

# Destination Sydney Surrounds North



## DESTINATION SYDNEY SURROUNDS NORTH

### CREDIT CARD VISITOR TREND DATA

Annual Spend | last 12 months to January 2026

Source: Australian Bank Transaction Data

DSSN has taken reasonable steps to ensure that the information is correct and that any opinions or conclusions are reasonably held or made as of the time of its compilation, but no warranty is made as to accuracy, reliability, or completeness.

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.

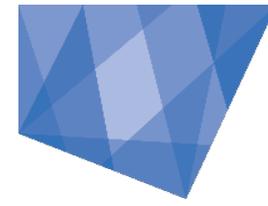
To the extent permitted by law, DSSN will not accept liability to you or any person for loss or damage arising from using the data. You or any third party should not rely on the data contents in making business or other decisions. The data is not a substitute for professional advice.

The data has been prepared for informational purposes only and does not take into account the objectives, financial situation, or needs of any particular person or business. For this reason, any person should consider the appropriateness of the information regarding their objectives, financial situation, and needs before acting on it and, if necessary, seek appropriate professional advice.

**LEGEND**

 All Visitors

 Australian Average Population



Destination  
Sydney Surrounds North

INDIVIDUAL LGAs



# Destination Sydney Surrounds North | CENTRAL COAST LGA

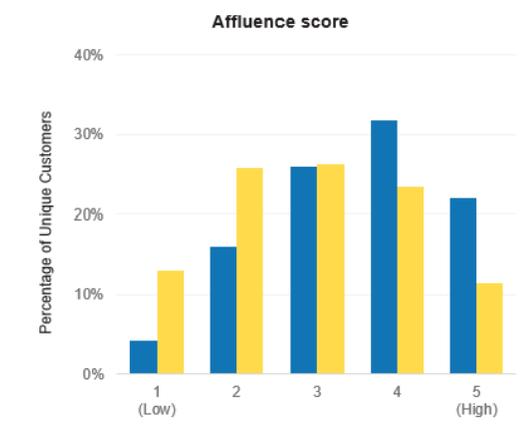
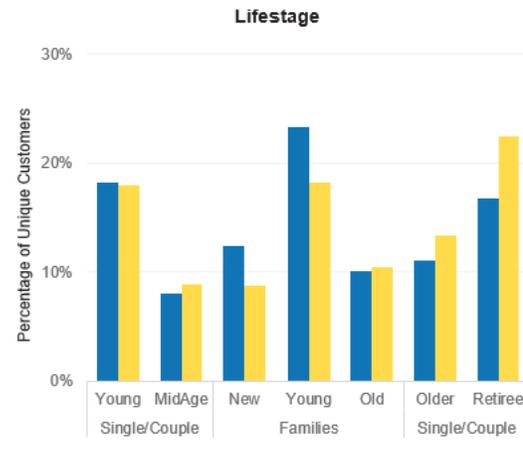
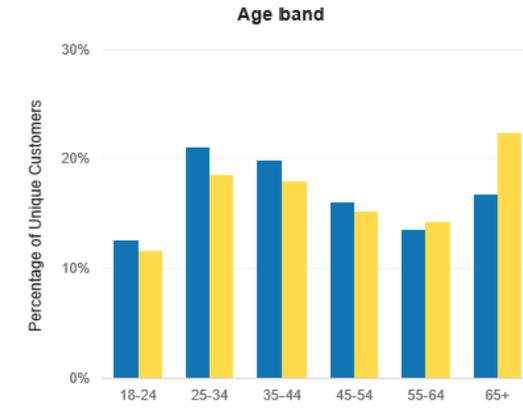
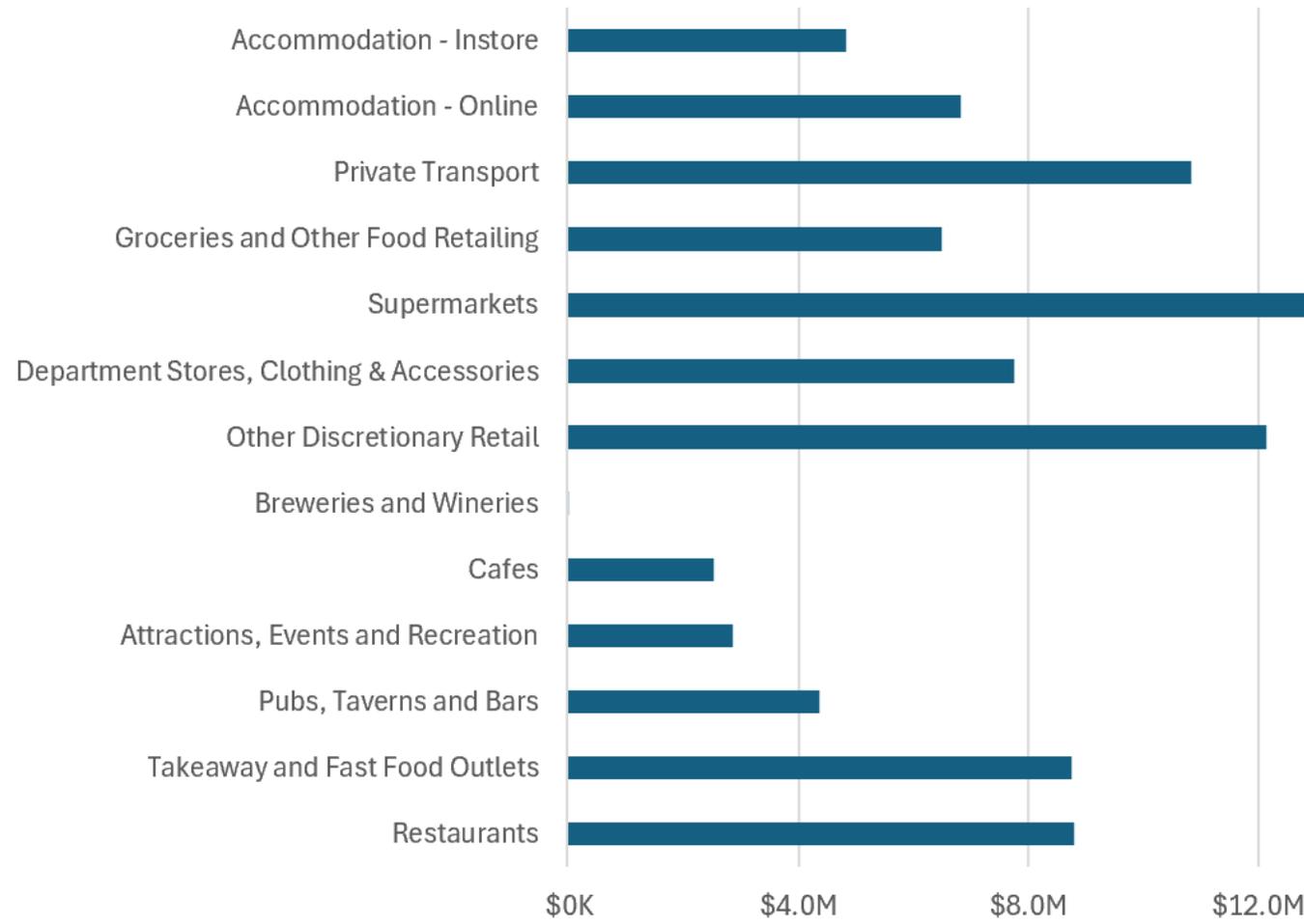
Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$99.0M</b>	<b>↑ 3.7%</b>	<b>↑ 2.9%</b>	<b>\$885.3M</b>	<b>↑ 2.6%</b>		
<b>Tourism and Entertainment</b>	<b>\$27.3M</b>	<b>↑ 7.5%</b>	<b>↑ 7.5%</b>	<b>\$212.7M</b>	<b>↑ 7.4%</b>	<b>0.96x</b>	<b>70.3%</b>
Restaurants	\$8.8M	↑ 17.1%	↑ 10.7%	\$61.8M	↑ 16.8%	0.79x	25.5%
Takeaway and Fast Food Outlets	\$8.7M	↑ 5.9%	↑ 8.7%	\$72.7M	↑ 6.2%	0.92x	49.6%
Pubs, Taverns and Bars	\$4.3M	↓ -0.6%	↑ 8.4%	\$34.7M	↑ 6.1%	0.68x	13.3%
Attractions, Events and Recreation	\$2.9M	↑ 15.4%	↑ 3.4%	\$21.6M	↑ 1.3%	0.64x	9.8%
Cafes	\$2.5M	↓ -7.6%	↑ 1.5%	\$21.6M	↓ -2.7%	0.68x	14.3%
Breweries and Wineries	\$30K	↓ -16.3%	↓ -8.6%	\$344K	↓ -8.6%		
<b>Discretionary Retail</b>	<b>\$19.9M</b>	<b>↑ 2.7%</b>	<b>↑ 2.2%</b>	<b>\$199.8M</b>	<b>↑ 2.2%</b>	<b>0.77x</b>	<b>25.9%</b>
Other Discretionary Retail	\$12.1M	↑ 3.6%	↑ 1.7%	\$124.9M	↑ 1.8%	0.70x	19.0%
Department Stores, Clothing & Accessories	\$7.8M	↑ 1.4%	↑ 3.1%	\$74.9M	↑ 2.7%	0.63x	14.5%
<b>Food Retailing</b>	<b>\$19.6M</b>	<b>↑ 4.2%</b>	<b>↑ 1.6%</b>	<b>\$169.6M</b>	<b>↑ 4.3%</b>	<b>0.83x</b>	<b>33.6%</b>
Supermarkets	\$13.1M	↑ 3.6%	↑ 0.6%	\$113.5M	↑ 4.5%	0.74x	22.2%
Groceries and Other Food Retailing	\$6.5M	↑ 5.6%	↑ 3.9%	\$56.1M	↑ 3.9%	0.75x	23.0%
<b>Private Transport</b>	<b>\$10.8M</b>	<b>↑ 1.7%</b>	<b>↓ -2.8%</b>	<b>\$109.4M</b>	<b>↓ -0.3%</b>	<b>0.88x</b>	<b>39.6%</b>
<b>Accommodation - Online</b>	<b>\$6.8M</b>	<b>↓ -9.9%</b>	<b>↑ 2.2%</b>	<b>\$52.3M</b>	<b>↓ -3.6%</b>	<b>1.09x</b>	<b>6.5%</b>
<b>Accommodation - Instore</b>	<b>\$4.8M</b>	<b>↑ 5.1%</b>	<b>↓ -4.4%</b>	<b>\$38.6M</b>	<b>↓ -15.8%</b>	<b>0.67x</b>	<b>6.0%</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.



# Destination Sydney Surrounds North | CENTRAL COAST LGA

## Annual Spend by Category

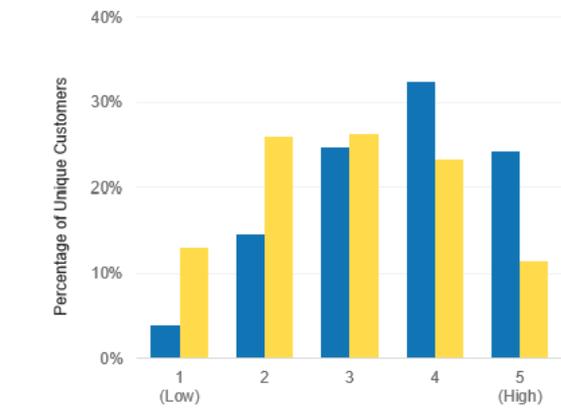
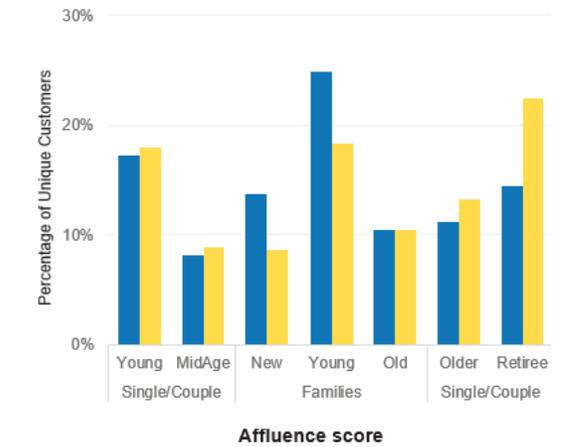
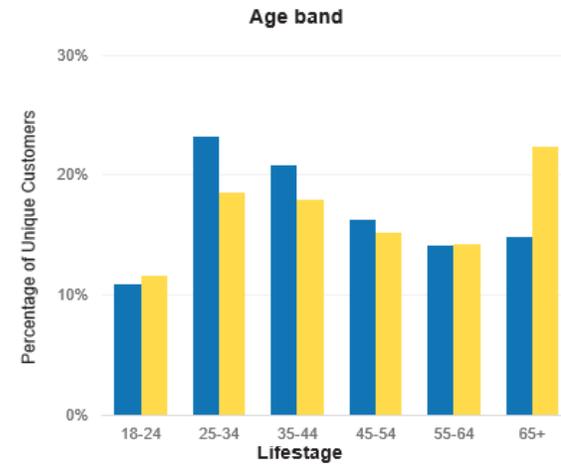
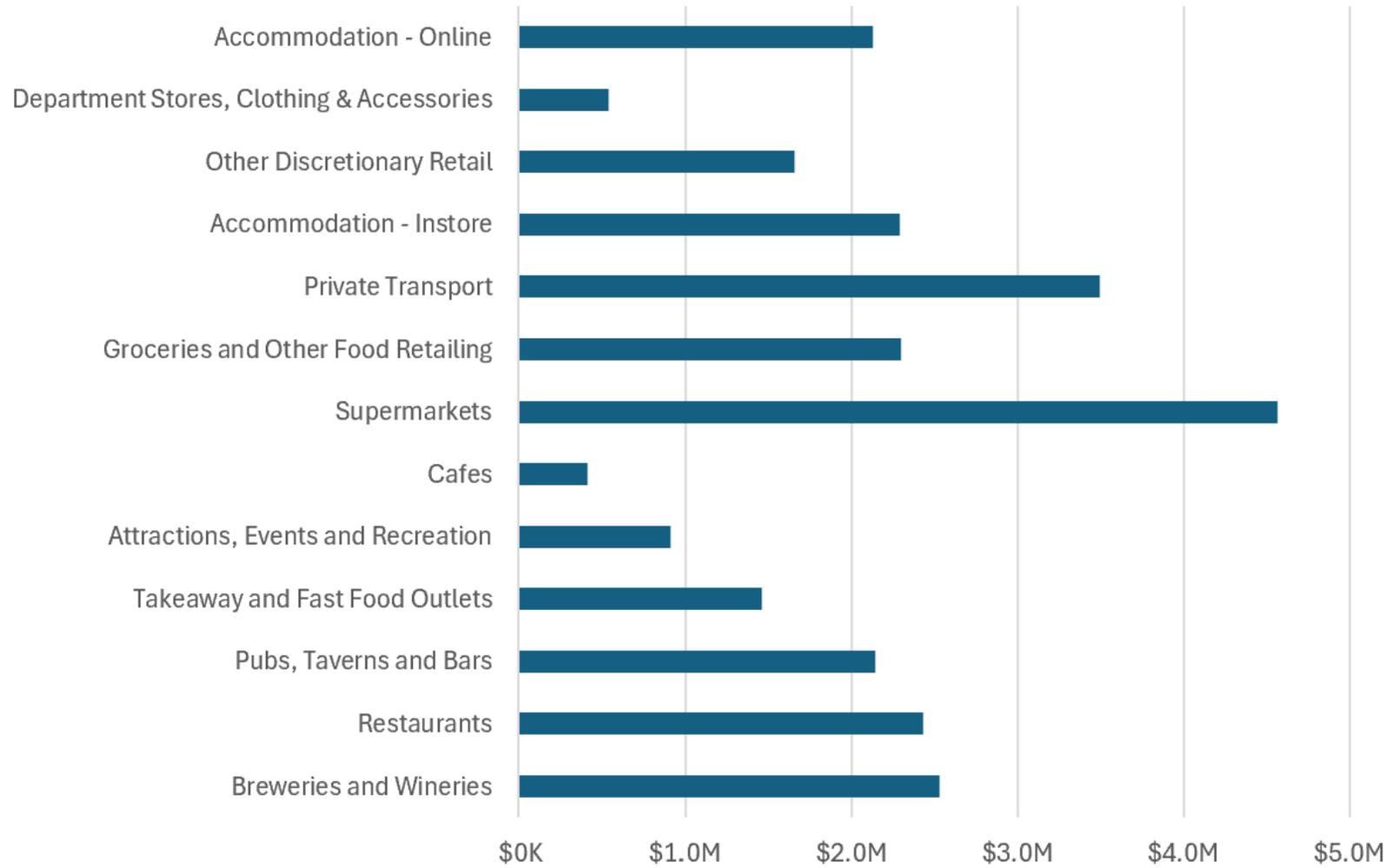


Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$29.2M</b>	<b>↓ -3.3%</b>	<b>↑ 2.9%</b>	<b>\$344.1M</b>	<b>↑ 1.2%</b>		
<b>Tourism and Entertainment</b>	<b>\$9.9M</b>	<b>↓ -0.7%</b>	<b>↑ 7.5%</b>	<b>\$120.2M</b>	<b>↑ 1.0%</b>	<b>0.99x</b>	<b>76.3%</b>
Breweries and Wineries	\$2.5M	↑ 3.4%	↓ -8.6%	\$32.6M	↓ -0.6%	1.02x	21.0%
Restaurants	\$2.4M	↓ -2.7%	↑ 10.7%	\$29.9M	↑ 3.0%	0.92x	26.9%
Pubs, Taverns and Bars	\$2.1M	↑ 4.5%	↑ 8.4%	\$24.7M	↑ 4.9%	0.92x	26.9%
Takeaway and Fast Food Outlets	\$1.5M	↑ 4.2%	↑ 8.7%	\$17.0M	↓ -2.2%	0.90x	28.4%
Attractions, Events and Recreation	\$914K	↓ -16.3%	↑ 3.4%	\$11.0M	↓ -2.6%	0.92x	13.8%
Cafes	\$412K	↓ -11.6%	↑ 1.5%	\$5.1M	↓ -0.2%	0.81x	10.1%
<b>Food Retailing</b>	<b>\$6.9M</b>	<b>↑ 9.6%</b>	<b>↑ 1.6%</b>	<b>\$76.5M</b>	<b>↑ 7.4%</b>	<b>0.93x</b>	<b>41.6%</b>
Supermarkets	\$4.6M	↑ 10.3%	↑ 0.6%	\$49.4M	↑ 8.6%	0.83x	20.0%
Groceries and Other Food Retailing	\$2.3M	↑ 8.3%	↑ 3.9%	\$27.1M	↑ 5.3%	0.91x	31.3%
<b>Private Transport</b>	<b>\$3.5M</b>	<b>↓ -11.8%</b>	<b>↓ -2.8%</b>	<b>\$43.4M</b>	<b>↓ -10.5%</b>	<b>0.88x</b>	<b>26.9%</b>
<b>Accommodation - Instore</b>	<b>\$2.3M</b>	<b>↓ -34.8%</b>	<b>↓ -4.4%</b>	<b>\$28.7M</b>	<b>↓ -10.9%</b>	<b>0.95x</b>	<b>14.0%</b>
<b>Discretionary Retail</b>	<b>\$2.2M</b>	<b>↓ -0.1%</b>	<b>↑ 2.2%</b>	<b>\$27.6M</b>	<b>↑ 4.2%</b>	<b>0.79x</b>	<b>15.9%</b>
Other Discretionary Retail	\$1.7M	↑ 2.9%	↑ 1.7%	\$20.7M	↑ 7.2%	0.73x	11.8%
Department Stores, Clothing & Accessories	\$541K	↓ -8.1%	↑ 3.1%	\$6.9M	↓ -3.7%	0.65x	7.1%
<b>Accommodation - Online</b>	<b>\$2.1M</b>	<b>↓ -12.1%</b>	<b>↑ 2.2%</b>	<b>\$23.1M</b>	<b>↑ 1.9%</b>	<b>1.04x</b>	<b>8.1%</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



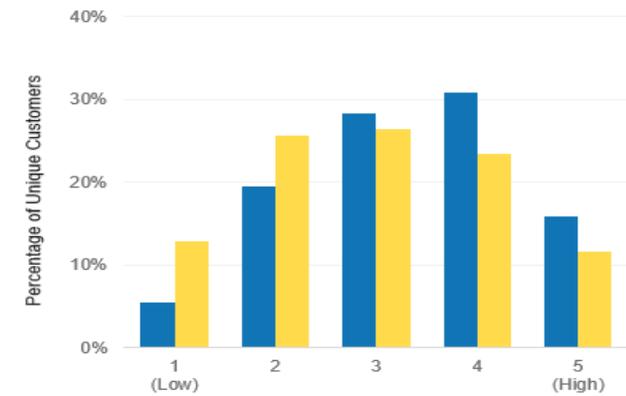
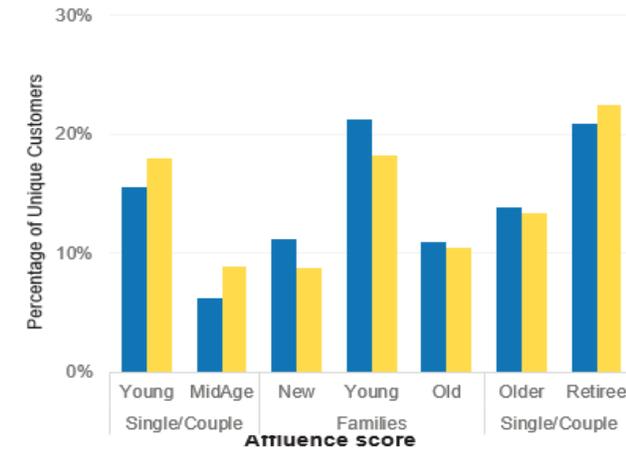
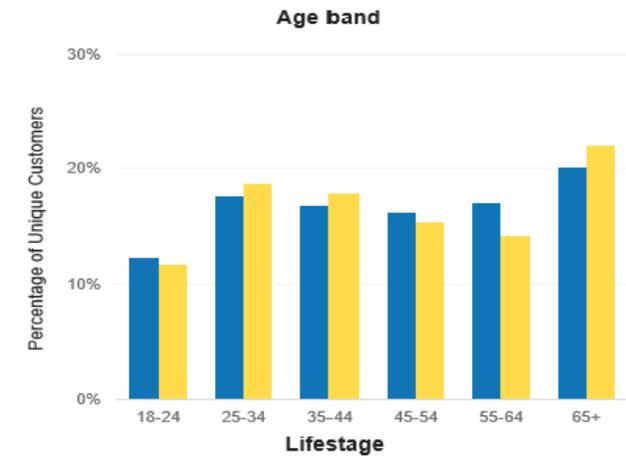
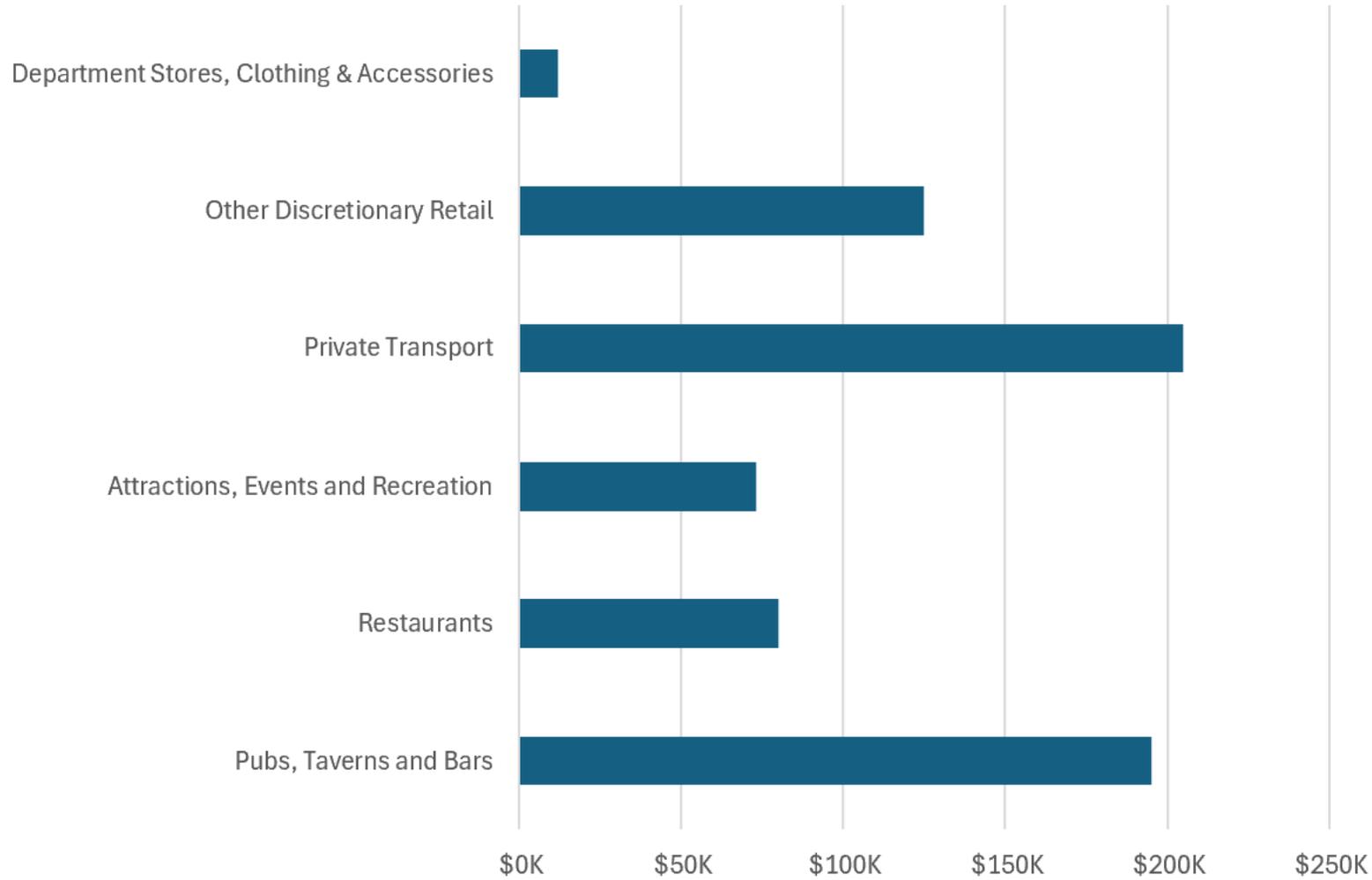


Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$2.1M</b>	↑ 6.2%	↑ 2.9%	<b>\$24.5M</b>	↑ 7.2%		
<b>Tourism and Entertainment</b>	<b>\$374K</b>	↑ 11.5%	↑ 7.5%	<b>\$4.5M</b>	↑ 4.7%	0.95x	43.3%
Pubs, Taverns and Bars	\$195K	↑ 17.1%	↑ 8.4%	\$2.2M	↑ 13.1%	0.92x	25.9%
Restaurants	\$80K	↓ -7.2%	↑ 10.7%	\$1.1M	↑ 17.8%	0.79x	11.2%
Attractions, Events and Recreation	\$73K	↑ 25.7%	↑ 3.4%	\$903K	↑ 11.6%	0.84x	9.5%
<b>Private Transport</b>	<b>\$205K</b>	↑ 22.6%	↓ -2.8%	<b>\$2.2M</b>	↑ 8.5%	0.81x	17.0%
<b>Discretionary Retail</b>	<b>\$138K</b>	↑ 46.4%	↑ 2.2%	<b>\$1.5M</b>	↑ 46.3%	0.65x	8.9%
Other Discretionary Retail	\$125K	↑ 52.5%	↑ 1.7%	\$1.4M	↑ 61.1%	0.61x	7.9%
Department Stores, Clothing & Accessories	\$12K	↑ 4.2%	↑ 3.1%	\$120K	↓ -28.1%	0.63x	1.4%

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.



## Annual Spend by Category



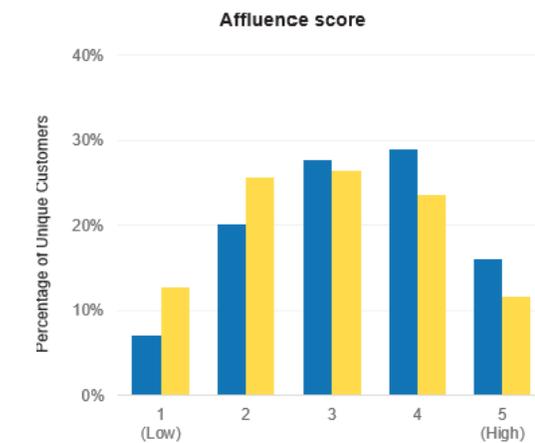
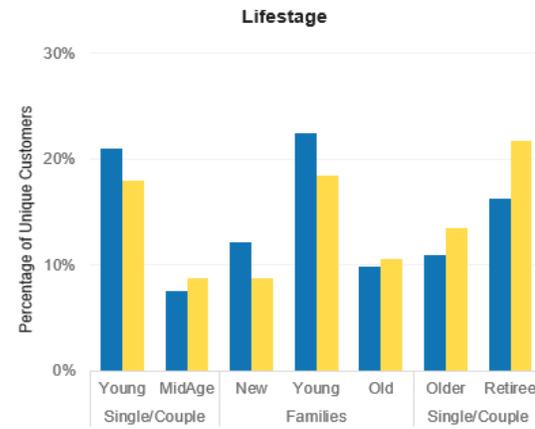
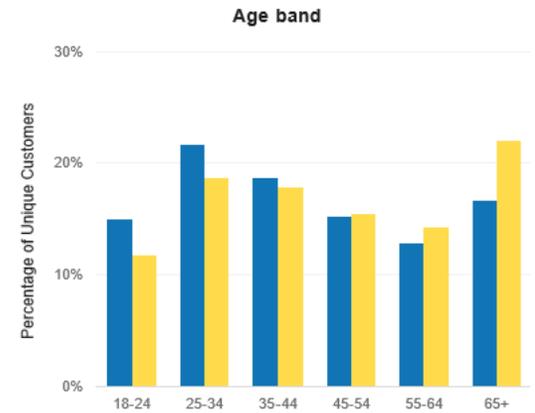
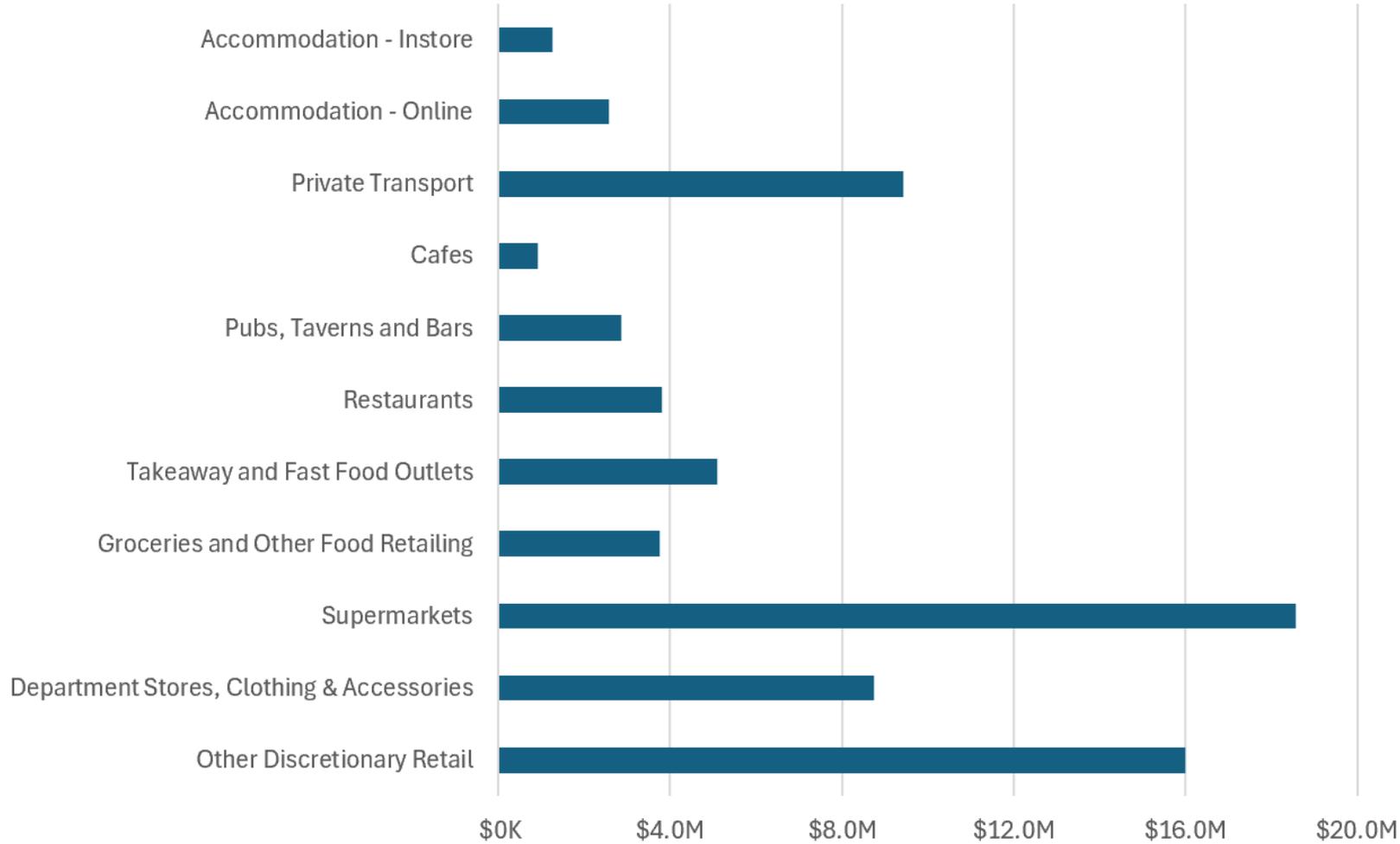


Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$86.0M</b>	<b>↑ 5.1%</b>	<b>↑ 2.9%</b>	<b>\$972.5M</b>	<b>↑ 0.4%</b>		
<b>Discretionary Retail</b>	<b>\$24.7M</b>	<b>↑ 6.8%</b>	<b>↑ 2.2%</b>	<b>\$291.0M</b>	<b>↑ 1.6%</b>	<b>0.85x</b>	<b>33.5%</b>
Other Discretionary Retail	\$16.0M	↑ 3.7%	↑ 1.7%	\$184.6M	↑ 0.4%	0.79x	26.2%
Department Stores, Clothing & Accessories	\$8.7M	↑ 12.9%	↑ 3.1%	\$106.4M	↑ 3.8%	0.77x	21.9%
<b>Food Retailing</b>	<b>\$22.3M</b>	<b>↑ 3.1%</b>	<b>↑ 1.6%</b>	<b>\$250.5M</b>	<b>↑ 1.9%</b>	<b>0.91x</b>	<b>48.7%</b>
Supermarkets	\$18.6M	↑ 3.9%	↑ 0.6%	\$207.1M	↑ 2.2%	0.82x	29.7%
Groceries and Other Food Retailing	\$3.8M	↓ -0.7%	↑ 3.9%	\$43.4M	↑ 0.3%	0.85x	33.2%
<b>Tourism and Entertainment</b>	<b>\$14.4M</b>	<b>↑ 3.2%</b>	<b>↑ 7.5%</b>	<b>\$150.8M</b>	<b>↑ 4.5%</b>	<b>0.94x</b>	<b>56.4%</b>
Takeaway and Fast Food Outlets	\$5.1M	↑ 2.8%	↑ 8.7%	\$57.5M	↑ 0.1%	0.88x	36.4%
Restaurants	\$3.8M	↓ -1.3%	↑ 10.7%	\$38.1M	↑ 10.4%	0.77x	20.2%
Pubs, Taverns and Bars	\$2.9M	↑ 12.2%	↑ 8.4%	\$26.9M	↑ 5.7%	0.74x	15.6%
Cafes	\$926K	↓ -5.9%	↑ 1.5%	\$10.6M	↓ -8.8%	0.71x	12.5%
<b>Private Transport</b>	<b>\$9.4M</b>	<b>↓ -7.1%</b>	<b>↓ -2.8%</b>	<b>\$117.6M</b>	<b>↓ -12.9%</b>	<b>0.87x</b>	<b>35.4%</b>
<b>Accommodation - Online</b>	<b>\$2.6M</b>	<b>↑ 16.4%</b>	<b>↑ 2.2%</b>	<b>\$20.2M</b>	<b>↑ 3.6%</b>	<b>1.02x</b>	<b>4.4%</b>
<b>Accommodation - Instore</b>	<b>\$1.3M</b>	<b>↑ 14.8%</b>	<b>↓ -4.4%</b>	<b>\$13.5M</b>	<b>↓ -9.9%</b>	<b>0.65x</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.

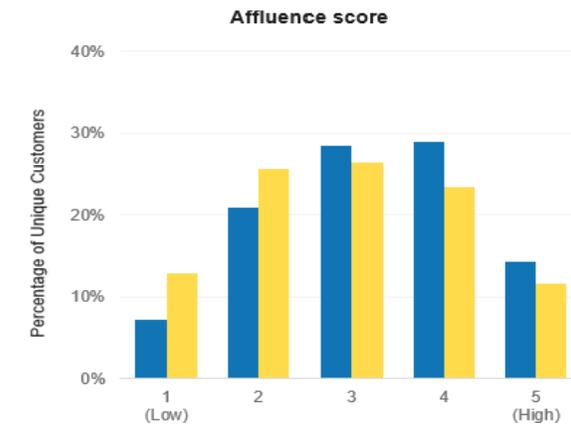
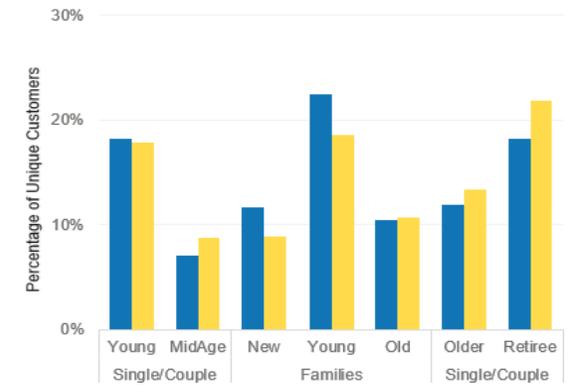
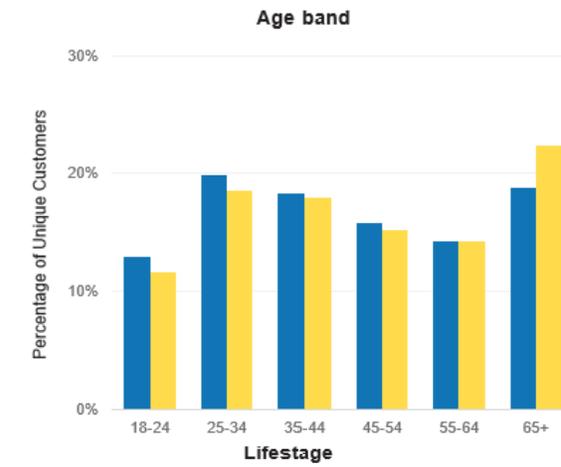
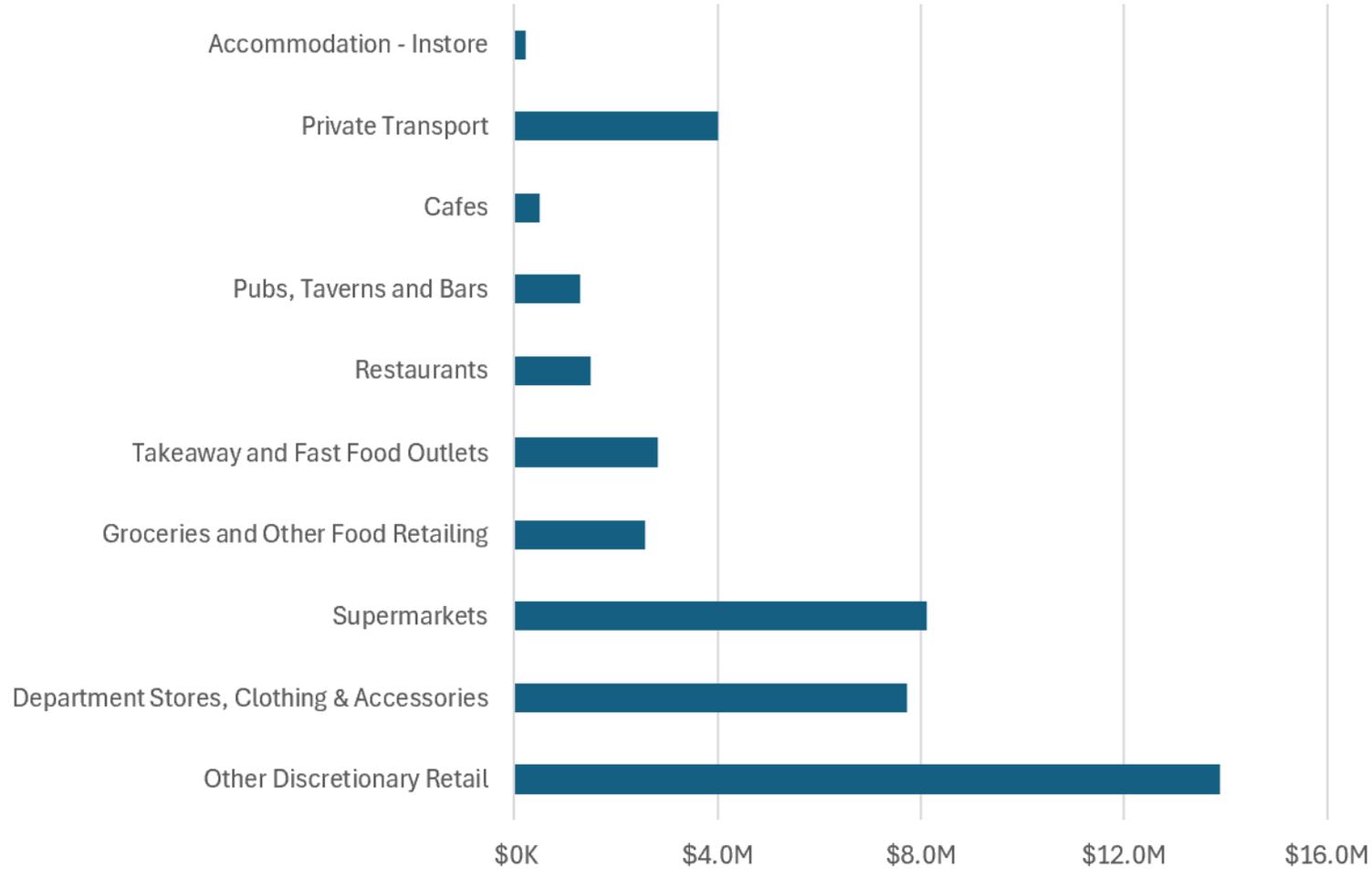


## Annual Spend by Category



Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$53.1M</b>	<b>↑ 3.8%</b>	<b>↑ 2.9%</b>	<b>\$642.2M</b>	<b>↑ 4.2%</b>		
<b>Discretionary Retail</b>	<b>\$21.6M</b>	<b>↑ 1.9%</b>	<b>↑ 2.2%</b>	<b>\$271.9M</b>	<b>↑ 4.6%</b>	<b>0.91x</b>	<b>47.9%</b>
Other Discretionary Retail	\$13.9M	↑ 1.2%	↑ 1.7%	\$169.1M	↑ 5.3%	0.86x	35.8%
Department Stores, Clothing & Accessories	\$7.7M	↑ 3.1%	↑ 3.1%	\$102.8M	↑ 3.5%	0.86x	34.3%
<b>Food Retailing</b>	<b>\$10.7M</b>	<b>↑ 6.3%</b>	<b>↑ 1.6%</b>	<b>\$121.6M</b>	<b>↑ 3.9%</b>	<b>0.89x</b>	<b>42.1%</b>
Supermarkets	\$8.1M	↑ 0.3%	↑ 0.6%	\$94.2M	↑ 2.4%	0.83x	30.3%
Groceries and Other Food Retailing	\$2.6M	↑ 31.1%	↑ 3.9%	\$27.4M	↑ 9.2%	0.82x	28.2%
<b>Tourism and Entertainment</b>	<b>\$6.7M</b>	<b>↑ 2.2%</b>	<b>↑ 7.5%</b>	<b>\$79.7M</b>	<b>↑ 6.6%</b>	<b>0.96x</b>	<b>63.9%</b>
Takeaway and Fast Food Outlets	\$2.8M	↑ 1.2%	↑ 8.7%	\$33.8M	↑ 6.0%	0.92x	45.7%
Restaurants	\$1.5M	↑ 2.0%	↑ 10.7%	\$18.0M	↑ 17.0%	0.81x	23.1%
Pubs, Taverns and Bars	\$1.3M	↑ 9.8%	↑ 8.4%	\$15.4M	↑ 4.1%	0.78x	17.5%
Cafes	\$491K	↓ -1.8%	↑ 1.5%	\$6.2M	↓ -1.8%	0.79x	17.0%
<b>Private Transport</b>	<b>\$4.0M</b>	<b>↓ -5.5%</b>	<b>↓ -2.8%</b>	<b>\$51.4M</b>	<b>↑ 2.7%</b>	<b>0.84x</b>	<b>30.7%</b>
<b>Accommodation - Instore</b>	<b>\$225K</b>	<b>↓ -15.6%</b>	<b>↓ -4.4%</b>	<b>\$3.0M</b>	<b>↑ 20.9%</b>	<b>0.64x</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.





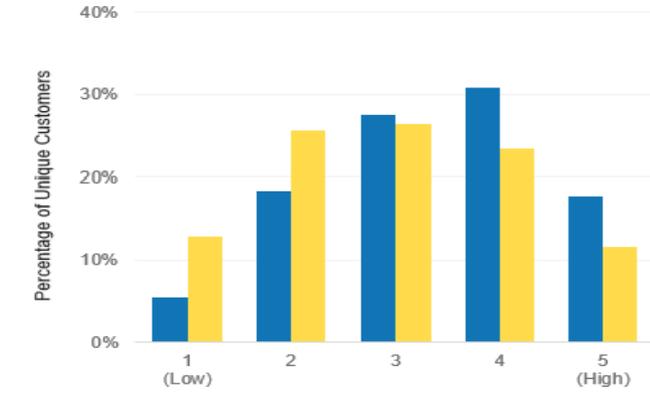
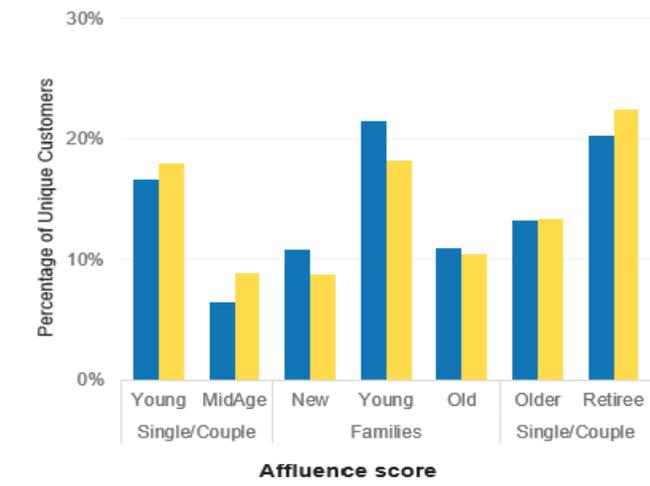
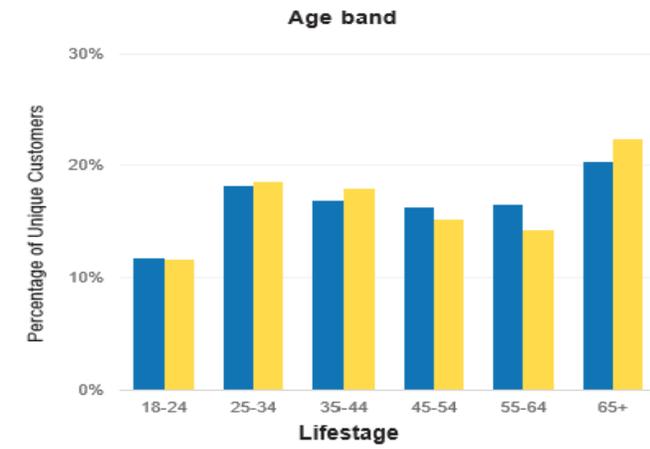
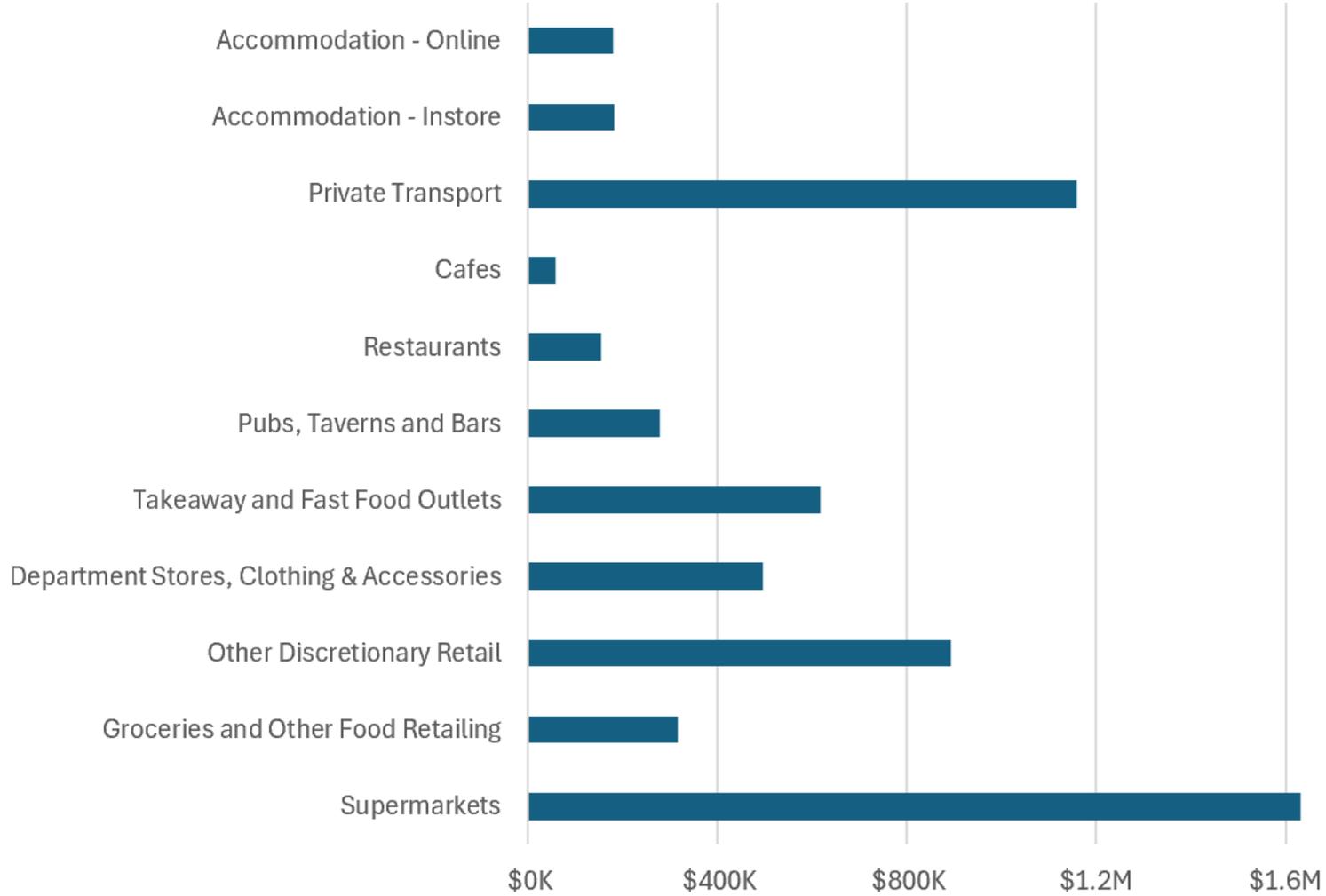
Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$6.6M</b>	<b>↓ -2.5%</b>	<b>↑ 2.9%</b>	<b>\$84.7M</b>	<b>↑ 1.7%</b>		
<b>Food Retailing</b>	<b>\$1.9M</b>	<b>↑ 3.1%</b>	<b>↑ 1.6%</b>	<b>\$23.3M</b>	<b>↑ 4.8%</b>	<b>0.88x</b>	<b>24.5%</b>
Supermarkets	\$1.6M	↑ 1.6%	↑ 0.6%	\$19.2M	↑ 4.0%	0.85x	19.7%
Groceries and Other Food Retailing	\$315K	↑ 11.6%	↑ 3.9%	\$4.0M	↑ 9.1%	0.77x	12.8%
<b>Discretionary Retail</b>	<b>\$1.4M</b>	<b>↓ -6.4%</b>	<b>↑ 2.2%</b>	<b>\$19.3M</b>	<b>↑ 0.9%</b>	<b>0.83x</b>	<b>18.4%</b>
Other Discretionary Retail	\$892K	↓ -10.5%	↑ 1.7%	\$12.1M	↑ 2.5%	0.78x	13.9%
Department Stores, Clothing & Accessories	\$496K	↑ 2.0%	↑ 3.1%	\$7.2M	↓ -1.7%	0.73x	11.0%
<b>Tourism and Entertainment</b>	<b>\$1.2M</b>	<b>↑ 13.2%</b>	<b>↑ 7.5%</b>	<b>\$14.8M</b>	<b>↑ 5.8%</b>	<b>0.98x</b>	<b>67.7%</b>
Takeaway and Fast Food Outlets	\$616K	↑ 2.6%	↑ 8.7%	\$7.2M	↑ 4.5%	0.96x	47.2%
Pubs, Taverns and Bars	\$279K	↑ 19.1%	↑ 8.4%	\$3.5M	↓ -7.0%	0.85x	14.2%
Restaurants	\$155K	↑ 97.2%	↑ 10.7%	\$1.7M	↑ 51.1%	0.83x	12.4%
Cafes	\$59K	↓ -31.8%	↑ 1.5%	\$1.0M	↑ 31.6%	0.81x	10.0%
<b>Private Transport</b>	<b>\$1.2M</b>	<b>↓ -15.0%</b>	<b>↓ -2.8%</b>	<b>\$15.3M</b>	<b>↓ -5.9%</b>	<b>0.95x</b>	<b>42.4%</b>
<b>Accommodation - Instore</b>	<b>\$181K</b>	<b>↑ 2.4%</b>	<b>↓ -4.4%</b>	<b>\$2.8M</b>	<b>↓ -2.5%</b>	<b>0.80x</b>	<b>6.7%</b>
<b>Accommodation - Online</b>	<b>\$180K</b>	<b>↓ -33.8%</b>	<b>↑ 2.2%</b>	<b>\$3.2M</b>	<b>↑ 11.0%</b>	<b>1.03x</b>	<b>5.9%</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 | MUSWELLBROOK LGA

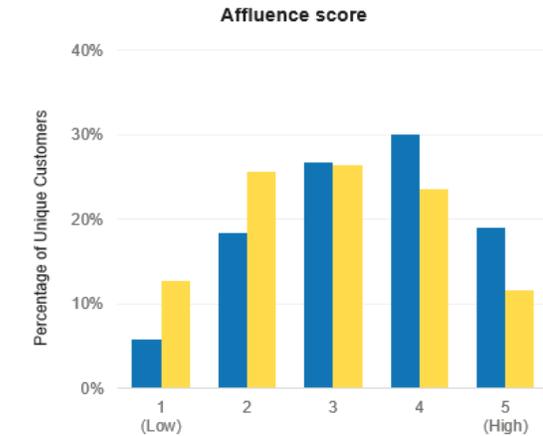
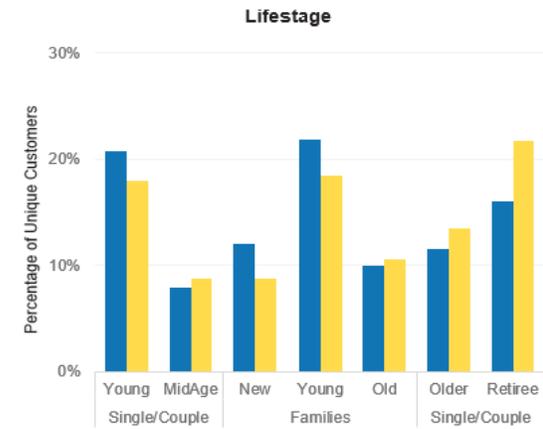
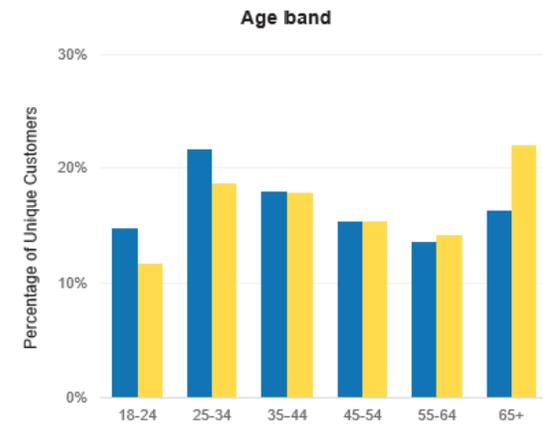
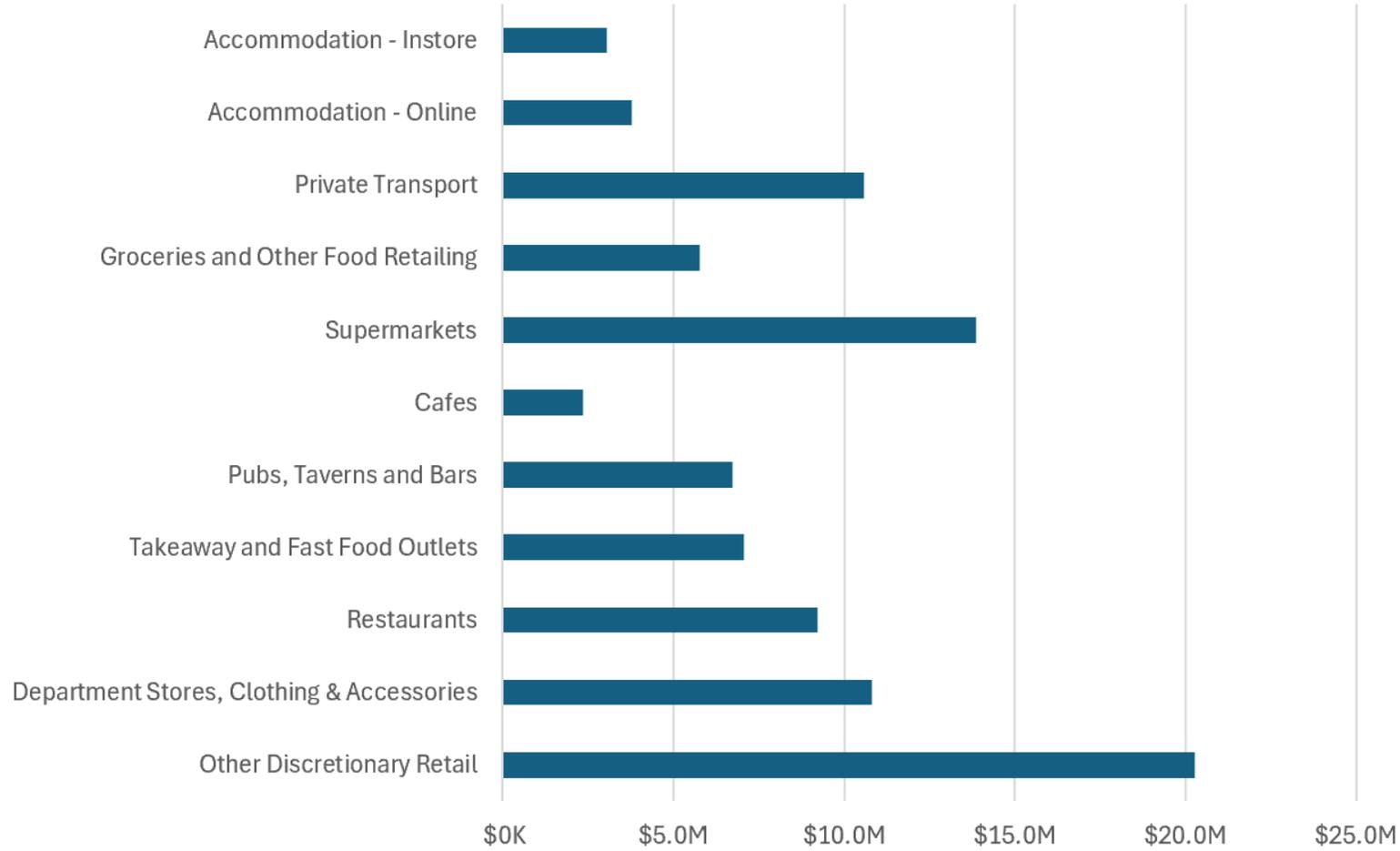
## Annual Spend by Category





Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$111.2M</b>	<b>↑ 1.9%</b>	<b>↑ 2.9%</b>	<b>\$1.3B</b>	<b>↑ 1.6%</b>		
<b>Discretionary Retail</b>	<b>\$31.1M</b>	<b>↑ 1.9%</b>	<b>↑ 2.2%</b>	<b>\$387.2M</b>	<b>↑ 4.1%</b>	<b>0.89x</b>	<b>35.9%</b>
Other Discretionary Retail	\$20.3M	↑ 1.6%	↑ 1.7%	\$241.7M	↑ 4.6%	0.84x	26.9%
Department Stores, Clothing & Accessories	\$10.8M	↑ 2.4%	↑ 3.1%	\$145.5M	↑ 3.4%	0.82x	24.0%
<b>Tourism and Entertainment</b>	<b>\$27.1M</b>	<b>↑ 9.8%</b>	<b>↑ 7.5%</b>	<b>\$304.8M</b>	<b>↑ 8.1%</b>	<b>0.98x</b>	<b>73.8%</b>
Restaurants	\$9.2M	↑ 4.9%	↑ 10.7%	\$96.5M	↑ 12.2%	0.88x	32.1%
Takeaway and Fast Food Outlets	\$7.0M	↑ 7.6%	↑ 8.7%	\$79.3M	↑ 3.1%	0.92x	42.7%
Pubs, Taverns and Bars	\$6.7M	↑ 21.6%	↑ 8.4%	\$77.6M	↑ 11.5%	0.87x	25.6%
Cafes	\$2.4M	↓ -3.1%	↑ 1.5%	\$27.0M	↓ -2.2%	0.83x	20.2%
<b>Food Retailing</b>	<b>\$19.6M</b>	<b>↑ 0.4%</b>	<b>↑ 1.6%</b>	<b>\$230.2M</b>	<b>↓ -0.5%</b>	<b>0.90x</b>	<b>37.8%</b>
Supermarkets	\$13.8M	↓ -1.1%	↑ 0.6%	\$158.7M	↓ -1.0%	0.84x	27.3%
Groceries and Other Food Retailing	\$5.8M	↑ 4.2%	↑ 3.9%	\$71.5M	↑ 0.4%	0.84x	26.7%
<b>Private Transport</b>	<b>\$10.6M</b>	<b>↓ -11.9%</b>	<b>↓ -2.8%</b>	<b>\$121.3M</b>	<b>↓ -14.2%</b>	<b>0.91x</b>	<b>38.1%</b>
<b>Accommodation - Online</b>	<b>\$3.8M</b>	<b>↓ -0.6%</b>	<b>↑ 2.2%</b>	<b>\$38.1M</b>	<b>↑ 6.9%</b>	<b>1.03x</b>	<b>7.0%</b>
<b>Accommodation - Instore</b>	<b>\$3.1M</b>	<b>↓ -4.3%</b>	<b>↓ -4.4%</b>	<b>\$30.7M</b>	<b>↓ -6.0%</b>	<b>0.86x</b>	<b>9.3%</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.





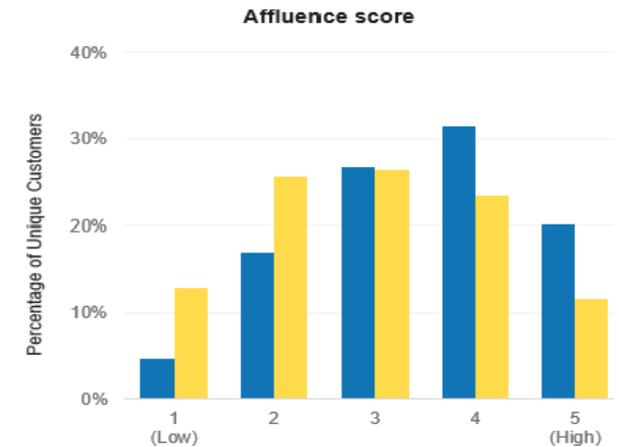
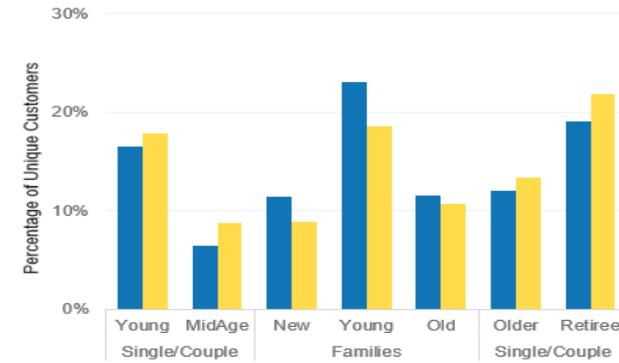
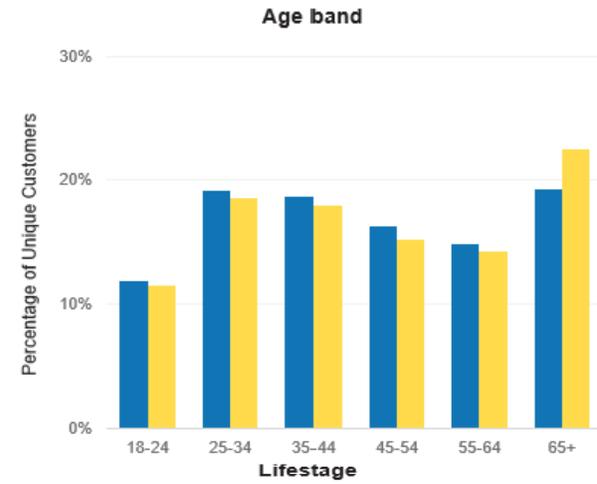
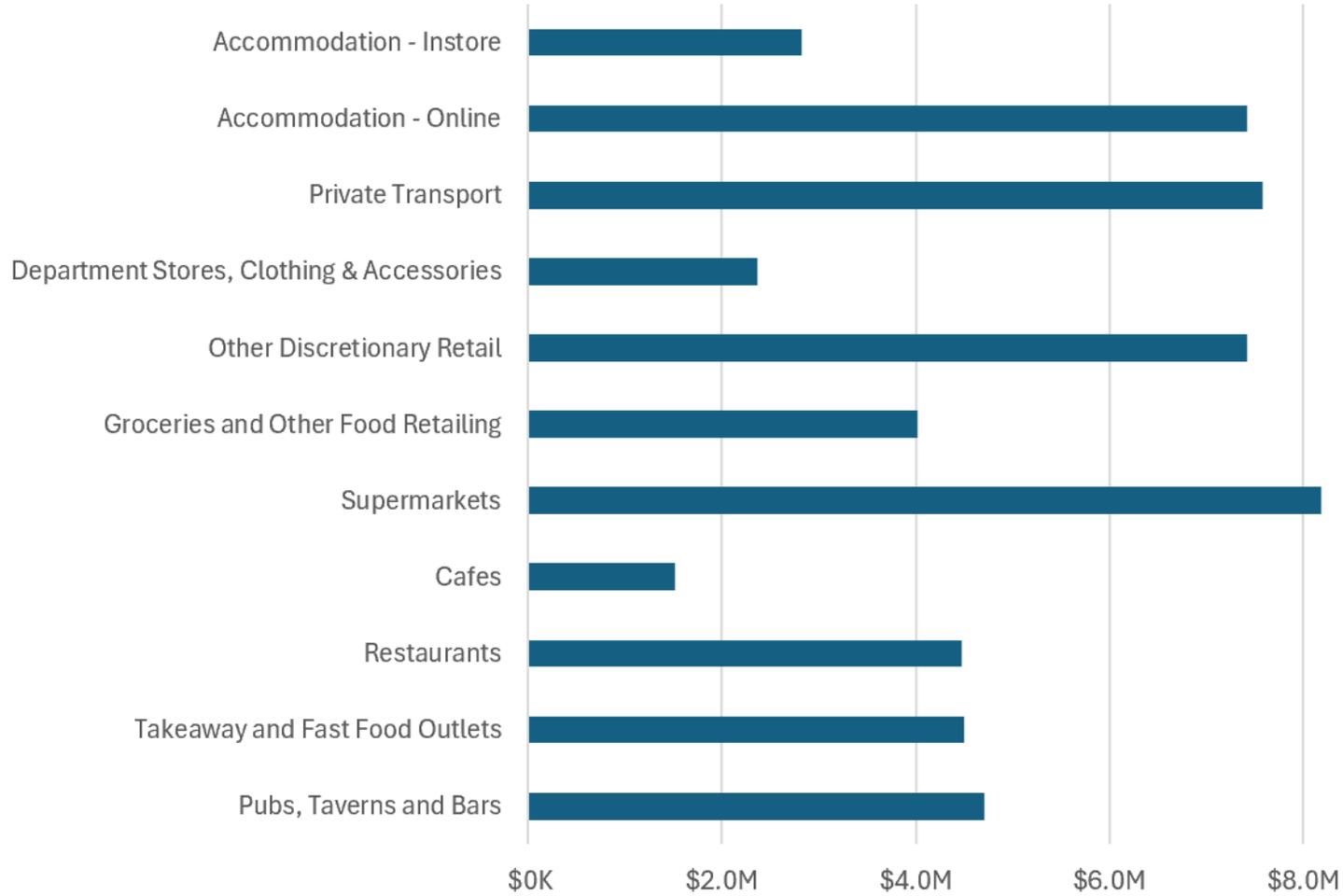
Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$63.5M</b>	<b>↑ 8.3%</b>	<b>↑ 2.9%</b>	<b>\$518.8M</b>	<b>↑ 2.1%</b>		
<b>Tourism and Entertainment</b>	<b>\$18.6M</b>	<b>↑ 13.5%</b>	<b>↑ 7.5%</b>	<b>\$128.9M</b>	<b>↑ 6.3%</b>	<b>0.98x</b>	<b>67.3%</b>
Pubs, Taverns and Bars	\$4.7M	↑ 18.3%	↑ 8.4%	\$31.3M	↑ 18.4%	0.89x	16.8%
Takeaway and Fast Food Outlets	\$4.5M	↑ 16.9%	↑ 8.7%	\$34.0M	↑ 6.9%	0.96x	42.4%
Restaurants	\$4.5M	↑ 4.9%	↑ 10.7%	\$29.5M	↑ 3.7%	0.88x	17.2%
Cafes	\$1.5M	↑ 28.8%	↑ 1.5%	\$10.7M	↓ -3.5%	0.90x	16.2%
<b>Food Retailing</b>	<b>\$12.2M</b>	<b>↑ 4.7%</b>	<b>↑ 1.6%</b>	<b>\$100.8M</b>	<b>↓ -0.2%</b>	<b>0.94x</b>	<b>38.0%</b>
Supermarkets	\$8.2M	↑ 3.5%	↑ 0.6%	\$66.5M	↓ -0.3%	0.89x	22.8%
Groceries and Other Food Retailing	\$4.0M	↑ 7.2%	↑ 3.9%	\$34.3M	↑ 0.1%	0.92x	26.5%
<b>Discretionary Retail</b>	<b>\$9.8M</b>	<b>↑ 6.8%</b>	<b>↑ 2.2%</b>	<b>\$93.8M</b>	<b>↑ 1.4%</b>	<b>0.90x</b>	<b>25.1%</b>
Other Discretionary Retail	\$7.4M	↑ 8.9%	↑ 1.7%	\$72.4M	↑ 1.8%	0.88x	20.8%
Department Stores, Clothing & Accessories	\$2.4M	↑ 0.5%	↑ 3.1%	\$21.4M	↓ -0.1%	0.76x	9.7%
<b>Private Transport</b>	<b>\$7.6M</b>	<b>↑ 5.5%</b>	<b>↓ -2.8%</b>	<b>\$72.1M</b>	<b>↓ -3.8%</b>	<b>0.95x</b>	<b>40.8%</b>
<b>Accommodation - Online</b>	<b>\$7.4M</b>	<b>↑ 7.8%</b>	<b>↑ 2.2%</b>	<b>\$48.2M</b>	<b>↓ -1.7%</b>	<b>1.03x</b>	<b>8.8%</b>
<b>Accommodation - Instore</b>	<b>\$2.8M</b>	<b>↓ -12.6%</b>	<b>↓ -4.4%</b>	<b>\$23.1M</b>	<b>↓ -4.8%</b>	<b>0.85x</b>	<b>6.1%</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 | PORT STEPHENS LGA

## Annual Spend by Category





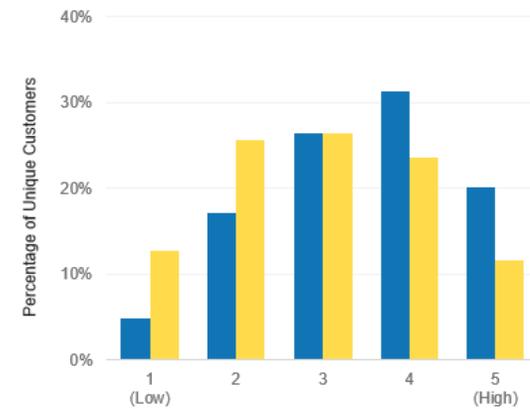
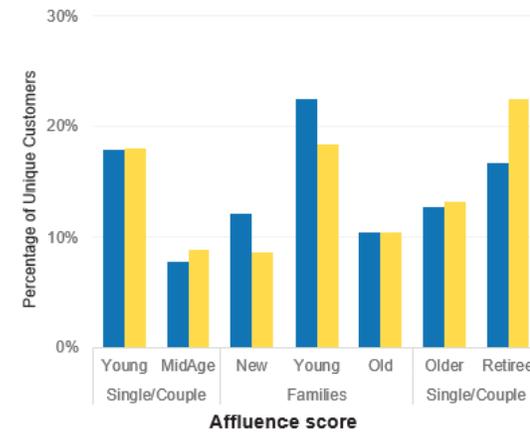
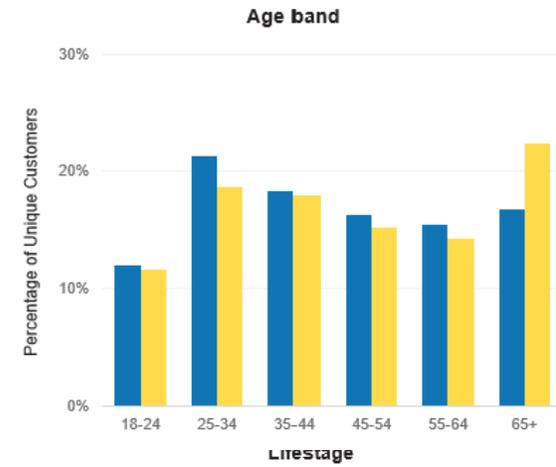
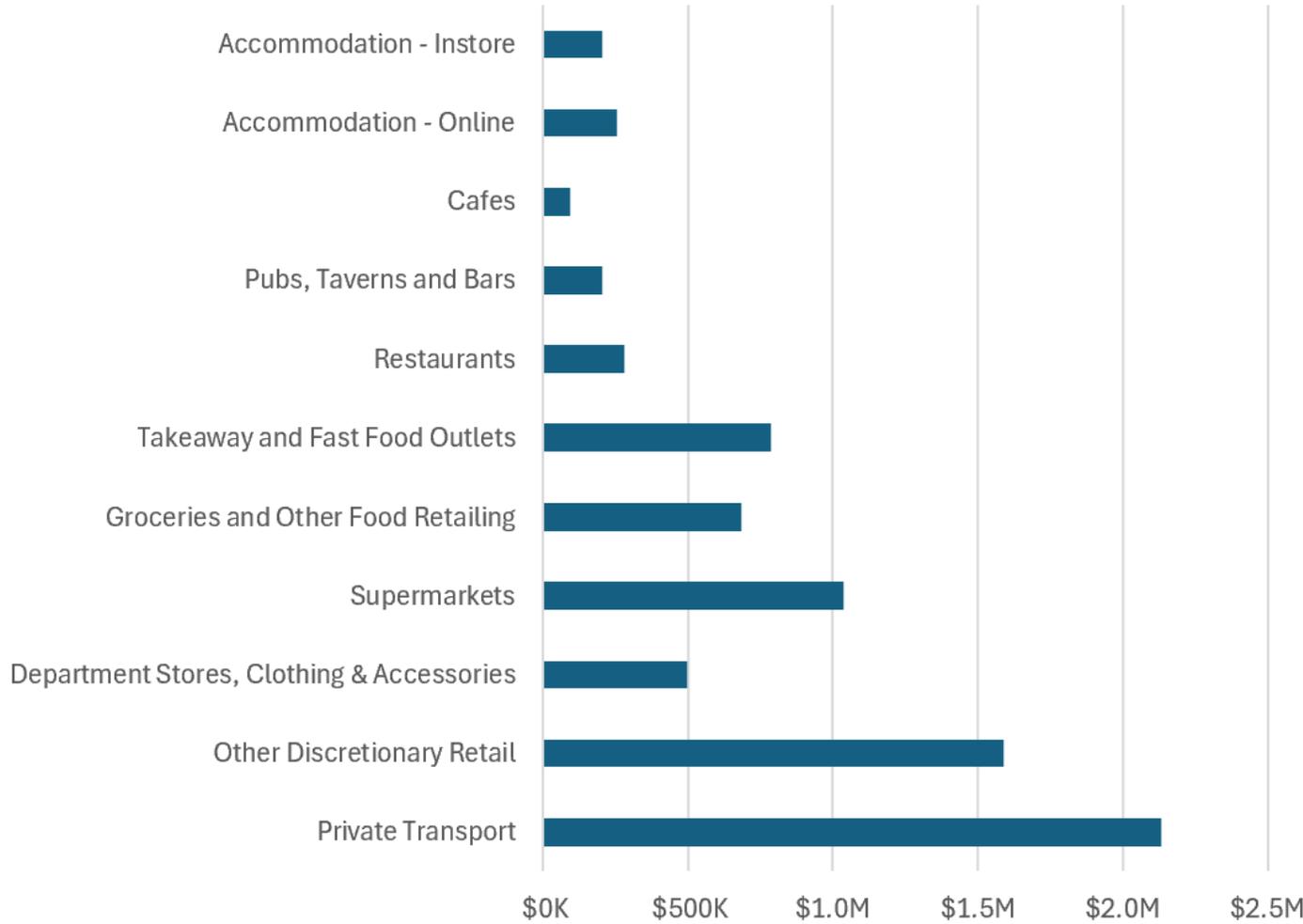
Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$9.0M</b>	<b>↓ -0.6%</b>	<b>↑ 2.9%</b>	<b>\$123.1M</b>	<b>↑ 2.7%</b>		
<b>Private Transport</b>	<b>\$2.1M</b>	<b>↓ -8.6%</b>	<b>↓ -2.8%</b>	<b>\$32.0M</b>	<b>↑ 12.2%</b>	<b>0.97x</b>	<b>50.5%</b>
<b>Discretionary Retail</b>	<b>\$2.1M</b>	<b>↑ 9.3%</b>	<b>↑ 2.2%</b>	<b>\$26.4M</b>	<b>↑ 3.8%</b>	<b>0.86x</b>	<b>18.5%</b>
Other Discretionary Retail	\$1.6M	↑ 5.1%	↑ 1.7%	\$19.5M	↑ 1.9%	0.82x	14.5%
Department Stores, Clothing & Accessories	\$496K	↑ 25.5%	↑ 3.1%	\$6.8M	↑ 9.3%	0.74x	9.2%
<b>Food Retailing</b>	<b>\$1.7M</b>	<b>↑ 2.4%</b>	<b>↑ 1.6%</b>	<b>\$21.6M</b>	<b>↓ -2.5%</b>	<b>0.90x</b>	<b>24.0%</b>
Supermarkets	\$1.0M	↓ -1.8%	↑ 0.6%	\$12.8M	↓ -2.7%	0.81x	13.1%
Groceries and Other Food Retailing	\$684K	↑ 9.4%	↑ 3.9%	\$8.8M	↓ -2.2%	0.85x	17.0%
<b>Tourism and Entertainment</b>	<b>\$1.7M</b>	<b>↓ -6.5%</b>	<b>↑ 7.5%</b>	<b>\$25.0M</b>	<b>↑ 0.5%</b>	<b>0.97x</b>	<b>56.6%</b>
Takeaway and Fast Food Outlets	\$784K	↓ -4.7%	↑ 8.7%	\$10.4M	↑ 3.7%	0.95x	37.0%
Restaurants	\$281K	↑ 32.9%	↑ 10.7%	\$3.3M	↑ 24.0%	0.80x	10.3%
Pubs, Taverns and Bars	\$205K	↓ -55.2%	↑ 8.4%	\$5.2M	↓ -9.7%	0.86x	12.2%
Cafes	\$92K	↑ 39.5%	↑ 1.5%	\$1.1M	↑ 0.3%	0.71x	5.2%
<b>Accommodation - Online</b>	<b>\$255K</b>	<b>↓ -30.8%</b>	<b>↑ 2.2%</b>	<b>\$4.5M</b>	<b>↓ -4.2%</b>	<b>1.03x</b>	<b>5.1%</b>
<b>Accommodation - Instore</b>	<b>\$202K</b>	<b>↓ -8.3%</b>	<b>↓ -4.4%</b>	<b>\$2.5M</b>	<b>↓ -17.8%</b>	<b>0.96x</b>	<b>3.5%</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 | SINGLETON LGA

## Annual Spend by Category





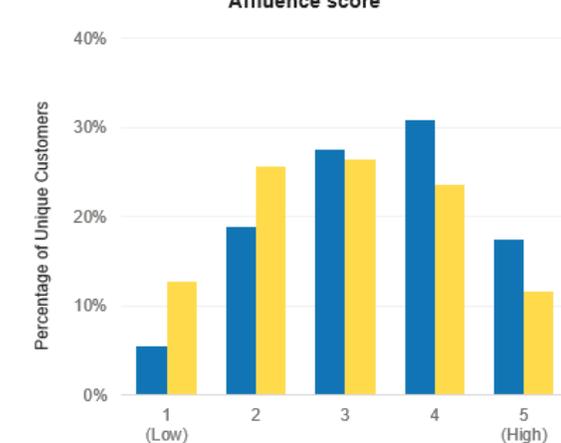
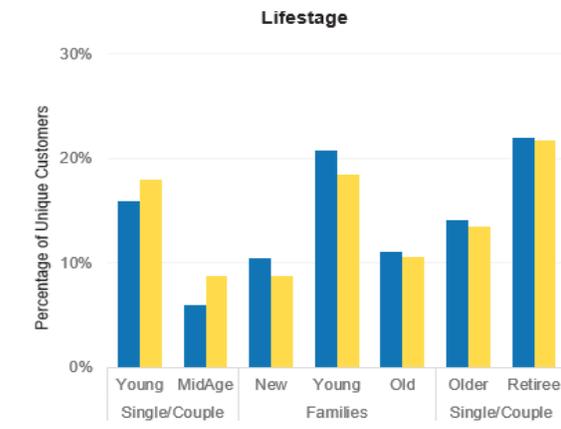
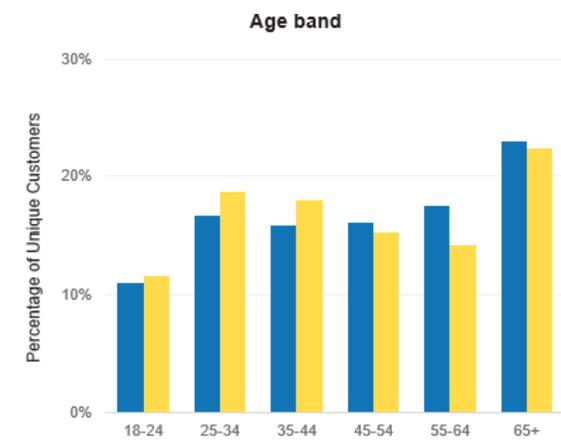
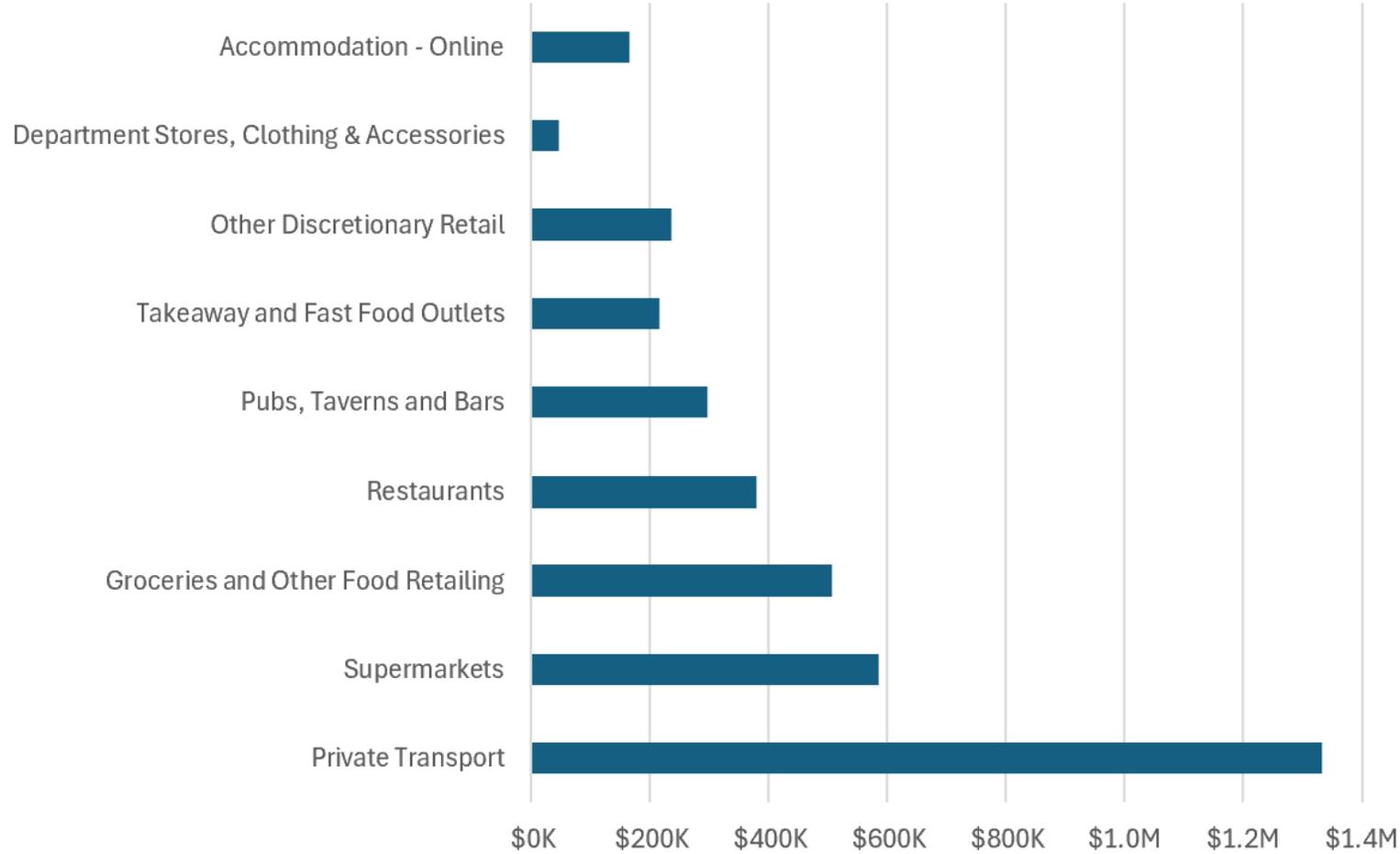
Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$4.3M</b>	<b>↑ 0.3%</b>	<b>↑ 2.9%</b>	<b>\$53.3M</b>	<b>↑ 1.7%</b>		
<b>Private Transport</b>	<b>\$1.3M</b>	<b>↓ -14.4%</b>	<b>↓ -2.8%</b>	<b>\$16.1M</b>	<b>↓ -7.9%</b>	<b>0.97x</b>	<b>47.4%</b>
<b>Food Retailing</b>	<b>\$1.1M</b>	<b>↑ 2.2%</b>	<b>↑ 1.6%</b>	<b>\$13.0M</b>	<b>↑ 3.5%</b>	<b>0.95x</b>	<b>40.6%</b>
Supermarkets	\$586K	↓ -5.5%	↑ 0.6%	\$7.1M	↑ 2.3%	0.83x	14.3%
Groceries and Other Food Retailing	\$506K	↑ 12.9%	↑ 3.9%	\$5.8M	↑ 4.9%	0.94x	31.9%
<b>Tourism and Entertainment</b>	<b>\$943K</b>	<b>↓ -5.5%</b>	<b>↑ 7.5%</b>	<b>\$12.0M</b>	<b>↑ 4.5%</b>	<b>0.96x</b>	<b>44.4%</b>
Restaurants	\$380K	↓ -17.2%	↑ 10.7%	\$4.3M	↑ 1.2%	0.87x	13.9%
Pubs, Taverns and Bars	\$296K	↓ -0.7%	↑ 8.4%	\$3.6M	↓ -3.5%	0.87x	14.3%
Takeaway and Fast Food Outlets	\$215K	↓ -0.3%	↑ 8.7%	\$3.3M	↑ 9.5%	0.91x	24.5%
<b>Discretionary Retail</b>	<b>\$282K</b>	<b>↑ 9.8%</b>	<b>↑ 2.2%</b>	<b>\$4.3M</b>	<b>↑ 3.2%</b>	<b>0.75x</b>	<b>9.9%</b>
Other Discretionary Retail	\$235K	↑ 11.0%	↑ 1.7%	\$3.3M	↓ -1.5%	0.71x	7.9%
Department Stores, Clothing & Accessories	\$47K	↑ 4.1%	↑ 3.1%	\$1.0M	↑ 21.9%	0.58x	3.7%
<b>Accommodation - Online</b>	<b>\$165K</b>	<b>↓ -11.8%</b>	<b>↑ 2.2%</b>	<b>\$2.6M</b>	<b>↑ 1.9%</b>	<b>1.00x</b>	<b>5.9%</b>

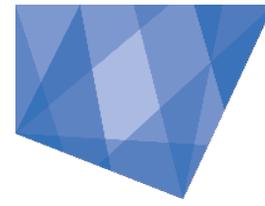
Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor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



# UPPER HUNTER SHIRE LGA

## Annual Spend by Category





Destination  
Sydney Surrounds North

# SUB REGIONS



Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$35.8M</b>	<b>↓ -1.8%</b>	<b>↑ 2.9%</b>	<b>\$439.6M</b>	<b>↑ 1.6%</b>		
<b>Tourism and Entertainment</b>	<b>\$11.6M</b>	<b>↓ -1.6%</b>	<b>↑ 7.5%</b>	<b>\$145.2M</b>	<b>↑ 0.9%</b>	<b>0.98x</b>	<b>72.1%</b>
Breweries and Wineries	\$2.8M	↑ 4.8%	↓ -8.6%	\$35.6M	↓ -0.5%	0.99x	17.4%
Restaurants	\$2.7M	→ 0.0%	↑ 10.7%	\$33.2M	↑ 4.8%	0.90x	24.2%
Pubs, Taverns and Bars	\$2.3M	↓ -6.4%	↑ 8.4%	\$29.9M	↑ 2.0%	0.90x	24.2%
Takeaway and Fast Food Outlets	\$2.2M	↑ 0.9%	↑ 8.7%	\$27.4M	→ 0.0%	0.93x	33.3%
Attractions, Events and Recreation	\$991K	↓ -12.9%	↑ 3.4%	\$12.9M	↓ -4.7%	0.89x	12.0%
Cafes	\$504K	↓ -5.3%	↑ 1.5%	\$6.1M	↓ -0.1%	0.79x	9.6%
<b>Food Retailing</b>	<b>\$8.6M</b>	<b>↑ 8.1%</b>	<b>↑ 1.6%</b>	<b>\$98.0M</b>	<b>↑ 5.1%</b>	<b>0.93x</b>	<b>39.1%</b>
Supermarkets	\$5.6M	↑ 7.8%	↑ 0.6%	\$62.1M	↑ 6.1%	0.83x	19.8%
Groceries and Other Food Retailing	\$3.0M	↑ 8.5%	↑ 3.9%	\$35.9M	↑ 3.4%	0.90x	29.4%
<b>Private Transport</b>	<b>\$5.6M</b>	<b>↓ -10.6%</b>	<b>↓ -2.8%</b>	<b>\$75.4M</b>	<b>↓ -2.1%</b>	<b>0.93x</b>	<b>36.8%</b>
<b>Discretionary Retail</b>	<b>\$4.3M</b>	<b>↑ 4.3%</b>	<b>↑ 2.2%</b>	<b>\$53.9M</b>	<b>↑ 4.0%</b>	<b>0.83x</b>	<b>18.5%</b>
Other Discretionary Retail	\$3.2M	↑ 4.0%	↑ 1.7%	\$40.2M	↑ 4.6%	0.77x	14.1%
Department Stores, Clothing & Accessories	\$1.0M	↑ 5.4%	↑ 3.1%	\$13.7M	↑ 2.4%	0.69x	8.9%
<b>Accommodation - Instore</b>	<b>\$2.5M</b>	<b>↓ -33.2%</b>	<b>↓ -4.4%</b>	<b>\$31.2M</b>	<b>↓ -11.5%</b>	<b>0.93x</b>	<b>12.2%</b>

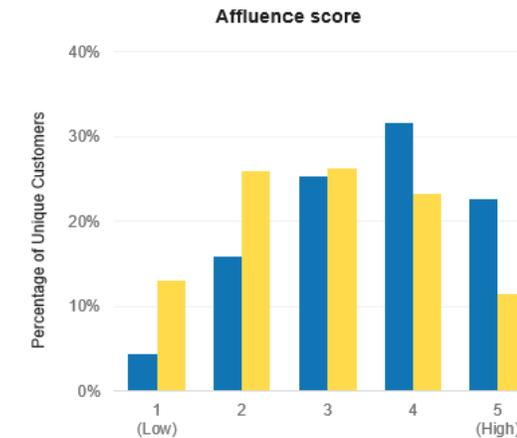
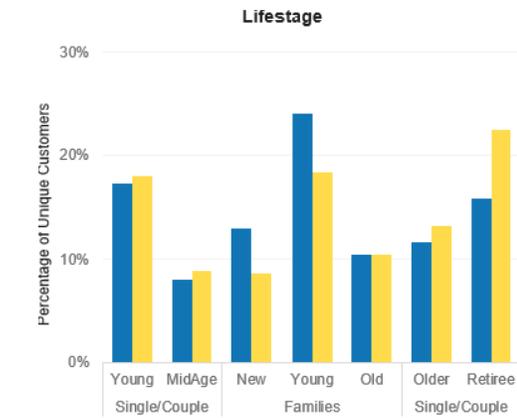
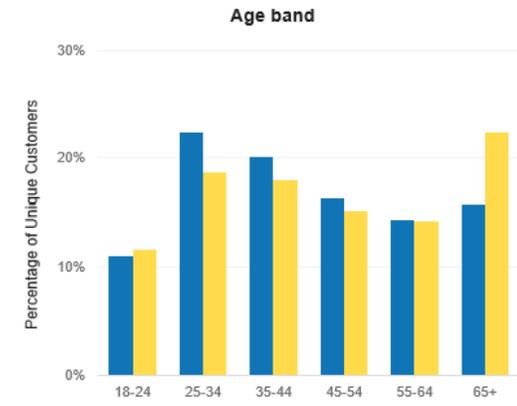
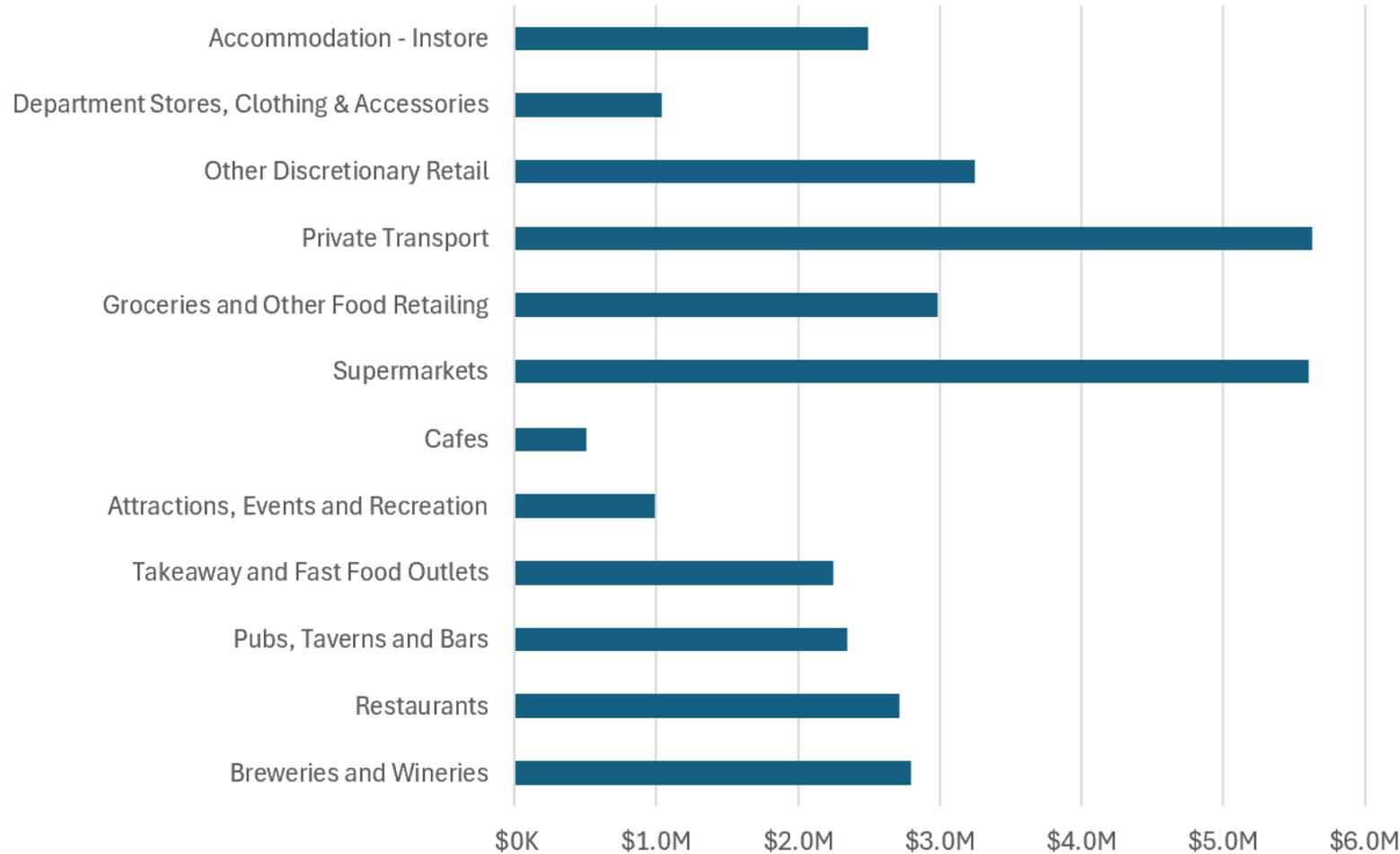
Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor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



# HUNTER VALLEY SUB REGION

(Cessnock & Singleton LGAs combined)

## Annual Spend by Category





Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend Location	Average Destination				
<b>Total</b>	<b>\$10.6M</b>	<b>↓ -0.4%</b>	<b>↑ 2.9%</b>	<b>\$132.2M</b>	<b>↑ 1.5%</b>		
<b>Food Retailing</b>	<b>\$3.0M</b>	<b>↑ 2.8%</b>	<b>↑ 1.6%</b>	<b>\$36.2M</b>	<b>↑ 4.3%</b>	<b>0.96x</b>	<b>37.2%</b>
Supermarkets	\$2.2M	↓ -0.4%	↑ 0.6%	\$26.4M	↑ 3.5%	0.90x	19.0%
Groceries and Other Food Retailing	\$821K	↑ 12.4%	↑ 3.9%	\$9.9M	↑ 6.6%	0.92x	26.8%
<b>Private Transport</b>	<b>\$2.5M</b>	<b>↓ -14.7%</b>	<b>↓ -2.8%</b>	<b>\$31.4M</b>	<b>↓ -6.9%</b>	<b>0.96x</b>	<b>48.3%</b>
<b>Tourism and Entertainment</b>	<b>\$2.2M</b>	<b>↑ 4.2%</b>	<b>↑ 7.5%</b>	<b>\$26.8M</b>	<b>↑ 5.2%</b>	<b>0.98x</b>	<b>59.4%</b>
Takeaway and Fast Food Outlets	\$831K	↑ 1.8%	↑ 8.7%	\$10.5M	↑ 6.0%	0.96x	38.3%
Pubs, Taverns and Bars	\$575K	↑ 8.0%	↑ 8.4%	\$7.0M	↓ -5.3%	0.88x	16.5%
Restaurants	\$535K	↓ -0.6%	↑ 10.7%	\$6.0M	↑ 11.6%	0.87x	15.7%
Cafes	\$80K	↓ -8.0%	↑ 1.5%	\$1.3M	↑ 49.6%	0.79x	6.6%
<b>Discretionary Retail</b>	<b>\$1.7M</b>	<b>↓ -4.0%</b>	<b>↑ 2.2%</b>	<b>\$23.6M</b>	<b>↑ 1.3%</b>	<b>0.88x</b>	<b>16.0%</b>
Other Discretionary Retail	\$1.1M	↓ -6.7%	↑ 1.7%	\$15.3M	↑ 1.6%	0.83x	12.5%
Department Stores, Clothing & Accessories	\$542K	↑ 2.2%	↑ 3.1%	\$8.2M	↑ 0.7%	0.76x	8.4%
<b>Accommodation - Instore</b>	<b>\$278K</b>	<b>↑ 11.6%</b>	<b>↓ -4.4%</b>	<b>\$4.2M</b>	<b>↓ -1.7%</b>	<b>0.82x</b>	<b>5.4%</b>

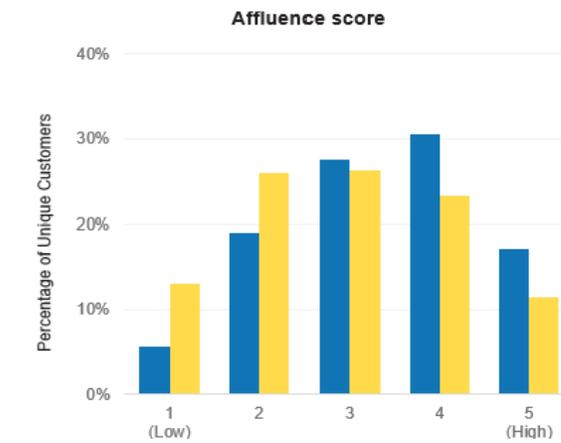
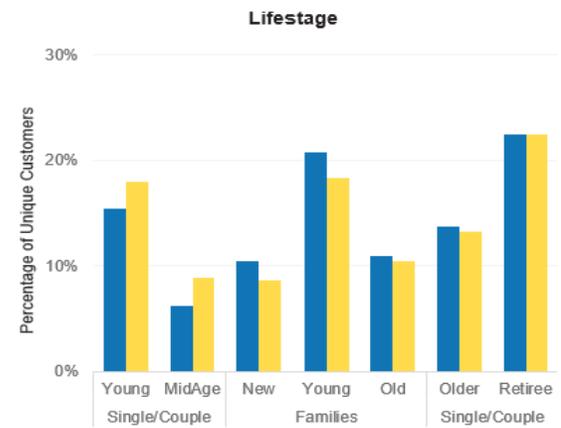
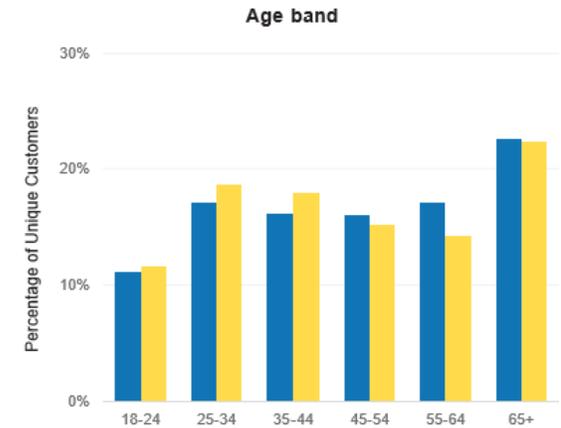
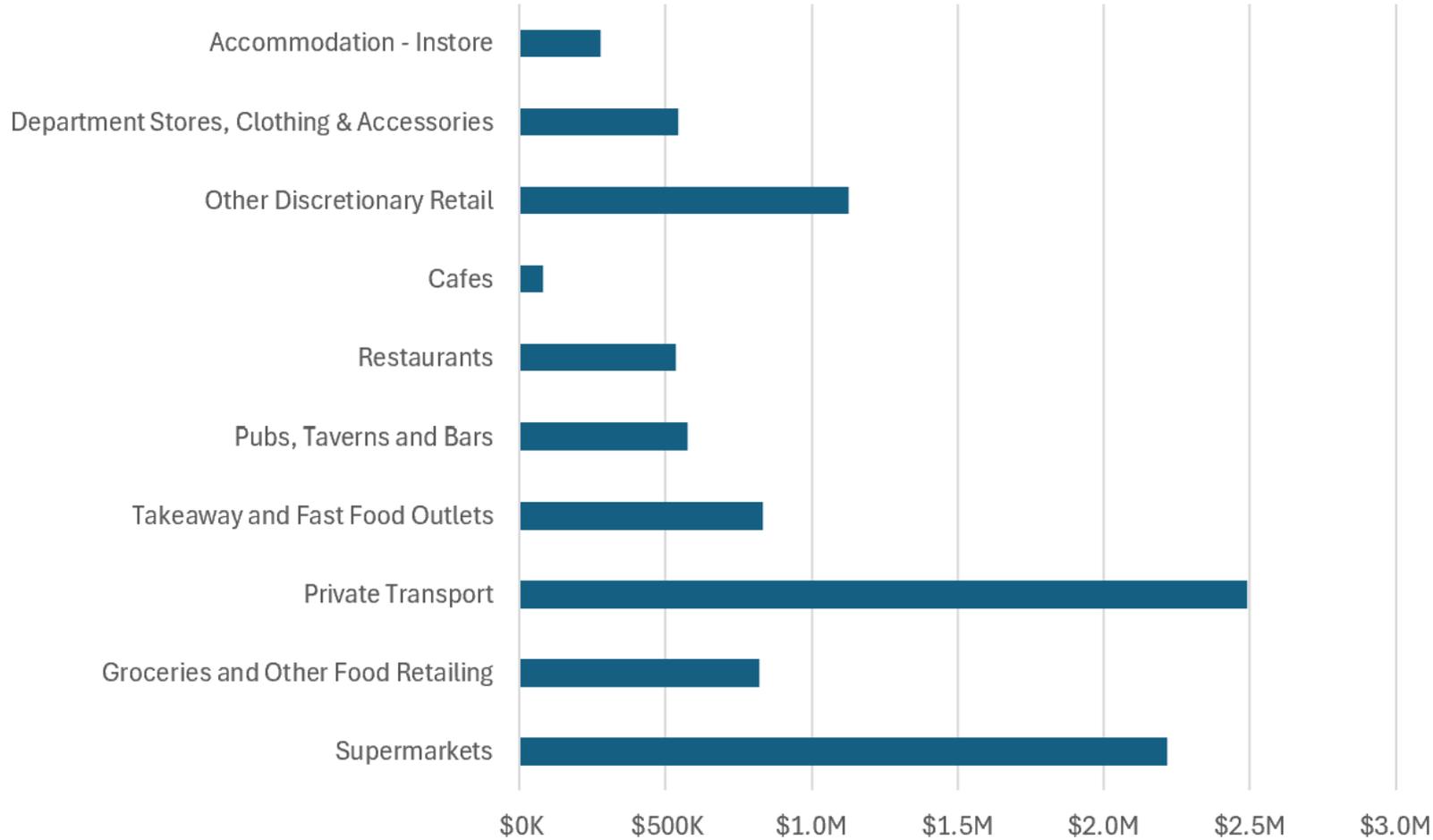
Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period. Spend and Penetration is based on aggregated spend and proportion of the visitor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

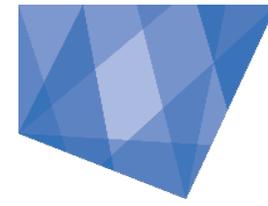


# UPPER HUNTER SUB REGION

(Muswellbrook & Upper Hunter LGAs combined)

## Annual Spend by Category





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 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

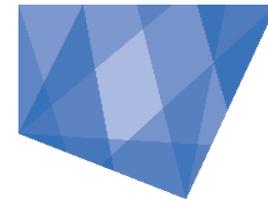
Museums and Galleries, Theme Parks, Tourist Attractions, Parks and Recreation, Professional Sports Clubs, Stadiums  
Breweries and Wineries  
Cafes  
Pubs, Taverns and Bars  
Restaurants  
Takeaway and Fast Food Outlets

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



# Destination Sydney Surrounds North



## CONTACT US

P O Box 489 Gosford NSW 2250

W: [www.dssn.com.au](http://www.dssn.com.au)

E: [admin@dssn.com.au](mailto:admin@dssn.com.au)