

FACT SHEET SYDNEY VISITOR SATISFACTION SURVEY
Darling Harbour Christmas Concert 2008
Saturday 29 November (6pm-9pm)

Telephone surveys with 250 Sydney visitors
to Darling Harbour.

Survey conducted by Taverner Research Company.

People movements 29 November 2008:
16,192 movements (6pm – 9pm)

Skyhigh electronic people counters.

Visitation:

- 16,192 people movements on November 29 2008, 6pm – 9pm

Sydney Visitor Origin:

- West: 22%
- North: 19%
- South: 14%
- City: 12%
- Lower North: 12%
- Inner South: 10%
- Inner West: 6%
- East: 4%

Sydney Visitor Age:

- 18-29: 22%
- 30-39: 46%
- 40-49: 19%
- 50-59: 8%
- 60+: 5%

Spend per Sydney Visitor:

- Average: \$75

Sydney Visitor Length of Visit:

- Average: 3hrs 40mins

Overall Satisfaction:

- 6.7 (out of 10)
- 84% of Sydney visitors stated they were aware of the event
- 90% of Sydney visitors stated they would attend the event again next year.