

Blue Mountains Visitor Profile

Year ended March 2022

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

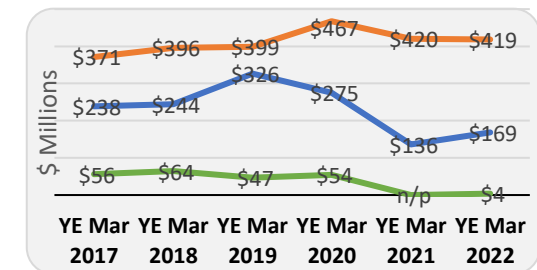
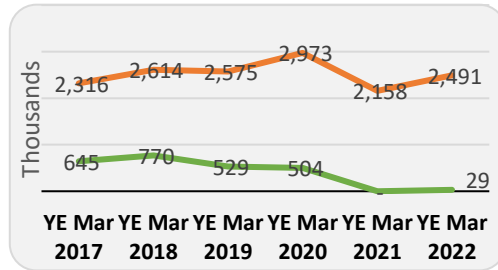
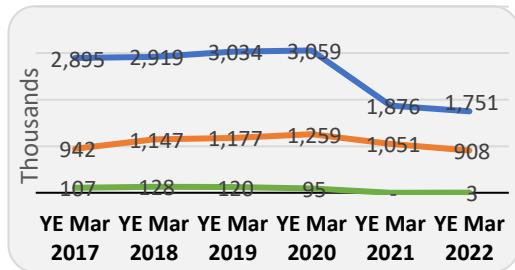
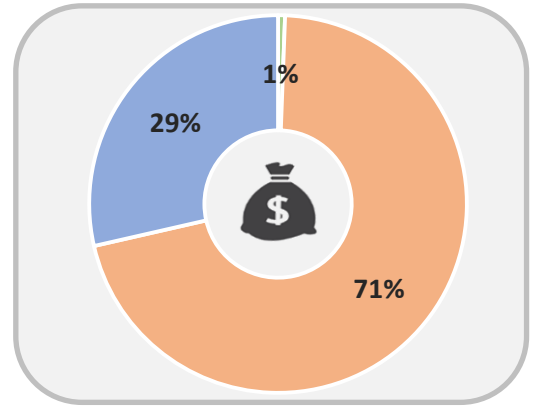
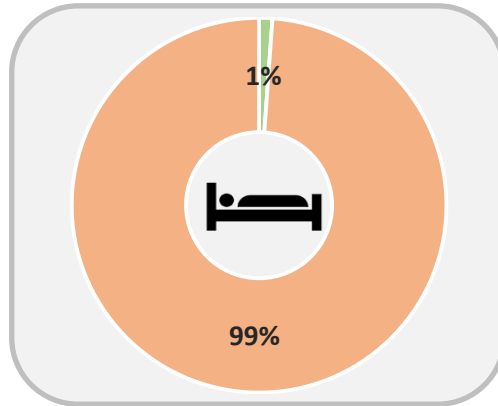
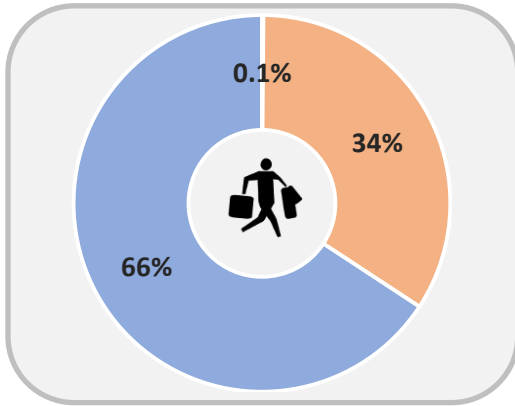


Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



International travel Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 0.9m (-13.6% YoY)
Nights: 2.5m (+15.5% YoY)
Expenditure: \$418.5m (-0.4% YoY)

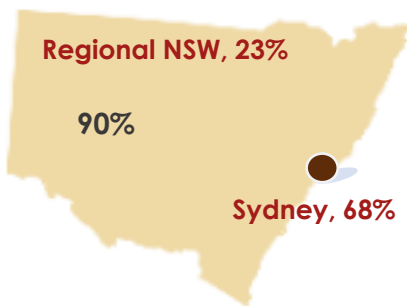
Average spend
\$168 per night
\$461 per visitor

Average length of stay:
2.7 nights

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

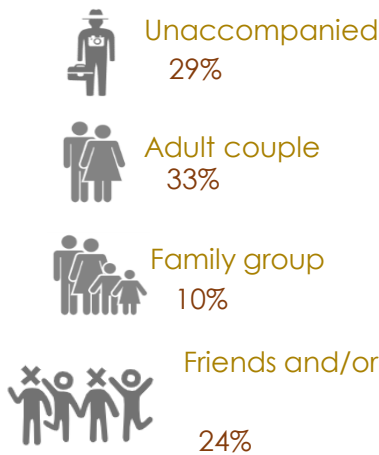
Origin

90% of the visitors came from within New South Wales



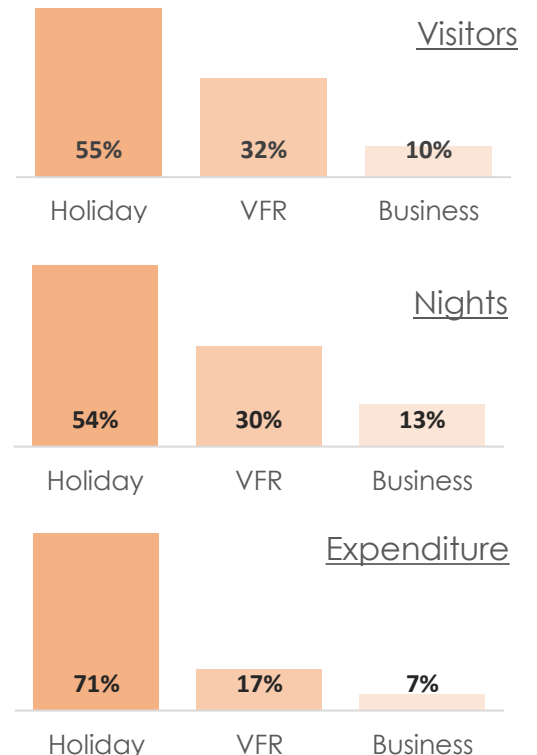
Travel party

33% of the visitors were adult couple



Purpose of visit

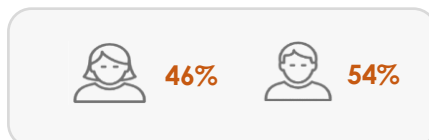
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

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

Gender



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.

Blue Mountains Visitor Profile

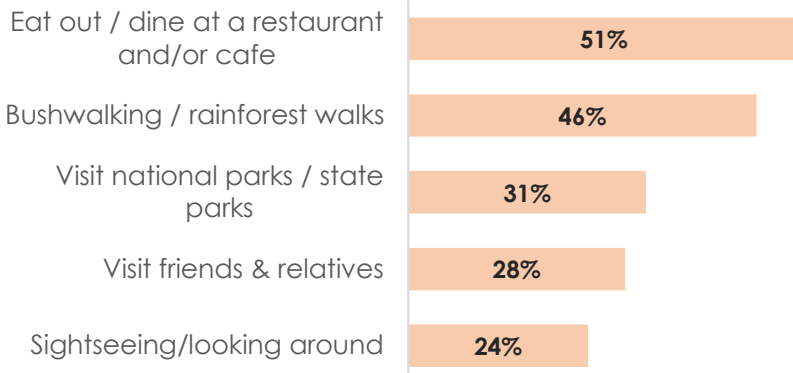
Year ended March 2022

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



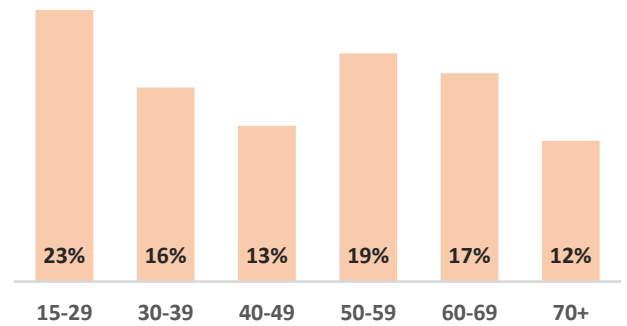
Icons sourced from www.easil.ly

Top 5 activities

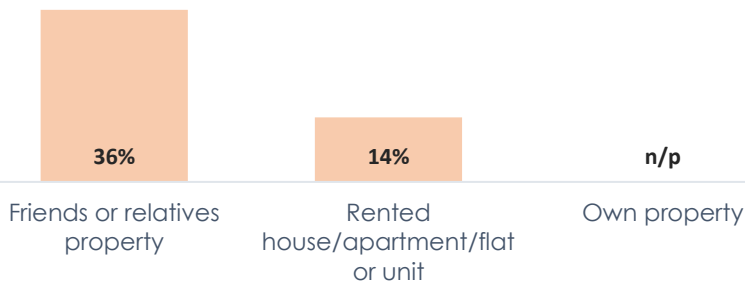


Age

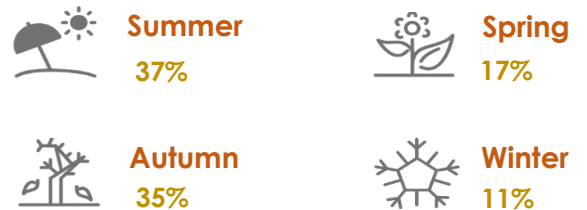
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 1.8m (-6.6% YoY)

Expenditure: \$168.8m (+24.0% YoY)



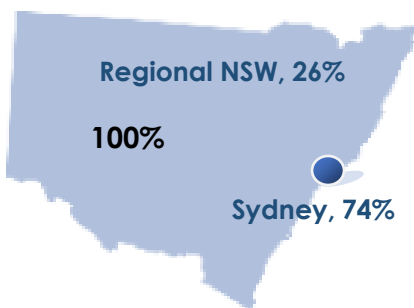
Average spend \$96 per visitor



#7 for visitors
#9 for expenditure
In Regional NSW

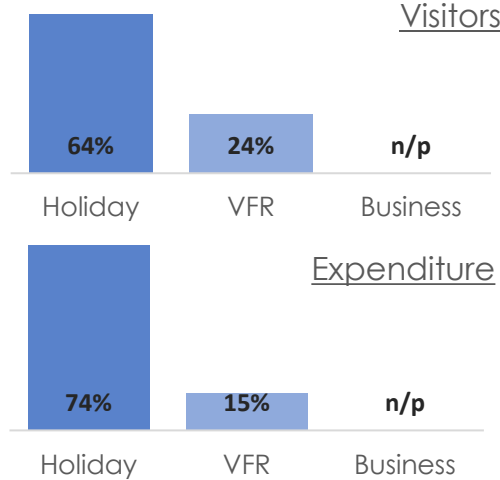
Origin

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



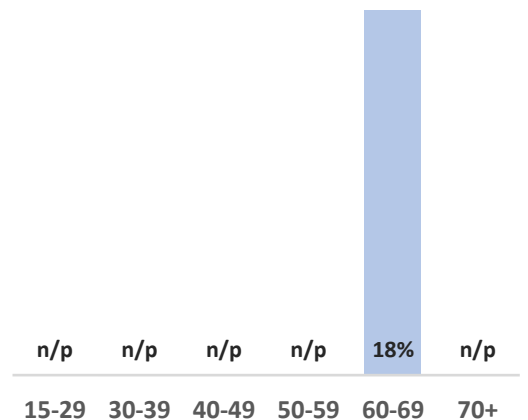
Purpose of visit

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

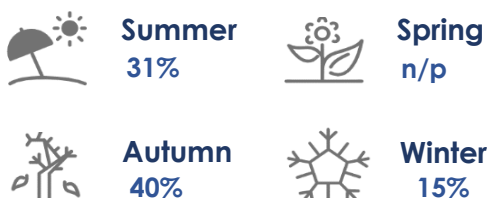


Age

'60-69 years' was the largest age group of the visitors to the region



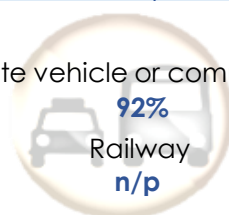
Travel season*



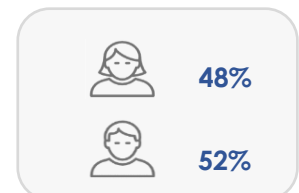
*by month returned from the trip

Transport

Private vehicle or company car



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