



Blue Mountains Tourism Industry Snapshot 2015

Tourism is a significant industry for Australia. It generates \$107 billion in consumption, directly employs around half a million Australians and is Australia's number one services export. 45 cents in every tourist dollar is spent in regional Australia. Every dollar spent on tourism generates 91 cents in other parts of the economy.¹

Tourism Australia research shows that 'good food and wine and local produce' was a key factor in holiday decision-making, ranking ahead of 'world class beauty and natural environments'.

Blue Mountains tourism facts

- Tourism is the second greatest employer in the Blue Mountains, with approximately 12.9% of local jobs attributable to the tourism sector (2,127 jobs)²
- Tourism industries are the second biggest contributor to the local economy, representing \$420.88 million in total output³
- The Blue Mountains tourism sector generates approximately \$105.26 million in wages and salaries.²

Blue Mountains food facts

- Accommodation and Food Services makes up the biggest portion of local tourism jobs, with 57.6% or 1,225 jobs²
- Accommodation and Food Services contributes the biggest output within the tourism sector, with \$170.43 million or 40.5%.³

Research from Destination NSW demonstrates more than 60% of tourists to the Blue Mountains region indicate 'food experience' as their most desirable activity.



Blue Mountains Economic Enterprise

Blue Mountains Economic Enterprise (BMEE) is the peak regional economic development organisation for the Blue Mountains. BMEE aims to stimulate economic development in the region through advocacy, investment and job creation. BMEE's activities focus on four pillars:

- Health and Wellbeing (including aged care and disabilities)
- Creative Industries
- Education
- World-Heritage Industry Development (including food and tourism).

The Local Food Industry Development Project

In light of the research that shows tourists want quality, authentic local food experiences, BMEE's Local Food Industry Development Project aims to position the Blue Mountains as a world class food destination. This will be achieved by:

- facilitating collaboration between regional food and wine producers and Blue Mountains hoteliers, restaurateurs, chefs and distributors to encourage greater regional produce on local menus
- delivering a series of training events designed to lift the performance of the local hospitality sector, in areas such as recruitment, marketing and service standards
- working with tourism operators including restaurants and cafes to better promote the Blue Mountains as a quality food destination.

Get in touch

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