

## FACTSHEET SYDNEY VISITOR SATISFACTION SURVEY THE ROCKS AUSTRALIA DAY 2009 26 January 2009

Face to face exit surveys with 393 Sydney visitors to The Rocks.

Survey conducted by Taverner Research Company.

People movements 26 January 2009:  
101,240 movements (midnight-midnight)

Skyhigh electronic people counters.

### **Visitation:**

- 101,240 people movements on 26 January 2009, midnight– midnight
- 29% decrease compared to Australia Day 2008

### **Sydney Visitor Origin:**

- West: 23%
- Inner South: 15%
- City: 7%
- Lower North: 13%
- North: 16%
- East: 10%
- South: 9%
- Inner West: 5%

### **Sydney Visitor Age:**

- 18-29: 37%
- 30-39: 20%
- 40-49: 15%
- 50-59: 17%
- 60+: 11%

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

- Average: \$84

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

- Average: 4hrs47mins

### **Overall Satisfaction:**

- 8.0 (out of 10)
- 93% of Sydney visitors stated they would attend the event next year