

Jazz & Blues Festival 2008

SYDNEY VISITOR SATISFACTION SURVEY FACTSHEET

Face to face exit surveys with 404 Sydney visitors to Darling Harbour conducted by Taverner Research.

People movements by Skyhigh electronic people counters.

Visitation:

- 247, 871 people movements between 7 June to 9 June 2008, midnight – midnight
- 20% increase compared to Jazz and Blues Festival 2007

Sydney visitor origin:

- West: 20%
- Inner South: 14%
- North: 13%
- East: 12%
- Lower North: 11%
- City: 11%
- Inner West: 9%
- South: 9%

Sydney visitor age:

- 18-29: 39%
- 30-39: 22%
- 40-49: 15%
- 50-59: 14%
- 60+: 10%

Spend per Sydney visitor:

- Average: \$64
- 36% increase compared to Jazz and Blues Festival 2007

Sydney visitor length of visit:

- Average: 3 hours 52 minutes

Overall satisfaction:

- 8.0 (out of 10)
- 95% of Sydney visitors stated they would attend the event next year

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