

Darling Harbour

VISITOR FREQUENTLY ASKED QUESTIONS

What is Darling Harbour?

Darling Harbour is defined as the leisure area bordered by and including King Street Wharf via Cockle Bay Wharf to the Imax Theatre; from the Imax Theatre via Darling Walk and Chinese Garden to the Sydney Entertainment Centre; and from the Sydney Entertainment Centre via Sydney Convention Centre and Harbourside to the National Maritime Museum.

How many people visit Darling Harbour each year?

In 2007, the total number of “people movements” to Darling Harbour was 27.9 million as estimated by electronic people counters. Of these movements 3.8 million were made by transit visitors who live or work nearby. The remaining 24.1 million were made up of 62% Sydneysider visits, 19% domestic visits and 19% international visits, as estimated by external sources. Sydneysiders came back to Darling Harbour 7.2 times per year whereas international and domestic visitors only visited twice.

What are People Movements?

People Movements are defined by the total number of one-way pedestrian visits into Darling Harbour at a certain point in time, including all (repeat) visits made by international, domestic, and Sydneysider visitors, and regular workers and residents.

How are People Movements measured?

People movements to Darling Harbour are currently estimated using 8 electronic people counters at high pedestrian traffic areas (for example, at the Druiitt Street footbridge coming into Darling Harbour). Movements are registered when a pedestrian breaks the infra-red beam emitted by a sensor (counter) across the pavement to a reflector. Calibration and expansion calculations are applied to the raw data to ensure the final figures show an accurate estimate of total pedestrian flow into the precinct. An external pedestrian traffic data company, contracted by the Foreshore Authority, performs regular maintenance checks, manual counting surveys, and calibration reviews.

What is the Visitor Origin breakdown per year?

In 2007, of all visits to Darling Harbour (including repeat visits), 62% were made by visitors from Metropolitan Sydney, 19% from Regional NSW and Other States, and 19% from Overseas, as estimated by external sources. Calculations include multiple visits made by one visitor visiting Darling Harbour.

Which external sources does the Foreshore Authority rely on for figures?

External data sources that provide the Foreshore Authority with figures on number of visits and repeat visits to Darling Harbour by International, Domestic and Sydneysider visitors, include the Australian Bureau of Statistics, Environmetrics, Tourism Research Australia, and TNS.

What type of surveys does the Foreshore Authority undertake with visitors to Darling Harbour and where can I find the results?

Each year the Foreshore Authority contracts independent research companies to conduct face to face, telephone, and on-line surveys with visitors to Darling Harbour. Surveys include face to face on-site exit interviews, annual on-line advertising awareness interviews, and face to face on-site interviews with visitors to each major event the Foreshore Authority organises in Darling Harbour. In addition, the Foreshore Authority regularly conducts ad-hoc surveys on business units such as the Chinese Garden and the Sydney Visitor Centres. Results from the surveys inform the Foreshore Authority's Departments on target audience, trends, visitor expectations, and performance measures.

Results for the exit and event surveys can be found on the corporate website:

www.shfa.nsw.gov.au / Resource Centre / Research & Statistics.

For more information, please contact the Foreshore Authority (Research) on (02) 9240 8500.

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