

The Sydney Harbour Foreshore Authority has responsibility for the commercial and public management of 400 hectares of the most valuable and historically significant real estate in Australia. Prime sites within the legislative boundaries include among others The Rocks and Darling Harbour. Originally occupied by the Eora Aboriginal people, **The Rocks** is the site of Australia's first European settlement in 1788. It is now a must-see for anyone in Sydney, with early colonial architecture, historic pubs, archaeological dig sites, modern restaurants, fabulous accommodation, unique shopping, museums, markets, live entertainment, leafy parks and spectacular views of Sydney Harbour.

## People Movements

(electronic people counters)

The Rocks received 13,226,416 people movements between July 2007 and June 2008. Compared to the previous financial year this is a decrease of 2.2%.

## Visitor Origin

Between July 2007 and June 2008, of all visits to The Rocks 63% were made by visitors from Sydney, 17% from regional NSW and Other States, and 20% from Overseas.

## Visitor Origin Breakdown (%)

(Domestic = Regional NSW and Other States)

International (%)		Domestic (%)		Sydney (%)	
UK	25%	VIC	28%	West	18%
USA	14%	QLD	22%	North	18%
Germany	12%	NSW	22%	Inner South	17%
New Zealand	7%	WA	9%	Lower North	12%
Canada	6%	SA	9%	East	11%
France	5%	ACT	5%	City	9%
Italy	3%	TAS	4%	South	8%
China	3%	NT	1%	Inner West	6%

How to read this table: 28% of all Domestic visitors to The Rocks between July 2007 and June 2008 came from Victoria

## Repeat Visitation

A tourist made on average 2 visits into The Rocks in the past 12 months, and a Sydney visitor made on average 6 visits into The Rocks in the past 12 months.

## Activities undertaken in The Rocks

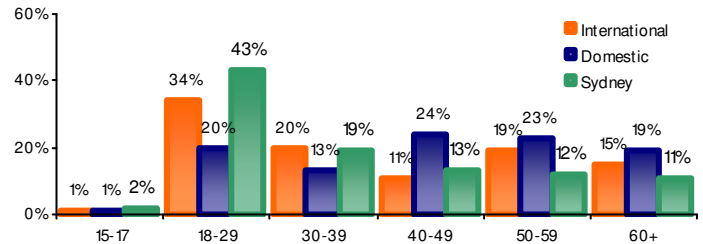
Sightseeing was done by more than 4 out of 5 International visitors (82%). 68% of Sydneysiders and 79% of Domestic visitors visited Restaurants/Cafes.

Activities (by visitor group)	Int	Dom	Syd
Sightseeing / Enjoying the Atmosphere	82%	73%	50%
Restaurants / Cafes / Fast Food	69%	79%	68%
Souvenir / Gift Shopping	27%	13%	7%
Killing time/ Relaxing	26%	24%	25%
Bars / Pubs	20%	21%	18%
Accommodation	18%	17%	3%
The Rocks Market (weekends only)	18%	16%	16%
Visit the Sydney Visitor Centre	15%	6%	3%
Learn about Sydney's history	15%	8%	4%
Fashion/ Accessories Shopping	11%	11%	9%
Other Shopping	10%	14%	9%
Art Galleries and Museums	10%	9%	7%

How to read this table: 20% of all International visitors to The Rocks between July 2007 and June 2008 visited The Rocks' bars/pubs on one visit.

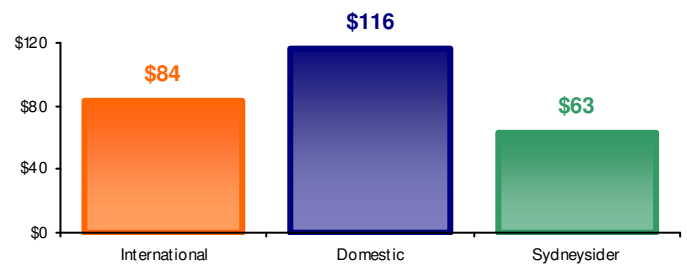
## Age Groups

43% of Sydneysiders and 34% of International visitors were aged 18 to 29 years. 47% of all Domestic visitors are aged between 40 and 59.



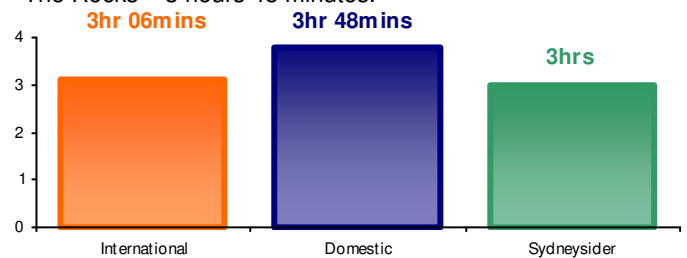
## Expenditure

Domestic visitors spent the most on average per visit to The Rocks (\$116).



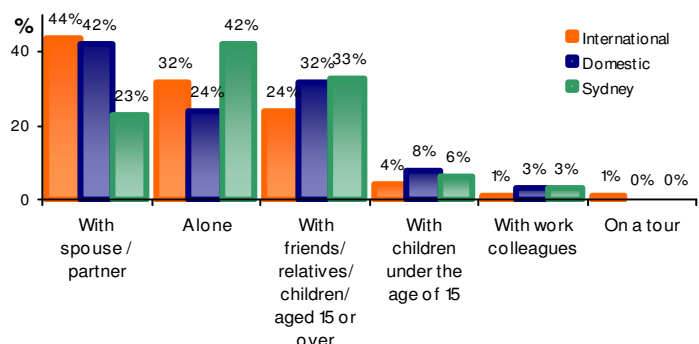
## Time Spent

Domestic visitors spent the most time on average per visit to The Rocks – 3 hours 48 minutes.



## Group Structure

Sydneysiders came to The Rocks mostly alone (42%) and tourists with a spouse or partner. (multiple answers accepted).



Sydney Harbour Foreshore Authority, PO Box N408, Grosvenor Place, NSW 1220  
[www.shfa.nsw.gov.au](http://www.shfa.nsw.gov.au)  
 phone (02) 9240 8500 / fax (02) 9240 8899