

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 **27,918,943** people movements between January 2007 and December 2007.

\*Darling Harbour is defined by all areas bordered by, and including King Street Wharf to Sydney Entertainment Centre and National Maritime Museum.

## Visitor Origin

Between January and December 2007, 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	24%	NSW	31%	West	24%
Germany	10%	VIC	22%	City	18%
Korea	8%	QLD	16%	Inner South	13%
USA	6%	WA	10%	North	12%
China	6%	SA	9%	South	10%
New Zealand	6%	ACT	5%	Lower North	8%
Japan	4%	TAS	5%	Inner West	8%
Ireland	4%	NT	1%	East	8%

How to read this table: 22% of all Domestic visitors to Darling Harbour between January 2007 and December 2007 came from Victoria

## Repeat Visitation

A tourist made on average 2.5 visits to Darling Harbour in the past 12 months, and a Sydney visitor made on average 7 visits into Darling Harbour in the past 12 months.

## Activities undertaken in Darling Harbour

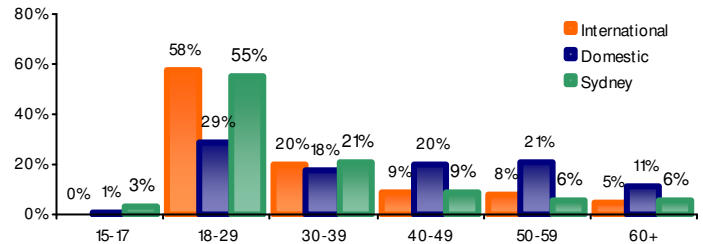
Two out of three tourists did some sightseeing, and over half of all visitors to Darling Harbour went to a restaurant / café / fast food outlet. The Aquarium remains the most popular attraction for all visitor types.

Activities (by visitor group)	Int	Dom	Syd
Sightseeing / Enjoying the Atmosphere	66%	64%	47%
Restaurants / Cafes / Fast Food	60%	68%	56%
Killing time/ Relaxing	31%	29%	44%
Aquarium	23%	19%	9%
Souvenir / Gift Shopping	21%	16%	5%
Fashion / Accessories	14%	20%	12%
Bars / Pubs	14%	12%	11%
Accommodation	10%	23%	2%
Imax	10%	14%	8%
Chinese Garden	10%	9%	3%
Cruise / Boat Tours	7%	12%	3%
Maritime Museum	6%	6%	2%
Sydney Wildlife World	5%	5%	3%
Powerhouse Museum	1%	4%	1%

How to read this table: 14% of all International visitors to Darling Harbour between January 2007 and December 2007 visited Darling Harbour bars/pubs on one visit.

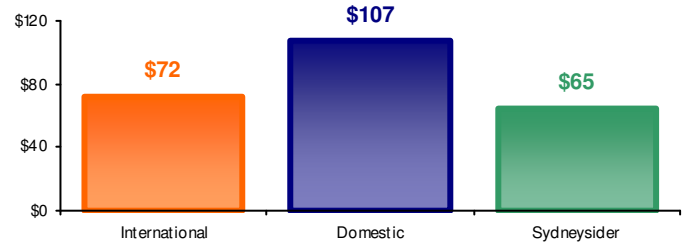
## Age Groups

More than two in three International and Sydney visitors to Darling Harbour were aged between 18 and 39 years old (78% and 76% respectively).



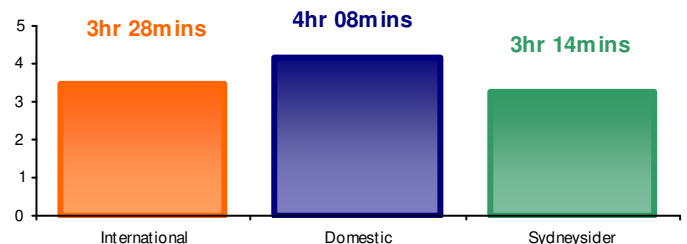
## Expenditure

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



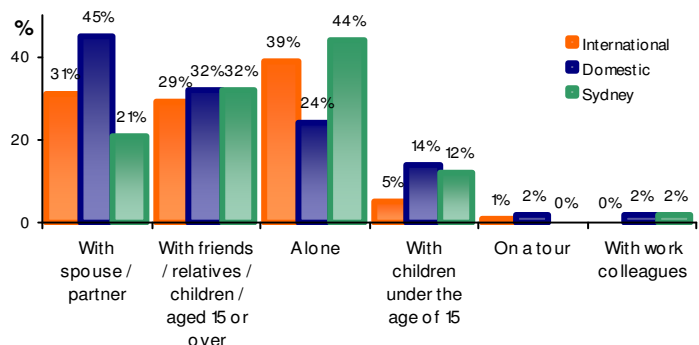
## Time Spent

Domestic visitors spent the most time on average per visit to Darling Harbour – 4 hours 08 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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