



Australian Government

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TOURISM RESEARCH AUSTRALIA

SYDNEY FISH MARKET



TRA Case Study: Sydney Fish Market

SYDNEY FISH MARKET'S 'CATCH OF THE DAY' - TRA DATA!

Sydney Fish Market (SFM), once a humble seafood market, is now a fully-fledged tourist destination with three million local and international visitors a year. Located in the heart of Sydney, SFM is a buzzing hub for tourists, offering everything from fresh fish and chips to cooking classes and guided tours.

SFM has grown significantly over the last three years, and has used tourism data to develop long-term strategies and drive business. Data from Tourism Research Australia (TRA) helps SFM with site development, preparing stakeholder briefings and developing targeted marketing.

Tourism data has given SFM a better understanding of the demographics of its visitors, which has informed business decisions including investment in new services and upgrades to facilities.

The data has also helped demonstrate the social and economic contribution that SFM makes to the state. Deloitte Access Economics' 2016 estimates (modelled on TRA data) predict that the redevelopment of SFM in late 2018 will boost the state economy by approximately \$52 million per year through tourism and deliver 136 full-time equivalent jobs.

VISITOR DATA INFORMS TARGETED MARKETING

Stephanie Williams, Marketing & Communication Manager at SFM, uses tourism research on a weekly basis to report on visitation and develop targeted marketing plans.

Want to use tourism data to cross-check your business' performance with your surrounding area?

Learn more about [TRA Online](#).

'In the past, we've found it quite challenging to capture our site visitation numbers because of the nature of our location—you can enter by car, foot, coach vehicles or public transport,' says Williams.

'In 2015 we ran a site visitor research project and were added to the TRA visitor surveys.¹ Ever since, we've relied on that as our most accurate source of data about where tourists are coming from.'

She adds: 'TRA data has demonstrated rapid growth in Chinese visitors to Sydney Fish Market. We have been able to use this to validate new strategies, partnerships and product offerings. For example, we have been encouraged to expand our experience offerings with new Mandarin language Sydney Seafood School classes which commence in February. We will also be introducing Mandarin language 'Behind the Scenes' tours and have even used the data to encourage our Sydney Seafood School Cookbook publisher to create a Mandarin edition.'

SFM currently accesses TRA data via quarterly reports and are planning on subscribing to TRA Online, an online portal which houses TRA's extensive data sets. Updated quarterly, TRA Online provides detailed demographics about visitors, including their reason for travel, which is perfect for targeted marketing campaigns.

'TRA provides us with a detailed breakdown of our visitors, showing the country or region they're from, if they're a returning or first-time visitor and the growth in visitation for each demographic too,' says Williams.

'If what you do is even slightly affected by the tourism industry, TRA's research and data can only help.'

Want to use tourism data to inform your business? You can learn more about TRA Online here.

¹ From 2015, respondents to TRA's *International Visitor Survey (IVS)* and *National Visitor Survey (NVS)* were asked specifically if they visited Sydney Fish Market – the same level of data may not be available for other tourist destinations for which data was not specifically collected. The list of attractions included in the IVS and NVS is determined by the relevant State Tourism Organisation (STO).