

Travel to Blue Mountains Tourism Region

Year ended March 2021



Source: National Visitor Survey, TRA.

OVERVIEW

Domestic - overnight & daytrip	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	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors ('000)	2,906	3,012	2,968	3,454	3,773	3,837	4,067	4,211	4,318	2,927	-32.2%
Nights ('000)	1,693	1,909	1,679	1,979	2,136	2,316	2,614	2,575	2,973	2,158	-27.4%
Expenditure (\$ million)*	\$440	\$525	\$484	\$506	\$597	\$610	\$640	\$725	\$742	\$556	-25.0%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	671	779	724	815	959	942	1,147	1,177	1,259	1,051	-16.5%
Nights (000)	1,693	1,909	1,679	1,979	2,136	2,316	2,614	2,575	2,973	2,158	-27.4%
Average Length of Stay	2.5	2.4	2.3	2.4	2.2	2.5	2.3	2.2	2.4	2.1	-13.1%
Expenditure (\$ million)*	\$256	\$295	\$301	\$310	\$376	\$371	\$396	\$399	\$467	\$420	-10.1%
Spend per visitor per night (\$)	\$151	\$155	\$179	\$157	\$176	\$160	\$152	\$155	\$157	\$195	23.9%
Intrastate visitors (000)	598	654	604	717	836	792	1,013	1,027	1,106	998	-9.7%
Interstate visitors (000)	73	125	120	98	123	151	134	150	153	n/p	-
Intrastate nights (000)	1,419	1,604	1,312	1,702	1,700	1,844	2,189	2,036	2,334	2,053	-12.0%
Interstate nights (000)	274	305	367	276	435	473	425	539	640	n/p	-
Intrastate expenditure (\$million)	\$222	\$246	\$236	\$270	\$320	\$302	\$328	\$351	\$393	\$396	0.7%
Interstate expenditure (\$ million)	\$33	\$49	\$65	\$40	\$55	\$69	\$68	\$47	\$74	n/p	-

Purpose of Visit

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Holiday	363	357	408	484	584	554	694	648	701	641	-8.6%
Visiting Friends & Relatives	233	263	191	224	269	268	336	382	377	278	-26.3%
Business	n/p	140	n/p	85	n/p	n/p	n/p	104	123	114	-7.7%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	671	779	724	815	959	942	1,147	1,177	1,259	1,051	-16.5%

	Nights (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Holiday	953	818	962	1,140	1,320	1,400	1,453	1,490	1,537	1,227	-20.2%
Visiting Friends & Relatives	516	573	442	490	573	613	879	834	926	597	-35.6%
Business	n/p	478	n/p	302	n/p	n/p	n/p	190	349	242	-30.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,693	1,909	1,679	1,979	2,136	2,316	2,614	2,575	2,973	2,158	-27.4%

Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Regional NSW	242	254	223	234	260	259	302	278	405	275	-32.0%
Sydney	356	400	381	483	575	533	711	748	701	723	3.1%
Total Intrastate	598	654	604	717	836	792	1,013	1,027	1,106	998	-9.7%
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	73	125	120	98	123	151	134	150	153	n/p	-
Grand Total	671	779	724	815	959	942	1,147	1,177	1,259	1,051	-16.5%

Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
15-29	126	n/p	123	242	206	215	322	299	287	227	-20.9%
30-39	111	n/p	100	105	173	151	155	229	232	188	-18.9%
40-49	142	120	147	121	171	133	264	189	179	227	27.1%
50-59	128	166	144	135	172	161	180	186	149	150	0.5%
60-69	108	141	151	144	153	176	142	139	276	170	-38.3%
70+	57	67	59	67	83	107	84	136	137	90	-34.6%
Total	671	779	724	815	959	942	1,147	1,177	1,259	1,051	-16.5%

Travel Party

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Travelling alone	125	147	143	167	176	196	205	236	326	237	-27.4%
Adult couple	164	237	214	272	281	288	363	323	401	332	-17.2%
Family group - parents and children	158	139	149	133	191	127	209	207	185	154	-16.7%
Friends or relatives travelling together with(out) children	179	154	174	175	254	288	302	338	310	282	-9.2%
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	n/p	-
Total	671	779	724	815	959	942	1,147	1,177	1,259	1,051	-16.5%

Travel to Blue Mountains Tourism Region

Year ended March 2021



Source: National Visitor Survey, TRA.

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	371	432	423	421	595	549	635	744	774	598	-22.7%
Bushwalking / rainforest walks	228	260	301	370	389	404	522	558	506	428	-15.4%
Visit national parks / state parks	159	206	267	286	374	312	445	520	449	372	-17.2%
Visit friends & relatives	286	335	264	282	348	368	381	435	452	299	-33.9%
Sightseeing/looking around	210	212	277	309	337	307	351	448	370	274	-26.0%

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

	Nights (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Friends or relatives property	625	691	434	528	738	809	993	882	955	650	-32.0%
Rented house/apartment/flat or unit	n/p	292	296	251	309	295	266	379	395	320	-19.0%
Standard hotel/motor inn (below 4 star)	257	330	334	373	298	233	282	346	418	262	-37.4%

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

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Private vehicle or company car	573	639	561	686	852	808	983	1,008	1,088	948	-12.8%
Railway	n/p	n/p	73	83	n/p	n/p	n/p	n/p	80	n/p	-
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	2,235	2,233	2,244	2,639	2,814	2,895	2,919	3,034	3,059	1,876	-38.7%
Expenditure (\$ million)*	\$185	\$230	\$183	\$196	\$221	\$238	\$244	\$326	\$275	\$136	-50.5%
Spend per visitor (\$)	\$83	\$103	\$81	\$74	\$78	\$82	\$84	\$108	\$90	\$73	-19.3%

Main Purpose of Trip

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Holiday	1,286	1,294	1,532	1,830	2,035	1,918	1,905	2,016	1,947	1,120	-42.5%
Visiting Friends & Relatives	675	597	456	540	485	609	760	701	707	463	-34.6%
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	2,235	2,233	2,244	2,639	2,814	2,895	2,919	3,034	3,059	1,876	-38.7%

Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Sydney	1,712	1,754	1,720	2,051	2,273	2,479	2,507	2,502	2,528	1,456	-42.4%
Regional NSW	505	437	514	589	541	401	386	515	531	420	-20.9%
Total Intrastate	2,217	2,191	2,234	2,639	2,814	2,880	2,893	3,017	3,059	1,876	-38.7%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,235	2,233	2,244	2,639	2,814	2,895	2,919	3,034	3,059	1,876	-38.7%

Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
15-29	n/p	n/p	n/p	641	796	800	741	649	843	496	-41.2%
30-39	416	n/p	415	431	488	570	568	713	557	n/p	-
40-49	485	422	360	543	510	436	420	450	432	358	-17.2%
50-59	445	449	453	503	345	318	482	521	352	289	-17.8%
60-69	362	404	409	295	428	419	429	285	531	269	-49.3%
70+	163	173	202	226	247	352	280	415	345	n/p	-
Total	2,235	2,233	2,244	2,639	2,814	2,895	2,919	3,034	3,059	1,876	-38.7%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	986	1,003	1,191	1,386	1,650	1,691	1,544	1,687	1,782	824	-53.8%
Bushwalking / rainforest walks	489	667	669	835	969	1,012	1,013	1,079	1,155	667	-42.3%
Visit national parks / state parks	359	536	718	721	918	922	1,001	1,210	1,047	580	-44.6%
Visit friends & relatives	665	586	609	665	670	744	962	836	871	441	-49.3%
Sightseeing/looking around	689	668	752	826	990	856	1,154	1,001	1,044	423	-59.5%

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

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Private vehicle or company car	2,070	2,068	2,110	2,352	2,496	2,585	2,612	2,588	2,723	1,796	-34.1%
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.