

FACTSHEET SYDNEY VISITOR SATISFACTION SURVEY AUSTRALIA DAY DARLING HARBOUR 2009 26 January 2009

Face to face exit surveys with 368 Sydney visitors to Darling Harbour.

Survey conducted by Taverner Research Company.

People movements 26 January 2009:
172,471 movements (midnight – midnight)

Skyhigh electronic people counters.

Visitation:

- 172,471 people movements on 26 January 2009, midnight – midnight
- 28% increase compared to Australia Day 2008
- Heavy rain experienced during Australia Day 2009 from 4pm

Sydney Visitor Origin:

- West: 30%
- Inner South: 12%
- City: 9%
- Lower North: 10%
- North: 14%
- East: 5%
- South: 13%
- Inner West: 7%

Sydney Visitor Age:

- 18-29: 36%
- 30-39: 28%
- 40-49: 18%
- 50-59: 10%
- 60+: 8%

Spend per Sydney Visitor:

- Average: \$85

Sydney Visitor Length of Visit:

- Average: 4hrs 43mins

Overall Satisfaction:

- 7.8 (out of 10)
- 96% of Sydney visitors stated they would attend the event next year