



## FACTSHEET SYDNEY VISITOR SATISFACTION SURVEY **DARLING HARBOUR HOOPLA 2009** 10-13 April 2009

Face to face exit surveys with 457 Sydney visitors to Darling Harbour.

Survey conducted by Taverner Research Company.

People movements 10-13 April 2009:  
185,018 movements (12pm– 6pm)

Skyhigh electronic people counters.

### **Visitation:**

- 185,019 people movements between 10 to 13 April 2009, 12pm – 6pm
- 2.4% increase compared to Hoopla 2008 (despite heavy rain on April 13 2009)

### **Sydney Visitor Origin:**

- West: 28%
- Inner South: 12%
- North: 12%
- City: 8%
- South: 9%
- Lower North: 10%
- East: 12%
- Inner West: 8%

### **Sydney Visitor Age:**

- 15-29: 27%
- 30-39: 42%
- 40-49: 23%
- 50-59: 4%
- 60+: 4%

### **Spend per Sydney Visitor:**

- Average: \$92

### **Sydney Visitor Length of Visit:**

- Average: 4hours 4minutes

### **Overall Satisfaction:**

- 7.7 (out of 10)
- 91% of Sydney visitors stated they would attend the event next year

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