

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 **28,271,991** people movements between July 2007 to June 2008. This is an increase of 2.6% compared to the same period of the previous financial year.

Visitor Origin

Between July 2007 and June 2008, of all visits to Darling Harbour 62% were made by visitors from Sydney, 19% from regional NSW and Other States, and 19% from Overseas.

Visitor Origin Breakdown (%)

(Domestic = Regional NSW and Other States)

International (%)		Domestic (%)		Sydney (%)	
UK	22%	NSW	24%	West	25%
New Zealand	11%	QLD	21%	City	19%
Germany	9%	VIC	21%	North	14%
USA	7%	WA	12%	Inner South	12%
France	5%	SA	11%	South	11%
China	4%	TAS	6%	Lower North	7%
Korea	4%	ACT	4%	East	7%
The Netherlands	4%	NT	1%	Inner West	6%

How to read this table: 21% of all Domestic visitors to Darling Harbour between July 2007 and June 2008 came from Victoria

Repeat Visitation

International and Domestic visitors made on average 2.4 visits to Darling Harbour in the past 12 months, and a Sydney visitor made on average 6.4 visits into Darling Harbour in the past 12 months.

Activities undertaken in Darling Harbour

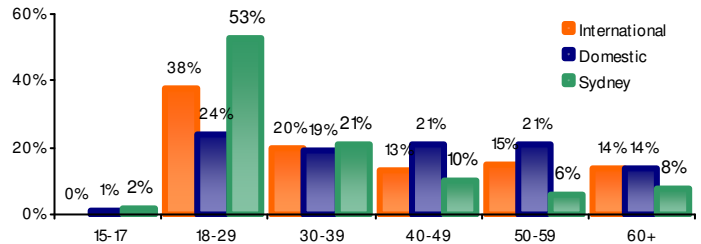
The Aquarium remains the most popular attraction for all visitor types.

Activities (by visitor group)	Int	Dom	Syd
Sightseeing/Walking Around	70%	63%	50%
Restaurants/Cafes/Fast Food	61%	77%	59%
Killing Time/Relaxing	25%	25%	42%
Souvenir & Gift Shopping	23%	8%	5%
Aquarium	21%	15%	9%
Staying Overnight	16%	25%	2%
Bars/Pubs (Drinking)	15%	15%	10%
Paddy's Markets	12%	10%	7%
Fashion & Accessories Shopping	11%	18%	11%
Cruises/Boat Tours	10%	10%	4%
Chinese Garden	9%	7%	4%
Maritime Museum	9%	9%	4%
Other Shopping	8%	11%	8%
IMAX	7%	8%	6%

How to read this table: 15% of all International visitors to Darling Harbour between July 2007 and June 2008 visited Darling Harbour' bars/pubs on one visit.

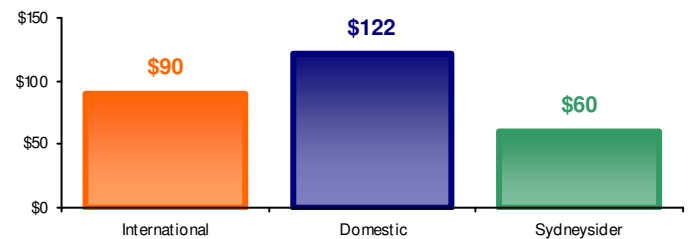
Age Groups

53% of Sydney visitors and 38% of International visitors to Darling Harbour were aged between 18 and 29 years old.



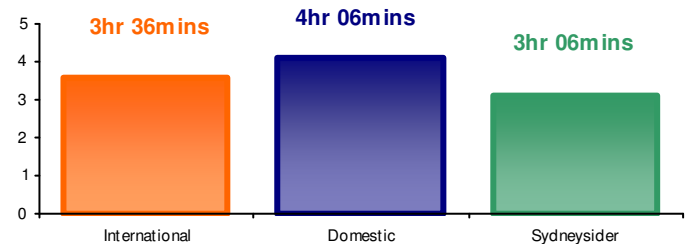
Expenditure

Domestic visitors spent the most on average per visit to Darling Harbour (\$122).



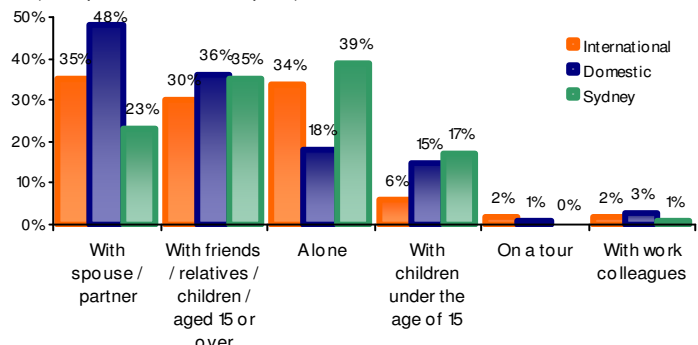
Time Spent

Domestic visitors spent the most time on average per visit to Darling Harbour – 4 hours 06 minutes.



Group Structure

Sydneysiders and International tourists came to Darling Harbour mostly alone. Domestic tourists came with a spouse or partner. (multiple answers accepted).



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