

## FACT SHEET

Total Domestic and International visitation to Blue Mountains (spend, visitors and nights)

 **SPEND**  
\$772 m  
up 9.5% YoY

 **VISITORS**  
4.3 m  
up 3.3% YoY

 **NIGHTS**  
3.1 m  
down 8.2% YoY

Blue Mountains received 14% of international visitors, 5% of domestic overnight visitors and 7% of domestic daytrip visitors to Regional NSW.

### DOMESTIC OVERNIGHT VISITATION

- Blue Mountains is Regional NSW's number 9 region for domestic overnight visitors, number 11 for nights and number 11 for expenditure.
- There were 1.2 million domestic overnight visitors (up 2.6% on the previous year) who stayed 2.6 million nights (down 1.5%) in Blue Mountains and spent \$399 million (up 0.6%).
- The average length of stay in the region was 2.2 nights and average spend per night was \$155.
- The region accounted for 5% of visitors, 3% of nights and 3% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (55%), followed by Visiting Friends and Relatives (32%).
- Around 25% of the domestic overnight visitors were aged 15-29 years, followed by 30-39 years old (19%), 40-49 years old (16%) and 50-59 years old (16%).
- 'Friends and relatives travelling together' (29%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (27%), 'unaccompanied traveller' (20%) and 'family groups with children' (18%).
- Sydney was the largest source market for visitors to the region (64%), followed by Regional NSW (24%). Visitors from interstate accounted for 13% of the region's visitors.

### TREND

- From **YE March 2014** to **YE March 2019**, domestic visitors, nights and expenditure in the region recorded the following changes: up 62.5%, up 53.4% and up 32.4%, respectively.

### DOMESTIC DAY TRIP VISITATION

- Blue Mountains is Regional NSW's number 7 region for domestic day trip visitors and number 6 for expenditure.
- There were 3.0 million domestic day trip visitors to the Blue Mountains (up 3.9% on the previous year) who spent \$326 million (up 33.6%). The average spend per visitor was \$108.
- The region accounted for 7% of visitors and 7% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (66%), followed by Visiting Friends and Relatives (23%).
- Visitors aged 70+ years accounted for 14% of all day trippers to the region.

### TREND

- From **YE March 2014** to **YE March 2019**, domestic day trip visitors and expenditure in the region recorded the following changes: up 35.2% and up 78.6%, respectively.

### FACT SHEET – Cont'd

#### INTERNATIONAL VISITATION

- Blue Mountains is Regional NSW's number 4 region for international visitors, number 8 for nights, and number 6 for expenditure.
- There were 119,900 international visitors (down 6.6% on the previous year) who stayed 529,300 nights (down 31.2%) in Blue Mountains and spent \$46.9 million (down 27.3%).
- The average length of stay in the region was 4.4 nights and average spend per night was \$89.
- The region accounted for 14% of visitors, 4% of visitor nights and 4% of expenditure in regional NSW for YE March 2019.
- Holiday was the largest purpose of visit to the region (89%).
- 30% of the visitors were aged 15-29 years, followed by 50-59 years old (20%), 30-39 years old (17%) and 60-69 years old (16%).
- 'Unaccompanied traveller' (40%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (29%), 'family groups with children' (15%) and 'friends and relatives travelling together' (13%).
- The United Kingdom was the region's largest source market for visitors (14%), followed by Germany (10%).

#### TREND

- From **YE March 2014** to **YE March 2019**, international visitors, nights and expenditure in the region recorded the following changes: up 47.9%, up 20.8% and down 3.4%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the Blue Mountains for YE March 2019.

