

Blue Mountains Visitor Profile

Year ended September 2021

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



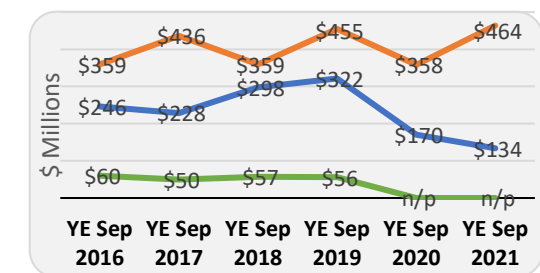
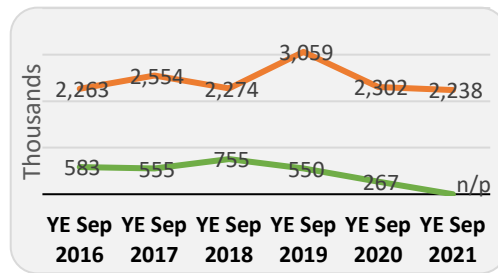
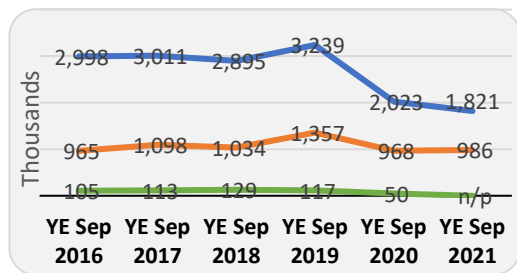
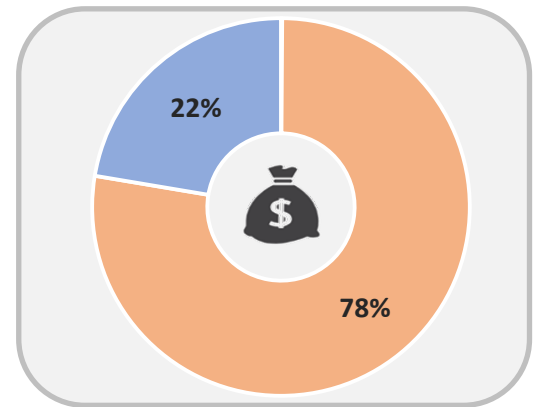
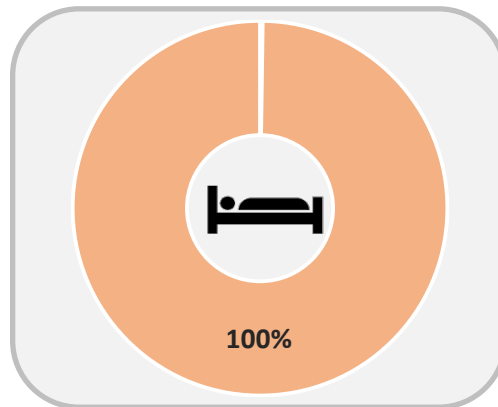
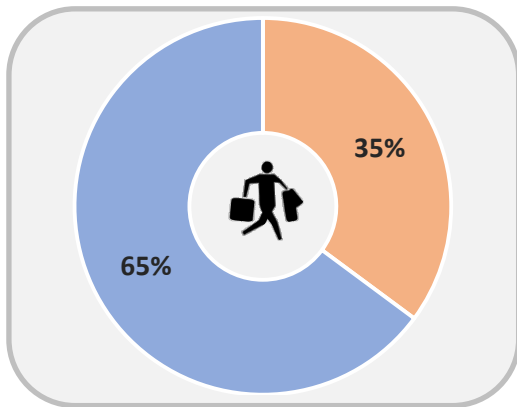
Icons sourced from www.easil.ly

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

TOTAL DOMESTIC & INTERNATIONAL



International travel Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 1.0m (+1.9% YoY)
Nights: 2.2m (-2.8% YoY)
Expenditure: \$463.9m (+29.5% YoY)



Average spend
\$207 per night
\$470 per visitor



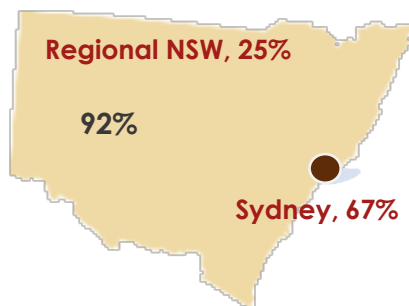
Average length of stay:
2.3 nights



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

Origin

92% of the visitors came from within New South Wales



Travel party

33% of the visitors were adult couple



Unaccompanied
22%



Adult couple
33%



Family group
12%

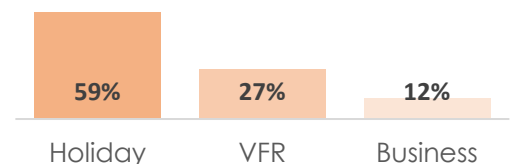


Friends and/or relatives
28%

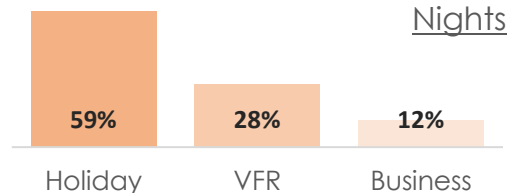
Purpose of visit

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

Visitors



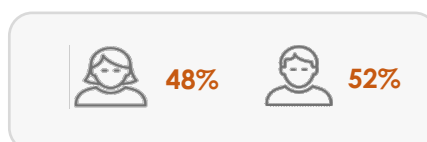
Nights



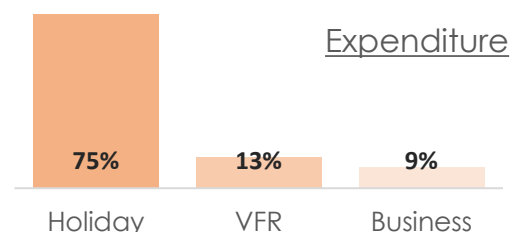
Transport

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

Gender



Expenditure



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.

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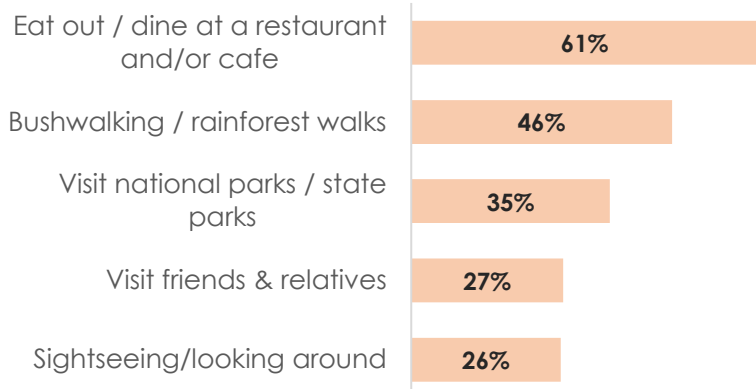
Year ended September 2021



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

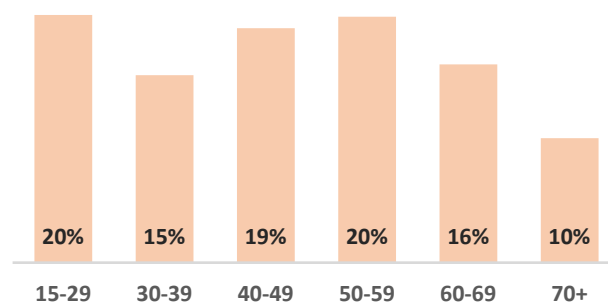
Icons sourced from www.easil.ly

Top 5 activities

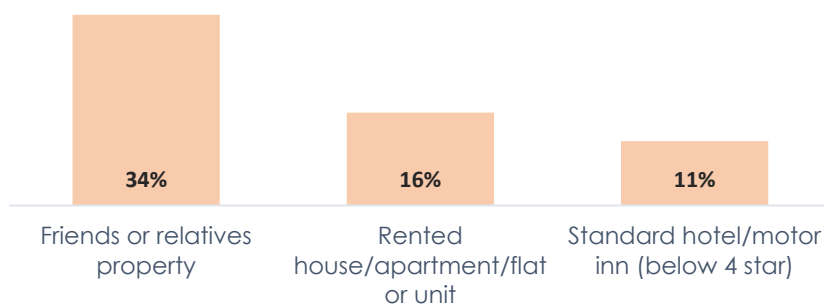


Age

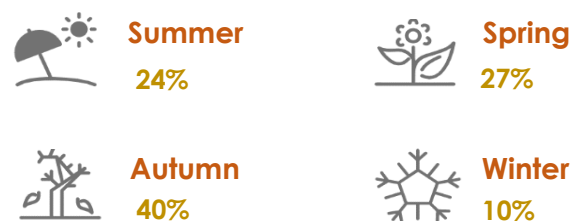
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.8m (-10.0% YoY)
Expenditure: \$133.7m (-21.3% YoY)



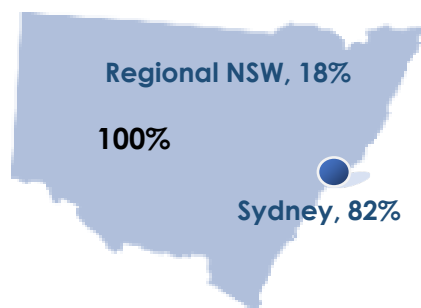
Average spend \$73 per visitor



#7 for visitors
#10 for expenditure
In Regional NSW

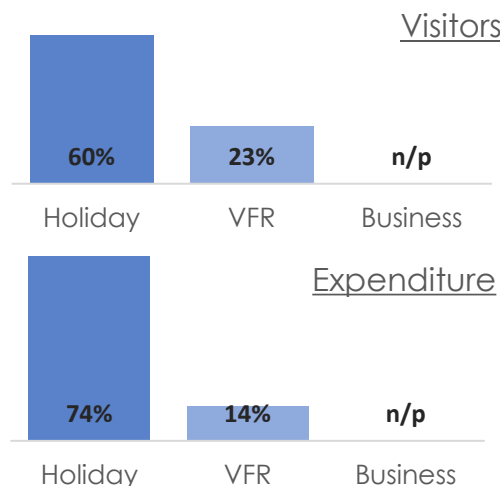
Origin

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



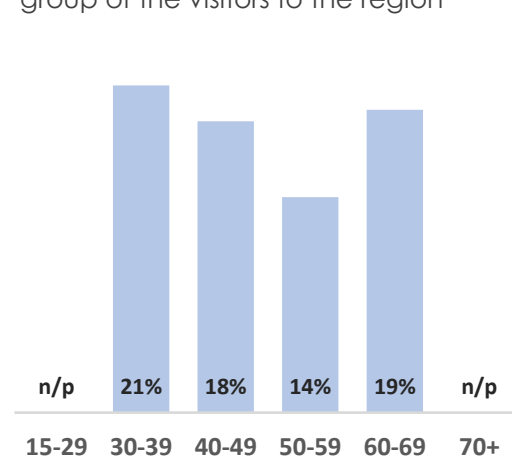
Purpose of visit

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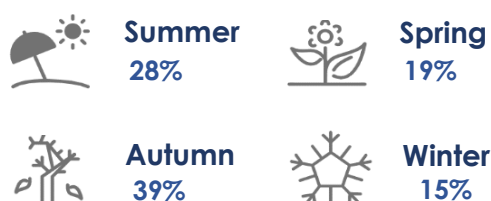


Age

'30-39 years' was the largest age group of the visitors to the region

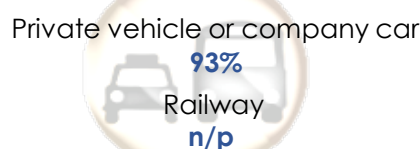


Travel season*

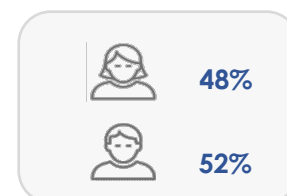


*by month returned from the trip

Transport



Gender



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