

### What are we monitoring?

Total number of visitors to the Blue Mountains and their length of stay.

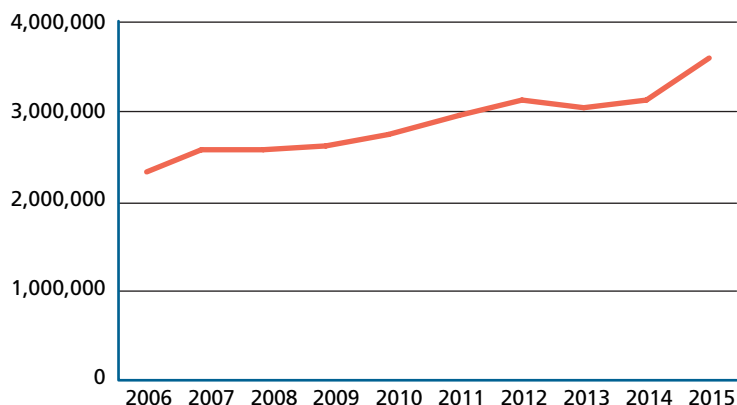
### What is the trend?

The number of people visiting the Blue Mountains has been steadily growing since 2006, both in numbers and as a percentage of total NSW visitation. The average length of stay of international visitors has increased to an average of 5 nights. Domestic visitors have maintained an average visit length of above 2 nights.

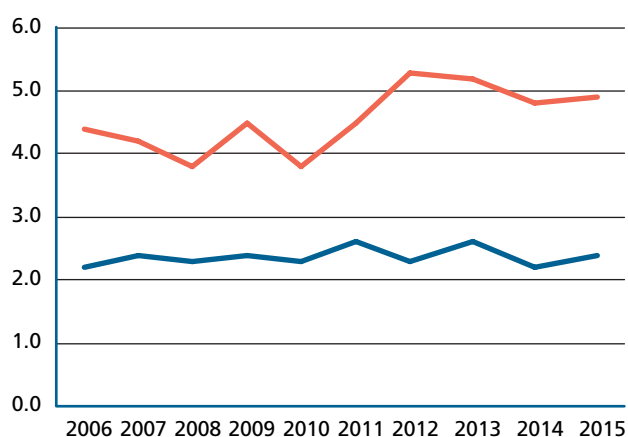
### Why is monitoring this trend important?

Tourism is a major part of the economy of the Blue Mountains. Tracking tourist numbers can help Council plan and implement services and facilities to support the tourism industry. The length of stay is related to the potential expenditure by tourists with longer stays being linked to higher expenditures. It is an indicator of the growth of the industry in the Blue Mountains.

Total Visitors to the Blue Mountains

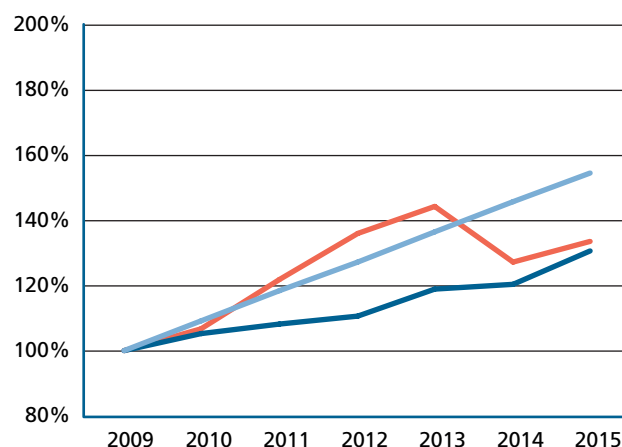


Visitors Average Length of Stay in the Blue Mountains



— Domestic Overnight  
— International Overnight

Visitor Expenditure Change (2009 Base)



— Blue Mountains Visitor Expenditure Growth  
— NSW Visitor Expenditure Growth  
— Target (by 2020)

Total Number of Visitors

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Blue Mountains	2,329,100	2,571,600	2,580,400	2,606,800	2,761,800	2,971,800	3,149,200	3,027,200	3,133,400	3,588,300
NSW	70,754,800	75,078,400	71,973,500	71,948,700	76,728,600	78,146,800	81,458,400	80,582,500	81,077,200	85,883,500
Blue Mountains % of NSW Domestic Visitor Numbers	3.3%	3.4%	3.6%	3.6%	3.6%	3.8%	3.9%	3.8%	3.9%	4.2%

Source: Destination NSW – Regional Tourism Statistics <http://destinationnsw.com.au/tourismfacts-and-figures/regional-tourism-statistics/blue-mountains>