

FACT SHEET SYDNEY VISITOR SATISFACTION SURVEY **The Rocks Markets by Moonlight 2008** Fridays 7, 14, 21, 28 November (6pm-10pm)

Face to face exit surveys with 407 visitors to The Rocks
Reliability: $\pm 4.9\%$ bandwidth of actual response
($\pm 5\%$ or less is most reliable and representative)
Survey conducted by Taverner Research Company.

People movements on 4 Fridays in November (6pm-10pm):
65,042 people movements
(movements=one-way pedestrian visits into the precinct)
SkyHigh Traffic Data Australia, electronic people counters.

Visitation:

- 65,042 people movements on four Fridays in November (6pm-10pm)
- 19% increase compared to an average Markets by Moonlight night in 2007¹
- 65% increase compared to a regular Friday night in October 2008

Sydney Visitor Origin:

- West: 15%
- North: 14%
- Lower North: 13%
- East: 12%
- South: 11%
- Inner South: 22%
- City: 8%
- Inner West: 4%

Sydney Visitor Age:

- 18-29: 51%
- 30-39: 25%
- 40-49: 14%
- 50-59: 7%
- 60+: 3%

Sydney Visitor Spend per Visit:

- Average: \$67

Sydney Visitor Length of Visit:

- Average: 2hrs39mins

Overall Satisfaction:

- 7.0 (out of 10)
- 93% of Sydney visitors stated they would attend the event next year

¹ This number reflects the adjustment made to 2007 figures to ensure accurate comparability