

Blue Mountains Visitor Profile

Year ended December 2021

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

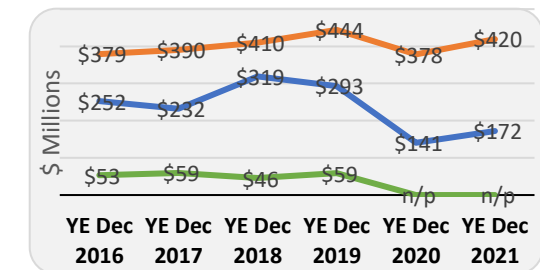
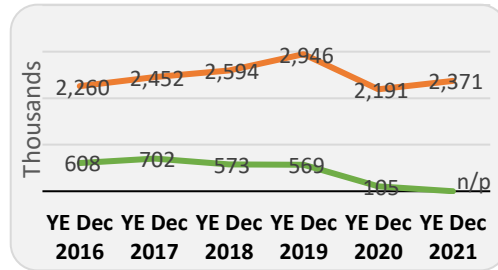
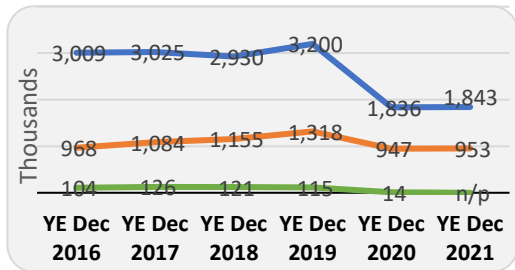
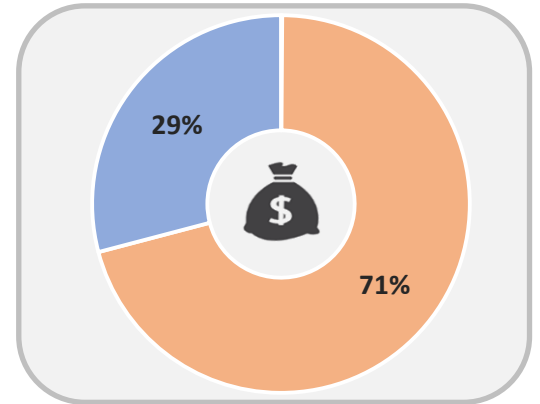
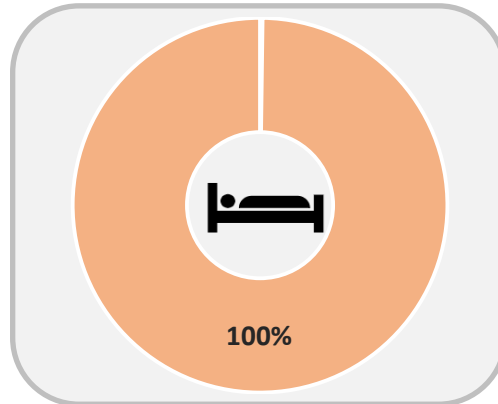
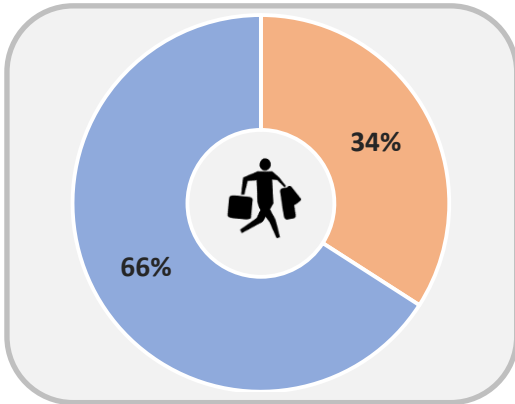


Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.0m (+0.6% YoY)
Nights: 2.4m (+8.2% YoY)
Expenditure: \$419.7m (+10.9% YoY)

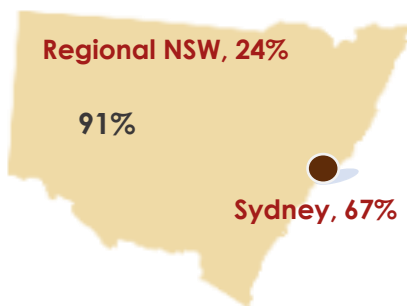
Average spend
\$177 per night
\$441 per visitor

Average length of stay:
2.5 nights

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

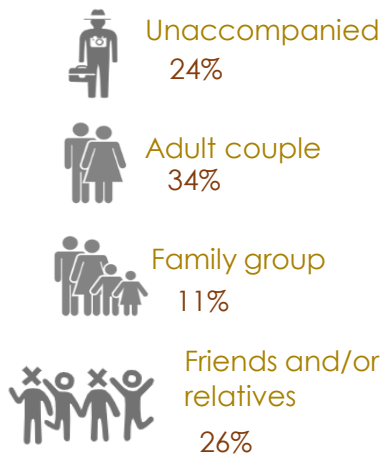
Origin

91% of the visitors came from within New South Wales



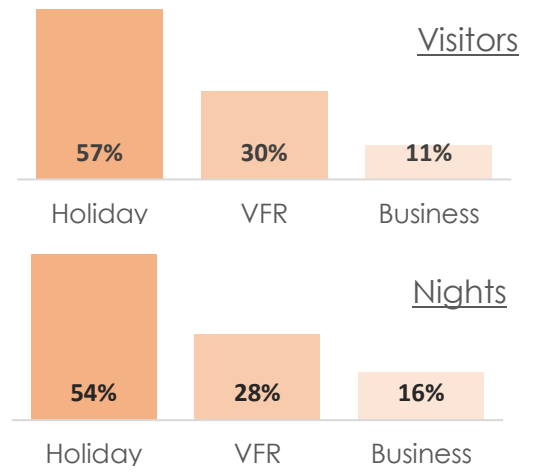
Travel party

34% of the visitors were adult couple



Purpose of visit

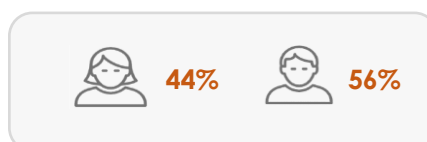
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

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

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.

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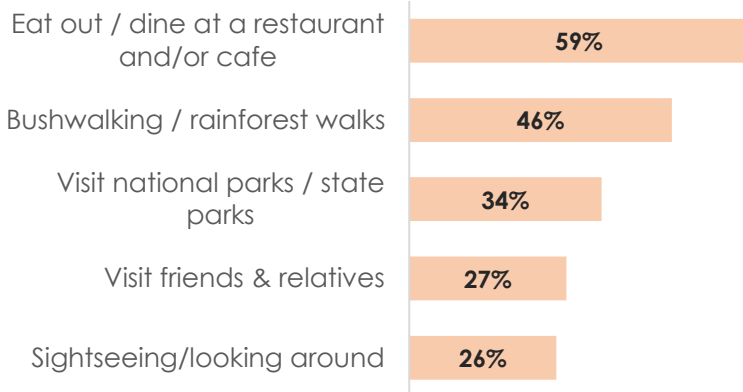
Year ended December 2021

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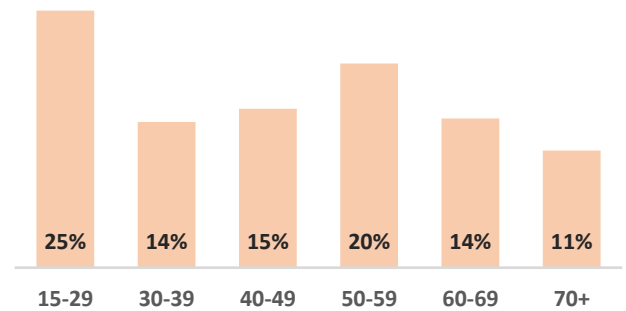
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Top 5 activities

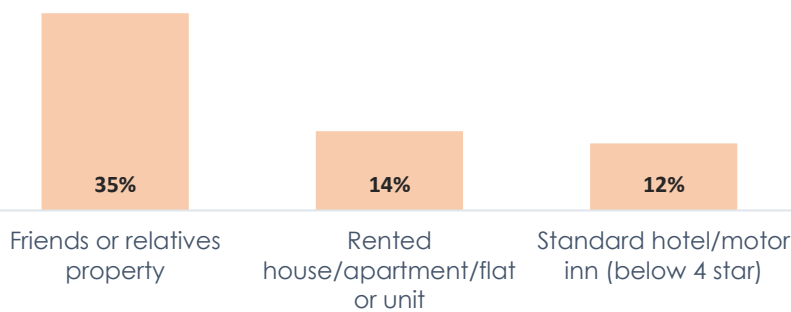


Age

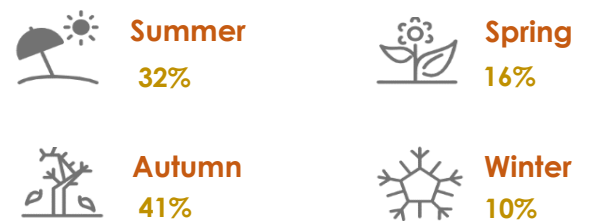
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.8m (+0.4% YoY)
Expenditure: \$172.5m (+22.7% YoY)



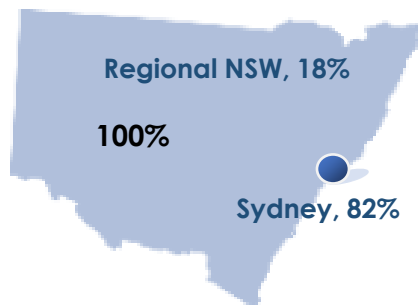
Average spend
\$94 per visitor



#7 for visitors
#9 for expenditure
In Regional NSW

Origin

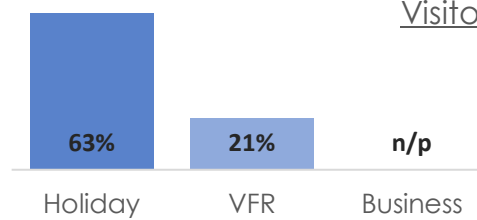
100% of the visitors to the region came from New South Wales



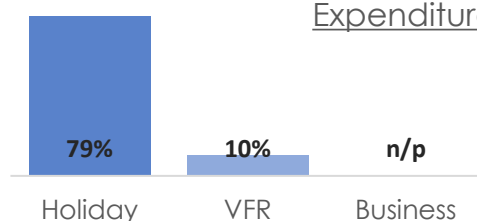
Purpose of visit

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

Visitors

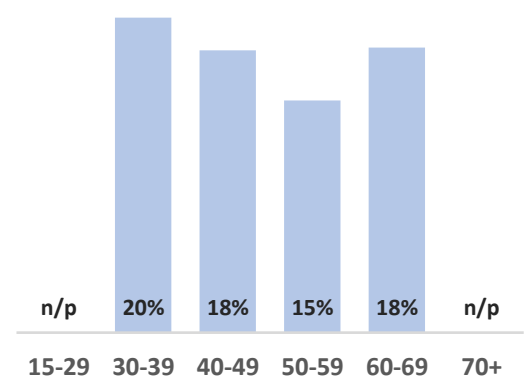


Expenditure

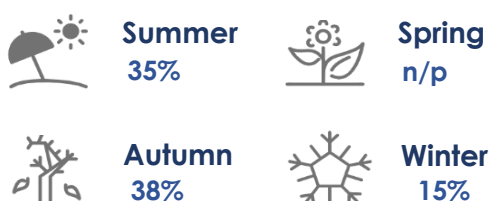


Age

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

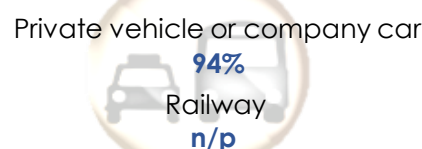


Travel season*

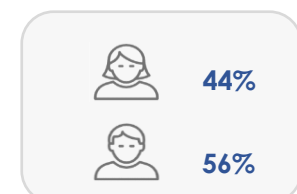


*by month returned from the trip

Transport



Gender



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INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE