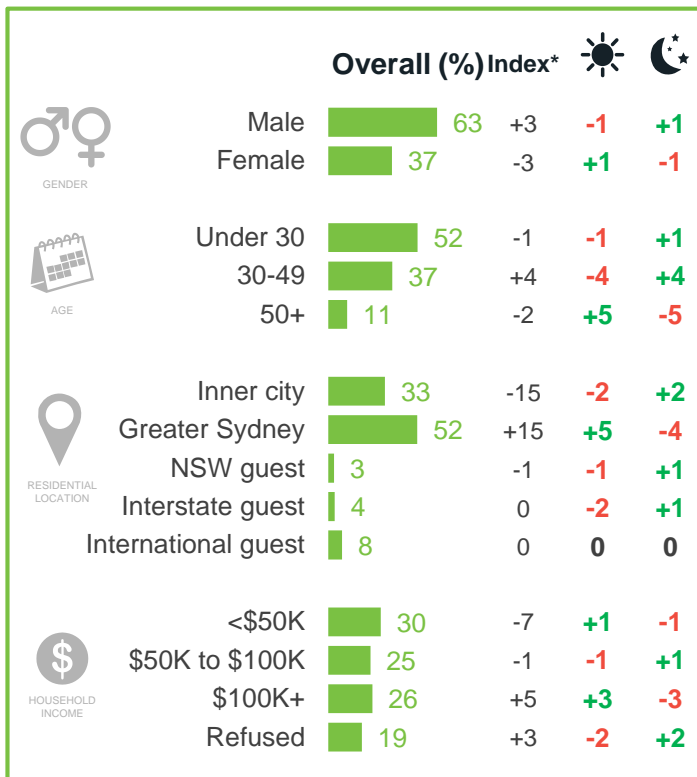


Visitor experience summary

CBD Centre



The central CBD is a hub for Sydneysiders, with half of those in the area indicating they live in the Greater Sydney region.

Just under half visit the central CBD for social and leisure reasons, this figure increases in the evening. In contrast, visitors are somewhat more likely to visit the area during the day for business purposes and were more likely to have coffee (9p.p. higher than the index) and food (6p.p. higher than the index) while there.

Satisfaction in the central CBD area is highest in the evening, with 3 in 5 night time visitors indicating they were highly satisfied, this compares to just over half of daytime visitors.

Going forward, visitors would like to see a completion of construction in the central CBD area (e.g. the light rail construction), as well as a wider variety and availability of shops.

*Index represents the difference compared to all precincts n=3,741
Base: CBD Centre, n=519, Day time visitors, n=256; Night time visitors, n=263

KEY TAKEOUTS OF THE CBD CENTRE



More than half

Were extremely satisfied with their visit to the area



Around 2 in 5

Visited for social or leisure purposes



6 in 10

Bought food and half had coffee in the area



Higher spend

Average spend of \$68 was \$8 higher than the index



7 in 10

Felt the area was safe and inviting



More than 4 in 10

Were satisfied with the variety of shops

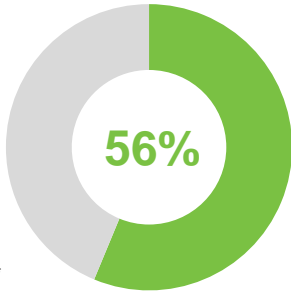
Detailed overview of visit

CBD Centre



Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



52%



61%

Index*
58%



Top 5 reasons for visiting

	Overall (%)	Index*	☀️	🌙
Social / leisure	44	0	-9	+9
Business	24	+4	+8	-7
Passing through	15	+1	-4	+4
Catch public transport	14	+6	-2	+2
Sightseeing	8	-2	0	0



Company in the precinct

	Overall (%)	Index*	☀️	🌙
On my own	42	-4	+5	-5
With friends	29	-2	-8	+7
Spouse / partner	17	+3	-1	+1
With work colleagues	7	+1	+3	-3
Other family	4	0	0	0



Top 5 activities

	Overall (%)	Index*	☀️	🌙
Food	59	+6	+1	-1
Coffee / tea	51	+9	+10	-10
Bar / pub	38	+4	-13	+13
Shopping	21	0	+3	-3
Event, meeting or conference	16	+4	+2	-2



Visitation frequency

	Overall (%)	Index*	☀️	🌙
First time	7	-3	-2	+2
More than once a week	55	+3	+5	-5
Once a month or more often	26	+3	-1	+1
Less than once a month	10	-3	-2	+2
Can't say	1	0	+1	-1



Satisfaction with key areas

Proportion who rated 8-10 / 10

	Overall	Index*	☀️	🌙
Range of dining and food options	54%	-1	-4	+4
Variety of shops	45%	+5	-5	+5
Area is inviting and safe	70%	+7	0	0
Able to find your way around	71%	-2	0	0
Culture and entertainment in the area	32%	-6	-7	+7



Spend breakdown

	Overall	Index*	☀️	🌙
Average total spend**	\$68	+\$8	-\$16	+\$16

*Index represents the difference compared to all precincts n=3,741, **Where indicative spend was >\$1,500, figures have been removed from the analysis
Base: CBD Centre, n=519, Day time visitors, n=256; Night time visitors, n=263

Finding things to do, travelling, and opportunities to optimise visitor experience

CBD Centre

How to find out about things to do

	Overall (%)	Index*	☀	☾*
Recommended by friends, family or work colleagues	49	0	0	0
Social media	47	-2	0	0
Search engines	35	+2	+2	-2
Other websites	13	+1	+2	-2
City of Sydney website	12	+3	+1	-1

Suggestions to make visit more enjoyable

	Overall (%)	Index*	☀	☾*
Wider range and availability of shops	28	-2	0	0
Construction completion	26	+13	-3	+3
More food options	20	0	-2	+2
Improved entertainment & cultural offerings	18	-3	-2	+2
Better value for money / cheaper	14	-2	-6	+6

Travelling to the area

	Overall	Index*	☀	☾*
Train	39%	+6	+5	-5
Walk	37%	-10	+5	-4
Bus	26%	+6	+1	-1
Drive	11%	0	-1	+1
Taxi/Uber	6%	0	-2	+2

Leaving the area

	Overall	Index*	☀	☾*
Train	36%	+5	+8	-7
Walk	33%	-11	+6	-6
Bus	29%	+7	-1	+1
Drive	11%	0	0	0
Taxi/Uber	8%	+1	-5	+5

*Index represents the difference compared to all precincts n=3,741
Base: CBD Centre, n=519, Day time visitors, n=256; Night time visitors, n=263