	555	404	-27.3%
Total Intrastate	2,343	2,202	2,092	2,543	2,742	2,994	3,019	2,892	3,200	1,836	-42.6%
Total Interstate	n/p	n/p	n/p	-	-	n/p	n/p	n/p	-	-	-
Total	2,364	2,258	2,105	2,543	2,742	3,009	3,025	2,930	3,200	1,836	-42.6%

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	n/p	n/p	n/p	643	716	889	788	646	851	544	-36.1%
30-39	396	n/p	n/p	418	555	471	642	621	675	n/p	-
40-49	449	458	317	510	490	544	411	423	473	267	-43.5%
50-59	486	448	481	465	377	319	457	534	363	272	-25.2%
60-69	394	389	414	302	357	457	461	286	496	268	-46.0%
70+	200	170	198	206	247	330	265	420	341	n/p	-
Total	2,364	2,258	2,105	2,543	2,742	3,009	3,025	2,930	3,200	1,836	-42.6%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	1,090	1,001	1,072	1,421	1,490	1,848	1,552	1,605	1,890	816	-56.8%
Bushwalking / rainforest walks	570	609	675	837	877	1,105	993	962	1,271	717	-43.6%
Visit national parks / state parks	379	462	610	813	823	992	1,014	1,011	1,278	598	-53.3%
Sightseeing/looking around	779	658	695	862	950	825	1,213	1,005	1,070	447	-58.2%
Visit friends & relatives	612	665	595	605	683	711	1,043	842	909	425	-53.3%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	2,179	2,108	1,957	2,371	2,291	2,732	2,691	2,523	2,882	1,679	-41.7%
Railway	n/p	n/p	n/p	n/p	359	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.