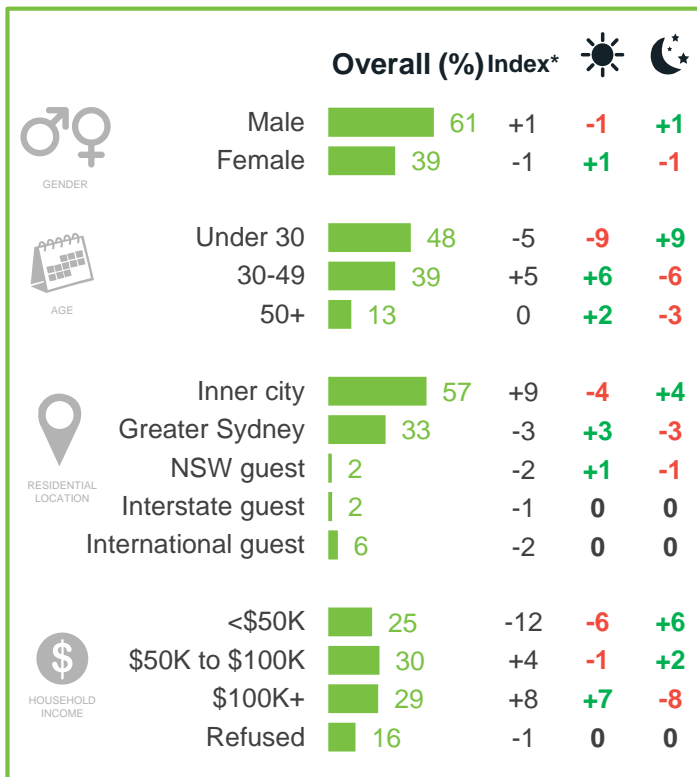


# Visitor experience summary

## Pyrmont



Pyrmont is host to a diverse range of people. For example, half of the people in the area were under the age of 30, a further 2 in 5 were aged 30-49 – a wide range of ages compared to other precincts. The area also had a wide range of household incomes.

Pyrmont has distinct daytime and night time behavioural profiles. For example, 2 in 5 people in the area at night time go for social/leisure purposes. In contrast, daytime visitors are more likely to be in Pyrmont for business purposes.

Overall, satisfaction outcomes were positive in Pyrmont, with almost 7 in 10 indicating they were extremely satisfied with their visit to the area (10p.p. higher than the index). Despite positive overall satisfaction, visitors were somewhat less satisfied with several elements of the precinct experience, including: the dining options (8p.p. lower than the index), variety of shops (18p.p. lower than the index) and culture and entertainment offerings (14p.p. lower than the index).

\*Index represents the difference compared to all precincts n=3,741  
 Base: Pyrmont, n=533, Day time visitors, n=272; Night time visitors, n=261

### KEY TAKEOUTS OF PYRMONT



**3 in 10**

Had a household income of \$100,000 or more



**6 in 10**

Live in the inner city area



**7 in 10**

Were extremely satisfied with their visit to the area



**3 in 10**

Attended for business purposes



**7 in 10**

Felt the area was safe and inviting



**2 in 10**

Were extremely satisfied with the variety of shops, 18p.p. lower than the index

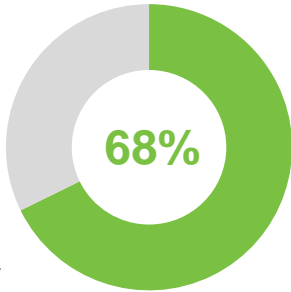
# Detailed overview of visit

## Pyrmont



### Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



68%



68%

Index\*  
58%



### Top 5 reasons for visiting

	Overall (%)	Index*		
Social / leisure	32	-12	-11	+11
Business	31	+11	+14	-14
Passing through	16	+1	-9	+9
Shopping	9	-1	+2	-3
Sightseeing	5	-5	+1	-1



### Company in the precinct

	Overall (%)	Index*		
On my own	50	+4	+4	-4
With friends	23	-9	-8	+8
Spouse / partner	13	-1	-3	+3
With work colleagues	11	+5	+4	-4
Other family	5	0	+1	-1



### Top 5 activities

	Overall (%)	Index*		
Food	45	-8	+8	-8
Coffee / tea	38	-5	+13	-14
Bar / pub	29	-4	-6	+6
Shopping	17	-3	+6	-7
Event, meeting or conference	16	+3	+4	-4



### Visitation frequency

	Overall (%)	Index*		
First time	9	-1	+1	-1
More than once a week	61	+9	+6	-6
Once a month or more often	14	-10	-3	+3
Less than once a month	14	0	-5	+5
Can't say	3	+2	+1	-1



### Satisfaction with key areas

Proportion who rated 8-10 / 10

	Overall	Index*		
Range of dining and food options	48%	-8	-1	+1
Variety of shops	23%	-18	-2	+3
Area is inviting and safe	72%	+9	+2	-2
Able to find your way around	74%	+1	0	0
Culture and entertainment in the area	31%	-14	-2	+2



### Spend breakdown

	Overall	Index*		
Average total spend**	\$63	+\$3	-\$10	+\$9

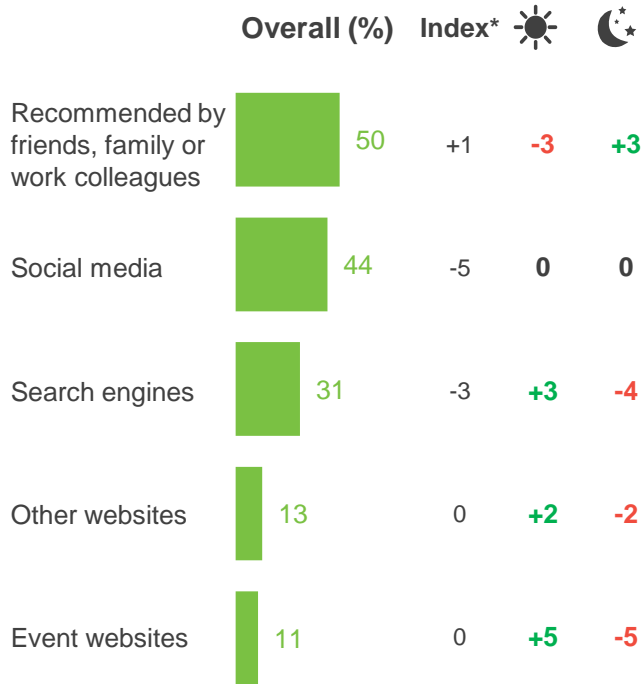
\*Index represents the difference compared to all precincts n=3,741, \*\*Where indicative spend was >\$1,500, figures have been removed from the analysis  
Base: Pyrmont, n=533, Day time visitors, n=272; Night time visitors, n=261

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

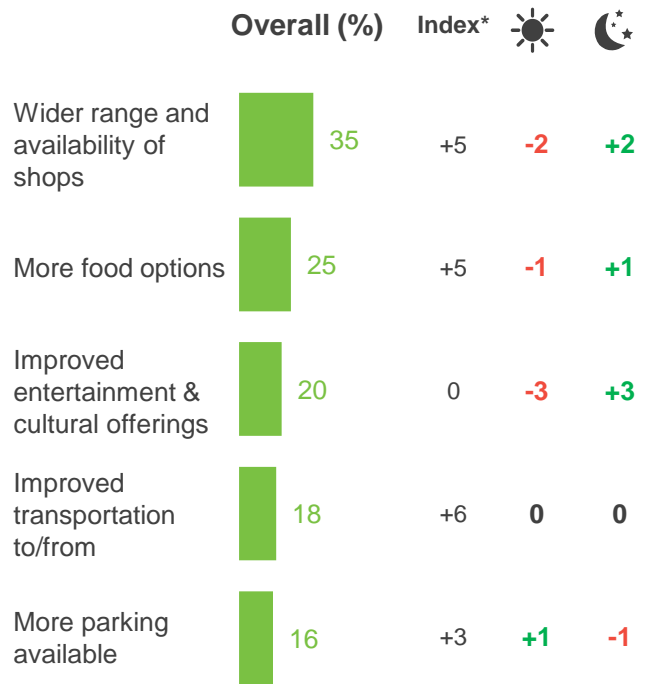
## Pymont



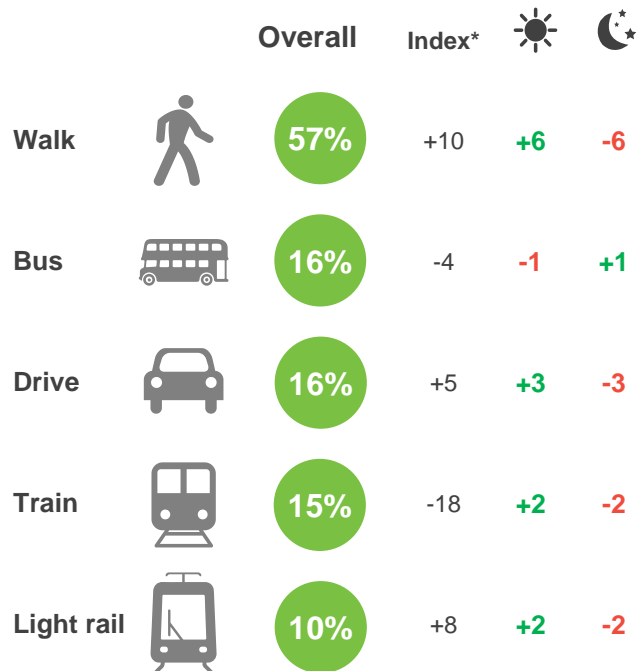
### How to find out about things to do



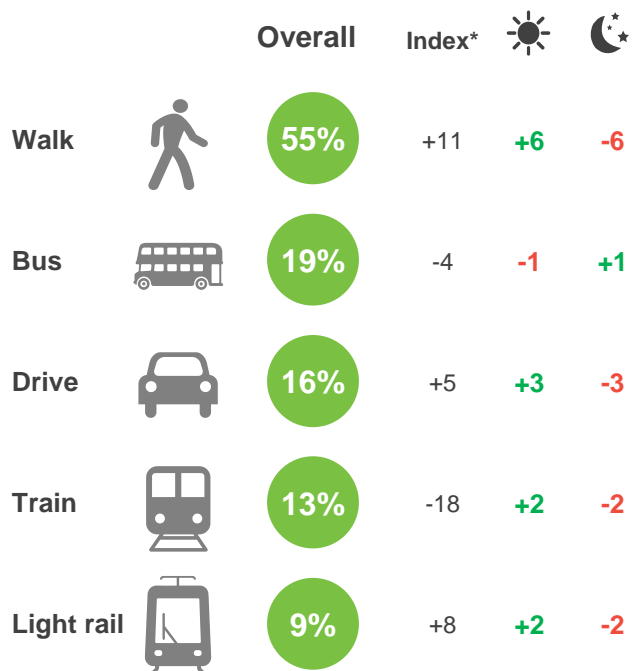
### Suggestions to make visit more enjoyable



### Travelling to the area



### Leaving the area



\*Index represents the difference compared to all precincts n=3,741  
Base: Pymont, n=533, Day time visitors, n=272; Night time visitors, n=261