

The Sydney Harbour Foreshore Authority has responsibility for the commercial and public management of 400 hectares of some 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. Transformed in the 1980s from a derelict dockyard into one of the world's great waterfront destinations, Darling Harbour is a must-see for visitors and a favourite playground for Sydneysiders and their guests. It offers a host of excellent attractions, world-class museums, exceptional shopping, modern restaurants and cafes, superb accommodation, a park with children's playground, a year round calendar of free outdoor events and magnificent views of the harbour and the city's skyline.

People Movements

(electronic people counters)

Darling Harbour received **27,563,852** people movements between July 2008 to June 2009. This is a yearly decrease of 2.4% compared to the same period of last year.

Visitor Origin

Between July 2008 and June 2009, of all visits to Darling Harbour 60% were made by visitors from Sydney, 20% from regional NSW and Other States, and 20% from Overseas.

Visitor Origin Breakdown (%)

(Domestic = Regional NSW and Other States)

| International (%) | | Domestic (%) | | Sydney (%) | |
|-------------------|-----|--------------|-----|-------------|-----|
| England | 26% | NSW | 27% | West | 20% |
| USA | 9% | VIC | 19% | City | 19% |
| Germany | 9% | QLD | 19% | North | 14% |
| New Zealand | 7% | SA | 13% | Inner South | 13% |
| Other Europe | 6% | WA | 12% | East | 10% |
| France | 5% | ACT | 6% | South | 10% |
| Canada | 4% | TAS | 4% | Lower North | 9% |
| China | 4% | NT | 0% | Inner West | 6% |

How to read this table: 19% of all Domestic visitors to Darling Harbour between July 2008 and June 2009 came from Victoria

Repeat Visitation

International visitors made on average 2.3 and domestic visitors an average of 2.4 visits to Darling Harbour in the past 12 months. Visitors from Sydney made on average 7.4 visits into Darling Harbour in the past 12 months.

Activities undertaken in Darling Harbour

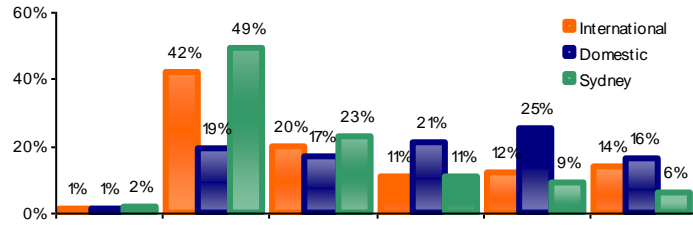
Half of all international visitors to Darling Harbour came for sightseeing.

| | Int | Dom | Syd |
|--------------------------------|-----|-----|-----|
| Sightseeing/Walking around | 47% | 36% | 20% |
| Killing Time/Relaxing | 11% | 14% | 29% |
| Restaurants/Cafes/Fast Food | 9% | 8% | 14% |
| Staying Overnight | 9% | 5% | 1% |
| Aquarium | 5% | 3% | 4% |
| Cruises/Boat Tours | 2% | 2% | 1% |
| Meeting Friends / Relatives | 2% | 4% | 8% |
| Sydney Visitor Centre | 2% | 1% | 0% |
| Maritime Museum | 2% | 1% | 1% |
| IMAX | 1% | 1% | 3% |
| Sydney Wildlife World | 1% | 0% | 1% |
| Attend an Event / Festival | 1% | 6% | 4% |
| Fashion & Accessories Shopping | 1% | 1% | 1% |
| Other Shopping | 1% | 1% | 2% |

How to read this table: 9% of all International visitors to Darling Harbour between July 2008 and June 2009 visited Darling Harbour Restaurants on one visit.

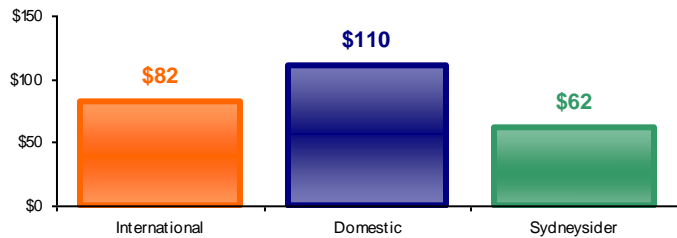
Age Groups

49% of Sydney visitors and 42% of International visitors to Darling Harbour were aged between 18 and 29 years old.



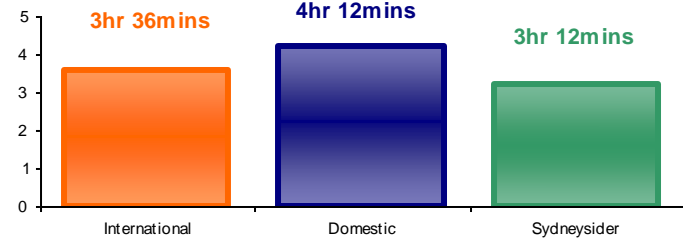
Expenditure

Domestic visitors spent the most on average per visit to Darling Harbour (\$110).



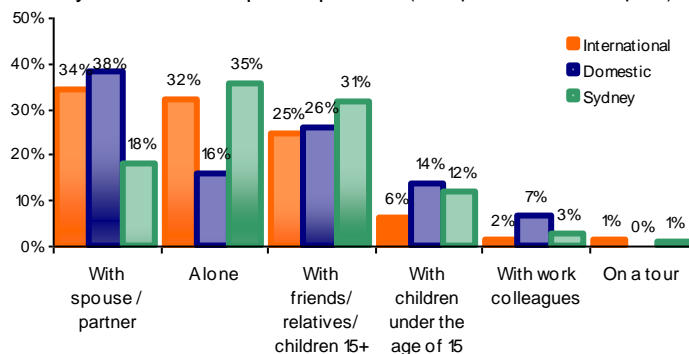
Time Spent

Domestic visitors spent the most time on average per visit to Darling Harbour – 4 hours 00 minutes.



Group Structure

Sydneysiders came to Darling Harbour mostly alone or with friends/relatives. Domestic and international tourists were more likely to come with spouse/partner. (multiple answers accepted).



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