



Regional Tourism Profiles 2008/09

New South Wales

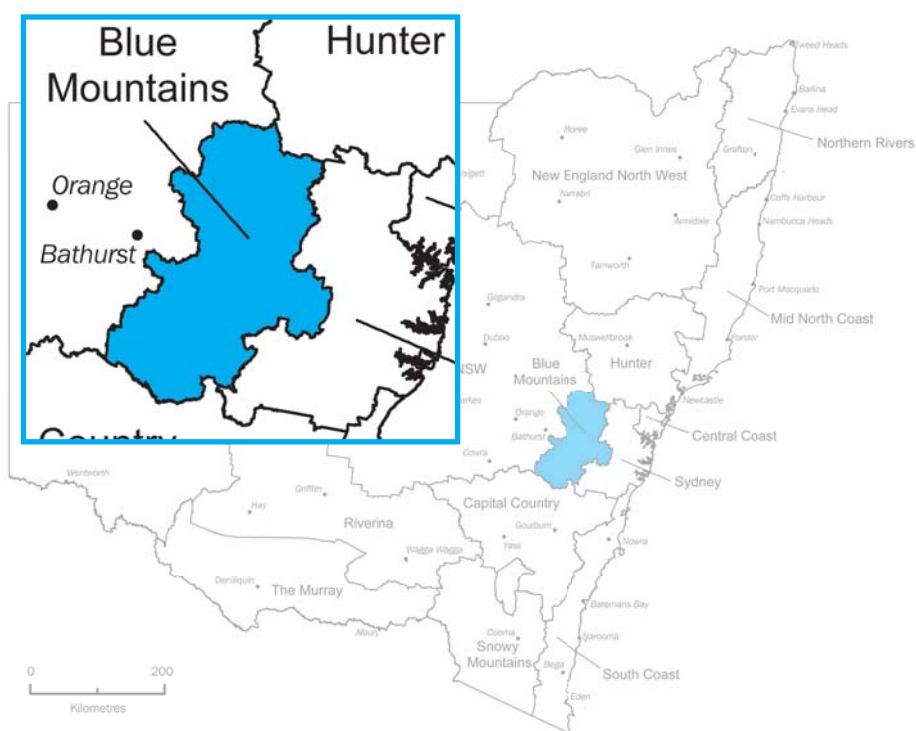
Blue Mountains region

In 2008/09:

- \$408 million was spent by visitors in the region – 53% was by domestic overnight visitors
- A total of 2.6 million visitors went to the region – 74% were domestic day visitors
- 1.7 million nights were spent in the region – 80% were by domestic overnight visitors

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

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



Blue Mountains region summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	158	1 892	-	-	83	-
Domestic overnight	218	605	1 386	2	361	158
International	np	76	340	4	np	np



Visitors to Blue Mountains region

Domestic overnight		International								
Visitors	Nights	Share of visits	Share of nights	Average stay	Visitors	Nights	Share of visits	Share of nights	Average stay	
'000	'000	%	%	Nights	'000	'000	%	%	Nights	
Top 3 SLAs visited*										
Blue Mountains (C)	464	1 068	77	77	2.3	71	291	94	86	4.1
Lithgow (C)	102	227	17	16	2.2	3	28	5	8	8.0
Oberon (A)	np	np	np	np	np	np	np	np	np	np
Purpose of visit										
Holiday	371	840	61	61	2.3	67	206	88	60	3.1
Visiting friends/relatives	146	355	24	26	2.4	7	96	9	28	13.7
Business	64	150	11	11	2.3	np	np	np	np	np
Other	24	np	4	np	np	np	np	np	np	np
Top 3 accommodation										
Property of friends or relatives	181	452	30	33	2.5	9	110	12	32	11.8
Hotel, motel, serviced apartment	185	318	31	23	1.7	30	60	39	18	2.0
Rented house, apartment, flat or unit	73	188	12	14	2.6	16	35	21	10	2.2
Transport										
Air	np	np	np	np	np	5	13	7	4	2.4
Drive	540	1 194	89	86	2.2	48	194	64	57	4.0
Other	46	119	8	9	2.6	24	133	32	39	5.5
Experiences										
Culture and heritage	106	-	18	-	-	65	-	86	-	-
Nature based	275	-	46	-	-	72	-	95	-	-
Indigenous	np	-	np	-	-	27	-	36	-	-
Food and wine	319	-	53	-	-	70	-	92	-	-
Top 3 information sources										
Internet	237	530	39	38	2.2	47	170	61	50	3.7
Previous visit	96	166	16	12	1.7	29	124	38	36	4.3
Friends or relatives	93	203	15	15	2.2	28	97	37	29	3.5
Top 3 visitor origins										
NSW	511	1 094	84	79	2.1	19	79	25	23	4.1
Qld	np	np	np	np	np	9	25	12	7	2.8
Vic	np	np	np	np	np	8	34	10	10	4.3
Lifecycle groups										
Young/midlife single	100	222	17	16	2.2	25	160	33	47	6.4
Young/midlife couple, no kids	86	171	14	12	2.0	15	62	20	18	4.2
Parent	200	406	33	29	2.0	12	32	16	9	2.7
Older working	96	260	16	19	2.7	24	86	32	25	3.6
Older non-working	122	328	20	24	2.7					
Total domestic overnight	605	1 386	100	100	2.3	76	340	100	100	4.5
Total all visitors (including day visitors)	2 573	1 726	100	100	0.7					

Regional expenditure

Domestic day

Expenditure by item

Food and drink	Transport fares and packages	Fuel	Shopping	Entertainment	Other	Total expenditure
\$ million						
56	3	53	28	8	10	158

Expenditure by purpose of visit

	Expenditure \$ million	Share of \$ %	Visitors '000	Per visitor \$
Holiday	93	63	1 179	79
Visiting friends/relatives	28	19	488	58
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									
84	63	np	5	29	19	6	6	1	218

Expenditure by purpose of visit

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Holiday	152	76	371	840	411	181	2
Visiting friends and relatives	24	12	146	355	165	68	2
Business	np	np	np	np	np	np	np
Other	np	np	np	np	np	np	np

Expenditure by origin

Expenditure \$ million	Share of \$ %	Visitors '000	Visitor nights '000	Per visitor \$	Per night \$	Length of stay Nights	
Intrastate	164	81	511	1 094	321	150	2
Interstate	np	81	np	np	np	np	np
Total expenditure	201	100	605	1 386	332	145	2

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 b)

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	58	676	46.4	37
Caravan parks	4	9	41.7	1

Key

np Not published due to reliability concerns.

*For definitions of Statistical Local Areas (SLAs) and codes, see *Regional Tourism Profiles, 2008/09 - Glossary* at www.ret.gov.au/tra.

Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

a 'Establishments' and 'Employees' are measured at the June quarter 2009.

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

Expenditure modelled using Tourism Research Australia expenditure allocation method applied to 2008 and 2009 National Visitor Survey and International Visitor Survey data.

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.

Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra.

Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, cat. no. 8635.5.55.001, ABS, Canberra.

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