

Blue Mountains Visitor Profile

Year ended March 2021



Source: National and International Visitor Surveys, Tourism Research Australia.

Icons sourced from www.easil.ly

Note: International data for YE March 2021 is not available for this tourism region.

TOTAL DOMESTIC & INTERNATIONAL



Visitors
2.9m
-33.7% YoY

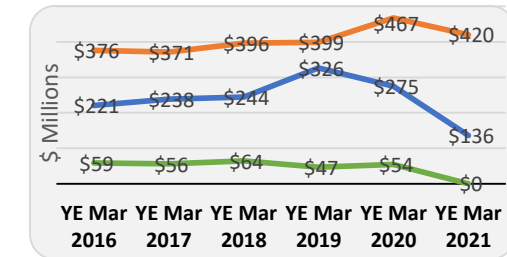
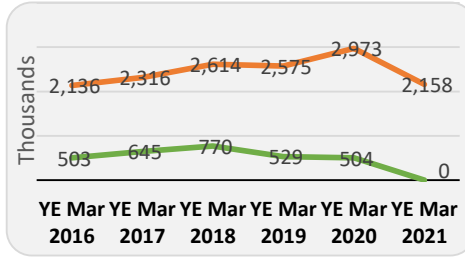
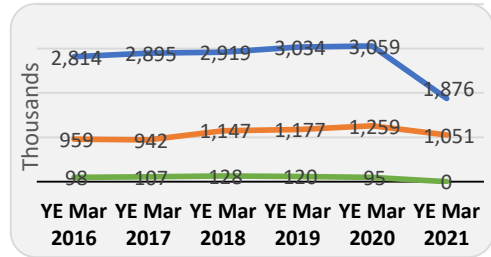
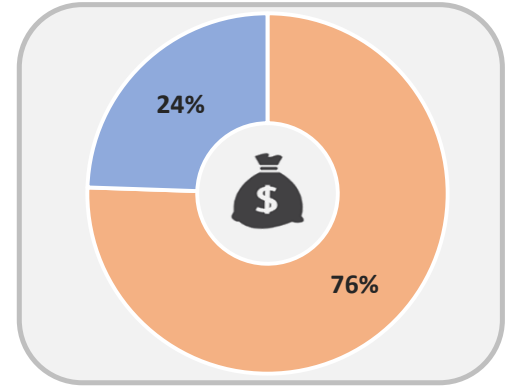
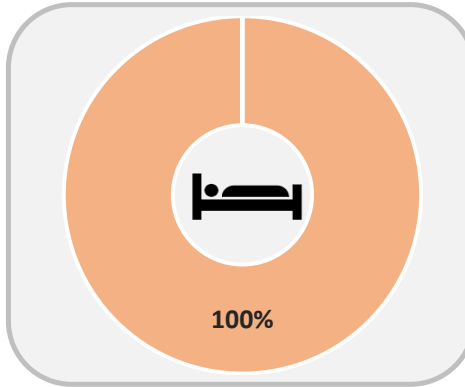
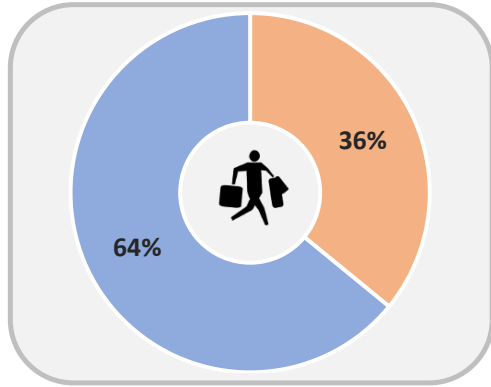


Nights
2.2m
-37.9% YoY



Expenditure
\$556.4m
-30.2% YoY

International travel Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 1.1m (-16.5% YoY)
Nights: 2.2m (-27.4% YoY)
Expenditure: \$420.3m (-10.1% YoY)



Average spend
\$195 per night
\$400 per visitor



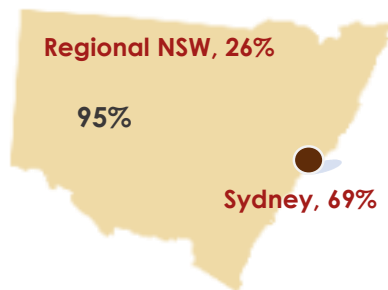
Average length of stay:
2.1 nights



#8 for visitors
#11 for nights
#9 for expenditure
In Regional NSW

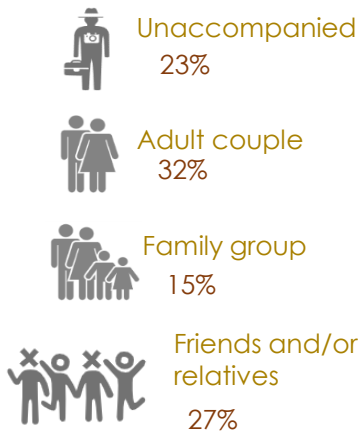
Origin

95% of the visitors came from within New South Wales



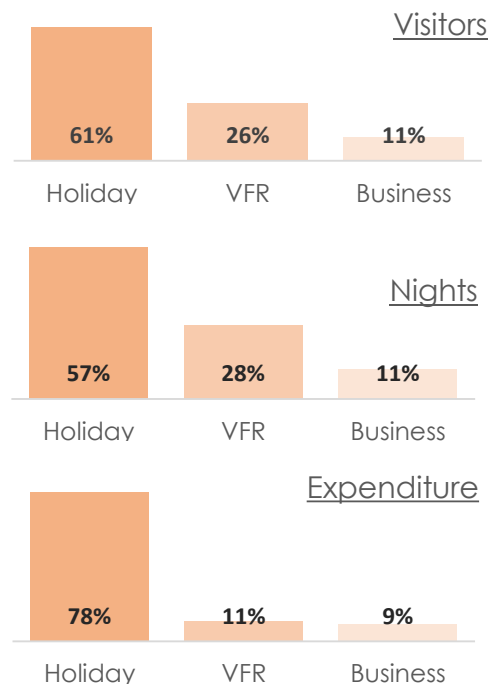
Travel party

32% of the visitors were adult couple



Purpose of visit

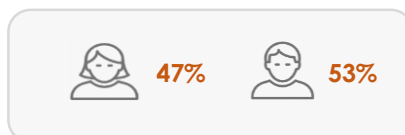
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 90%
Railway, n/p

Gender



Blue Mountains Visitor Profile

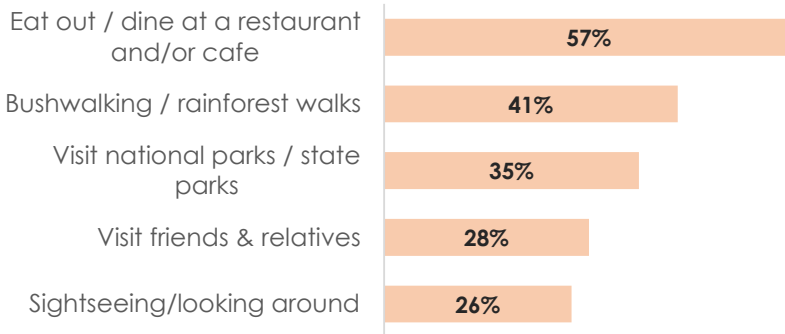
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Source: National and International Visitor Surveys, Tourism Research Australia.

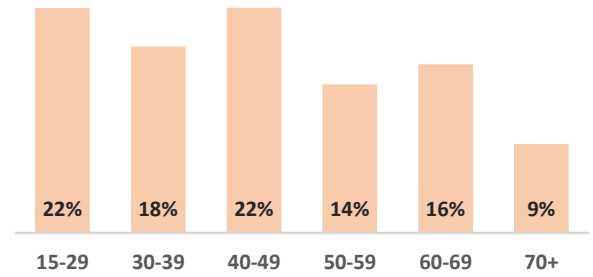
Icons sourced from www.easil.ly

Top 5 activities

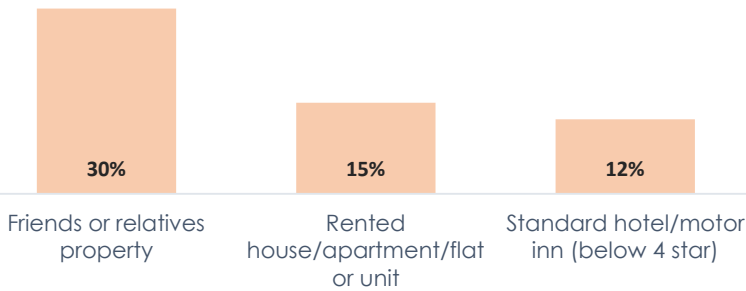


Age

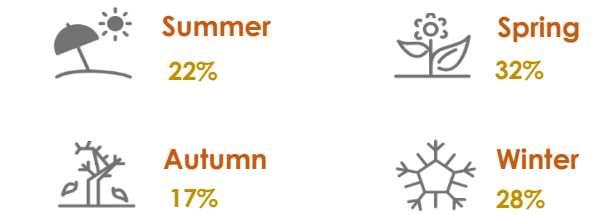
'40-49 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.9m (-38.7% YoY)
Expenditure: \$136.1m (-50.5% YoY)



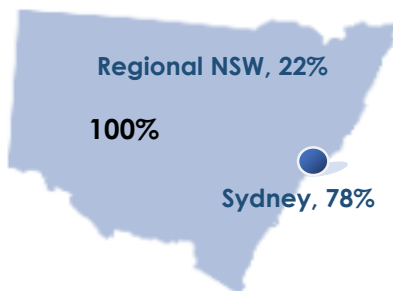
Average spend \$73 per visitor



#7 for visitors
#10 for expenditure
In Regional NSW

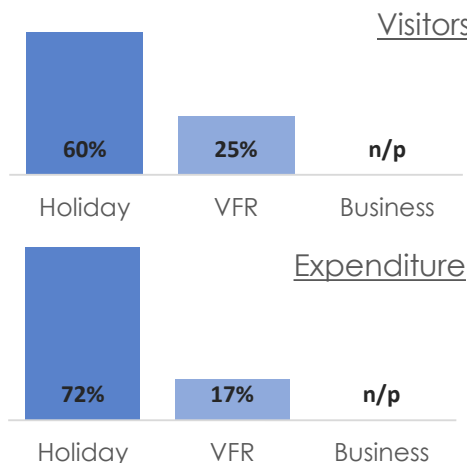
Origin

100% of the visitors to the region came from New South Wales



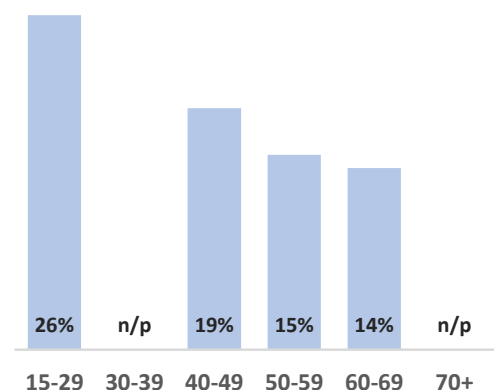
Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

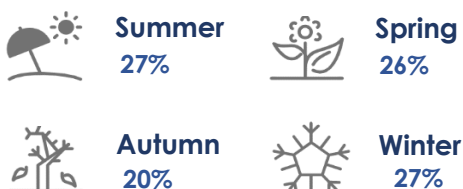


Age

'15-29 years' was the largest age group of the visitors to the region



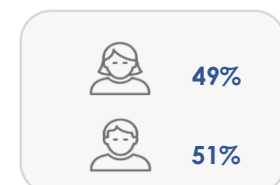
Travel season*



Transport

Private vehicle or company car 96%
Railway n/p

Gender



*by month returned from the trip

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding;

n/p indicates data not publishable.

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE