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).

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

*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

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### Detailed overview of visit

#### Pyrmont

**Satisfaction with visit**

- **Proportion who rated their visit as 8-10 / 10**
  - Overall: 68%
  - Index*: 58%

**Top 5 reasons for visiting**

- **Overall (%)**
  - Social / leisure: 32%
  - Business: 31%
  - Passing through: 16%
  - Shopping: 9%
  - Sightseeing: 5%

- **Index***
  - Social / leisure: +11
  - Business: +14
  - Passing through: -9
  - Shopping: +2
  - Sightseeing: +1

**Company in the precinct**

- **Overall (%)**
  - On my own: 50%
  - With friends: 23%
  - Spouse / partner: 13%
  - With work colleagues: 11%
  - Other family: 5%

- **Index***
  - On my own: +4
  - With friends: -9
  - Spouse / partner: -1
  - With work colleagues: +5
  - Other family: 0

**Top 5 activities**

- **Overall (%)**
  - Food: 45%
  - Coffee / tea: 38%
  - Bar / pub: 29%
  - Shopping: 17%
  - Event, meeting or conference: 16%

- **Index***
  - Food: -8
  - Coffee / tea: +13
  - Bar / pub: -6
  - Shopping: +6
  - Event, meeting or conference: +3

**Visitation frequency**

- **Overall (%)**
  - First time: 9%
  - More than once a week: 61%
  - Once a month or more often: 14%
  - Less than once a month: 14%
  - Can’t say: 3%

- **Index***
  - First time: +1
  - More than once a week: +6
  - Once a month or more often: -3
  - Less than once a month: 0
  - Can’t say: +1

**Satisfaction with key areas**

- **Proportion who rated 8-10 / 10**
  - Range of dining and food options: 48%
  - Variety of shops: 23%
  - Area is inviting and safe: 72%
  - Able to find your way around: 74%
  - Culture and entertainment in the area: 31%

- **Index***
  - Range of dining and food options: -8
  - Variety of shops: -18
  - Area is inviting and safe: +9
  - Able to find your way around: +1
  - Culture and entertainment in the area: -14

**Spend breakdown**

- **Overall**
  - Average total spend**: $63

- **Index***
  - Average total spend**: +$3

- **Overall**
  - Average total spend**: -$10

- **Index***
  - Average total spend**: +$9

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*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
Pyrmont

<table>
<thead>
<tr>
<th>How to find out about things to do</th>
<th>Suggestions to make visit more enjoyable</th>
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</thead>
<tbody>
<tr>
<td>Overall (%)</td>
<td>Index*</td>
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<tr>
<td>Recommended by friends, family or work colleagues</td>
<td>50</td>
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<tr>
<td>Social media</td>
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<td>Search engines</td>
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<table>
<thead>
<tr>
<th>Travelling to the area</th>
<th>Leaving the area</th>
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<td>Overall</td>
<td>Index*</td>
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<tr>
<td>Walk</td>
<td>57%</td>
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<tr>
<td>Bus</td>
<td>16%</td>
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<tr>
<td>Drive</td>
<td>16%</td>
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<tr>
<td>Train</td>
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<td>Light rail</td>
<td>10%</td>
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</tbody>
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