

# Destination Sydney Surrounds North

## DESTINATION SYDNEY SURROUNDS NORTH

### CREDIT CARD VISITOR TREND DATA

Annual Spend | last 12 months to August 2025 (v2)

Source: Australian Bank Transaction Data



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The data provided only takes into account an extrapolation of Australian banking transaction data and may not reflect all market trends. Past performance is not a reliable indicator of future performance.

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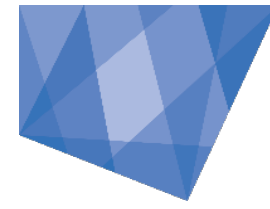
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**LEGEND**

All Visitors



Australian Average Population

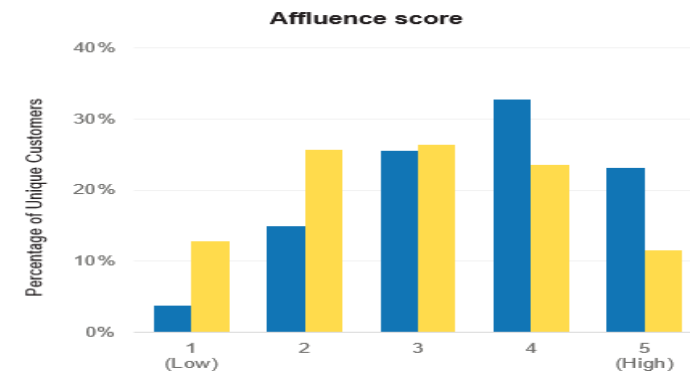
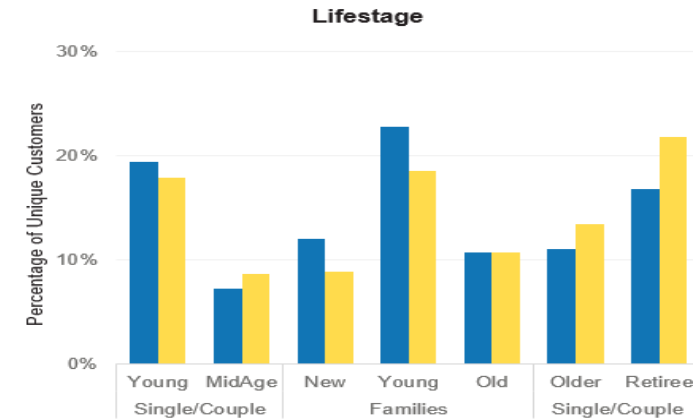
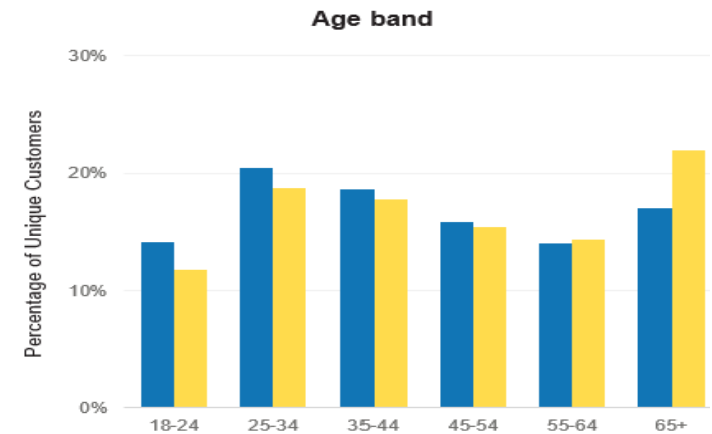
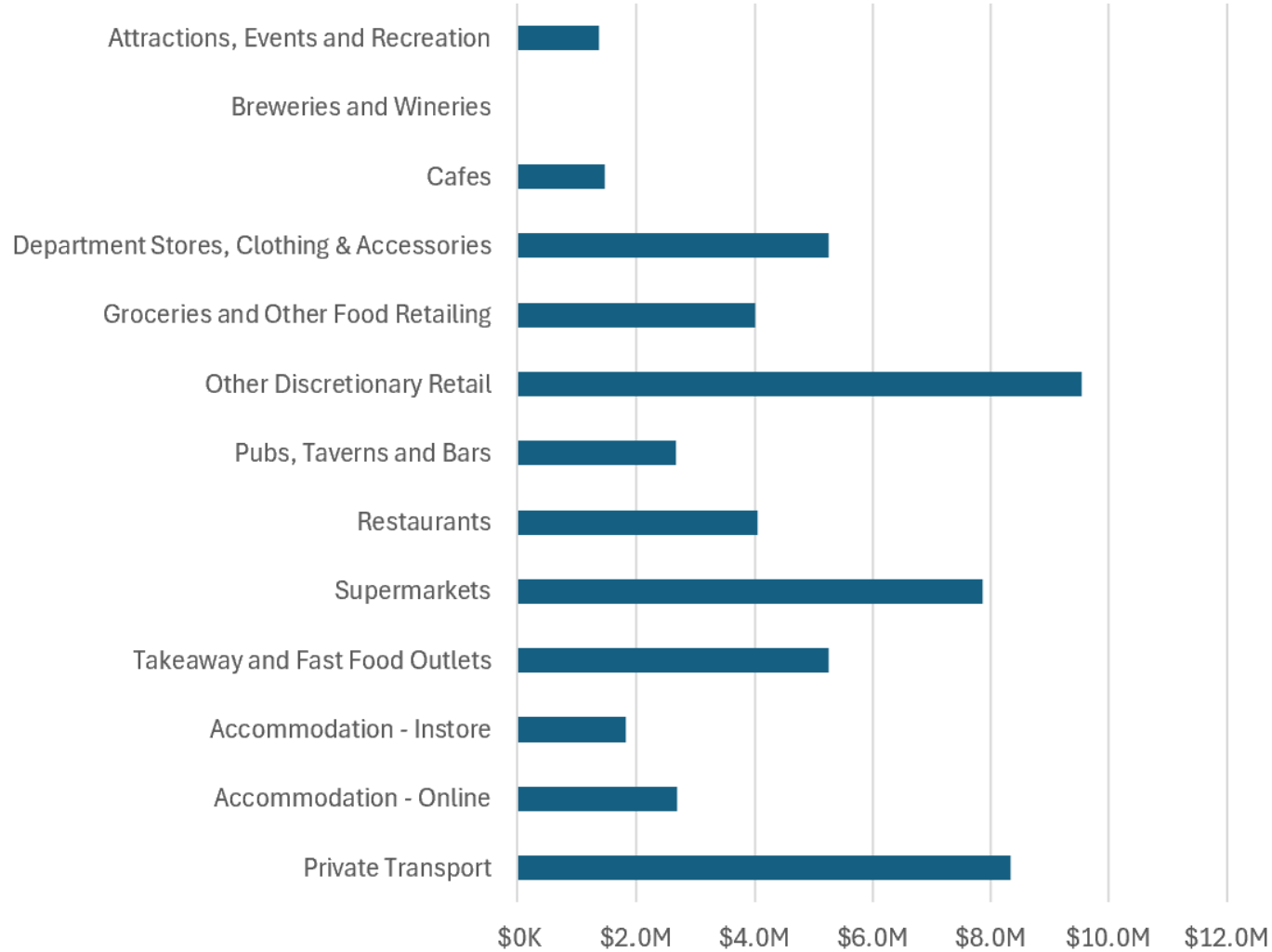


Destination  
Sydney Surrounds North

INDIVIDUAL LGAs



Annual Spend by Category

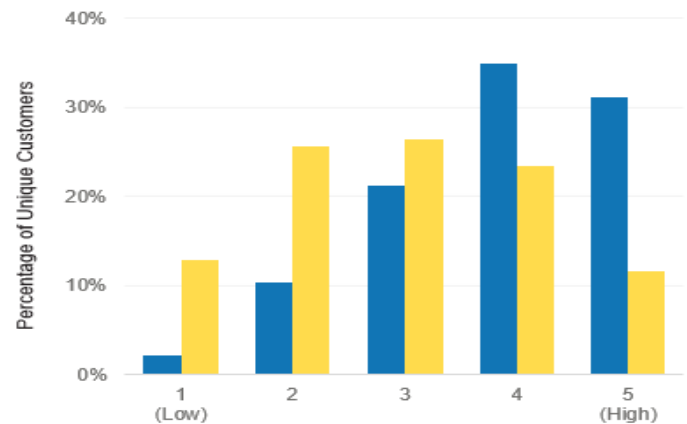
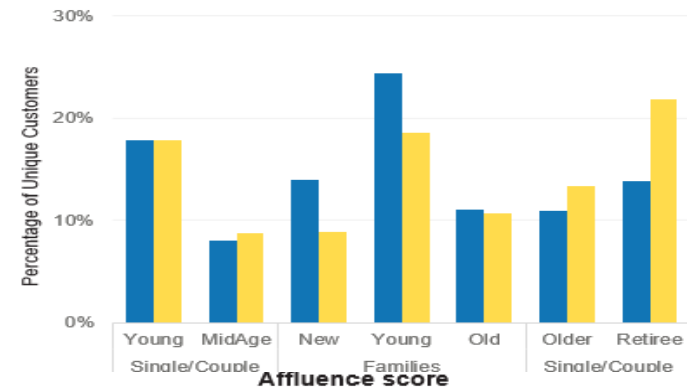
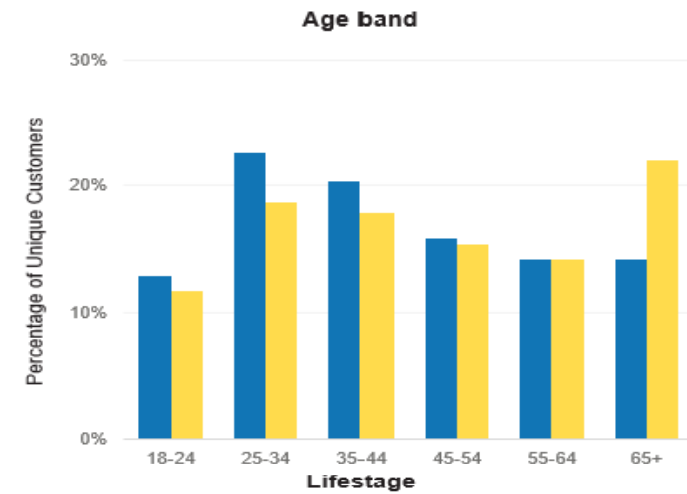
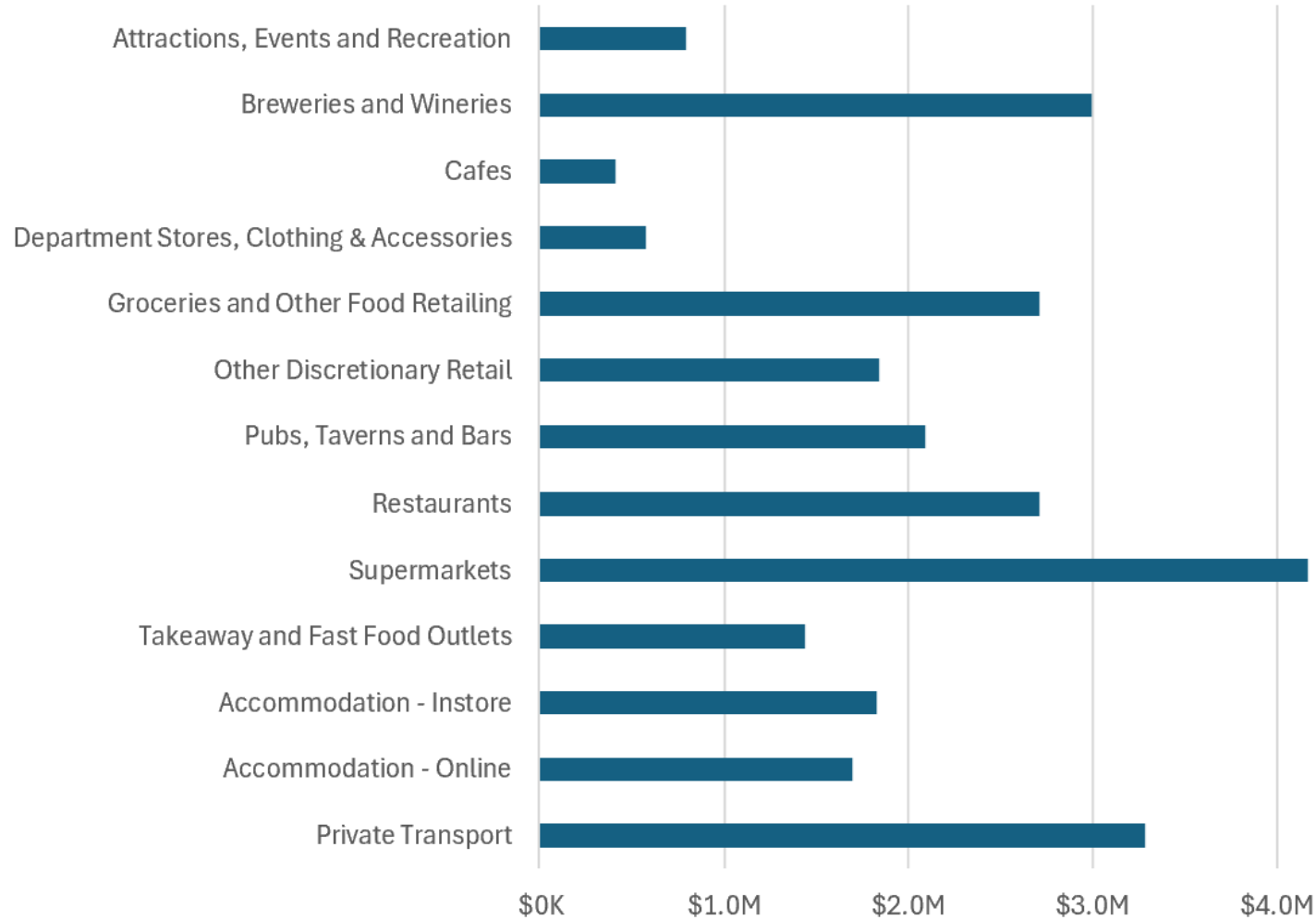




# Destination Sydney Surrounds North | CENTRAL COAST LGA

Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$62.7M</b>	<b>↓ -0.3%</b>	<b>↑ 1.0%</b>	<b>\$872.6M</b>	<b>↑ 1.5%</b>		
<b>Tourism and Entertainment</b>	<b>\$14.9M</b>	<b>↑ 3.7%</b>	<b>↑ 7.1%</b>	<b>\$209.8M</b>	<b>↑ 10.1%</b>	<b>0.96x</b>	<b>69.4%</b>
Takeaway and Fast Food Outlets	\$5.3M	↑ 3.8%	↑ 9.8%	\$72.2M	↑ 5.9%	0.92x	49.4%
Restaurants	\$4.1M	↑ 6.9%	↑ 12.5%	\$58.2M	↑ 18.7%	0.78x	24.2%
Pubs, Taverns and Bars	\$2.7M	↑ 15.9%	↑ 6.2%	\$36.1M	↑ 19.4%	0.69x	13.8%
Cafes	\$1.5M	↓ -5.6%	↓ -8.1%	\$22.1M	↑ 0.2%	0.69x	14.5%
Attractions, Events and Recreation	\$1.4M	↓ -11.9%	↑ 5.6%	\$20.9M	↑ 1.3%	0.63x	9.3%
Breweries and Wineries	\$19K	↓ -32.7%	↑ 0.8%	\$358K	↓ -18.0%		
<b>Discretionary Retail</b>	<b>\$14.8M</b>	<b>↑ 1.2%</b>	<b>↑ 1.0%</b>	<b>\$201.2M</b>	<b>↑ 2.1%</b>	<b>0.77x</b>	<b>25.2%</b>
Other Discretionary Retail	\$9.5M	↓ -0.4%	↑ 0.6%	\$126.2M	↑ 1.6%	0.69x	18.6%
Department Stores, Clothing & Accessories	\$5.3M	↑ 4.1%	↑ 2.1%	\$75.1M	↑ 2.9%	0.63x	14.1%
<b>Food Retailing</b>	<b>\$11.9M</b>	<b>↑ 1.0%</b>	<b>↑ 1.2%</b>	<b>\$170.0M</b>	<b>↑ 2.6%</b>	<b>0.83x</b>	<b>33.6%</b>
Supermarkets	\$7.9M	↑ 2.1%	↑ 1.5%	\$110.8M	↑ 2.9%	0.73x	21.3%
Groceries and Other Food Retailing	\$4.0M	↓ -1.0%	↑ 0.5%	\$59.2M	↑ 2.2%	0.76x	23.7%
<b>Private Transport</b>	<b>\$8.3M</b>	<b>↑ 0.3%</b>	<b>↓ -3.6%</b>	<b>\$109.8M</b>	<b>↓ -3.5%</b>	<b>0.88x</b>	<b>39.3%</b>
<b>Accommodation - Online</b>	<b>\$2.7M</b>	<b>↓ -18.5%</b>	<b>↓ -3.7%</b>	<b>\$52.6M</b>	<b>↓ -5.3%</b>	<b>1.10x</b>	<b>6.5%</b>
<b>Accommodation - Instore</b>	<b>\$1.8M</b>	<b>↓ -33.0%</b>	<b>↓ -6.2%</b>	<b>\$32.8M</b>	<b>↓ -22.7%</b>	<b>0.67x</b>	<b>4.8%</b>

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on Visitor Intermediary.

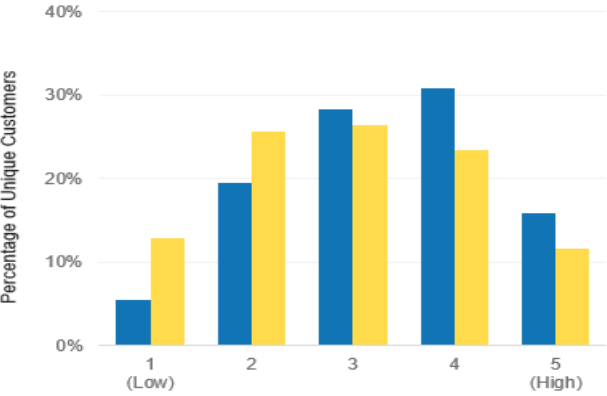
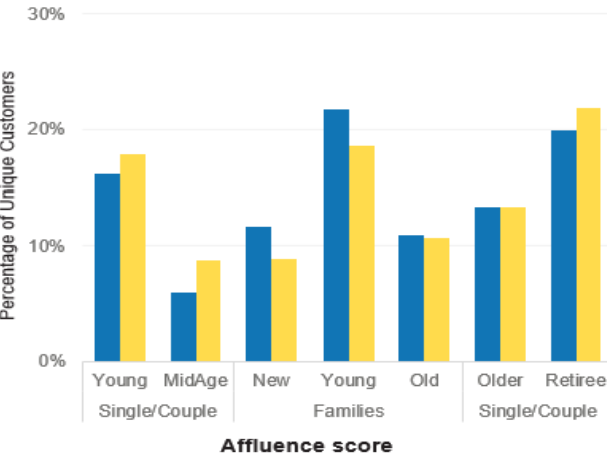
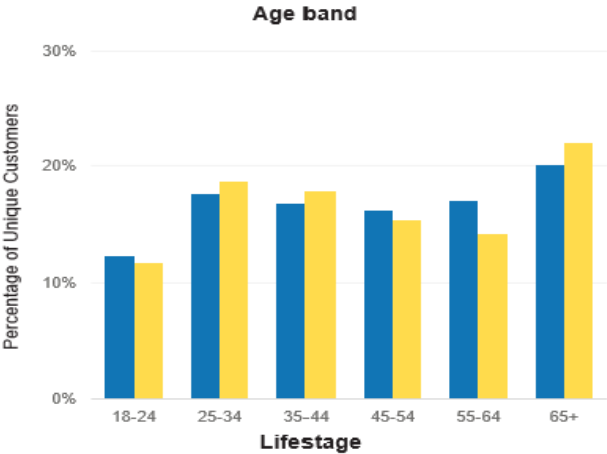
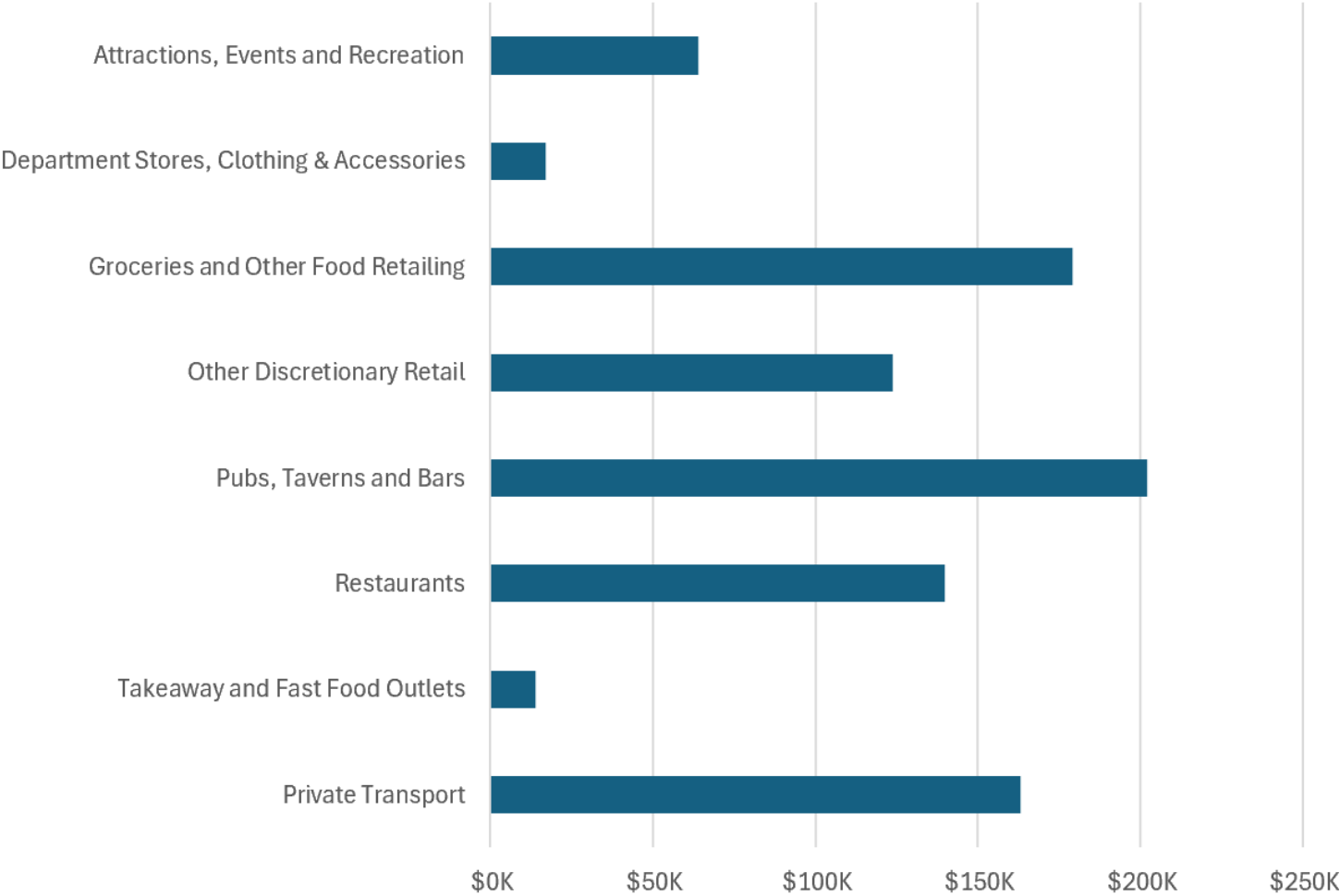


Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$28.9M</b>	↓ -2.1%	↑ 1.0%	<b>\$362.6M</b>	↑ 4.5%		
<b>Tourism and Entertainment</b>	<b>\$10.4M</b>	↓ -4.2%	↑ 7.1%	<b>\$128.0M</b>	↑ 7.8%	<b>0.99x</b>	<b>75.9%</b>
Breweries and Wineries	\$3.0M	↑ 13.7%	↑ 0.8%	\$33.1M	↓ -1.8%	1.02x	20.6%
Restaurants	\$2.7M	↑ 0.9%	↑ 12.5%	\$31.2M	↑ 9.2%	0.92x	26.5%
Pubs, Taverns and Bars	\$2.1M	↑ 4.6%	↑ 6.2%	\$25.1M	↑ 12.8%	0.92x	26.5%
Takeaway and Fast Food Outlets	\$1.4M	↑ 12.8%	↑ 9.8%	\$17.7M	↓ -2.6%	0.90x	29.1%
Attractions, Events and Recreation	\$793K	↓ -57.8%	↑ 5.6%	\$15.9M	↑ 36.1%	0.93x	14.7%
Cafes	\$414K	↓ -2.6%	↓ -8.1%	\$5.0M	↑ 14.0%	0.80x	9.1%
<b>Food Retailing</b>	<b>\$6.9M</b>	↑ 5.0%	↑ 1.2%	<b>\$81.9M</b>	↑ 9.7%	<b>0.93x</b>	<b>40.9%</b>
Supermarkets	\$4.2M	↑ 5.5%	↑ 1.5%	\$49.9M	↑ 7.9%	0.83x	19.4%
Groceries and Other Food Retailing	\$2.7M	↑ 4.2%	↑ 0.5%	\$32.0M	↑ 12.6%	0.91x	31.5%
<b>Private Transport</b>	<b>\$3.3M</b>	↓ -19.6%	↓ -3.6%	<b>\$42.0M</b>	↓ -11.6%	<b>0.88x</b>	<b>26.2%</b>
<b>Discretionary Retail</b>	<b>\$2.4M</b>	↑ 8.6%	↑ 1.0%	<b>\$28.4M</b>	↑ 2.9%	<b>0.80x</b>	<b>16.6%</b>
Other Discretionary Retail	\$1.8M	↑ 7.4%	↑ 0.6%	\$20.8M	↑ 4.2%	0.72x	11.4%
Department Stores, Clothing & Accessories	\$579K	↑ 12.5%	↑ 2.1%	\$7.6M	↓ -0.4%	0.69x	8.2%
<b>Accommodation - Instore</b>	<b>\$1.8M</b>	↓ -15.1%	↓ -6.2%	<b>\$31.0M</b>	↓ -9.2%	<b>0.97x</b>	<b>13.6%</b>
<b>Accommodation - Online</b>	<b>\$1.7M</b>	↑ 9.9%	↓ -3.7%	<b>\$23.1M</b>	↓ -0.1%	<b>1.03x</b>	<b>7.7%</b>

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Annual Spend by Category





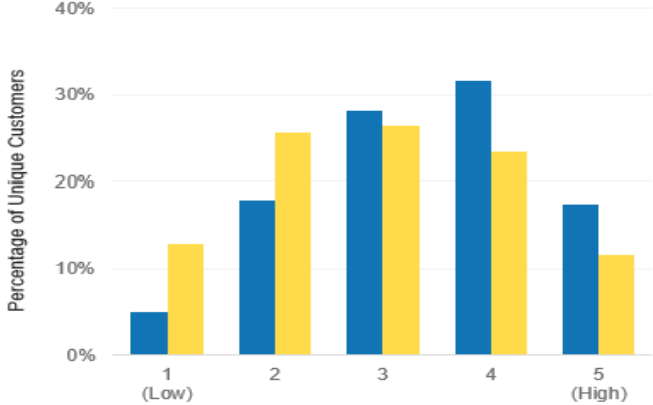
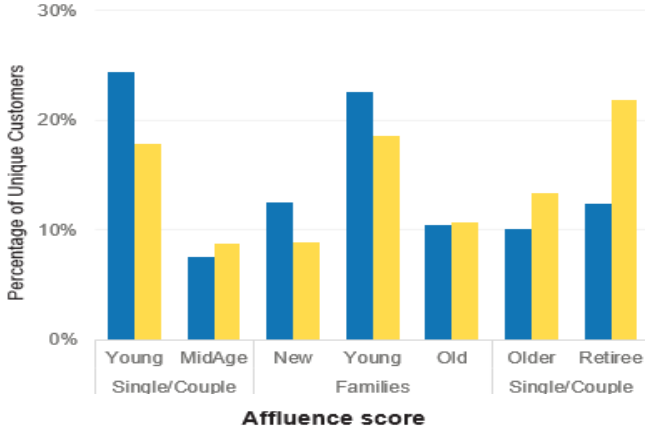
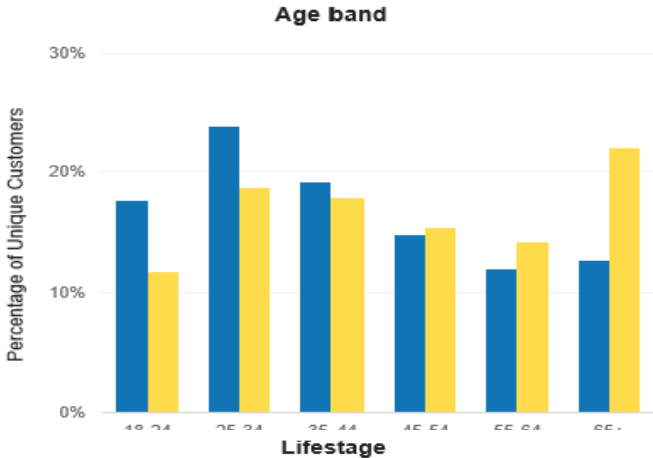
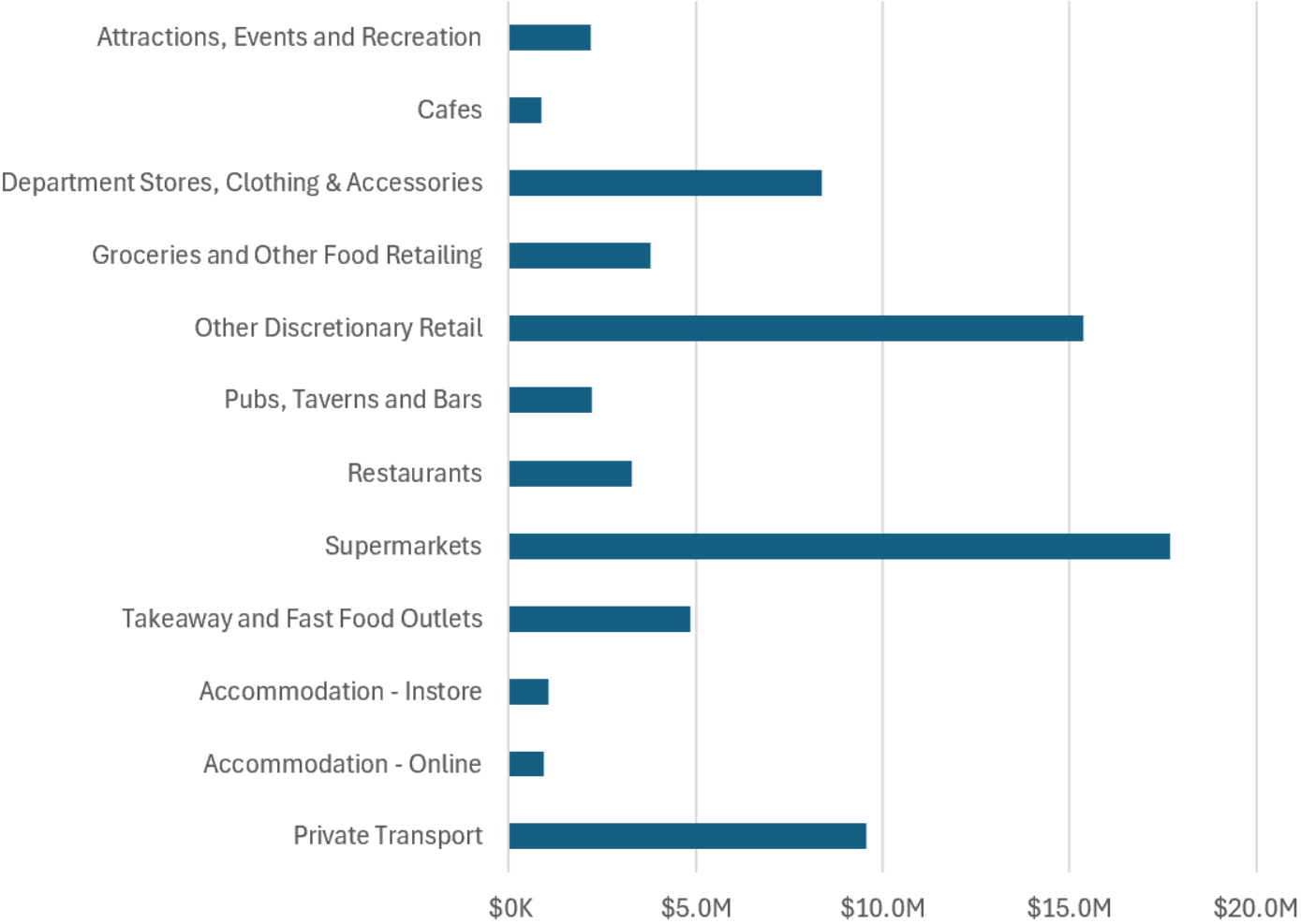


Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$2.0M</b>	<b>↑ 3.5%</b>	<b>↑ 1.0%</b>	<b>\$24.7M</b>	<b>↑ 5.2%</b>		
Groceries and Other Food Retailing	\$179K	↑ 21.9%	↑ 0.5%	\$2.1M	↑ 26.4%	0.87x	25.0%
<b>Tourism and Entertainment</b>	<b>\$431K</b>	<b>↑ 8.0%</b>	<b>↑ 7.1%</b>	<b>\$4.7M</b>	<b>↑ 14.9%</b>	<b>0.95x</b>	<b>44.7%</b>
Pubs, Taverns and Bars	\$202K	↑ 22.6%	↑ 6.2%	\$2.2M	↑ 16.6%	0.91x	25.5%
Restaurants	\$140K	↑ 42.6%	↑ 12.5%	\$1.2M	↑ 113.3%	0.83x	13.4%
Attractions, Events and Recreation	\$64K	↓ -8.0%	↑ 5.6%	\$854K	↓ -2.2%	0.84x	9.1%
Takeaway and Fast Food Outlets	\$14K	↓ -71.7%	↑ 9.8%	\$220K	↓ -66.5%	0.78x	5.3%
<b>Private Transport</b>	<b>\$163K</b>	<b>↓ -3.2%</b>	<b>↓ -3.6%</b>	<b>\$2.1M</b>	<b>↓ -6.6%</b>	<b>0.81x</b>	<b>16.6%</b>
<b>Discretionary Retail</b>	<b>\$141K</b>	<b>↑ 57.5%</b>	<b>↑ 1.0%</b>	<b>\$1.5M</b>	<b>↑ 47.5%</b>	<b>0.68x</b>	<b>9.8%</b>
Other Discretionary Retail	\$124K	↑ 67.3%	↑ 0.6%	\$1.2M	↑ 53.9%	0.61x	7.5%
Department Stores, Clothing & Accessories	\$17K	↑ 9.8%	↑ 2.1%	\$240K	↑ 22.0%	0.76x	2.8%

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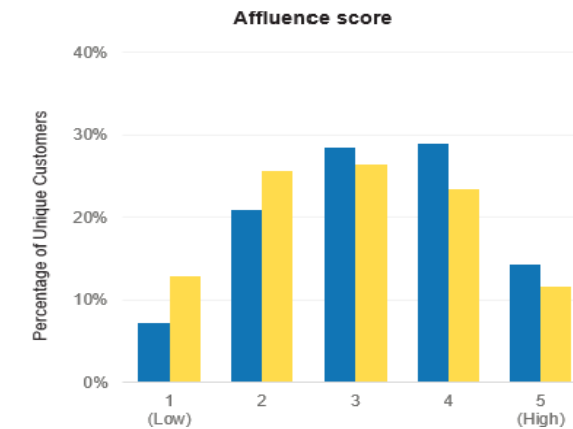
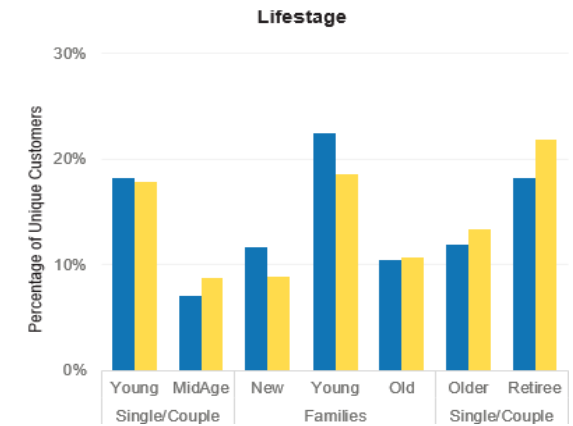
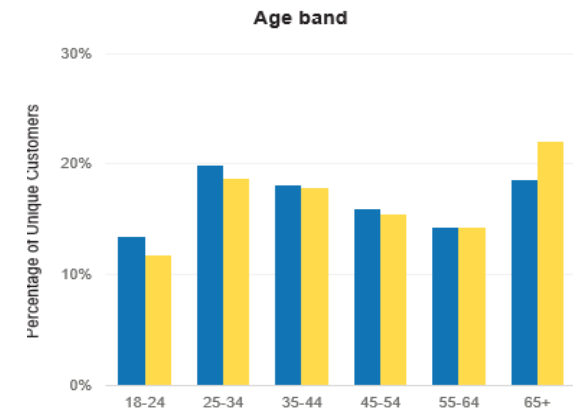
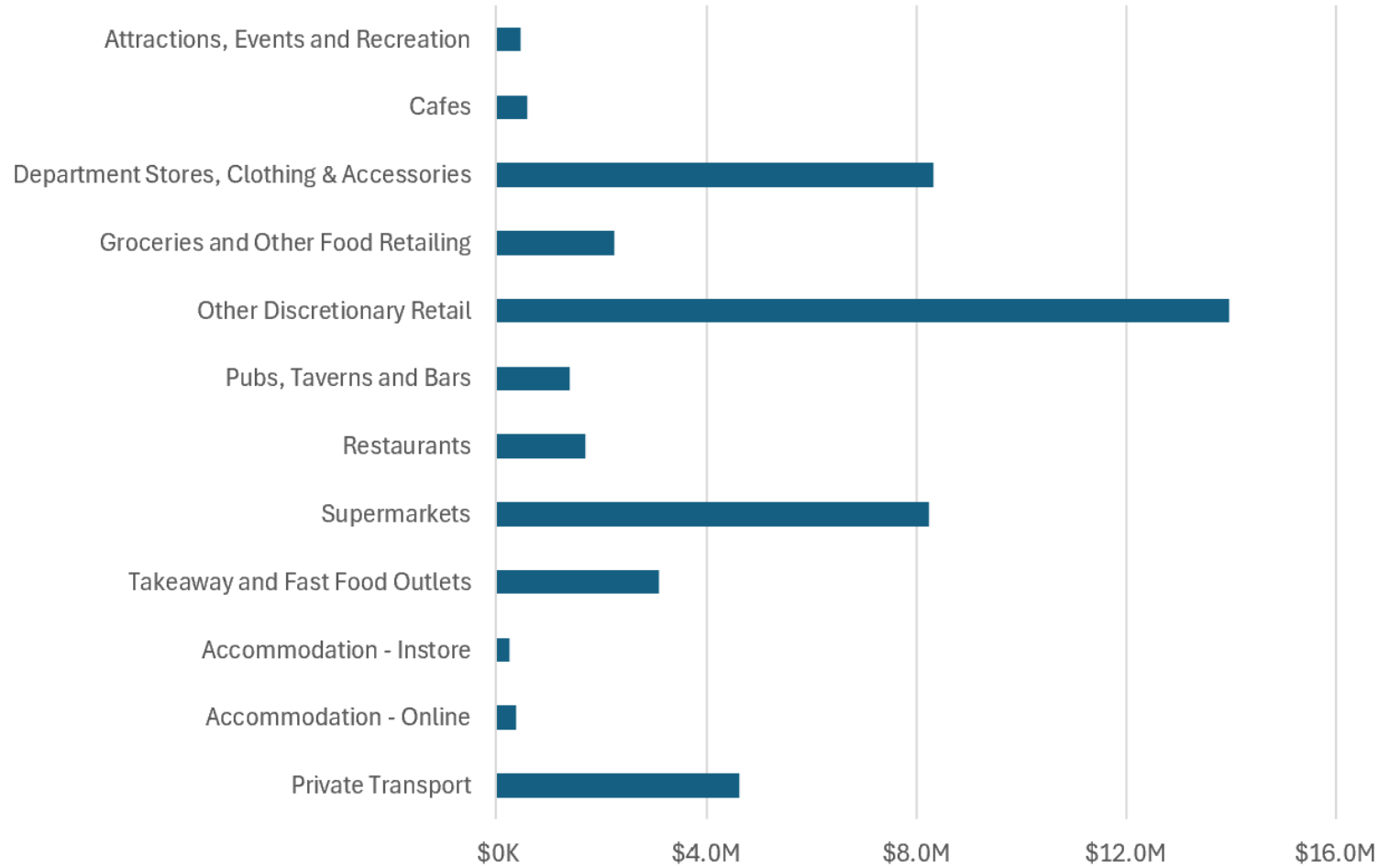
Annual Spend by Category





Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$81.4M</b>	<b>↑ 0.6%</b>	<b>↑ 1.0%</b>	<b>\$986.3M</b>	<b>↑ 0.5%</b>		
<b>Discretionary Retail</b>	<b>\$23.7M</b>	<b>↑ 3.4%</b>	<b>↑ 1.0%</b>	<b>\$296.0M</b>	<b>↑ 2.7%</b>	<b>0.84x</b>	<b>33.4%</b>
Other Discretionary Retail	\$15.4M	↑ 3.6%	↑ 0.6%	\$188.9M	↑ 2.1%	0.80x	26.4%
Department Stores, Clothing & Accessories	\$8.3M	↑ 3.2%	↑ 2.1%	\$107.1M	↑ 3.8%	0.76x	21.6%
<b>Food Retailing</b>	<b>\$21.5M</b>	<b>↑ 3.3%</b>	<b>↑ 1.2%</b>	<b>\$256.3M</b>	<b>↑ 5.3%</b>	<b>0.92x</b>	<b>50.1%</b>
Supermarkets	\$17.7M	↑ 3.2%	↑ 1.5%	\$210.9M	↑ 4.9%	0.82x	29.1%
Groceries and Other Food Retailing	\$3.8M	↑ 3.9%	↑ 0.5%	\$45.4M	↑ 6.7%	0.87x	35.4%
<b>Tourism and Entertainment</b>	<b>\$13.5M</b>	<b>↑ 10.0%</b>	<b>↑ 7.1%</b>	<b>\$152.4M</b>	<b>↑ 5.7%</b>	<b>0.94x</b>	<b>56.4%</b>
Takeaway and Fast Food Outlets	\$4.8M	↓ -1.3%	↑ 9.8%	\$59.9M	↑ 2.4%	0.88x	37.2%
Restaurants	\$3.3M	↑ 10.9%	↑ 12.5%	\$38.1M	↑ 14.0%	0.77x	20.4%
Pubs, Taverns and Bars	\$2.2M	↑ 11.6%	↑ 6.2%	\$26.3M	↑ 3.4%	0.74x	15.3%
Attractions, Events and Recreation	\$2.2M	↑ 64.1%	↑ 5.6%	\$17.1M	↑ 17.0%	0.82x	13.1%
Cafes	\$878K	↓ -12.4%	↓ -8.1%	\$11.0M	↓ -10.1%	0.71x	12.8%
<b>Private Transport</b>	<b>\$9.5M</b>	<b>↓ -18.7%</b>	<b>↓ -3.6%</b>	<b>\$123.4M</b>	<b>↓ -15.9%</b>	<b>0.87x</b>	<b>35.6%</b>
<b>Accommodation - Instore</b>	<b>\$1.1M</b>	<b>↓ -12.9%</b>	<b>↓ -6.2%</b>	<b>\$13.9M</b>	<b>↓ -13.3%</b>	<b>0.66x</b>	<b>5.3%</b>
<b>Accommodation - Online</b>	<b>\$952K</b>	<b>↓ -20.8%</b>	<b>↓ -3.7%</b>	<b>\$19.1M</b>	<b>↓ -7.1%</b>	<b>1.04x</b>	<b>4.2%</b>

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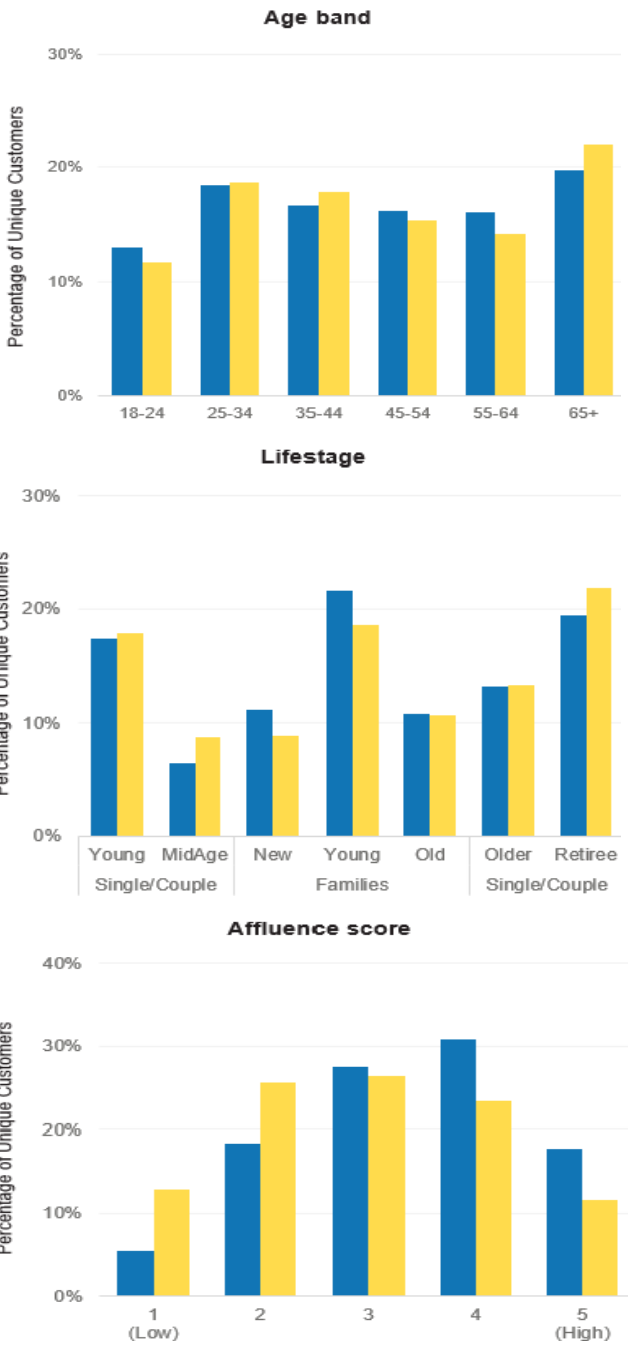
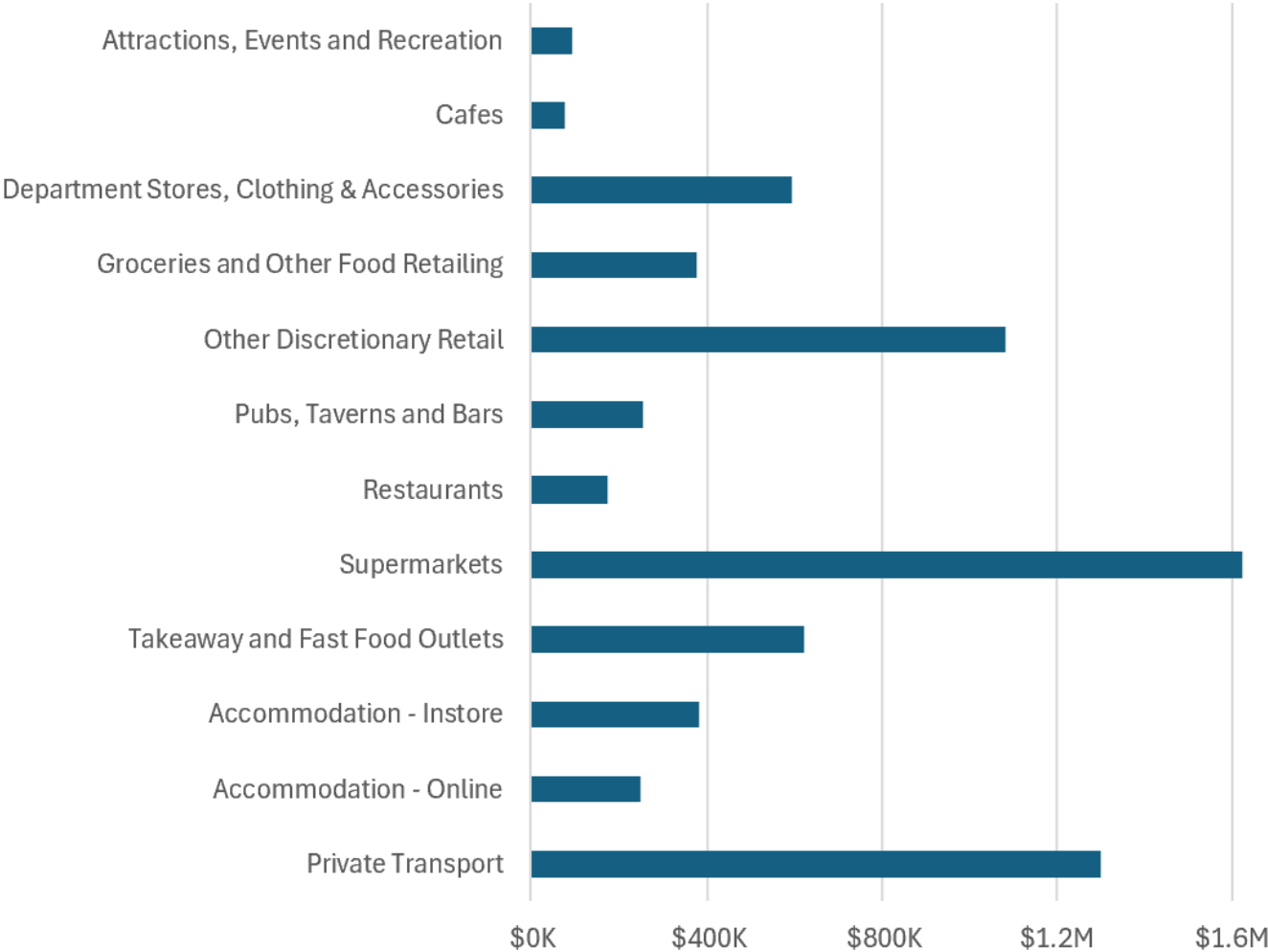
Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$54.3M</b>	<b>↑ 2.0%</b>	<b>↑ 1.0%</b>	<b>\$640.5M</b>	<b>↑ 5.0%</b>		
<b>Discretionary Retail</b>	<b>\$22.3M</b>	<b>↑ 0.1%</b>	<b>↑ 1.0%</b>	<b>\$272.2M</b>	<b>↑ 4.2%</b>	<b>0.91x</b>	<b>48.3%</b>
Other Discretionary Retail	\$14.0M	↑ 0.7%	↑ 0.6%	\$168.2M	↑ 3.8%	0.86x	36.1%
Department Stores, Clothing & Accessories	\$8.3M	↓ -0.8%	↑ 2.1%	\$104.0M	↑ 4.8%	0.86x	34.6%
<b>Food Retailing</b>	<b>\$10.5M</b>	<b>↑ 0.7%</b>	<b>↑ 1.2%</b>	<b>\$123.6M</b>	<b>↑ 4.4%</b>	<b>0.90x</b>	<b>43.5%</b>
Supermarkets	\$8.2M	↑ 1.4%	↑ 1.5%	\$97.5M	↑ 4.5%	0.84x	31.5%
Groceries and Other Food Retailing	\$2.3M	↓ -1.6%	↑ 0.5%	\$26.1M	↑ 3.8%	0.83x	28.4%
<b>Tourism and Entertainment</b>	<b>\$7.3M</b>	<b>↑ 7.6%</b>	<b>↑ 7.1%</b>	<b>\$80.1M</b>	<b>↑ 7.5%</b>	<b>0.95x</b>	<b>63.1%</b>
Takeaway and Fast Food Outlets	\$3.1M	↑ 12.5%	↑ 9.8%	\$33.5M	↑ 2.8%	0.91x	44.6%
Restaurants	\$1.7M	↑ 13.6%	↑ 12.5%	\$18.3M	↑ 30.1%	0.81x	23.5%
Pubs, Taverns and Bars	\$1.4M	↑ 2.8%	↑ 6.2%	\$15.2M	↑ 3.1%	0.78x	17.9%
Cafes	\$599K	↑ 4.6%	↓ -8.1%	\$6.5M	↓ -1.0%	0.79x	17.6%
Attractions, Events and Recreation	\$460K	↓ -17.9%	↑ 5.6%	\$6.4M	↑ 2.1%	0.79x	12.2%
<b>Private Transport</b>	<b>\$4.6M</b>	<b>↑ 10.5%</b>	<b>↓ -3.6%</b>	<b>\$53.1M</b>	<b>↓ -0.5%</b>	<b>0.85x</b>	<b>31.5%</b>
<b>Accommodation - Online</b>	<b>\$375K</b>	<b>↓ -17.0%</b>	<b>↓ -3.7%</b>	<b>\$5.9M</b>	<b>↓ -1.7%</b>	<b>1.08x</b>	<b>3.4%</b>
<b>Accommodation - Instore</b>	<b>\$246K</b>	<b>↑ 17.6%</b>	<b>↓ -6.2%</b>	<b>\$2.9M</b>	<b>↑ 32.5%</b>	<b>0.65x</b>	<b>3.8%</b>

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# MUSWELLBROOK LGA

## Annual Spend by Category

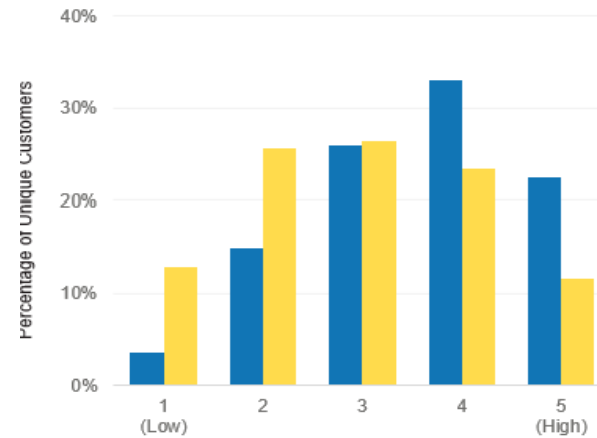
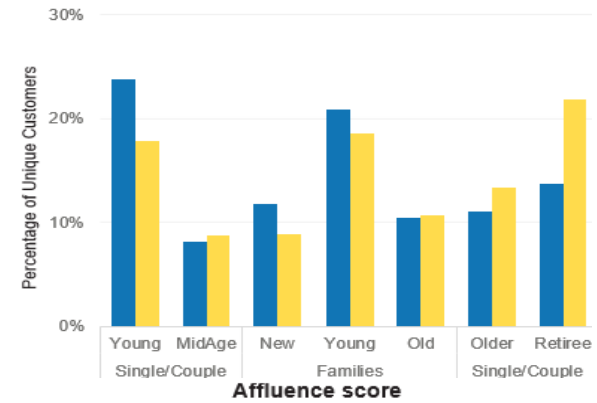
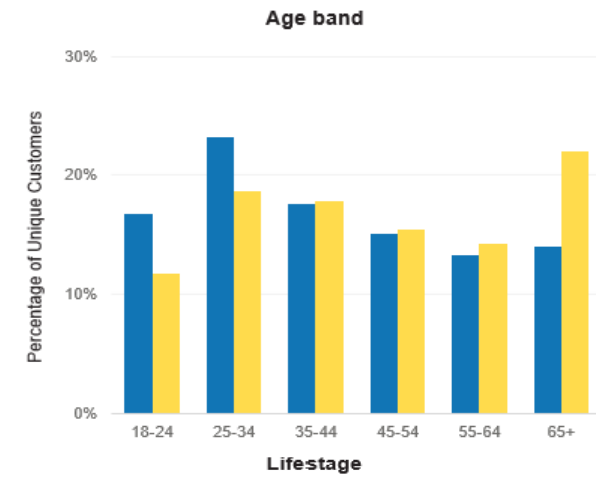
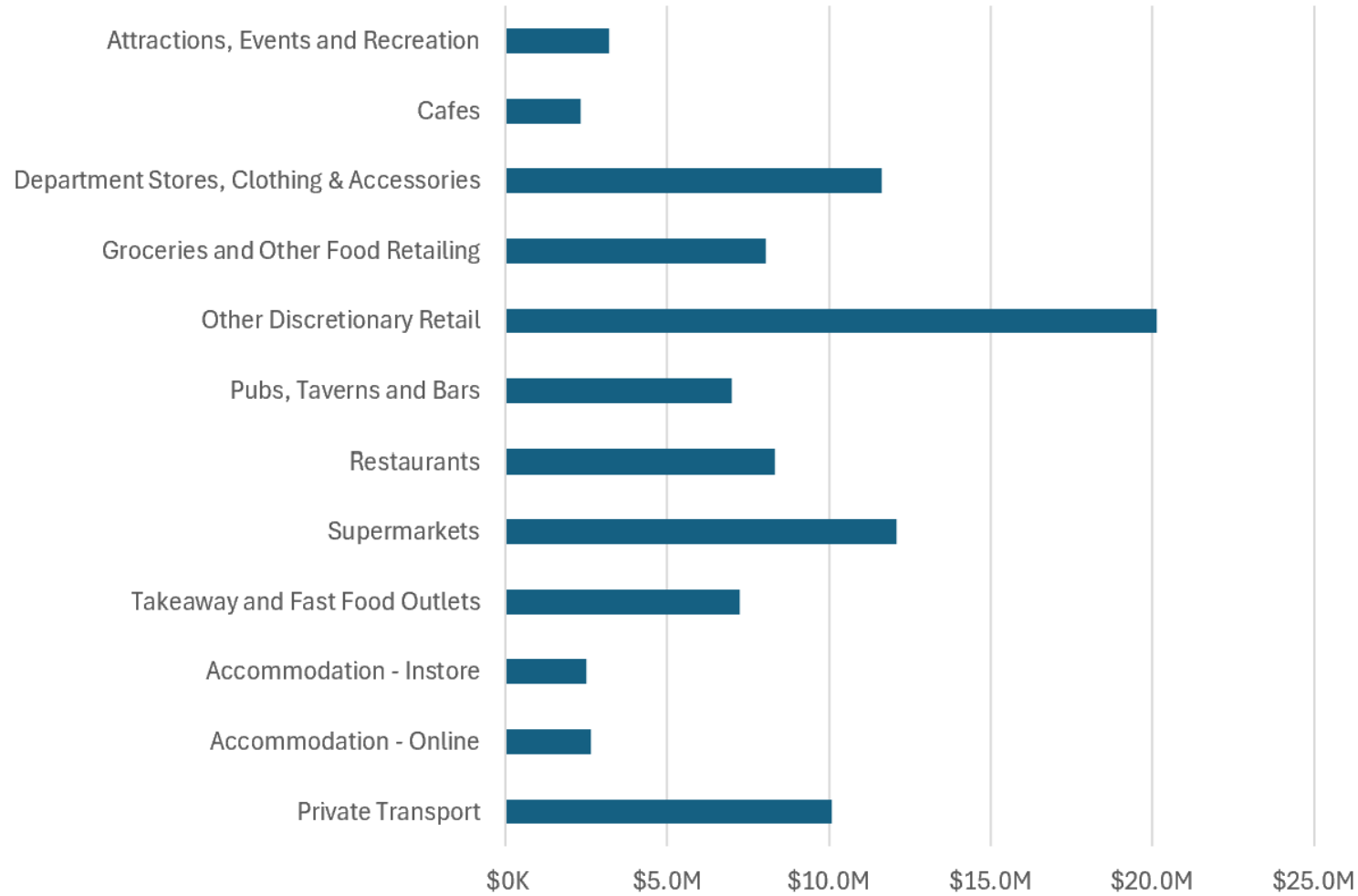




# Destination Sydney Surrounds North | MUSWELLBROOK LGA

Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$7.4M</b>	<b>↓ -0.6%</b>	<b>↑ 1.0%</b>	<b>\$86.3M</b>	<b>↑ 3.2%</b>		
<b>Food Retailing</b>	<b>\$2.0M</b>	<b>↑ 3.5%</b>	<b>↑ 1.2%</b>	<b>\$23.7M</b>	<b>↑ 6.7%</b>	<b>0.88x</b>	<b>24.3%</b>
Supermarkets	\$1.6M	↑ 2.5%	↑ 1.5%	\$19.6M	↑ 6.6%	0.84x	19.3%
Groceries and Other Food Retailing	\$375K	↑ 8.4%	↑ 0.5%	\$4.1M	↑ 7.1%	0.77x	12.9%
<b>Discretionary Retail</b>	<b>\$1.7M</b>	<b>↑ 3.9%</b>	<b>↑ 1.0%</b>	<b>\$20.0M</b>	<b>↑ 3.2%</b>	<b>0.83x</b>	<b>18.5%</b>
Other Discretionary Retail	\$1.1M	↑ 6.4%	↑ 0.6%	\$12.5M	↑ 7.0%	0.78x	13.9%
Department Stores, Clothing & Accessories	\$595K	↓ -0.4%	↑ 2.1%	\$7.5M	↓ -2.6%	0.74x	11.2%
<b>Private Transport</b>	<b>\$1.3M</b>	<b>↓ -7.4%</b>	<b>↓ -3.6%</b>	<b>\$16.3M</b>	<b>↓ -4.5%</b>	<b>0.95x</b>	<b>43.7%</b>
<b>Tourism and Entertainment</b>	<b>\$1.2M</b>	<b>↓ -0.3%</b>	<b>↑ 7.1%</b>	<b>\$14.6M</b>	<b>↑ 7.1%</b>	<b>0.98x</b>	<b>67.1%</b>
Takeaway and Fast Food Outlets	\$621K	↑ 4.1%	↑ 9.8%	\$7.4M	↑ 6.7%	0.96x	47.9%
Pubs, Taverns and Bars	\$253K	↓ -22.4%	↑ 6.2%	\$3.4M	↓ -7.2%	0.86x	13.8%
Restaurants	\$176K	↑ 70.8%	↑ 12.5%	\$1.3M	↑ 35.9%	0.80x	10.1%
Attractions, Events and Recreation	\$94K	↓ -30.6%	↑ 5.6%	\$1.2M	↑ 0.6%	0.66x	3.1%
Cafes	\$77K	↑ 20.6%	↓ -8.1%	\$1.1M	↑ 59.5%	0.80x	10.0%
<b>Accommodation - Instore</b>	<b>\$383K</b>	<b>↓ -3.3%</b>	<b>↓ -6.2%</b>	<b>\$2.8M</b>	<b>↓ -2.9%</b>	<b>0.81x</b>	<b>7.0%</b>
<b>Accommodation - Online</b>	<b>\$247K</b>	<b>↓ -13.5%</b>	<b>↓ -3.7%</b>	<b>\$2.9M</b>	<b>↓ -1.4%</b>	<b>1.02x</b>	<b>5.8%</b>

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on Visitor Intermediary.





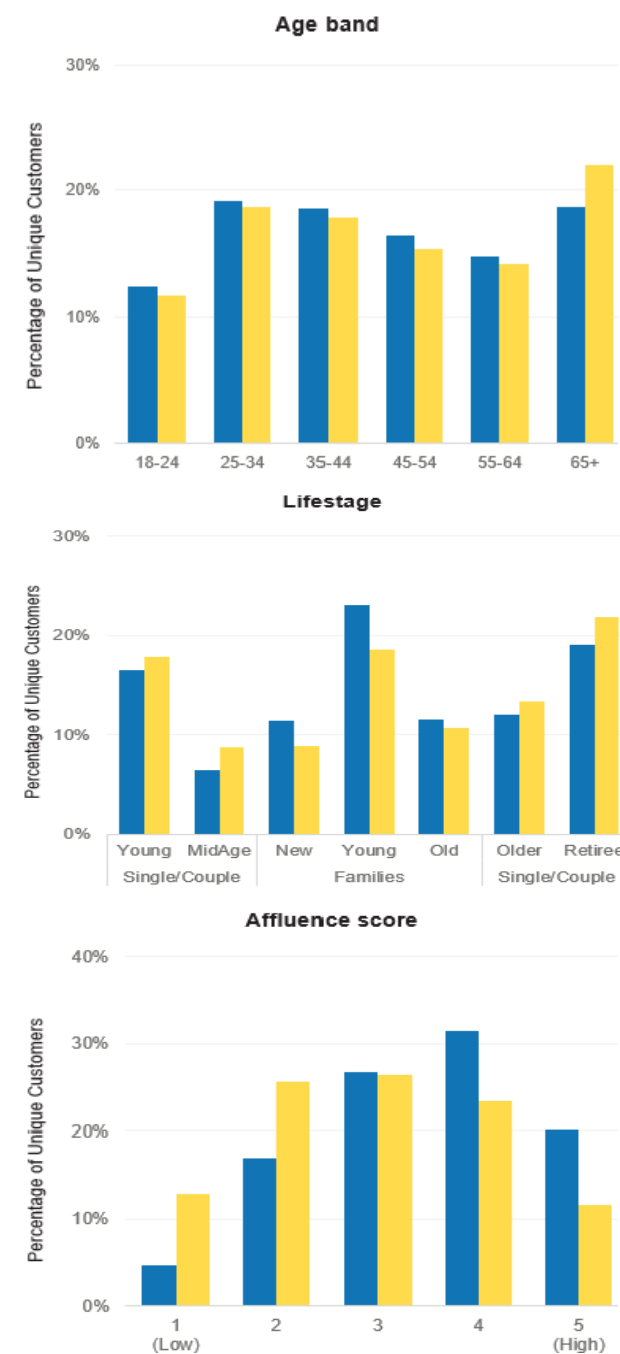
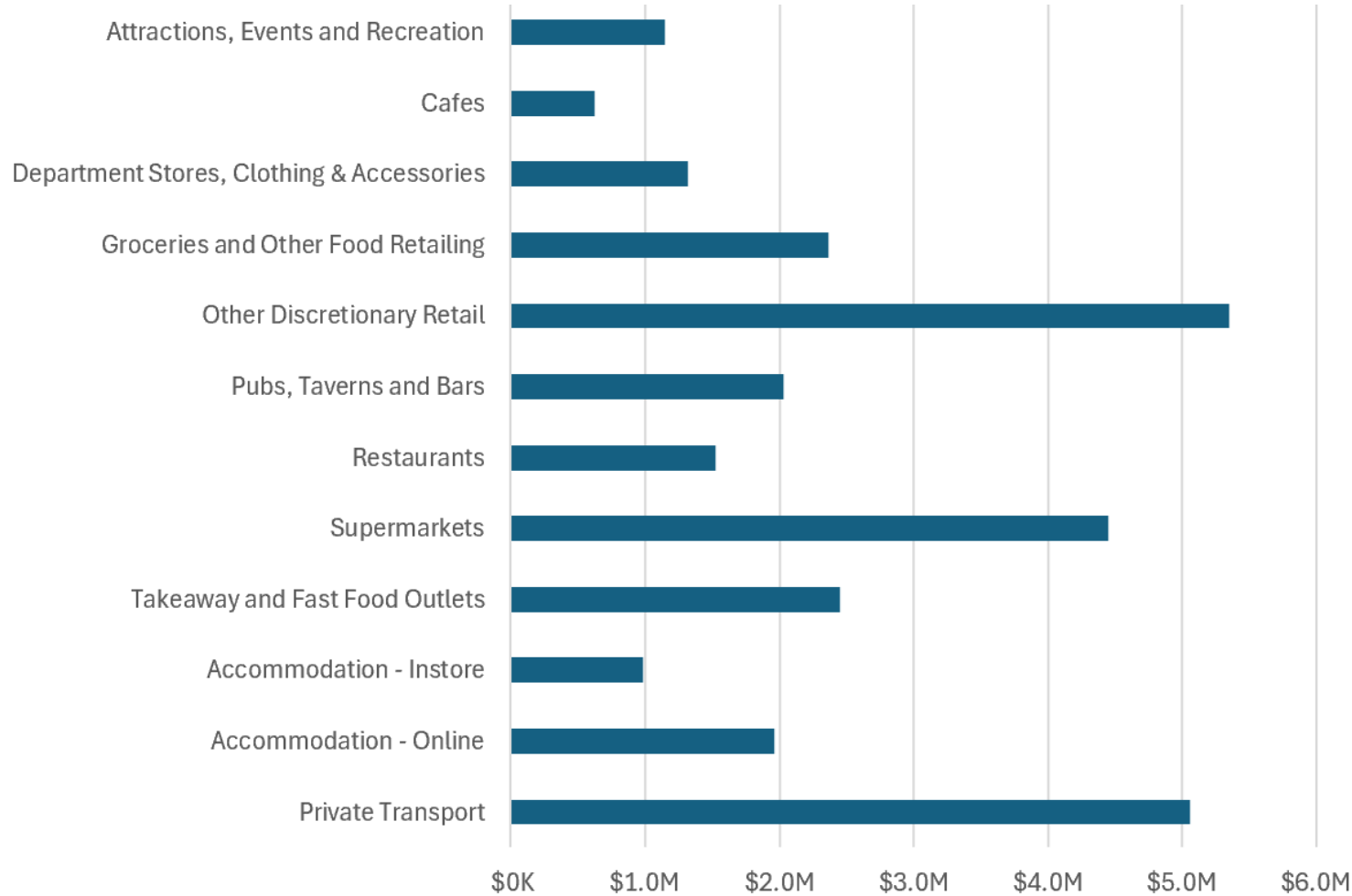


Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$112.9M</b>	<b>↑ 3.1%</b>	<b>↑ 1.0%</b>	<b>\$1.3B</b>	<b>↑ 1.8%</b>		
<b>Discretionary Retail</b>	<b>\$31.8M</b>	<b>↑ 2.6%</b>	<b>↑ 1.0%</b>	<b>\$389.8M</b>	<b>↑ 4.1%</b>	<b>0.88x</b>	<b>34.9%</b>
Other Discretionary Retail	\$20.1M	↑ 1.8%	↑ 0.6%	\$242.0M	↑ 4.7%	0.83x	26.3%
Department Stores, Clothing & Accessories	\$11.6M	↑ 4.1%	↑ 2.1%	\$147.8M	↑ 3.1%	0.82x	23.5%
<b>Tourism and Entertainment</b>	<b>\$28.2M</b>	<b>↑ 13.4%</b>	<b>↑ 7.1%</b>	<b>\$305.8M</b>	<b>↑ 7.4%</b>	<b>0.98x</b>	<b>73.4%</b>
Restaurants	\$8.3M	↑ 8.1%	↑ 12.5%	\$96.5M	↑ 14.8%	0.88x	31.7%
Takeaway and Fast Food Outlets	\$7.3M	↑ 10.5%	↑ 9.8%	\$82.3M	↑ 3.1%	0.92x	42.8%
Pubs, Taverns and Bars	\$7.0M	↑ 14.2%	↑ 6.2%	\$73.6M	↑ 6.8%	0.87x	25.1%
Attractions, Events and Recreation	\$3.2M	↑ 67.7%	↑ 5.6%	\$24.2M	↑ 4.4%	0.91x	22.2%
Cafes	\$2.3M	↓ -4.9%	↓ -8.1%	\$28.2M	↑ 1.4%	0.84x	20.5%
<b>Food Retailing</b>	<b>\$20.1M</b>	<b>↑ 2.1%</b>	<b>↑ 1.2%</b>	<b>\$239.9M</b>	<b>↑ 2.3%</b>	<b>0.90x</b>	<b>37.7%</b>
Supermarkets	\$12.1M	↓ -0.6%	↑ 1.5%	\$148.0M	↓ -0.3%	0.83x	25.8%
Groceries and Other Food Retailing	\$8.0M	↑ 6.5%	↑ 0.5%	\$91.9M	↑ 6.9%	0.85x	27.6%
<b>Private Transport</b>	<b>\$10.1M</b>	<b>↓ -15.9%</b>	<b>↓ -3.6%</b>	<b>\$131.6M</b>	<b>↓ -13.2%</b>	<b>0.91x</b>	<b>38.9%</b>
<b>Accommodation - Online</b>	<b>\$2.6M</b>	<b>↑ 4.8%</b>	<b>↓ -3.7%</b>	<b>\$36.4M</b>	<b>↓ -1.8%</b>	<b>1.03x</b>	<b>6.8%</b>
<b>Accommodation - Instore</b>	<b>\$2.5M</b>	<b>↓ -10.1%</b>	<b>↓ -6.2%</b>	<b>\$32.6M</b>	<b>↓ -3.1%</b>	<b>0.86x</b>	<b>9.6%</b>

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on Visitor Intermediary.



Annual Spend by Category

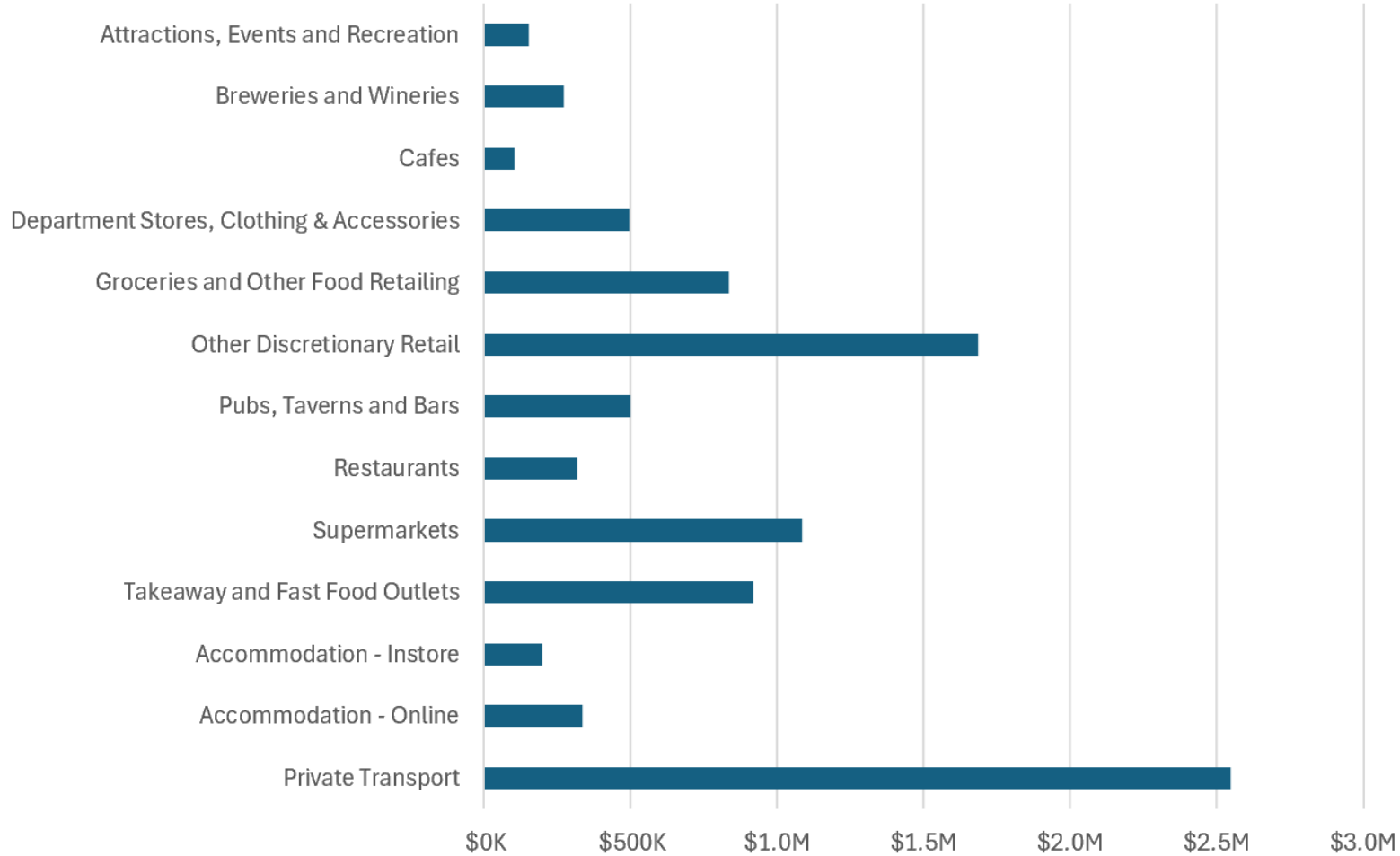




# Destination Sydney Surrounds North | PORT STEPHENS LGA

Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$33.7M</b>	↓ -4.5%	↑ 1.0%	<b>\$514.9M</b>	↓ -0.9%		
<b>Tourism and Entertainment</b>	<b>\$7.8M</b>	↑ 1.0%	↑ 7.1%	<b>\$126.9M</b>	↑ 2.9%	<b>0.98x</b>	<b>67.3%</b>
Takeaway and Fast Food Outlets	\$2.4M	↑ 10.7%	↑ 9.8%	\$33.3M	↑ 2.5%	0.96x	42.4%
Pubs, Taverns and Bars	\$2.0M	↑ 22.7%	↑ 6.2%	\$30.7M	↑ 9.5%	0.89x	17.2%
Restaurants	\$1.5M	↓ -9.9%	↑ 12.5%	\$29.2M	↑ 9.0%	0.89x	16.9%
Attractions, Events and Recreation	\$1.1M	↓ -15.8%	↑ 5.6%	\$22.3M	↑ 1.0%	0.93x	17.4%
Cafes	\$623K	↓ -17.4%	↓ -8.1%	\$10.5M	↓ -14.2%	0.90x	15.8%
<b>Food Retailing</b>	<b>\$6.8M</b>	↓ -4.3%	↑ 1.2%	<b>\$103.2M</b>	↓ -0.2%	<b>0.94x</b>	<b>38.1%</b>
Supermarkets	\$4.5M	↓ -5.3%	↑ 1.5%	\$68.2M	↑ 0.3%	0.89x	22.8%
Groceries and Other Food Retailing	\$2.4M	↓ -2.4%	↑ 0.5%	\$35.0M	↓ -1.1%	0.91x	26.6%
<b>Discretionary Retail</b>	<b>\$6.7M</b>	↓ -5.1%	↑ 1.0%	<b>\$93.9M</b>	↑ 1.5%	<b>0.90x</b>	<b>24.6%</b>
Other Discretionary Retail	\$5.4M	↓ -3.4%	↑ 0.6%	\$72.4M	↑ 2.6%	0.87x	20.4%
Department Stores, Clothing & Accessories	\$1.3M	↓ -11.4%	↑ 2.1%	\$21.6M	↓ -2.0%	0.76x	9.7%
<b>Private Transport</b>	<b>\$5.1M</b>	↓ -16.9%	↓ -3.6%	<b>\$74.3M</b>	↓ -5.5%	<b>0.96x</b>	<b>41.5%</b>
<b>Accommodation - Online</b>	<b>\$2.0M</b>	↓ -20.7%	↓ -3.7%	<b>\$45.9M</b>	↓ -9.1%	<b>1.03x</b>	<b>8.6%</b>
<b>Accommodation - Instore</b>	<b>\$987K</b>	↓ -18.3%	↓ -6.2%	<b>\$22.7M</b>	↓ -6.5%	<b>0.84x</b>	<b>5.4%</b>

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on Visitor Intermediary.

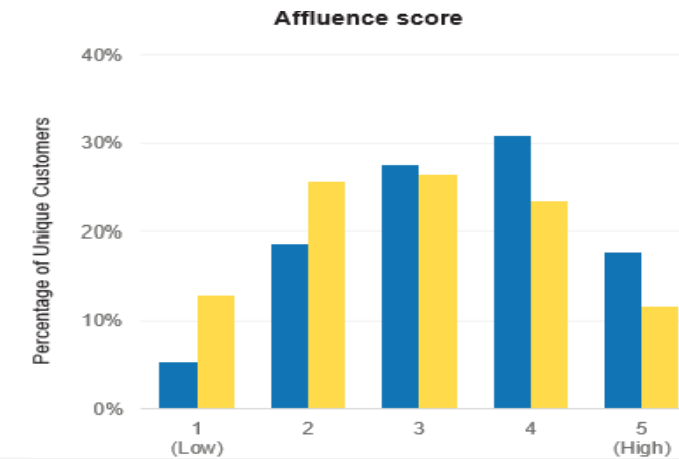
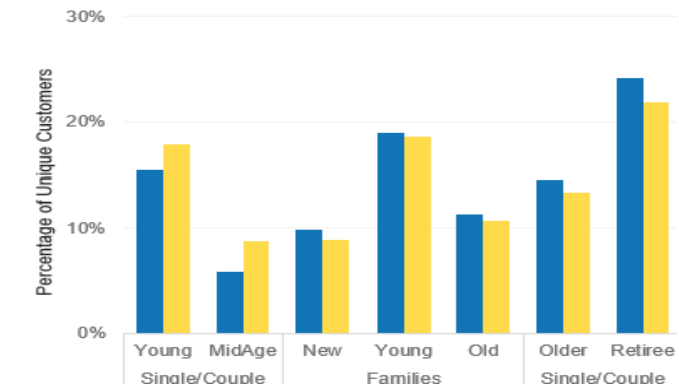
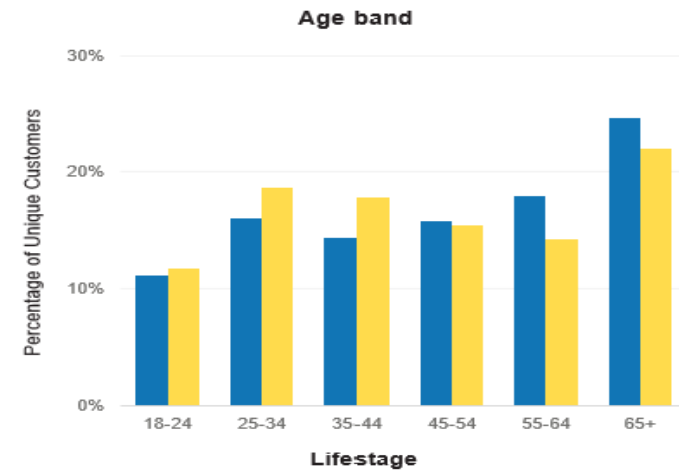
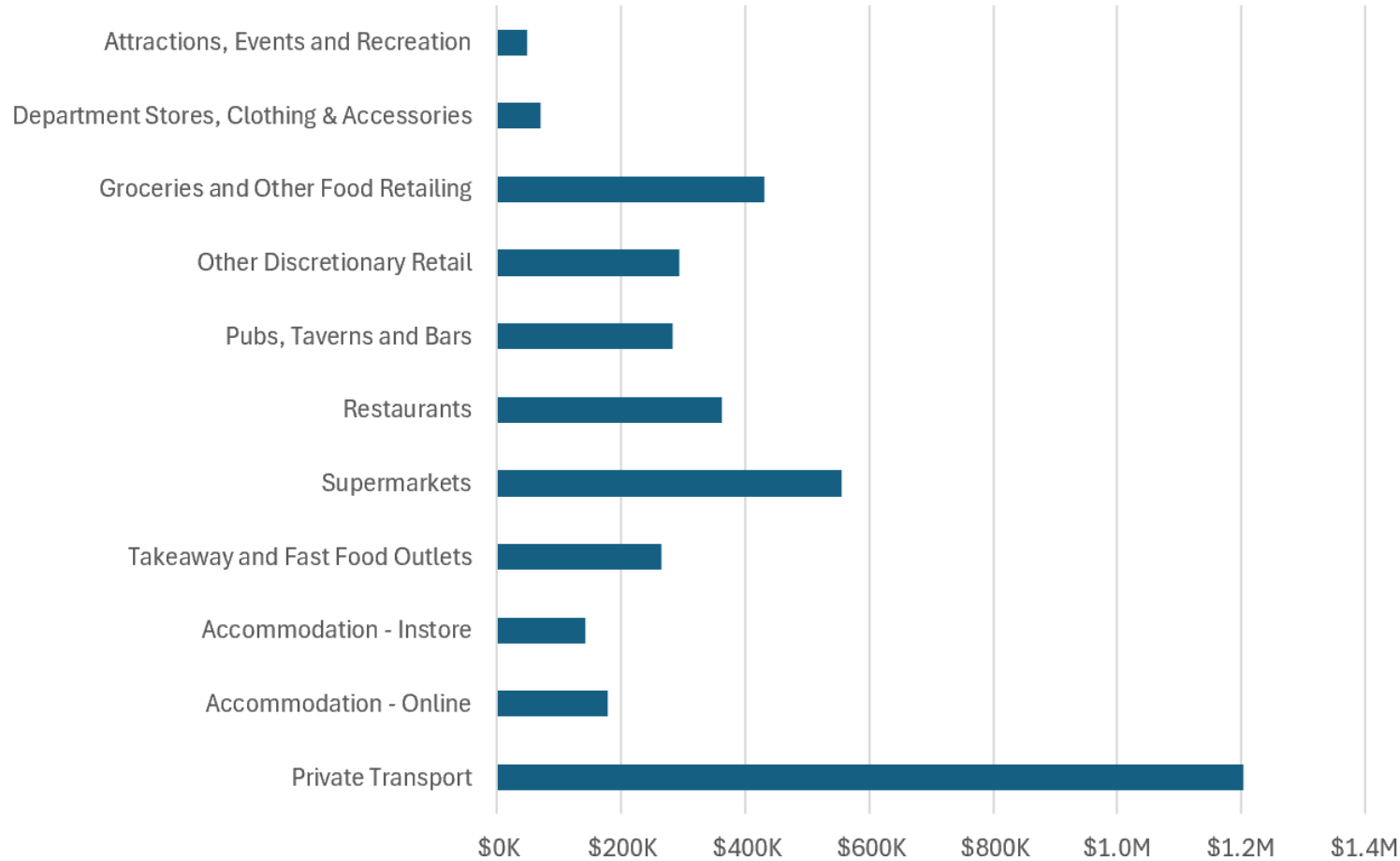


Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$10.4M</b>	↓ -2.0%	↑ 1.0%	<b>\$126.2M</b>	↑ 0.8%		
<b>Private Transport</b>	<b>\$2.5M</b>	↑ 3.3%	↓ -3.6%	<b>\$32.5M</b>	↑ 7.4%	<b>0.97x</b>	<b>49.9%</b>
<b>Tourism and Entertainment</b>	<b>\$2.3M</b>	↓ -0.6%	↑ 7.1%	<b>\$25.9M</b>	↑ 1.7%	<b>0.97x</b>	<b>57.9%</b>
Takeaway and Fast Food Outlets	\$918K	↑ 2.2%	↑ 9.8%	\$10.7M	↑ 7.8%	0.95x	37.5%
Pubs, Taverns and Bars	\$501K	↓ -5.5%	↑ 6.2%	\$5.9M	↑ 3.4%	0.87x	13.8%
Restaurants	\$318K	↑ 30.9%	↑ 12.5%	\$3.0M	↑ 9.8%	0.78x	9.4%
Breweries and Wineries	\$273K	↓ -1.3%	↑ 0.8%	\$3.1M	↓ -3.8%	1.01x	4.8%
Attractions, Events and Recreation	\$154K	↓ -36.7%	↑ 5.6%	\$2.1M	↓ -18.9%	0.80x	3.7%
Cafes	\$104K	↑ 16.6%	↓ -8.1%	\$1.0M	↓ -16.4%	0.69x	4.9%
<b>Discretionary Retail</b>	<b>\$2.2M</b>	↓ -5.4%	↑ 1.0%	<b>\$26.5M</b>	↑ 2.4%	<b>0.85x</b>	<b>18.2%</b>
Other Discretionary Retail	\$1.7M	↓ -7.5%	↑ 0.6%	\$19.9M	↑ 2.0%	0.82x	14.4%
Department Stores, Clothing & Accessories	\$494K	↑ 2.6%	↑ 2.1%	\$6.6M	↑ 3.7%	0.72x	8.7%
<b>Food Retailing</b>	<b>\$1.9M</b>	↓ -0.6%	↑ 1.2%	<b>\$22.4M</b>	↓ -2.0%	<b>0.89x</b>	<b>24.0%</b>
Supermarkets	\$1.1M	↓ -1.5%	↑ 1.5%	\$13.4M	↑ 0.5%	0.80x	13.1%
Groceries and Other Food Retailing	\$835K	↑ 0.5%	↑ 0.5%	\$9.0M	↓ -5.5%	0.85x	17.3%
<b>Accommodation - Online</b>	<b>\$334K</b>	↑ 1.9%	↓ -3.7%	<b>\$4.9M</b>	↑ 4.6%	<b>1.03x</b>	<b>5.0%</b>
<b>Accommodation - Instore</b>	<b>\$197K</b>	↓ -17.6%	↓ -6.2%	<b>\$2.6M</b>	↓ -16.3%	<b>0.96x</b>	<b>3.7%</b>

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on Visitor Intermediary.



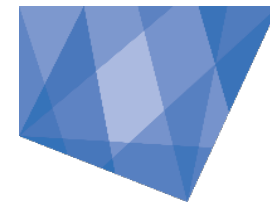
## Annual Spend by Category





Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$4.2M</b>	↓ -4.2%	↑ 1.0%	<b>\$55.0M</b>	↑ 6.2%		
<b>Private Transport</b>	<b>\$1.2M</b>	↓ -14.3%	↓ -3.6%	<b>\$17.3M</b>	↑ 0.6%	<b>0.97x</b>	<b>50.2%</b>
<b>Food Retailing</b>	<b>\$986K</b>	↓ -2.9%	↑ 1.2%	<b>\$13.3M</b>	↑ 4.6%	<b>0.95x</b>	<b>39.3%</b>
Supermarkets	\$555K	↓ -3.4%	↑ 1.5%	\$7.5M	↑ 5.8%	0.83x	14.0%
Groceries and Other Food Retailing	\$431K	↓ -2.2%	↑ 0.5%	\$5.8M	↑ 3.1%	0.93x	30.9%
<b>Tourism and Entertainment</b>	<b>\$974K</b>	↑ 1.4%	↑ 7.1%	<b>\$12.6M</b>	↑ 18.1%	<b>0.96x</b>	<b>45.2%</b>
Restaurants	\$362K	↑ 8.8%	↑ 12.5%	\$4.7M	↑ 28.7%	0.87x	14.3%
Pubs, Taverns and Bars	\$284K	↓ -14.5%	↑ 6.2%	\$3.8M	↑ 4.9%	0.87x	14.5%
Takeaway and Fast Food Outlets	\$265K	↑ 4.7%	↑ 9.8%	\$3.3M	↑ 17.0%	0.92x	25.2%
Attractions, Events and Recreation	\$48K	↑ 34.8%	↑ 5.6%	\$508K	↑ 17.5%	0.78x	3.6%
<b>Discretionary Retail</b>	<b>\$364K</b>	↓ -1.2%	↑ 1.0%	<b>\$4.4M</b>	↓ -0.4%	<b>0.75x</b>	<b>9.8%</b>
Other Discretionary Retail	\$294K	↓ -2.0%	↑ 0.6%	\$3.5M	↓ -2.3%	0.72x	8.1%
Department Stores, Clothing & Accessories	\$71K	↑ 2.5%	↑ 2.1%	\$961K	↑ 7.1%	0.55x	3.3%
<b>Accommodation - Online</b>	<b>\$178K</b>	↓ -17.9%	↓ -3.7%	<b>\$2.5M</b>	↑ 7.1%	<b>1.01x</b>	<b>5.6%</b>
<b>Accommodation - Instore</b>	<b>\$142K</b>	↑ 18.1%	↓ -6.2%	<b>\$1.4M</b>	↓ -0.5%	<b>0.95x</b>	<b>2.4%</b>

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on Visitor Intermediary.



Destination  
Sydney Surrounds North

SUB REGIONS

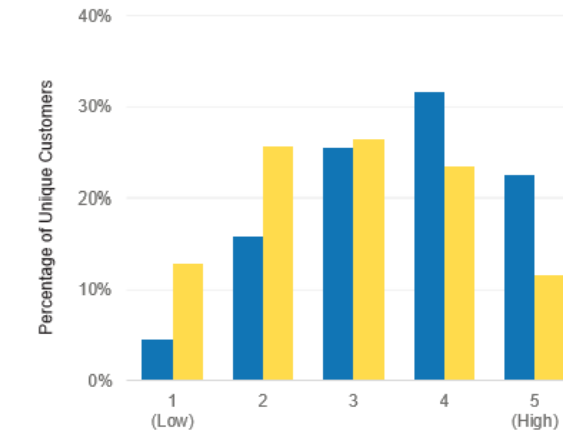
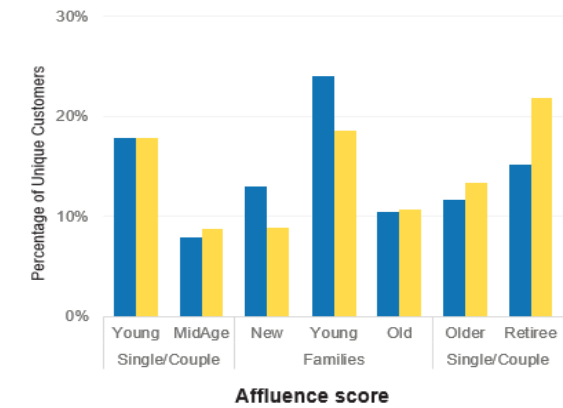
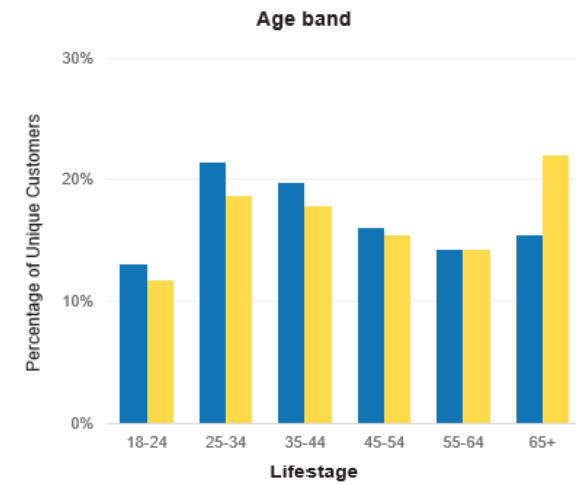
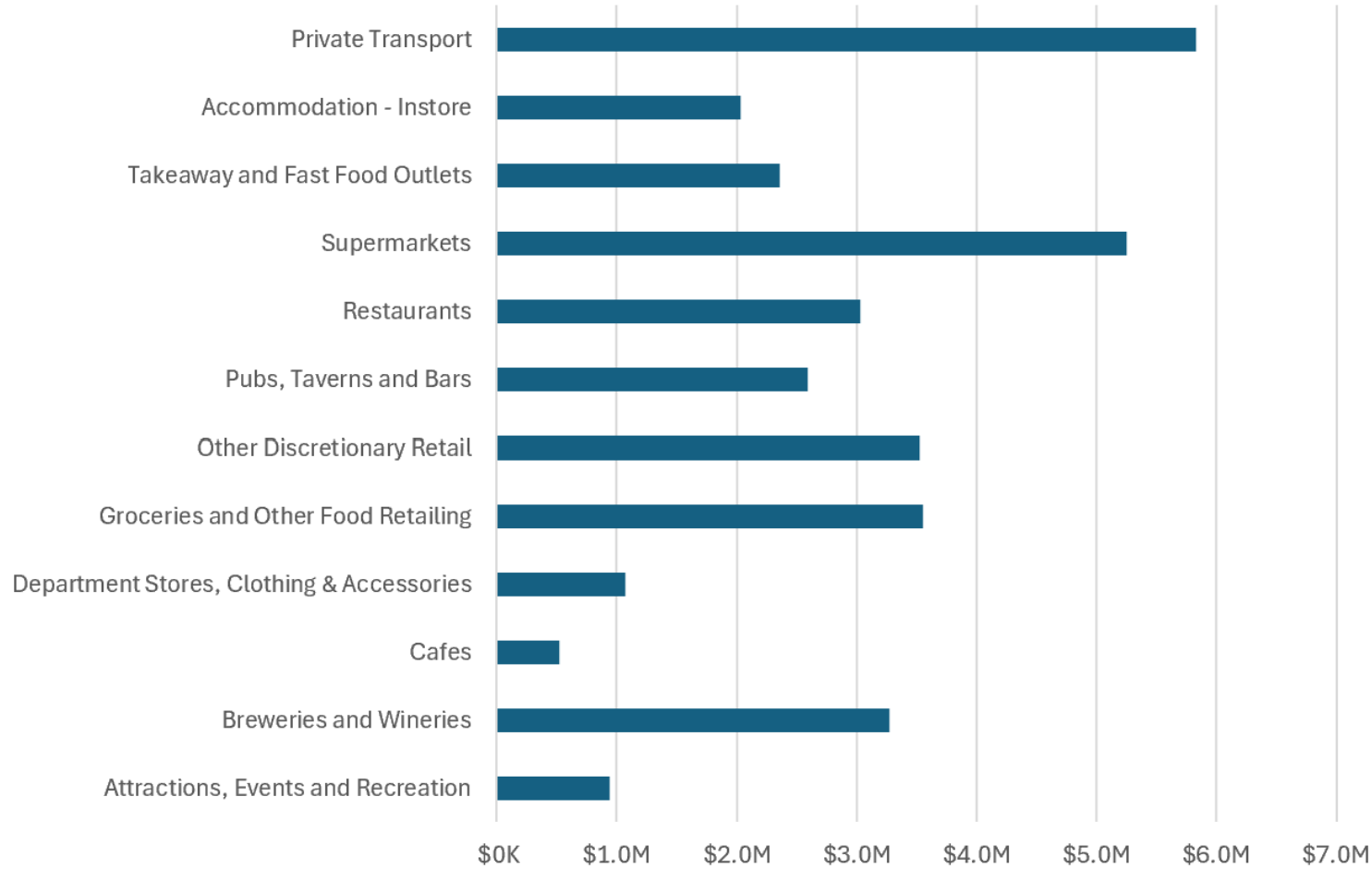




# HUNTER VALLEY SUB REGION

(Cessnock & Singleton LGAs combined)

## Annual Spend by Category





Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$37.3M</b>	<b>↓ -2.6%</b>	<b>↑ 1.0%</b>	<b>\$460.8M</b>	<b>↑ 3.7%</b>		
<b>Tourism and Entertainment</b>	<b>\$12.7M</b>	<b>↓ -3.6%</b>	<b>↑ 7.1%</b>	<b>\$153.9M</b>	<b>↑ 6.7%</b>	<b>0.98x</b>	<b>72.2%</b>
Breweries and Wineries	\$3.3M	↑ 12.3%	↑ 0.8%	\$36.2M	↓ -2.0%	0.99x	17.2%
Restaurants	\$3.0M	↑ 3.4%	↑ 12.5%	\$34.2M	↑ 9.3%	0.90x	23.7%
Pubs, Taverns and Bars	\$2.6M	↑ 2.5%	↑ 6.2%	\$31.1M	↑ 10.9%	0.90x	24.4%
Takeaway and Fast Food Outlets	\$2.4M	↑ 8.4%	↑ 9.8%	\$28.4M	↑ 1.1%	0.93x	33.9%
Attractions, Events and Recreation	\$947K	↓ -55.4%	↑ 5.6%	\$18.0M	↑ 26.1%	0.90x	12.9%
Cafes	\$518K	↑ 0.7%	↓ -8.1%	\$6.1M	↑ 7.5%	0.78x	8.9%
<b>Food Retailing</b>	<b>\$8.8M</b>	<b>↑ 3.7%</b>	<b>↑ 1.2%</b>	<b>\$104.3M</b>	<b>↑ 6.9%</b>	<b>0.93x</b>	<b>38.6%</b>
Supermarkets	\$5.3M	↑ 4.0%	↑ 1.5%	\$63.3M	↑ 6.2%	0.83x	19.4%
Groceries and Other Food Retailing	\$3.5M	↑ 3.3%	↑ 0.5%	\$41.0M	↑ 8.1%	0.91x	29.6%
<b>Private Transport</b>	<b>\$5.8M</b>	<b>↓ -11.0%</b>	<b>↓ -3.6%</b>	<b>\$74.5M</b>	<b>↓ -4.2%</b>	<b>0.93x</b>	<b>36.1%</b>
<b>Discretionary Retail</b>	<b>\$4.6M</b>	<b>↑ 1.5%</b>	<b>↑ 1.0%</b>	<b>\$54.9M</b>	<b>↑ 2.7%</b>	<b>0.83x</b>	<b>19.0%</b>
Other Discretionary Retail	\$3.5M	↓ -0.3%	↑ 0.6%	\$40.7M	↑ 3.1%	0.77x	13.9%
Department Stores, Clothing & Accessories	\$1.1M	↑ 7.7%	↑ 2.1%	\$14.2M	↑ 1.5%	0.71x	9.5%
<b>Accommodation - Instore</b>	<b>\$2.0M</b>	<b>↓ -15.4%</b>	<b>↓ -6.2%</b>	<b>\$33.6M</b>	<b>↓ -9.8%</b>	<b>0.94x</b>	<b>12.0%</b>

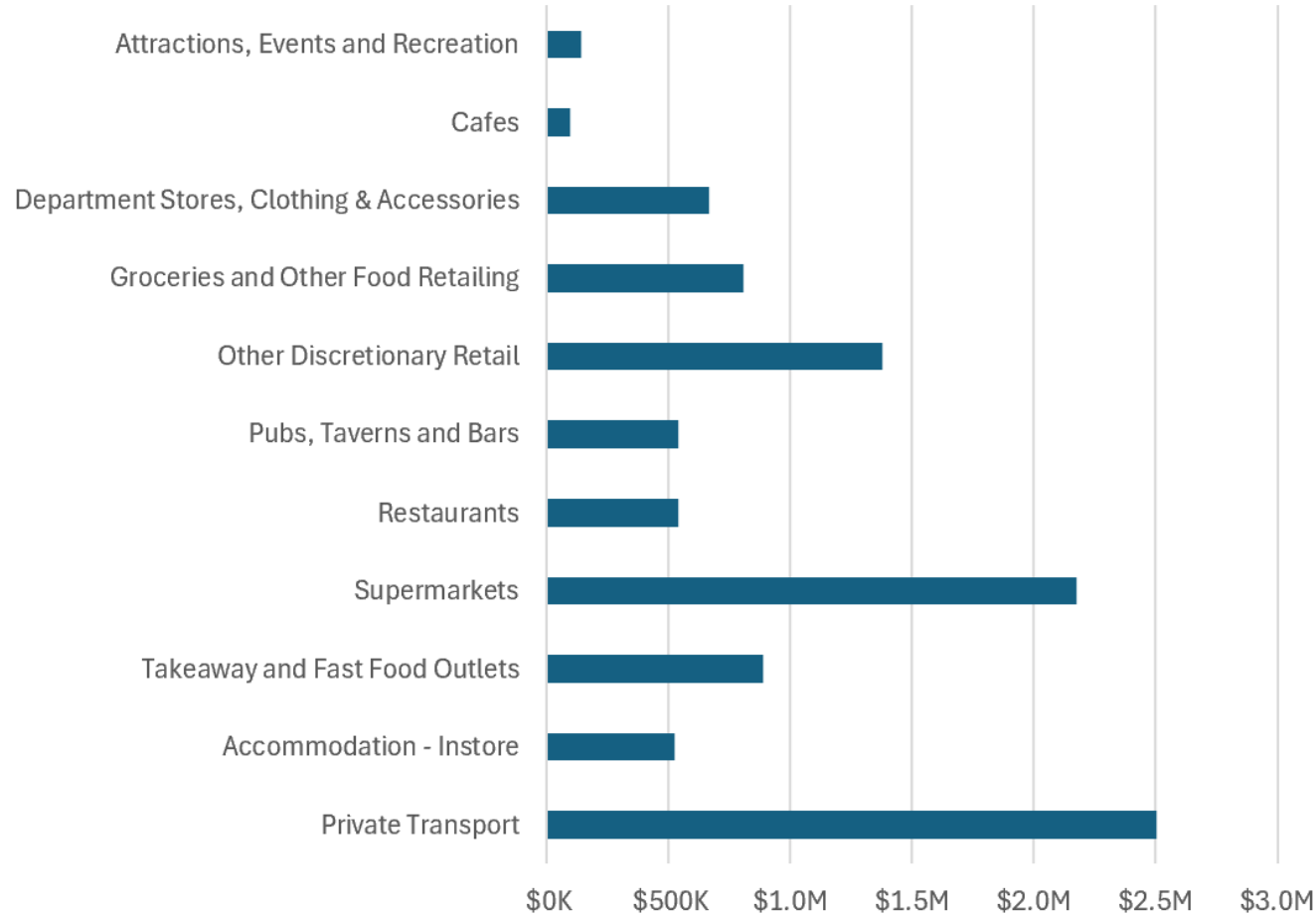
Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on Visitor Intermediary.



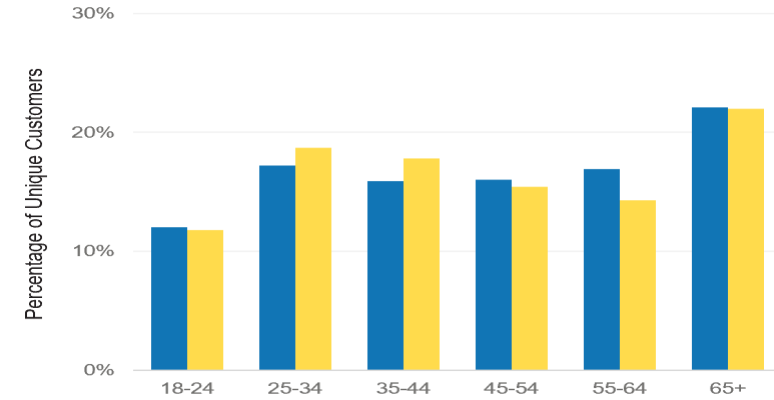
## UPPER HUNTER SUB REGION

(Muswellbrook & Upper Hunter LGAs combined)

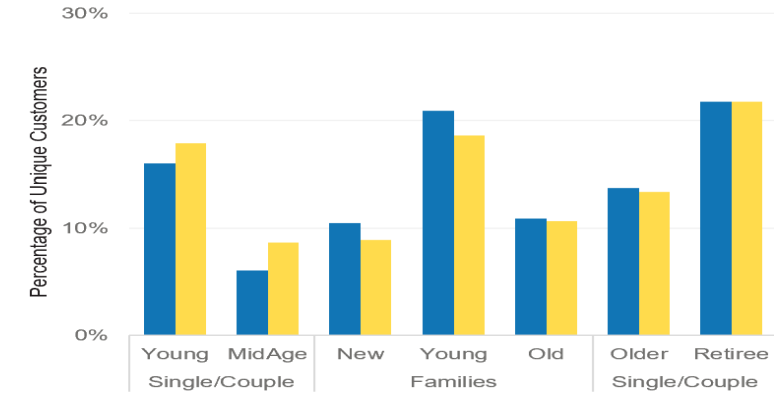
### Annual Spend by Category



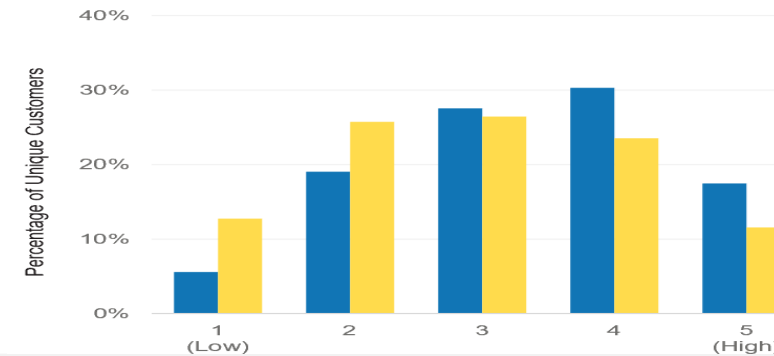
### Age band



### Lifestage



### Affluence score

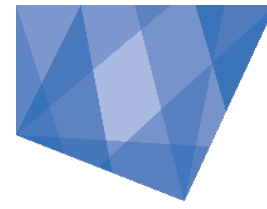




# Destination Sydney Surrounds North | UPPER HUNTER SUB REGION

Category	Monthly			Annual (Last 12 months up to August 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$11.2M</b>	↓ -1.3%	↑ 1.0%	<b>\$136.0M</b>	↑ 4.4%		
<b>Food Retailing</b>	<b>\$3.0M</b>	↑ 1.3%	↑ 1.2%	<b>\$37.0M</b>	↑ 5.9%	<b>0.96x</b>	<b>36.5%</b>
Supermarkets	\$2.2M	↑ 0.9%	↑ 1.5%	\$27.1M	↑ 6.4%	0.89x	18.7%
Groceries and Other Food Retailing	\$806K	↑ 2.5%	↑ 0.5%	\$9.9M	↑ 4.8%	0.91x	26.3%
<b>Private Transport</b>	<b>\$2.5M</b>	↓ -10.9%	↓ -3.6%	<b>\$33.6M</b>	↓ -2.0%	<b>0.96x</b>	<b>50.5%</b>
<b>Tourism and Entertainment</b>	<b>\$2.2M</b>	↑ 0.4%	↑ 7.1%	<b>\$27.2M</b>	↑ 11.9%	<b>0.98x</b>	<b>59.7%</b>
Takeaway and Fast Food Outlets	\$886K	↑ 4.3%	↑ 9.8%	\$10.7M	↑ 9.7%	0.96x	39.1%
Restaurants	\$538K	↑ 23.4%	↑ 12.5%	\$6.0M	↑ 30.2%	0.86x	14.9%
Pubs, Taverns and Bars	\$537K	↓ -18.4%	↑ 6.2%	\$7.2M	↓ -1.1%	0.88x	16.5%
Attractions, Events and Recreation	\$142K	↓ -17.1%	↑ 5.6%	\$1.7M	↑ 5.0%	0.75x	4.1%
Cafes	\$93K	↑ 29.7%	↓ -8.1%	\$1.3M	↑ 71.8%	0.78x	6.7%
<b>Discretionary Retail</b>	<b>\$2.0M</b>	↑ 3.0%	↑ 1.0%	<b>\$24.4M</b>	↑ 2.5%	<b>0.89x</b>	<b>16.0%</b>
Other Discretionary Retail	\$1.4M	↑ 4.5%	↑ 0.6%	\$15.9M	↑ 4.8%	0.84x	12.7%
Department Stores, Clothing & Accessories	\$666K	↓ -0.1%	↑ 2.1%	\$8.5M	↓ -1.6%	0.76x	8.3%
<b>Accommodation - Instore</b>	<b>\$525K</b>	↑ 1.7%	↓ -6.2%	<b>\$4.2M</b>	↓ -2.1%	<b>0.82x</b>	<b>5.6%</b>

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on Visitor Intermediary.



Destination  
Sydney Surrounds North

# DEFINITIONS

## VISITOR TRIP BY SPEND

<b>Overnight Trips</b>	Visitors who stay overnight in a region away from home, identified by spending patterns that show they're away from home for multiple days.
<b>Day Trips</b>	Visitors who travel to the area for the day and return home the same day, spending at least 4 hours in the location.
<b>Regular/Routine Trips</b>	Customers making regular transactions in the selected region. Example: workers (incl. full time workers, hybrid office workers, Fly In Fly Out (FIFO)), frequent shoppers or frequent leisure visitors.
<b>Short Trips</b>	Customers making single or multiple transactions (less than 4 hours) within a day in the selected region. Example: food or fuel when transiting through region, quick visit to shops or making a one-off purchase.
<b>Visitors</b>	Nationally representative customer count based on those who have a residential postal code address located outside of the LGA or Town.

### LEGEND



All Visitors



Australian Average Population

## CATEGORIES

### EXAMPLES

Department Stores, Clothing & Accessories  
Other Discretionary Retails

Department Stores, Discount Department Stores, Men & Women Clothing Stores, Shoe Stores, Online Variety Stores, Luxury Boutiques  
Electronic Stores, Hardware, Motor Vehicles & Accessories, Personal Goods Retailing, Pharmacies, Gardening Stores & Nurseries

Groceries and Other Food Retailing  
Supermarkets

Liquor Stores, Bakeries, Butchers, Convenience Stores, Fruit and Vegetable Stores, Health Food Stores, Seafood Stores  
Supermarkets

Attractions, Events and Recreation  
Breweries and Wineries  
Cafes  
Pubs, Taverns and Bars  
Restaurants  
Takeaway and Fast Food Outlets

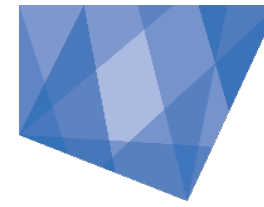
Museums and Galleries, Theme Parks, Tourist Attractions, Parks and Recreation, Professional Sports Clubs, Stadiums  
Breweries and Wineries  
Cafes  
Pubs, Taverns and Bars  
Restaurants  
Takeaway and Fast Food Outlets

Private Transport

Petrol Stations, Ride Share Services, Parking Lots, Taxis and Limousines, Water Taxis and Ferries

Accommodation – Instore  
Accommodation - Online

Hotel and Motel Accommodation, Caravan Parks  
Direct Online Bookings, Online Accommodation Aggregators, Holiday Rentals



# Destination Sydney Surrounds North

## CONTACT US

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