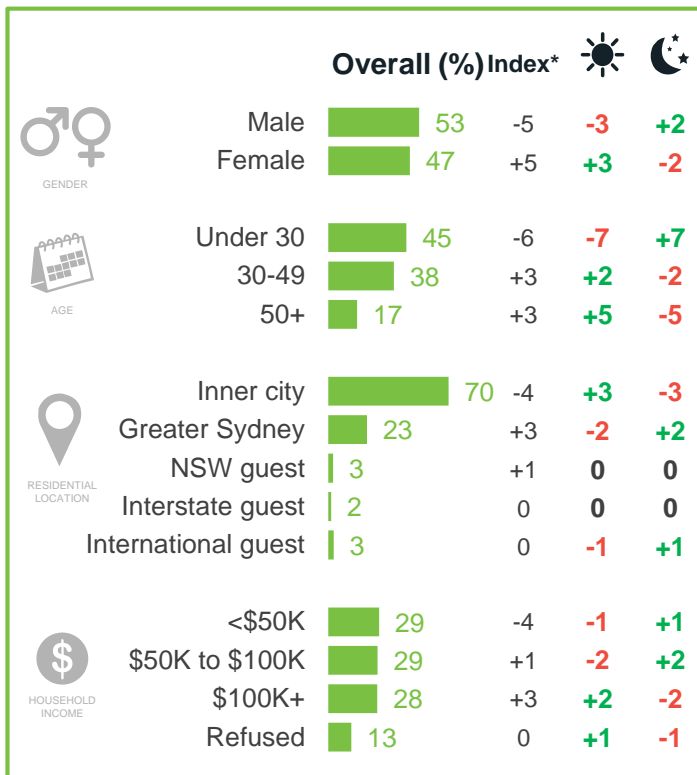


# Visitor experience summary

## Surry Hills



Surry Hills is host to visitors from a mix of gender, age and income backgrounds, with distinct day and night patronage profiles.

During the day, regular visitors are more commonly present with 7 in 10 indicating they are in the area more than once a week. Visitors are in the area for a variety of purposes, including a third for social/leisure activities and one-fifth each indicating they are passing through, shopping, or on business.

At night, Surry Hills becomes a social and leisure hotspot - with 3 in 5 indicating this as the main purpose of their visit. The profile of visitors tends to change at this time of day with less regular and more casual patrons visiting. Visitors are also more likely to be younger and accompanied by friends.

Satisfaction outcomes for Surry Hills were relatively high, in particular with specific aspects of: the range of dining and food options and culture and entertainment offerings (19p.p. and 12p.p. higher than the index, respectively).

\*Index represents the difference compared to all precincts n=2,119  
 Base: Surry Hills, n=533, Day time visitors, n=263; Night time visitors, n=270

### KEY TAKEOUTS OF SURRY HILLS



**3 in 10**

Visited with their friends



**1 in 2**

Were in the area for social / leisure purposes



**2 in 5**

Visited a bar or pub



**Higher spend**

Average spend of \$62 was \$13 higher than the index



**3 in 4**

Were extremely satisfied with the range of dining options



**Around half**

Were extremely satisfied with culture & entertainment, 12p.p. higher than the index

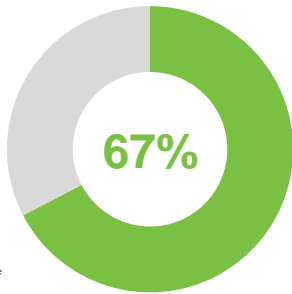
# Detailed overview of visit

## Surry Hills



### Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



69%



66%

Index\*  
65%



### Top 5 reasons for visiting

	Overall (%)	Index*	☀️	🌙
Social / leisure	49	+11	-14	+14
Passing through	19	-5	+3	-3
Business	14	+4	+5	-5
Shopping	13	-7	+9	-9
Appointment	4	+2	+2	-2



### Company in the precinct

	Overall (%)	Index*	☀️	🌙
On my own	56	-1	+13	-13
With friends	29	+6	-15	+14
Spouse / partner	9	-3	-1	+1
Other family	3	0	0	0
With children (<14yrs)	2	0	+2	-2



### Top 5 activities

	Overall (%)	Index*	☀️	🌙
Food	64	+11	+4	-4
Coffee / tea	51	+6	+16	-16
Bar / pub	44	+18	-10	+10
Shopping	34	-1	+18	-17
Event, meeting or conference	17	+7	+4	-4



### Visitation frequency

	Overall (%)	Index*	☀️	🌙
First time	5	-1	-1	+1
More than once a week	61	-6	+10	-9
Once a month or more often	24	+6	-7	+7
Less than once a month	9	+1	-2	+2
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	74%	+19	+3	-3
Variety of shops	46%	+8	+3	-3
Area is inviting and safe	63%	+2	0	0
Able to find your way around	75%	0	+3	-3
Culture and entertainment in the area	46%	+12	-1	+1



### Spend breakdown

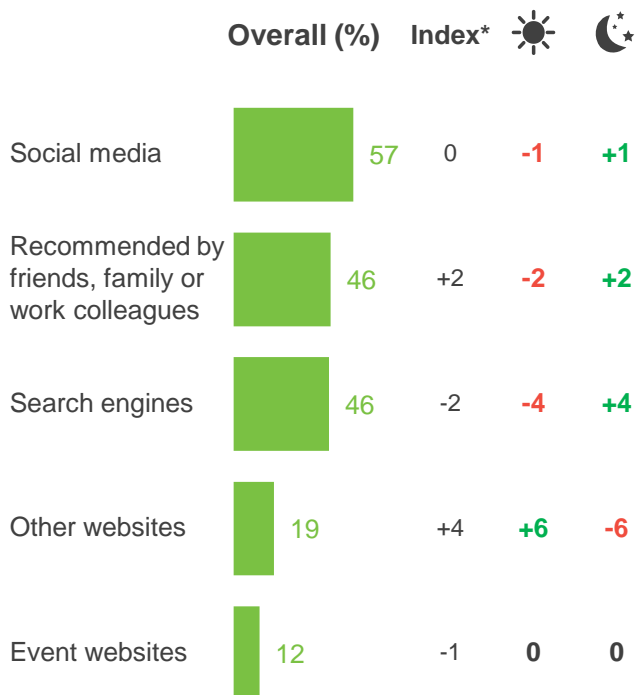
	Overall	Index*	☀️	🌙
Average total spend**	\$62	+\$13	-\$11	+\$11

\*Index represents the difference compared to all precincts n=2,119, \*\*Where indicative spend was >\$1,500, figures have been removed from the analysis  
Base: Surry Hills, n=533, Day time visitors, n=263; Night time visitors, n=270

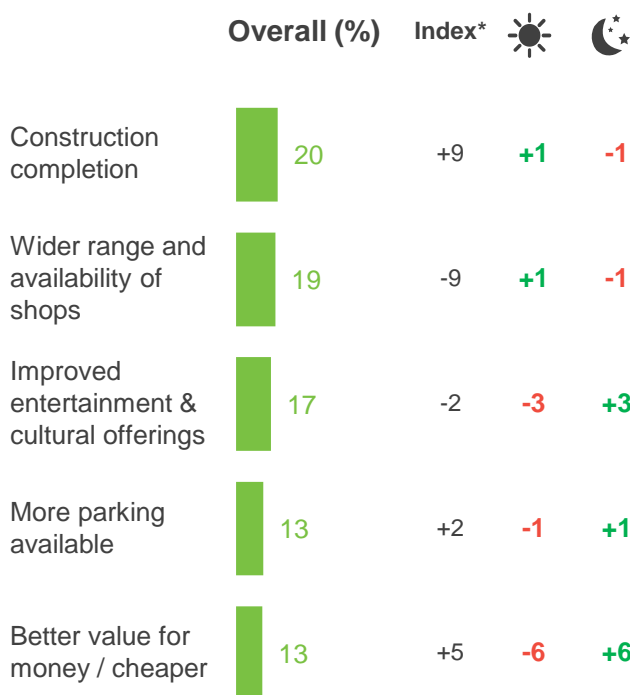
# Finding things to do, travelling, and opportunities to optimise visitor experience

## Surry Hills

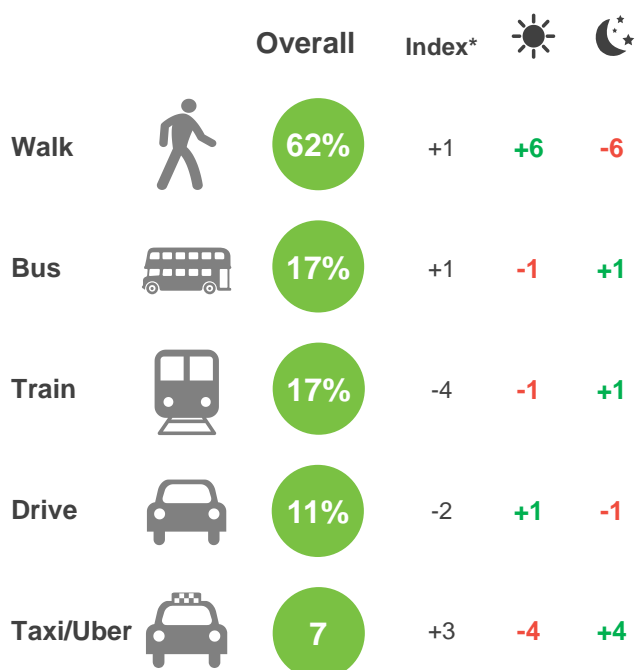
### How to find out about things to do



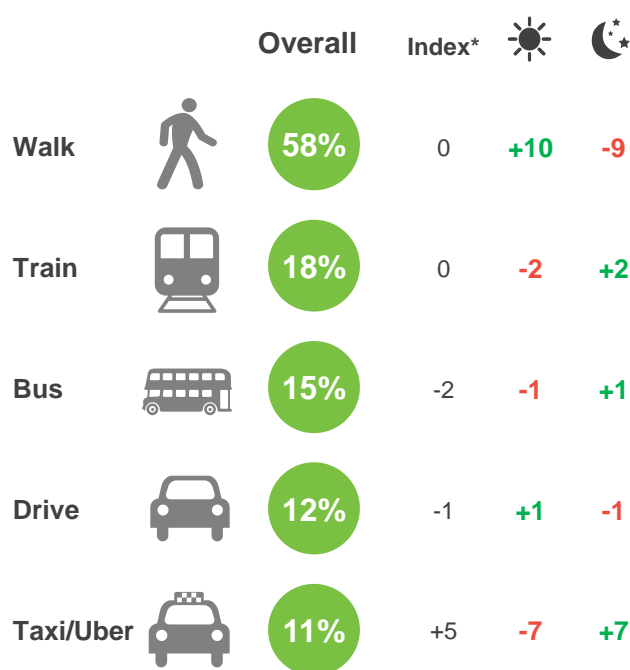
### Suggestions to make visit more enjoyable



### Travelling to the area



### Leaving the area



\*Index represents the difference compared to all precincts n=2,119  
 Base: Surry Hills, n=533, Day time visitors, n=263; Night time visitors, n=270