

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 **13,132,345** people movements between January and December 2008. Compared to the previous year this is a decrease of 2.3%.

Visitor Origin

Between January and December 2008, of all visits to The Rocks 60% were made by visitors from Sydney, 17% from Regional NSW and Other States, and 23% from Overseas.

Visitor Origin Breakdown (%)

(Domestic = Regional NSW and Other States)

International (%)	Domestic (%)	Sydney (%)
England	23%	18%
USA	17%	18%
Germany	8%	16%
New Zealand	8%	13%
Canada	8%	11%
France	4%	9%
Korea	3%	8%
The Netherlands	3%	5%
	VIC	29%
	QLD	23%
	NSW	21%
	SA	10%
	WA	9%
	ACT	4%
	TAS	3%
	NT	1%
	North	18%
	Inner South	18%
	West	16%
	Lower North	13%
	East	11%
	South	9%
	City	8%
	Inner West	5%

How to read this table: 29% of all Domestic visitors to The Rocks between January 2008 and December 2008 came from Victoria

Repeat Visitation

International tourists made on average 2.4 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

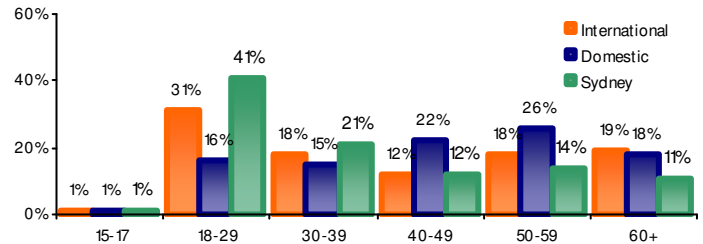
More than 4 in 5 international visitors came to The Rocks for sightseeing (86%). 72% of Sydneysiders and 80% of domestic visitors visited Restaurants or Cafes.

	Int	Dom	Syd
Sightseeing/Walking around	86%	77%	49%
Restaurants/Cafes/Fast Food	70%	80%	72%
Souvenir & Gift Shopping	29%	15%	8%
The Rocks Markets	21%	17%	17%
Bars/Pubs (Drinking)	20%	23%	22%
Killing Time/ Relaxing	19%	19%	20%
Staying Overnight	19%	19%	2%
Fashion & Accessories Shopping	13%	14%	9%
Art Galleries and Museums	13%	13%	8%
Visit the Sydney Visitor Centre	13%	5%	2%
Learn about Sydney's History	13%	8%	3%
Other Shopping	11%	14%	9%
Bridge Climb	7%	4%	1%
Cruises/Boat Tours	6%	8%	2%

How to read this table: 20% of all International visitors to The Rocks between January 2008 and December 2008 visited The Rocks' bars/pubs on one visit.

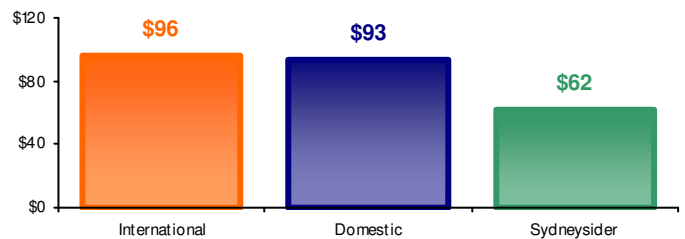
Age Groups

31% of International visitors and 41% of Sydneysiders were aged 18-29 years. 44% of domestic visitors are aged 50+.



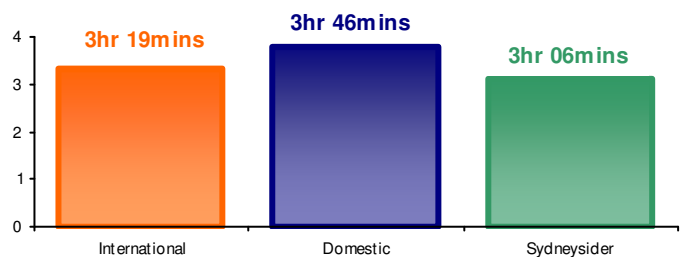
Expenditure

* 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 46 minutes.



Group Structure

Sydneysiders came to The Rocks mostly alone (38%) and tourists with a spouse or partner. (multiple answers accepted).

