

Fiesta 2008

SYDNEY VISITOR SATISFACTION SURVEY FACTSHEET

Face to face exit surveys with 411 Sydney visitors to The Rocks conducted by Taverner Research.
People movements by Skyhigh electronic people counters.

Visitation:

- 285,679 people movements from Friday 03 Oct 6pm to Monday 06 Oct 6pm
- 55% increase compared to a regular Friday night in September 2008
- 3% increase compared to a regular Saturday in September 2008
- 18% increase compared to a regular Sunday in September 2008
- 42% increase compared to a regular Monday in September 2008

Sydney Visitor Origin:

- | | | | |
|----------------|-----|----------------|----|
| • West: | 24% | • North: | 9% |
| • City: | 15% | • South: | 9% |
| • Inner South: | 15% | • Lower North: | 9% |
| • East: | 12% | • Inner West: | 6% |

Sydney Visitor Age:

- 18-29: 55%
- 30-39: 24%
- 40-49: 12%
- 50-59: 7%
- 60+: 2%

Spend per Sydney Visitor:

- Average: \$65

Sydney Visitor Length of Visit:

- Average: 3hrs56mins

Overall Satisfaction:

- 7.8 (out of 10)
- 98% of Sydney visitors stated they would attend the event next year

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