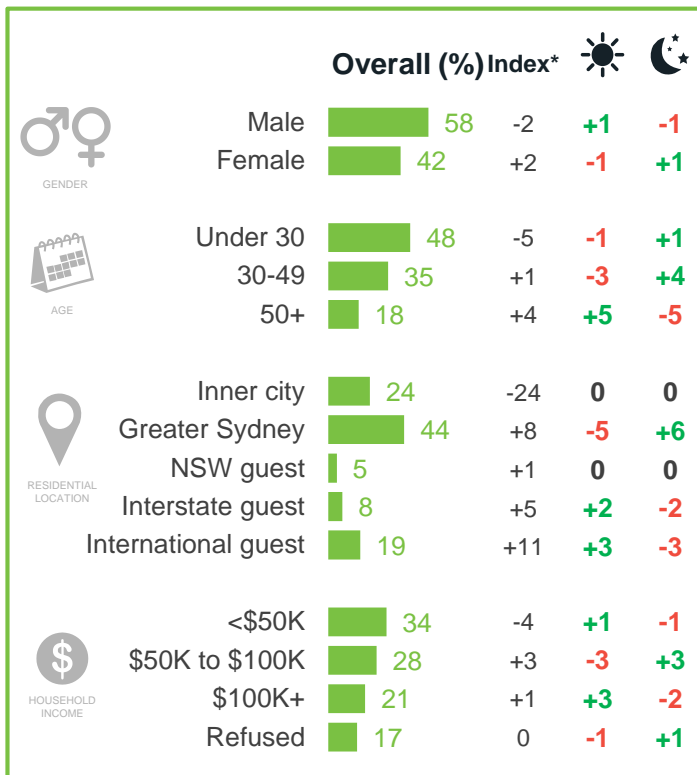


Visitor experience summary

CBD North



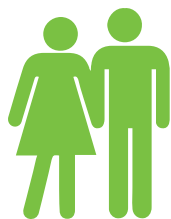
The northern CBD area attracts a broad range of visitors, with a marginal skew towards people over the age of 50 and those living in the greater Sydney area.

Around half of the people in the area come for social or leisure purposes (10p.p. higher than the index) and a third are there for sightseeing (23% higher than the index). Most people have positive experiences in the northern CBD area, with three-quarters indicating they were extremely satisfied with their visit (19p.p. higher than the index). One of the most positive aspects of the northern CBD precinct is its perceived safety, with more than 4 in 5 agreeing the area is safe and inviting (20p.p. higher than the index).

Although most visitors were highly positive about the northern CBD experience, they identified several opportunities to improve their experience in the area including: offering better value for money, improved entertainment and cultural offerings and a wider range of shopping options.

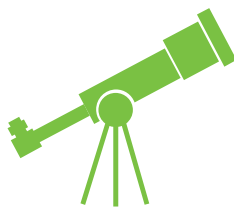
*Index represents the difference compared to all precincts n=3,741
 Base: Northern CBD, n=538, Day time visitors, n=277; Night time visitors, n=261

KEY TAKEOUTS OF THE NORTHERN CBD



1 in 3

Visited with their spouse or other family



1 in 3

Visited the area for sightseeing purposes



3 in 4

Were extremely satisfied with their visit to the area



Around 1 in 4

Viewed/listened to cultural attractions in the area



4 in 5

Felt the area was safe and inviting



1 in 4

Feel the area could offer better value for money

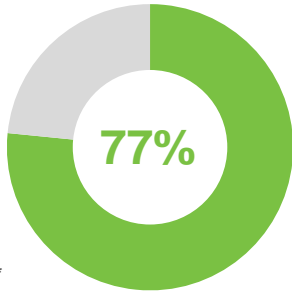
Detailed overview of visit

CBD North



Satisfaction with visit

Proportion who rated their visit as 8-10 / 10



74%



79%

Index*
58%



Top 5 reasons for visiting

	Overall (%)	Index*	☀️	🌙
Social / leisure	54	+10	-5	+5
Sightseeing	33	+23	+8	-8
Business	21	+1	+6	-6
Passing through	9	-6	+1	-1
Catch public transport	6	-2	+1	-1



Company in the precinct

	Overall (%)	Index*	☀️	🌙
On my own	36	-10	+4	-4
With friends	31	0	-3	+4
Spouse / partner	21	+7	-5	+5
Other family	9	+4	0	0
With work colleagues	8	+2	+1	-1



Top 5 activities

	Overall (%)	Index*	☀️	🌙
Food	57	+4	+7	-7
Coffee / tea	43	+1	+11	-12
Bar / pub	33	0	-7	+8
Cultural attractions	22	+11	+7	-7
Shopping	18	-2	+7	-8



Visitation frequency

	Overall (%)	Index*	☀️	🌙
First time	17	+8	-2	+2
More than once a week	32	-20	+5	-5
Once a month or more often	25	+1	-3	+3
Less than once a month	25	+11	0	0
Can't say	1	-1	0	0



Satisfaction with key areas

Proportion who rated 8-10 / 10

	Overall	Index*	☀️	🌙
Range of dining and food options	57%	+2	-8	+8
Variety of shops	39%	-2	-9	+9
Area is inviting and safe	83%	+20	0	0
Able to find your way around	80%	+8	0	0
Culture and entertainment in the area	61%	+16	-4	+5



Spend breakdown

	Overall	Index*	☀️	🌙
Average total spend**	\$61	+\$1	-\$3	+\$4

*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: Northern CBD, n=538, Day time visitors, n=277; Night time visitors, n=261

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

CBD North

How to find out about things to do

	Overall (%)	Index*	☀	☾
Recommended by friends, family or work colleagues	48	-1	-5	+6
Social media	38	-12	+8	-8
Search engines	37	+4	-1	+1
Travel websites	14	+4	+3	-3
Other websites	11	-2	+1	-2

Suggestions to make visit more enjoyable

	Overall (%)	Index*	☀	☾
Wider range and availability of shops	26	-4	-1	+1
Better value for money / cheaper	25	+8	-1	+1
Improved entertainment & cultural offerings	21	0	+1	-1
More food options	19	-1	+3	-3
Construction completion	16	+3	+5	-6

Travelling to the area

	Overall	Index*	☀	☾
Train	45%	+12	+3	-3
Walk	45%	-2	+9	-10
Bus	14%	-6	+1	-1
Drive	11%	0	-2	+2
Ferry	9%	+7	0	0

Leaving the area

	Overall	Index*	☀	☾
Train	46%	+15	+3	-3
Walk	40%	-5	+8	-9
Bus	16%	-7	-2	+2
Drive	12%	+1	-3	+3
Ferry	9%	+7	+2	-2

*Index represents the difference compared to all precincts n=3,741
 Base: Northern CBD, n=538, Day time visitors, n=277; Night time visitors, n=261