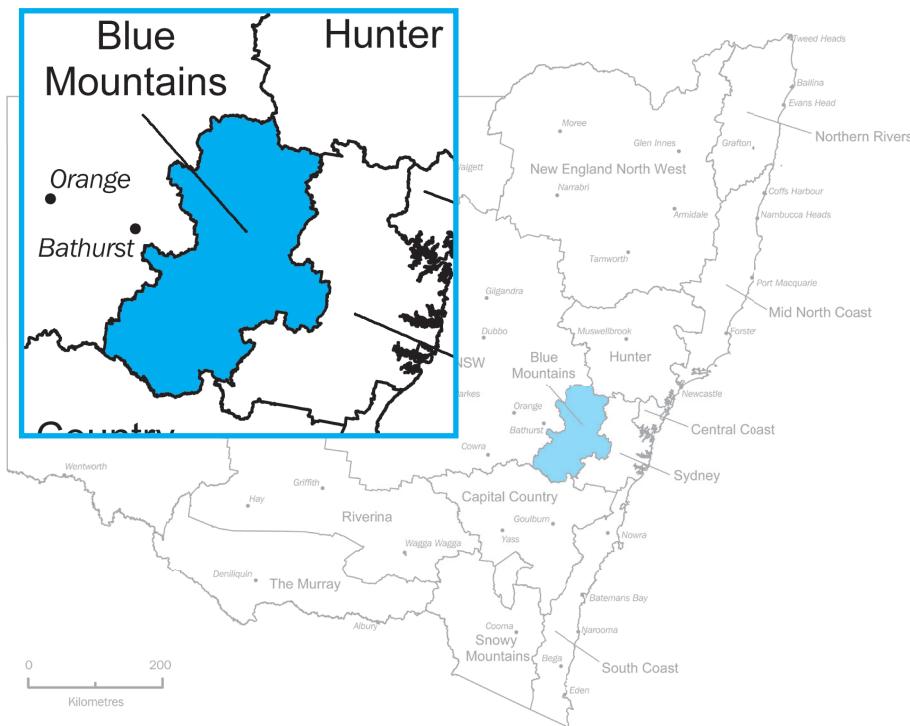


Regional Tourism Profiles 2009/2010

New South Wales

Blue Mountains region



In 2009/10:

- \$419 million was spent by visitors in the region – 52% was by domestic overnight visitors
- A total of 2.7 million visitors went to the region – 75% were domestic day visitors
- 1.8 million nights were spent in the region – 84% were by domestic overnight visitors

In June 2007 there were more than 2,500 tourism related businesses in the region:

- 52% were non-employed businesses
- 43% were micro or small businesses

Blue Mountains region summary 2009/10

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	178	2,058	-	-	87	-
Domestic overnight	216	612	1,484	2	354	146
International	25	73	280	4	348	91



Australian Government
**Department of Resources,
 Energy and Tourism**
Tourism Research Australia



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Visitors to Blue Mountains region

Domestic overnight		Visitors	Nights	Share of visits	Share of nights	Average stay	International		Visitors	Nights	Share of visits	Share of nights	Average stay
		'000	'000	%	%	Nights			'000	'000	%	%	Nights
Top 3 SLAs visited													
Blue Mountains (C)		430	1,007	70	68	2.3	Blue Mountains (C)		68	253	94	90	3.7
Lithgow (C)		112	307	18	21	2.8	Oberon (A)		3	12	4	4	3.9
Oberon (A)		74	170	12	11	2.3	Lithgow (C)		3	15	4	5	5.6
Purpose of visit													
Holiday		356	821	58	55	2.3	Holiday		66	171	90	61	2.6
Visiting friends/relatives		161	415	26	28	2.6	Visiting friends/relatives		5	44	7	16	8.2
Business		77	210	13	14	2.7	Business		np	np	np	np	np
Other		19	np	3	np	np	Education		np	np	np	np	np
							Other		np	np	np	np	np
Top 3 accommodation													
Property of friends/relatives		178	518	29	35	2.9	Property of friends/relatives		8	70	10	25	9.2
Hotel/motel/serviced apartment		187	384	30	26	2.1	Hotel/motel/serviced apartment		27	58	37	21	2.1
Rented house/apartment/flat/unit		77	212	13	14	2.8	Rented house/apartment/flat/unit		np	np	np	np	np
Transport													
Air		np	np	np	np	np	Air		5	15	6	5	3.2
Drive		551	1,253	90	84	2.3	Drive		44	155	61	55	3.5
Other		46	143	8	10	3.1	Other		25	111	34	40	4.5
Experiences													
Culture and heritage		86	-	14	-	-	Culture and heritage		59	-	80	-	-
Nature based		291	-	48	-	-	Nature based		70	-	96	-	-
Indigenous		np	-	np	-	-	Indigenous		27	-	37	-	-
Food and wine		326	-	53	-	-	Food and wine		68	-	92	-	-
Top 3 information sources													
Internet		228	495	37	33	2.2	Internet		44	138	60	49	3.1
Previous visit		145	331	24	22	2.3	Friends or relatives		27	93	37	33	3.4
Friends or relatives		61	142	10	10	2.3	Travel book or guide		24	94	33	33	3.9
Top 3 visitor origins													
NSW		529	1,219	86	82	2.3	United Kingdom		17	52	23	19	3.1
ACT		np	np	np	np	np	United States of America		9	26	12	9	3.0
Qld		np	np	np	np	np	Germany		8	29	11	10	3.6
Travel party type													
Travelling alone		95	249	16	17	2.6	Travelling alone		32	181	44	65	5.7
Adult couple		197	455	32	31	2.3	Adult couple		29	70	39	25	2.5
Family group		157	376	26	25	2.4	Family group		5	15	7	5	3.0
Friends or relatives		127	284	21	19	2.2	Friends or relatives		7	12	10	4	1.7
Business associates		np	np	np	np	np	Business associates		np	np	np	np	np
Other		np	np	np	np	np	Other		np	np	np	np	np
Total domestic overnight		612	1,484	100	100	2.4	Total international		73	280	100	100	3.8
Total all visitors (including day visitors)		2,743	1,764	100	100	0.6							

Regional expenditure

Domestic day

Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
72	6	49	37	10	4	178

Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	134	81	1,319	102
Visiting friends and relatives	22	13	497	44
Business	np	np	np	np
Other	np	np	np	np

Domestic overnight

Expenditure by item

Accommodation	Food and drink	Airfares	Other transport fares	Fuel	Shopping	Entertainment	Other Packages	Total expenditure
\$ million								
73	62	np	3	36	17	10	7	216

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	139	69	356	821	390	169	2
Visiting friends and relatives	30	15	161	415	185	72	3
Business	np	np	np	np	np	np	np
Other	np	np	np	np	np	np	np

Expenditure by origin (intrastate/interstate)

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	180	90	529	1,219	340	147	2
Interstate	np	90	np	np	np	np	np
Total destination expenditure	200	100	612	1,484	327	135	2

International

Expenditure on accommodation, food and beverages (AFB)

Total expenditure \$ million	AFB \$ million	Share of AFB %	AFB share of region %
25	14	0	55

Note: Expenditure by *purpose of visit* and by *origin* includes destination-only expenditure.

Tourism businesses 2006/07

	Employing businesses					Total employing	Non- employing businesses (includes owner/ manager)	Total businesses
	Micro	Small	Medium	Large				
	(1-4 employees)	(5-19 employees)	(20-199 employees)	(200+ employees)				
Tourism Characteristic Industries	135	102	48	0	285	246	531	
Tourism Connected Industries	603	258	84	3	948	1,089	2,037	
Total Tourism Characteristic and Connected Industries	738	360	132	3	1,233	1,335	2,568	

Accommodation supply^a

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	55	585	47	38
Caravan parks ^b	4	9	43	2

Key

np Not published due to reliability concerns.

The number of businesses by tourism region by tourism characteristic and connected industries is estimated by the ABS using postcodes to Statistical Local Area (SLA) and SLA to Tourism Regions concordances.

^a 'Establishments' and 'Employees' are measured at the June quarter 2010.

^b 'Caravan parks' comprises establishments with 40 or more powered sites and cabins, flats, units and villas.

Modelled expenditure

Base: All visitors aged 15 years and over.

Expenditure excludes international airfares and major purchases such as motor vehicles.

Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2010 National Visitor Survey and International Visitor Survey data.

Data sources

Tourism Research Australia, 2009, *Tourism businesses in Australia, June 2004 - June 2007*.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2009 - June quarter 2010* (ABS Cat. No. 8635.5.55.001).

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