

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 **13,431,611** people movements between January 2007 and December 2007.

*The Greater Rocks area is defined by the area between the Cahill Expressway in the south, Campbell's Cove in the north, Bradfield Highway in the west, and the Overseas Passenger Terminal in the east.

Visitor Origin

Between January and December 2007, of all visits to The Rocks 54% were made by visitors from Sydney, 22% from Regional NSW and Other States, and 24% from Overseas

Visitor Origin Breakdown (%)

(Domestic = Regional NSW and Other States)

International (%)		Domestic (%)		Sydney (%)	
UK	26%	VIC	30%	West	22%
USA	9%	NSW	24%	Inner South	16%
Germany	8%	QLD	19%	North	15%
China	5%	WA	9%	City	12%
New Zealand	5%	SA	7%	Lower North	10%
Korea	4%	ACT	6%	South	10%
Canada	4%	TAS	5%	East	10%
France	4%	NT	1%	Inner West	7%

How to read this table: 30% of all Domestic visitors to The Rocks between January 2007 and December 2007 came from Victoria

Repeat Visitation

A tourist made on average 2 visits into The Rocks in the past 12 months, and a Sydney visitor made on average 6 visits into The Rocks in the past 12 months.

Activities undertaken in The Rocks

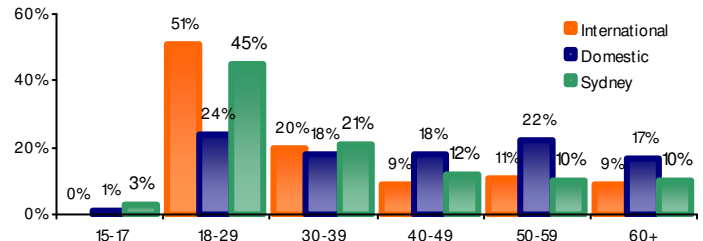
Four out of five International visitors did some sightseeing (81%), and almost a quarter also went to the Visitor Centre (23%). Over half of all visitors to The Rocks also visited Restaurants/cafes.

Activities (by visitor group)	Int	Dom	Syd
Sightseeing / Enjoying the Atmosphere	78%	70%	55%
Restaurants / Cafes / Fast Food	56%	70%	62%
Souvenir / Gift Shopping	24%	19%	12%
Killing time/ Relaxing	24%	26%	28%
The Rocks Market (weekends only)	20%	23%	21%
Sydney Visitor Centre	15%	9%	4%
Fashion / Accessories Shopping	14%	14%	11%
Bars / Pubs	13%	18%	16%
Art Galleries / Museums	12%	9%	10%
BridgeClimb	9%	7%	3%
Meeting friends/relatives	9%	8%	13%
Accommodation	8%	10%	2%

How to read this table: 13% of all International visitors to The Rocks between January 2007 and December 2007 visited The Rocks' bars/pubs on one visit.

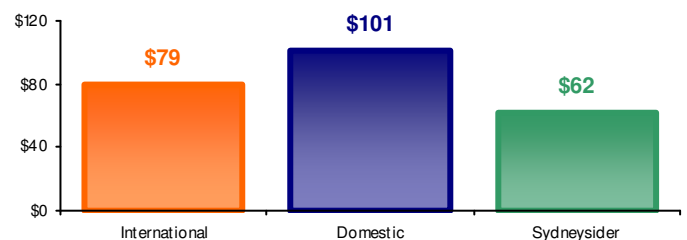
Age Groups

Two in three of International and Sydney visitors to The Rocks were aged between 18 and 39 years old (71% and 66% respectively).



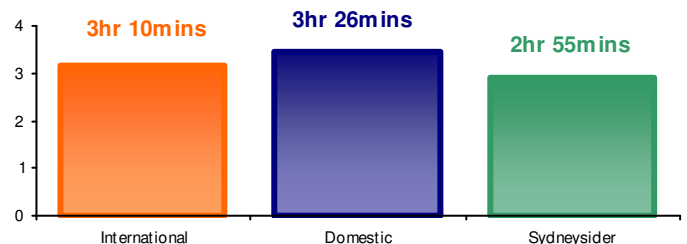
Expenditure

* Domestic visitors spent the most on average per visit to The Rocks (\$99).



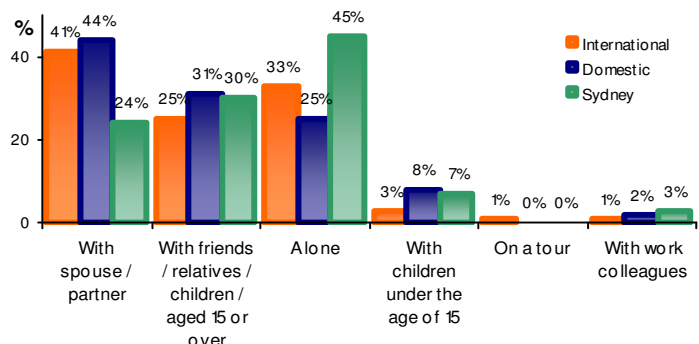
Time Spent

Domestic visitors spent the most time on average per visit to The Rocks – 3 hours 26 minutes.



Group Structure

Sydneysiders came to The Rocks mostly alone (45%) and tourists with a spouse or partner. (multiple answers accepted).



Sydney Harbour Foreshore Authority, PO Box N408, Grosvenor Place, NSW 1220
www.shfa.nsw.gov.au
 phone (02) 9240 8500 / fax (02) 9240 8899