



Bondi Beach, Sydney

Destination Networks | LGA Dashboard

This tool provides Destination Networks with enhanced visibility into the performance of LGAs in their region and enables comparison against relevant benchmark measures

Please select the LGA you would like to use to filter the dashboard. Your selection will apply across all pages

LGA Selector

Central Coast (NSW) ▾

Last Dashboard Update: 24 Mar 2026 – data as of February 2026 Destination iQ files and scorecards

All data has been sourced from Banking Transaction Data. Data prepared and visualised by DNSW's Research and Development Team

Page Navigation

*Use the below navigation to select the data page you would like to view
Return to the **Home page** at any time to change your selection or use the arrows to explore the other pages*

METHODOLOGY

PERFORMANCE
OVERVIEW

VISITOR TYPE
OVERVIEW

SPENDING DEEP
DIVE

SOURCE MARKET
OVERVIEW

TOURIST PROFILING

Overview and General Notes

- Insights are derived from **Banking Transaction Data**, leveraging millions of de-identified, real transactions from customers.
- Advanced modelling and weighting techniques have been applied to ensure results are representative of total card spending, providing a comprehensive view of visitation by location and time period.
- **Sydney Metro (33 LGAs)** represents the aggregation of 33 LGAs across metropolitan Sydney outside of the Destination Networks.
- Further information on Destination Networks is available on the Destination NSW corporate website [here](#).
- This analysis may be shared with relevant LGA representatives. Any further external distribution must be approved by the Research and Development team.
- All **sharing requests or questions** relating to the data must be submitted via the enquiry form available on the Destination NSW corporate website [here](#).

Abbreviations

- YoY - Year on Year
- MoM - Month on Month
- PoP - Period on Period

Metrics

Spend

The amount of money spent via card-present transactions over the period (weighted data)

Number of Transactions

The total number of card-present transactions over the period (weighted data), representing the non-de-duplicated count of individual payments made.

Trips

Trips represent the total number of Overnight Trips and Day Trips, derived from the aggregation or deduplication of a group of transactions made within consecutive hours or days by tourists only in; they are weighted in line with customer count and deduplicated at the trip level to avoid double counting

Customer/Visitor Count

The unique number of customers/visitors (deduplicated) who have transacted in the target location (weighted data)

Visitor Types

Tourist Level	Visitor Type	Description
Tourists	Overnight Trip	Overnight visitors travelling at least 40km from home, identified by multi-day spend patterns.
	Day Trip	Visitors who travel at least 25km from home, spend 4+ hours in the area, and return the same day.
Non-Tourists	Regular/Routine Trips	Customers making regular transactions in the selected region. Ex: workers, 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. Ex: food/fuel when transiting through region, quick visit to shops or a one off purchase.
	Locals	Customers who are not on a trip, including but not limited to all customers spending within a 25km radius on their home location.

Click [here](#) to view TRA's visitor type definitions

Spend Categories

Category	Sub Category
Food Retailing	Groceries and Other Food Retailing
	Supermarkets
Tourism and Entertainment	Attractions, Events and Recreation
	Breweries and Wineries
	Cafes
	Pubs, Taverns and Bars
	Restaurants
Discretionary Retail	Takeaway and Fast Food Outlets
	Department Stores, Clothing and Accessories
Accommodation	Other Discretionary Retail
	Accommodation - Instore
Private Transport	Accommodation - Online*
	Private Transport (Ex: Parking)
Other	Miscellaneous sub-categories

*Note: "Accommodation Online" reflects partial spend only. Spend is statistically attributed to an LGA based on selected online bookings within 6 months of an overnight trip and assigned to the first transaction date of that trip.

Monthly Tourism Performance Overview

Selected LGA:
Central Coast (NSW)



Key measures for all tourists, February 2026

Spend per customer

\$205.10

Length of stay (Nights)

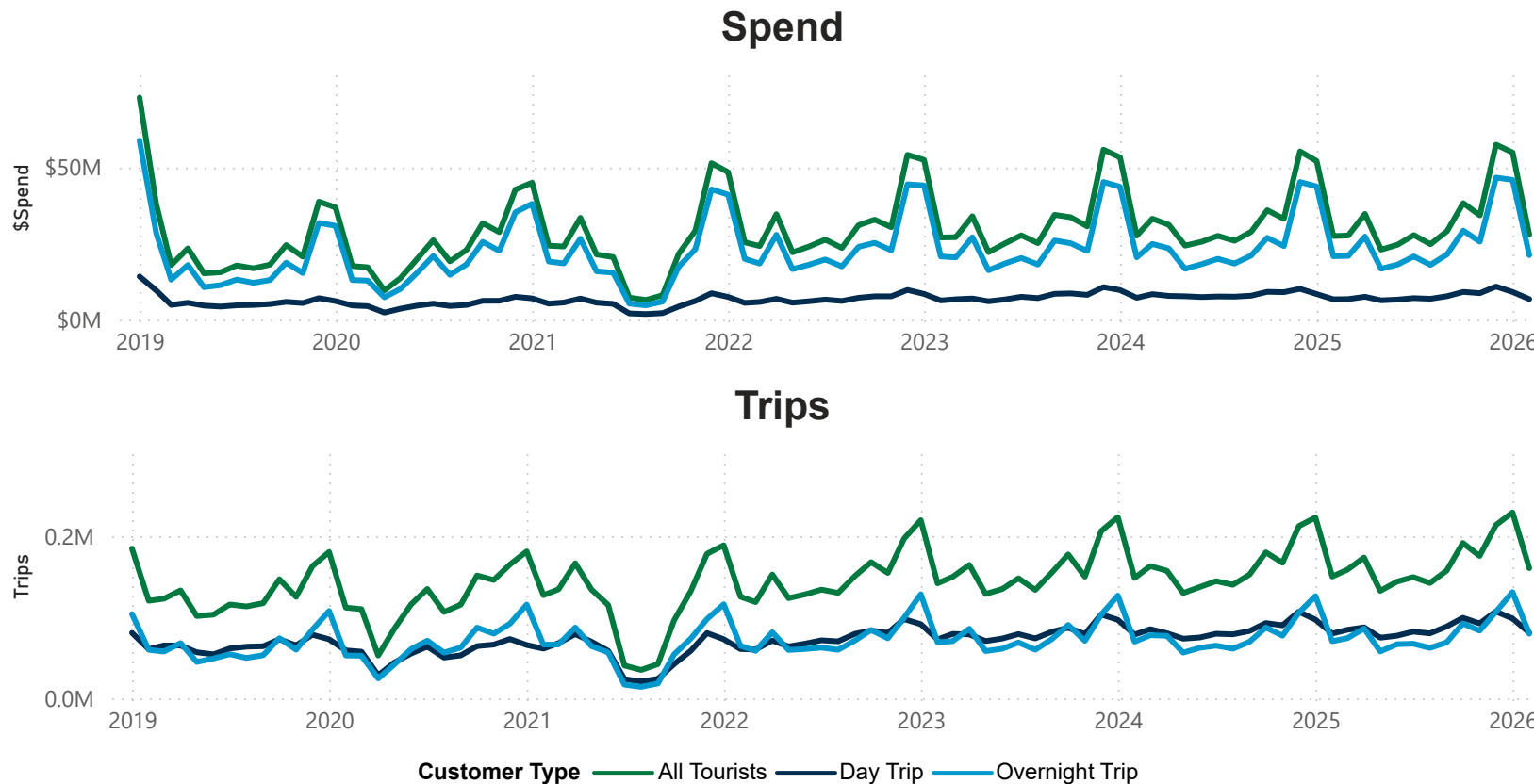
2.57

Top spend day

21 Feb

Top spend category

Supermarkets



Spend (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	1.5%	-49.3%
Day Trip	1.1%	-25.8%
Overnight Trip	1.7%	-53.9%

Trips (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	6.9%	-30.0%
Day Trip	1.3%	-17.8%
Overnight Trip	13.1%	-39.2%

*Changes since previous month is calculated from rounded values



Monthly Tourism Performance Overview

Selected LGA:
Central Coast (NSW)



Visitor Type Selector

All ▼

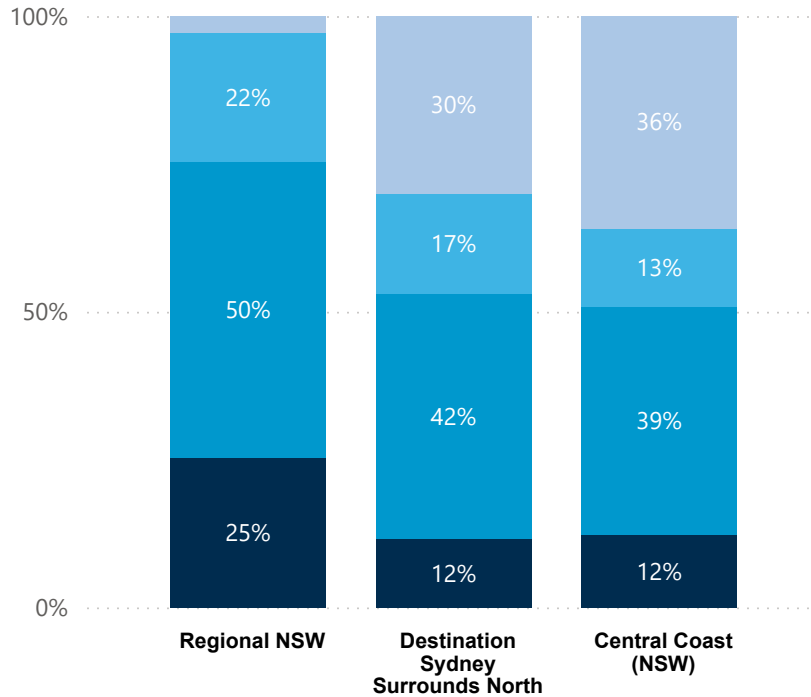
Please hold CTRL to select multiple Visitor Trip Types

Notes:

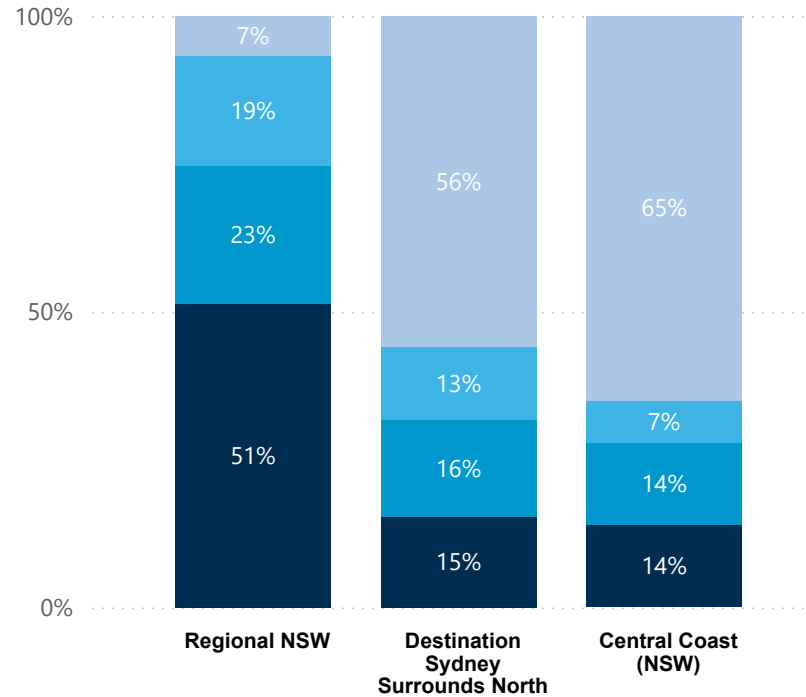
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, February 2026

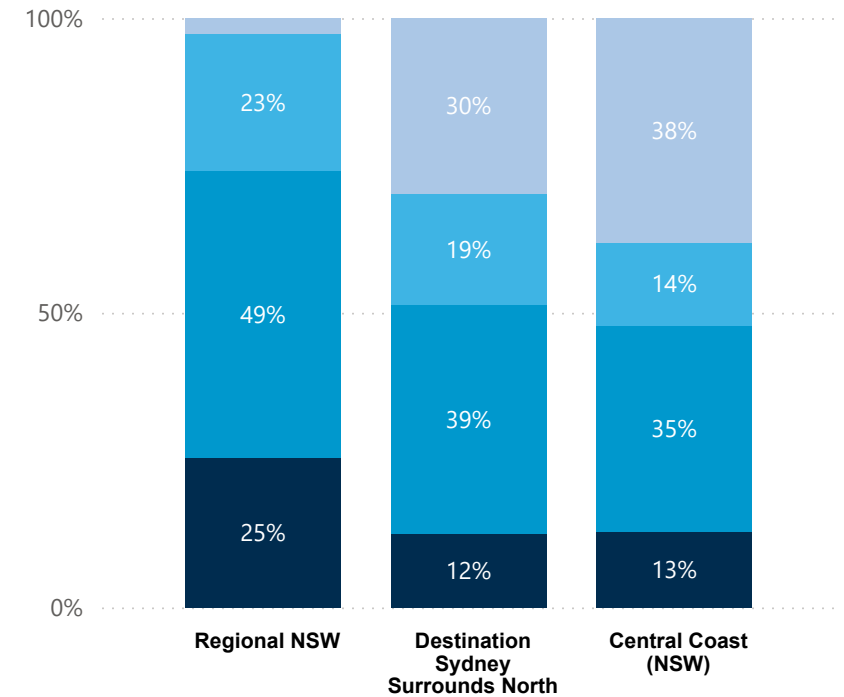
Spend by Visitor Types



Trips by Visitor Types



Number of Transactions by Visitor Types



Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

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Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Spending Deep Dive

Selected LGA:
Central Coast (NSW)



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent February 2026 vs the same month in the previous year
- **YoY Change within the LGA** shows the YoY % change for the **selected Local Government Area**
- **YoY Change for DN** shows the YoY % change for the **Destination Network** the LGA belongs to (in this case, **Destination Sydney Surrounds North**)
- **YoY Change Overall DN Benchmark** represents the **average YoY % change across all Destination Networks**
- Some categories may show blank due to not meeting banking privacy rules

Category Spending Analysis, February 2026

Category	All Tourists				Non-Tourists			
	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark
_All Categories - Total	\$27.9M	1.5%	1.8%	2.7%	\$352.3M	-0.4%	0.1%	0.5%
Accommodation - Instore - Total	\$1.5M	2.6%	-17.7%	-10.2%	\$2.8M	-6.0%	2.4%	4.8%
Accommodation - Online - Total	\$2.8M	5.5%	7.5%	6.8%	\$0.9M	-21.1%	-16.2%	-18.0%
Discretionary Retail - Department Stores, Clothing & Accessories	\$2.0M	1.9%	9.3%	7.9%	\$25.5M	-1.9%	0.0%	0.4%
Discretionary Retail - Other Discretionary Retail	\$3.4M	-1.3%	2.4%	4.7%	\$57.6M	-0.2%	-0.6%	0.2%
Discretionary Retail - Total	\$5.4M	-0.1%	4.8%	5.8%	\$83.1M	-0.7%	-0.4%	0.3%
Food Retailing - Groceries and Other Food Retailing	\$2.0M	7.5%	8.0%	3.2%	\$25.5M	-0.3%	1.4%	1.0%
Food Retailing - Supermarkets	\$3.6M	3.8%	0.7%	1.7%	\$100.6M	-0.6%	0.5%	0.4%
Food Retailing - Total	\$5.6M	5.1%	3.2%	2.2%	\$126.1M	-0.6%	0.7%	0.5%
Private Transport - Total	\$3.0M	-1.2%	-8.6%	-4.9%	\$34.1M	-6.3%	-9.7%	-6.9%
Tourism and Entertainment - Attractions, Events and Recreation	\$0.8M	-8.2%	1.9%	3.3%	\$4.8M	-5.2%	-0.3%	-0.2%
Tourism and Entertainment - Breweries and Wineries	\$0.0M	-2.4%	8.6%	-7.3%	\$0.0M	12.8%	-21.0%	-13.4%
Tourism and Entertainment - Cafes	\$0.7M	-14.2%	-2.4%	1.9%	\$5.4M	-9.3%	-6.1%	-3.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$1.5M	-4.4%	0.8%	2.1%	\$8.4M	-9.0%	3.8%	4.2%
Tourism and Entertainment - Restaurants	\$2.3M	5.6%	1.7%	7.7%	\$14.4M	5.4%	3.1%	7.3%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$2.0M	2.1%	6.1%	9.8%	\$19.3M	2.3%	3.2%	5.1%
Tourism and Entertainment - Total	\$7.3M	-1.2%	2.4%	5.2%	\$52.3M	-0.9%	1.9%	4.0%

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Visitor Type Selector

All Tourists ▼

Category Selector

_All Categories - Total ▼

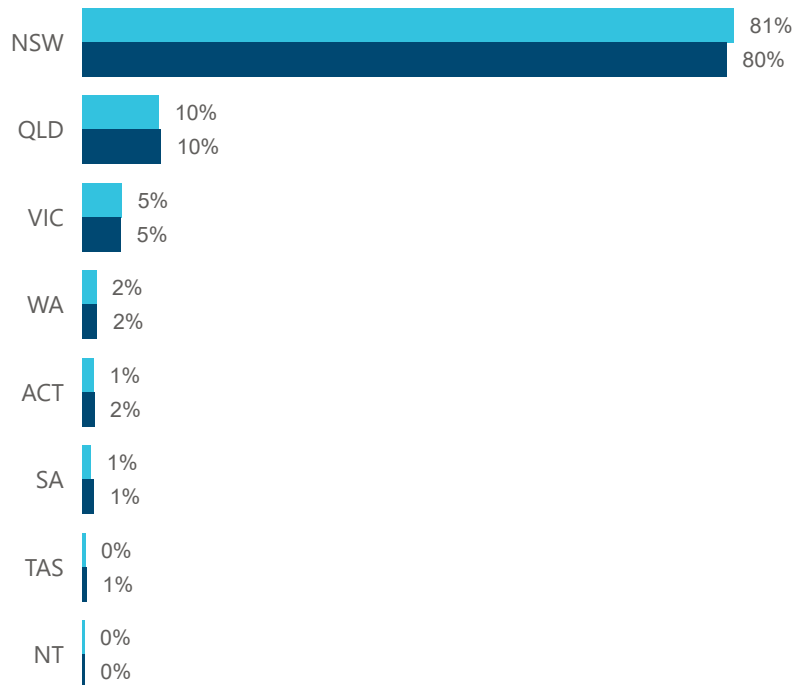
Metric Selector

Spend ▼

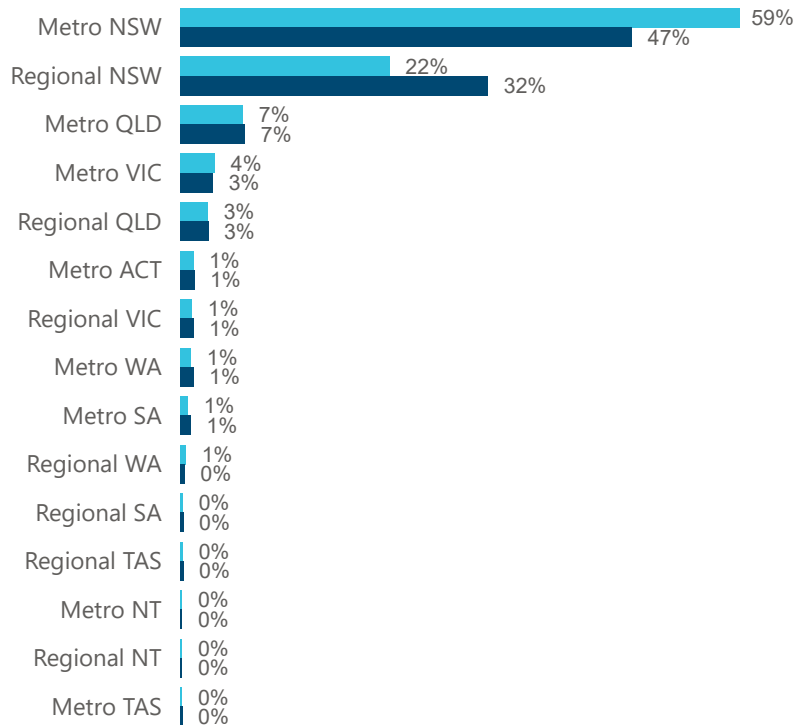
Source Market Analysis, February 2026

Note: Values show each source market's contribution as a percentage (%) of the total for the selected LGA/DN

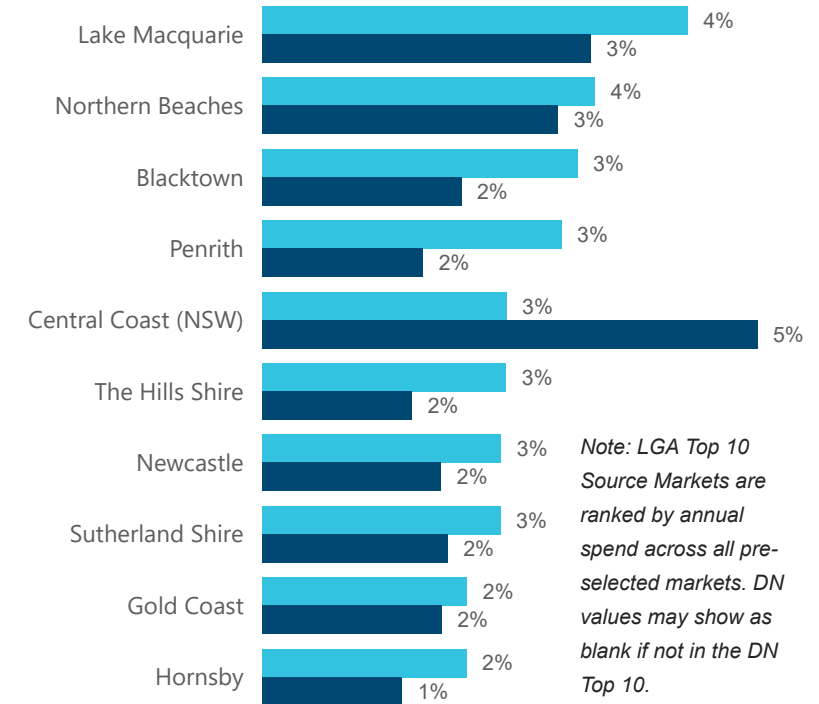
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Note: LGA Top 10 Source Markets are ranked by annual spend across all pre-selected markets. DN values may show as blank if not in the DN Top 10.

Visitor Type Selector

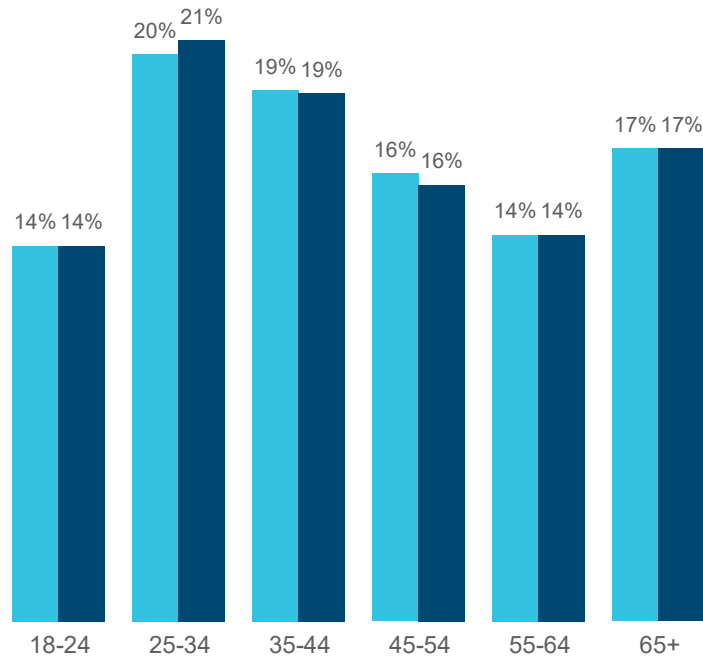
All Tourists ▼

Notes:

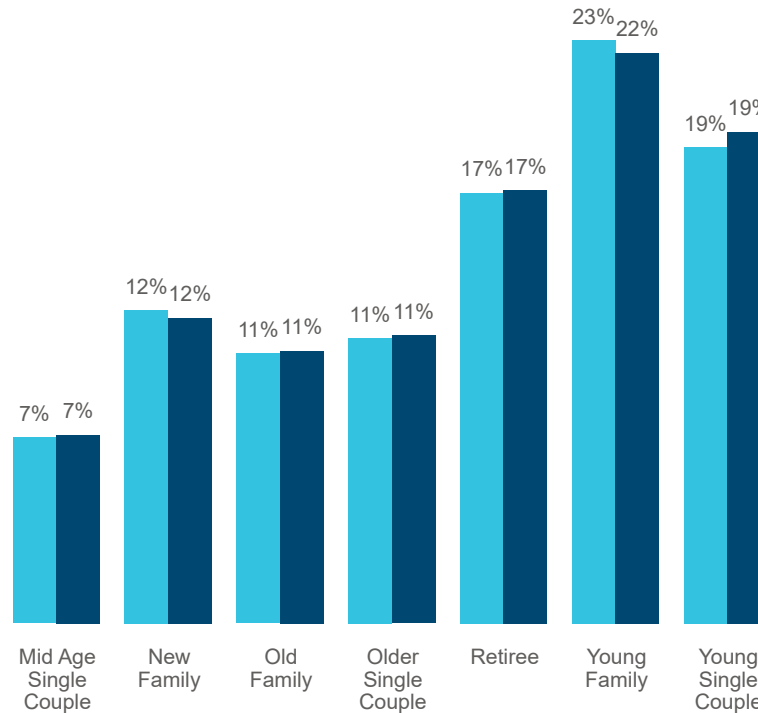
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop more budget-consciously fall toward the lower end (1,2), **regardless of income.**

All Tourists Profile, year ending February 2026

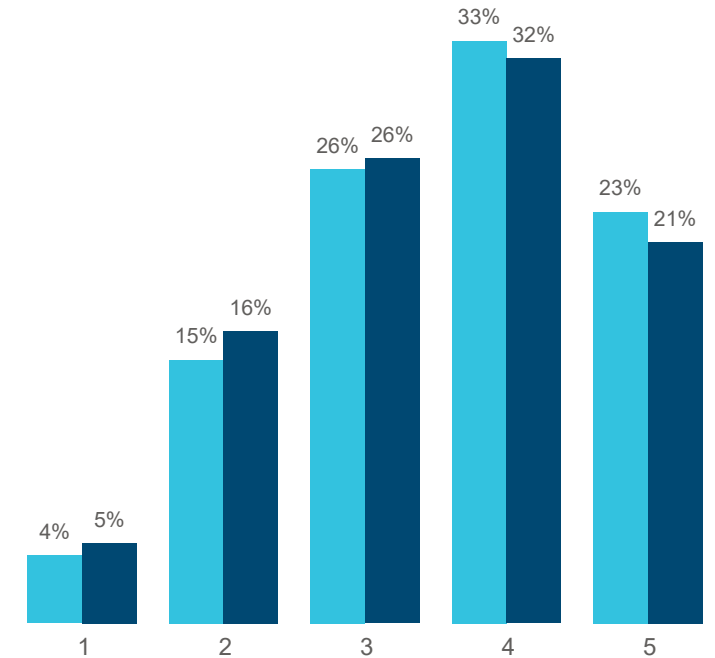
Age



Life Stage



Affluence Score





Bondi Beach, Sydney

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Cessnock▼

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- [PERFORMANCE OVERVIEW](#)
- [VISITOR TYPE OVERVIEW](#)
- [SPENDING DEEP DIVE](#)
- [SOURCE MARKET OVERVIEW](#)
- [TOURIST PROFILING](#)

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Accommodation	Other Discretionary Retail
	Accommodation - Instore
Private Transport	Accommodation - Online*
	Private Transport (Ex: Parking)
Other	Miscellaneous sub-categories

*Note: "Accommodation Online" reflects partial spend only. Spend is statistically attributed to an LGA based on selected online bookings within 6 months of an overnight trip and assigned to the first transaction date of that trip.

Monthly Tourism Performance Overview

Selected LGA:
Cessnock



Key measures for all tourists, February 2026

Spend per customer

\$258.00

Length of stay (Nights)

1.97

Top spend day

28 Feb

Top spend category

Breweries and Wineries



	Spend (For February 2026)	Change since previous year	Change since previous month*
▲			
All Tourists		2.0%	-31.9%
Day Trip		-1.0%	-15.6%
Overnight Trip		2.9%	-35.6%

	Trips (For February 2026)	Change since previous year	Change since previous month*
▲			
All Tourists		8.4%	-15.8%
Day Trip		3.0%	-5.8%
Overnight Trip		14.3%	-23.8%

*Changes since previous month is calculated from rounded values



Visitor Type Selector

All ▼

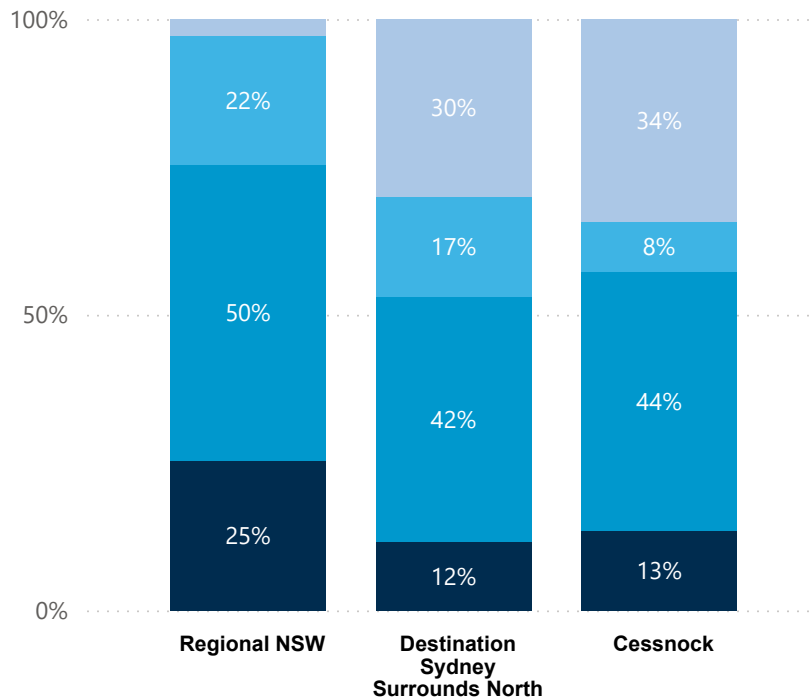
Please hold CTRL to select multiple Visitor Trip Types

Notes:

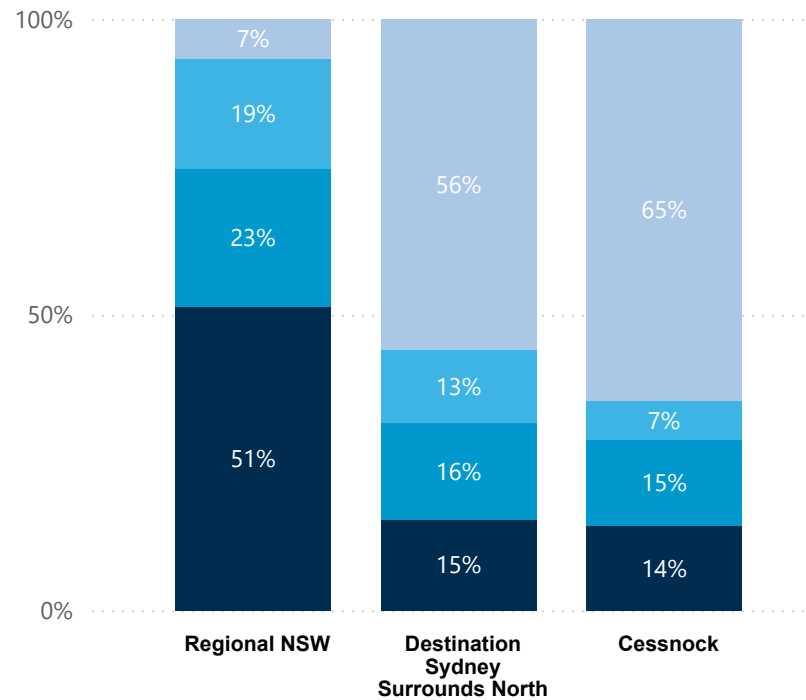
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, February 2026

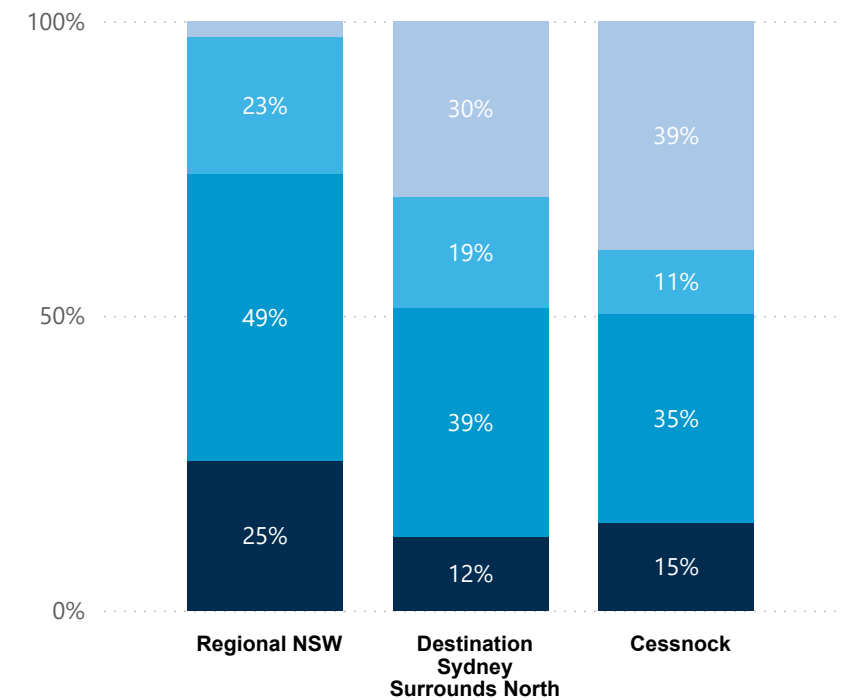
Spend by Visitor Types



Trips by Visitor Types



Number of Transactions by Visitor Types



Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Spending Deep Dive

Selected LGA:
Cessnock



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent February 2026 vs the same month in the previous year
- YoY Change within the LGA shows the YoY % change for the selected Local Government Area
- YoY Change for DN shows the YoY % change for the Destination Network the LGA belongs to (in this case, Destination Sydney Surrounds North)
- YoY Change Overall DN Benchmark represents the average YoY % change across all Destination Networks
- Some categories may show blank due to not meeting banking privacy rules

Category Spending Analysis, February 2026

Category	All Tourists				Non-Tourists			
	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark
_All Categories - Total	\$8.7M	2.0%	1.8%	2.7%	\$56.0M	0.5%	0.1%	0.5%
Accommodation - Instore - Total	\$1.0M	-22.2%	-17.7%	-10.2%	\$0.8M	5.3%	2.4%	4.8%
Accommodation - Online - Total	\$1.3M	22.5%	7.5%	6.8%	\$0.1M	-36.2%	-16.2%	-18.0%
Discretionary Retail - Department Stores, Clothing & Accessories	\$0.1M	-12.5%	9.3%	7.9%	\$1.9M	-9.3%	0.0%	0.4%
Discretionary Retail - Other Discretionary Retail	\$0.4M	16.3%	2.4%	4.7%	\$6.3M	6.1%	-0.6%	0.2%
Discretionary Retail - Total	\$0.6M	8.3%	4.8%	5.8%	\$8.2M	2.1%	-0.4%	0.3%
Food Retailing - Groceries and Other Food Retailing	\$0.8M	18.8%	8.0%	3.2%	\$3.6M	5.0%	1.4%	1.0%
Food Retailing - Supermarkets	\$0.7M	1.5%	0.7%	1.7%	\$18.5M	4.4%	0.5%	0.4%
Food Retailing - Total	\$1.5M	9.6%	3.2%	2.2%	\$22.1M	4.5%	0.7%	0.5%
Private Transport - Total	\$0.7M	-6.8%	-8.6%	-4.9%	\$9.0M	-10.4%	-9.7%	-6.9%
Tourism and Entertainment - Attractions, Events and Recreation	\$0.2M	-18.7%	1.9%	3.3%	\$0.5M	-5.5%	-0.3%	-0.2%
Tourism and Entertainment - Breweries and Wineries	\$1.0M	10.0%	8.6%	-7.3%	\$1.0M	-22.1%	-21.0%	-13.4%
Tourism and Entertainment - Cafes	\$0.2M	4.7%	-2.4%	1.9%	\$0.5M	-3.2%	-6.1%	-3.4%
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Tourism and Entertainment - Total	\$3.4M	1.0%	2.4%	5.2%	\$8.8M	-3.9%	1.9%	4.0%

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Visitor Type Selector

All Tourists

Category Selector

_All Categories - Total

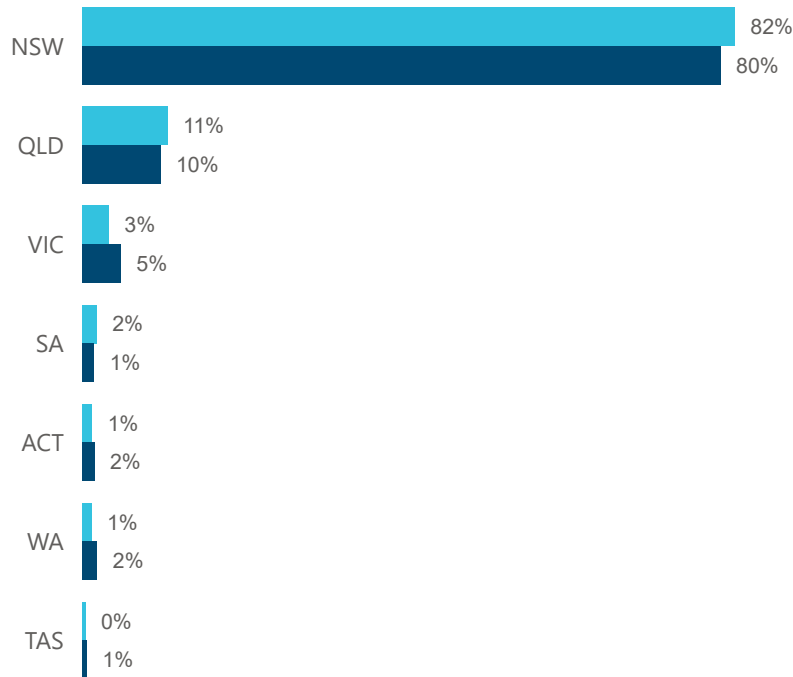
Metric Selector

Spend

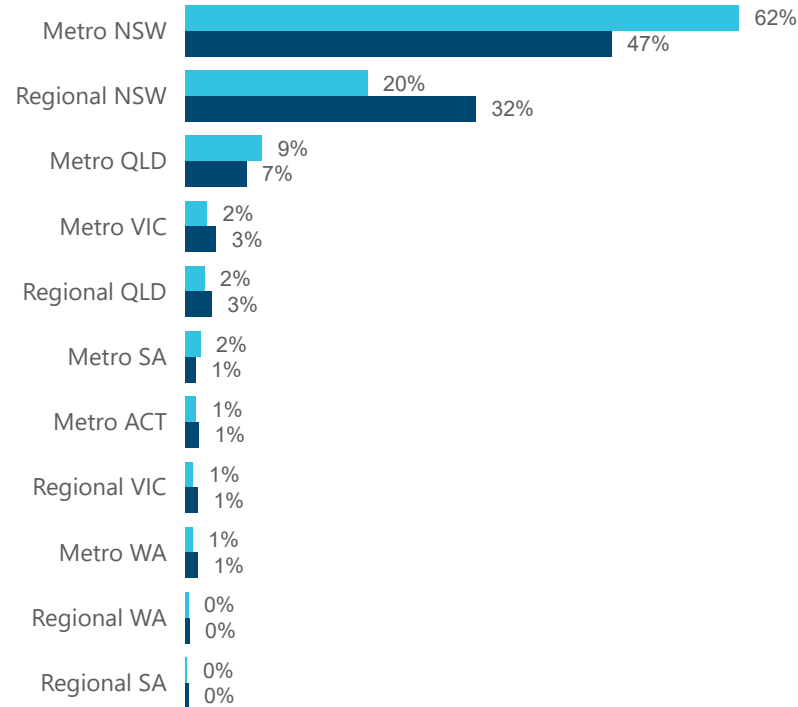
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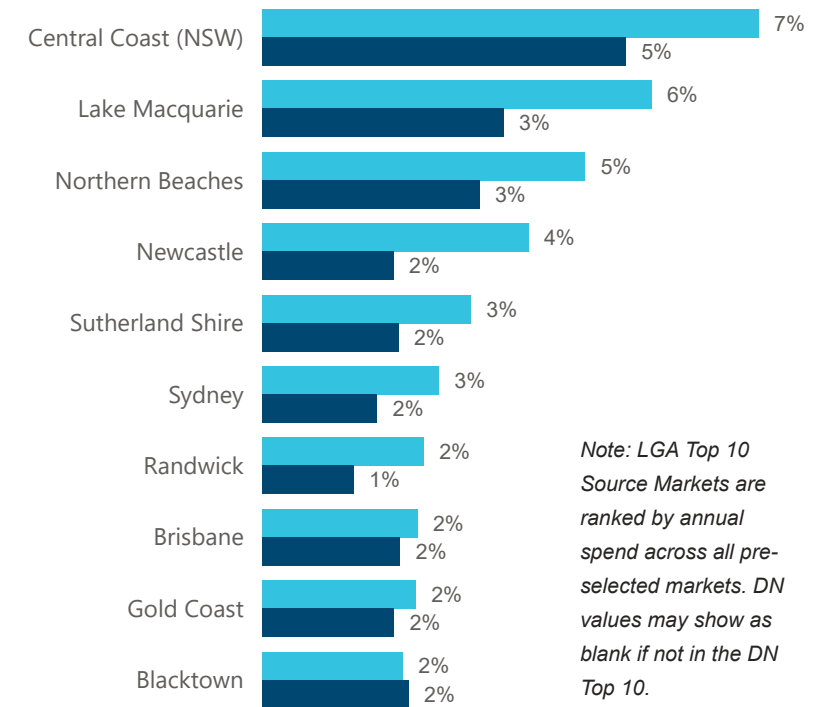
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Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



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Visitor Type Selector

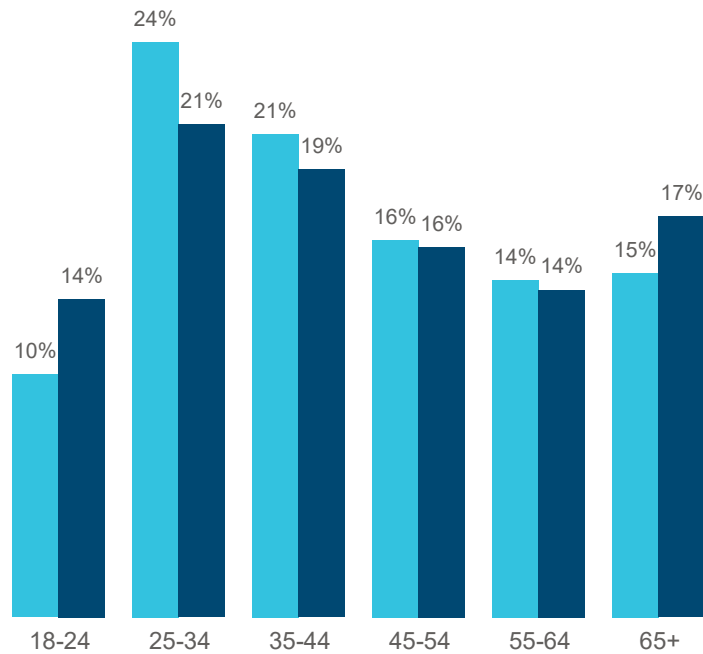
All Tourists ▼

Notes:

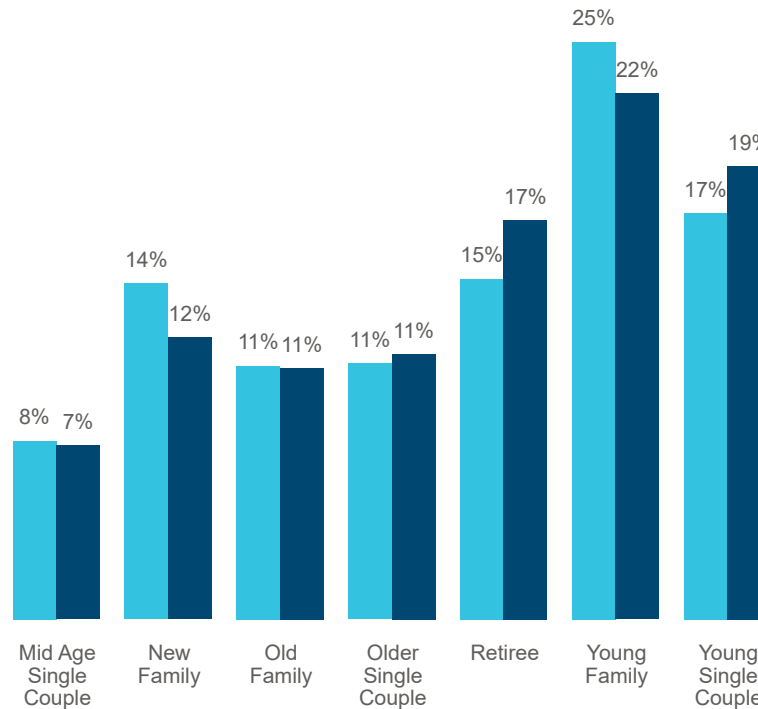
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All Tourists Profile, year ending February 2026

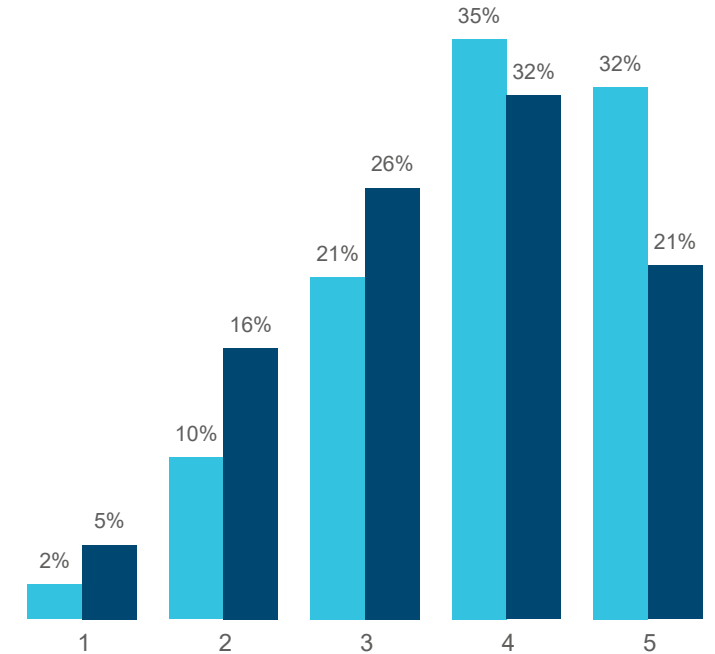
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Life Stage



Affluence Score





Bondi Beach, Sydney

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Trips

Trips represent the total number of Overnight Trips and Day Trips, derived from the aggregation or deduplication of a group of transactions made within consecutive hours or days by tourists only in; they are weighted in line with customer count and deduplicated at the trip level to avoid double counting

Customer/Visitor Count

The unique number of customers/visitors (deduplicated) who have transacted in the target location (weighted data)

Visitor Types

Tourist Level	Visitor Type	Description
Tourists	Overnight Trip	Overnight visitors travelling at least 40km from home, identified by multi-day spend patterns.
	Day Trip	Visitors who travel at least 25km from home, spend 4+ hours in the area, and return the same day.
Non-Tourists	Regular/Routine Trips	Customers making regular transactions in the selected region. Ex: workers, 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. Ex: food/fuel when transiting through region, quick visit to shops or a one off purchase.
	Locals	Customers who are not on a trip, including but not limited to all customers spending within a 25km radius on their home location.

Click [here](#) to view TRA's visitor type definitions

Spend Categories

Category	Sub Category
Food Retailing	Groceries and Other Food Retailing
	Supermarkets
Tourism and Entertainment	Attractions, Events and Recreation
	Breweries and Wineries
	Cafes
	Pubs, Taverns and Bars
	Restaurants
Discretionary Retail	Takeaway and Fast Food Outlets
	Department Stores, Clothing and Accessories
Accommodation	Other Discretionary Retail
	Accommodation - Instore
Private Transport	Accommodation - Online*
	Private Transport (Ex: Parking)
Other	Miscellaneous sub-categories

*Note: "Accommodation Online" reflects partial spend only. Spend is statistically attributed to an LGA based on selected online bookings within 6 months of an overnight trip and assigned to the first transaction date of that trip.

Monthly Tourism Performance Overview

Selected LGA:
Dungog



Key measures for all tourists, February 2026

Spend per customer

\$154.80

Length of stay (Nights)

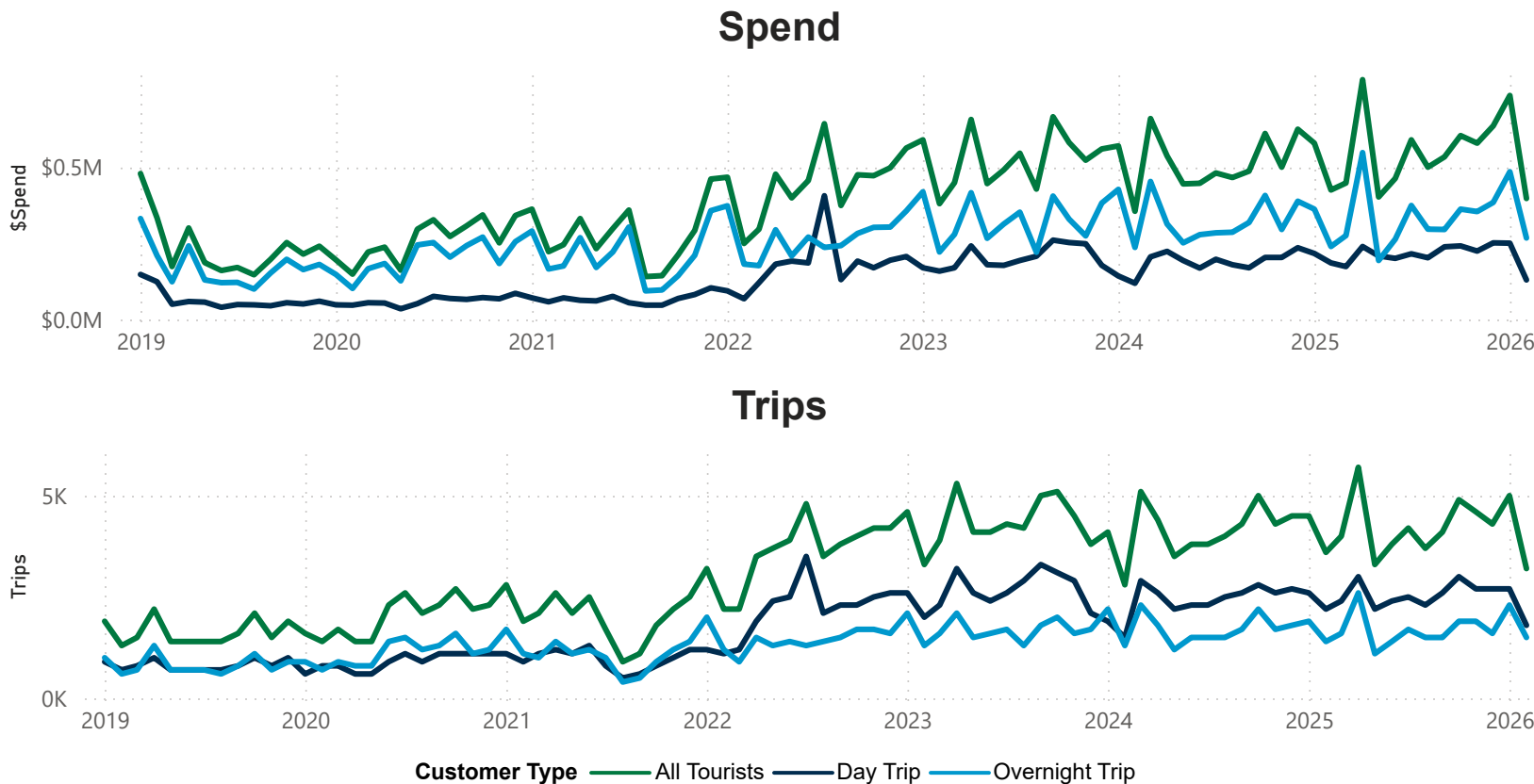
2.26

Top spend day

21 Feb

Top spend category

Pubs, Taverns and Bars



Spend (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	-6.4%	-46.0%
Day Trip	-29.9%	-48.2%
Overnight Trip	11.8%	-44.9%

Trips (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	-10.9%	-36.0%
Day Trip	-20.2%	-33.3%
Overnight Trip	3.9%	-34.8%

*Changes since previous month is calculated from rounded values

Last Dashboard Update: 24 Mar 2026
Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

All ▼

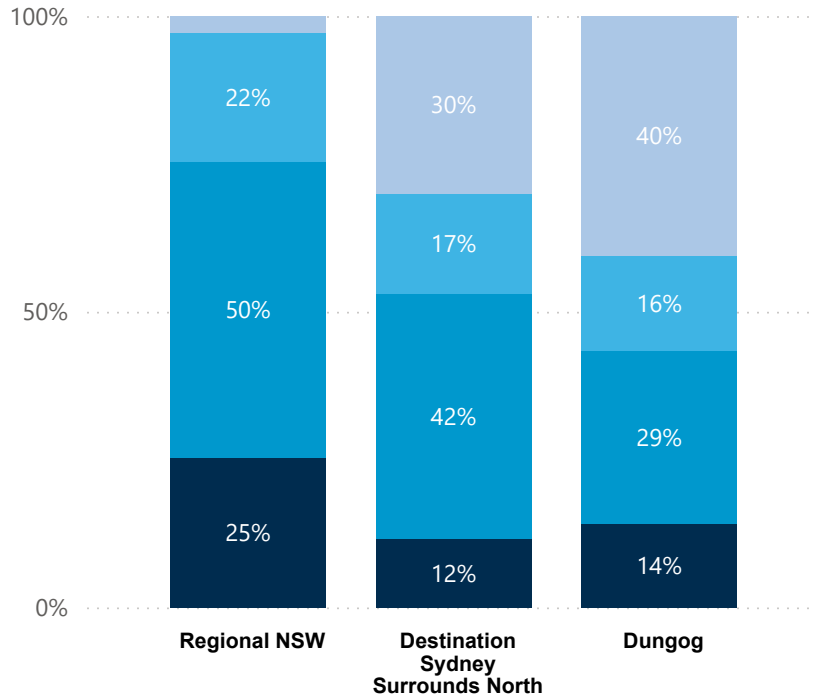
Please hold CTRL to select multiple Visitor Trip Types

Notes:

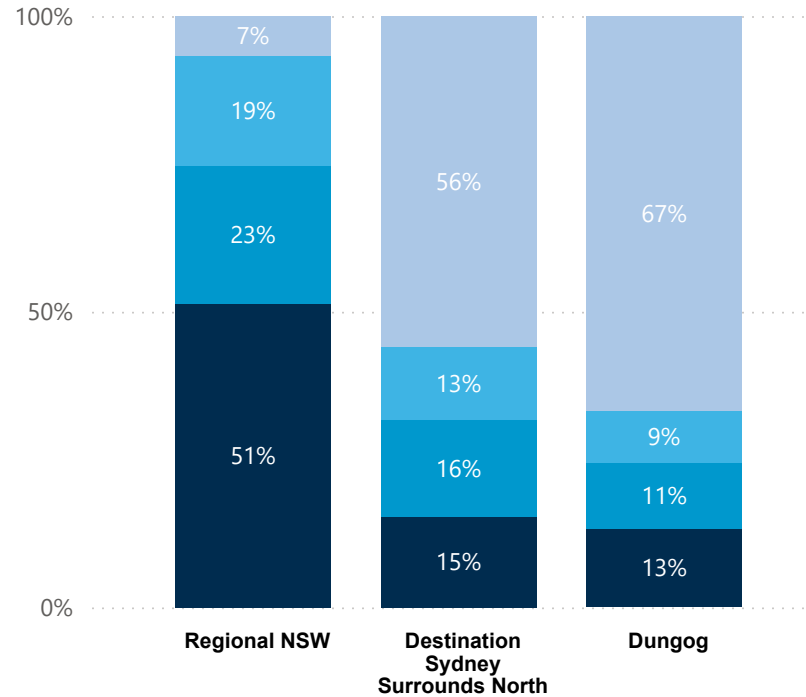
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, February 2026

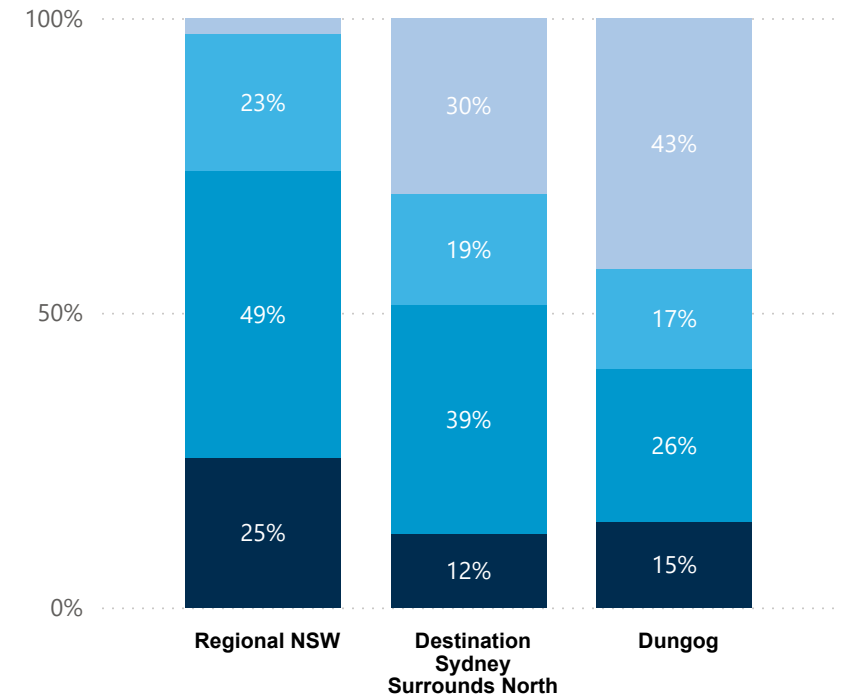
Spend by Visitor Types



Trips by Visitor Types



Number of Transactions by Visitor Types



Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent February 2026 vs the same month in the previous year
- **YoY Change within the LGA** shows the YoY % change for the **selected Local Government Area**
- **YoY Change for DN** shows the YoY % change for the **Destination Network** the LGA belongs to (in this case, **Destination Sydney Surrounds North**)
- **YoY Change Overall DN Benchmark** represents the **average YoY % change across all Destination Networks**
- Some categories may show blank due to not meeting banking privacy rules

Category Spending Analysis, February 2026

Category	All Tourists				Non-Tourists			
	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark
_All Categories - Total	\$0.4M	-6.4%	1.8%	2.7%	\$4.8M	-6.0%	0.1%	0.5%
Accommodation - Instore - Total				-10.2%				4.8%
Accommodation - Online - Total	\$0.0M	59.3%	7.5%	6.8%	\$0.0M	-67.2%	-16.2%	-18.0%
Discretionary Retail - Department Stores, Clothing & Accessories				7.9%				0.4%
Discretionary Retail - Other Discretionary Retail				4.7%				0.2%
Discretionary Retail - Total	\$0.0M	31.8%	4.8%	5.8%	\$0.4M	34.4%	-0.4%	0.3%
Food Retailing - Groceries and Other Food Retailing				3.2%				1.0%
Food Retailing - Supermarkets				1.7%				0.4%
Food Retailing - Total				2.2%				0.5%
Private Transport - Total	\$0.0M	-19.9%	-8.6%	-4.9%	\$0.6M	4.7%	-9.7%	-6.9%
Tourism and Entertainment - Attractions, Events and Recreation	\$0.0M	38.4%	1.9%	3.3%	\$0.1M	22.3%	-0.3%	-0.2%
Tourism and Entertainment - Breweries and Wineries				-7.3%				-13.4%
Tourism and Entertainment - Cafes				1.9%				-3.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.1M	13.3%	0.8%	2.1%	\$0.3M	-0.4%	3.8%	4.2%
Tourism and Entertainment - Restaurants	\$0.0M	-14.0%	1.7%	7.7%	\$0.1M	-17.9%	3.1%	7.3%
Tourism and Entertainment - Takeaway and Fast Food Outlets				9.8%				5.1%
Tourism and Entertainment - Total	\$0.1M	7.2%	2.4%	5.2%	\$0.6M	-1.1%	1.9%	4.0%

Visitor Type Selector

All Tourists ▼

Category Selector

_All Categories - Total ▼

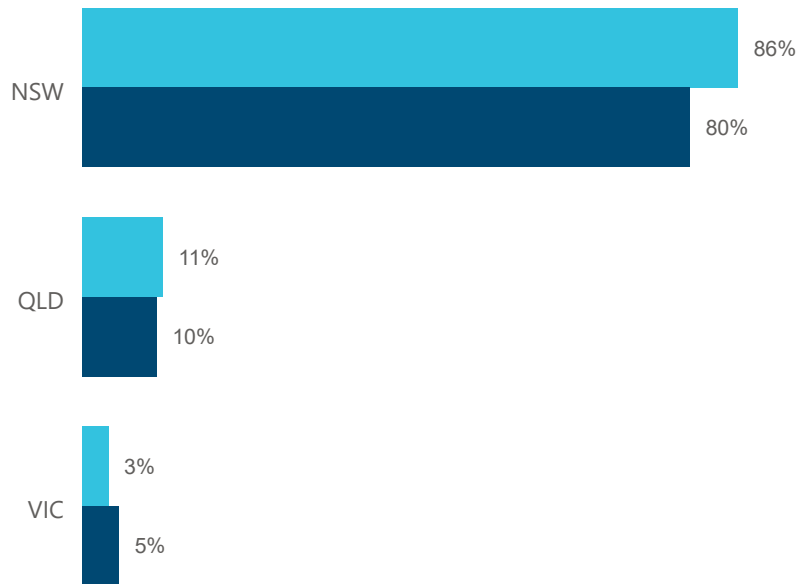
Metric Selector

Spend ▼

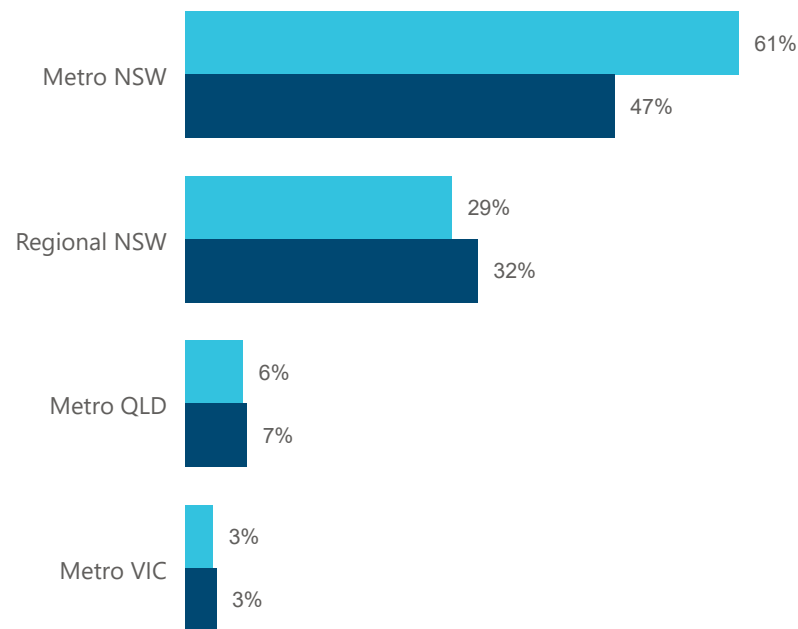
Source Market Analysis, February 2026

Note: Values show each source market's contribution as a percentage (%) of the total for the selected LGA/DN

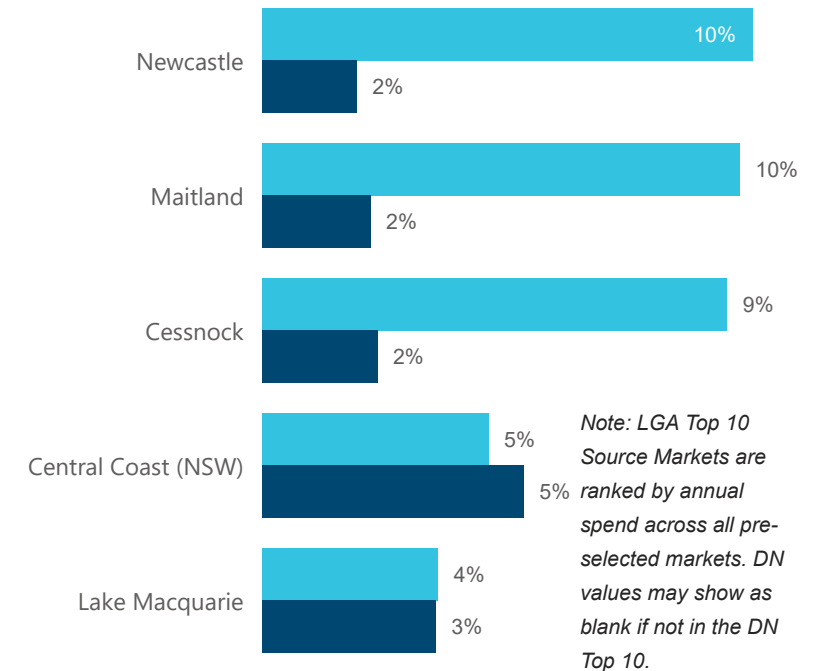
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Note: LGA Top 10 Source Markets are ranked by annual spend across all pre-selected markets. DN values may show as blank if not in the DN Top 10.

Visitor Type Selector

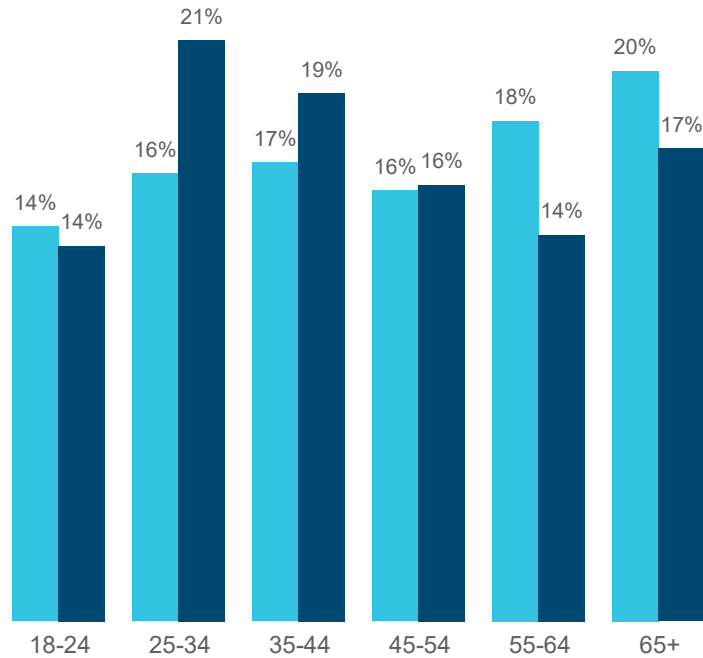
All Tourists ▼

Notes:

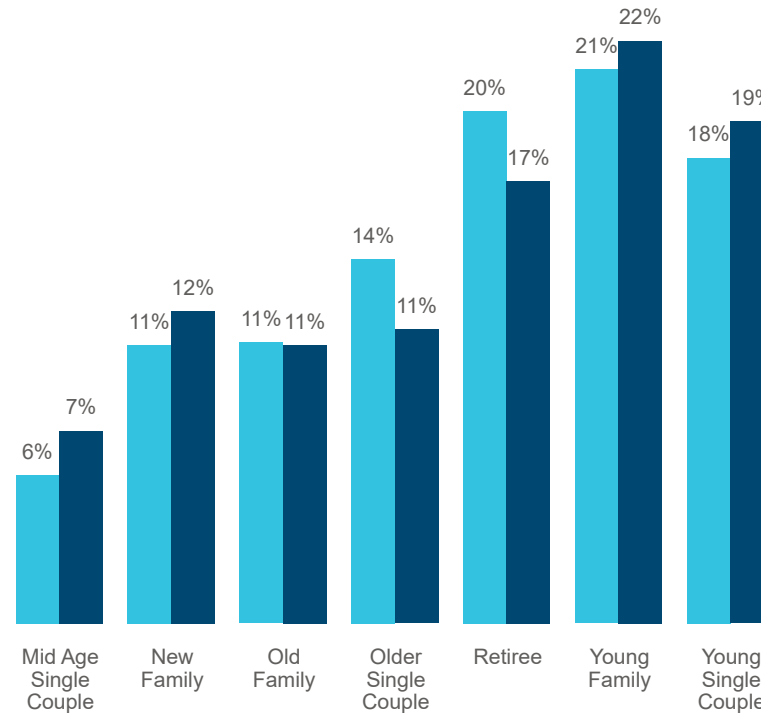
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop more budget-consciously fall toward the lower end (1,2), **regardless of income.**

All Tourists Profile, year ending February 2026

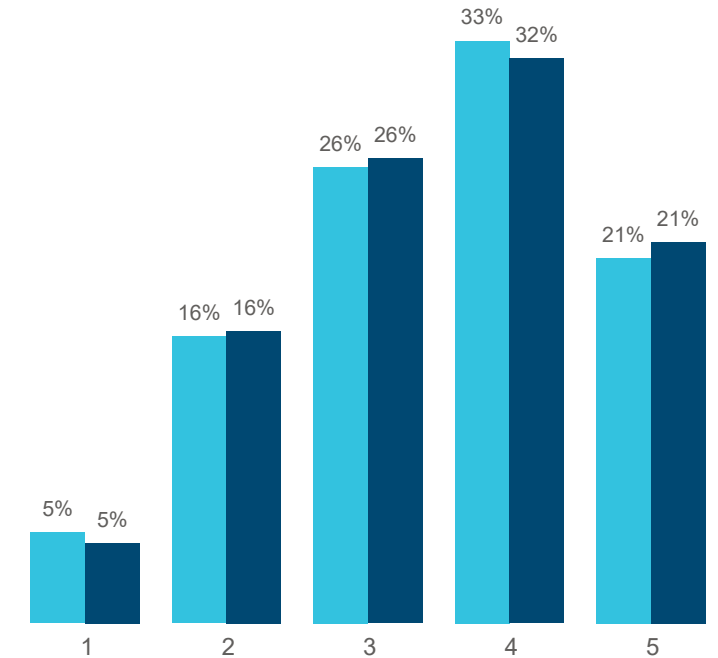
Age



Life Stage



Affluence Score





Bondi Beach, Sydney

Destination Networks | LGA Dashboard

This tool provides Destination Networks with enhanced visibility into the performance of LGAs in their region and enables comparison against relevant benchmark measures

Please select the LGA you would like to use to filter the dashboard. Your selection will apply across all pages

LGA Selector

Lake Macquarie



Last Dashboard Update: 24 Mar 2026 – data as of February 2026 Destination iQ files and scorecards

All data has been sourced from Banking Transaction Data. Data prepared and visualised by DNSW's Research and Development Team

Page Navigation

*Use the below navigation to select the data page you would like to view
Return to the **Home page** at any time to change your selection or use the arrows to explore the other pages*

METHODOLOGY

PERFORMANCE
OVERVIEW

VISITOR TYPE
OVERVIEW

SPENDING DEEP
DIVE

SOURCE MARKET
OVERVIEW

TOURIST PROFILING

Overview and General Notes

- Insights are derived from **Banking Transaction Data**, leveraging millions of de-identified, real transactions from customers.
- Advanced modelling and weighting techniques have been applied to ensure results are representative of total card spending, providing a comprehensive view of visitation by location and time period.
- **Sydney Metro (33 LGAs)** represents the aggregation of 33 LGAs across metropolitan Sydney outside of the Destination Networks.
- Further information on Destination Networks is available on the Destination NSW corporate website [here](#).
- This analysis may be shared with relevant LGA representatives. Any further external distribution must be approved by the Research and Development team.
- All **sharing requests or questions** relating to the data must be submitted via the enquiry form available on the Destination NSW corporate website [here](#).

Abbreviations

- YoY - Year on Year
- MoM - Month on Month
- PoP - Period on Period

Metrics

Spend

The amount of money spent via card-present transactions over the period (weighted data)

Number of Transactions

The total number of card-present transactions over the period (weighted data), representing the non-de-duplicated count of individual payments made.

Trips

Trips represent the total number of Overnight Trips and Day Trips, derived from the aggregation or deduplication of a group of transactions made within consecutive hours or days by tourists only in; they are weighted in line with customer count and deduplicated at the trip level to avoid double counting

Customer/Visitor Count

The unique number of customers/visitors (deduplicated) who have transacted in the target location (weighted data)

Visitor Types

Tourist Level	Visitor Type	Description
Tourists	Overnight Trip	Overnight visitors travelling at least 40km from home, identified by multi-day spend patterns.
	Day Trip	Visitors who travel at least 25km from home, spend 4+ hours in the area, and return the same day.
Non-Tourists	Regular/Routine Trips	Customers making regular transactions in the selected region. Ex: workers, 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. Ex: food/fuel when transiting through region, quick visit to shops or a one off purchase.
	Locals	Customers who are not on a trip, including but not limited to all customers spending within a 25km radius on their home location.

Click [here](#) to view TRA's visitor type definitions

Spend Categories

Category	Sub Category
Food Retailing	Groceries and Other Food Retailing
	Supermarkets
Tourism and Entertainment	Attractions, Events and Recreation
	Breweries and Wineries
	Cafes
	Pubs, Taverns and Bars
	Restaurants
Discretionary Retail	Takeaway and Fast Food Outlets
	Department Stores, Clothing and Accessories
Accommodation	Other Discretionary Retail
	Accommodation - Instore
Private Transport	Accommodation - Online*
	Private Transport (Ex: Parking)
Other	Miscellaneous sub-categories

*Note: "Accommodation Online" reflects partial spend only. Spend is statistically attributed to an LGA based on selected online bookings within 6 months of an overnight trip and assigned to the first transaction date of that trip.

Monthly Tourism Performance Overview

Selected LGA:
Lake Macquarie



Key measures for all tourists, February 2026

Spend per customer

\$147.70

Length of stay (Nights)

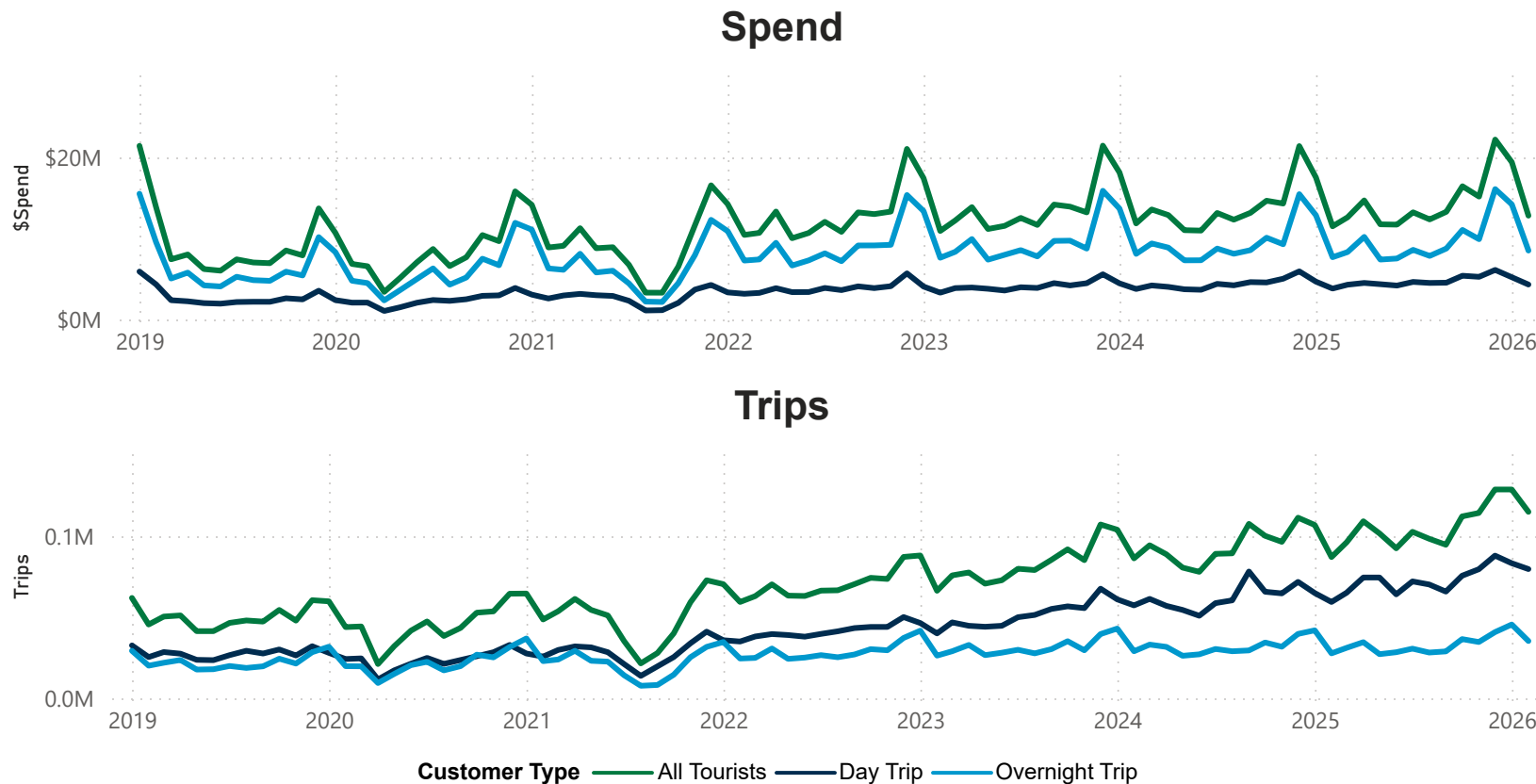
2.35

Top spend day

21 Feb

Top spend category

Supermarkets



Spend (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	11.4%	-34.0%
Day Trip	13.0%	-17.3%
Overnight Trip	10.6%	-40.2%

Trips (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	32.1%	-10.7%
Day Trip	34.2%	-4.3%
Overnight Trip	27.6%	-22.4%

*Changes since previous month is calculated from rounded values



Visitor Type Selector

All ▼

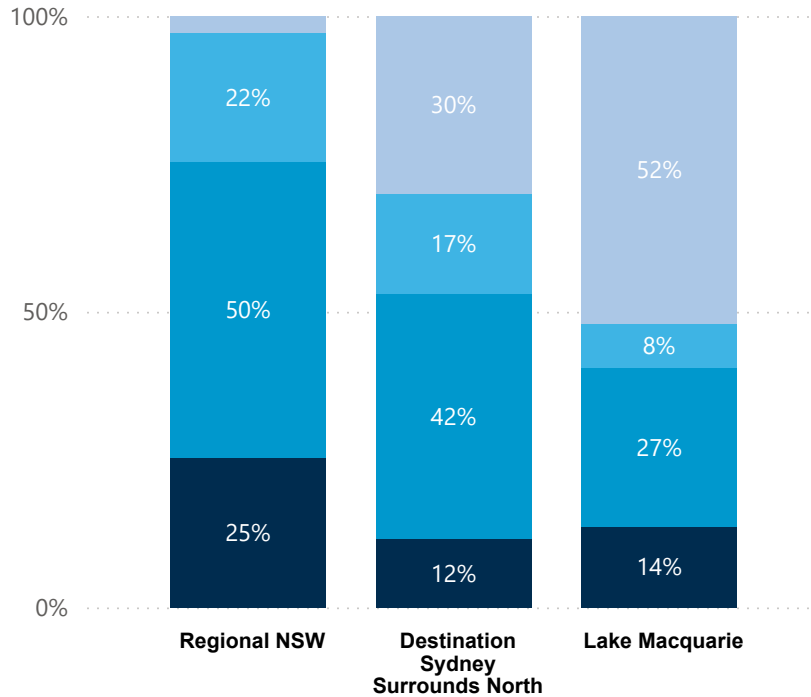
Please hold CTRL to select multiple Visitor Trip Types

Notes:

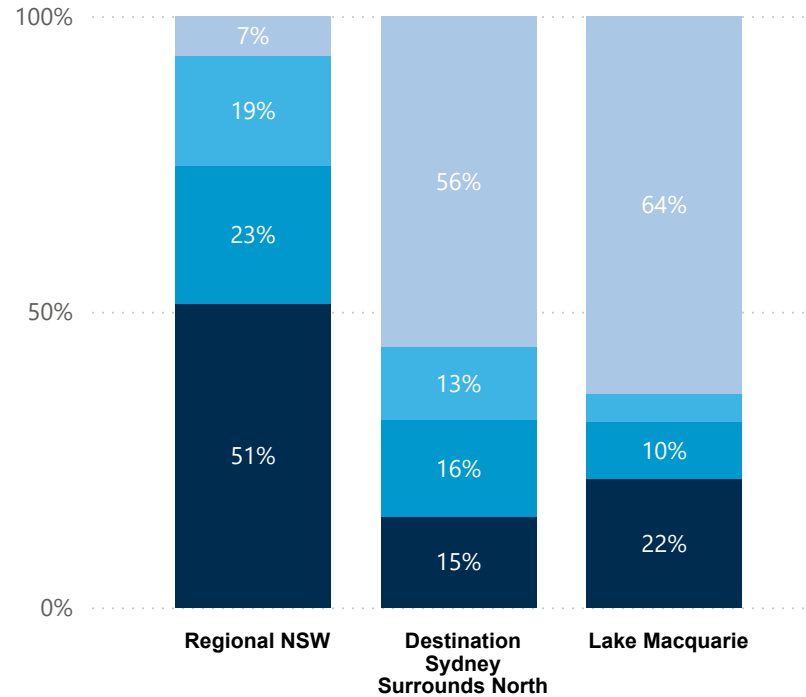
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, February 2026

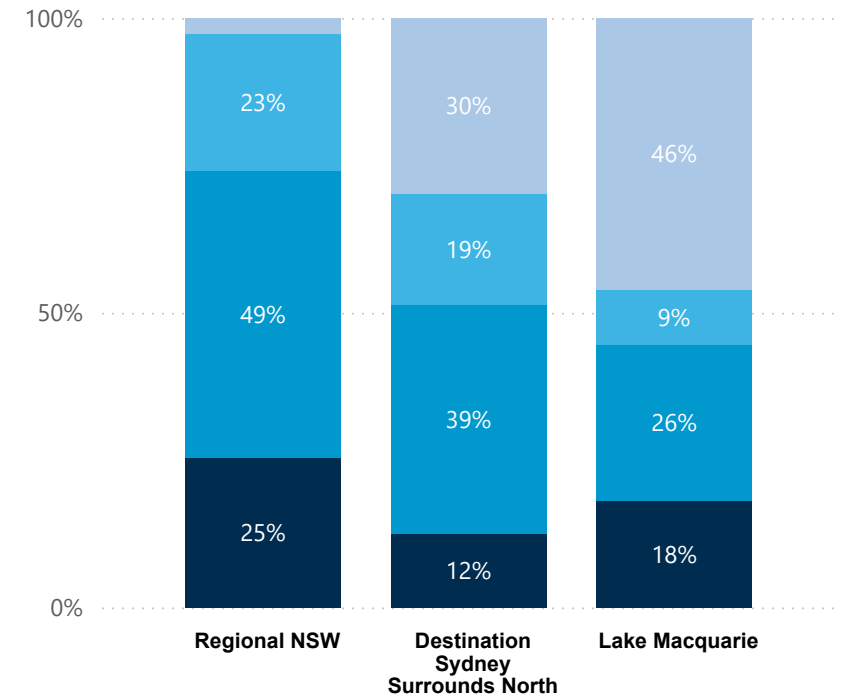
Spend by Visitor Types



Trips by Visitor Types



Number of Transactions by Visitor Types



Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Spending Deep Dive

Selected LGA:
Lake Macquarie



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent February 2026 vs the same month in the previous year
- YoY Change within the LGA shows the YoY % change for the selected Local Government Area
- YoY Change for DN shows the YoY % change for the Destination Network the LGA belongs to (in this case, Destination Sydney Surrounds North)
- YoY Change Overall DN Benchmark represents the average YoY % change across all Destination Networks
- Some categories may show blank due to not meeting banking privacy rules

Category Spending Analysis, February 2026

Category	All Tourists				Non-Tourists			
	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark
_All Categories - Total	\$12.8M	11.4%	1.8%	2.7%	\$230.9M	0.0%	0.1%	0.5%
Accommodation - Instore - Total	\$0.5M	5.9%	-17.7%	-10.2%	\$1.9M	11.1%	2.4%	4.8%
Accommodation - Online - Total	\$1.3M	34.6%	7.5%	6.8%	\$0.5M	-2.9%	-16.2%	-18.0%
Discretionary Retail - Department Stores, Clothing & Accessories	\$1.1M	22.4%	9.3%	7.9%	\$15.5M	3.2%	0.0%	0.4%
Discretionary Retail - Other Discretionary Retail	\$2.0M	9.4%	2.4%	4.7%	\$41.4M	-1.0%	-0.6%	0.2%
Discretionary Retail - Total	\$3.0M	13.6%	4.8%	5.8%	\$56.9M	0.1%	-0.4%	0.3%
Food Retailing - Groceries and Other Food Retailing	\$0.9M	17.9%	8.0%	3.2%	\$13.5M	-1.9%	1.4%	1.0%
Food Retailing - Supermarkets	\$2.1M	6.7%	0.7%	1.7%	\$72.4M	1.4%	0.5%	0.4%
Food Retailing - Total	\$3.0M	9.6%	3.2%	2.2%	\$85.9M	0.9%	0.7%	0.5%
Private Transport - Total	\$1.3M	-8.8%	-8.6%	-4.9%	\$24.7M	-12.1%	-9.7%	-6.9%
Tourism and Entertainment - Attractions, Events and Recreation				3.3%				-0.2%
Tourism and Entertainment - Breweries and Wineries				-7.3%				-13.4%
Tourism and Entertainment - Cafes	\$0.2M	0.9%	-2.4%	1.9%	\$2.1M	-4.8%	-6.1%	-3.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.7M	23.9%	0.8%	2.1%	\$6.2M	8.9%	3.8%	4.2%
Tourism and Entertainment - Restaurants	\$0.7M	7.7%	1.7%	7.7%	\$6.8M	0.6%	3.1%	7.3%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.8M	8.7%	6.1%	9.8%	\$11.3M	0.0%	3.2%	5.1%
Tourism and Entertainment - Total	\$2.6M	13.1%	2.4%	5.2%	\$28.7M	2.5%	1.9%	4.0%

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

All Tourists

Category Selector

_All Categories - Total

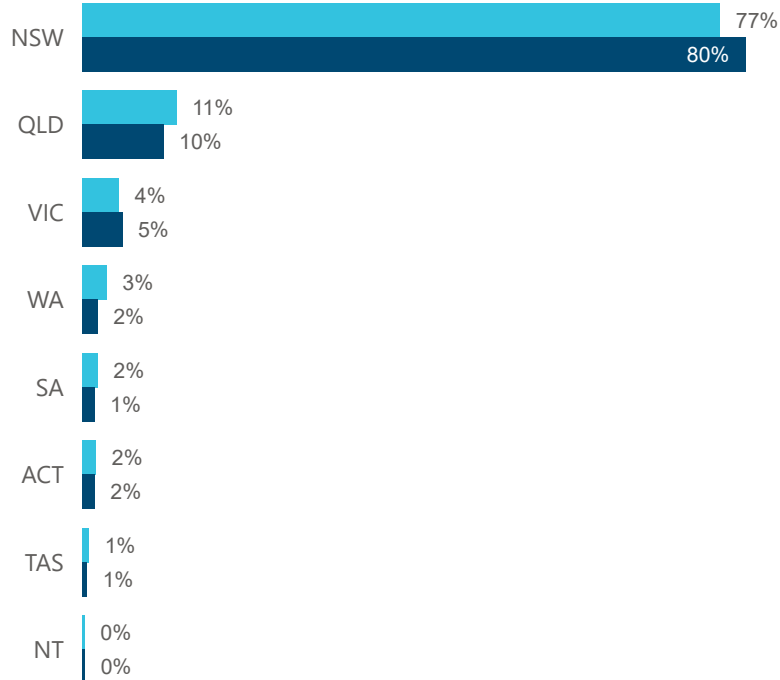
Metric Selector

Spend

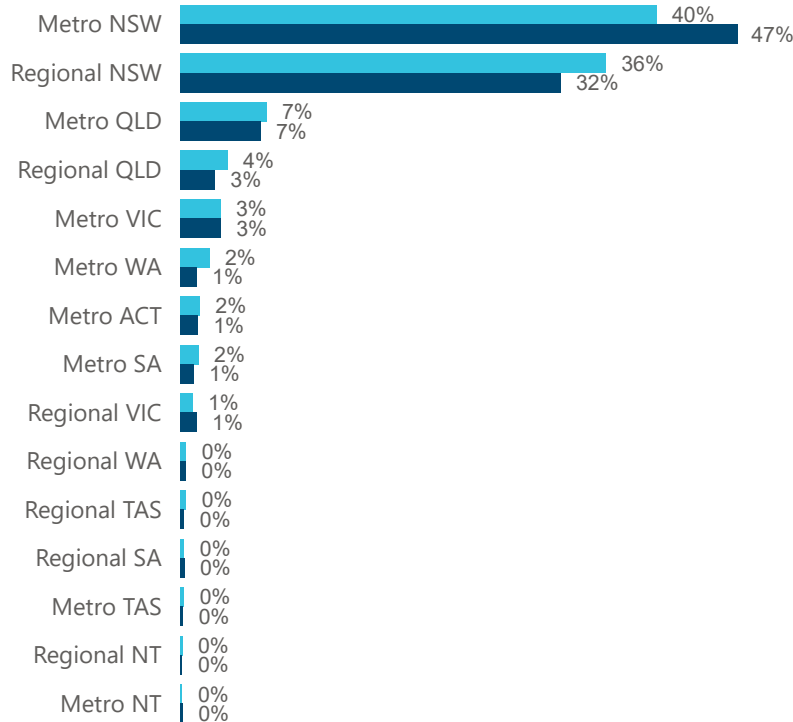
Source Market Analysis, February 2026

Note: Values show each source market's contribution as a percentage (%) of the total for the selected LGA/DN

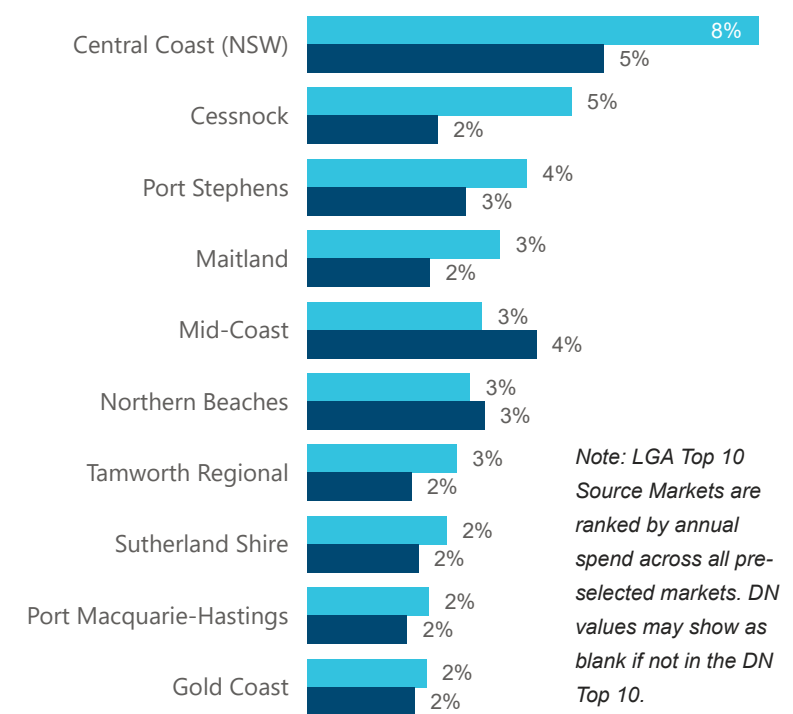
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Note: LGA Top 10 Source Markets are ranked by annual spend across all pre-selected markets. DN values may show as blank if not in the DN Top 10.

Visitor Type Selector

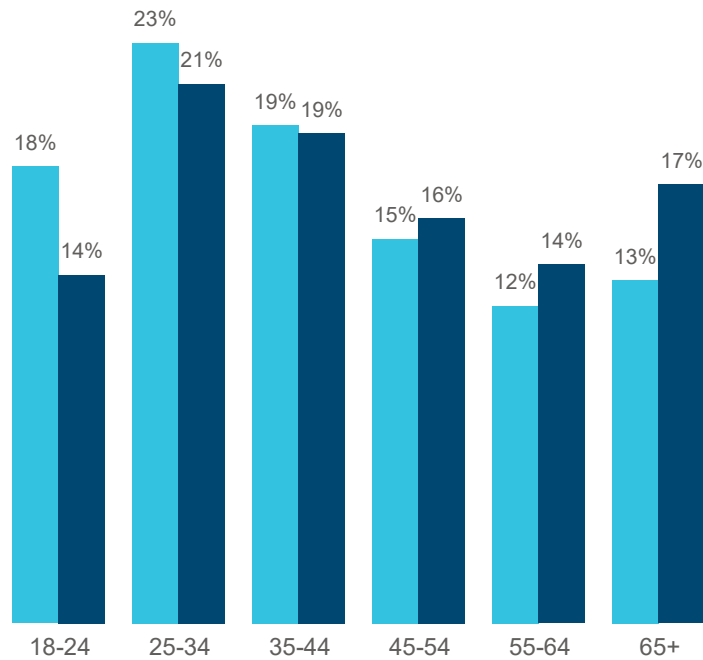
All Tourists ▼

Notes:

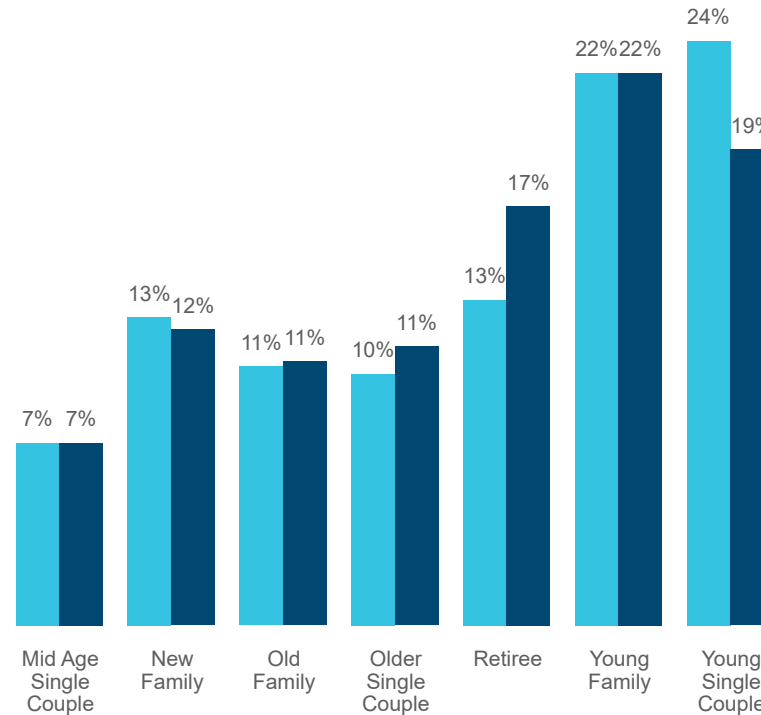
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All Tourists Profile, year ending February 2026

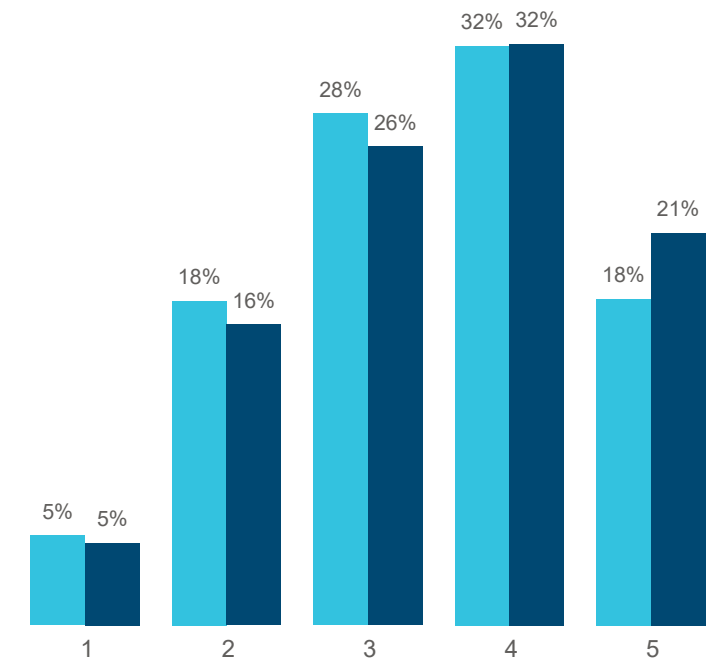
Age



Life Stage



Affluence Score





Bondi Beach, Sydney

Destination Networks | LGA Dashboard

This tool provides Destination Networks with enhanced visibility into the performance of LGAs in their region and enables comparison against relevant benchmark measures

Please select the LGA you would like to use to filter the dashboard. Your selection will apply across all pages

LGA Selector

Maitland



Last Dashboard Update: 24 Mar 2026 – data as of February 2026 Destination iQ files and scorecards

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METHODOLOGY

PERFORMANCE
OVERVIEW

VISITOR TYPE
OVERVIEW

SPENDING DEEP
DIVE

SOURCE MARKET
OVERVIEW

TOURIST PROFILING

Overview and General Notes

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Abbreviations

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- MoM - Month on Month
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Metrics

Spend

The amount of money spent via card-present transactions over the period (weighted data)

Number of Transactions

The total number of card-present transactions over the period (weighted data), representing the non-de-duplicated count of individual payments made.

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Trips represent the total number of Overnight Trips and Day Trips, derived from the aggregation or deduplication of a group of transactions made within consecutive hours or days by tourists only in; they are weighted in line with customer count and deduplicated at the trip level to avoid double counting

Customer/Visitor Count

The unique number of customers/visitors (deduplicated) who have transacted in the target location (weighted data)

Visitor Types

Tourist Level	Visitor Type	Description
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	Locals	Customers who are not on a trip, including but not limited to all customers spending within a 25km radius on their home location.

Click [here](#) to view TRA's visitor type definitions

Spend Categories

Category	Sub Category
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	Restaurants
Takeaway and Fast Food Outlets	
Discretionary Retail	Department Stores, Clothing and Accessories
	Other Discretionary Retail
Accommodation	Accommodation - Instore
	Accommodation - Online*
Private Transport	Private Transport (Ex: Parking)
Other	Miscellaneous sub-categories

*Note: "Accommodation Online" reflects partial spend only. Spend is statistically attributed to an LGA based on selected online bookings within 6 months of an overnight trip and assigned to the first transaction date of that trip.

Monthly Tourism Performance Overview

Selected LGA:
Maitland



Key measures for all tourists, February 2026

Spend per customer

\$220.20

Length of stay (Nights)

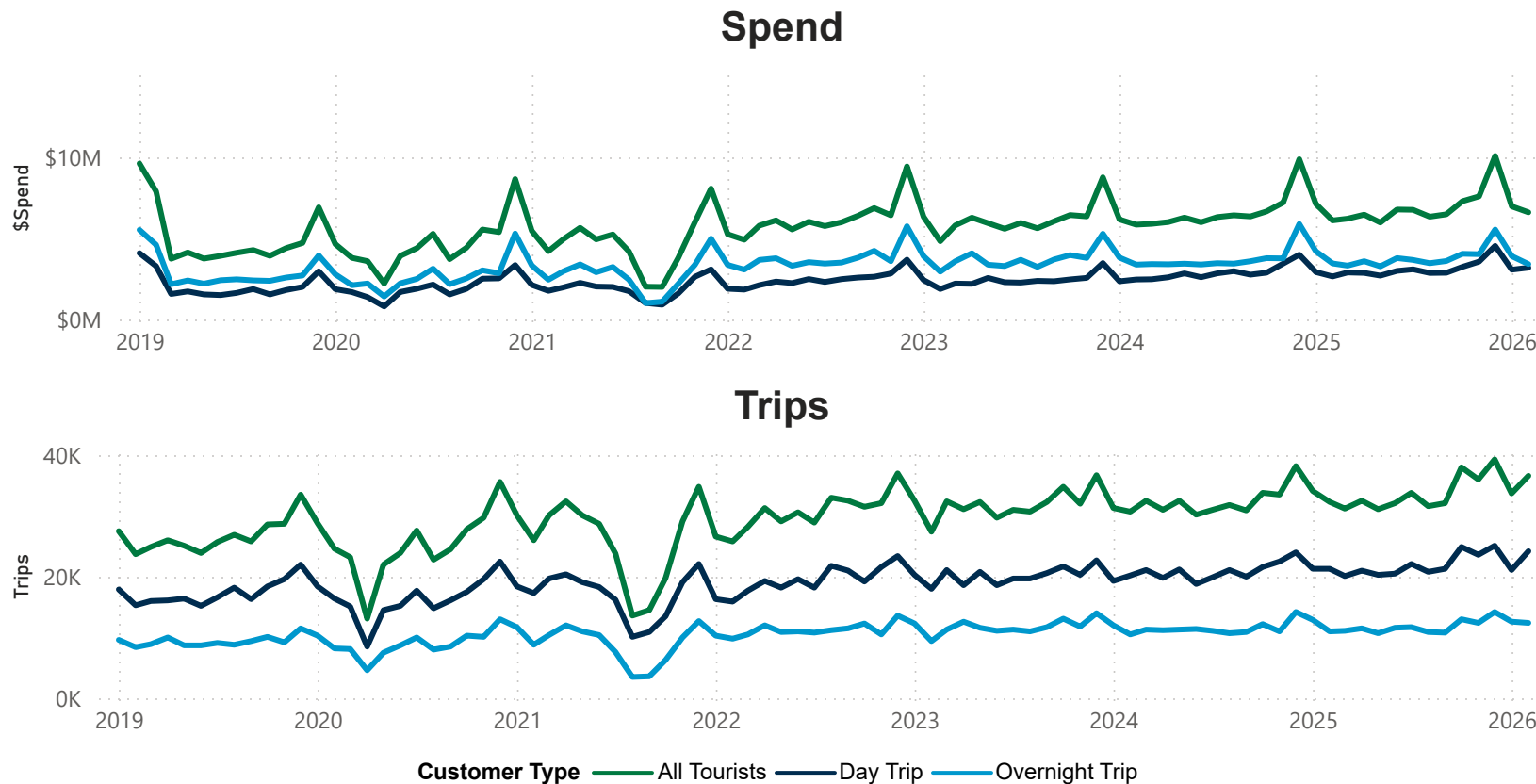
2.44

Top spend day

28 Feb

Top spend category

Other Discretionary Retail



Spend (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	8.2%	-5.3%
Day Trip	20.4%	4.0%
Overnight Trip	-1.2%	-12.5%

Trips (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	13.5%	8.6%
Day Trip	13.7%	14.7%
Overnight Trip	13.1%	-1.6%

*Changes since previous month is calculated from rounded values

Last Dashboard Update: 24 Mar 2026
Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Monthly Tourism Performance Overview

Selected LGA:
Maitland



Visitor Type Selector

All ▼

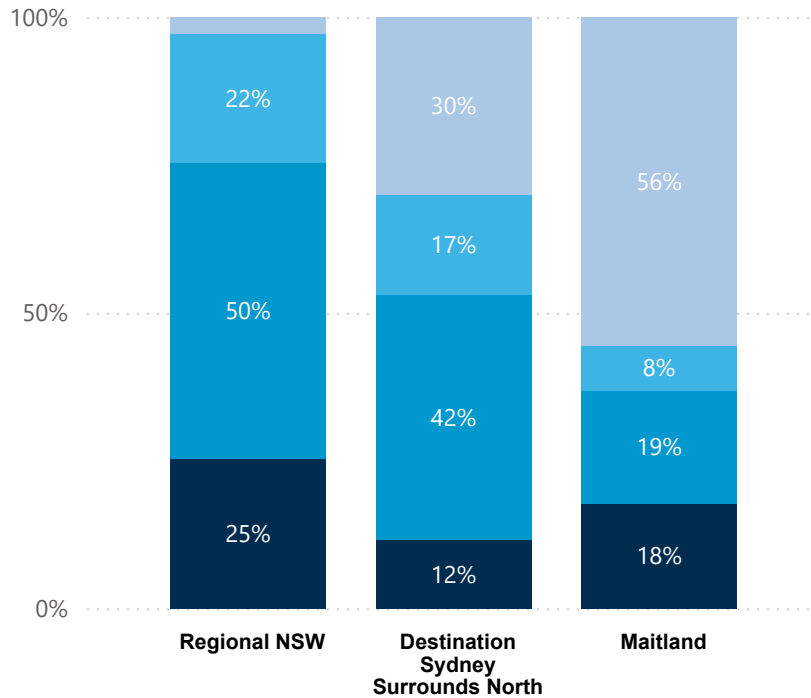
Please hold CTRL to select multiple Visitor Trip Types

Notes:

- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, February 2026

Spend by Visitor Types



Trips by Visitor Types



Number of Transactions by Visitor Types



Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

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Spending Deep Dive

Selected LGA:
Maitland



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent February 2026 vs the same month in the previous year
- YoY Change within the LGA shows the YoY % change for the selected Local Government Area
- YoY Change for DN shows the YoY % change for the Destination Network the LGA belongs to (in this case, Destination Sydney Surrounds North)
- YoY Change Overall DN Benchmark represents the average YoY % change across all Destination Networks
- Some categories may show blank due to not meeting banking privacy rules

Category Spending Analysis, February 2026

Category	All Tourists				Non-Tourists			
	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark
_All Categories - Total	\$6.6M	8.2%	1.8%	2.7%	\$113.2M	2.7%	0.1%	0.5%
Accommodation - Instore - Total	\$0.1M	3.4%	-17.7%	-10.2%	\$0.3M	-23.7%	2.4%	4.8%
Accommodation - Online - Total	\$0.3M	-8.2%	7.5%	6.8%	\$0.2M	-5.6%	-16.2%	-18.0%
Discretionary Retail - Department Stores, Clothing & Accessories	\$1.1M	63.6%	9.3%	7.9%	\$11.9M	2.4%	0.0%	0.4%
Discretionary Retail - Other Discretionary Retail	\$1.3M	5.6%	2.4%	4.7%	\$23.8M	2.2%	-0.6%	0.2%
Discretionary Retail - Total	\$2.4M	26.5%	4.8%	5.8%	\$35.7M	2.3%	-0.4%	0.3%
Food Retailing - Groceries and Other Food Retailing	\$0.3M	24.9%	8.0%	3.2%	\$6.8M	17.5%	1.4%	1.0%
Food Retailing - Supermarkets	\$0.8M	7.2%	0.7%	1.7%	\$30.0M	2.0%	0.5%	0.4%
Food Retailing - Total	\$1.2M	11.5%	3.2%	2.2%	\$36.7M	4.5%	0.7%	0.5%
Private Transport - Total	\$0.6M	-6.5%	-8.6%	-4.9%	\$9.6M	-10.3%	-9.7%	-6.9%
Tourism and Entertainment - Attractions, Events and Recreation				3.3%				-0.2%
Tourism and Entertainment - Breweries and Wineries				-7.3%				-13.4%
Tourism and Entertainment - Cafes	\$0.1M	9.0%	-2.4%	1.9%	\$0.8M	-2.6%	-6.1%	-3.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.3M	-7.1%	0.8%	2.1%	\$2.9M	14.3%	3.8%	4.2%
Tourism and Entertainment - Restaurants	\$0.2M	-0.6%	1.7%	7.7%	\$2.8M	5.8%	3.1%	7.3%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.4M	9.6%	6.1%	9.8%	\$5.4M	3.6%	3.2%	5.1%
Tourism and Entertainment - Total	\$1.0M	1.2%	2.4%	5.2%	\$12.8M	5.2%	1.9%	4.0%

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

All Tourists ▼

Category Selector

_All Categories - Total ▼

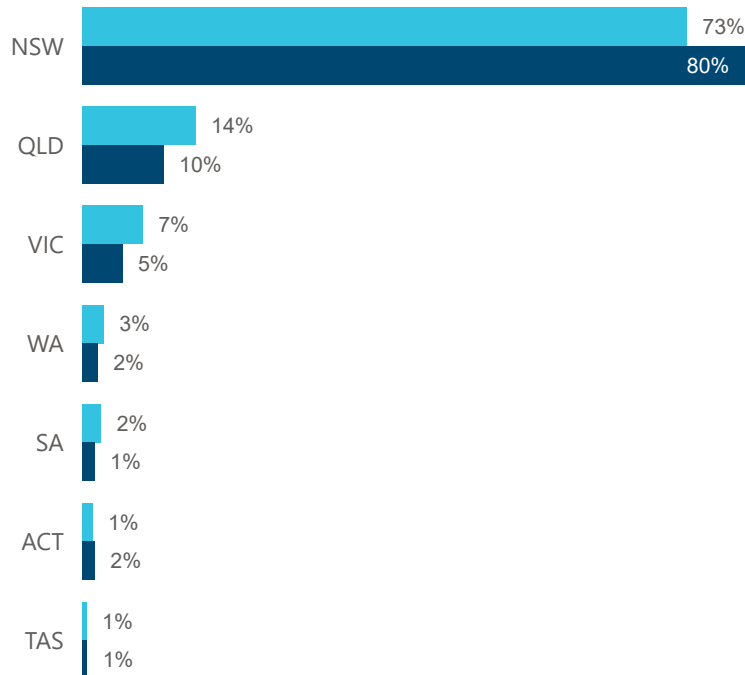
Metric Selector

Spend ▼

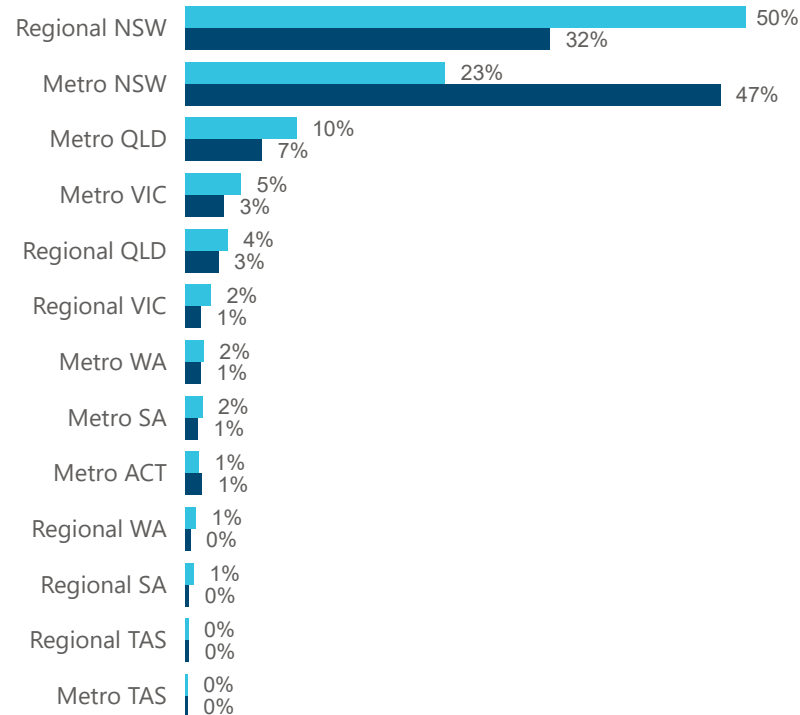
Source Market Analysis, February 2026

Note: Values show each source market's contribution as a percentage (%) of the total for the selected LGA/DN

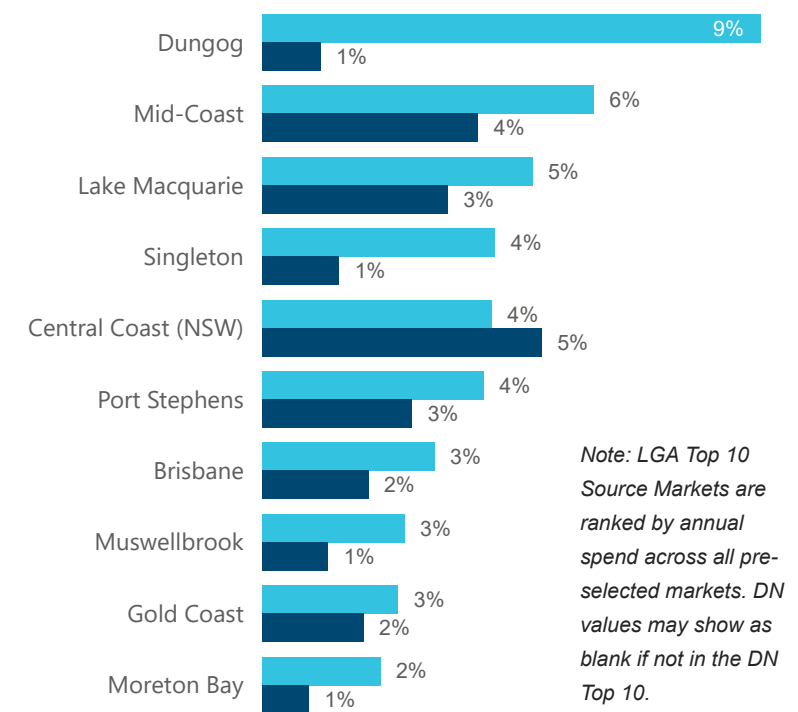
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Note: LGA Top 10 Source Markets are ranked by annual spend across all pre-selected markets. DN values may show as blank if not in the DN Top 10.

Visitor Type Selector

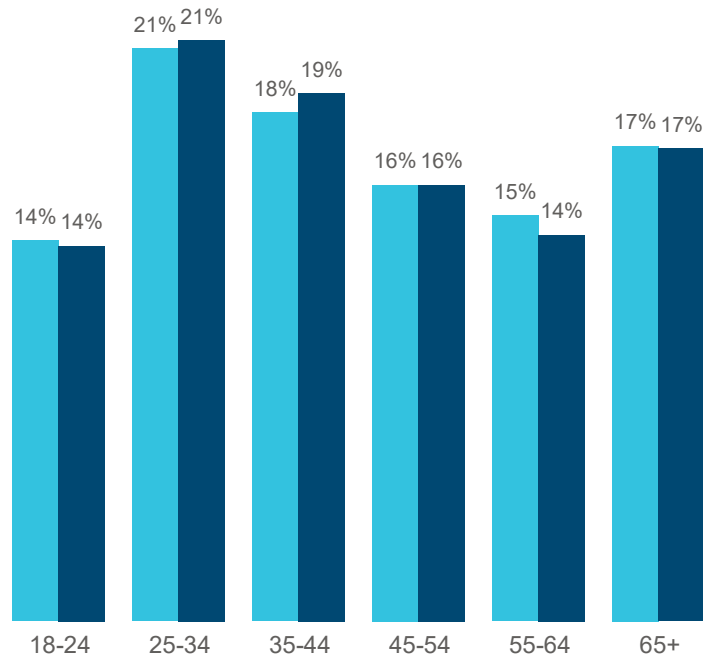
All Tourists ▼

Notes:

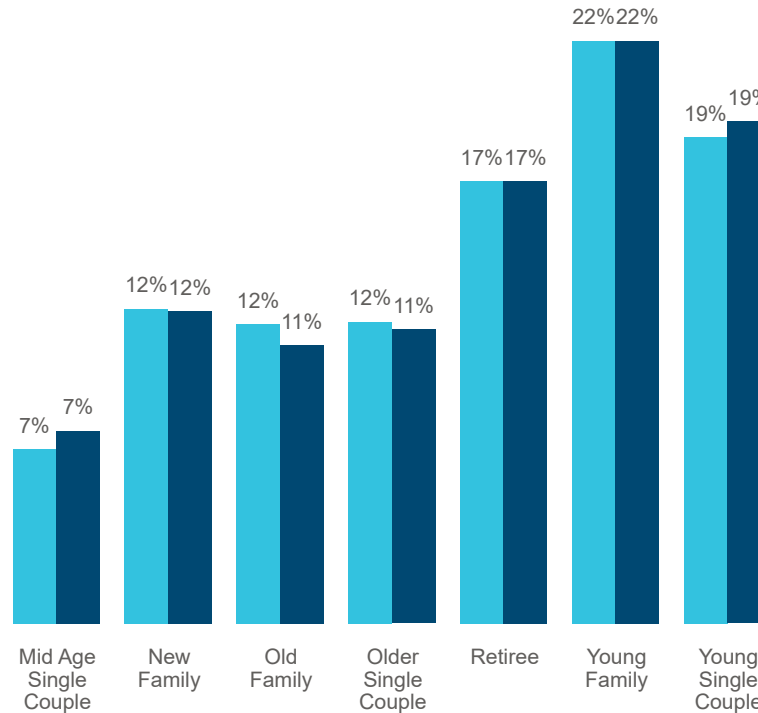
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop more budget-consciously fall toward the lower end (1,2), **regardless of income.**

All Tourists Profile, year ending February 2026

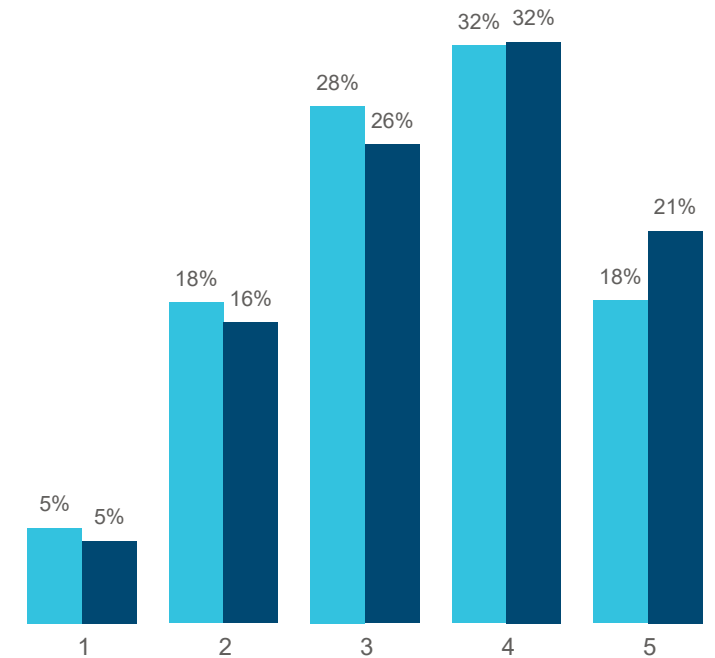
Age



Life Stage



Affluence Score





Bondi Beach, Sydney

Destination Networks | LGA Dashboard

This tool provides Destination Networks with enhanced visibility into the performance of LGAs in their region and enables comparison against relevant benchmark measures

Please select the LGA you would like to use to filter the dashboard. Your selection will apply across all pages

LGA Selector

Muswellbrook

Last Dashboard Update: 24 Mar 2026 – data as of February 2026 Destination iQ files and scorecards

All data has been sourced from Banking Transaction Data. Data prepared and visualised by DNSW's Research and Development Team

Page Navigation

*Use the below navigation to select the data page you would like to view
Return to the **Home page** at any time to change your selection or use the arrows to explore the other pages*

METHODOLOGY

PERFORMANCE
OVERVIEW

VISITOR TYPE
OVERVIEW

SPENDING DEEP
DIVE

SOURCE MARKET
OVERVIEW

TOURIST PROFILING

Overview and General Notes

- Insights are derived from **Banking Transaction Data**, leveraging millions of de-identified, real transactions from customers.
- Advanced modelling and weighting techniques have been applied to ensure results are representative of total card spending, providing a comprehensive view of visitation by location and time period.
- **Sydney Metro (33 LGAs)** represents the aggregation of 33 LGAs across metropolitan Sydney outside of the Destination Networks.
- Further information on Destination Networks is available on the Destination NSW corporate website [here](#).
- This analysis may be shared with relevant LGA representatives. Any further external distribution must be approved by the Research and Development team.
- All **sharing requests or questions** relating to the data must be submitted via the enquiry form available on the Destination NSW corporate website [here](#).

Abbreviations

- YoY - Year on Year
- MoM - Month on Month
- PoP - Period on Period

Metrics

Spend

The amount of money spent via card-present transactions over the period (weighted data)

Number of Transactions

The total number of card-present transactions over the period (weighted data), representing the non-de-duplicated count of individual payments made.

Trips

Trips represent the total number of Overnight Trips and Day Trips, derived from the aggregation or deduplication of a group of transactions made within consecutive hours or days by tourists only in; they are weighted in line with customer count and deduplicated at the trip level to avoid double counting

Customer/Visitor Count

The unique number of customers/visitors (deduplicated) who have transacted in the target location (weighted data)

Visitor Types

Tourist Level	Visitor Type	Description
Tourists	Overnight Trip	Overnight visitors travelling at least 40km from home, identified by multi-day spend patterns.
	Day Trip	Visitors who travel at least 25km from home, spend 4+ hours in the area, and return the same day.
Non-Tourists	Regular/Routine Trips	Customers making regular transactions in the selected region. Ex: workers, 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. Ex: food/fuel when transiting through region, quick visit to shops or a one off purchase.
	Locals	Customers who are not on a trip, including but not limited to all customers spending within a 25km radius on their home location.

Click [here](#) to view TRA's visitor type definitions

Spend Categories

Category	Sub Category
Food Retailing	Groceries and Other Food Retailing
	Supermarkets
Tourism and Entertainment	Attractions, Events and Recreation
	Breweries and Wineries
	Cafes
	Pubs, Taverns and Bars
	Restaurants
Discretionary Retail	Takeaway and Fast Food Outlets
	Department Stores, Clothing and Accessories
Accommodation	Other Discretionary Retail
	Accommodation - Instore
Private Transport	Accommodation - Online*
	Private Transport (Ex: Parking)
Other	Miscellaneous sub-categories

*Note: "Accommodation Online" reflects partial spend only. Spend is statistically attributed to an LGA based on selected online bookings within 6 months of an overnight trip and assigned to the first transaction date of that trip.

Monthly Tourism Performance Overview

Selected LGA:
Muswellbrook



Key measures for all tourists, February 2026

Spend per customer

\$152.50

Length of stay (Nights)

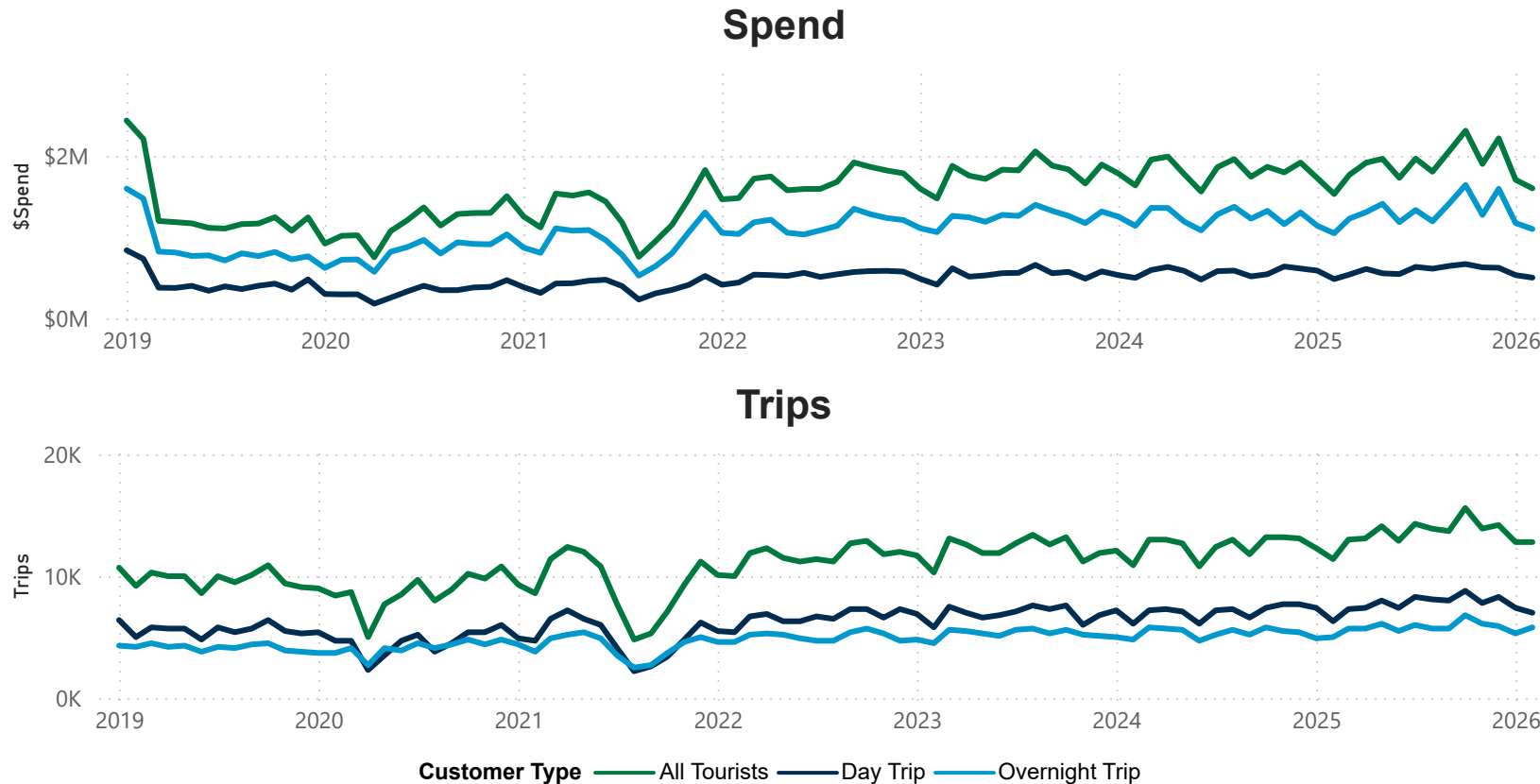
2.41

Top spend day

16 Feb

Top spend category

Supermarkets



Spend (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	4.6%	-6.2%
Day Trip	3.7%	-5.8%
Overnight Trip	5.0%	-6.3%

Trips (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	12.2%	0.0%
Day Trip	10.2%	-5.4%
Overnight Trip	14.8%	9.4%

*Changes since previous month is calculated from rounded values



Visitor Type Selector

All ▼

Please hold CTRL to select multiple Visitor Trip Types

Notes:

- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, February 2026

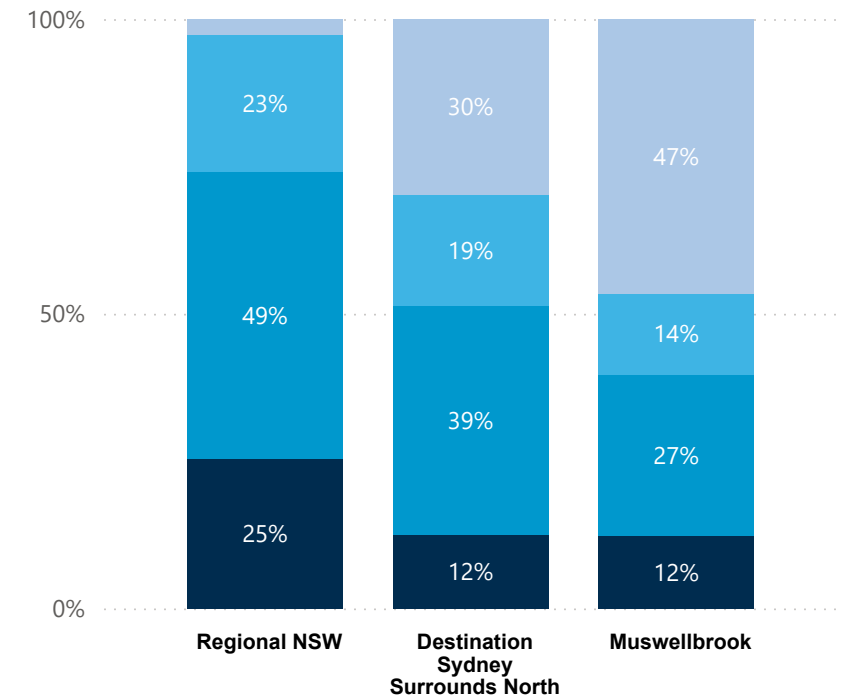
Spend by Visitor Types



Trips by Visitor Types



Number of Transactions by Visitor Types



Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Spending Deep Dive

Selected LGA:
Muswellbrook



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent February 2026 vs the same month in the previous year
- YoY Change within the LGA shows the YoY % change for the selected Local Government Area
- YoY Change for DN shows the YoY % change for the Destination Network the LGA belongs to (in this case, Destination Sydney Surrounds North)
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- Some categories may show blank due to not meeting banking privacy rules

Category Spending Analysis, February 2026

Category	All Tourists				Non-Tourists			
	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark
_All Categories - Total	\$1.6M	4.6%	1.8%	2.7%	\$16.5M	0.5%	0.1%	0.5%
Accommodation - Instore - Total	\$0.1M	-14.7%	-17.7%	-10.2%	\$0.3M	0.2%	2.4%	4.8%
Accommodation - Online - Total	\$0.1M	-5.7%	7.5%	6.8%	\$0.1M	-46.5%	-16.2%	-18.0%
Discretionary Retail - Department Stores, Clothing & Accessories	\$0.1M	-13.4%	9.3%	7.9%	\$1.1M	-3.7%	0.0%	0.4%
Discretionary Retail - Other Discretionary Retail	\$0.1M	-16.6%	2.4%	4.7%	\$2.3M	-10.5%	-0.6%	0.2%
Discretionary Retail - Total	\$0.2M	-15.5%	4.8%	5.8%	\$3.5M	-8.4%	-0.4%	0.3%
Food Retailing - Groceries and Other Food Retailing	\$0.1M	-7.2%	8.0%	3.2%	\$1.0M	-1.2%	1.4%	1.0%
Food Retailing - Supermarkets	\$0.3M	12.9%	0.7%	1.7%	\$5.8M	6.6%	0.5%	0.4%
Food Retailing - Total	\$0.4M	8.8%	3.2%	2.2%	\$6.8M	5.4%	0.7%	0.5%
Private Transport - Total	\$0.4M	7.7%	-8.6%	-4.9%	\$2.5M	-5.2%	-9.7%	-6.9%
Tourism and Entertainment - Attractions, Events and Recreation				3.3%				-0.2%
Tourism and Entertainment - Breweries and Wineries				-7.3%				-13.4%
Tourism and Entertainment - Cafes	\$0.0M	-12.6%	-2.4%	1.9%	\$0.1M	-14.8%	-6.1%	-3.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.1M	23.9%	0.8%	2.1%	\$0.4M	18.5%	3.8%	4.2%
Tourism and Entertainment - Restaurants	\$0.0M	82.0%	1.7%	7.7%	\$0.2M	113.7%	3.1%	7.3%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.1M	-1.0%	6.1%	9.8%	\$0.9M	-0.1%	3.2%	5.1%
Tourism and Entertainment - Total	\$0.4M	20.4%	2.4%	5.2%	\$1.9M	13.7%	1.9%	4.0%

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

All Tourists

Category Selector

_All Categories - Total

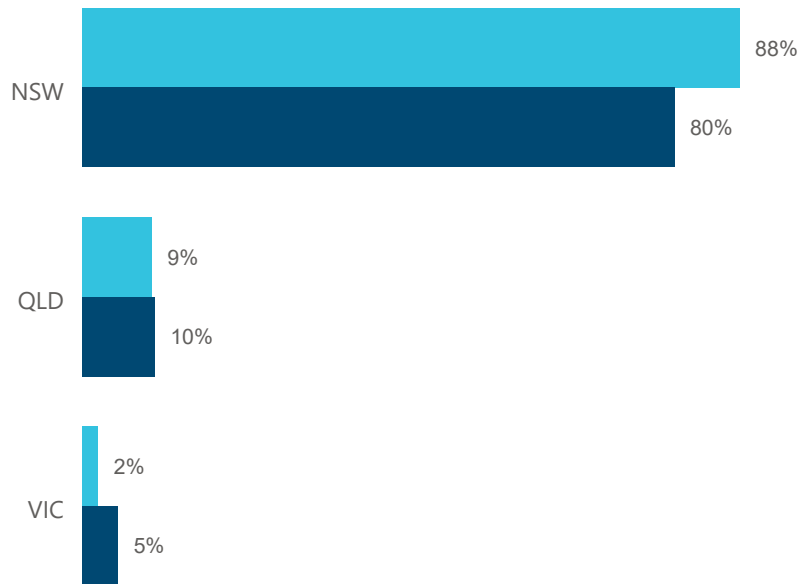
Metric Selector

Spend

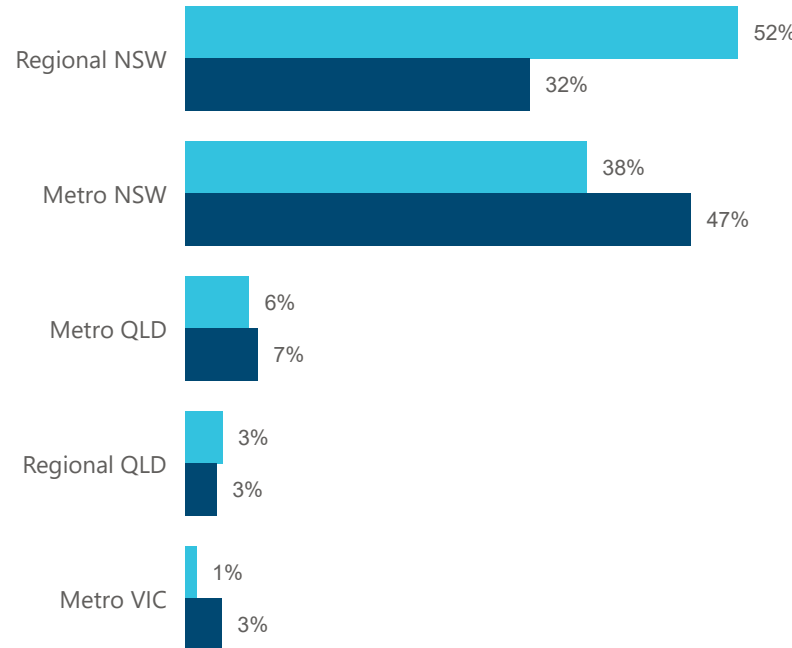
Source Market Analysis, February 2026

Note: Values show each source market's contribution as a percentage (%) of the total for the selected LGA/DN

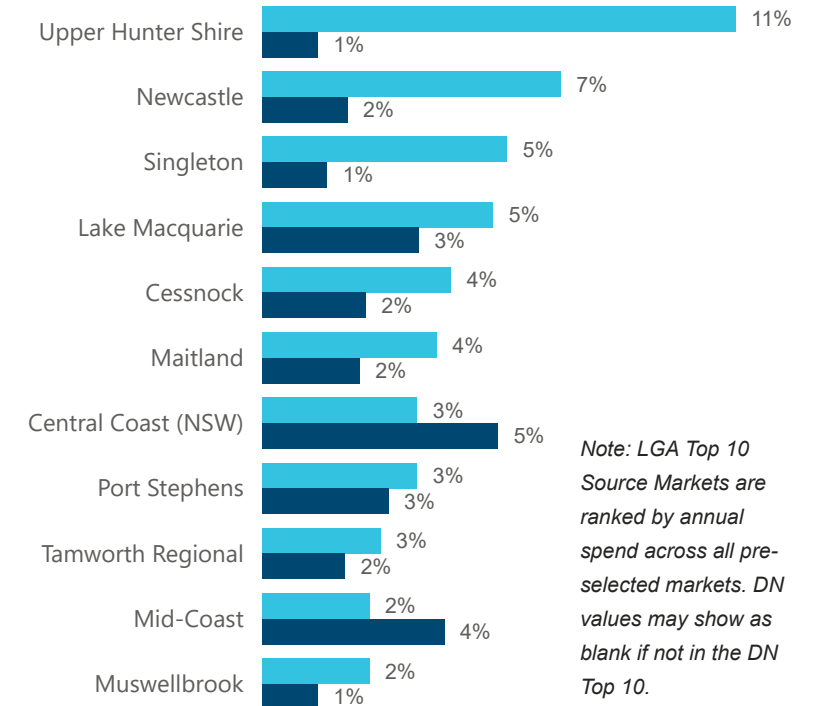
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Note: LGA Top 10 Source Markets are ranked by annual spend across all pre-selected markets. DN values may show as blank if not in the DN Top 10.

Visitor Type Selector

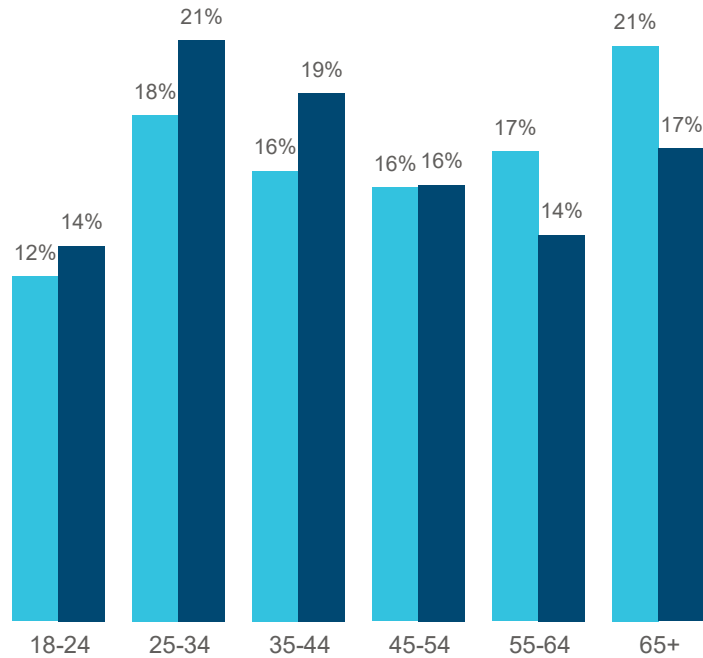
All Tourists ▼

Notes:

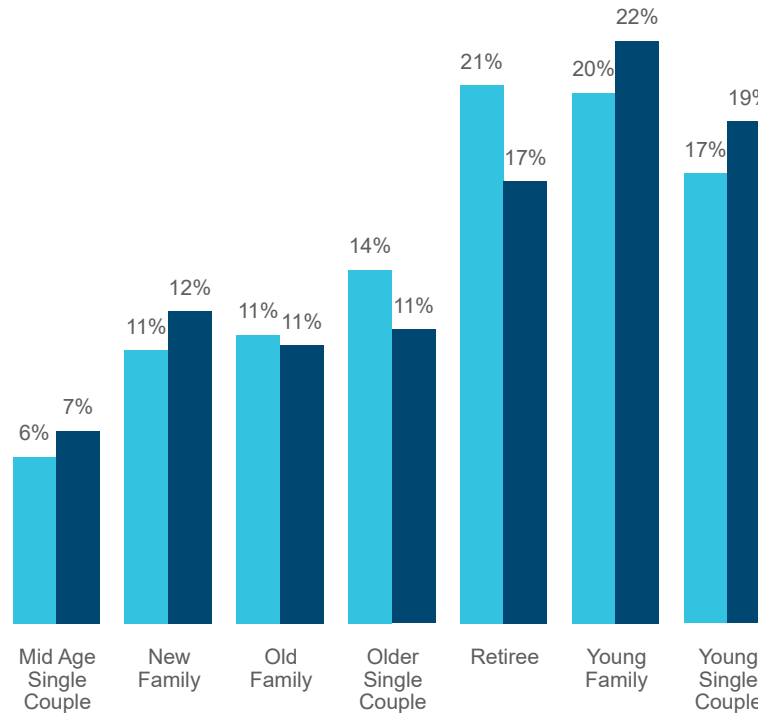
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All Tourists Profile, year ending February 2026

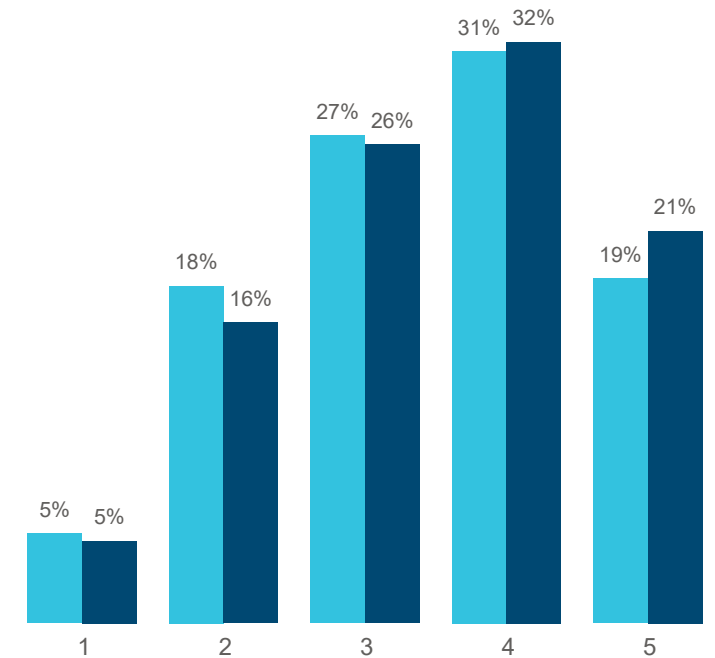
Age



Life Stage



Affluence Score





Bondi Beach, Sydney

Destination Networks | LGA Dashboard

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Please select the LGA you would like to use to filter the dashboard. Your selection will apply across all pages

LGA Selector

Newcastle



Last Dashboard Update: 24 Mar 2026 – data as of February 2026 Destination iQ files and scorecards

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Customer/Visitor Count

The unique number of customers/visitors (deduplicated) who have transacted in the target location (weighted data)

Visitor Types

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Click [here](#) to view TRA's visitor type definitions

Spend Categories

Category	Sub Category
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Tourism and Entertainment	Attractions, Events and Recreation
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	Pubs, Taverns and Bars
	Restaurants
Discretionary Retail	Takeaway and Fast Food Outlets
	Department Stores, Clothing and Accessories
Accommodation	Other Discretionary Retail
	Accommodation - Instore
Private Transport	Accommodation - Online*
	Private Transport (Ex: Parking)
Other	Miscellaneous sub-categories

*Note: "Accommodation Online" reflects partial spend only. Spend is statistically attributed to an LGA based on selected online bookings within 6 months of an overnight trip and assigned to the first transaction date of that trip.

Monthly Tourism Performance Overview

Selected LGA:
Newcastle



Key measures for all tourists, February 2026

Spend per customer

\$220.30

Length of stay (Nights)

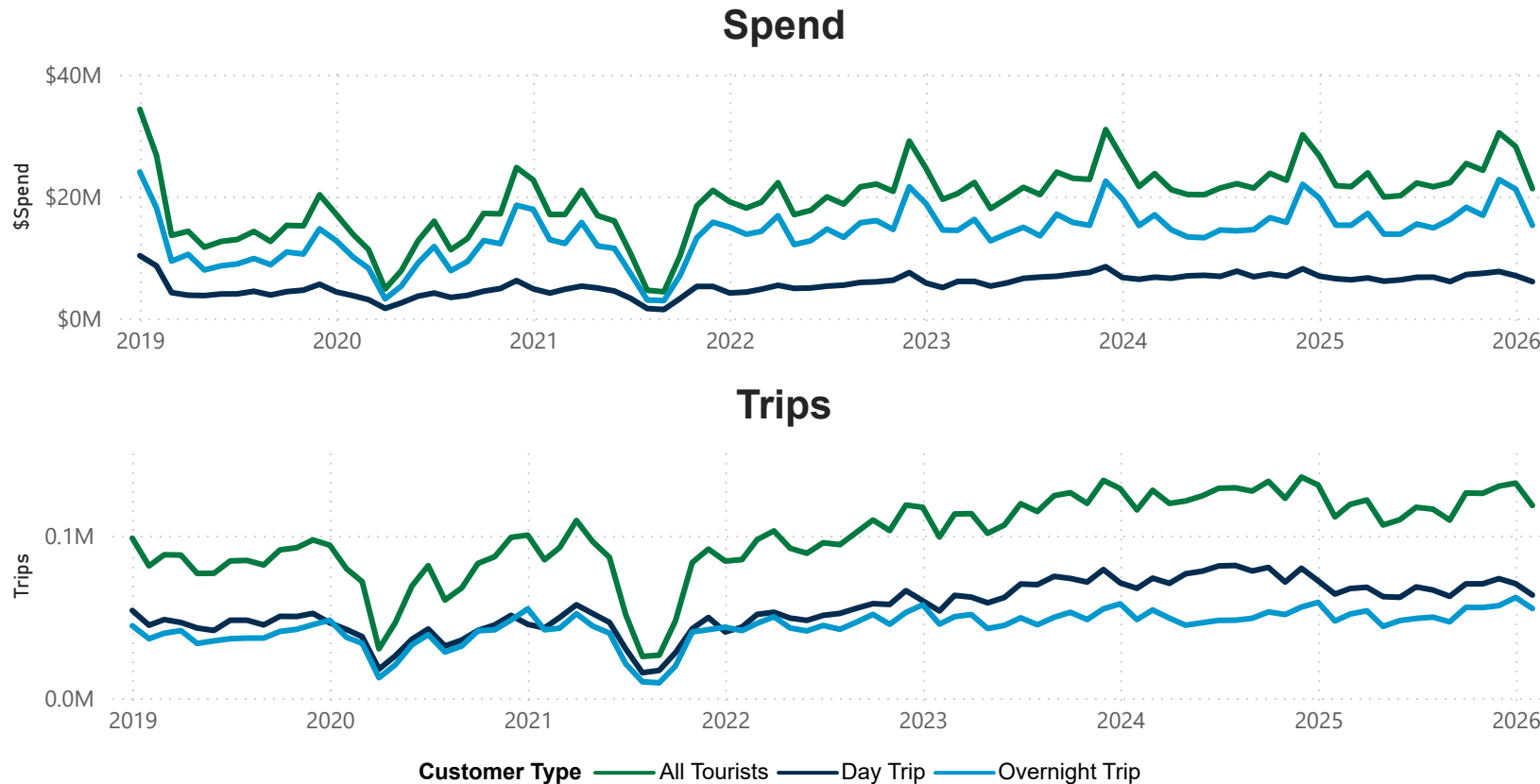
2.54

Top spend day

14 Feb

Top spend category

Other Discretionary Retail



	Spend (For February 2026)	Change since previous year	Change since previous month*
▲			
All Tourists		-2.3%	-24.5%
Day Trip		-7.3%	-13.8%
Overnight Trip		-0.1%	-28.0%

	Trips (For February 2026)	Change since previous year	Change since previous month*
▲			
All Tourists		6.3%	-10.4%
Day Trip		-1.0%	-9.9%
Overnight Trip		16.1%	-11.0%

*Changes since previous month is calculated from rounded values



Visitor Type Selector

All ▼

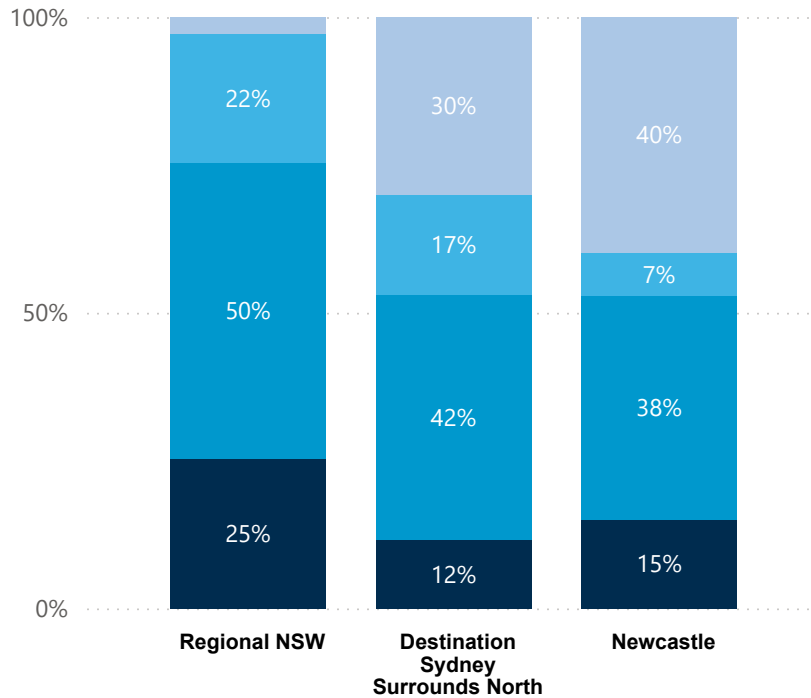
Please hold CTRL to select multiple Visitor Trip Types

Notes:

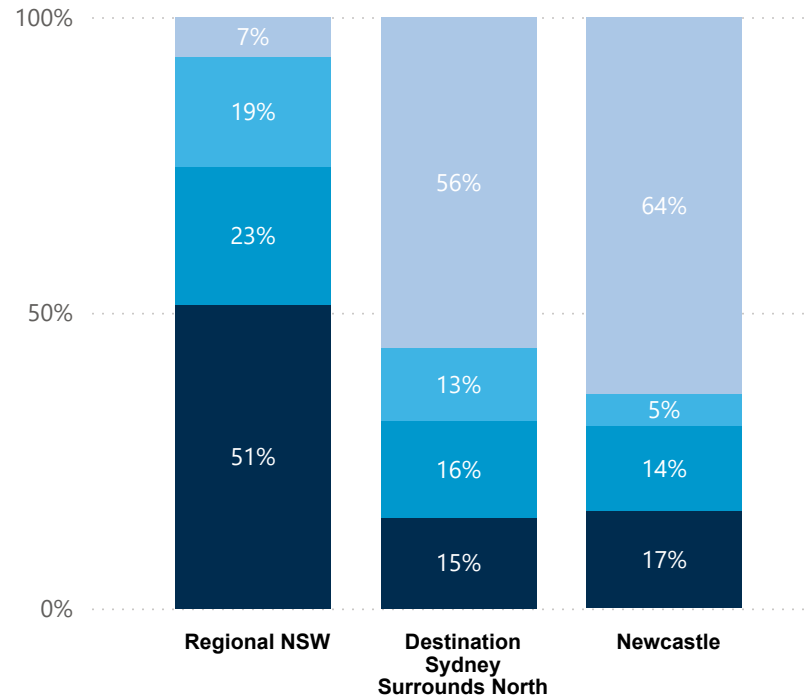
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- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, February 2026

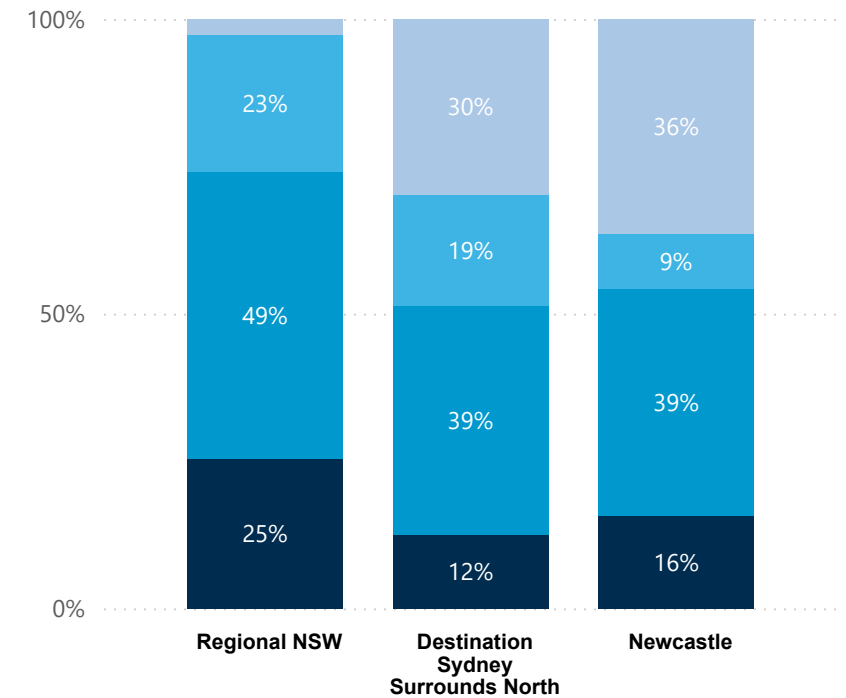
Spend by Visitor Types



Trips by Visitor Types



Number of Transactions by Visitor Types



Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Spending Deep Dive

Selected LGA:
Newcastle



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent February 2026 vs the same month in the previous year
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- YoY Change Overall DN Benchmark represents the average YoY % change across all Destination Networks
- Some categories may show blank due to not meeting banking privacy rules

Category Spending Analysis, February 2026

Category	All Tourists				Non-Tourists			
	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark
_All Categories - Total	\$21.3M	-2.3%	1.8%	2.7%	\$220.3M	0.1%	0.1%	0.5%
Accommodation - Instore - Total	\$1.3M	-16.5%	-17.7%	-10.2%	\$1.7M	14.4%	2.4%	4.8%
Accommodation - Online - Total	\$2.2M	4.8%	7.5%	6.8%	\$0.8M	-21.4%	-16.2%	-18.0%
Discretionary Retail - Department Stores, Clothing & Accessories	\$1.7M	-4.4%	9.3%	7.9%	\$17.5M	1.5%	0.0%	0.4%
Discretionary Retail - Other Discretionary Retail	\$2.8M	-3.6%	2.4%	4.7%	\$35.8M	-2.4%	-0.6%	0.2%
Discretionary Retail - Total	\$4.4M	-3.9%	4.8%	5.8%	\$53.2M	-1.1%	-0.4%	0.3%
Food Retailing - Groceries and Other Food Retailing	\$1.4M	2.5%	8.0%	3.2%	\$16.0M	0.7%	1.4%	1.0%
Food Retailing - Supermarkets	\$2.0M	-7.4%	0.7%	1.7%	\$55.0M	-0.3%	0.5%	0.4%
Food Retailing - Total	\$3.4M	-3.6%	3.2%	2.2%	\$71.0M	-0.1%	0.7%	0.5%
Private Transport - Total	\$1.7M	-11.5%	-8.6%	-4.9%	\$19.1M	-11.5%	-9.7%	-6.9%
Tourism and Entertainment - Attractions, Events and Recreation				3.3%				-0.2%
Tourism and Entertainment - Breweries and Wineries				-7.3%				-13.4%
Tourism and Entertainment - Cafes	\$0.6M	-8.3%	-2.4%	1.9%	\$3.5M	-9.8%	-6.1%	-3.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$1.9M	-7.9%	0.8%	2.1%	\$10.6M	12.5%	3.8%	4.2%
Tourism and Entertainment - Restaurants	\$2.1M	2.9%	1.7%	7.7%	\$12.8M	2.9%	3.1%	7.3%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$1.4M	3.0%	6.1%	9.8%	\$11.9M	5.5%	3.2%	5.1%
Tourism and Entertainment - Total	\$6.4M	0.6%	2.4%	5.2%	\$41.0M	5.0%	1.9%	4.0%

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

All Tourists ▼

Category Selector

_All Categories - Total ▼

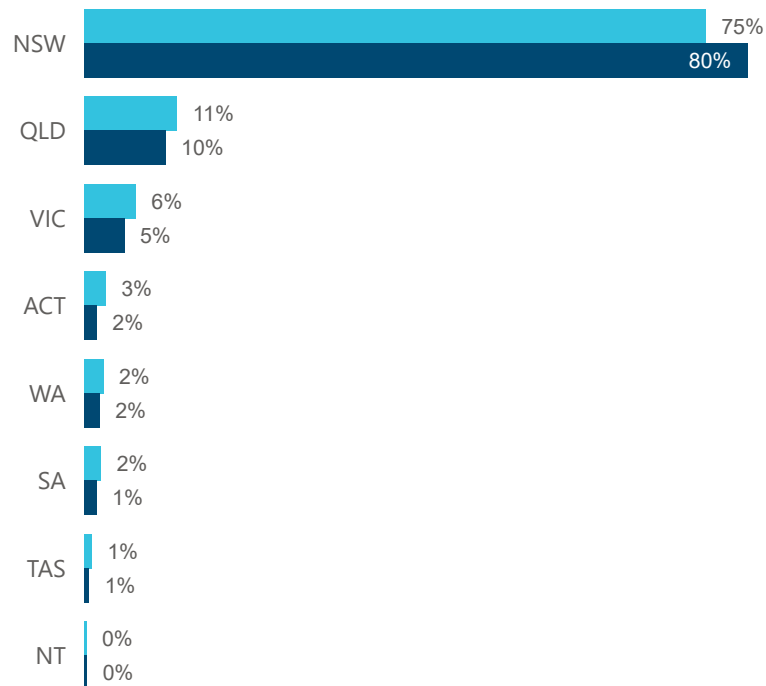
Metric Selector

Spend ▼

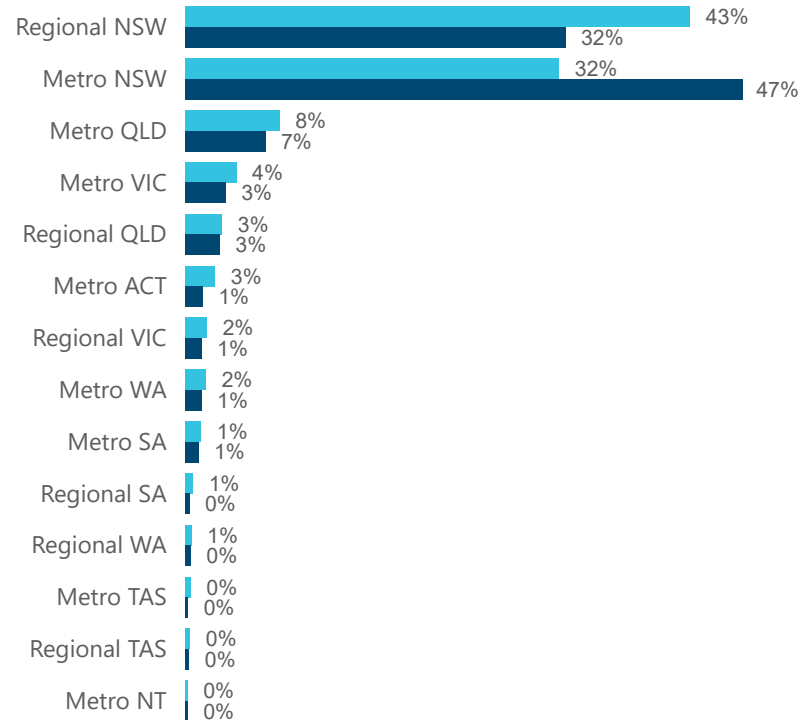
Source Market Analysis, February 2026

Note: Values show each source market's contribution as a percentage (%) of the total for the selected LGA/DN

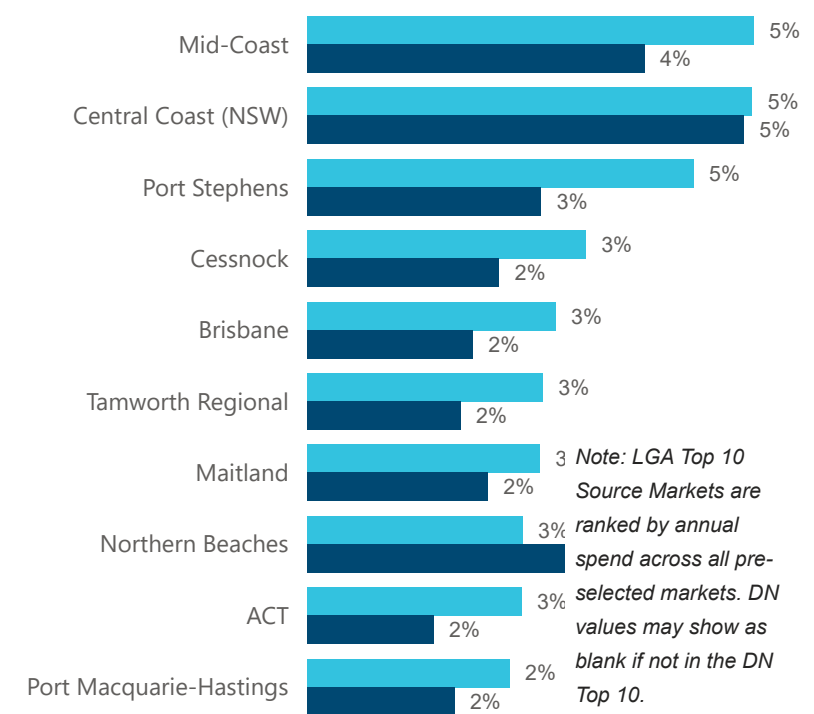
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Visitor Type Selector

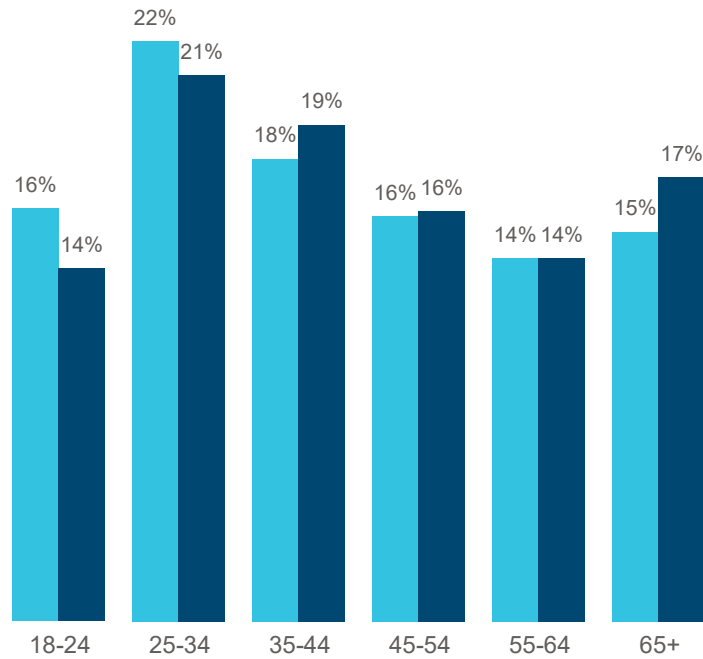
All Tourists ▼

Notes:

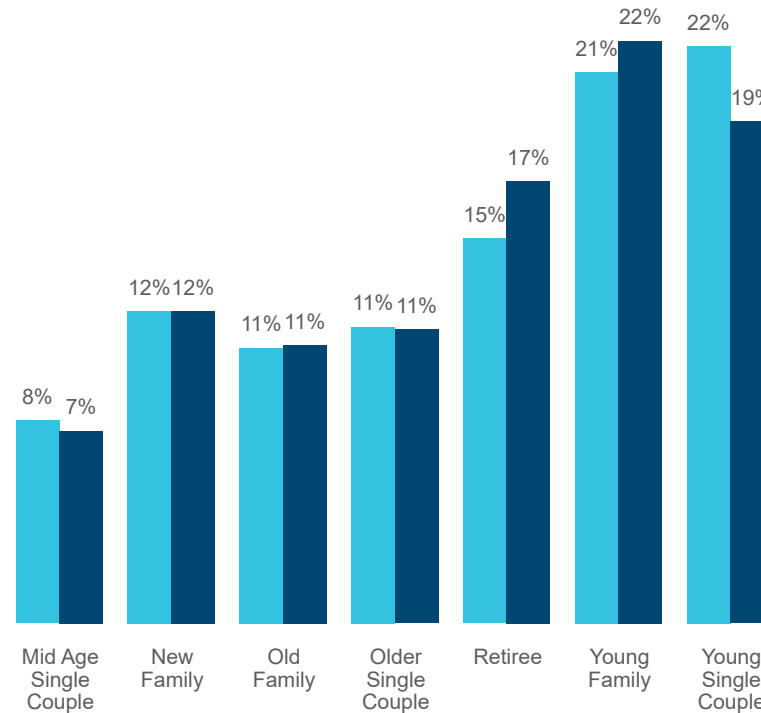
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop more budget-consciously fall toward the lower end (1,2), **regardless of income.**

All Tourists Profile, year ending February 2026

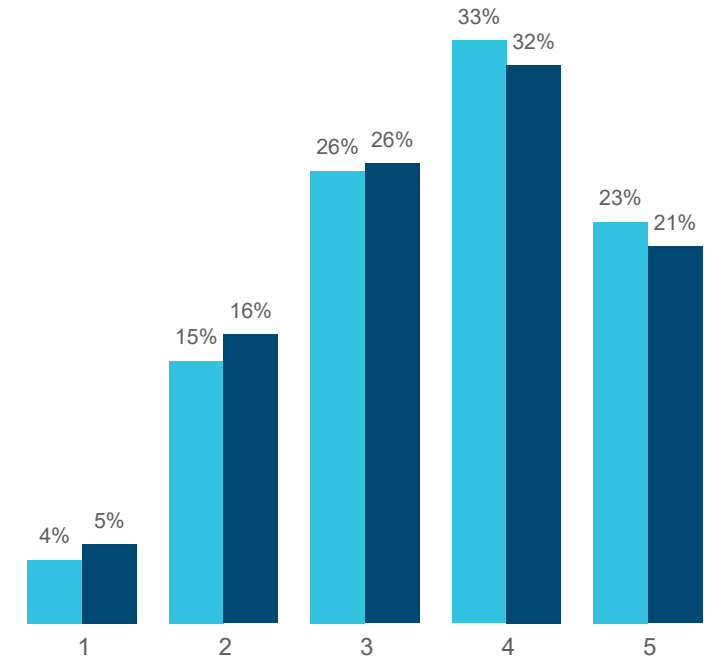
Age



Life Stage



Affluence Score



Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team

Location:

● Newcastle

● Destination Sydney Surrounds North





Bondi Beach, Sydney

Destination Networks | LGA Dashboard

This tool provides Destination Networks with enhanced visibility into the performance of LGAs in their region and enables comparison against relevant benchmark measures

Please select the LGA you would like to use to filter the dashboard. Your selection will apply across all pages

LGA Selector

Port Stephens



Last Dashboard Update: 24 Mar 2026 – data as of February 2026 Destination iQ files and scorecards

All data has been sourced from Banking Transaction Data. Data prepared and visualised by DNSW's Research and Development Team

Page Navigation

*Use the below navigation to select the data page you would like to view
Return to the **Home page** at any time to change your selection or use the arrows to explore the other pages*

METHODOLOGY

PERFORMANCE
OVERVIEW

VISITOR TYPE
OVERVIEW

SPENDING DEEP
DIVE

SOURCE MARKET
OVERVIEW

TOURIST PROFILING

Overview and General Notes

- Insights are derived from **Banking Transaction Data**, leveraging millions of de-identified, real transactions from customers.
- Advanced modelling and weighting techniques have been applied to ensure results are representative of total card spending, providing a comprehensive view of visitation by location and time period.
- **Sydney Metro (33 LGAs)** represents the aggregation of 33 LGAs across metropolitan Sydney outside of the Destination Networks.
- Further information on Destination Networks is available on the Destination NSW corporate website [here](#).
- This analysis may be shared with relevant LGA representatives. Any further external distribution must be approved by the Research and Development team.
- All **sharing requests or questions** relating to the data must be submitted via the enquiry form available on the Destination NSW corporate website [here](#).

Abbreviations

- YoY - Year on Year
- MoM - Month on Month
- PoP - Period on Period

Metrics

Spend

The amount of money spent via card-present transactions over the period (weighted data)

Number of Transactions

The total number of card-present transactions over the period (weighted data), representing the non-de-duplicated count of individual payments made.

Trips

Trips represent the total number of Overnight Trips and Day Trips, derived from the aggregation or deduplication of a group of transactions made within consecutive hours or days by tourists only in; they are weighted in line with customer count and deduplicated at the trip level to avoid double counting

Customer/Visitor Count

The unique number of customers/visitors (deduplicated) who have transacted in the target location (weighted data)

Visitor Types

Tourist Level	Visitor Type	Description
Tourists	Overnight Trip	Overnight visitors travelling at least 40km from home, identified by multi-day spend patterns.
	Day Trip	Visitors who travel at least 25km from home, spend 4+ hours in the area, and return the same day.
Non-Tourists	Regular/Routine Trips	Customers making regular transactions in the selected region. Ex: workers, 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. Ex: food/fuel when transiting through region, quick visit to shops or a one off purchase.
	Locals	Customers who are not on a trip, including but not limited to all customers spending within a 25km radius on their home location.

Click [here](#) to view TRA's visitor type definitions

Spend Categories

Category	Sub Category
Food Retailing	Groceries and Other Food Retailing
	Supermarkets
Tourism and Entertainment	Attractions, Events and Recreation
	Breweries and Wineries
	Cafes
	Pubs, Taverns and Bars
	Restaurants
Discretionary Retail	Takeaway and Fast Food Outlets
	Department Stores, Clothing and Accessories
Accommodation	Other Discretionary Retail
	Accommodation - Instore
Private Transport	Accommodation - Online*
	Private Transport (Ex: Parking)
Other	Miscellaneous sub-categories

*Note: "Accommodation Online" reflects partial spend only. Spend is statistically attributed to an LGA based on selected online bookings within 6 months of an overnight trip and assigned to the first transaction date of that trip.

Monthly Tourism Performance Overview

Selected LGA:
Port Stephens



Key measures for all tourists, February 2026

Spend per customer

\$231.90

Length of stay (Nights)

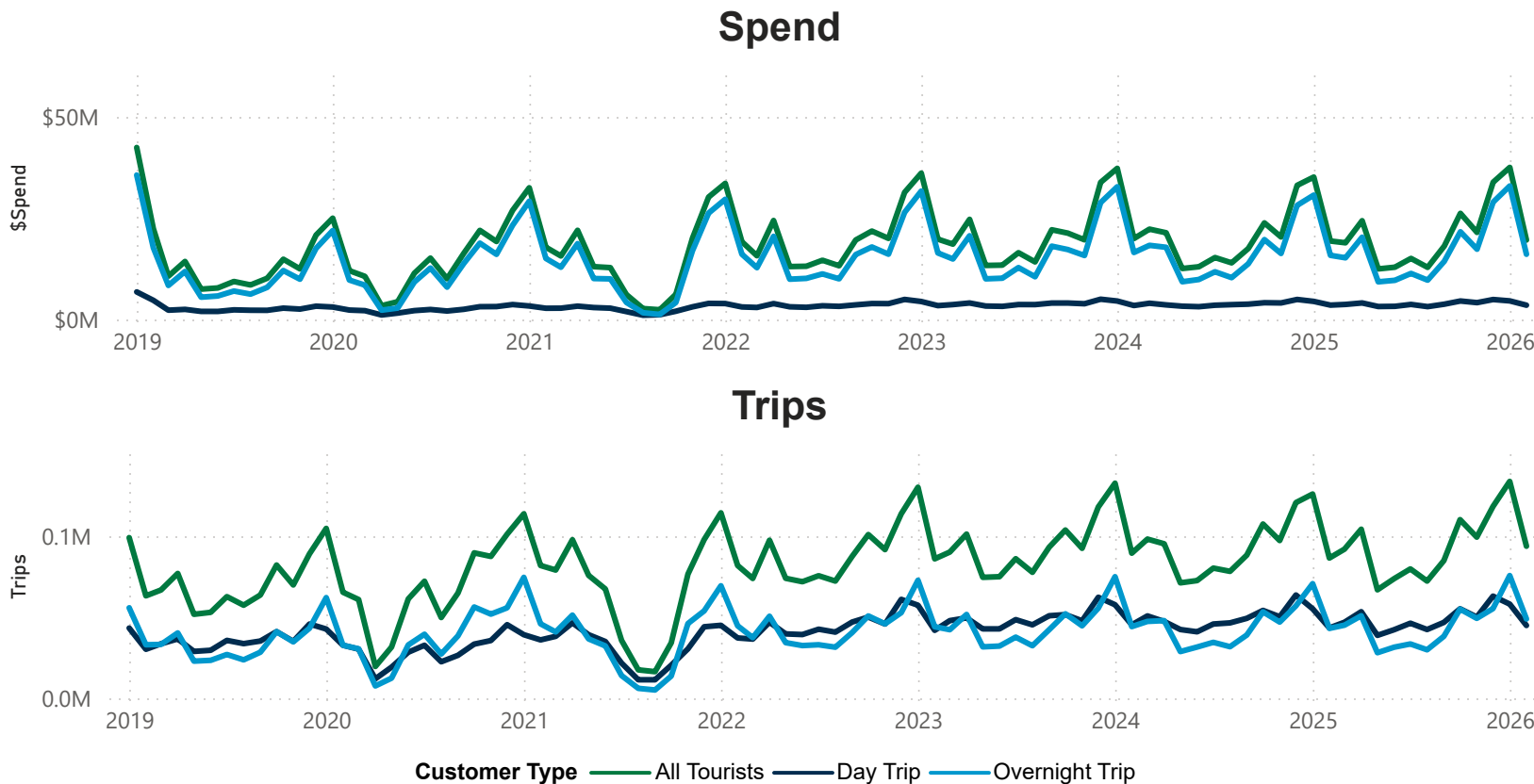
2.49

Top spend day

20 Feb

Top spend category

Supermarkets



Spend (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	1.3%	-47.8%
Day Trip	-0.5%	-23.1%
Overnight Trip	1.7%	-51.2%

Trips (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	8.4%	-29.9%
Day Trip	3.6%	-22.7%
Overnight Trip	13.3%	-35.4%

*Changes since previous month is calculated from rounded values

Last Dashboard Update: 24 Mar 2026
Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

All ▼

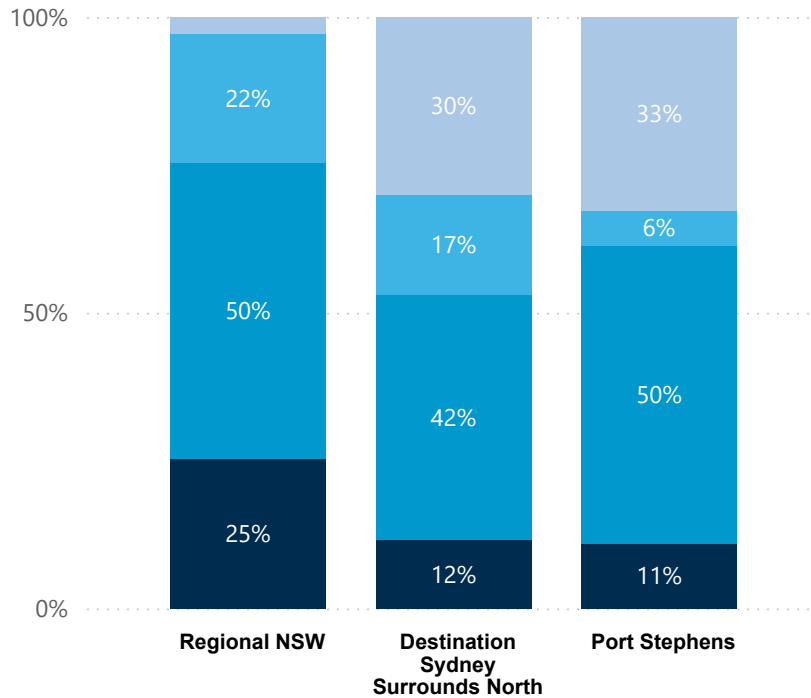
Please hold CTRL to select multiple Visitor Trip Types

Notes:

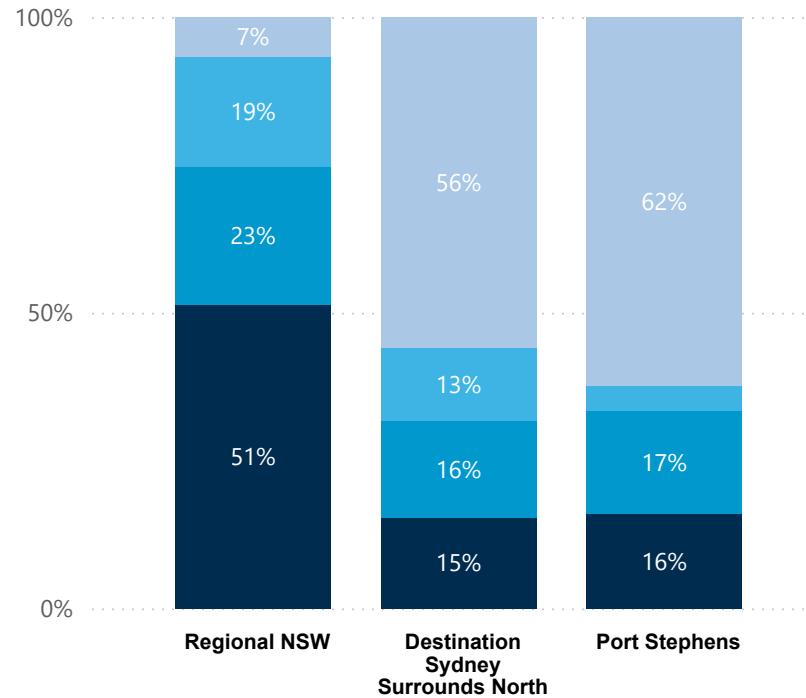
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, February 2026

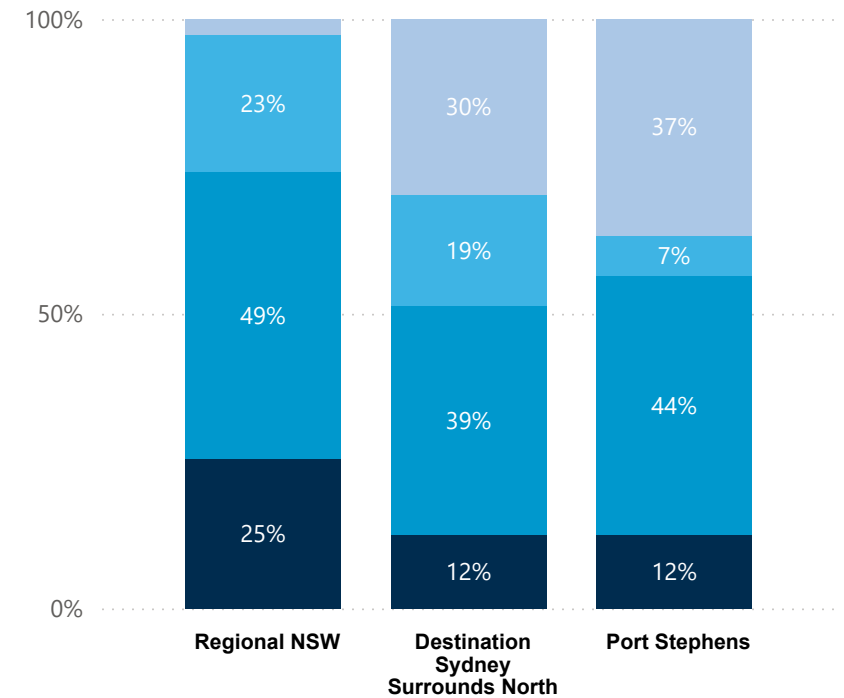
Spend by Visitor Types



Trips by Visitor Types



Number of Transactions by Visitor Types



Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Spending Deep Dive

Selected LGA:
Port Stephens



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent February 2026 vs the same month in the previous year
- YoY Change within the LGA shows the YoY % change for the selected Local Government Area
- YoY Change for DN shows the YoY % change for the Destination Network the LGA belongs to (in this case, Destination Sydney Surrounds North)
- YoY Change Overall DN Benchmark represents the average YoY % change across all Destination Networks
- Some categories may show blank due to not meeting banking privacy rules

Category Spending Analysis, February 2026

Category	All Tourists				Non-Tourists			
	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark
_All Categories - Total	\$19.6M	1.3%	1.8%	2.7%	\$79.1M	1.0%	0.1%	0.5%
Accommodation - Instore - Total	\$1.0M	-45.1%	-17.7%	-10.2%	\$0.9M	17.6%	2.4%	4.8%
Accommodation - Online - Total	\$3.2M	11.1%	7.5%	6.8%	\$0.5M	-24.7%	-16.2%	-18.0%
Discretionary Retail - Department Stores, Clothing & Accessories	\$0.8M	-1.3%	9.3%	7.9%	\$3.6M	-0.1%	0.0%	0.4%
Discretionary Retail - Other Discretionary Retail	\$1.7M	0.7%	2.4%	4.7%	\$13.1M	0.5%	-0.6%	0.2%
Discretionary Retail - Total	\$2.5M	0.1%	4.8%	5.8%	\$16.7M	0.4%	-0.4%	0.3%
Food Retailing - Groceries and Other Food Retailing	\$1.2M	6.6%	8.0%	3.2%	\$5.8M	-0.2%	1.4%	1.0%
Food Retailing - Supermarkets	\$2.2M	-4.7%	0.7%	1.7%	\$23.0M	0.8%	0.5%	0.4%
Food Retailing - Total	\$3.4M	-1.0%	3.2%	2.2%	\$28.8M	0.6%	0.7%	0.5%
Private Transport - Total	\$1.9M	-2.9%	-8.6%	-4.9%	\$9.5M	-7.9%	-9.7%	-6.9%
Tourism and Entertainment - Attractions, Events and Recreation				3.3%				-0.2%
Tourism and Entertainment - Breweries and Wineries				-7.3%				-13.4%
Tourism and Entertainment - Cafes	\$0.5M	16.6%	-2.4%	1.9%	\$1.0M	18.1%	-6.1%	-3.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$1.9M	12.5%	0.8%	2.1%	\$2.8M	10.4%	3.8%	4.2%
Tourism and Entertainment - Restaurants	\$1.7M	-1.0%	1.7%	7.7%	\$2.2M	-6.0%	3.1%	7.3%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.9M	8.0%	6.1%	9.8%	\$4.1M	9.1%	3.2%	5.1%
Tourism and Entertainment - Total	\$6.1M	4.8%	2.4%	5.2%	\$11.7M	3.9%	1.9%	4.0%

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

All Tourists ▼

Category Selector

_All Categories - Total ▼

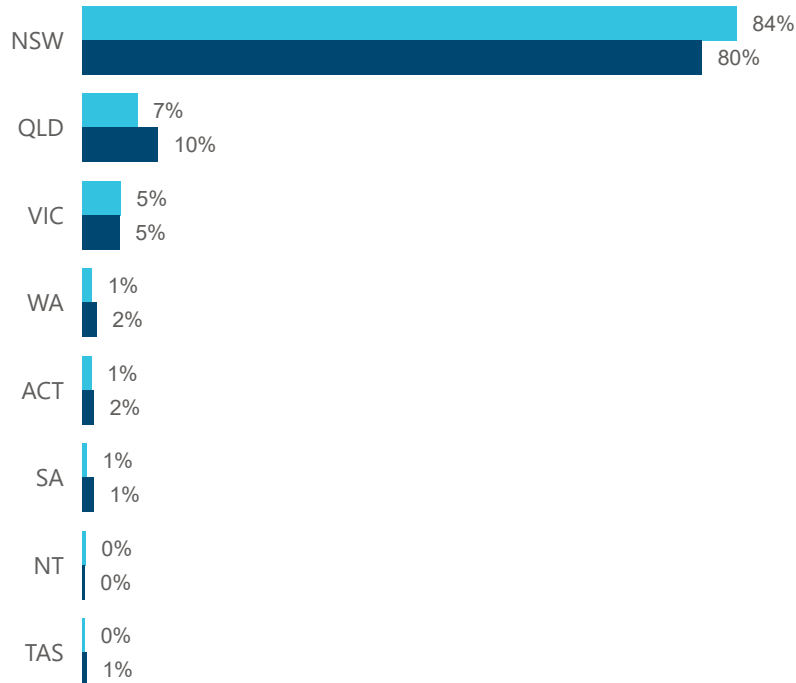
Metric Selector

Spend ▼

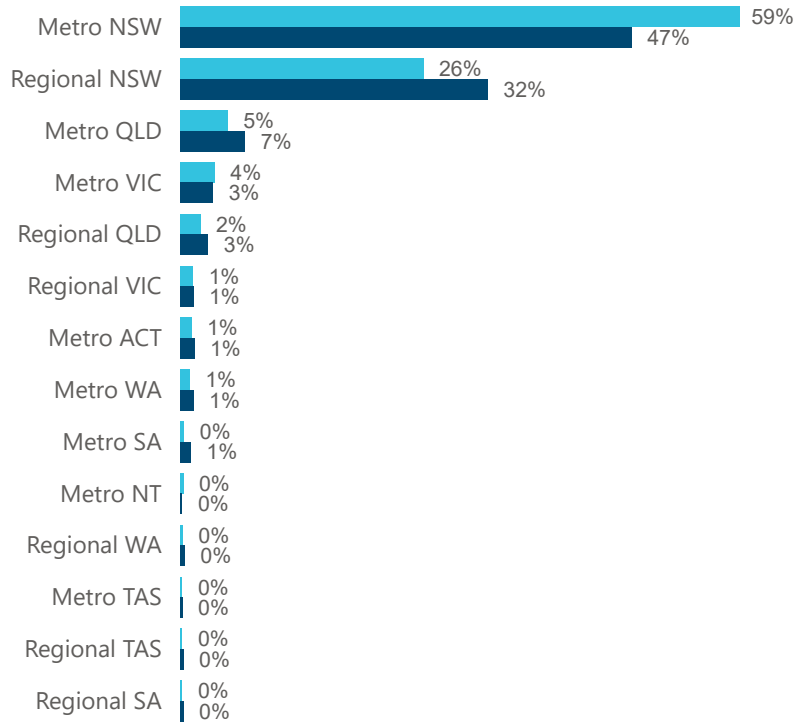
Source Market Analysis, February 2026

Note: Values show each source market's contribution as a percentage (%) of the total for the selected LGA/DN

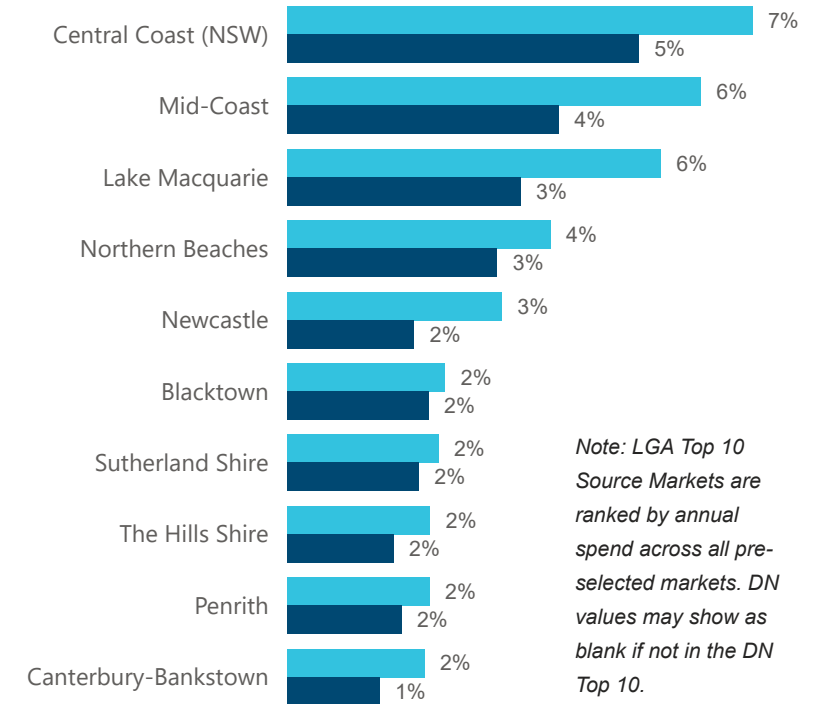
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Note: LGA Top 10 Source Markets are ranked by annual spend across all pre-selected markets. DN values may show as blank if not in the DN Top 10.

Visitor Type Selector

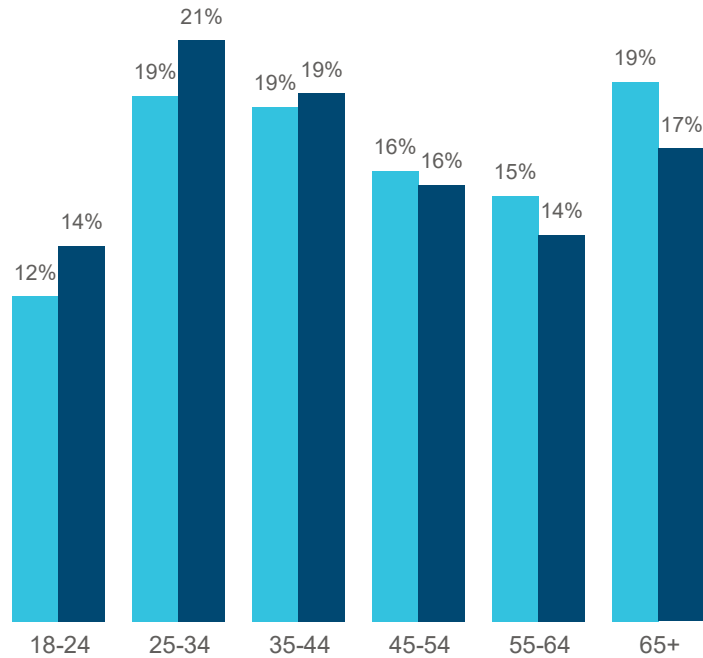
All Tourists ▼

Notes:

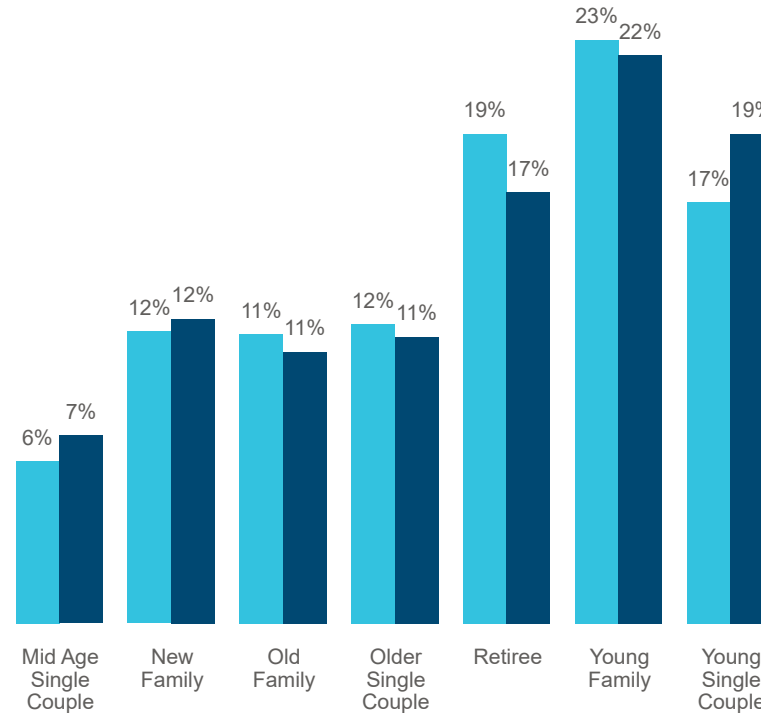
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop more budget-consciously fall toward the lower end (1,2), **regardless of income.**

All Tourists Profile, year ending February 2026

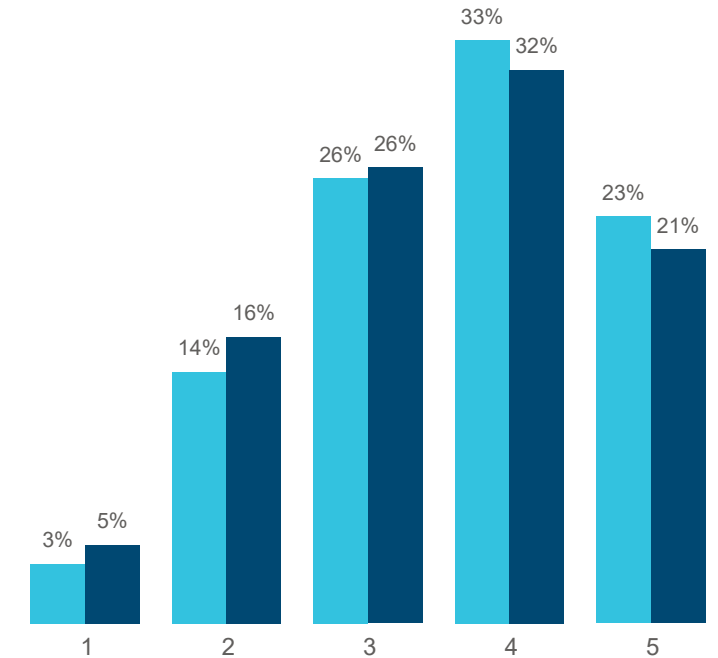
Age



Life Stage



Affluence Score





Bondi Beach, Sydney

Destination Networks | LGA Dashboard

This tool provides Destination Networks with enhanced visibility into the performance of LGAs in their region and enables comparison against relevant benchmark measures

Please select the LGA you would like to use to filter the dashboard. Your selection will apply across all pages

LGA Selector

Singleton

Last Dashboard Update: 24 Mar 2026 – data as of February 2026 Destination iQ files and scorecards

All data has been sourced from Banking Transaction Data. Data prepared and visualised by DNSW's Research and Development Team

Page Navigation

*Use the below navigation to select the data page you would like to view
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METHODOLOGY

PERFORMANCE
OVERVIEW

VISITOR TYPE
OVERVIEW

SPENDING DEEP
DIVE

SOURCE MARKET
OVERVIEW

TOURIST PROFILING

Overview and General Notes

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- Advanced modelling and weighting techniques have been applied to ensure results are representative of total card spending, providing a comprehensive view of visitation by location and time period.
- **Sydney Metro (33 LGAs)** represents the aggregation of 33 LGAs across metropolitan Sydney outside of the Destination Networks.
- Further information on Destination Networks is available on the Destination NSW corporate website [here](#).
- This analysis may be shared with relevant LGA representatives. Any further external distribution must be approved by the Research and Development team.
- All **sharing requests or questions** relating to the data must be submitted via the enquiry form available on the Destination NSW corporate website [here](#).

Abbreviations

- YoY - Year on Year
- MoM - Month on Month
- PoP - Period on Period

Metrics

Spend

The amount of money spent via card-present transactions over the period (weighted data)

Number of Transactions

The total number of card-present transactions over the period (weighted data), representing the non-de-duplicated count of individual payments made.

Trips

Trips represent the total number of Overnight Trips and Day Trips, derived from the aggregation or deduplication of a group of transactions made within consecutive hours or days by tourists only in; they are weighted in line with customer count and deduplicated at the trip level to avoid double counting

Customer/Visitor Count

The unique number of customers/visitors (deduplicated) who have transacted in the target location (weighted data)

Visitor Types

Tourist Level	Visitor Type	Description
Tourists	Overnight Trip	Overnight visitors travelling at least 40km from home, identified by multi-day spend patterns.
	Day Trip	Visitors who travel at least 25km from home, spend 4+ hours in the area, and return the same day.
Non-Tourists	Regular/Routine Trips	Customers making regular transactions in the selected region. Ex: workers, 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. Ex: food/fuel when transiting through region, quick visit to shops or a one off purchase.
	Locals	Customers who are not on a trip, including but not limited to all customers spending within a 25km radius on their home location.

Click [here](#) to view TRA's visitor type definitions

Spend Categories

Category	Sub Category
Food Retailing	Groceries and Other Food Retailing
	Supermarkets
Tourism and Entertainment	Attractions, Events and Recreation
	Breweries and Wineries
	Cafes
	Pubs, Taverns and Bars
	Restaurants
Discretionary Retail	Takeaway and Fast Food Outlets
	Department Stores, Clothing and Accessories
Accommodation	Other Discretionary Retail
	Accommodation - Instore
Private Transport	Accommodation - Online*
	Private Transport (Ex: Parking)
Other	Miscellaneous sub-categories

*Note: "Accommodation Online" reflects partial spend only. Spend is statistically attributed to an LGA based on selected online bookings within 6 months of an overnight trip and assigned to the first transaction date of that trip.

Monthly Tourism Performance Overview

Selected LGA:
Singleton



Key measures for all tourists, February 2026

Spend per customer

\$158.90

Length of stay (Nights)

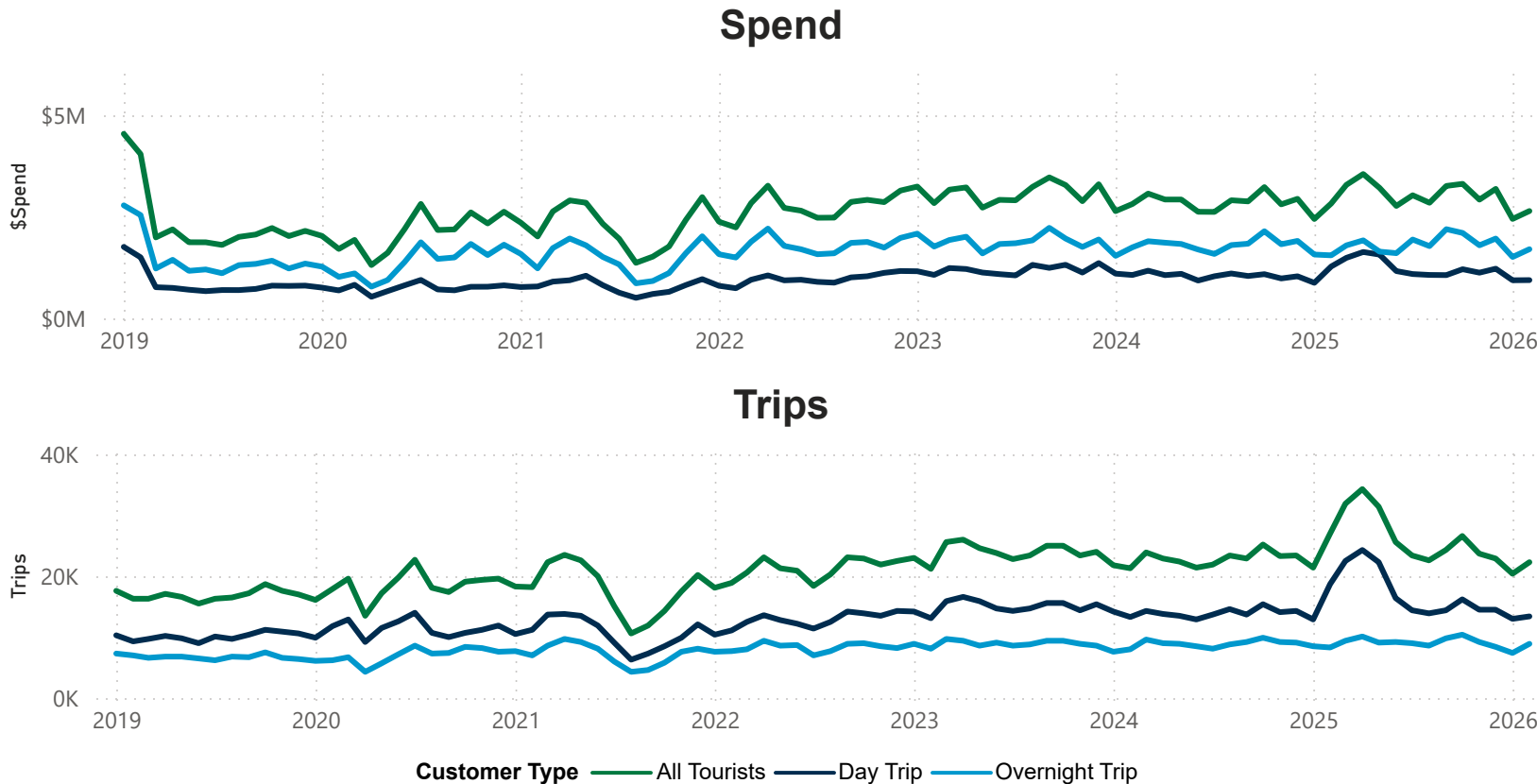
2.44

Top spend day

14 Feb

Top spend category

Supermarkets



Spend (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	-6.5%	8.0%
Day Trip	-26.2%	0.4%
Overnight Trip	9.7%	12.7%

Trips (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	-17.4%	9.3%
Day Trip	-28.3%	3.1%
Overnight Trip	7.0%	20.3%

*Changes since previous month is calculated from rounded values

Last Dashboard Update: 24 Mar 2026
Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

All ▼

Please hold CTRL to select multiple Visitor Trip Types

Notes:

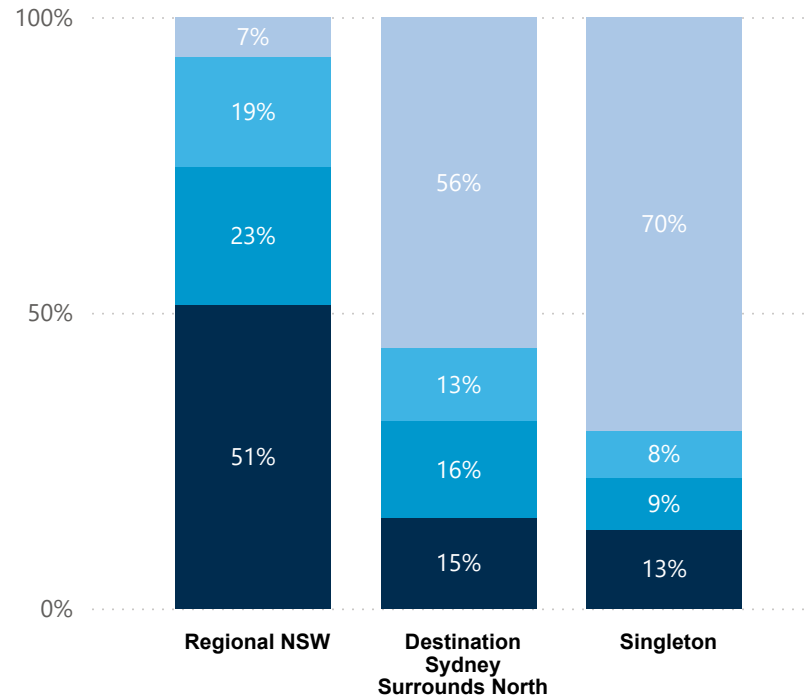
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, February 2026

Spend by Visitor Types



Trips by Visitor Types



Number of Transactions by Visitor Types



Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent February 2026 vs the same month in the previous year
- YoY Change within the LGA shows the YoY % change for the selected Local Government Area
- YoY Change for DN shows the YoY % change for the Destination Network the LGA belongs to (in this case, Destination Sydney Surrounds North)
- YoY Change Overall DN Benchmark represents the average YoY % change across all Destination Networks
- Some categories may show blank due to not meeting banking privacy rules

Category Spending Analysis, February 2026

Category	All Tourists				Non-Tourists			
	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark
_All Categories - Total	\$2.6M	-6.5%	1.8%	2.7%	\$22.6M	-5.1%	0.1%	0.5%
Accommodation - Instore - Total	\$0.1M	17.9%	-17.7%	-10.2%	\$0.1M	-31.2%	2.4%	4.8%
Accommodation - Online - Total	\$0.2M	11.4%	7.5%	6.8%	\$0.1M	-38.6%	-16.2%	-18.0%
Discretionary Retail - Department Stores, Clothing & Accessories	\$0.1M	-8.6%	9.3%	7.9%	\$1.3M	-9.5%	0.0%	0.4%
Discretionary Retail - Other Discretionary Retail	\$0.3M	4.7%	2.4%	4.7%	\$3.1M	-9.5%	-0.6%	0.2%
Discretionary Retail - Total	\$0.4M	0.5%	4.8%	5.8%	\$4.4M	-9.5%	-0.4%	0.3%
Food Retailing - Groceries and Other Food Retailing	\$0.2M	8.3%	8.0%	3.2%	\$1.9M	-2.0%	1.4%	1.0%
Food Retailing - Supermarkets	\$0.4M	25.6%	0.7%	1.7%	\$6.6M	0.1%	0.5%	0.4%
Food Retailing - Total	\$0.6M	18.9%	3.2%	2.2%	\$8.4M	-0.4%	0.7%	0.5%
Private Transport - Total	\$0.5M	-47.4%	-8.6%	-4.9%	\$3.4M	-18.5%	-9.7%	-6.9%
Tourism and Entertainment - Attractions, Events and Recreation	\$0.1M	32.8%	1.9%	3.3%	\$0.1M	-33.2%	-0.3%	-0.2%
Tourism and Entertainment - Breweries and Wineries	\$0.0M	18.1%	8.6%	-7.3%	\$0.2M	11.1%	-21.0%	-13.4%
Tourism and Entertainment - Cafes	\$0.0M	66.0%	-2.4%	1.9%	\$0.2M	25.3%	-6.1%	-3.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.1M	-21.9%	0.8%	2.1%	\$0.3M	-41.7%	3.8%	4.2%
Tourism and Entertainment - Restaurants	\$0.1M	107.3%	1.7%	7.7%	\$0.7M	65.3%	3.1%	7.3%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.2M	8.0%	6.1%	9.8%	\$1.3M	-4.0%	3.2%	5.1%
Tourism and Entertainment - Total	\$0.6M	17.0%	2.4%	5.2%	\$2.7M	-1.0%	1.9%	4.0%

Visitor Type Selector

All Tourists

Category Selector

_All Categories - Total

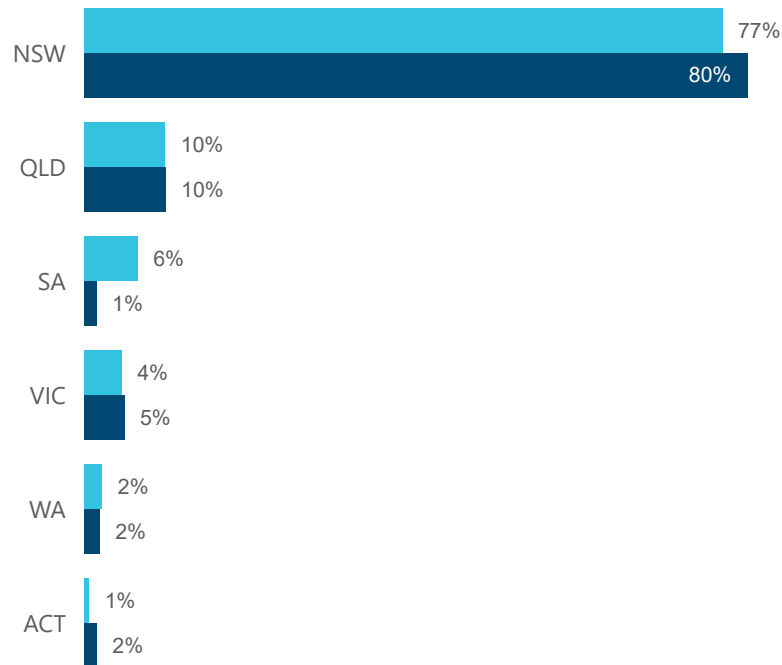
Metric Selector

Spend

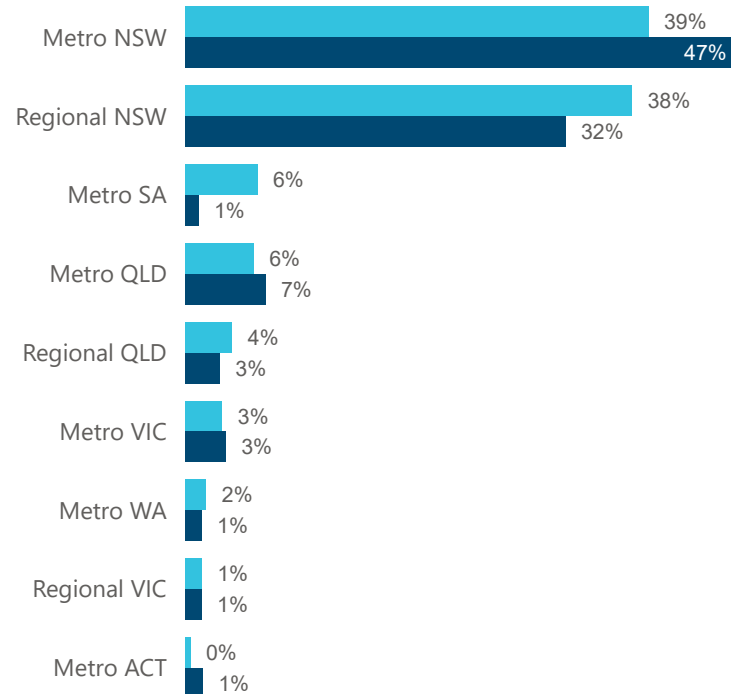
Source Market Analysis, February 2026

Note: Values show each source market's contribution as a percentage (%) of the total for the selected LGA/DN

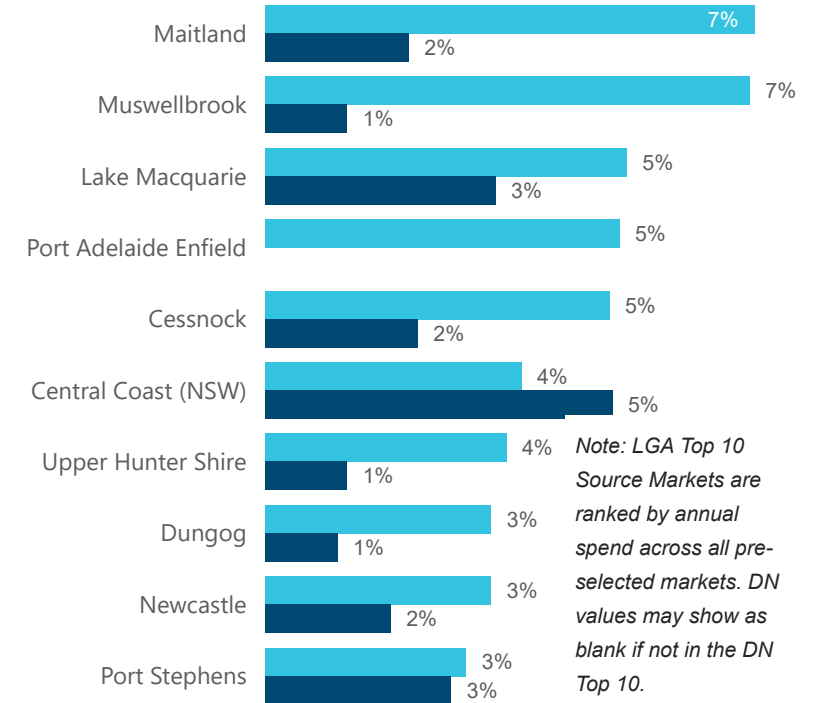
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Visitor Type Selector

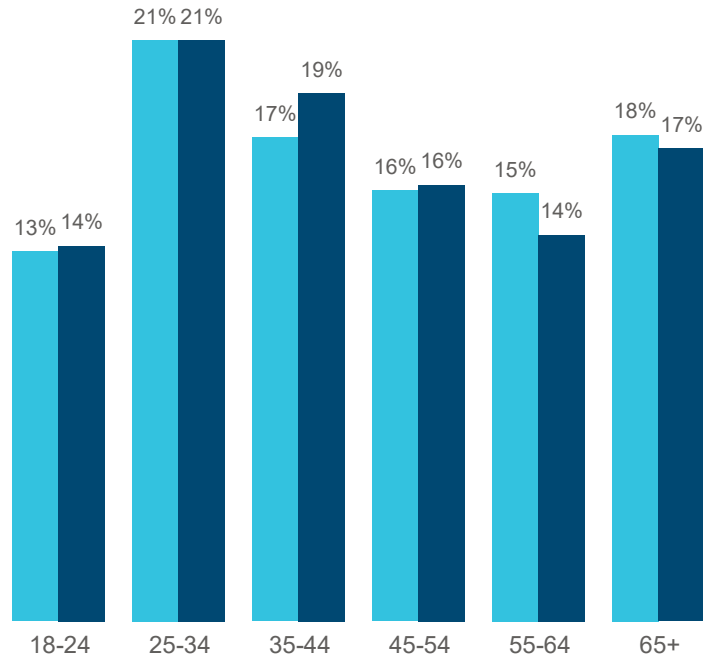
All Tourists ▼

Notes:

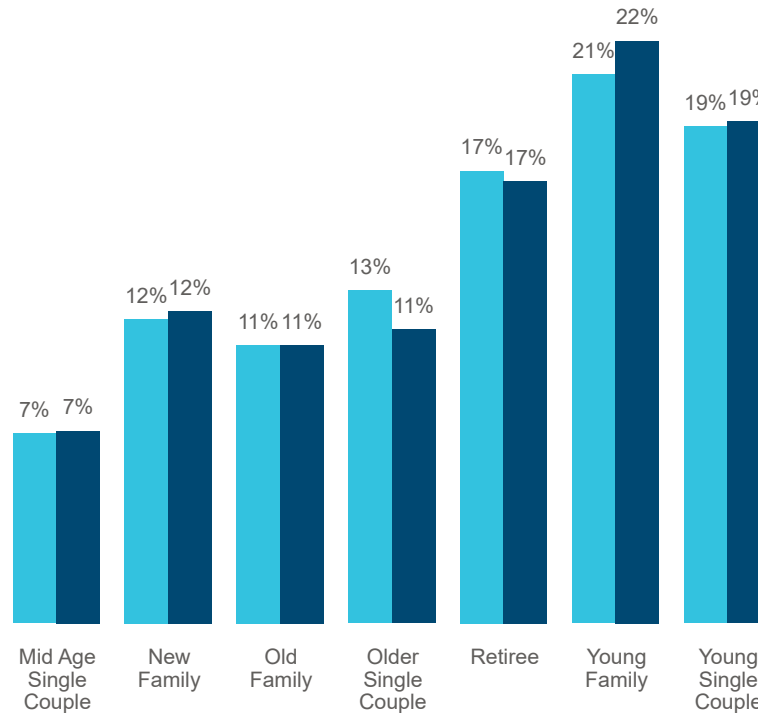
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop more budget-consciously fall toward the lower end (1,2), **regardless of income.**

All Tourists Profile, year ending February 2026

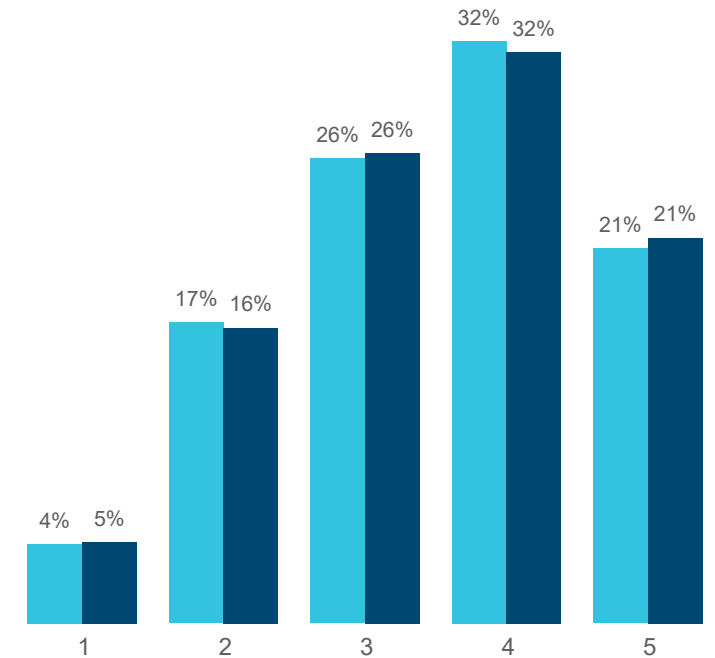
Age



Life Stage



Affluence Score



Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team

Location: ● Singleton ● Destination Sydney Surrounds North





Bondi Beach, Sydney

Destination Networks | LGA Dashboard

This tool provides Destination Networks with enhanced visibility into the performance of LGAs in their region and enables comparison against relevant benchmark measures

Please select the LGA you would like to use to filter the dashboard. Your selection will apply across all pages

LGA Selector

Upper Hunter Shire



Last Dashboard Update: 24 Mar 2026 – data as of February 2026 Destination iQ files and scorecards

All data has been sourced from Banking Transaction Data. Data prepared and visualised by DNSW's Research and Development Team

Page Navigation

*Use the below navigation to select the data page you would like to view
Return to the **Home page** at any time to change your selection or use the arrows to explore the other pages*

METHODOLOGY

PERFORMANCE
OVERVIEW

VISITOR TYPE
OVERVIEW

SPENDING DEEP
DIVE

SOURCE MARKET
OVERVIEW

TOURIST PROFILING

Overview and General Notes

- Insights are derived from **Banking Transaction Data**, leveraging millions of de-identified, real transactions from customers.
- Advanced modelling and weighting techniques have been applied to ensure results are representative of total card spending, providing a comprehensive view of visitation by location and time period.
- **Sydney Metro (33 LGAs)** represents the aggregation of 33 LGAs across metropolitan Sydney outside of the Destination Networks.
- Further information on Destination Networks is available on the Destination NSW corporate website [here](#).
- This analysis may be shared with relevant LGA representatives. Any further external distribution must be approved by the Research and Development team.
- All **sharing requests or questions** relating to the data must be submitted via the enquiry form available on the Destination NSW corporate website [here](#).

Abbreviations

- YoY - Year on Year
- MoM - Month on Month
- PoP - Period on Period

Metrics

Spend

The amount of money spent via card-present transactions over the period (weighted data)

Number of Transactions

The total number of card-present transactions over the period (weighted data), representing the non-de-duplicated count of individual payments made.

Trips

Trips represent the total number of Overnight Trips and Day Trips, derived from the aggregation or deduplication of a group of transactions made within consecutive hours or days by tourists only in; they are weighted in line with customer count and deduplicated at the trip level to avoid double counting

Customer/Visitor Count

The unique number of customers/visitors (deduplicated) who have transacted in the target location (weighted data)

Visitor Types

Tourist Level	Visitor Type	Description
Tourists	Overnight Trip	Overnight visitors travelling at least 40km from home, identified by multi-day spend patterns.
	Day Trip	Visitors who travel at least 25km from home, spend 4+ hours in the area, and return the same day.
Non-Tourists	Regular/Routine Trips	Customers making regular transactions in the selected region. Ex: workers, 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. Ex: food/fuel when transiting through region, quick visit to shops or a one off purchase.
	Locals	Customers who are not on a trip, including but not limited to all customers spending within a 25km radius on their home location.

Click [here](#) to view TRA's visitor type definitions

Spend Categories

Category	Sub Category
Food Retailing	Groceries and Other Food Retailing
	Supermarkets
Tourism and Entertainment	Attractions, Events and Recreation
	Breweries and Wineries
	Cafes
	Pubs, Taverns and Bars
	Restaurants
Discretionary Retail	Takeaway and Fast Food Outlets
	Department Stores, Clothing and Accessories
Accommodation	Other Discretionary Retail
	Accommodation - Instore
Private Transport	Accommodation - Online*
	Private Transport (Ex: Parking)
Other	Miscellaneous sub-categories

*Note: "Accommodation Online" reflects partial spend only. Spend is statistically attributed to an LGA based on selected online bookings within 6 months of an overnight trip and assigned to the first transaction date of that trip.

Monthly Tourism Performance Overview

Selected LGA:
Upper Hunter Shire



Key measures for all tourists, February 2026

Spend per customer

\$136.00

Length of stay (Nights)

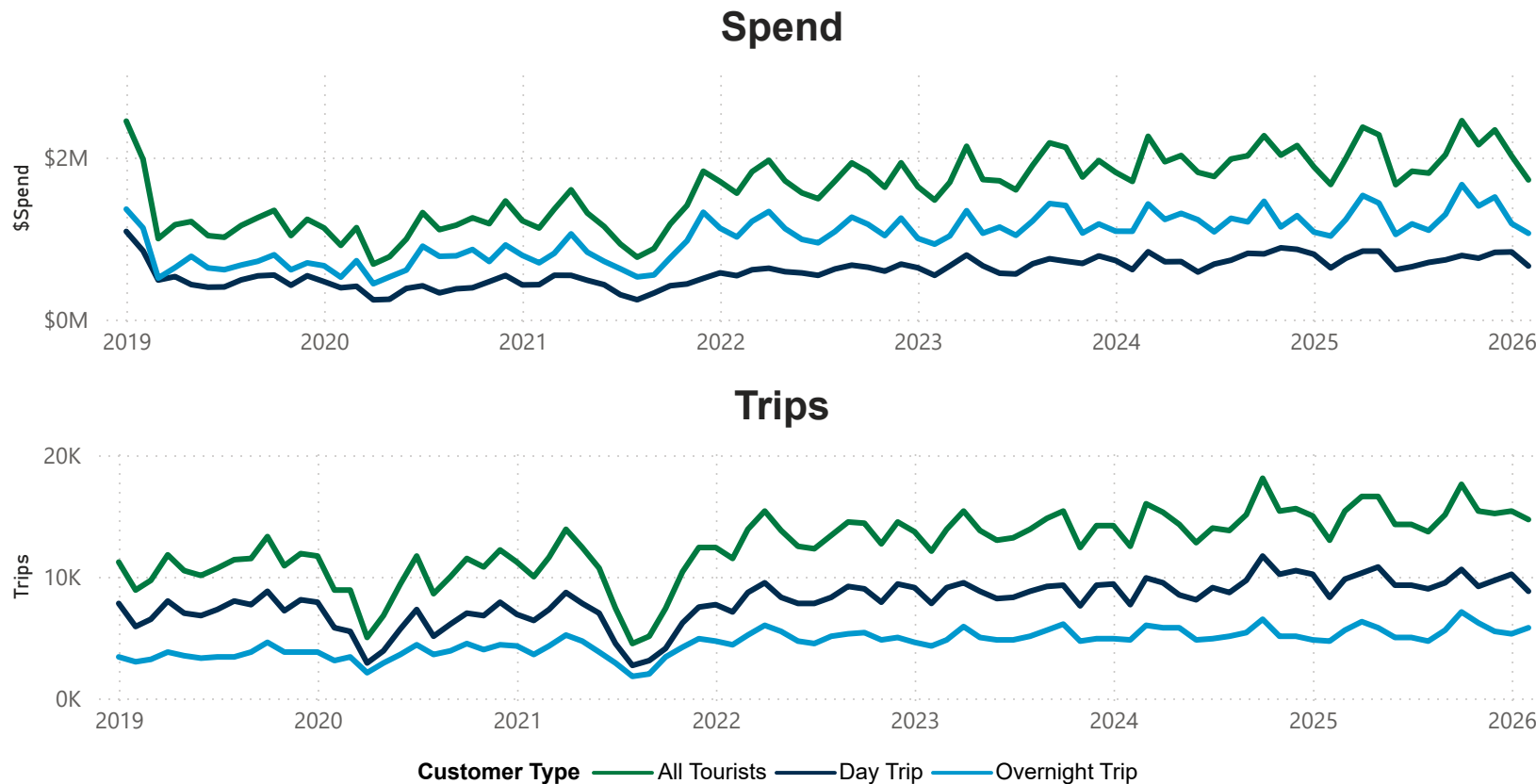
2.52

Top spend day

07 Feb

Top spend category

Supermarkets



Spend (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	3.4%	-14.6%
Day Trip	3.6%	-20.9%
Overnight Trip	3.3%	-10.1%

Trips (For February 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	12.8%	-4.5%
Day Trip	6.0%	-13.7%
Overnight Trip	24.7%	9.4%

*Changes since previous month is calculated from rounded values

Last Dashboard Update: 24 Mar 2026
Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Monthly Tourism Performance Overview

Selected LGA:
Upper Hunter Shire



Visitor Type Selector

All ▼

Please hold CTRL to select multiple Visitor Trip Types

Notes:

- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, February 2026

Spend by Visitor Types



Trips by Visitor Types



Number of Transactions by Visitor Types



Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Customer Type ● Day Trip ● Overnight Trip ● Regular/Routine Trips ● Short Trip

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Spending Deep Dive

Selected LGA:
Upper Hunter Shire



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent February 2026 vs the same month in the previous year
- **YoY Change within the LGA** shows the YoY % change for the **selected Local Government Area**
- **YoY Change for DN** shows the YoY % change for the **Destination Network** the LGA belongs to (in this case, **Destination Sydney Surrounds North**)
- **YoY Change Overall DN Benchmark** represents the **average YoY % change across all Destination Networks**
- Some categories may show blank due to not meeting banking privacy rules

Category Spending Analysis, February 2026

Category	All Tourists				Non-Tourists			
	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark	Spend	YoY Change within the LGA	YoY Change for DN	YoY Change Overall DN Benchmark
_All Categories - Total	\$1.7M	3.4%	1.8%	2.7%	\$11.0M	-2.6%	0.1%	0.5%
Accommodation - Instore - Total	\$0.1M	-13.5%	-17.7%	-10.2%	\$0.0M	-8.7%	2.4%	4.8%
Accommodation - Online - Total	\$0.1M	24.0%	7.5%	6.8%	\$0.1M	-19.8%	-16.2%	-18.0%
Discretionary Retail - Department Stores, Clothing & Accessories	\$0.0M	-1.1%	9.3%	7.9%	\$0.2M	-6.3%	0.0%	0.4%
Discretionary Retail - Other Discretionary Retail	\$0.1M	19.8%	2.4%	4.7%	\$0.9M	-2.4%	-0.6%	0.2%
Discretionary Retail - Total	\$0.1M	14.2%	4.8%	5.8%	\$1.1M	-3.1%	-0.4%	0.3%
Food Retailing - Groceries and Other Food Retailing	\$0.2M	11.7%	8.0%	3.2%	\$1.3M	5.1%	1.4%	1.0%
Food Retailing - Supermarkets	\$0.3M	-2.3%	0.7%	1.7%	\$3.7M	-0.8%	0.5%	0.4%
Food Retailing - Total	\$0.4M	2.3%	3.2%	2.2%	\$5.0M	0.6%	0.7%	0.5%
Private Transport - Total	\$0.4M	-0.4%	-8.6%	-4.9%	\$2.1M	-10.9%	-9.7%	-6.9%
Tourism and Entertainment - Attractions, Events and Recreation				3.3%				-0.2%
Tourism and Entertainment - Breweries and Wineries				-7.3%				-13.4%
Tourism and Entertainment - Cafes				1.9%				-3.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.1M	-11.0%	0.8%	2.1%	\$0.5M	-3.3%	3.8%	4.2%
Tourism and Entertainment - Restaurants	\$0.2M	-30.8%	1.7%	7.7%	\$0.4M	-17.4%	3.1%	7.3%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.1M	38.3%	6.1%	9.8%	\$0.5M	7.7%	3.2%	5.1%
Tourism and Entertainment - Total	\$0.4M	-12.6%	2.4%	5.2%	\$1.5M	-3.0%	1.9%	4.0%

Last Dashboard Update: 24 Mar 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Visitor Type Selector

All Tourists ▼

Category Selector

_All Categories - Total ▼

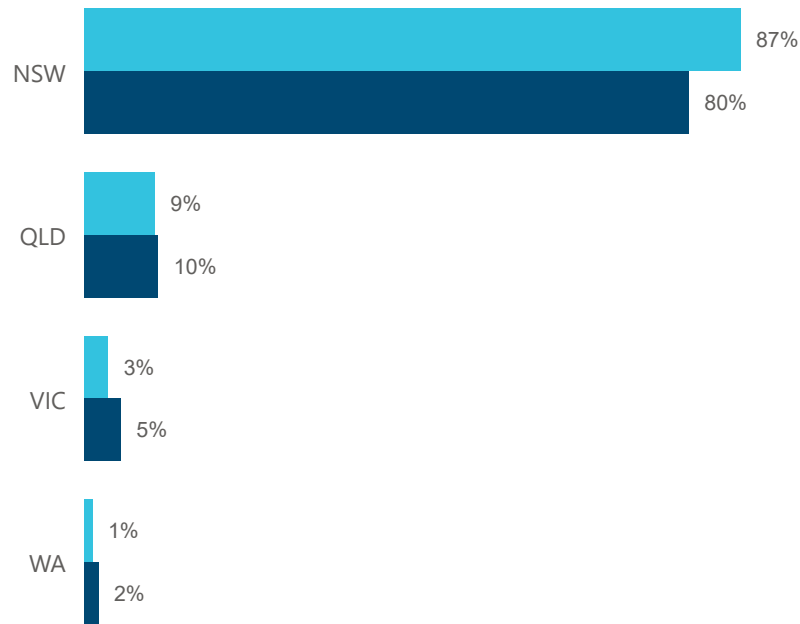
Metric Selector

Spend ▼

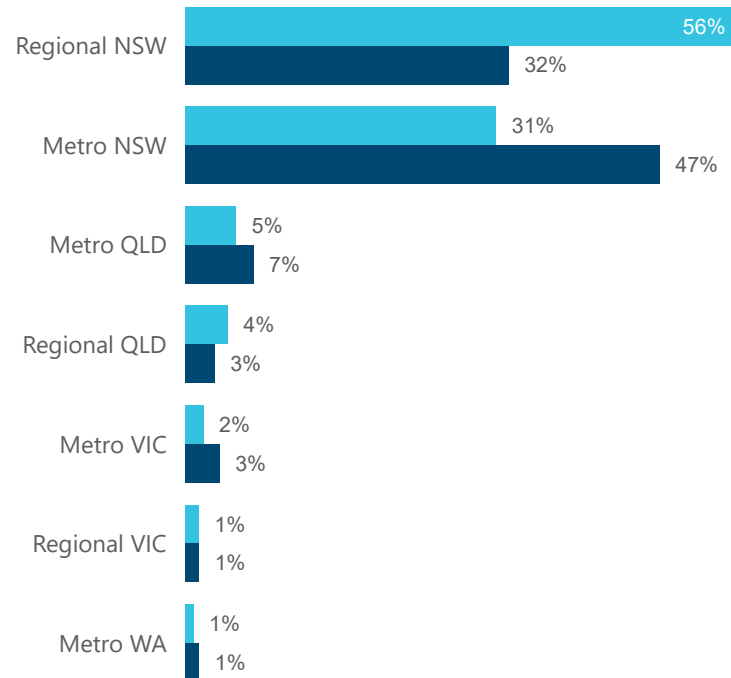
Source Market Analysis, February 2026

Note: Values show each source market's contribution as a percentage (%) of the total for the selected LGA/DN

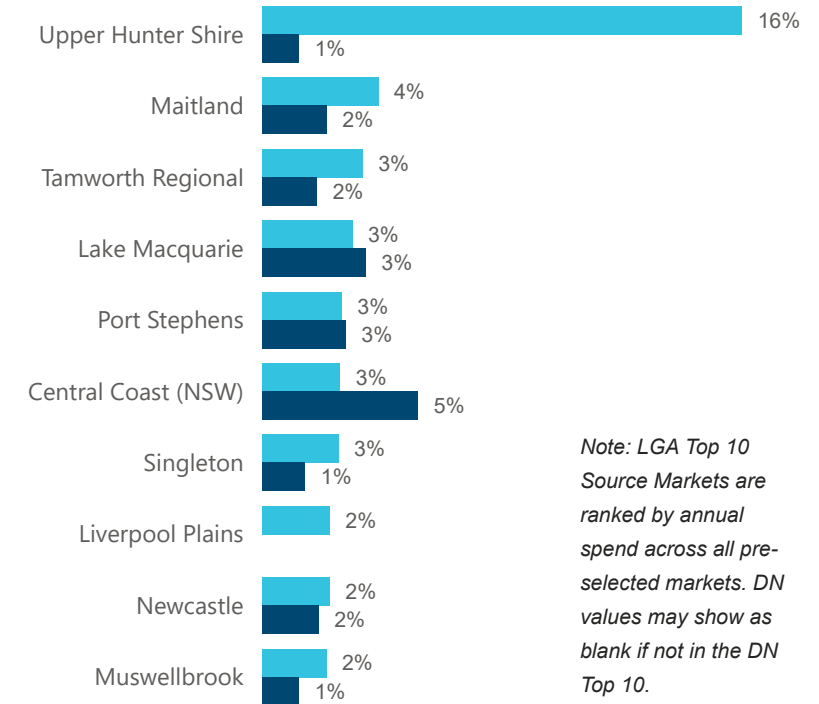
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Note: LGA Top 10 Source Markets are ranked by annual spend across all pre-selected markets. DN values may show as blank if not in the DN Top 10.

Visitor Type Selector

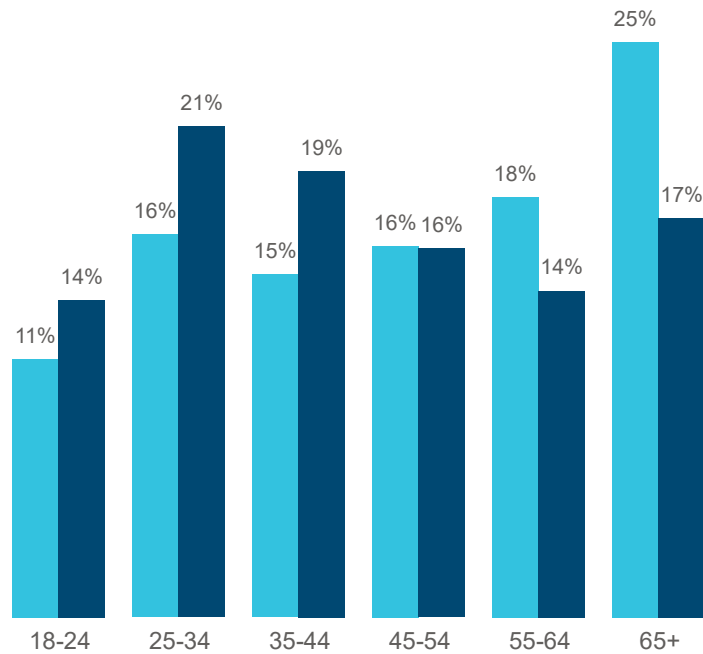
All Tourists ▼

Notes:

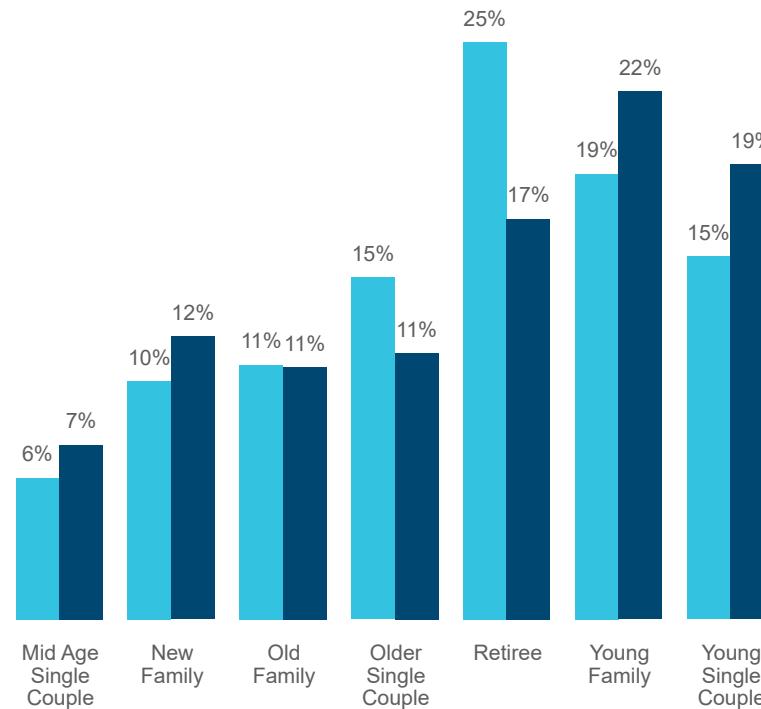
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop more budget-consciously fall toward the lower end (1,2), **regardless of income.**

All Tourists Profile, year ending February 2026

Age



Life Stage



Affluence Score

