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).

### Visitor experience summary

**Surry Hills**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>53</th>
<th>-5</th>
<th>-3</th>
<th>+2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>47</td>
<td>5</td>
<td>+5</td>
<td>+3</td>
<td>-2</td>
</tr>
<tr>
<td>Age</td>
<td>Under 30</td>
<td>45</td>
<td>-6</td>
<td>-7</td>
<td>+7</td>
</tr>
<tr>
<td></td>
<td>30-49</td>
<td>38</td>
<td>+3</td>
<td>+2</td>
<td>-2</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td>17</td>
<td>+3</td>
<td>+5</td>
<td>-5</td>
</tr>
<tr>
<td>Location</td>
<td>Inner city</td>
<td>70</td>
<td>-4</td>
<td>+3</td>
<td>-3</td>
</tr>
<tr>
<td></td>
<td>Greater Sydney</td>
<td>23</td>
<td>+3</td>
<td>-2</td>
<td>+2</td>
</tr>
<tr>
<td></td>
<td>NSW guest</td>
<td>3</td>
<td>+1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Interstate guest</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>International guest</td>
<td>3</td>
<td>0</td>
<td>-1</td>
<td>+1</td>
</tr>
<tr>
<td>Income</td>
<td>&lt;$50K</td>
<td>29</td>
<td>-4</td>
<td>-1</td>
<td>+1</td>
</tr>
<tr>
<td></td>
<td>$50K to $100K</td>
<td>29</td>
<td>+1</td>
<td>-2</td>
<td>+2</td>
</tr>
<tr>
<td></td>
<td>$100K+</td>
<td>28</td>
<td>+3</td>
<td>+2</td>
<td>-2</td>
</tr>
<tr>
<td></td>
<td>Refused</td>
<td>13</td>
<td>0</td>
<td>+1</td>
<td>-1</td>
</tr>
</tbody>
</table>

*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

- Overall: 67%
  - First time: 69%
  - More than once a week: 66%
- Index*: 65%

**Company in the precinct**

Overall (%)

- On my own: 56
  - First time: -1
  - More than once a week: +13
- With friends: 29
  - First time: +6
  - More than once a week: -15
- Spouse / partner: 9
  - First time: -3
  - More than once a week: +1
- Other family: 3
  - First time: 0
  - More than once a week: 0
- With children (<14yrs): 2
  - First time: 0
  - More than once a week: +2

**Top 5 reasons for visiting**

Overall (%)

- Social / leisure: 49
  - Index*: +11
- Passing through: 19
  - Index*: -5
- Business: 14
  - Index*: +4
- Shopping: 13
  - Index*: -7
- Appointment: 4
  - Index*: +2

**Visitation frequency**

Overall (%)

- First time: 5
  - Index*: -1
- More than once a week: 61
  - Index*: +10
- Once a month or more often: 24
  - Index*: -7
- Less than once a month: 9
  - Index*: +1
- Can't say: 1
  - Index*: 0

**Top 5 activities**

Overall (%)

- Food: 64
  - Index*: +11
- Coffee / tea: 51
  - Index*: +6
- Bar / pub: 44
  - Index*: +18
- Shopping: 34
  - Index*: -1
- Event, meeting or conference: 17
  - Index*: +7

**Satisfaction with key areas**

Proportion who rated 8-10 / 10

- Range of dining and food options: 74%
  - Index*: +19
- Variety of shops: 46%
  - Index*: +8
- Area is inviting and safe: 63%
  - Index*: +2
- Able to find your way around: 75%
  - Index*: 0
- Culture and entertainment in the area: 46%
  - Index*: +12

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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

Overall (%) | Index*
---|---
Social media | 57 | 0 | -1 | +1
Recommended by friends, family or work colleagues | 46 | +2 | -2 | +2
Search engines | 46 | -2 | -4 | +4
Other websites | 19 | +4 | +6 | -6
Event websites | 12 | -1 | 0 | 0

Suggestions to make visit more enjoyable

Overall (%) | Index*
---|---
Construction completion | 20 | +9 | +1 | -1
Wider range and availability of shops | 19 | -9 | +1 | -1
Improved entertainment & cultural offerings | 17 | -2 | -3 | +3
More parking available | 13 | +2 | -1 | +1
Better value for money / cheaper | 13 | +5 | -6 | +6

Travelling to the area

Overall | Index*
---|---
Walk | 62% | +1 | +6 | -6
Bus | 17% | +1 | -1 | +1
Train | 17% | -4 | -1 | +1
Drive | 11% | -2 | +1 | -1
Taxi/Uber | 7 | +3 | -4 | +4

Leaving the area

Overall | Index*
---|---
Walk | 58% | 0 | +10 | -9
Train | 18% | 0 | -2 | +2
Bus | 15% | -2 | -1 | +1
Drive | 12% | -1 | +1 | -1
Taxi/Uber | 11% | +5 | -7 | +7

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