

The Rocks

VISITOR FREQUENTLY ASKED QUESTIONS

What is The Rocks?

The Rocks is defined as the historic and leisure area around Sydney Harbour 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.

How many people visit The Rocks each year?

In 2007, the total number of "people movements" to The Rocks was 13.4 million as estimated by electronic people counters. Of these movements 1.4m were made by transit visitors who live or work nearby. The remaining 12.0m were made up of 54% Sydneysider visits, 22% domestic visits and 24% international visits, as estimated by external sources. Sydneysiders came back to The Rocks 6 times per year whereas international and domestic visitors only visited 2 times.

What are People Movements?

People Movements are defined by the total number of one-way pedestrian visits into The Rocks 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 The Rocks are currently estimated using 14 electronic people counters at high pedestrian traffic areas (for example, at the start of George Street coming into The Rocks). 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 The Rocks (including repeat visits), 54% were made by visitors from Metropolitan Sydney, 22% from Regional NSW and Other States, and 24% from Overseas, as estimated by external sources. Calculations include multiple visits made by one visitor visiting The Rocks.

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 The Rocks 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 The Rocks 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 The Rocks. 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 The Rocks. In addition, the Foreshore Authority regularly conducts ad-hoc surveys on business units such as The Rocks Market, 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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