

Blue Mountains Visitor Profile

Year ended June 2021

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



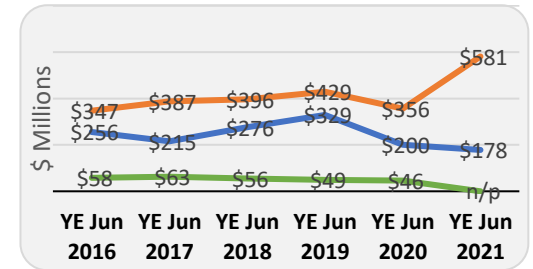
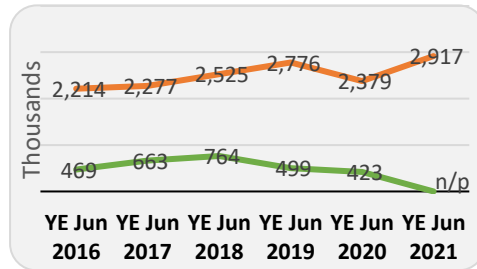
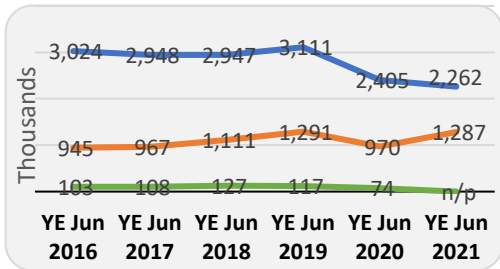
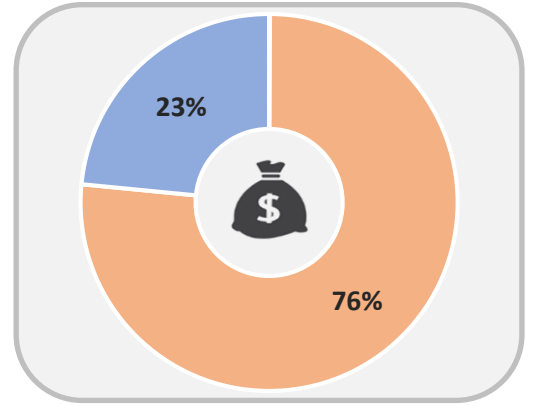
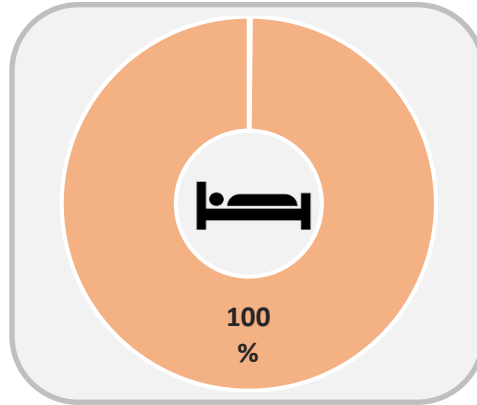
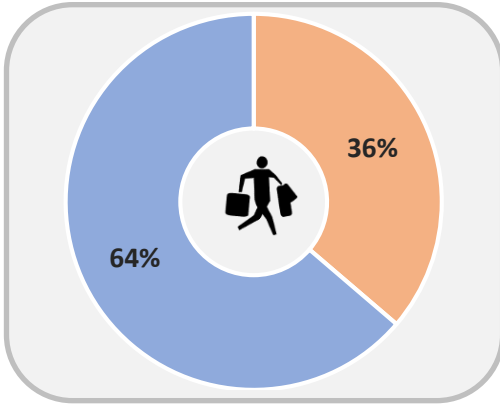
Icons sourced from www.easil.ly

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

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.3m (+32.6% YoY)
Nights: 2.9m (+22.6% YoY)
Expenditure: \$581.2m (+63.1% YoY)

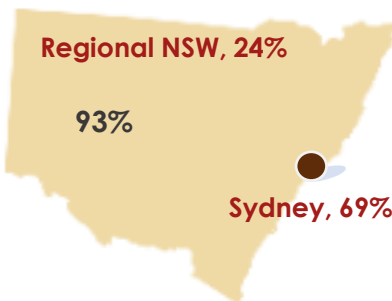
Average spend
\$199 per night
\$452 per visitor

Average length of stay:
2.3 nights

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

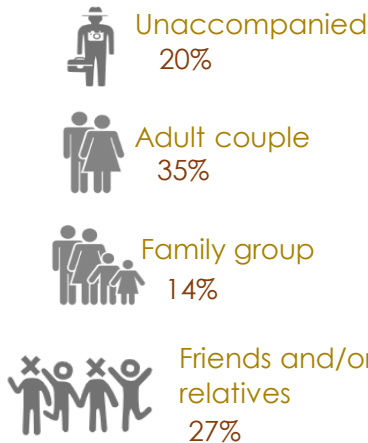
Origin

93% of the visitors came from within New South Wales



Travel party

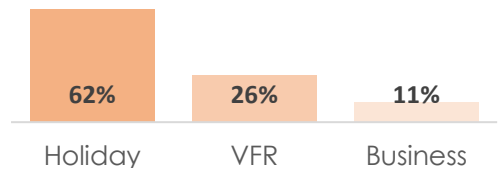
35% of the visitors were an adult couple



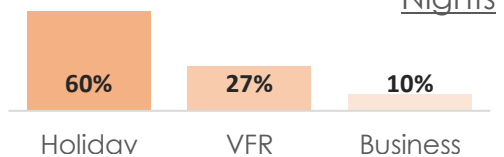
Purpose of visit

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

Visitors



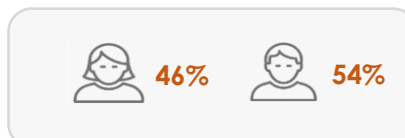
Nights



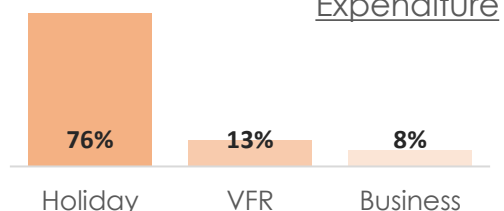
Transport

Private vehicle or company car, 91%
Railway, n/p

Gender



Expenditure



Blue Mountains Visitor Profile

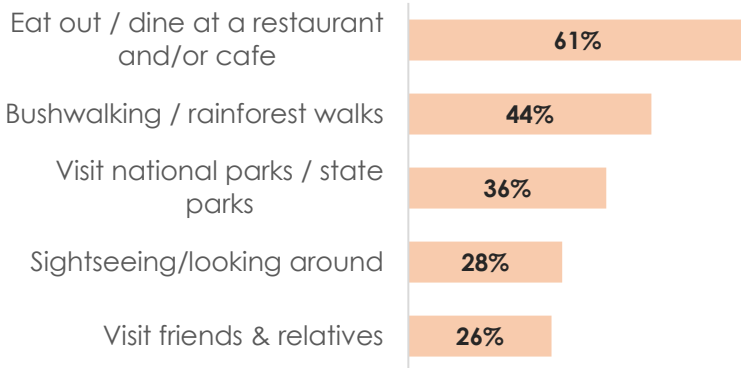
Year ended June 2021

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



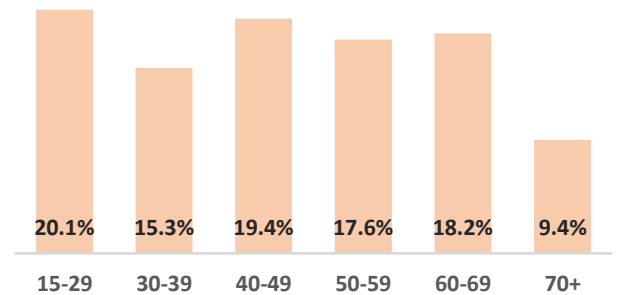
Icons sourced from www.easil.ly

Top 5 activities

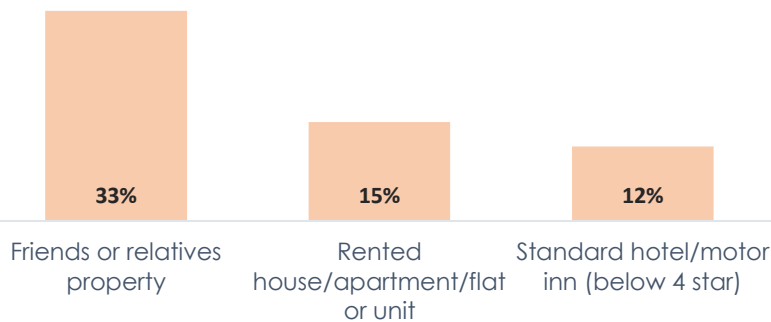


Age

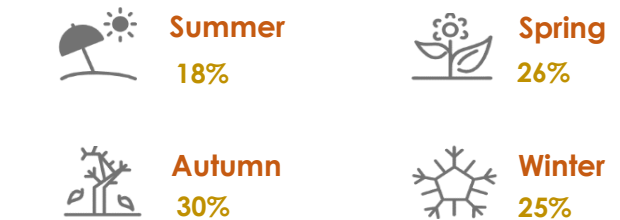
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 2.3m (-6.0% YoY)
Expenditure: \$178.3m (-11.0% YoY)



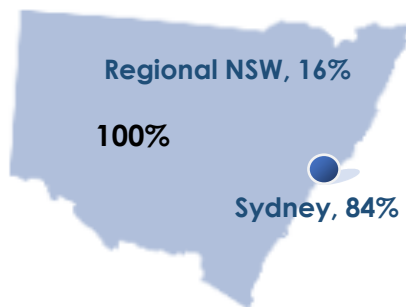
Average spend \$79 per visitor



#7 for visitors
#9 for expenditure
In Regional NSW

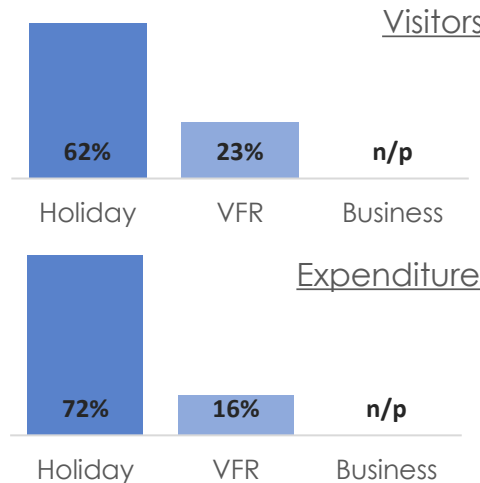
Origin

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



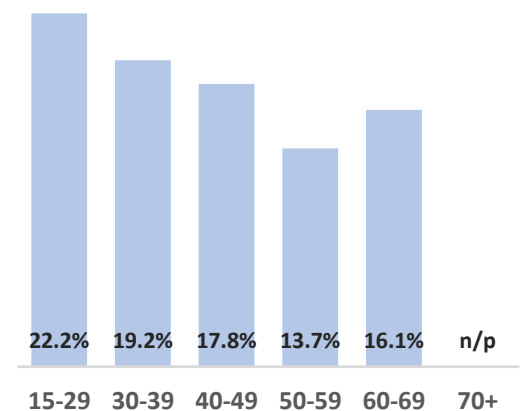
Purpose of visit

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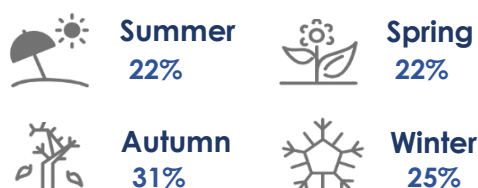


Age

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

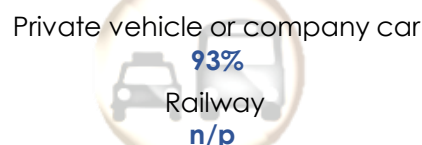


Travel season*

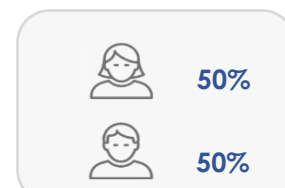


*by month returned from the trip

Transport



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE