

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 **28,064,981** people movements between January 2008 and December 2008. This is a yearly increase of 0.6% compared to the same period of last year. Darling Harbour showed large increases of up to +17% between March and July which were offset by decreases at the beginning and end of the year.

## Visitor Origin

Between January 2008 and December 2008, of all visits to Darling Harbour 63% were made by visitors from Sydney, 19% from regional NSW and Other States, and 18% from Overseas.

## Visitor Origin Breakdown (%)

(Domestic = Regional NSW and Other States)

International (%)		Domestic (%)		Sydney (%)	
England	26%	NSW	23%	West	21%
New Zealand	9%	QLD	21%	City	18%
Germany	8%	VIC	17%	North	15%
USA	8%	WA	13%	Inner South	12%
France	6%	SA	14%	South	11%
Korea	4%	TAS	6%	Lower North	9%
Ireland	4%	ACT	5%	East	8%
The Netherlands	3%	NT	1%	Inner West	6%

How to read this table: 17% of all Domestic visitors to Darling Harbour between January 2008 and December 2008 came from Victoria

## Repeat Visitation

International visitors made on average 2.2 and domestic visitors an average of 2.4 visits to Darling Harbour in the past 12 months. Visitors from Sydney made on average 6.8 visits into Darling Harbour in the past 12 months.

## Activities undertaken in Darling Harbour

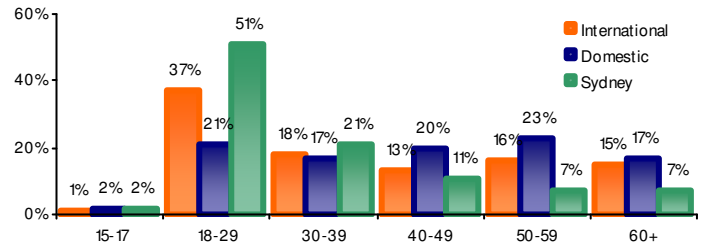
The Aquarium remains the most popular attraction for all visitor types.

	Int	Dom	Syd
Sightseeing/Walking around	72%	60%	46%
Restaurants/Cafes/Fast Food	63%	80%	62%
Killing Time/Relaxing	31%	28%	42%
Souvenir & Gift Shopping	19%	10%	4%
Aquarium	18%	11%	7%
Staying Overnight	17%	23%	3%
Bars/Pubs (Drinking)	16%	17%	8%
Other Shopping	14%	16%	10%
Cruises/Boat Tours	11%	8%	3%
Fashion & Accessories Shopping	10%	16%	10%
Paddy's Markets	10%	10%	4%
Chinese Garden	10%	7%	4%
Sydney Visitor Centre	9%	2%	1%
IMAX	7%	7%	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.

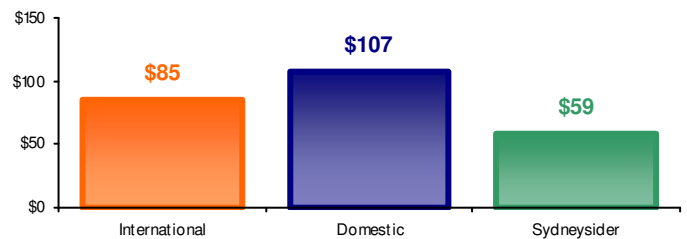
## Age Groups

51% of Sydney visitors and 37% of International visitors to Darling Harbour were aged between 18 and 29 years old.



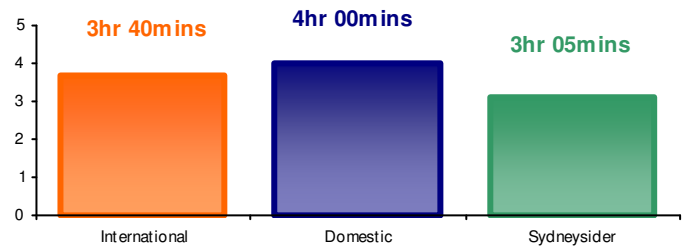
## Expenditure

Domestic visitors spent the most on average per visit to Darling Harbour (\$107).



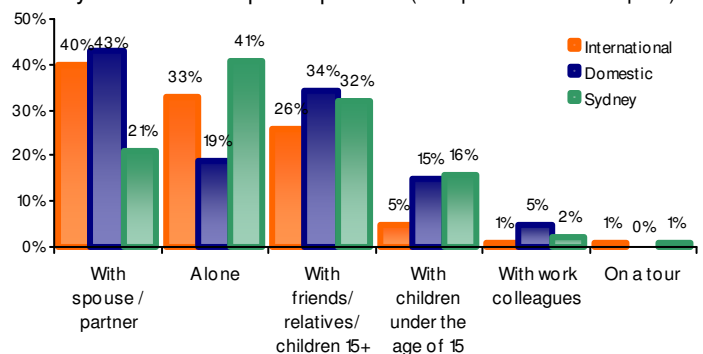
## Time Spent

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).



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