

Western Waterfront Precinct Performance Insights out now!

New information from our Precinct Performance Insights update reveals visitor volumes for our Precinct are up 15% in the last 12 months, and more people are regularly visiting more than one sub-Precinct. The solid return to pre-Covid levels has been confirmed with 92.5m visits to precinct in 2023.

The report has also found several opportunities to improve visitor satisfaction and drive an uplift in trade. These included leveraging the potential from the opening of the new Metro stations in the CBD, marketing to catchments further afield that will benefit from faster and direct travel, maximising the opportunities presented by major events like Vivid and seasonal holidays, and collectively investing in the availability of Wi-Fi and other amenities.

An executive summary of the Precinct Performance Insights is available for download [here](#).

This deep dive into the Precinct's performance, builds on the work of our previous Benchmark Report, Turnover Report and regular bulletins from New Sydney Waterfront Company and Colliers which provide precinct-wide data and information about our customers and visitors.

Reach out to us [here](#) to find out how you can access more information on the Precinct's performance, and receive the regular bulletins.