

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 **13,278,513** people movements between July 2008 and June 2009. Compared to the previous year this is an increase of 0.4%.

Visitor Origin

Between July 2008 and June 2009 of all visits to The Rocks 63% were made by visitors from Sydney 16% from Regional NSW and Other States and 21% from Overseas.

Visitor Origin Breakdown (%)

(Domestic = Regional NSW and Other States)

International (%)		Domestic (%)		Sydney (%)	
England	26%	VIC	26%	Inner South	18%
USA	20%	NSW	22%	North	18%
Germany	7%	QLD	22%	West	15%
New Zealand	7%	WA	12%	Lower North	14%
Canada	6%	SA	10%	City	11%
Other Europe	5%	ACT	3%	East	10%
France	3%	TAS	3%	South	9%
The Netherlands	3%	NT	2%	Inner West	6%

How to read this table: 26% of all Domestic visitors to The Rocks between July 2008 and June 2009 came from Victoria

Repeat Visitation

International tourists made on average 2.1 visits into The Rocks in the past 12 months, domestic visitors made 2 visits and a Sydney visitor made on average 5.2 visits into The Rocks in the past 12 months.

Activities undertaken in The Rocks

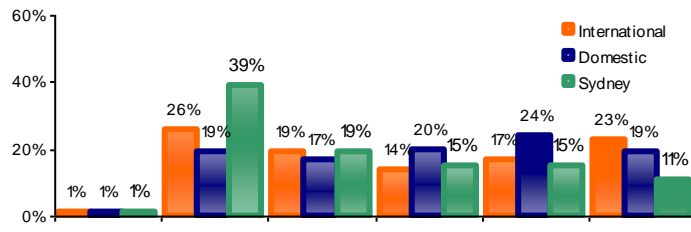
Half of all international visitors came to The Rocks for sightseeing.

	Int	Dom	Syd
Sightseeing/Walking around	50%	46%	24%
Staying Overnight	16%	14%	3%
The Rocks Markets	6%	4%	5%
Restaurants/Cafes/Fast Food	5%	9%	16%
Bridge Climb	4%	2%	1%
Souvenir Gift Shopping	3%	20%	2%
Other	3%	4%	6%
Killing Time Relaxing	2%	2%	3%
Fashion & Accessories Shopping	2%	1%	1%
Bars / Pubs (Drinks)	2%	2%	4%
Visit the Sydney Visitor Centre	2%	1%	1%
Meeting Friends / Relatives	1%	5%	8%
Learn about Sydney's History	1%	1%	1%
Art Galleries / Museums	1%	2%	2%

How to read this table: 2% of all International visitors to The Rocks between July 2008 and June 2009 visited The Rocks' bars/pubs on one visit.

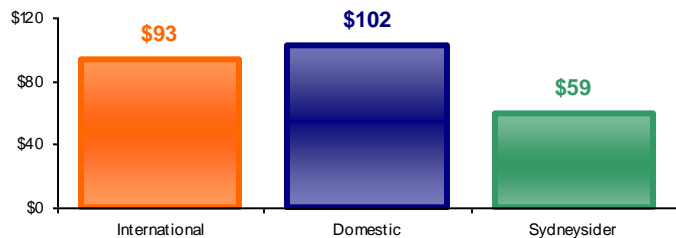
Age Groups

26% of International visitors and 39% of Sydneysiders were aged 18-29 years. 43% of domestic visitors are aged 50+.



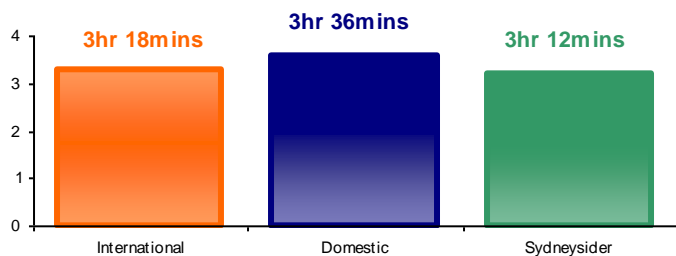
Expenditure

* Domestic and international visitors spent more on average per visit to The Rocks than Sydneysiders.



Time Spent

Domestic visitors spent the most time on average per visit to The Rocks – 3 hours 36 minutes.



Group Structure

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

