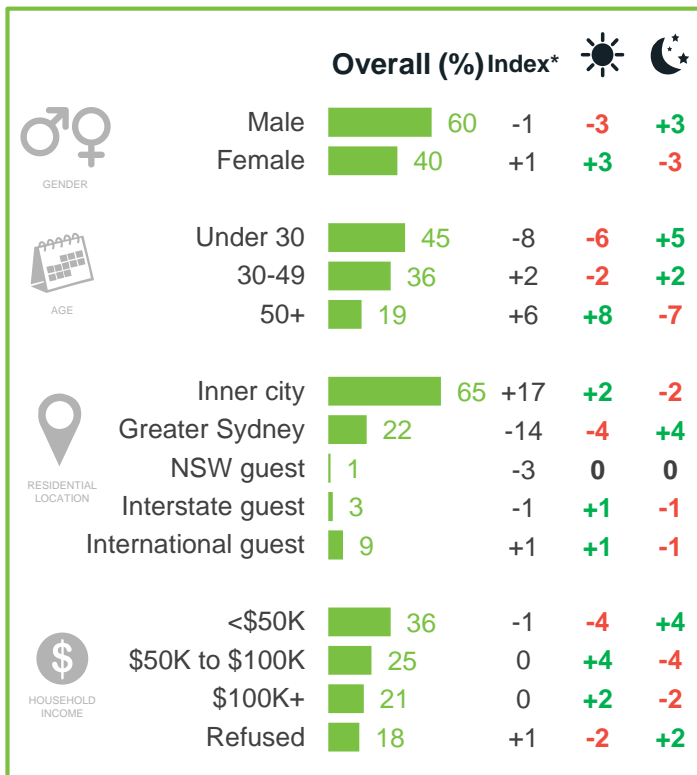


# Visitor experience summary

## Potts Point



Potts Point is a destination for many inner city residents, while those living in the greater Sydney area are less likely to visit the precinct.

Social and leisure activities are the most common reasons for visiting Potts Point, particularly in the evening when just under half go to a bar or pub in the area. In contrast, daytime visitors are more likely to have coffee while in the area. Potts Point has marginally lower visitor satisfaction, with just under half indicating they were satisfied with their visit (10p.p. lower than the index). This lower satisfaction was driven by several factors, including only 3 in 10 saying they were satisfied with the variety of shops (11p.p. lower than the index) and only 2 in 5 feeling the area is safe and inviting (21p.p. lower than the index).

More than a quarter of visitors felt that security is a key development area for Potts Point, 16p.p. higher than the index, and a similar proportion felt cleanliness could be improved (11p.p. higher than the index).

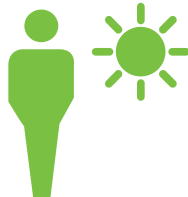
\*Index represents the difference compared to all precincts n=3,741  
Base: Potts Point, n=539, Day time visitors, n=263; Night time visitors, n=276

### KEY TAKEOUTS OF POTTS POINT



**2 in 3**

Live in the inner city area



**2 in 3**

Daytime visitors were in the area by themselves



**2 in 5**

Felt it was safe and inviting, 21p.p. lower than the index



**Lower spend**

Average total spend of \$52, \$8 lower than the index



**Half of visitors**

Were extremely satisfied, 10p.p. lower than the index



**1 in 4**

Want improved security/safety in the area

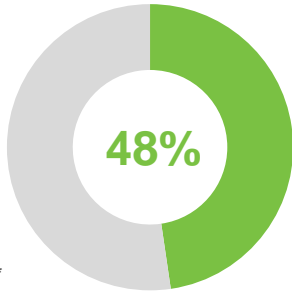
# Detailed overview of visit

## Potts Point



### Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



50%



46%

Index\*  
58%



### Top 5 reasons for visiting

	Overall (%)	Index*	Sun	Moon
Social / leisure	40	-4	-5	+5
Business	17	-3	+3	-3
Passing through	13	-1	-2	+2
Shopping	9	-1	+4	-3
Sightseeing	6	-4	+3	-2



### Company in the precinct

	Overall (%)	Index*	Sun	Moon
On my own	57	+11	+8	-8
With friends	26	-5	-10	+9
Spouse / partner	11	-3	+1	-1
With work colleagues	4	-2	0	0
Other family	2	-3	-1	+1



### Top 5 activities

	Overall (%)	Index*	Sun	Moon
Food	53	0	0	0
Coffee / tea	43	+1	+9	-8
Bar / pub	33	0	-12	+11
Shopping	21	0	+6	-6
Overnight stay	12	+4	-1	+1



### Visitation frequency

	Overall (%)	Index*	Sun	Moon
First time	13	+3	-2	+2
More than once a week	57	+5	+5	-5
Once a month or more often	17	-6	-2	+2
Less than once a month	11	-2	0	0
Can't say	2	0	-1	+1



### Satisfaction with key areas

Proportion who rated 8-10 / 10

	Overall	Index*	Sun	Moon
Range of dining and food options	55%	-1	+2	-2
Variety of shops	30%	-11	+5	-5
Area is inviting and safe	42%	-21	+2	-2
Able to find your way around	75%	+2	+2	-2
Culture and entertainment in the area	36%	-8	-2	+2



### Spend breakdown

	Overall	Index*	Sun	Moon
Average total spend**	\$52	-\$8	-\$10	+\$11

\*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: Potts Point, n=539, Day time visitors, n=263; Night time visitors, n=276

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

## Potts Point

### How to find out about things to do

	Overall (%)	Index*	☀	🌙
Social media	50	+1	-7	+6
Recommended by friends, family or work colleagues	47	-2	+2	-2
Search engines	37	+4	+4	-4
Other websites	18	+5	-1	0
Travel websites	12	+2	0	0

### Suggestions to make visit more enjoyable

	Overall (%)	Index*	☀	🌙
Wider range and availability of shops	32	+2	+4	-4
Improved security/safety	27	+16	+5	-4
Improved cleanliness	25	+11	+4	-4
Improved entertainment & cultural offerings	21	0	+3	-3
More food options	17	-3	-1	+1

### Travelling to the area

	Overall	Index*	☀	🌙
Walk	54%	+7	+6	-6
Train	39%	+6	-3	+3
Bus	11%	-9	+1	-1
Drive	9%	-2	-2	+2
Taxi/Uber	7%	+1	-1	+1

### Leaving the area

	Overall	Index*	☀	🌙
Walk	54%	+9	+2	-2
Train	30%	-1	+2	-1
Bus	16%	-6	+2	-2
Drive	8%	-3	-2	+2
Taxi/Uber	7%	0	-3	+3

\*Index represents the difference compared to all precincts n=3,741  
Base: Potts Point, n=539, Day time visitors, n=263; Night time visitors, n=276