

Destination Sydney Surrounds North

DESTINATION SYDNEY SURROUNDS NORTH CREDIT CARD VISITOR TREND DATA

Annual Spend | last 12 months to July 2025

Source: Australian Bank Transaction Data

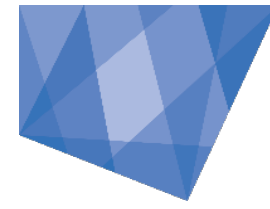


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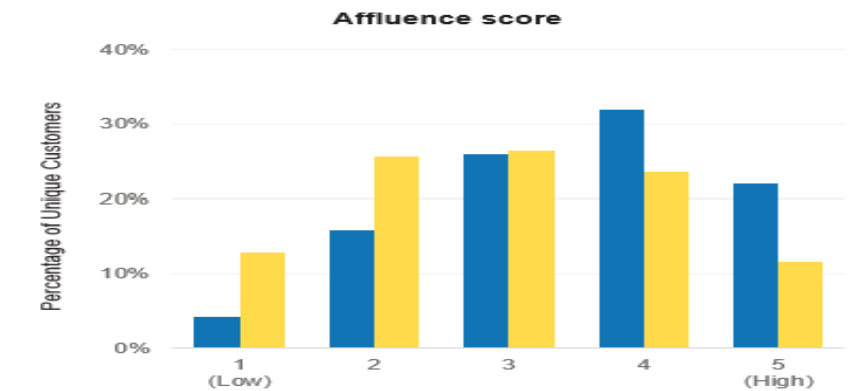
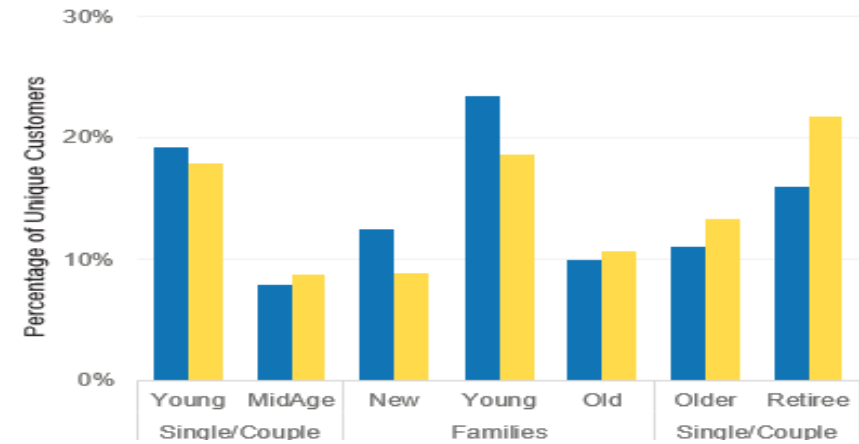
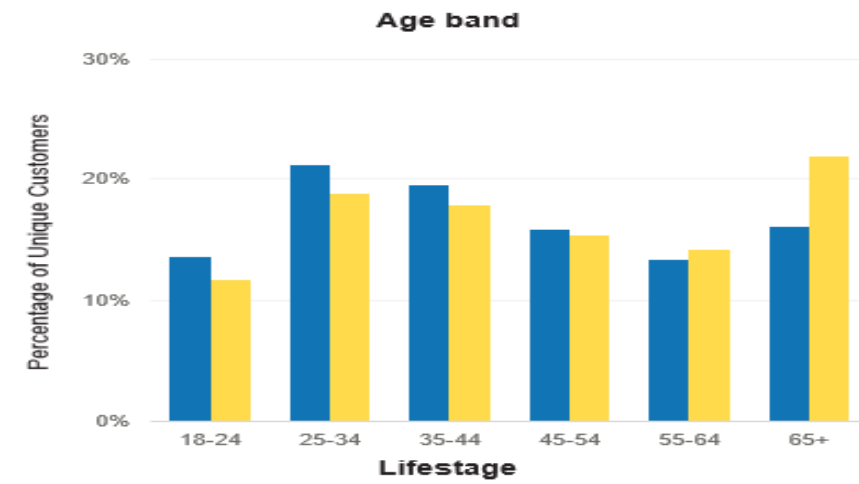
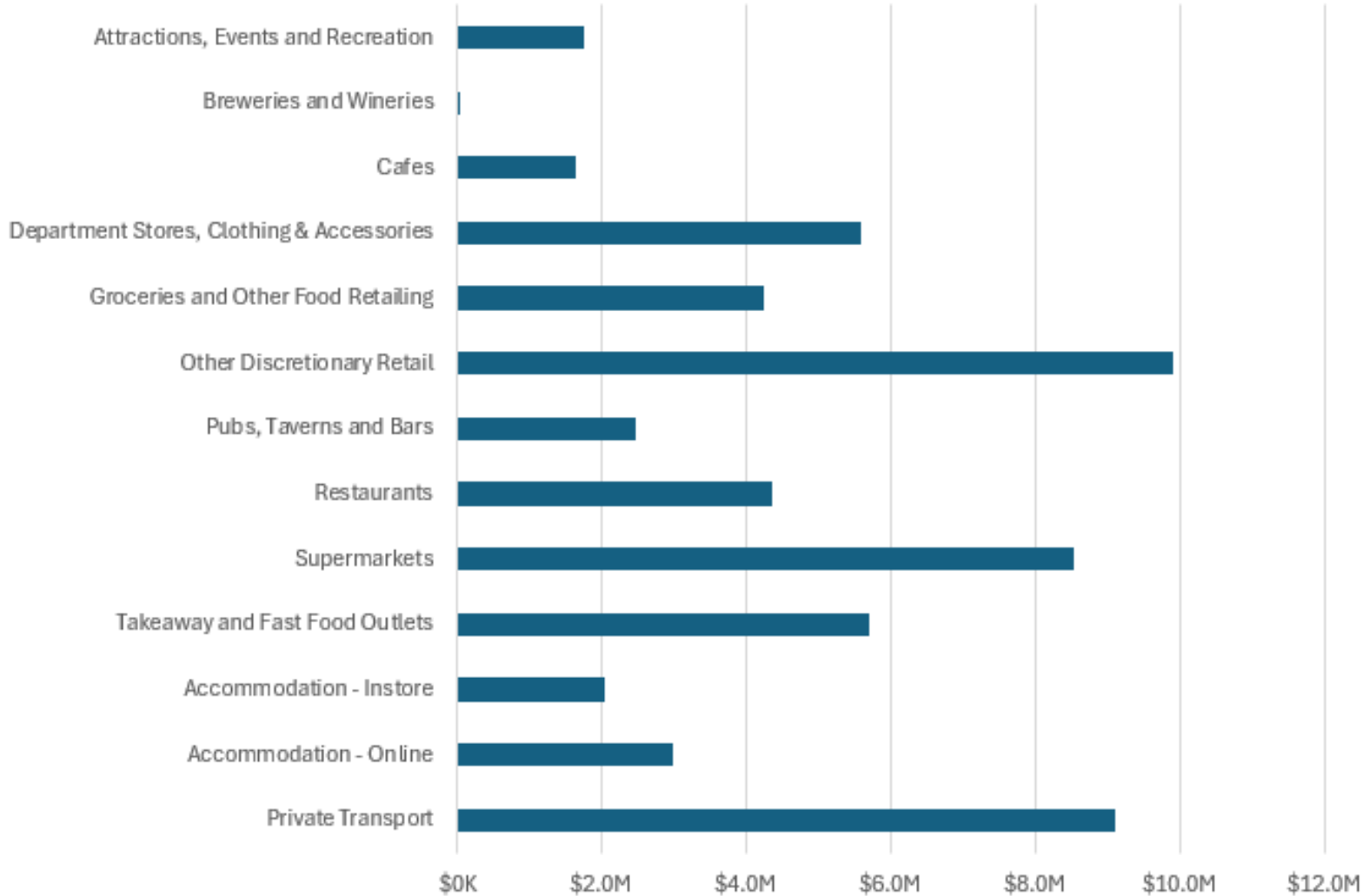
Destination
Sydney Surrounds North

INDIVIDUAL LGAs



Destination Sydney Surrounds North | CENTRAL COAST LGA

Annual Spend by Category





Destination Sydney Surrounds North | CENTRAL COAST LGA

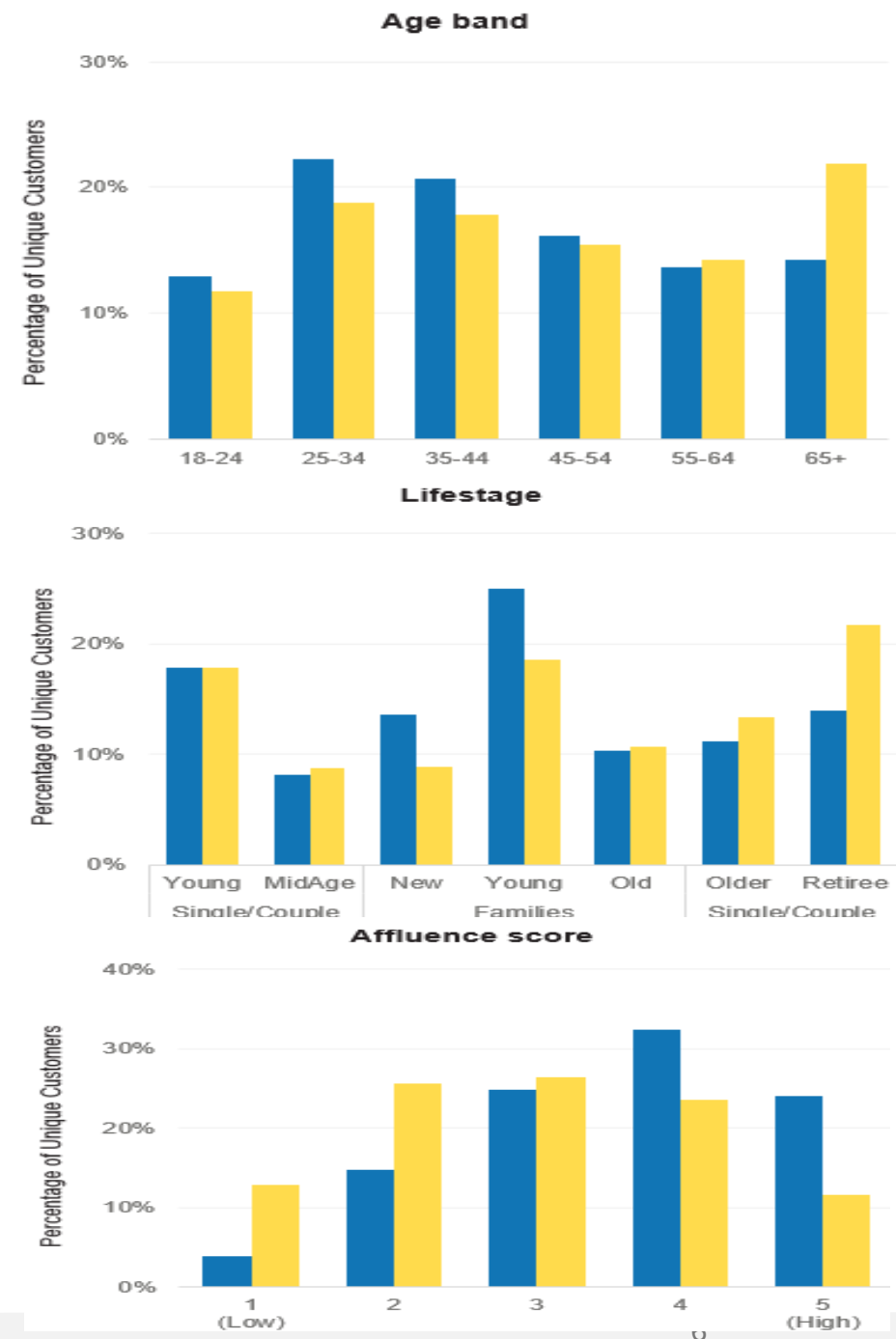
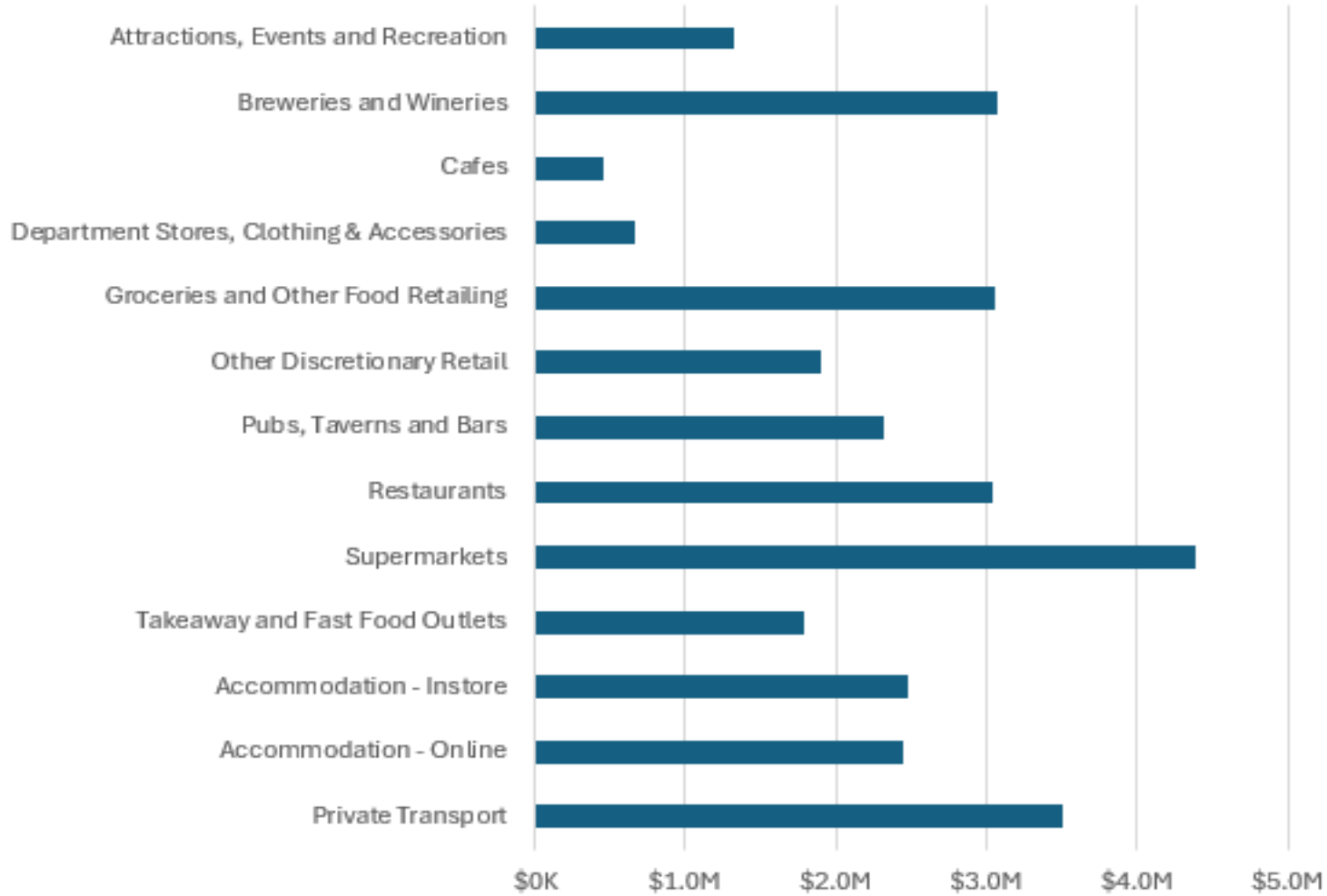
Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$66.8M	↑ 5.1%	↑ 4.2%	\$872.6M	↑ 1.7%		
Tourism and Entertainment	\$16.0M	↑ 9.0%	↑ 9.0%	\$209.5M	↑ 10.9%	0.96x	69.7%
Takeaway and Fast Food Outlets	\$5.7M	↑ 6.1%	↑ 9.7%	\$72.0M	↑ 7.1%	0.92x	49.6%
Restaurants	\$4.4M	↑ 20.1%	↑ 20.6%	\$58.0M	↑ 19.4%	0.78x	24.3%
Pubs, Taverns and Bars	\$2.5M	↑ 15.1%	↑ 6.9%	\$35.7M	↑ 18.8%	0.69x	13.6%
Attractions, Events and Recreation	\$1.8M	↓ -4.2%	↑ 0.9%	\$21.1M	↑ 2.7%	0.63x	9.4%
Cafes	\$1.6M	↑ 0.7%	↓ -3.4%	\$22.3M	↑ 1.3%	0.69x	14.8%
Breweries and Wineries	\$40K	↑ 13.2%	↑ 0.5%	\$367K	↓ -15.1%		
Discretionary Retail	\$15.5M	↑ 10.8%	↑ 6.1%	\$200.7M	↑ 1.8%	0.77x	25.2%
Other Discretionary Retail	\$9.9M	↑ 11.1%	↑ 6.0%	\$126.2M	↑ 1.4%	0.69x	18.7%
Department Stores, Clothing & Accessories	\$5.6M	↑ 10.3%	↑ 6.2%	\$74.5M	↑ 2.5%	0.63x	14.1%
Food Retailing	\$12.8M	↑ 10.3%	↑ 6.9%	\$170.0M	↑ 3.0%	0.83x	33.7%
Supermarkets	\$8.5M	↑ 12.1%	↑ 7.9%	\$111.0M	↑ 3.1%	0.73x	21.4%
Groceries and Other Food Retailing	\$4.2M	↑ 7.0%	↑ 4.7%	\$59.1M	↑ 2.9%	0.76x	23.7%
Private Transport	\$9.1M	↑ 3.0%	↓ -2.9%	\$109.8M	↓ -4.0%	0.88x	39.4%
Accommodation - Online	\$3.0M	↓ -16.5%	↓ -0.3%	\$53.3M	↓ -4.4%	1.10x	6.7%
Accommodation - Instore	\$2.0M	↓ -26.9%	↓ -3.6%	\$33.7M	↓ -20.9%	0.68x	4.8%

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 | CESSNOCK LGA

Annual Spend by Category



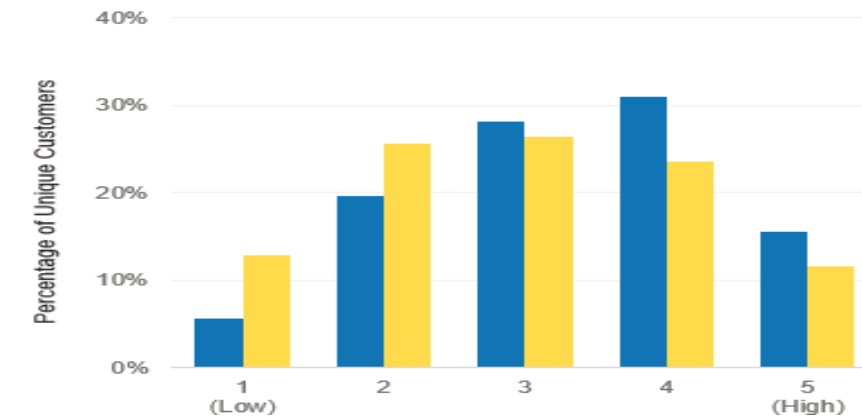
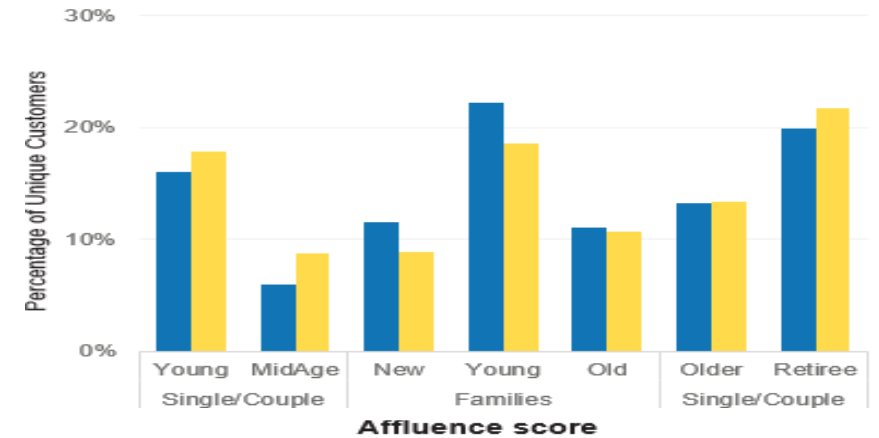
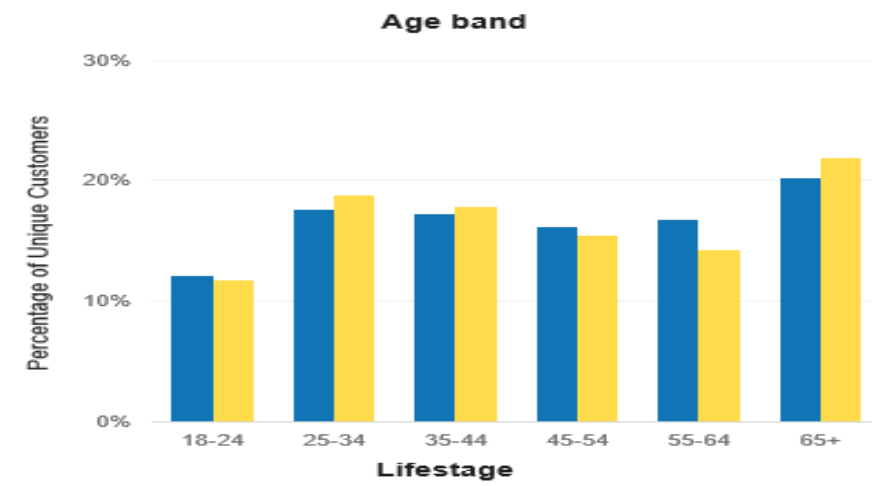
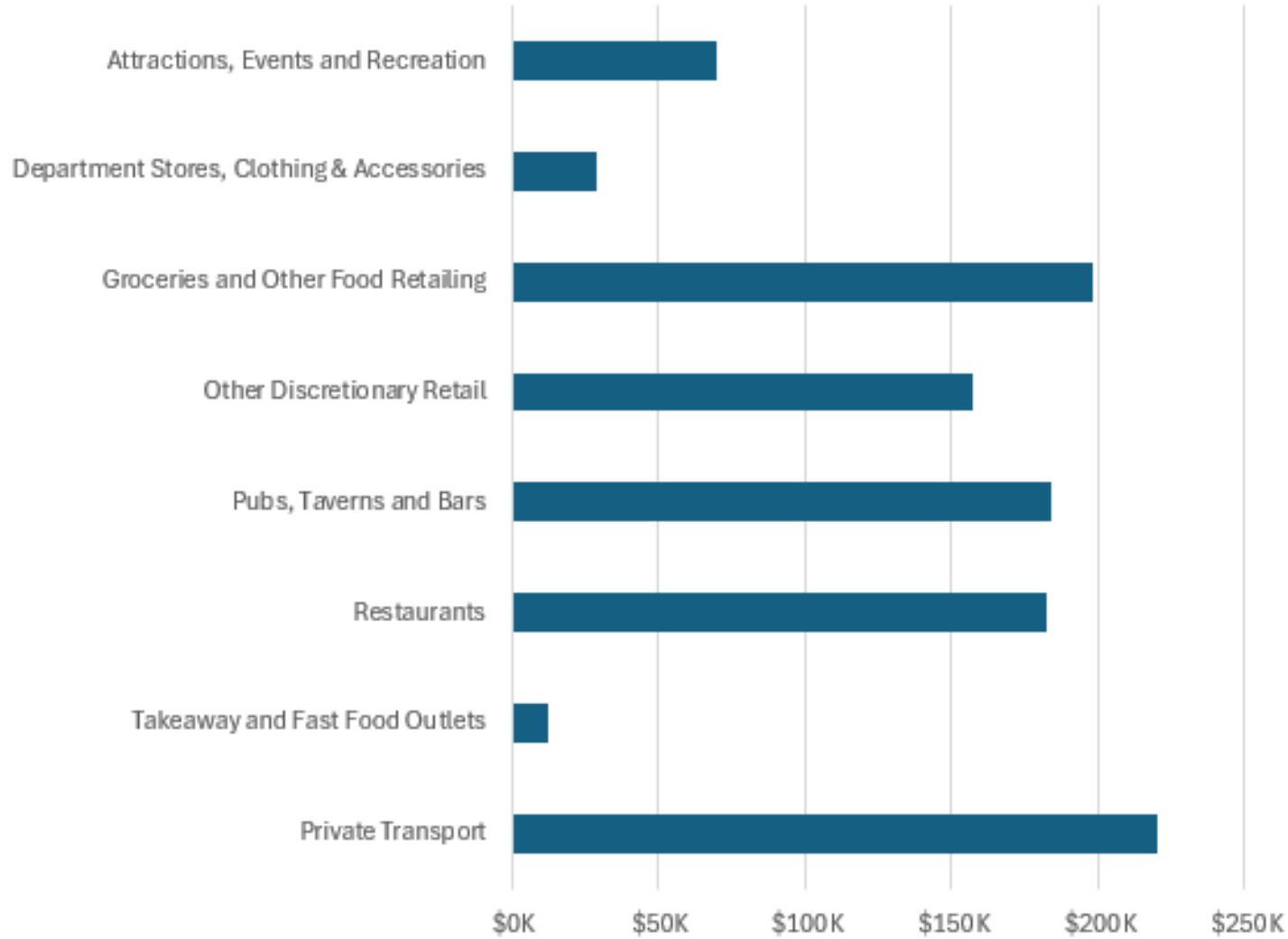


Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$33.1M	↑ 4.4%	↑ 4.2%	\$363.2M	↑ 5.7%		
Tourism and Entertainment	\$12.0M	↑ 5.8%	↑ 9.0%	\$128.5M	↑ 10.4%	0.99x	76.0%
Breweries and Wineries	\$3.1M	↑ 6.1%	↑ 0.5%	\$32.8M	↓ -2.6%	1.02x	20.6%
Restaurants	\$3.0M	↑ 10.3%	↑ 20.6%	\$31.1M	↑ 11.5%	0.92x	26.4%
Pubs, Taverns and Bars	\$2.3M	↑ 5.2%	↑ 6.9%	\$25.0M	↑ 15.6%	0.92x	26.5%
Takeaway and Fast Food Outlets	\$1.8M	↑ 2.7%	↑ 9.7%	\$17.5M	↓ -3.7%	0.90x	29.0%
Attractions, Events and Recreation	\$1.3M	↓ -2.0%	↑ 0.9%	\$17.1M	↑ 60.4%	0.93x	15.0%
Cafes	\$461K	↑ 16.0%	↓ -3.4%	\$5.1M	↑ 15.3%	0.80x	9.1%
Food Retailing	\$7.4M	↑ 11.3%	↑ 6.9%	\$81.5M	↑ 10.9%	0.93x	40.8%
Supermarkets	\$4.4M	↑ 11.0%	↑ 7.9%	\$49.7M	↑ 8.3%	0.83x	19.4%
Groceries and Other Food Retailing	\$3.1M	↑ 11.7%	↑ 4.7%	\$31.8M	↑ 15.1%	0.91x	31.3%
Private Transport	\$3.5M	↓ -12.2%	↓ -2.9%	\$42.8M	↓ -9.9%	0.88x	26.3%
Discretionary Retail	\$2.6M	↑ 6.4%	↑ 6.1%	\$28.2M	↑ 1.6%	0.80x	16.5%
Other Discretionary Retail	\$1.9M	↑ 7.6%	↑ 6.0%	\$20.6M	↑ 2.6%	0.72x	11.3%
Department Stores, Clothing & Accessories	\$667K	↑ 3.4%	↑ 6.2%	\$7.5M	↓ -1.2%	0.69x	8.1%
Accommodation - Instore	\$2.5M	↓ -15.2%	↓ -3.6%	\$31.3M	↓ -9.7%	0.97x	13.7%
Accommodation - Online	\$2.5M	↑ 5.2%	↓ -0.3%	\$23.2M	↑ 0.5%	1.03x	7.6%

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 July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$2.3M	↑ 22.0%	↑ 4.2%	\$24.7M	↑ 4.0%		
Groceries and Other Food Retailing	\$198K	↑ 20.0%	↑ 4.7%	\$2.0M	↑ 25.6%	0.87x	24.8%
Tourism and Entertainment	\$464K	↑ 28.9%	↑ 9.0%	\$4.7M	↑ 17.1%	0.95x	45.0%
Pubs, Taverns and Bars	\$184K	↑ 12.4%	↑ 6.9%	\$2.1M	↑ 15.9%	0.91x	25.2%
Restaurants	\$182K	↑ 117.6%	↑ 20.6%	\$1.2M	↑ 136.5%	0.83x	13.3%
Attractions, Events and Recreation	\$70K	↑ 48.1%	↑ 0.9%	\$859K	↓ -0.3%	0.84x	9.2%
Takeaway and Fast Food Outlets	\$12K	↓ -78.6%	↑ 9.7%	\$256K	↓ -62.0%	0.80x	6.1%
Private Transport	\$220K	↑ 27.2%	↓ -2.9%	\$2.1M	↓ -6.9%	0.81x	16.6%
Discretionary Retail	\$186K	↑ 134.5%	↑ 6.1%	\$1.4M	↑ 40.6%	0.68x	9.7%
Other Discretionary Retail	\$157K	↑ 137.3%	↑ 6.0%	\$1.2M	↑ 46.1%	0.61x	7.3%
Department Stores, Clothing & Accessories	\$29K	↑ 120.3%	↑ 6.2%	\$238K	↑ 18.7%	0.76x	2.8%

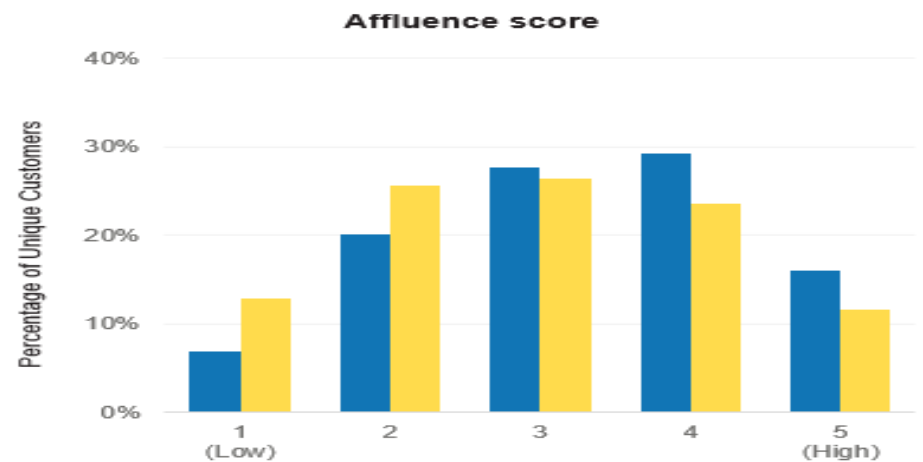
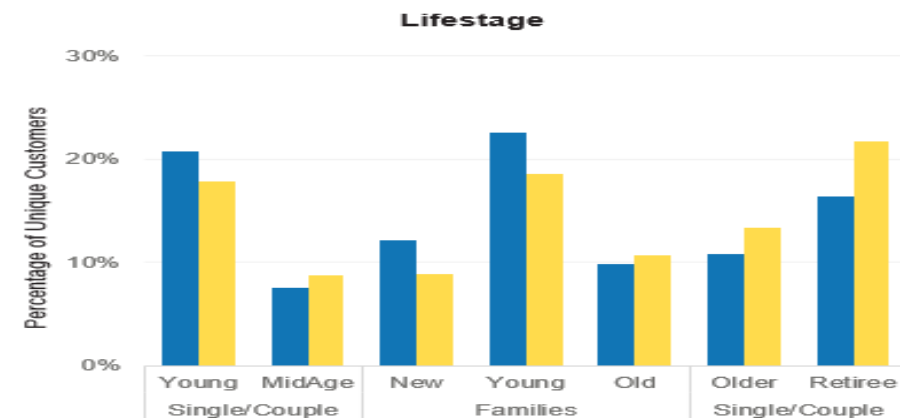
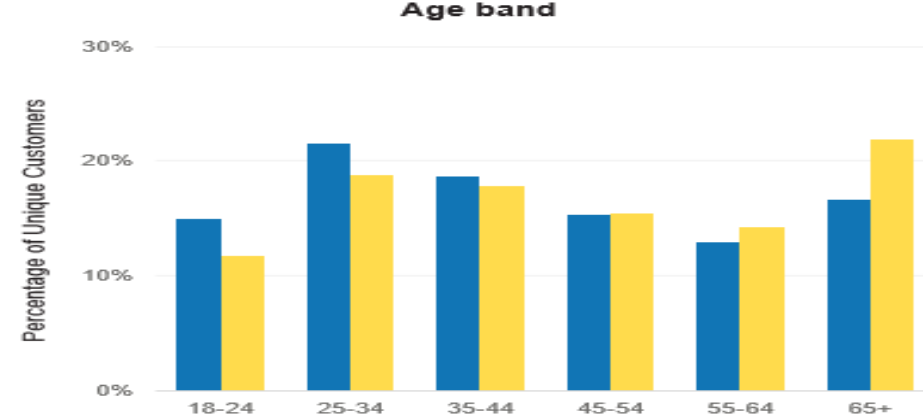
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Destination
Sydney Surrounds North

LAKE MACQUARIE LGA

Annual Spend by Category





Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$81.3M	↑ 2.1%	↑ 4.2%	\$986.4M	↑ 0.8%		
Discretionary Retail	\$23.2M	↑ 2.7%	↑ 6.1%	\$295.2M	↑ 2.8%	0.84x	33.6%
Other Discretionary Retail	\$14.5M	↑ 0.6%	↑ 6.0%	\$188.3M	↑ 1.9%	0.79x	26.5%
Department Stores, Clothing & Accessories	\$8.6M	↑ 6.4%	↑ 6.2%	\$106.9M	↑ 4.3%	0.76x	21.8%
Food Retailing	\$21.5M	↑ 8.0%	↑ 6.9%	\$255.8M	↑ 5.6%	0.91x	50.0%
Supermarkets	\$17.8M	↑ 7.3%	↑ 7.9%	\$210.5M	↑ 5.2%	0.82x	29.4%
Groceries and Other Food Retailing	\$3.7M	↑ 11.5%	↑ 4.7%	\$45.3M	↑ 7.4%	0.86x	35.2%
Tourism and Entertainment	\$13.3M	↑ 11.0%	↑ 9.0%	\$151.2M	↑ 5.8%	0.94x	56.5%
Takeaway and Fast Food Outlets	\$5.4M	↑ 7.5%	↑ 9.7%	\$59.8M	↑ 3.0%	0.88x	37.4%
Restaurants	\$3.2M	↑ 15.4%	↑ 20.6%	\$37.7M	↑ 15.0%	0.77x	20.5%
Pubs, Taverns and Bars	\$2.1M	↑ 12.5%	↑ 6.9%	\$26.0M	↑ 3.9%	0.74x	15.4%
Attractions, Events and Recreation	\$1.7M	↑ 25.1%	↑ 0.9%	\$16.3M	↑ 13.6%	0.82x	12.8%
Cafes	\$965K	↓ -4.3%	↓ -3.4%	\$11.3M	↓ -10.8%	0.72x	13.2%
Private Transport	\$9.8M	↓ -15.1%	↓ -2.9%	\$125.4M	↓ -14.9%	0.87x	35.9%
Accommodation - Online	\$1.3M	↓ -13.9%	↓ -0.3%	\$19.2M	↓ -6.8%	1.04x	4.3%
Accommodation - Instore	\$963K	↓ -24.2%	↓ -3.6%	\$14.0M	↓ -11.6%	0.66x	5.5%

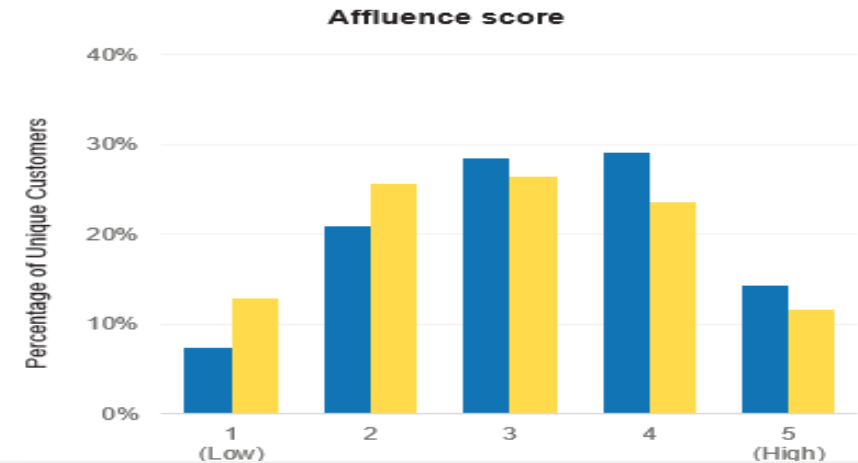
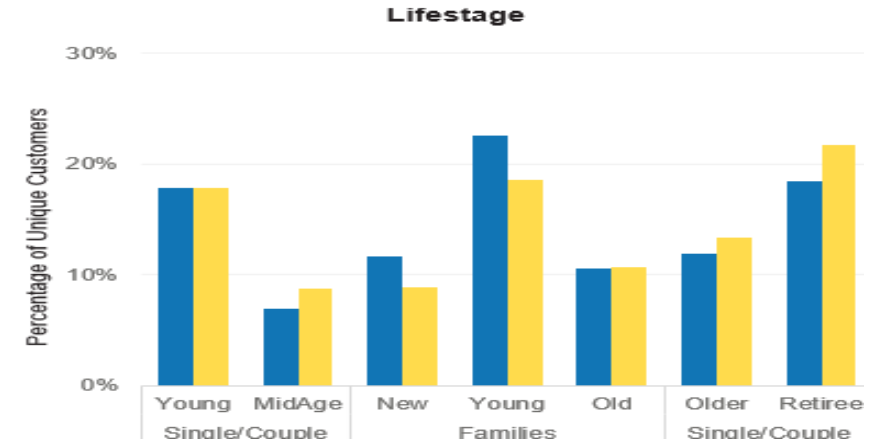
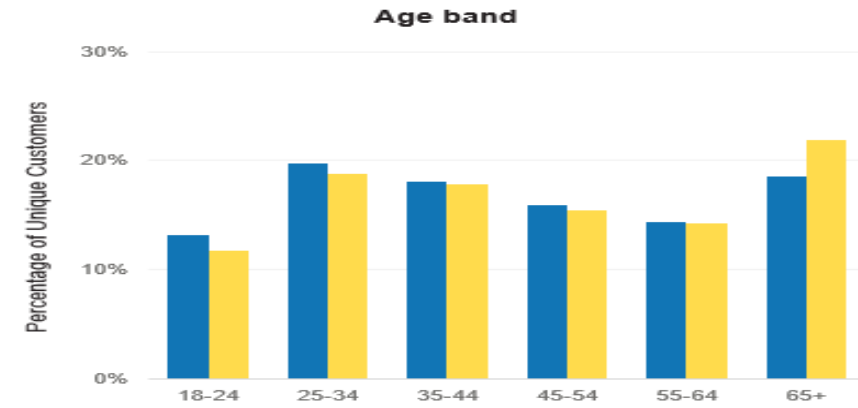
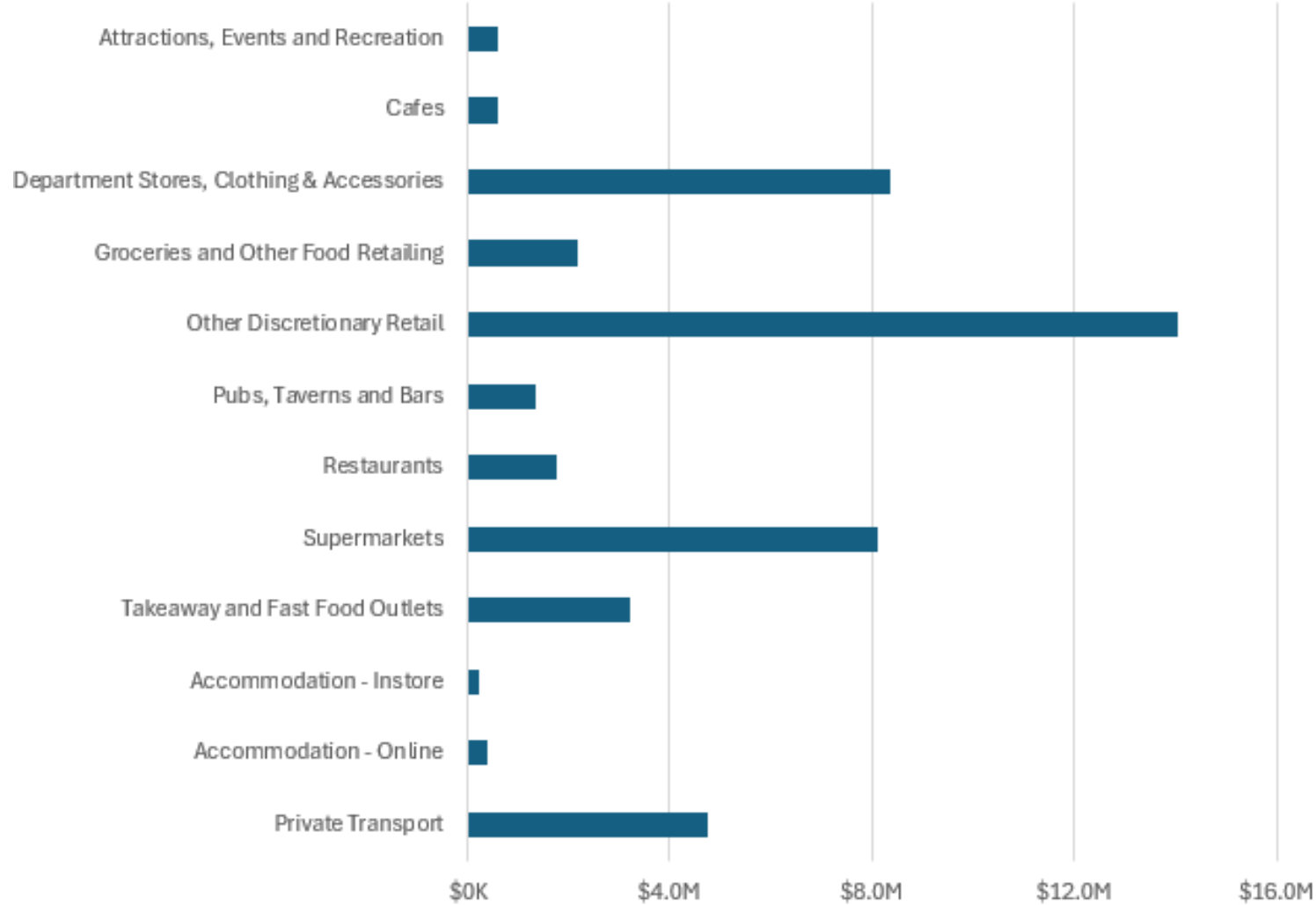
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Destination
Sydney Surrounds North

MAITLAND LGA

Annual Spend by Category



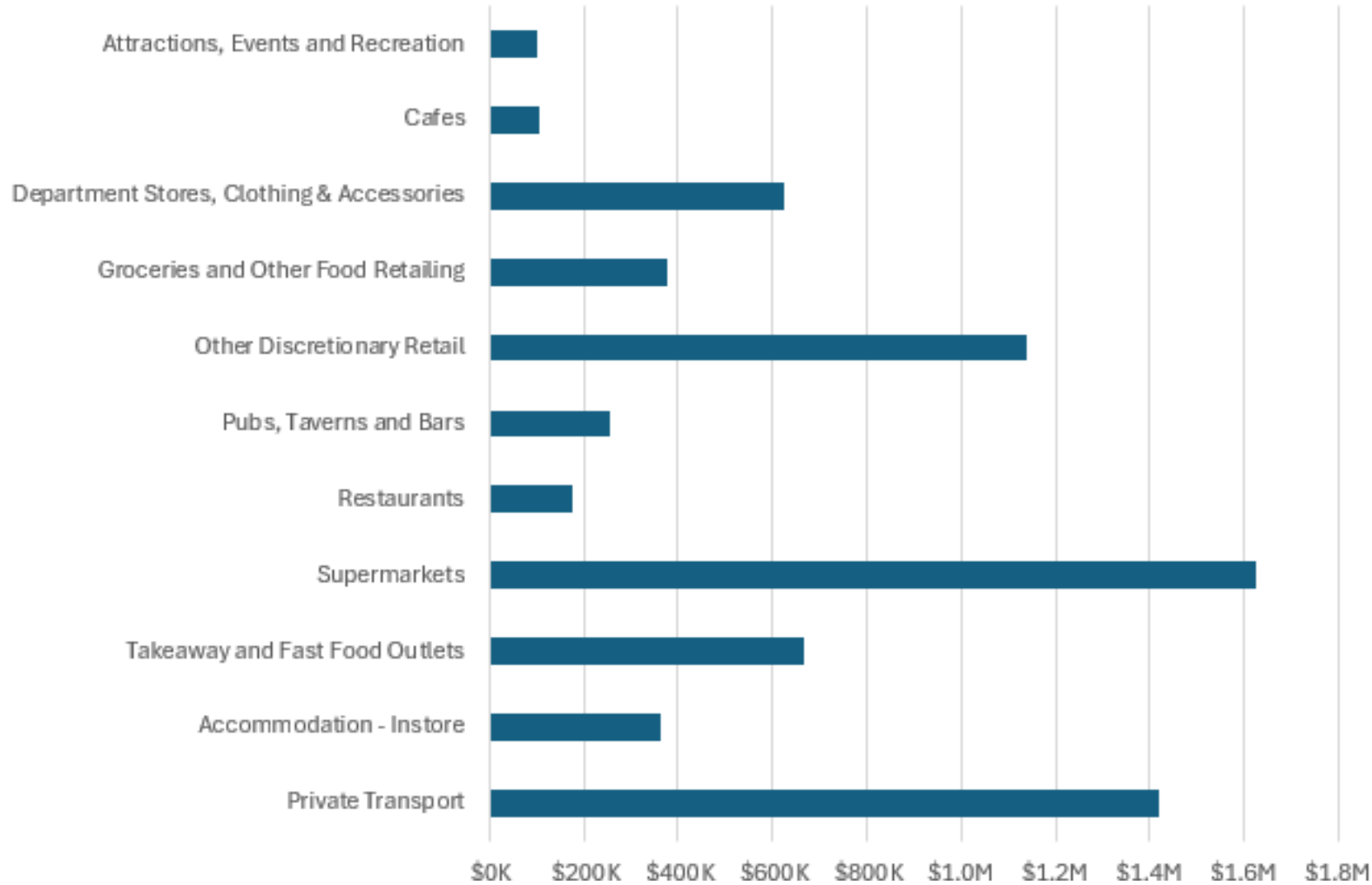


Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$54.8M	↑ 7.3%	↑ 4.2%	\$640.8M	↑ 5.5%		
Discretionary Retail	\$22.4M	↑ 7.5%	↑ 6.1%	\$272.2M	↑ 4.8%	0.91x	47.8%
Other Discretionary Retail	\$14.0M	↑ 9.0%	↑ 6.0%	\$168.2M	↑ 4.0%	0.86x	35.8%
Department Stores, Clothing & Accessories	\$8.4M	↑ 5.1%	↑ 6.2%	\$104.1M	↑ 6.0%	0.86x	34.3%
Food Retailing	\$10.3M	↑ 5.2%	↑ 6.9%	\$124.3M	↑ 5.1%	0.90x	43.9%
Supermarkets	\$8.1M	↑ 3.4%	↑ 7.9%	\$98.2M	↑ 5.1%	0.84x	31.7%
Groceries and Other Food Retailing	\$2.2M	↑ 12.2%	↑ 4.7%	\$26.1M	↑ 4.9%	0.83x	28.4%
Tourism and Entertainment	\$7.5M	↑ 14.5%	↑ 9.0%	\$79.9M	↑ 7.7%	0.95x	62.8%
Takeaway and Fast Food Outlets	\$3.2M	↑ 14.9%	↑ 9.7%	\$33.5M	↑ 1.9%	0.91x	44.6%
Restaurants	\$1.8M	↑ 26.0%	↑ 20.6%	\$18.1M	↑ 32.7%	0.81x	23.2%
Pubs, Taverns and Bars	\$1.3M	↑ 11.4%	↑ 6.9%	\$15.1M	↑ 3.8%	0.78x	17.8%
Attractions, Events and Recreation	\$608K	↑ 2.9%	↑ 0.9%	\$6.5M	↑ 4.7%	0.78x	11.9%
Cafes	\$607K	↑ 3.4%	↓ -3.4%	\$6.5M	↓ -2.4%	0.79x	17.5%
Private Transport	\$4.8M	↑ 10.1%	↓ -2.9%	\$52.6M	↓ -2.7%	0.84x	31.0%
Accommodation - Online	\$419K	↑ 15.8%	↓ -0.3%	\$6.1M	↑ 2.2%	1.08x	3.5%
Accommodation - Instore	\$248K	↑ 42.1%	↓ -3.6%	\$2.9M	↑ 33.6%	0.65x	3.7%

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Annual Spend by Category



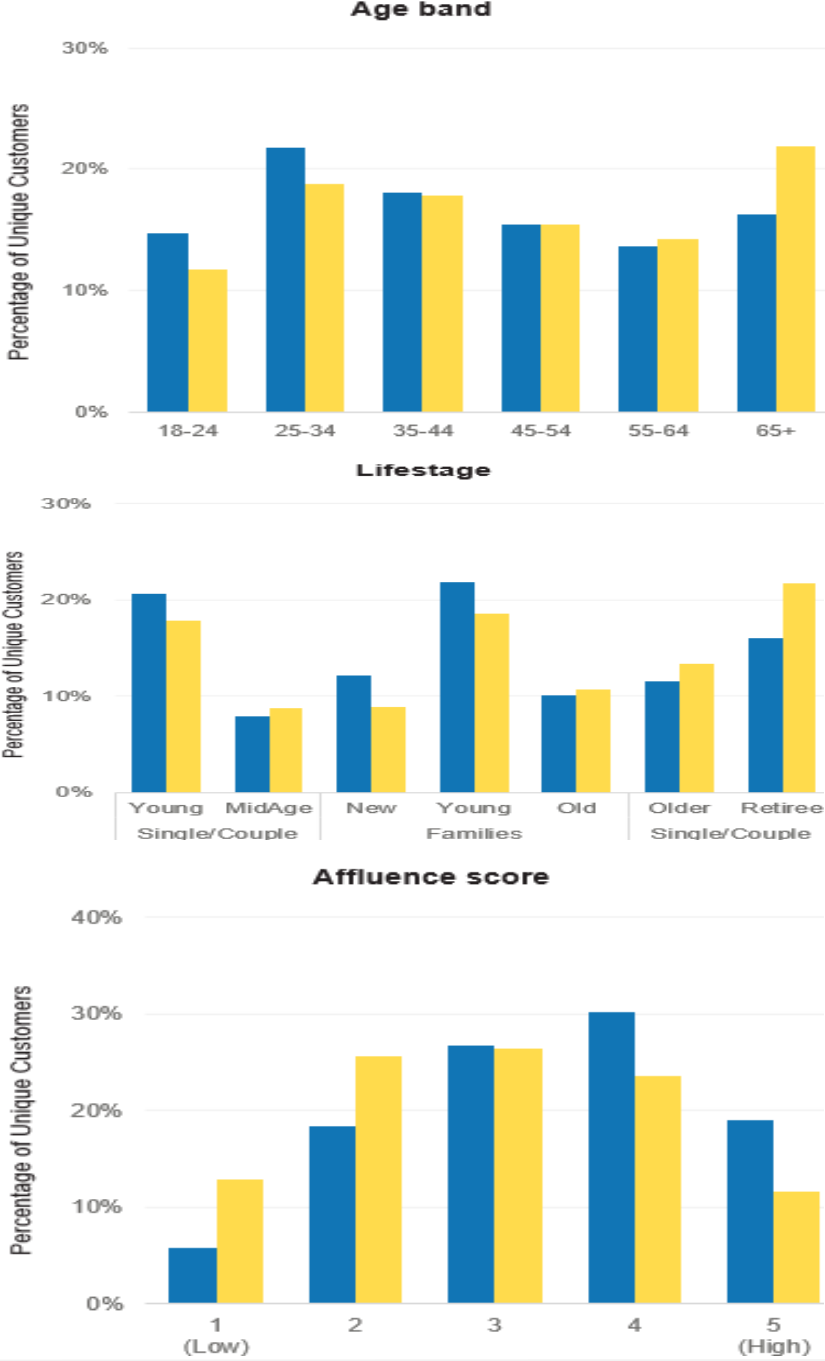
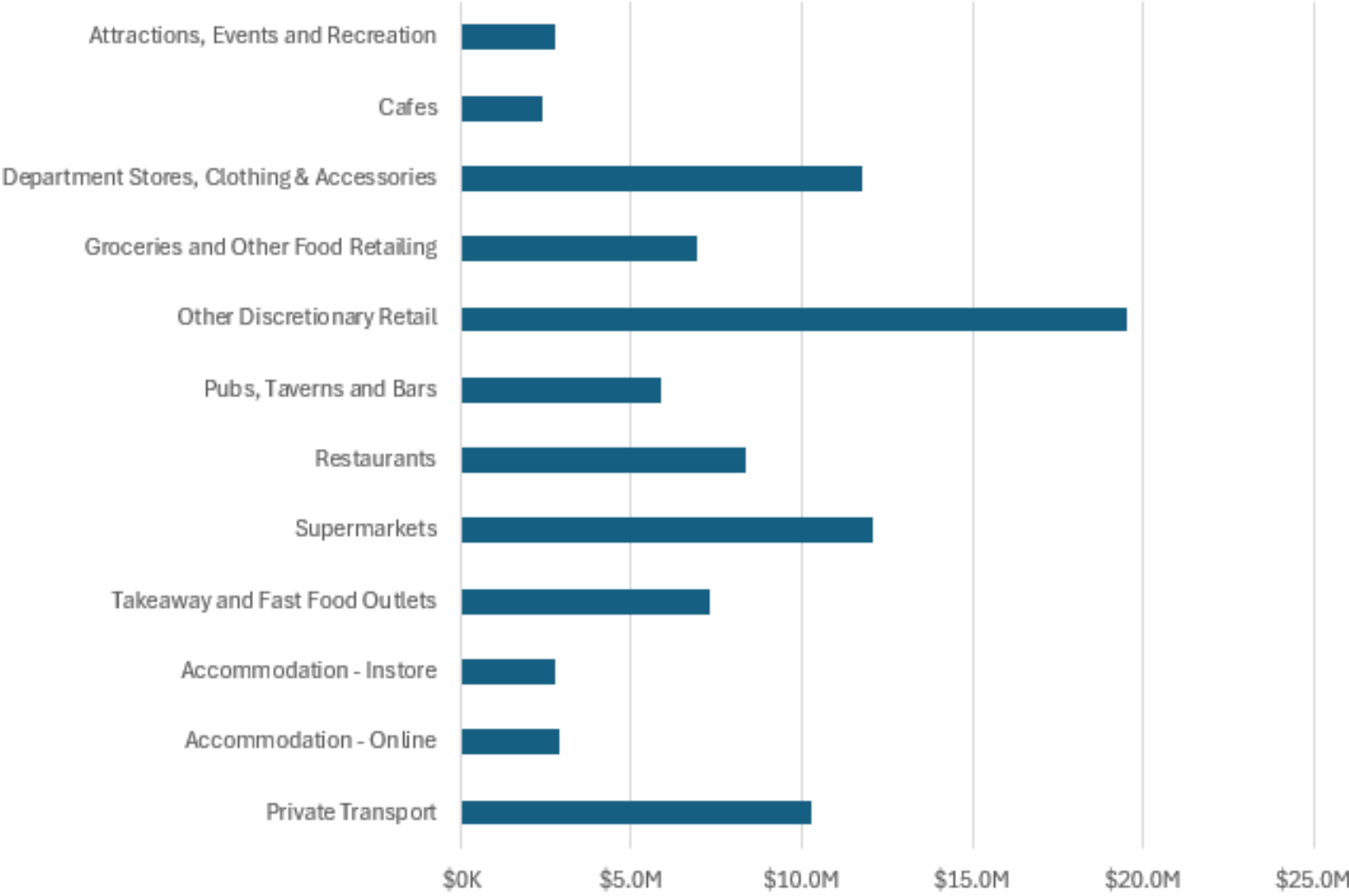


Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$7.7M	↑ 6.7%	↑ 4.2%	\$86.5M	↑ 3.2%		
Food Retailing	\$2.0M	↑ 9.7%	↑ 6.9%	\$23.6M	↑ 6.8%	0.88x	24.3%
Supermarkets	\$1.6M	↑ 7.3%	↑ 7.9%	\$19.5M	↑ 6.8%	0.84x	19.3%
Groceries and Other Food Retailing	\$378K	↑ 21.1%	↑ 4.7%	\$4.1M	↑ 6.9%	0.77x	12.8%
Discretionary Retail	\$1.8M	↑ 10.8%	↑ 6.1%	\$19.9M	↑ 2.9%	0.83x	18.4%
Other Discretionary Retail	\$1.1M	↑ 21.2%	↑ 6.0%	\$12.4M	↑ 6.0%	0.78x	13.8%
Department Stores, Clothing & Accessories	\$625K	↓ -4.1%	↑ 6.2%	\$7.5M	↓ -1.9%	0.74x	11.3%
Private Transport	\$1.4M	↑ 0.2%	↓ -2.9%	\$16.4M	↓ -5.9%	0.95x	43.8%
Tourism and Entertainment	\$1.3M	↑ 8.1%	↑ 9.0%	\$14.6M	↑ 8.6%	0.98x	67.1%
Takeaway and Fast Food Outlets	\$666K	↑ 7.2%	↑ 9.7%	\$7.4M	↑ 6.9%	0.96x	47.9%
Pubs, Taverns and Bars	\$256K	↓ -11.7%	↑ 6.9%	\$3.4M	↓ -3.8%	0.86x	14.0%
Restaurants	\$176K	↑ 69.6%	↑ 20.6%	\$1.2M	↑ 36.3%	0.80x	9.8%
Cafes	\$108K	↑ 58.1%	↓ -3.4%	\$1.1M	↑ 60.6%	0.80x	9.8%
Attractions, Events and Recreation	\$101K	↓ -19.5%	↑ 0.9%	\$1.3M	↑ 6.0%	0.66x	3.1%
Accommodation - Instore	\$362K	↓ -15.4%	↓ -3.6%	\$2.8M	↓ -3.6%	0.81x	7.0%

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Annual Spend by Category





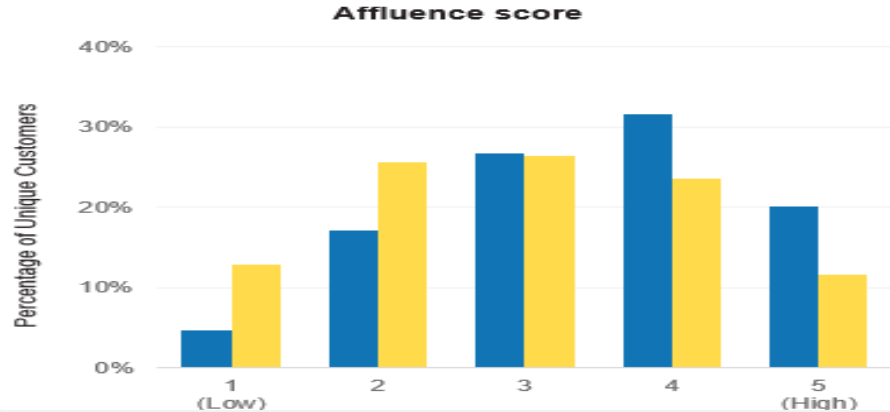
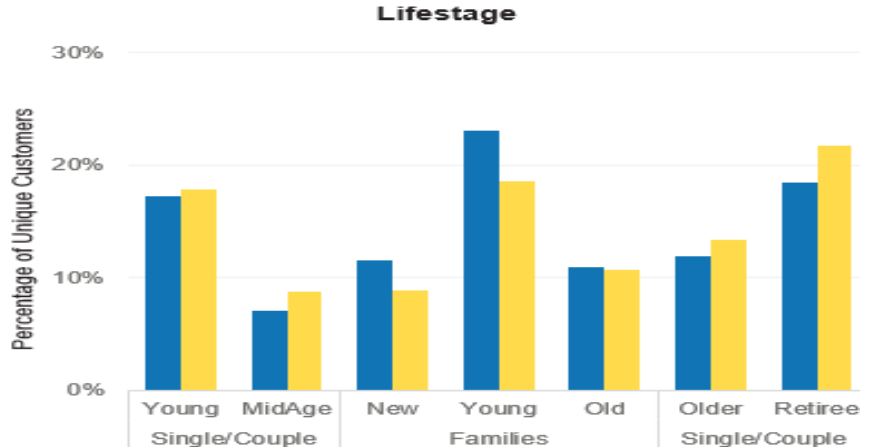
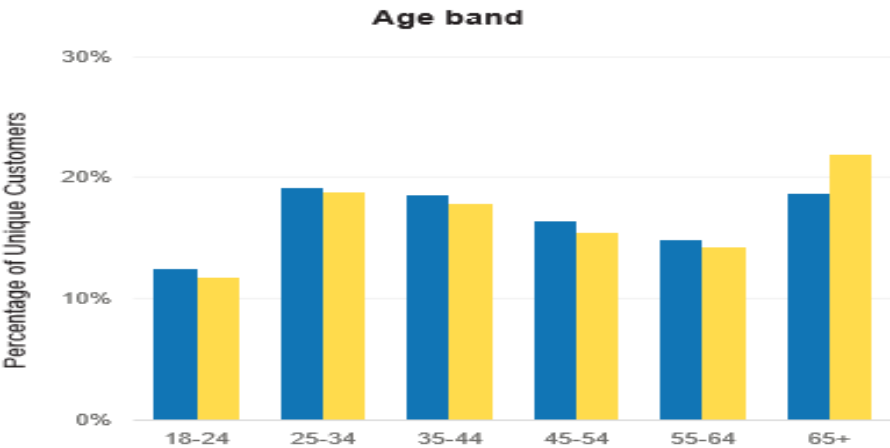
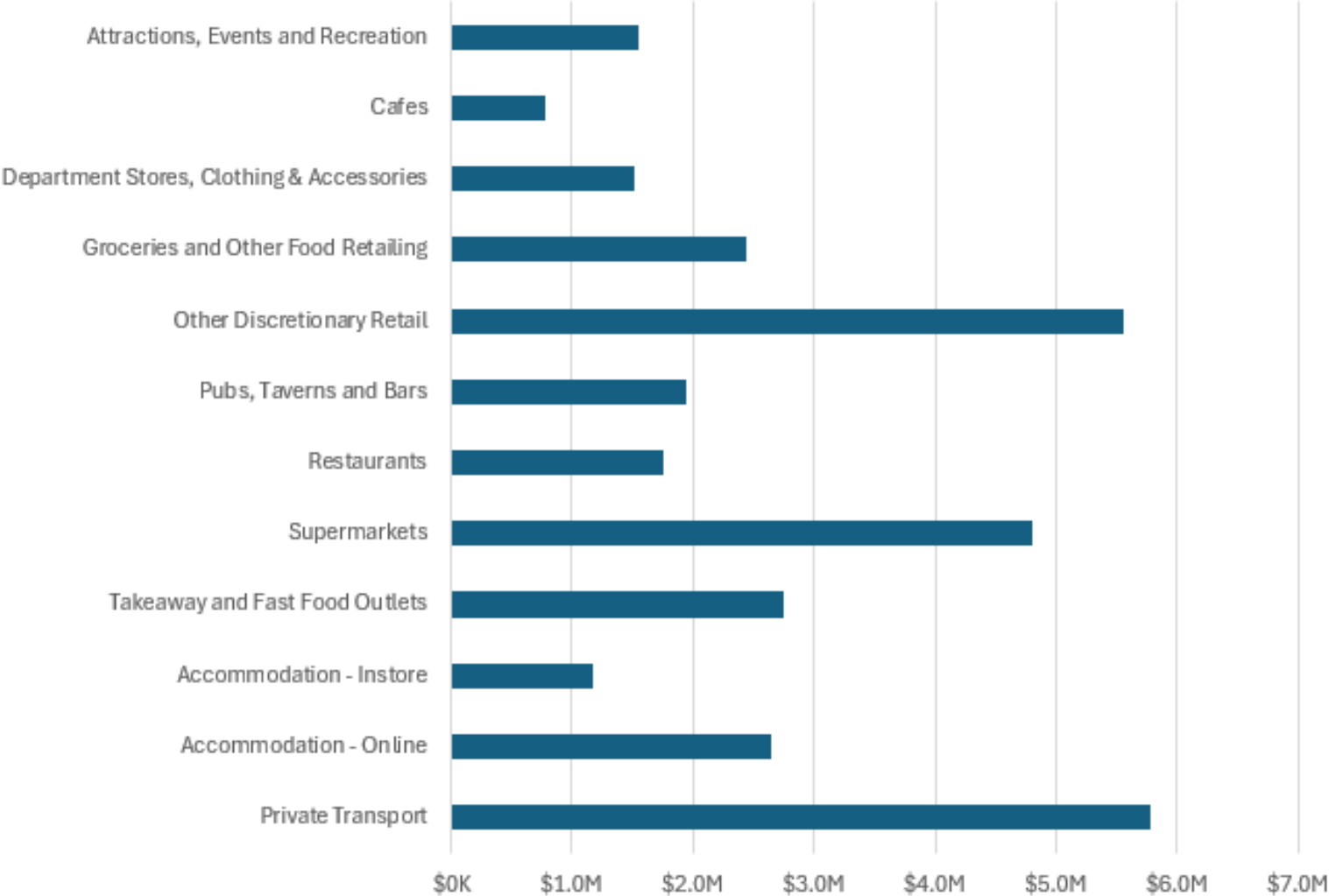
Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$109.8M	↑ 5.1%	↑ 4.2%	\$1.3B	↑ 1.9%		
Discretionary Retail	\$31.3M	↑ 10.6%	↑ 6.1%	\$388.9M	↑ 4.3%	0.89x	35.9%
Other Discretionary Retail	\$19.6M	↑ 9.6%	↑ 6.0%	\$241.5M	↑ 5.0%	0.84x	27.0%
Department Stores, Clothing & Accessories	\$11.8M	↑ 12.4%	↑ 6.2%	\$147.3M	↑ 3.2%	0.82x	24.1%
Tourism and Entertainment	\$26.8M	↑ 13.2%	↑ 9.0%	\$300.9M	↑ 7.0%	0.98x	72.9%
Restaurants	\$8.4M	↑ 19.5%	↑ 20.6%	\$95.9M	↑ 17.0%	0.88x	32.7%
Takeaway and Fast Food Outlets	\$7.3M	↑ 10.7%	↑ 9.7%	\$81.3M	↑ 2.5%	0.92x	43.9%
Pubs, Taverns and Bars	\$5.9M	↑ 9.5%	↑ 6.9%	\$72.8M	↑ 6.5%	0.87x	25.8%
Attractions, Events and Recreation	\$2.8M	↑ 19.6%	↑ 0.9%	\$21.4M	↓ -5.2%	0.89x	19.4%
Cafes	\$2.4M	↑ 3.6%	↓ -3.4%	\$28.6M	↑ 1.6%	0.84x	21.3%
Food Retailing	\$19.0M	↑ 0.4%	↑ 6.9%	\$238.8M	↑ 2.2%	0.90x	38.0%
Supermarkets	\$12.1M	↑ 1.5%	↑ 7.9%	\$148.5M	↓ -0.4%	0.84x	26.7%
Groceries and Other Food Retailing	\$6.9M	↓ -1.5%	↑ 4.7%	\$90.3M	↑ 6.7%	0.84x	27.5%
Private Transport	\$10.2M	↓ -17.2%	↓ -2.9%	\$133.4M	↓ -12.1%	0.91x	40.4%
Accommodation - Online	\$2.9M	↑ 2.5%	↓ -0.3%	\$37.1M	↓ -1.9%	1.03x	7.1%
Accommodation - Instore	\$2.8M	↑ 4.3%	↓ -3.6%	\$35.2M	↑ 3.4%	0.86x	10.1%

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 | PORT STEPHENS LGA

Annual Spend by Category

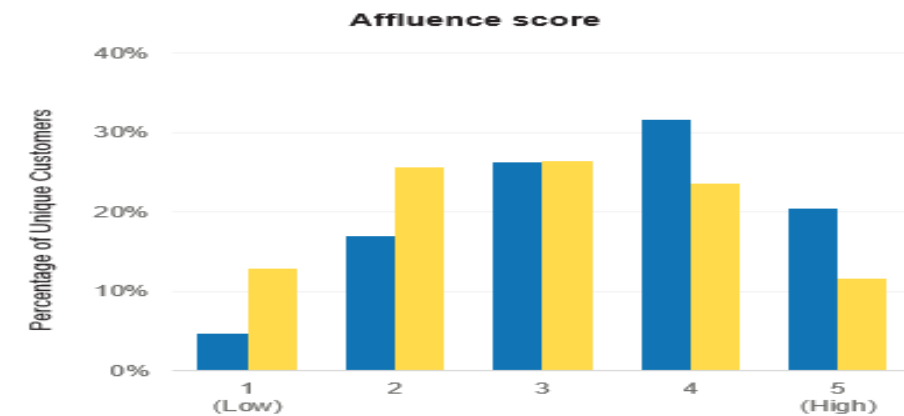
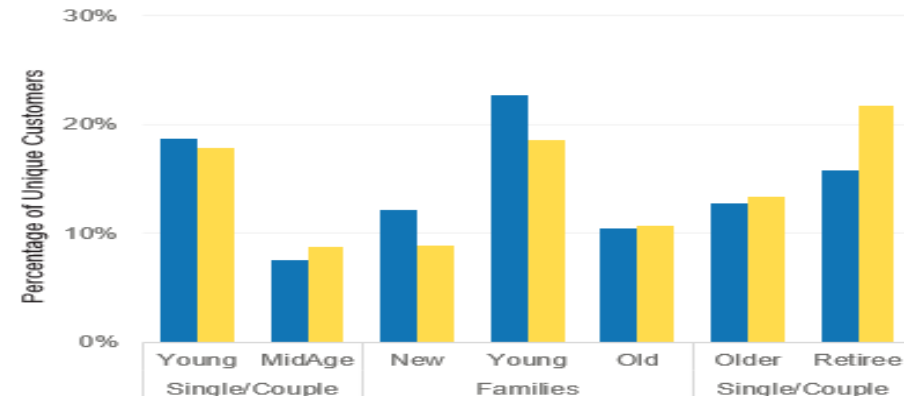
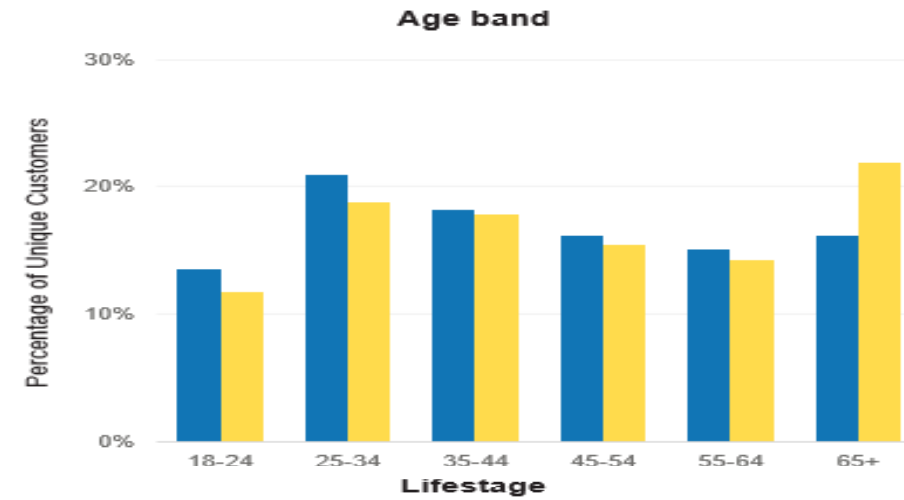
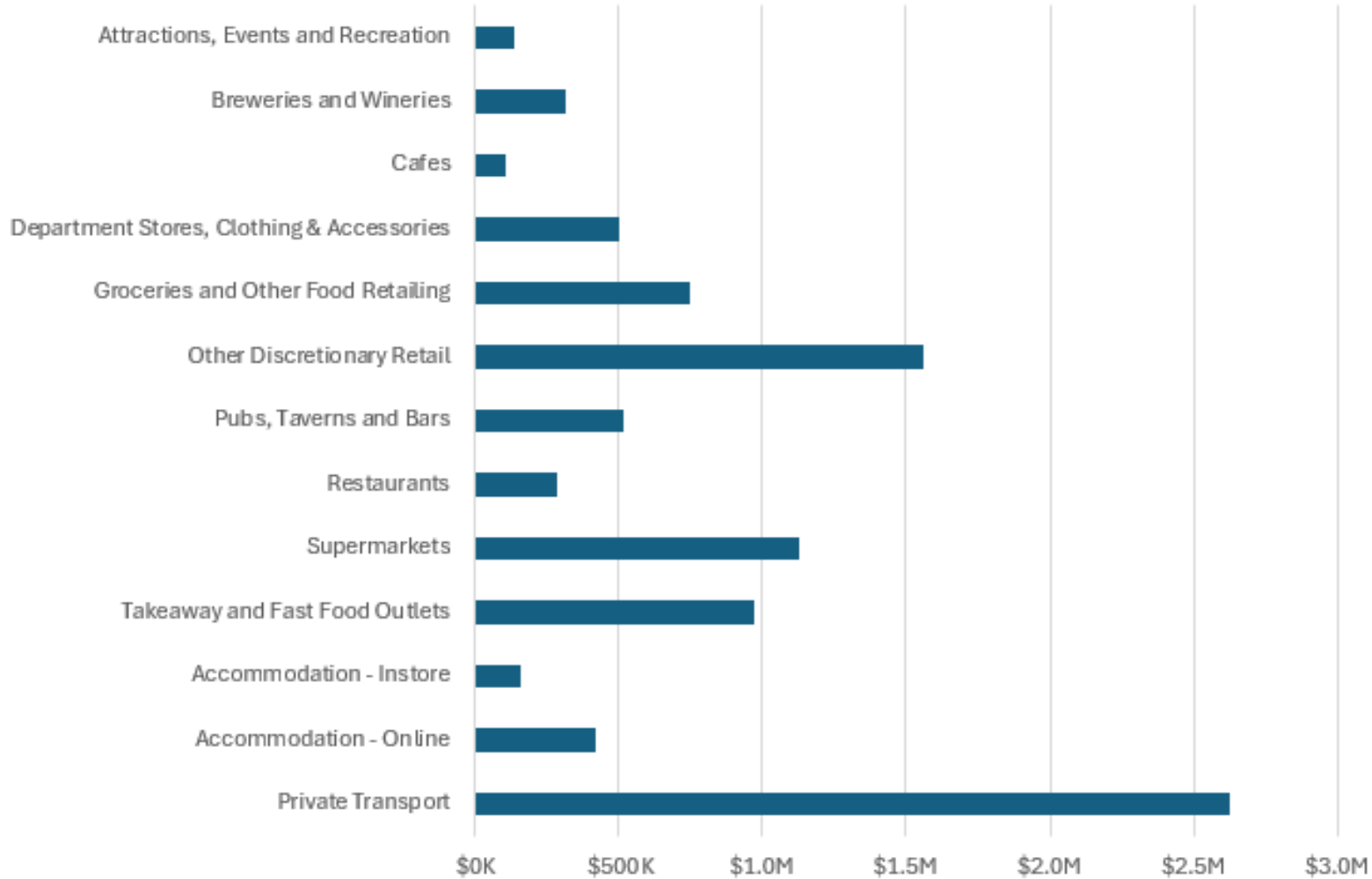




Destination Sydney Surrounds North | PORT STEPHENS LGA

Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$36.8M	↑ 1.2%	↑ 4.2%	\$521.0M	↓ -0.6%		
Tourism and Entertainment	\$8.9M	↑ 5.8%	↑ 9.0%	\$127.5M	↑ 3.0%	0.98x	67.3%
Takeaway and Fast Food Outlets	\$2.7M	↑ 9.7%	↑ 9.7%	\$33.0M	↑ 1.9%	0.96x	42.2%
Pubs, Taverns and Bars	\$1.9M	↑ 21.0%	↑ 6.9%	\$30.4M	↑ 7.9%	0.89x	17.0%
Restaurants	\$1.8M	↑ 3.7%	↑ 20.6%	\$29.4M	↑ 10.7%	0.89x	16.9%
Attractions, Events and Recreation	\$1.6M	↓ -2.2%	↑ 0.9%	\$23.1M	↑ 2.4%	0.93x	17.8%
Cafes	\$786K	↓ -12.5%	↓ -3.4%	\$10.8M	↓ -13.1%	0.89x	16.2%
Food Retailing	\$7.3M	→ 0.0%	↑ 6.9%	\$103.4M	↑ 0.4%	0.94x	38.0%
Supermarkets	\$4.8M	↓ -1.6%	↑ 7.9%	\$68.4M	↑ 1.0%	0.89x	22.8%
Groceries and Other Food Retailing	\$2.4M	↑ 3.1%	↑ 4.7%	\$35.1M	↓ -0.8%	0.91x	26.5%
Discretionary Retail	\$7.1M	↑ 4.9%	↑ 6.1%	\$94.3M	↑ 2.3%	0.90x	24.6%
Other Discretionary Retail	\$5.6M	↑ 5.8%	↑ 6.0%	\$72.5M	↑ 3.1%	0.87x	20.4%
Department Stores, Clothing & Accessories	\$1.5M	↑ 1.7%	↑ 6.2%	\$21.8M	↓ -0.6%	0.76x	9.7%
Private Transport	\$5.8M	↓ -1.3%	↓ -2.9%	\$75.4M	↓ -4.4%	0.96x	41.5%
Accommodation - Online	\$2.7M	↓ -11.3%	↓ -0.3%	\$50.3M	↓ -7.8%	1.03x	9.0%
Accommodation - Instore	\$1.2M	↓ -11.3%	↓ -3.6%	\$22.9M	↓ -5.8%	0.85x	5.4%

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.





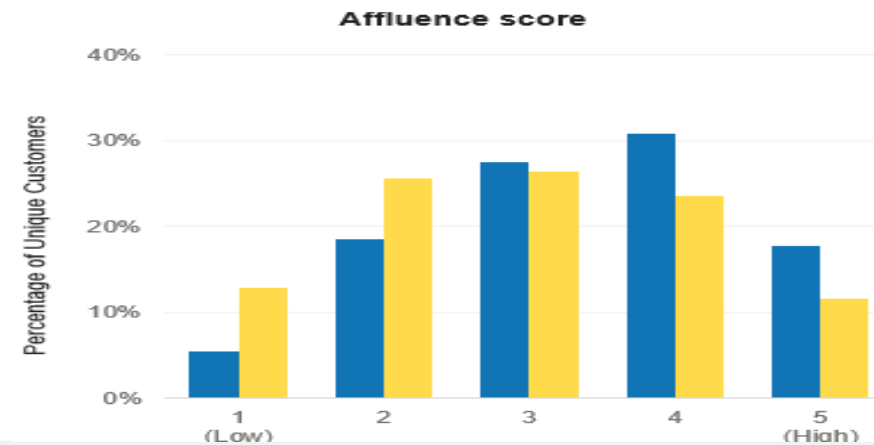
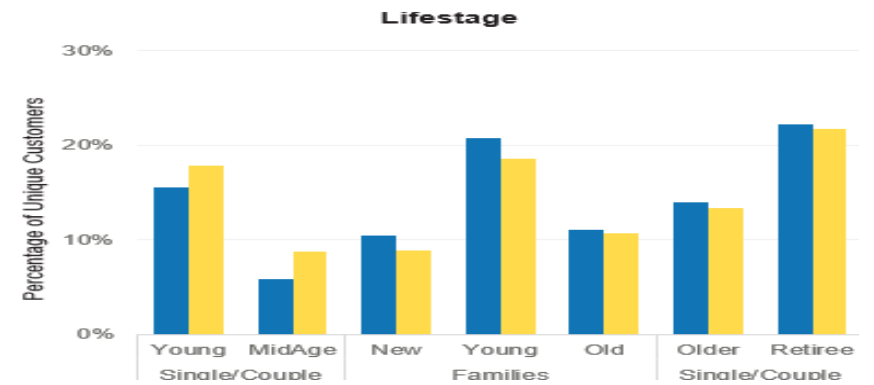
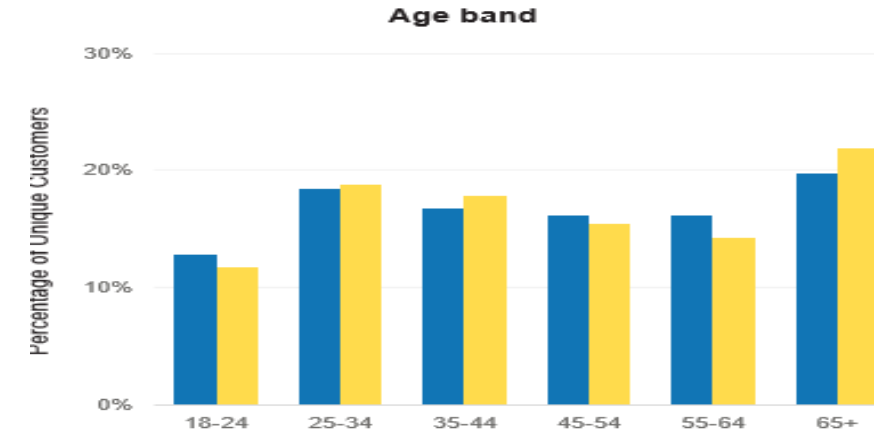
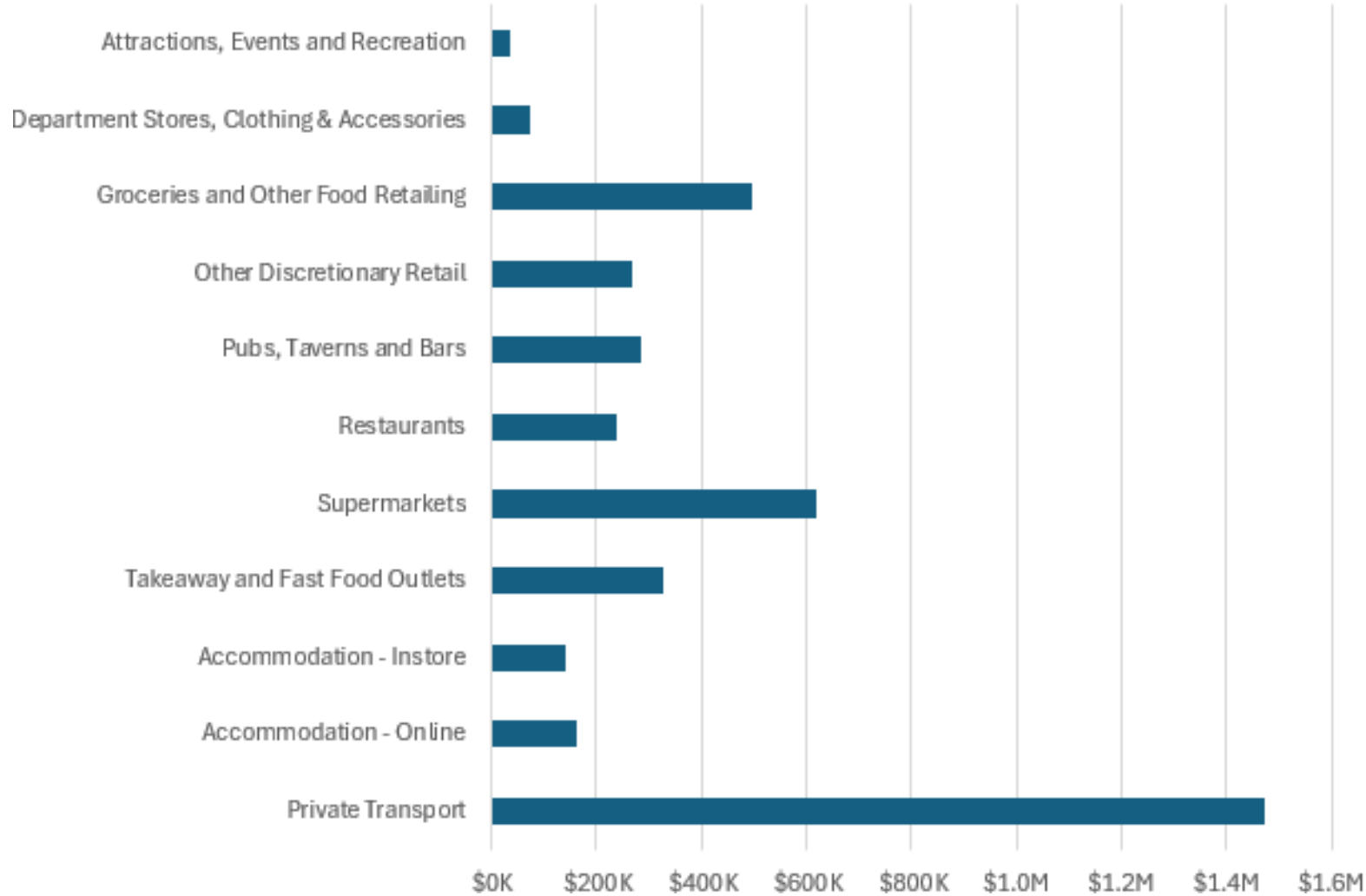
Destination Sydney Surrounds North | SINGLETON LGA

Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$10.5M	↑ 2.2%	↑ 4.2%	\$126.5M	↑ 0.7%		
Private Transport	\$2.6M	↑ 7.5%	↓ -2.9%	\$32.5M	↑ 7.5%	0.97x	49.7%
Tourism and Entertainment	\$2.4M	↑ 5.3%	↑ 9.0%	\$25.9M	↑ 2.5%	0.97x	57.7%
Takeaway and Fast Food Outlets	\$975K	↑ 8.5%	↑ 9.7%	\$10.7M	↑ 8.3%	0.95x	37.4%
Pubs, Taverns and Bars	\$518K	↑ 6.3%	↑ 6.9%	\$6.0M	↑ 6.1%	0.87x	13.9%
Breweries and Wineries	\$320K	↑ 4.3%	↑ 0.5%	\$3.1M	↓ -3.8%	1.01x	4.8%
Restaurants	\$290K	↑ 24.8%	↑ 20.6%	\$3.0M	↑ 6.9%	0.78x	9.2%
Attractions, Events and Recreation	\$142K	↓ -30.1%	↑ 0.9%	\$2.2M	↓ -14.7%	0.80x	3.7%
Cafes	\$106K	↑ 2.7%	↓ -3.4%	\$993K	↓ -18.8%	0.69x	4.9%
Discretionary Retail	\$2.1M	↓ -1.5%	↑ 6.1%	\$26.6M	↑ 2.8%	0.85x	18.2%
Other Discretionary Retail	\$1.6M	↓ -0.6%	↑ 6.0%	\$20.1M	↑ 2.5%	0.82x	14.4%
Department Stores, Clothing & Accessories	\$500K	↓ -4.5%	↑ 6.2%	\$6.5M	↑ 3.8%	0.72x	8.8%
Food Retailing	\$1.9M	↑ 1.2%	↑ 6.9%	\$22.5M	↓ -2.0%	0.89x	24.1%
Supermarkets	\$1.1M	↑ 2.9%	↑ 7.9%	\$13.4M	↑ 0.6%	0.80x	13.1%
Groceries and Other Food Retailing	\$752K	↓ -1.2%	↑ 4.7%	\$9.0M	↓ -5.6%	0.85x	17.4%
Accommodation - Online	\$421K	↑ 10.9%	↓ -0.3%	\$5.0M	↓ -3.3%	1.03x	5.1%
Accommodation - Instore	\$164K	↓ -32.0%	↓ -3.6%	\$2.6M	↓ -13.6%	0.96x	3.7%

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.



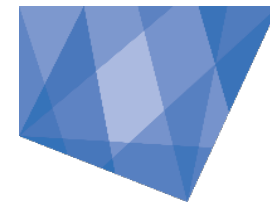
Annual Spend by Category





Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$4.4M	↑ 7.3%	↑ 4.2%	\$55.2M	↑ 7.0%		
Private Transport	\$1.5M	↑ 4.1%	↓ -2.9%	\$17.5M	↑ 2.4%	0.97x	50.6%
Food Retailing	\$1.1M	↑ 14.2%	↑ 6.9%	\$13.3M	↑ 5.4%	0.95x	39.4%
Supermarkets	\$617K	↑ 17.1%	↑ 7.9%	\$7.6M	↑ 6.5%	0.83x	14.1%
Groceries and Other Food Retailing	\$496K	↑ 10.8%	↑ 4.7%	\$5.8M	↑ 3.9%	0.93x	31.0%
Tourism and Entertainment	\$926K	↑ 12.3%	↑ 9.0%	\$12.6M	↑ 20.3%	0.96x	45.4%
Takeaway and Fast Food Outlets	\$329K	↑ 18.7%	↑ 9.7%	\$3.3M	↑ 17.5%	0.92x	25.3%
Pubs, Taverns and Bars	\$287K	↓ -0.1%	↑ 6.9%	\$3.8M	↑ 8.2%	0.87x	14.7%
Restaurants	\$237K	↑ 5.2%	↑ 20.6%	\$4.7M	↑ 32.0%	0.86x	14.2%
Attractions, Events and Recreation	\$38K	↑ 43.7%	↑ 0.9%	\$496K	↑ 15.2%	0.78x	3.6%
Discretionary Retail	\$344K	↑ 3.5%	↑ 6.1%	\$4.4M	↓ -2.9%	0.75x	9.8%
Other Discretionary Retail	\$270K	↓ -1.7%	↑ 6.0%	\$3.5M	↓ -2.1%	0.72x	8.2%
Department Stores, Clothing & Accessories	\$74K	↑ 28.4%	↑ 6.2%	\$959K	↓ -5.7%	0.55x	3.2%
Accommodation - Online	\$163K	↑ 3.3%	↓ -0.3%	\$2.6M	↑ 5.8%	1.01x	5.8%
Accommodation - Instore	\$141K	↓ -6.4%	↓ -3.6%	\$1.3M	↓ -1.7%	0.94x	2.4%

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

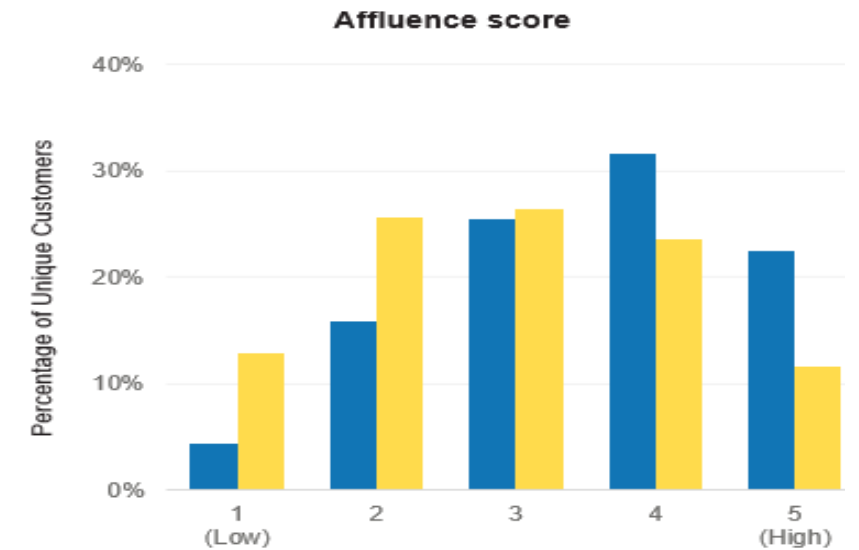
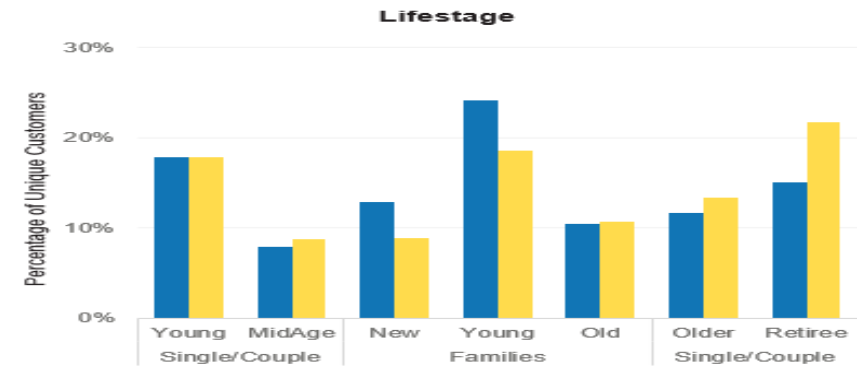
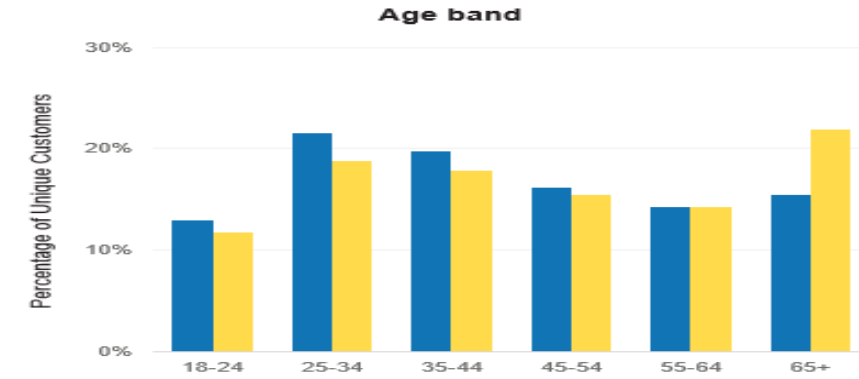
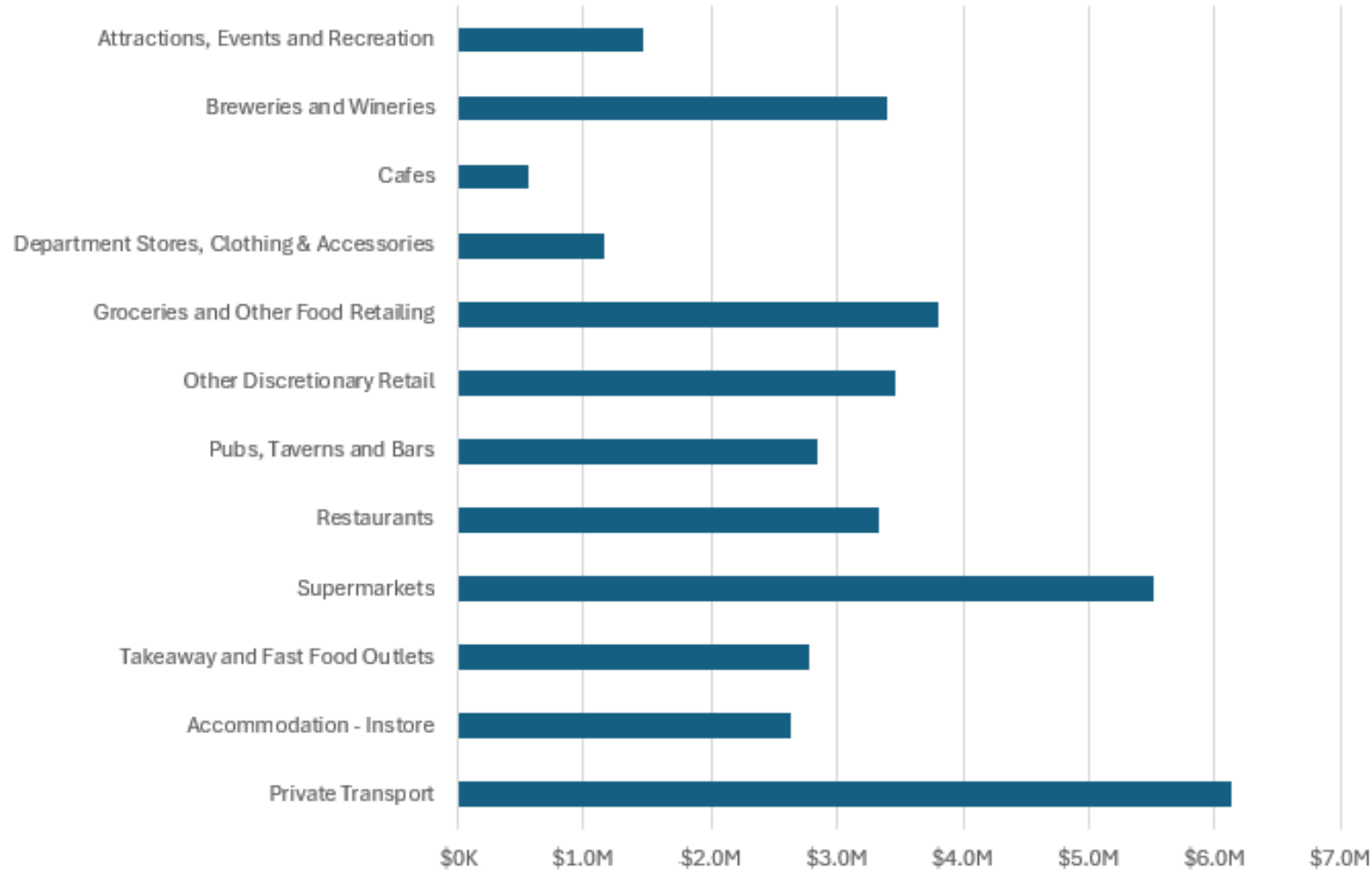


Destination
Sydney Surrounds North

HUNTER VALLEY SUB REGION

(Cessnock & Singleton LGAs combined)

Annual Spend by Category





Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$40.7M	↑ 3.7%	↑ 4.2%	\$461.6M	↑ 4.7%		
Tourism and Entertainment	\$14.4M	↑ 5.7%	↑ 9.0%	\$154.4M	↑ 9.0%	0.98x	72.2%
Breweries and Wineries	\$3.4M	↑ 6.0%	↑ 0.5%	\$35.8M	↓ -2.7%	0.99x	17.2%
Restaurants	\$3.3M	↑ 11.4%	↑ 20.6%	\$34.1M	↑ 11.1%	0.90x	23.6%
Pubs, Taverns and Bars	\$2.8M	↑ 5.4%	↑ 6.9%	\$31.0M	↑ 13.7%	0.90x	24.5%
Takeaway and Fast Food Outlets	\$2.8M	↑ 4.6%	↑ 9.7%	\$28.2M	↑ 0.5%	0.93x	33.8%
Attractions, Events and Recreation	\$1.5M	↓ -5.7%	↑ 0.9%	\$19.2M	↑ 45.8%	0.90x	13.0%
Cafes	\$567K	↑ 13.2%	↓ -3.4%	\$6.1M	↑ 7.9%	0.77x	8.9%
Food Retailing	\$9.3M	↑ 9.1%	↑ 6.9%	\$104.0M	↑ 7.8%	0.93x	38.6%
Supermarkets	\$5.5M	↑ 9.2%	↑ 7.9%	\$63.1M	↑ 6.6%	0.83x	19.4%
Groceries and Other Food Retailing	\$3.8M	↑ 8.9%	↑ 4.7%	\$40.8M	↑ 9.8%	0.91x	29.6%
Private Transport	\$6.1M	↓ -4.7%	↓ -2.9%	\$75.2M	↓ -3.1%	0.93x	36.1%
Discretionary Retail	\$4.6M	↑ 2.7%	↑ 6.1%	\$54.8M	↑ 2.2%	0.83x	18.9%
Other Discretionary Retail	\$3.5M	↑ 3.7%	↑ 6.0%	\$40.7M	↑ 2.6%	0.77x	13.8%
Department Stores, Clothing & Accessories	\$1.2M	↓ -0.1%	↑ 6.2%	\$14.1M	↑ 1.0%	0.71x	9.5%
Accommodation - Instore	\$2.6M	↓ -16.5%	↓ -3.6%	\$33.9M	↓ -10.0%	0.95x	12.1%

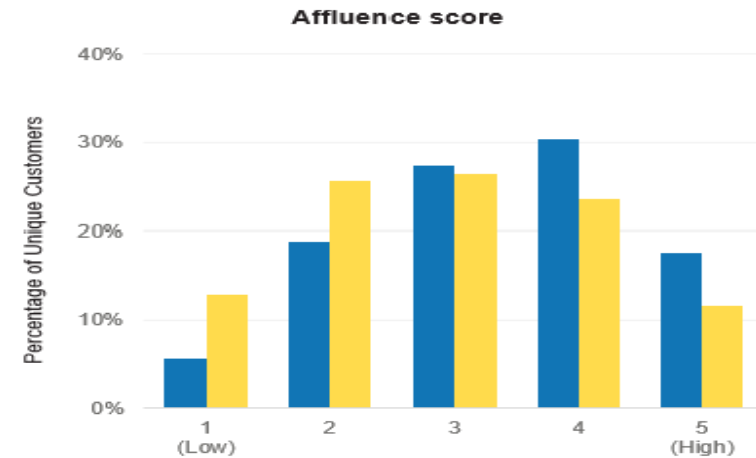
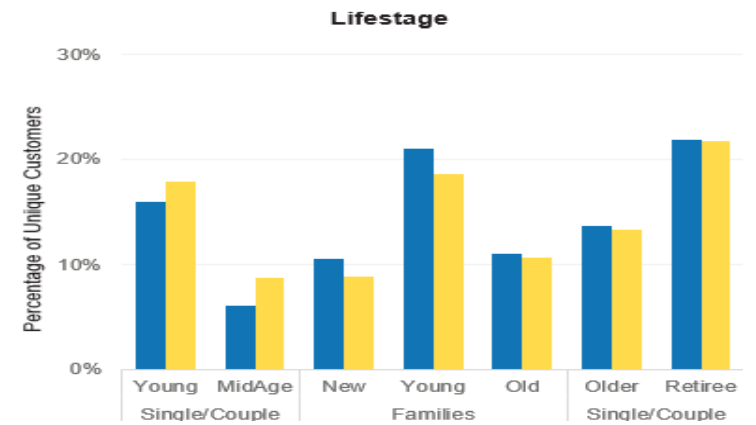
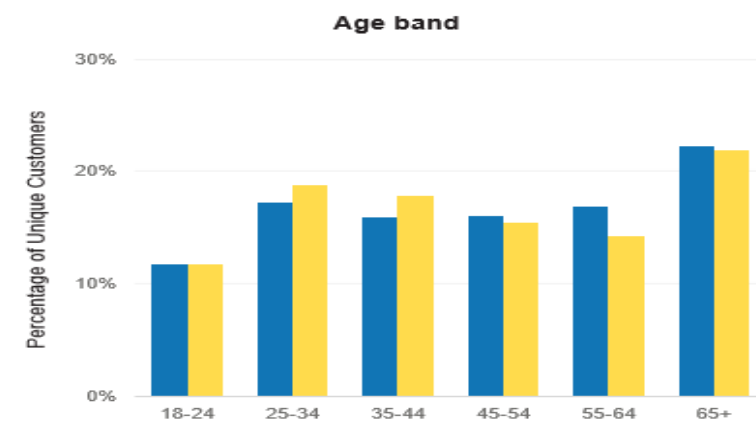
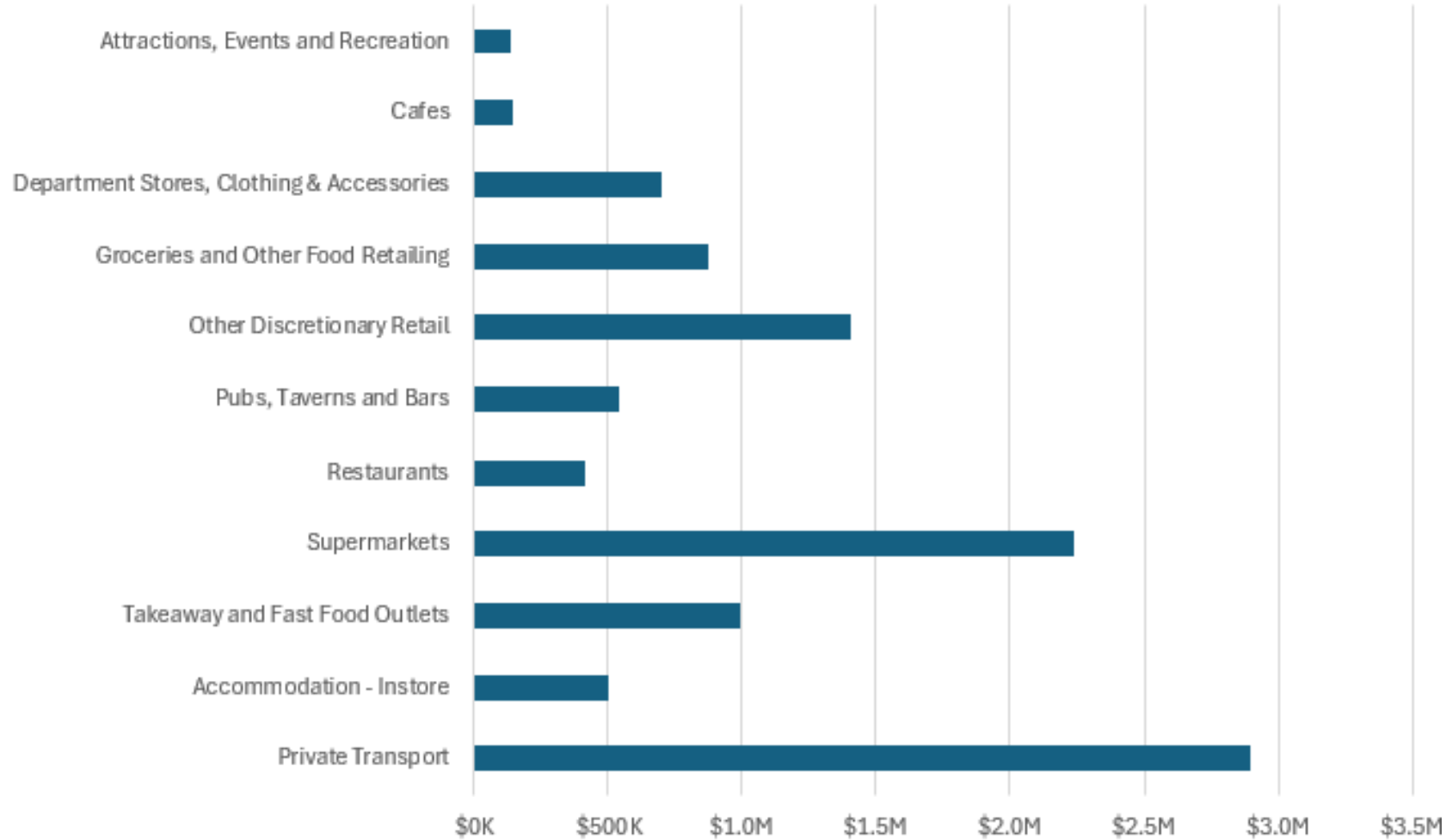
Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor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

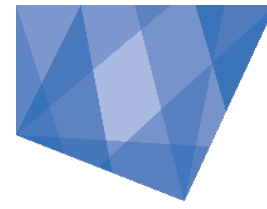
Annual Spend by Category





Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
Total	\$11.7M	↑ 6.9%	↑ 4.2%	\$136.1M	↑ 4.7%		
Food Retailing	\$3.1M	↑ 11.3%	↑ 6.9%	\$37.0M	↑ 6.3%	0.96x	36.5%
Supermarkets	\$2.2M	↑ 9.9%	↑ 7.9%	\$27.1M	↑ 6.7%	0.89x	18.7%
Groceries and Other Food Retailing	\$874K	↑ 15.0%	↑ 4.7%	\$9.9M	↑ 5.1%	0.91x	26.3%
Private Transport	\$2.9M	↑ 2.1%	↓ -2.9%	\$33.9M	↓ -1.8%	0.96x	50.7%
Tourism and Entertainment	\$2.3M	↑ 9.7%	↑ 9.0%	\$27.2M	↑ 13.7%	0.98x	59.8%
Takeaway and Fast Food Outlets	\$994K	↑ 10.8%	↑ 9.7%	\$10.7M	↑ 10.0%	0.96x	39.2%
Pubs, Taverns and Bars	\$543K	↓ -5.9%	↑ 6.9%	\$7.3M	↑ 2.2%	0.88x	16.7%
Restaurants	\$413K	↑ 25.5%	↑ 20.6%	\$5.9M	↑ 32.9%	0.86x	14.7%
Cafes	\$144K	↑ 85.0%	↓ -3.4%	\$1.3M	↑ 72.0%	0.78x	6.7%
Attractions, Events and Recreation	\$140K	↓ -8.4%	↑ 0.9%	\$1.8M	↑ 8.4%	0.75x	4.1%
Discretionary Retail	\$2.1M	↑ 9.6%	↑ 6.1%	\$24.3M	↑ 1.8%	0.89x	16.0%
Other Discretionary Retail	\$1.4M	↑ 16.0%	↑ 6.0%	\$15.9M	↑ 4.1%	0.84x	12.7%
Department Stores, Clothing & Accessories	\$699K	↓ -1.4%	↑ 6.2%	\$8.5M	↓ -2.4%	0.76x	8.3%
Accommodation - Instore	\$502K	↓ -13.1%	↓ -3.6%	\$4.2M	↓ -3.0%	0.82x	5.6%

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

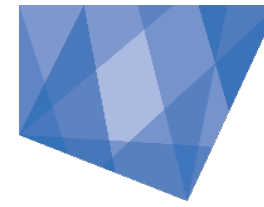
VISITOR TRIP BY SPEND

Overnight Trips	Visitors who stay overnight in a region away from home, identified by spending patterns that show they're away from home for multiple days.
Day Trips	Visitors who travel to the area for the day and return home the same day, spending at least 4 hours in the location.
Regular/Routine Trips	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.
Short Trips	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.

CATEGORIES

EXAMPLES

Department Stores, Clothing & Accessories Other Discretionary Retailers	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



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