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. Pott 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).

Overall (%)

Male 60  -1 -3 +3
Female 40  +1 +3 -3

Under 30 45  -8 -6 +5
30-49 36  +2 -2 +2
50+ 19  +6 +8 -7

Inner city 65  +17 +2 -2
Greater Sydney 22  -14 -4 +4
NSW guest 1  -3 0 0
Interstate guest 3  -1 +1 -1
International guest 9  +1 +1 -1

<$50K 36  -1 -4 +4
$50K to $100K 25  0 +4 -4
$100K+ 21  0 +2 -2
Refused 18  +1 -2 +2

*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

- Overall: 50%
- Social / leisure: 48%
- Business: 46%

Company in the precinct

Overall (%) | Index*
--- | ---
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 reasons for visiting

Overall (%) | Index*
--- | ---
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

Top 5 activities

Overall (%) | Index*
--- | ---
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*
--- | ---
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

- Range of dining and food options: 55%
- Variety of shops: 30%
- Area is inviting and safe: 42%
- Able to find your way around: 75%
- Culture and entertainment in the area: 36%

*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

<table>
<thead>
<tr>
<th>Method</th>
<th>Overall (%)</th>
<th>Index*</th>
<th>Sun</th>
<th>Moon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>50</td>
<td>+1</td>
<td>-7</td>
<td>+6</td>
</tr>
<tr>
<td>Recommended by friends, family or work colleagues</td>
<td>47</td>
<td>-2</td>
<td>+2</td>
<td>-2</td>
</tr>
<tr>
<td>Search engines</td>
<td>37</td>
<td>+4</td>
<td>+4</td>
<td>-4</td>
</tr>
<tr>
<td>Other websites</td>
<td>18</td>
<td>+5</td>
<td>-1</td>
<td>0</td>
</tr>
<tr>
<td>Travel websites</td>
<td>12</td>
<td>+2</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

#### Suggestions to make visit more enjoyable

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Overall (%)</th>
<th>Index*</th>
<th>Sun</th>
<th>Moon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wider range and availability of shops</td>
<td>32</td>
<td>+2</td>
<td>+4</td>
<td>-4</td>
</tr>
<tr>
<td>Improved security/safety</td>
<td>27</td>
<td>+16</td>
<td>+5</td>
<td>-4</td>
</tr>
<tr>
<td>Improved cleanliness</td>
<td>25</td>
<td>+11</td>
<td>+4</td>
<td>-4</td>
</tr>
<tr>
<td>Improved entertainment &amp; cultural offerings</td>
<td>21</td>
<td>0</td>
<td>+3</td>
<td>-3</td>
</tr>
<tr>
<td>More food options</td>
<td>17</td>
<td>-3</td>
<td>-1</td>
<td>+1</td>
</tr>
</tbody>
</table>

#### Travelling to the area

<table>
<thead>
<tr>
<th>Mode</th>
<th>Overall</th>
<th>Index*</th>
<th>Sun</th>
<th>Moon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>54%</td>
<td>+7</td>
<td>+6</td>
<td>-6</td>
</tr>
<tr>
<td>Train</td>
<td>39%</td>
<td>+6</td>
<td>-3</td>
<td>+3</td>
</tr>
<tr>
<td>Bus</td>
<td>11%</td>
<td>-9</td>
<td>+1</td>
<td>-1</td>
</tr>
<tr>
<td>Drive</td>
<td>9%</td>
<td>-2</td>
<td>-2</td>
<td>+2</td>
</tr>
<tr>
<td>Taxi/Uber</td>
<td>7%</td>
<td>+1</td>
<td>-1</td>
<td>+1</td>
</tr>
</tbody>
</table>

#### Leaving the area

<table>
<thead>
<tr>
<th>Mode</th>
<th>Overall</th>
<th>Index*</th>
<th>Sun</th>
<th>Moon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>54%</td>
<td>+9</td>
<td>+2</td>
<td>-2</td>
</tr>
<tr>
<td>Train</td>
<td>30%</td>
<td>-1</td>
<td>+2</td>
<td>-1</td>
</tr>
<tr>
<td>Bus</td>
<td>16%</td>
<td>-6</td>
<td>+2</td>
<td>-2</td>
</tr>
<tr>
<td>Drive</td>
<td>8%</td>
<td>-3</td>
<td>-2</td>
<td>+2</td>
</tr>
<tr>
<td>Taxi/Uber</td>
<td>7%</td>
<td>0</td>
<td>-3</td>
<td>+3</td>
</tr>
</tbody>
</table>

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