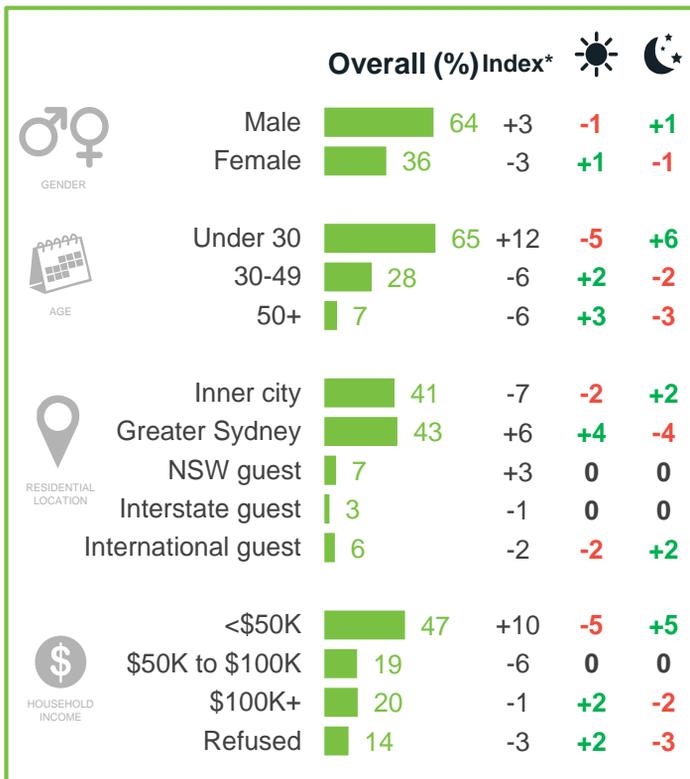


# Visitor experience summary

## CBD South



The southern CBD has a relatively young profile, with two-thirds of visitors under the age of 30. Visitors are also less affluent, with around half having a household income of less than \$50K.

The behavioural profile of people in the area was notably different based on time-of-day, with social and leisure activities (e.g. visiting a Bar / pub) more common amongst night time visitors. In contrast, daytime visitors were somewhat more likely to be in the area for business, and more likely to have coffee while there.

Satisfaction outcomes were somewhat lower in the southern CBD, with just under half indicating they were satisfied with their visit – 11p.p. lower than the index. However, satisfaction with the variety of shops was much higher than the average (17p.p. higher than the index).

Going forward, people in the southern CBD area would like to see completion of construction.

\*Index represents the difference compared to all precincts n=3,741  
Base: CBD South, n=550, Day time visitors, n=286; Night time visitors, n=264

### KEY TAKEOUTS OF THE SOUTHERN CBD



**2 in 3**

Were under 30 years of age



**More than half**

Of night time visitors come for social/leisure purposes



**Around half**

Of night time visitors are in the area with friends



**More than half**

Of daytime visitors have Coffee / tea in the area



**3 in 5**

Felt the area was safe and inviting



**3 in 10**

Want construction to be completed

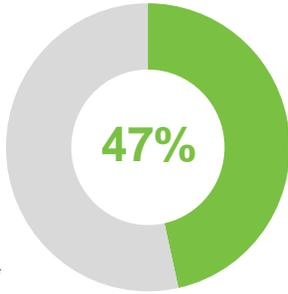
# Detailed overview of visit

## CBD South



### Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



46%



47%

Index\*  
58%



### Top 5 reasons for visiting

	Overall (%)	Index*		
Social / leisure	42	-2	-13	+14
Business	22	+2	+6	-7
Shopping	14	+5	+1	-2
Passing through	13	-2	-1	+1
Sightseeing	8	-2	+4	-4



### Company in the precinct

	Overall (%)	Index*		
On my own	43	-3	+10	-11
With friends	37	+6	-9	+10
Spouse / partner	11	-3	-3	+4
With work colleagues	5	-1	+1	-1
Other family	5	0	0	0



### Top 5 activities

	Overall (%)	Index*		
Food	57	+4	-1	+2
Coffee / tea	45	+3	+8	-8
Bar / pub	30	-3	-8	+8
Shopping	27	+6	+4	-4
Event, meeting or conference	11	-1	+2	-2



### Visitation frequency

	Overall (%)	Index*		
First time	6	-4	+1	-1
More than once a week	57	+5	+1	-1
Once a month or more often	27	+3	-2	+3
Less than once a month	9	-5	+1	-1
Can't say	1	0	0	0



### Satisfaction with key areas

Proportion who rated 8-10 / 10

	Overall	Index*		
Range of dining and food options	55%	0	-1	+1
Variety of shops	58%	+17	+2	-2
Area is inviting and safe	63%	0	-2	+2
Able to find your way around	64%	-8	+1	-1
Culture and entertainment in the area	42%	-2	+1	-1



### Spend breakdown

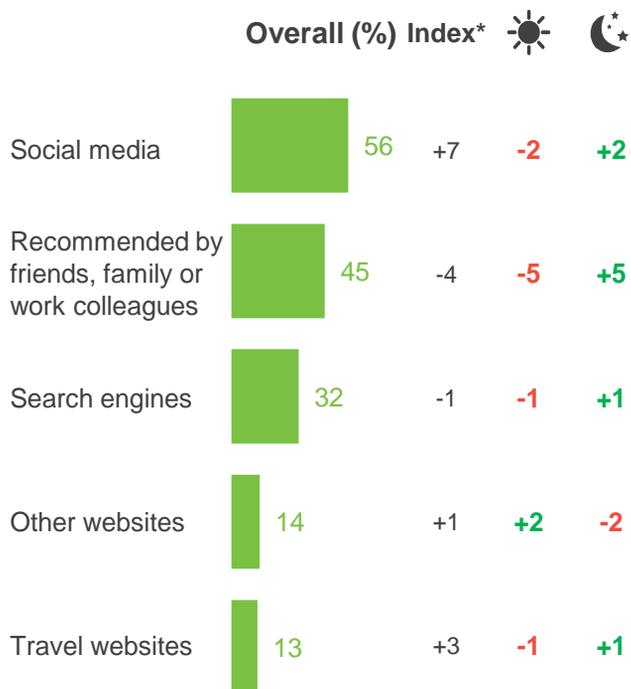
	Overall	Index*		
Average total spend**	\$73	+\$13	+\$2	-\$2

\*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 South, n=550, Day time visitors, n=286; Night time visitors, n=264

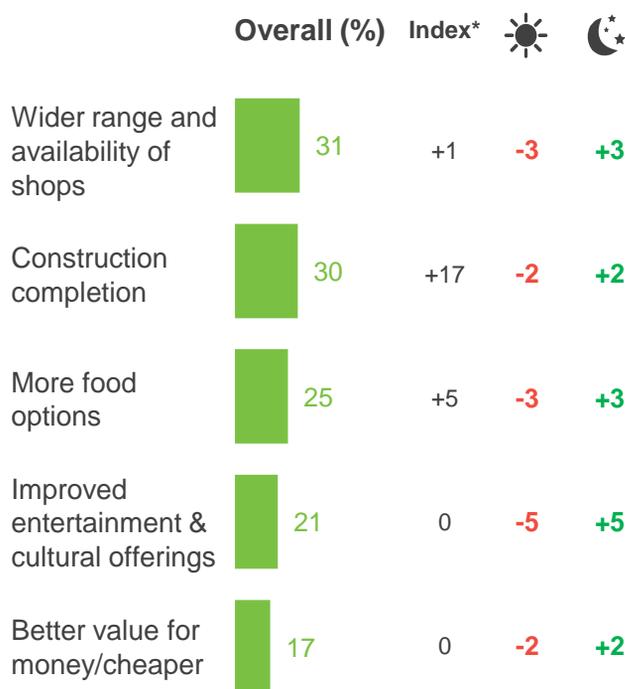
# Finding things to do, travelling, and opportunities to optimise visitor experience

## CBD South

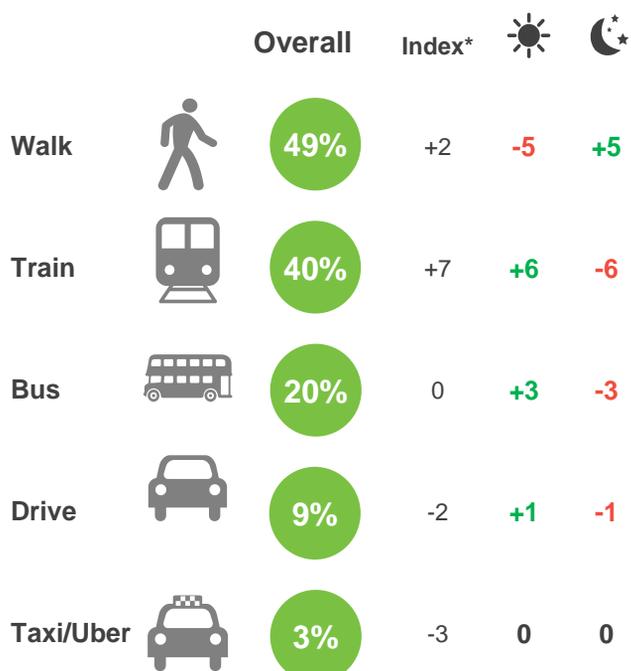
### How to find out about things to do



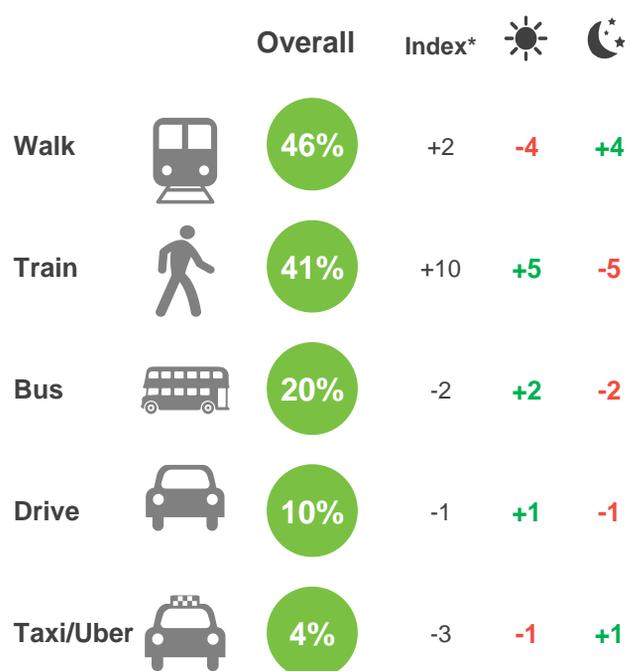
### Suggestions to make visit more enjoyable



### Travelling to the area



### Leaving the area



\*Index represents the difference compared to all precincts n=3,741  
Base: CBD South, n=550, Day time visitors, n=286; Night time visitors, n=264