

Aroma 2008

SYDNEY VISITOR SATISFACTION SURVEY FACTSHEET

Face to face exit surveys with 407 Sydney visitors to Darling Harbour conducted by Taverner Research.
People movements by Skyhigh electronic people counters.

Visitation:

- 117,362 people movements on 6 July, midnight – midnight
- 23% increase compared to Aroma 2007

Sydney visitor origin:

- Inner South: 17%
- North: 16%
- West: 15%
- East: 14%
- Lower North: 14%
- South: 10%
- City: 7%
- Inner West: 6%

Sydney visitor age:

- 18-29: 40%
- 30-39: 26%
- 40-49: 13%
- 50-59: 13%
- 60+: 6%

Spend per Sydney visitor:

- Average: \$48
- 7% increase compared to Aroma 2007

Sydney visitor length of visit:

- Average: 2 hours 57 minutes

Overall satisfaction:

- 8.0 (out of 10)
- 92% of Sydney visitors stated they would attend the event next year

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