



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: 22 Apr 2026 – data as of March 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
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VISITOR TYPE
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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
	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:
Central Coast (NSW)



Key measures for all tourists, March 2026

Spend per customer

\$211.90

Length of stay (Nights)

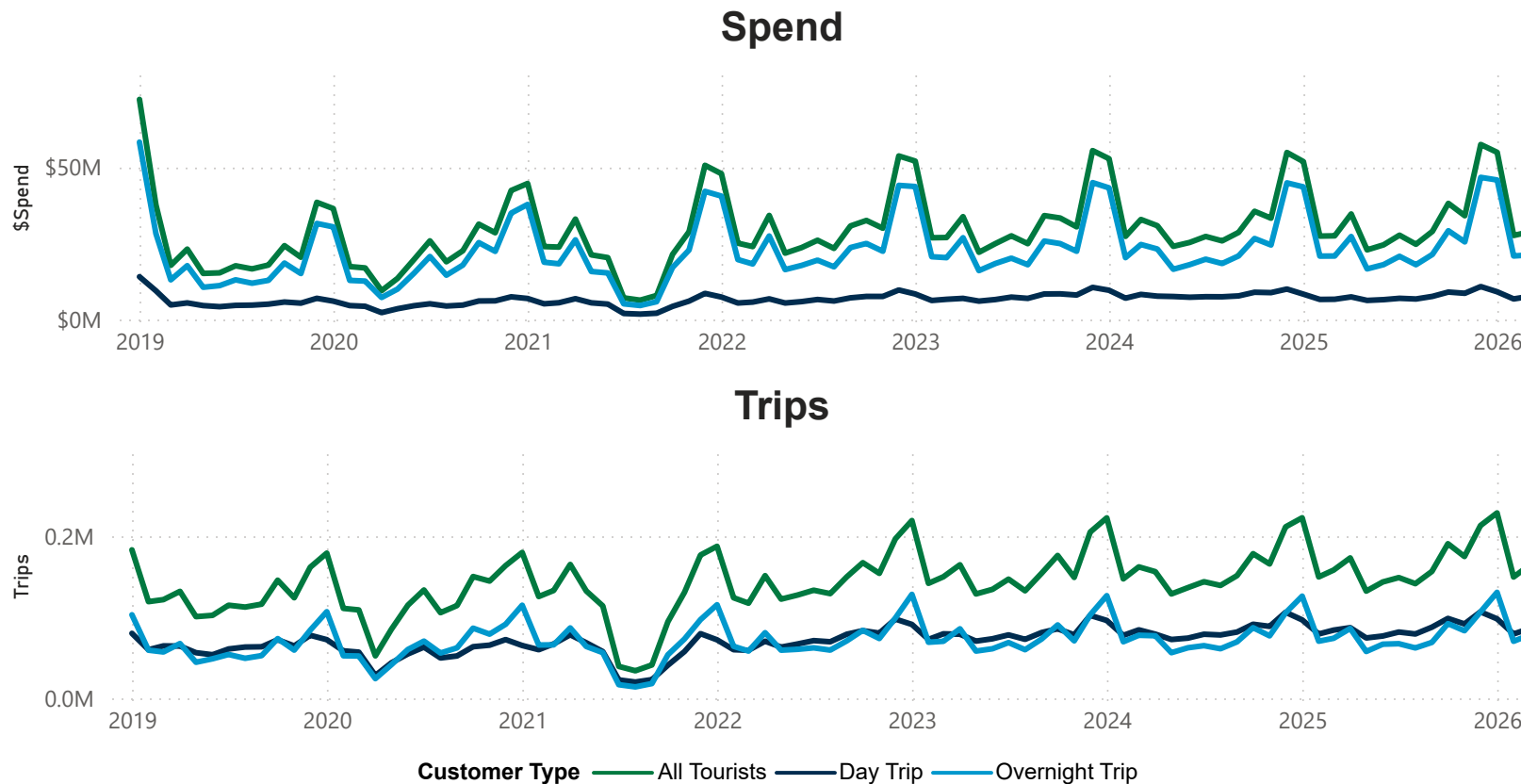
2.57

Top spend day

14 Mar

Top spend category

Other Discretionary Retail



Spend (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	4.5%	4.0%
Day Trip	13.5%	11.7%
Overnight Trip	1.6%	1.6%

Trips (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	3.3%	9.2%
Day Trip	1.7%	7.9%
Overnight Trip	5.0%	10.5%

*Changes since previous month is calculated from rounded values

Last Dashboard Update: 22 Apr 2026
Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Monthly Tourism Performance Overview

Selected LGA:
Central Coast (NSW)



Visitor Type Selector

All ▼

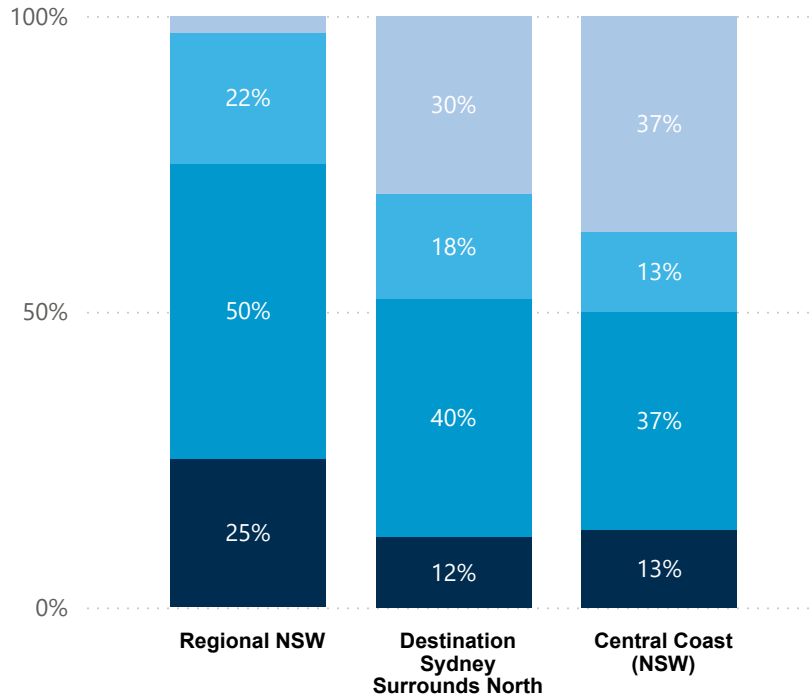
Please hold CTRL to select multiple Visitor Trip Types

Notes:

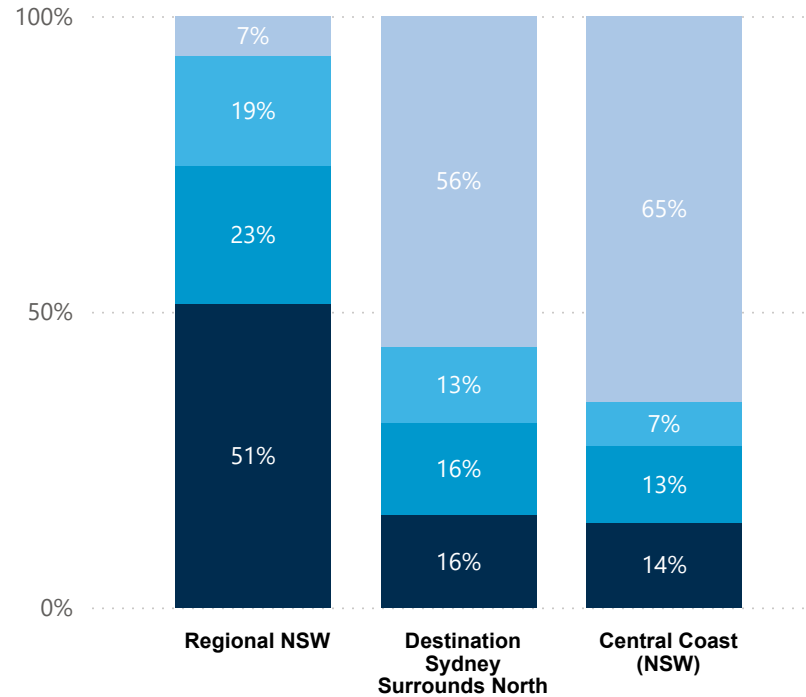
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, March 2026

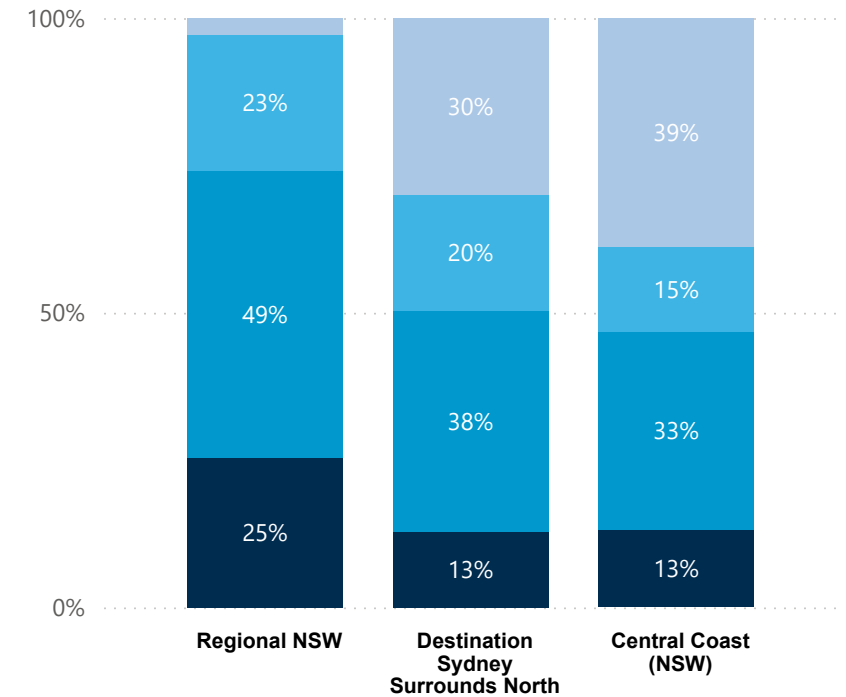
Spend by Visitor Types



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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Visitor Type Selector

Multiple selections ▼

Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent March 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, March 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	\$28.7M	4.5%	2.3%	6.9%	\$399.1M	4.4%	5.3%	6.2%
Accommodation - Instore - Total	\$1.4M	-2.3%	-19.9%	-11.2%	\$2.9M	-15.1%	-4.6%	1.6%
Accommodation - Online - Total	\$2.7M	6.5%	3.5%	12.6%	\$1.0M	-23.2%	-18.4%	-15.6%
Discretionary Retail - Department Stores, Clothing & Accessories	\$2.0M	-5.4%	0.4%	4.1%	\$29.1M	1.4%	1.8%	4.0%
Discretionary Retail - Other Discretionary Retail	\$3.8M	8.0%	3.0%	4.2%	\$63.6M	2.1%	0.8%	2.2%
Discretionary Retail - Total	\$5.8M	2.9%	2.1%	4.2%	\$92.7M	1.9%	1.1%	2.7%
Food Retailing - Groceries and Other Food Retailing	\$2.0M	7.8%	3.5%	4.9%	\$27.8M	0.9%	3.9%	2.7%
Food Retailing - Supermarkets	\$3.5M	0.0%	1.9%	4.2%	\$114.0M	1.8%	2.9%	2.7%
Food Retailing - Total	\$5.5M	2.7%	2.5%	4.4%	\$141.8M	1.6%	3.1%	2.7%
Private Transport - Total	\$3.9M	18.2%	11.9%	19.4%	\$49.4M	28.3%	24.9%	29.1%
Tourism and Entertainment - Attractions, Events and Recreation	\$0.7M	-5.3%	-2.9%	-8.0%	\$4.7M	-3.7%	4.9%	0.1%
Tourism and Entertainment - Breweries and Wineries	\$0.0M	-20.7%	-9.0%	-11.0%	\$0.0M	-3.3%	-14.9%	-12.2%
Tourism and Entertainment - Cafes	\$0.7M	-11.9%	-8.6%	6.4%	\$5.8M	-6.6%	-5.3%	-2.3%
Tourism and Entertainment - Pubs, Taverns and Bars	\$1.6M	-1.3%	-0.6%	2.5%	\$9.3M	-9.0%	-1.3%	0.2%
Tourism and Entertainment - Restaurants	\$2.1M	-7.2%	-5.2%	8.3%	\$15.2M	3.2%	-0.6%	3.8%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$2.0M	0.9%	6.0%	9.2%	\$20.8M	1.1%	2.4%	3.9%
Tourism and Entertainment - Total	\$7.0M	-4.1%	-1.9%	4.2%	\$55.8M	-1.4%	0.2%	2.0%

Visitor Type Selector

All Tourists ▼

Category Selector

_All Categories - Total ▼

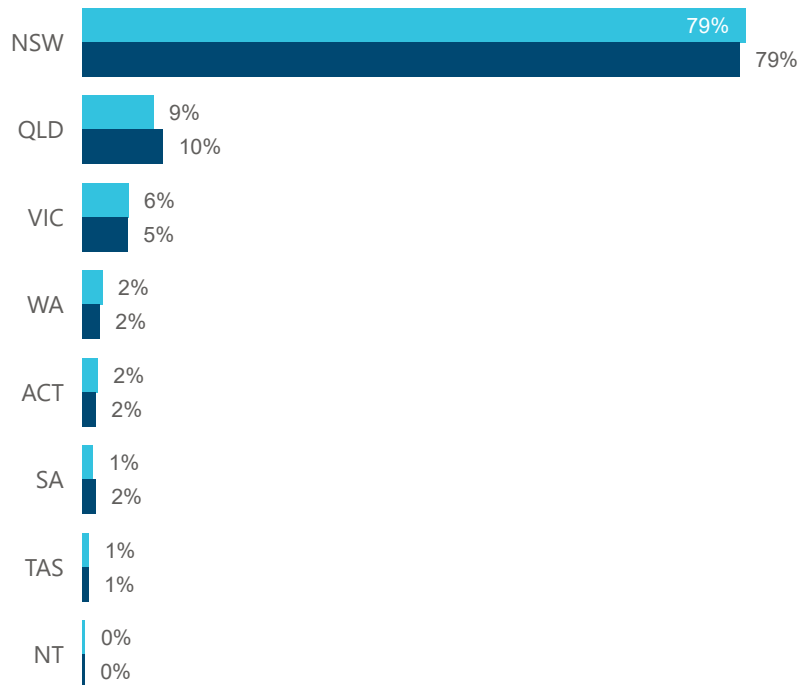
Metric Selector

Spend ▼

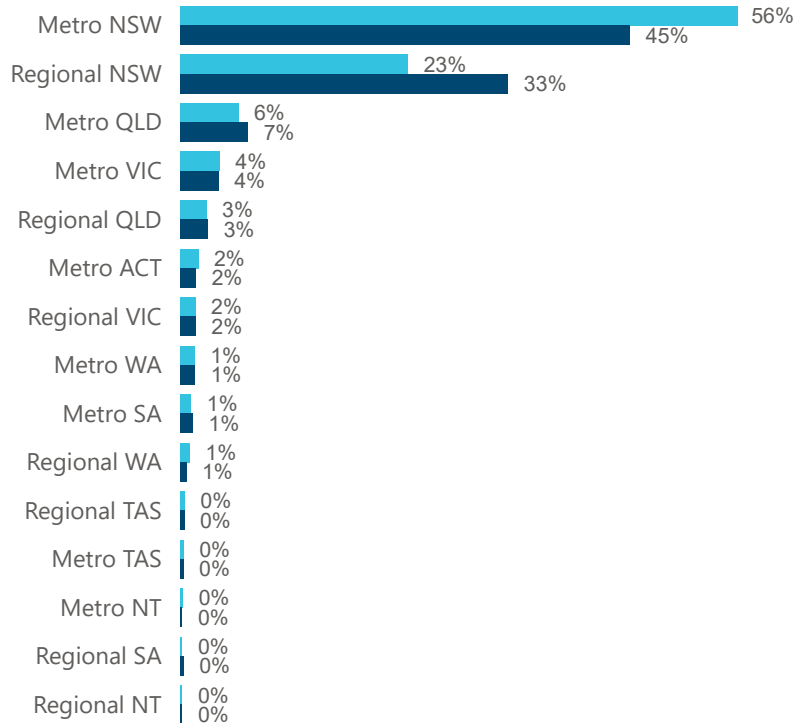
Source Market Analysis, March 2026

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

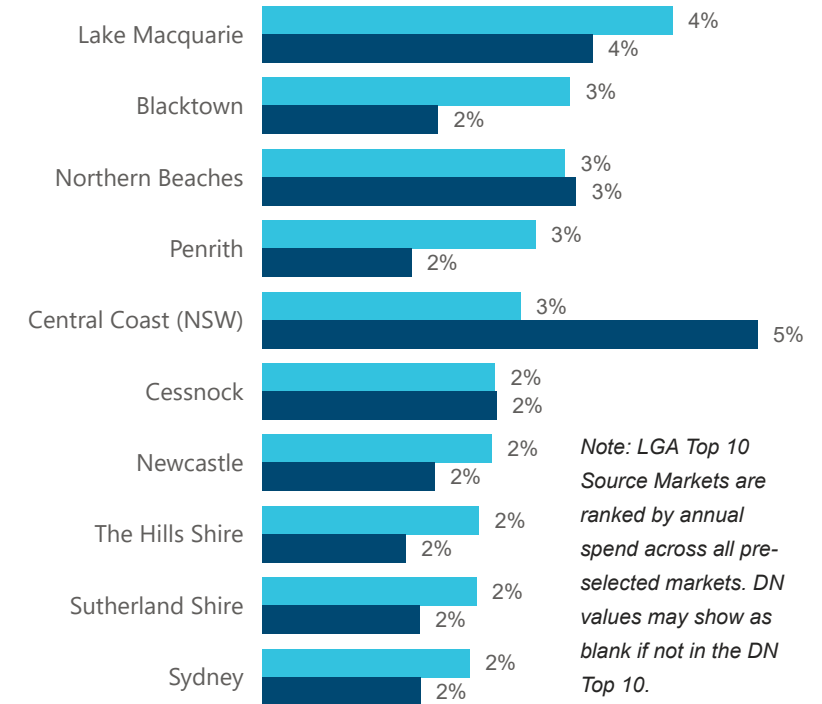
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Visitor Type Selector

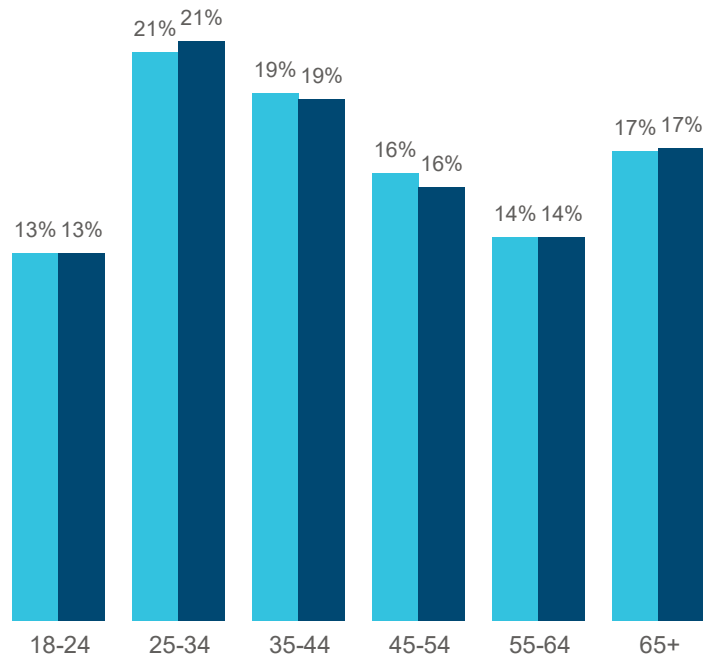
All Tourists ▼

Notes:

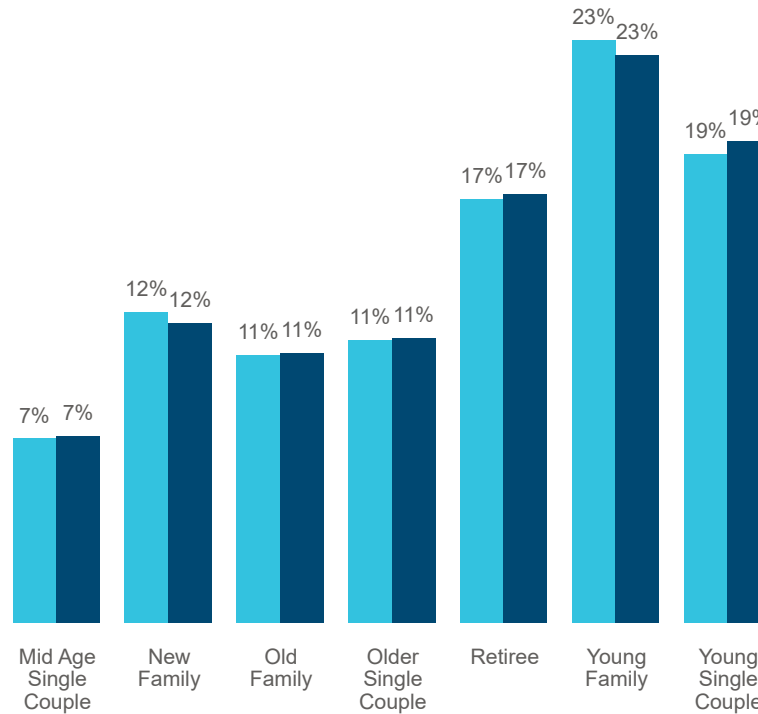
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop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

All Tourists Profile, year ending March 2026

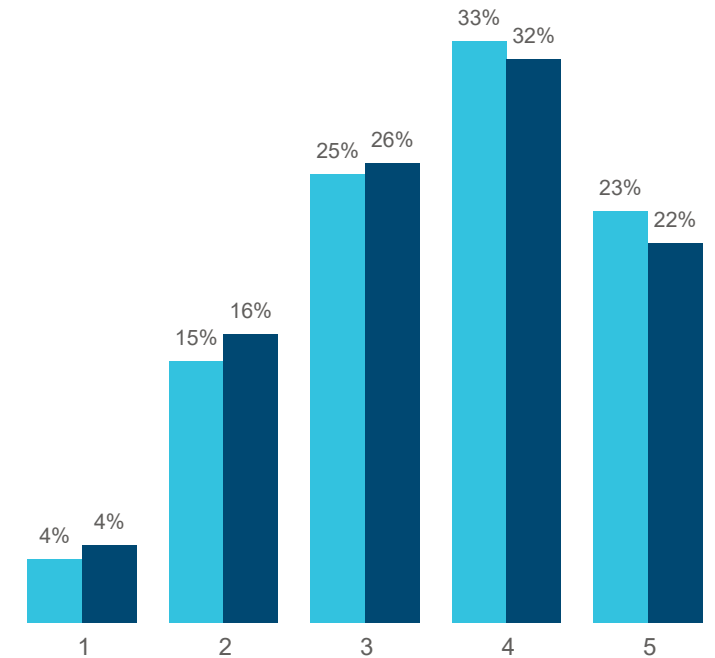
Age



Life Stage



Affluence Score





Destination Networks | LGA Dashboard

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LGA Selector

Cessnock

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*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, March 2026

Spend per customer

\$271.60

Length of stay (Nights)

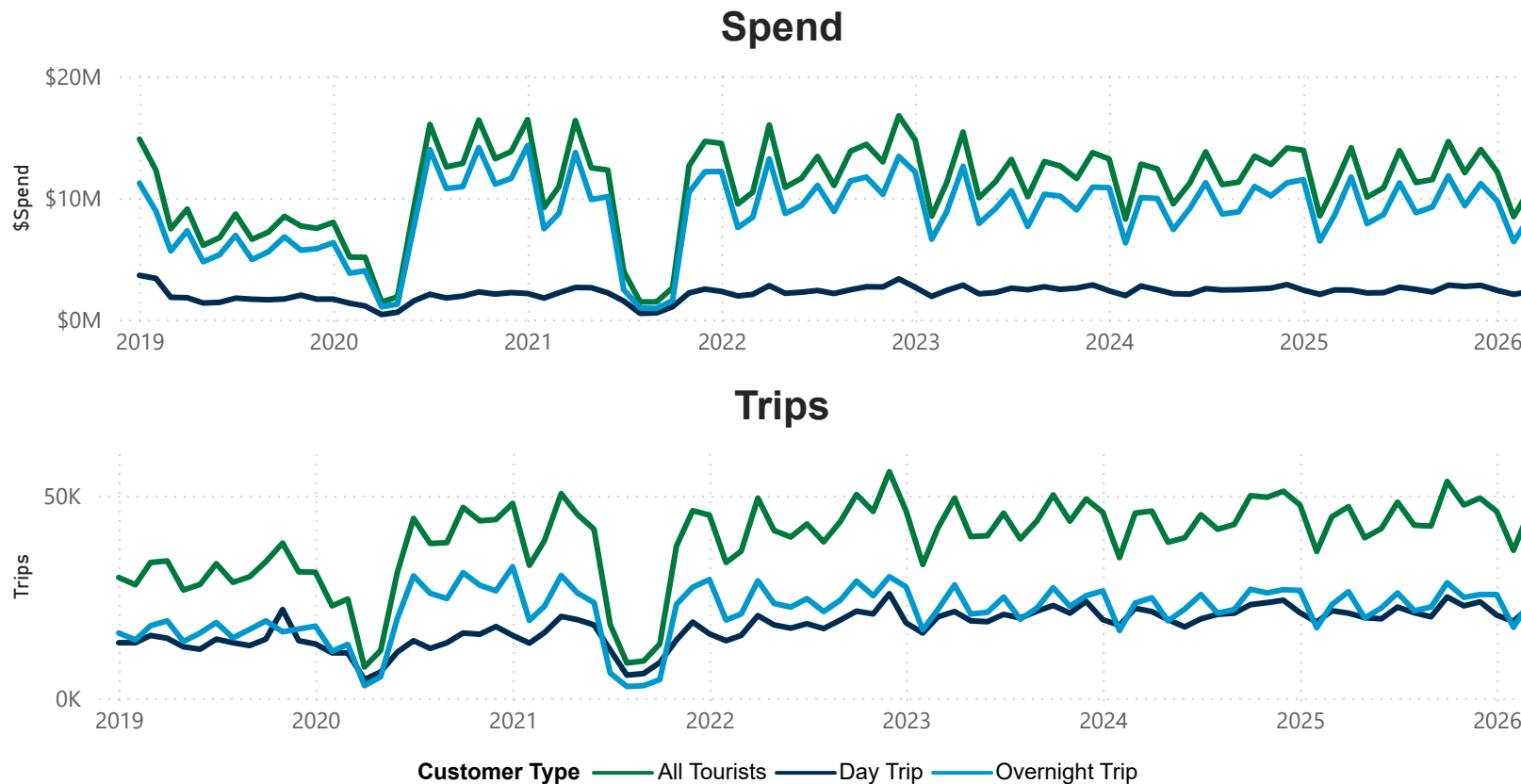
1.98

Top spend day

14 Mar

Top spend category

Breweries and Wineries



Spend (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	-4.4%	24.6%
Day Trip	-6.4%	10.3%
Overnight Trip	-3.9%	29.2%

Trips (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	1.9%	24.9%
Day Trip	3.2%	17.4%
Overnight Trip	0.7%	33.1%

*Changes since previous month is calculated from rounded values

Last Dashboard Update: 22 Apr 2026
Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Monthly Tourism Performance Overview

Selected LGA:
Cessnock



Visitor Type Selector

All ▼

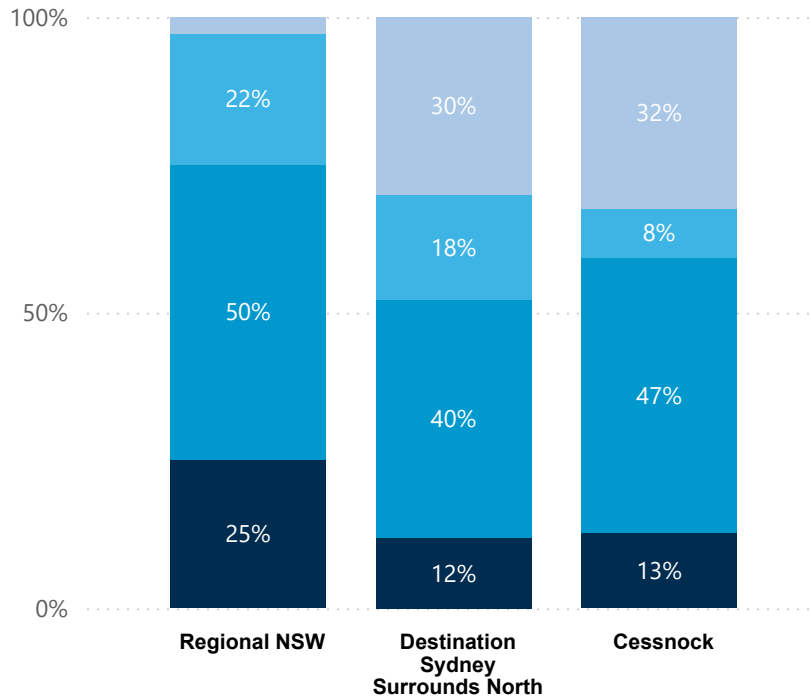
Please hold CTRL to select multiple Visitor Trip Types

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, March 2026

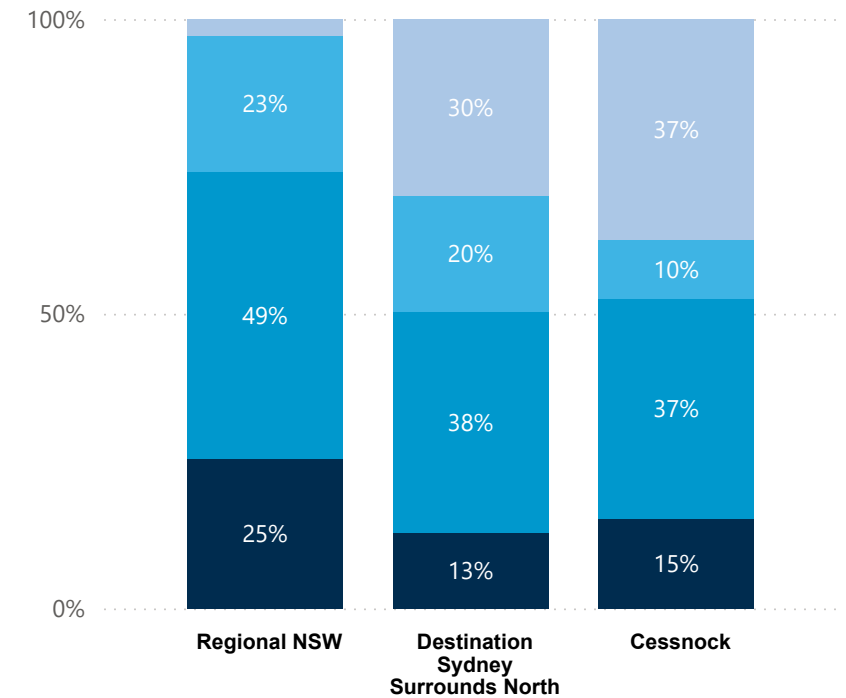
Spend by Visitor Types



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

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Spending Deep Dive

Selected LGA:
Cessnock



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

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- **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, March 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	\$10.5M	-4.4%	2.3%	6.9%	\$64.8M	8.1%	5.3%	6.2%
Accommodation - Instore - Total	\$1.1M	-35.2%	-19.9%	-11.2%	\$0.7M	-19.2%	-4.6%	1.6%
Accommodation - Online - Total	\$1.6M	5.6%	3.5%	12.6%	\$0.2M	-16.5%	-18.4%	-15.6%
Discretionary Retail - Department Stores, Clothing & Accessories	\$0.2M	-7.4%	0.4%	4.1%	\$2.3M	6.3%	1.8%	4.0%
Discretionary Retail - Other Discretionary Retail	\$0.5M	10.8%	3.0%	4.2%	\$7.2M	10.8%	0.8%	2.2%
Discretionary Retail - Total	\$0.7M	5.1%	2.1%	4.2%	\$9.5M	9.7%	1.1%	2.7%
Food Retailing - Groceries and Other Food Retailing	\$0.9M	1.9%	3.5%	4.9%	\$4.2M	13.5%	3.9%	2.7%
Food Retailing - Supermarkets	\$0.9M	9.4%	1.9%	4.2%	\$20.7M	5.0%	2.9%	2.7%
Food Retailing - Total	\$1.7M	5.5%	2.5%	4.4%	\$24.9M	6.3%	3.1%	2.7%
Private Transport - Total	\$0.9M	23.9%	11.9%	19.4%	\$12.6M	21.8%	24.9%	29.1%
Tourism and Entertainment - Attractions, Events and Recreation	\$0.3M	-38.1%	-2.9%	-8.0%	\$0.7M	27.1%	4.9%	0.1%
Tourism and Entertainment - Breweries and Wineries	\$1.3M	-9.9%	-9.0%	-11.0%	\$1.2M	-17.3%	-14.9%	-12.2%
Tourism and Entertainment - Cafes	\$0.2M	-4.0%	-8.6%	6.4%	\$0.6M	4.0%	-5.3%	-2.3%
Tourism and Entertainment - Pubs, Taverns and Bars	\$1.0M	-6.5%	-0.6%	2.5%	\$2.1M	-7.8%	-1.3%	0.2%
Tourism and Entertainment - Restaurants	\$1.1M	-5.9%	-5.2%	8.3%	\$1.9M	-10.7%	-0.6%	3.8%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.4M	34.3%	6.0%	9.2%	\$3.3M	8.4%	2.4%	3.9%
Tourism and Entertainment - Total	\$4.2M	-7.6%	-1.9%	4.2%	\$9.9M	-2.3%	0.2%	2.0%

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Visitor Type Selector

All Tourists

Category Selector

_All Categories - Total

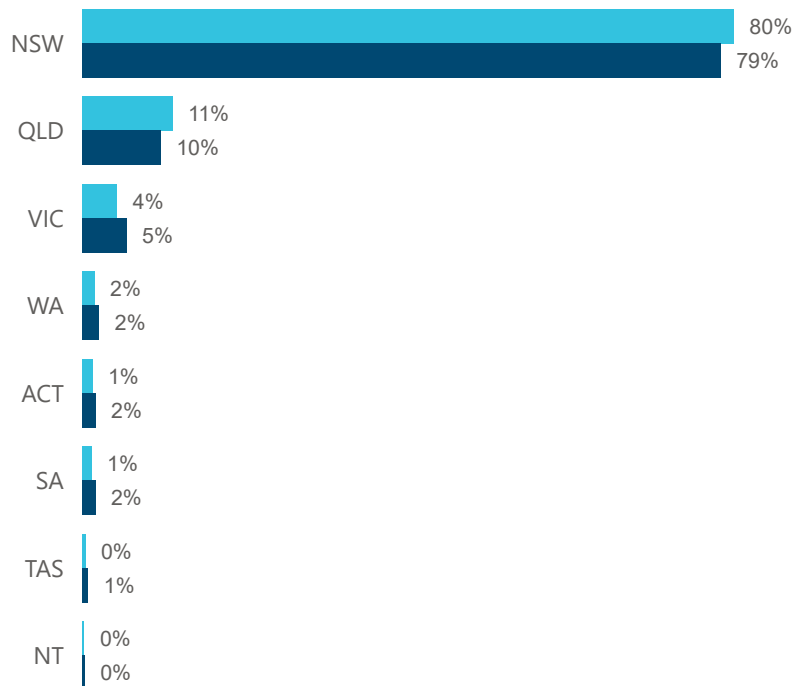
Metric Selector

Spend

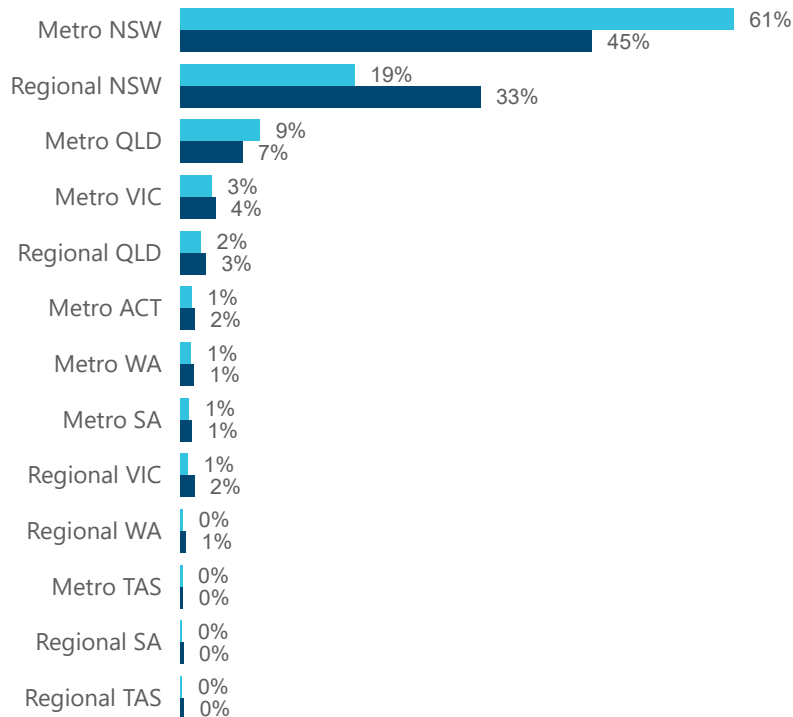
Source Market Analysis, March 2026

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

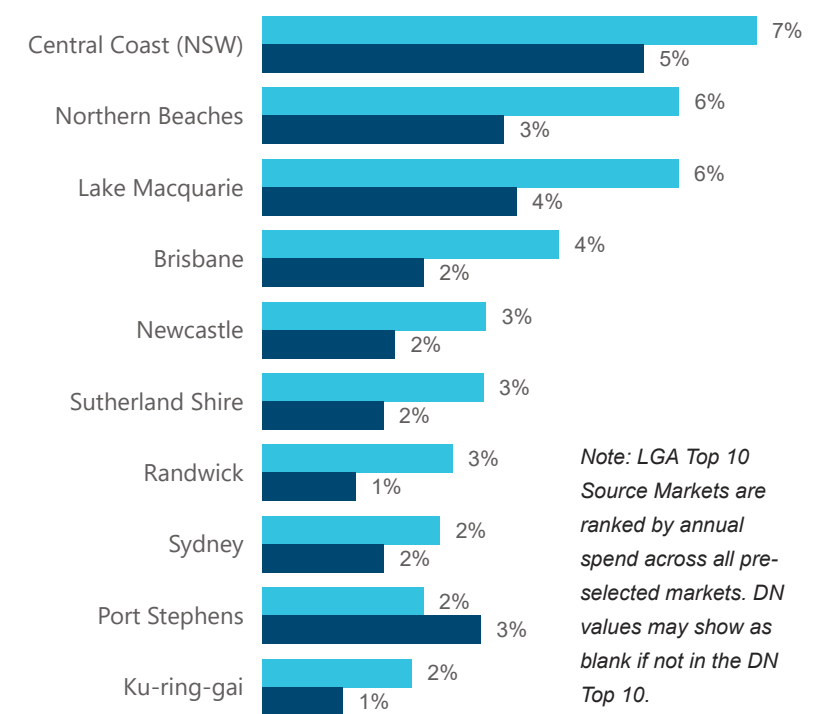
Source Markets (State) by Spend



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

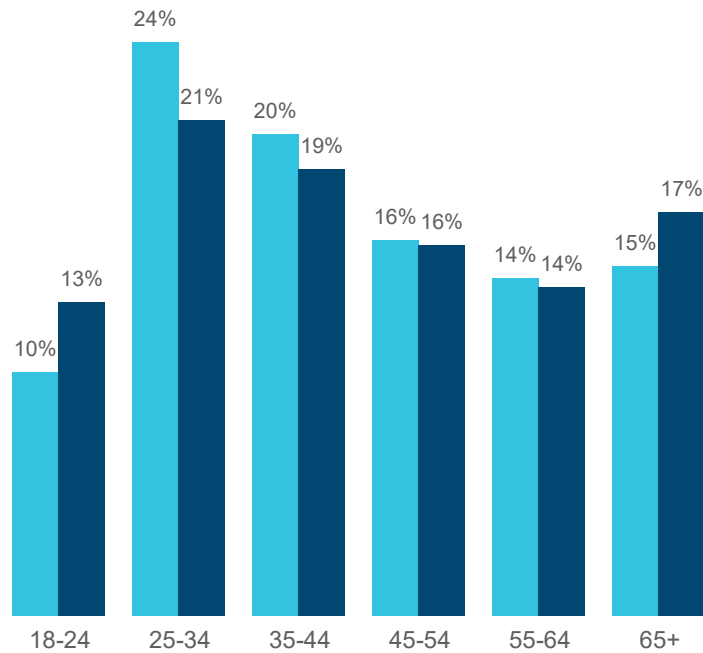
All Tourists ▼

Notes:

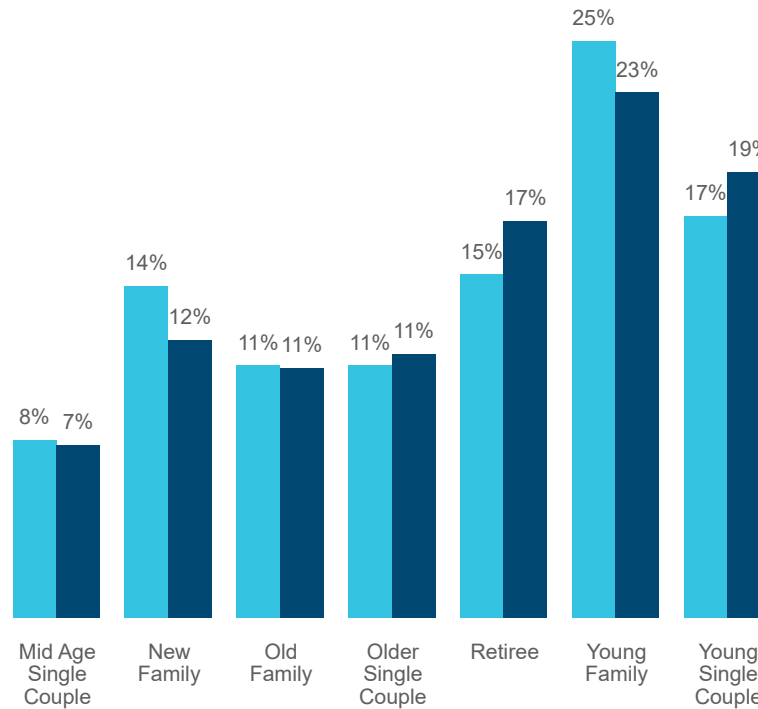
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All Tourists Profile, year ending March 2026

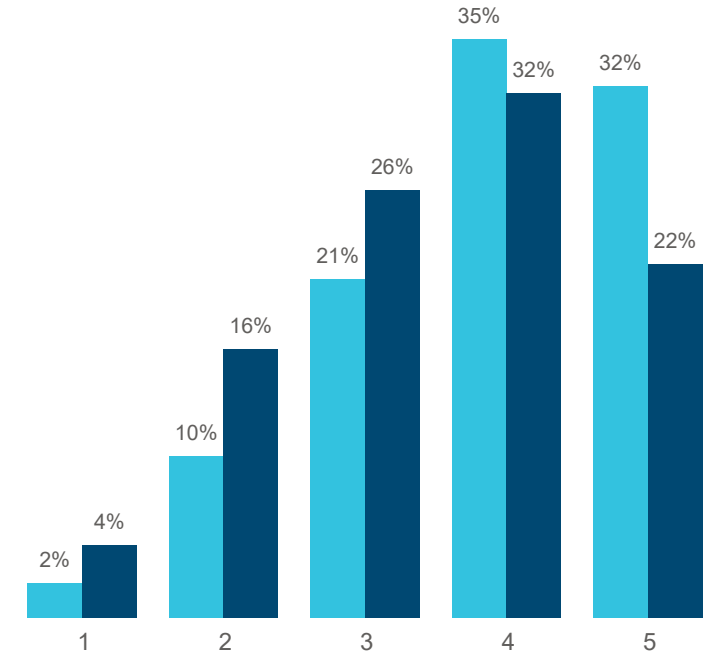
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Life Stage



Affluence Score





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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, March 2026

Spend per customer

\$158.10

Length of stay (Nights)

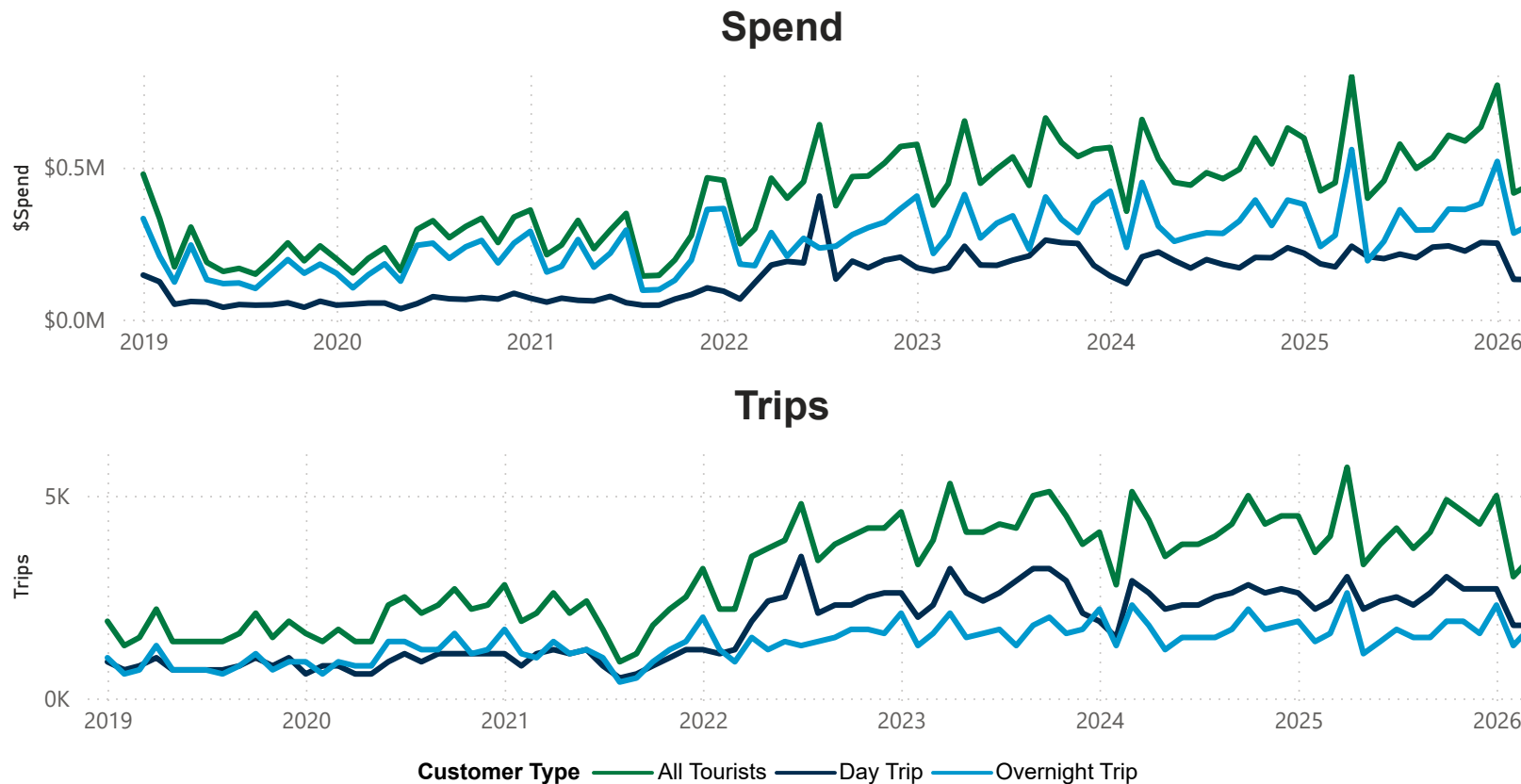
2.12

Top spend day

21 Mar

Top spend category

Pubs, Taverns and Bars



Spend (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	-2.1%	5.8%
Day Trip	-23.9%	-0.8%
Overnight Trip	11.5%	8.8%

Trips (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	-15.2%	13.3%
Day Trip	-27.0%	0.0%
Overnight Trip	2.8%	30.8%

*Changes since previous month is calculated from rounded values



Monthly Tourism Performance Overview

Selected LGA:
Dungog



Visitor Type Selector

All ▼

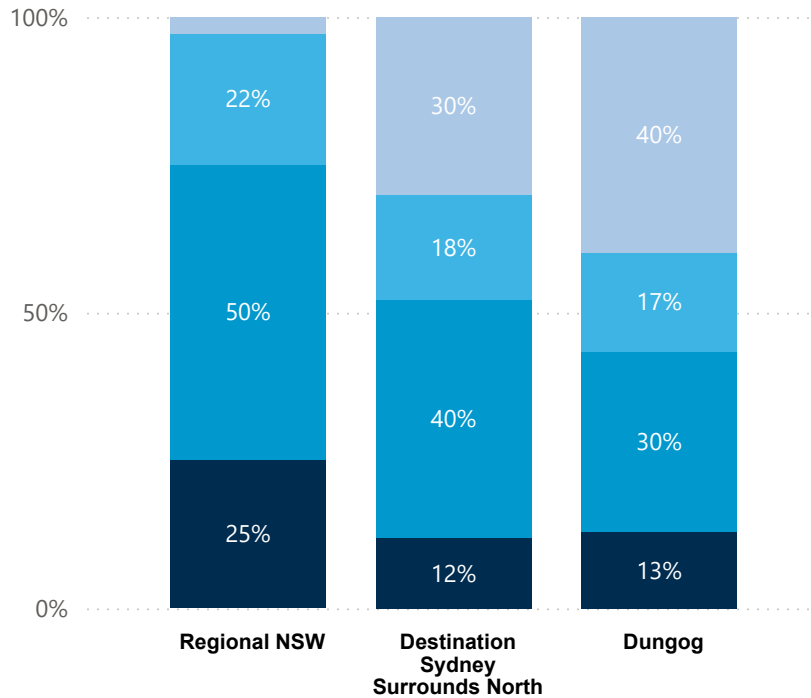
Please hold CTRL to select multiple Visitor Trip Types

Notes:

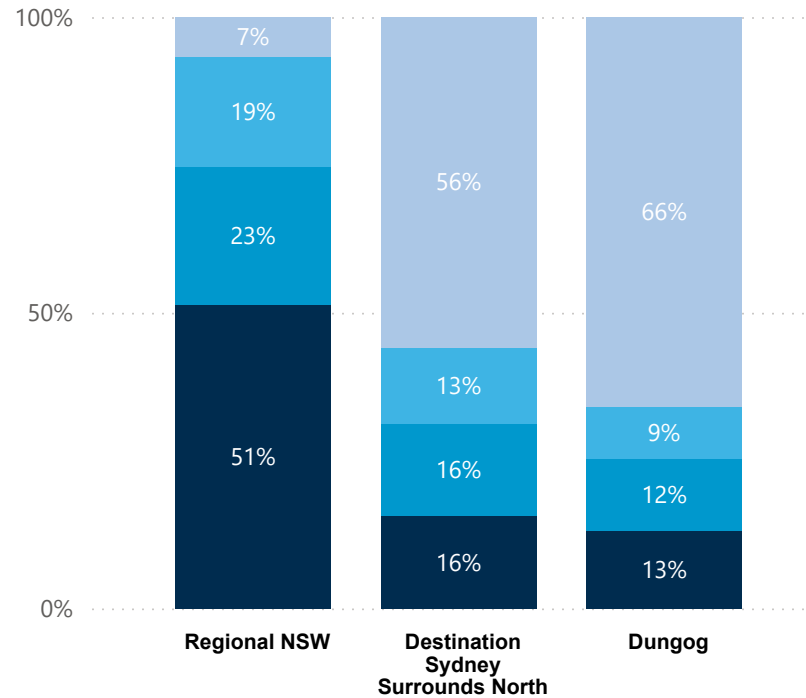
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, March 2026

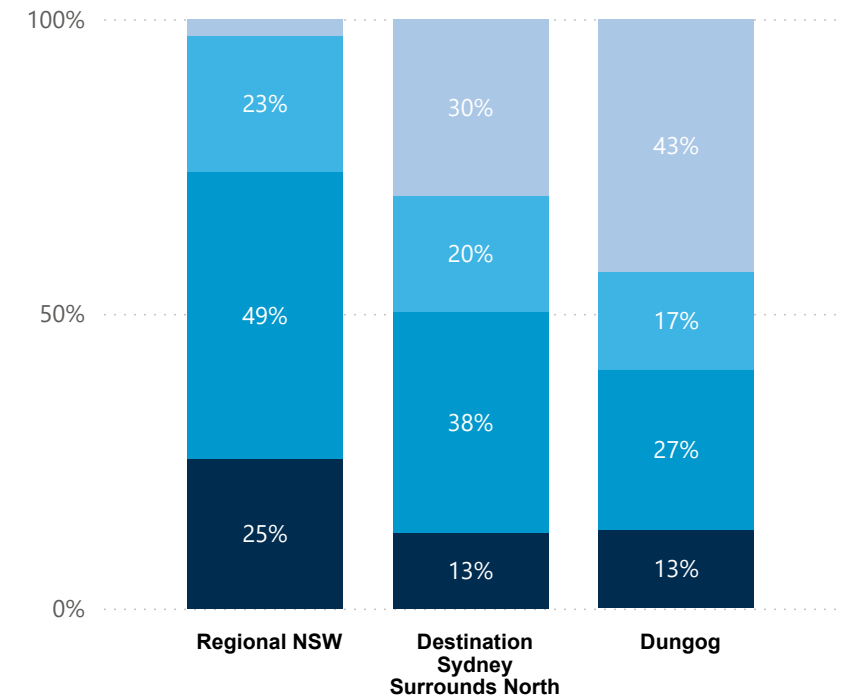
Spend by Visitor Types



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: 22 Apr 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Spending Deep Dive

Selected LGA:
Dungog



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent March 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, March 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	-2.1%	2.3%	6.9%	\$5.4M	3.7%	5.3%	6.2%
Accommodation - Instore - Total				-11.2%				1.6%
Accommodation - Online - Total	\$0.1M	77.7%	3.5%	12.6%	\$0.0M	131.2%	-18.4%	-15.6%
Discretionary Retail - Department Stores, Clothing & Accessories				4.1%				4.0%
Discretionary Retail - Other Discretionary Retail				4.2%				2.2%
Discretionary Retail - Total	\$0.0M	-13.2%	2.1%	4.2%	\$0.4M	8.1%	1.1%	2.7%
Food Retailing - Groceries and Other Food Retailing				4.9%				2.7%
Food Retailing - Supermarkets				4.2%				2.7%
Food Retailing - Total				4.4%				2.7%
Private Transport - Total	\$0.1M	58.2%	11.9%	19.4%	\$0.9M	65.9%	24.9%	29.1%
Tourism and Entertainment - Attractions, Events and Recreation	\$0.0M	-21.3%	-2.9%	-8.0%	\$0.1M	11.1%	4.9%	0.1%
Tourism and Entertainment - Breweries and Wineries				-11.0%				-12.2%
Tourism and Entertainment - Cafes				6.4%				-2.3%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.1M	-9.2%	-0.6%	2.5%	\$0.3M	-5.1%	-1.3%	0.2%
Tourism and Entertainment - Restaurants	\$0.0M	0.0%	-5.2%	8.3%	\$0.2M	-5.4%	-0.6%	3.8%
Tourism and Entertainment - Takeaway and Fast Food Outlets				9.2%				3.9%
Tourism and Entertainment - Total	\$0.1M	-9.0%	-1.9%	4.2%	\$0.6M	-1.2%	0.2%	2.0%

Last Dashboard Update: 22 Apr 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

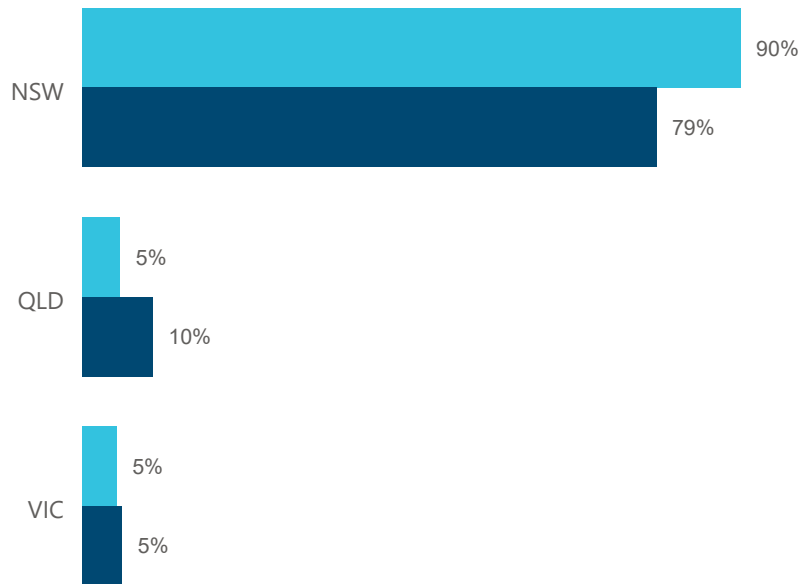
Metric Selector

Spend

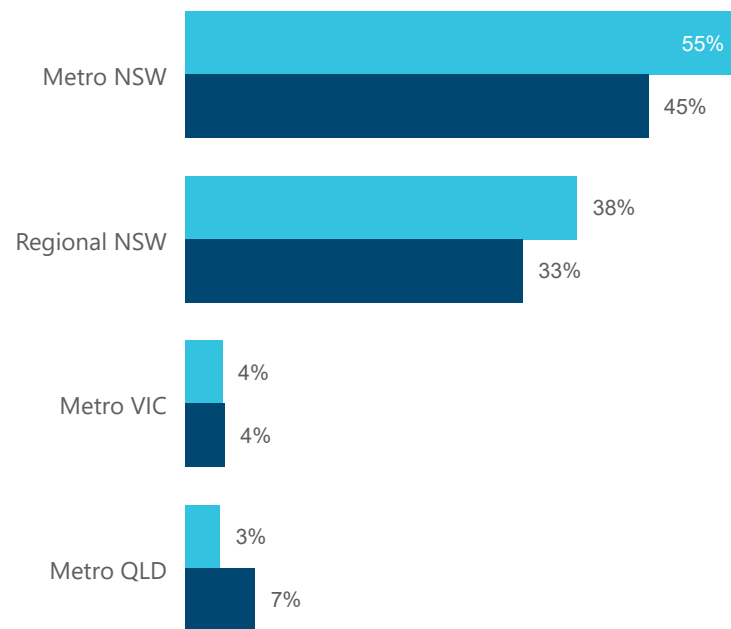
Source Market Analysis, March 2026

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

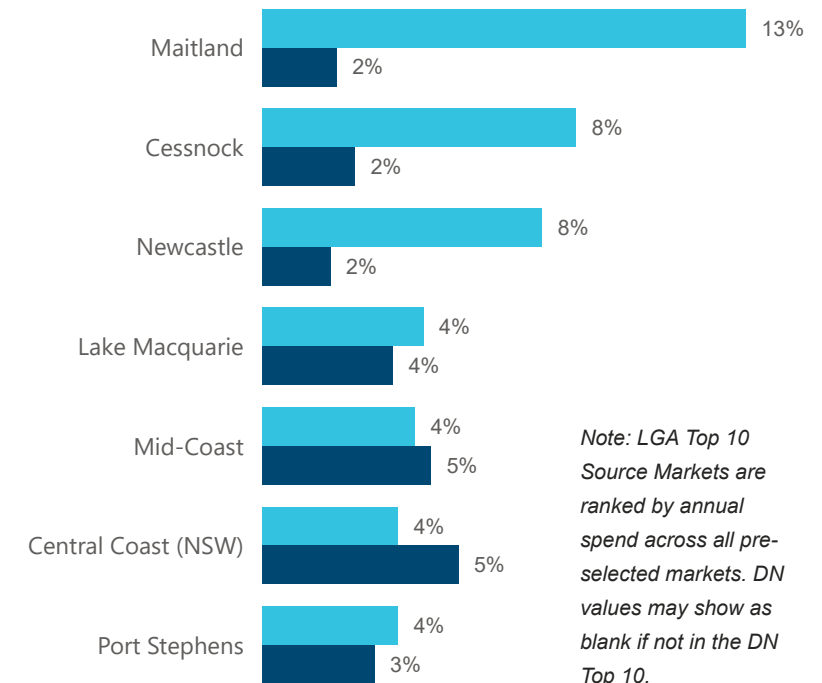
Source Markets (State) by Spend



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

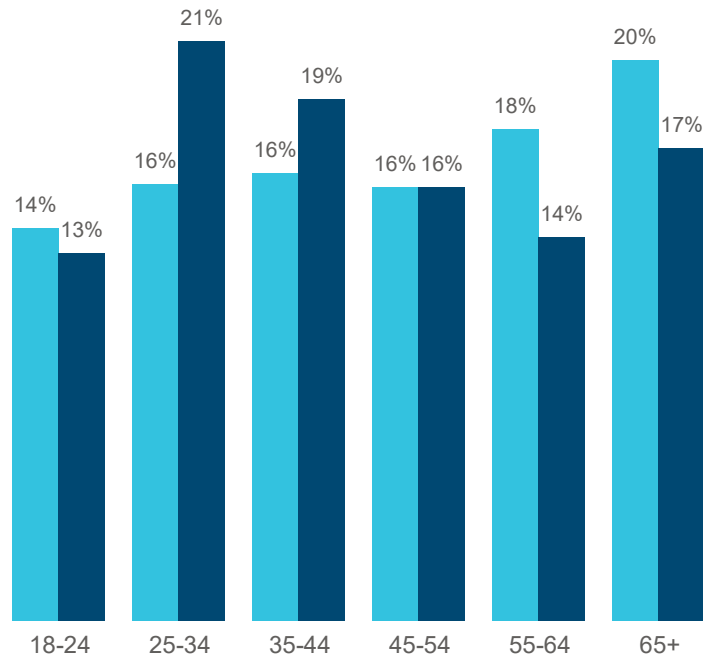
All Tourists ▼

Notes:

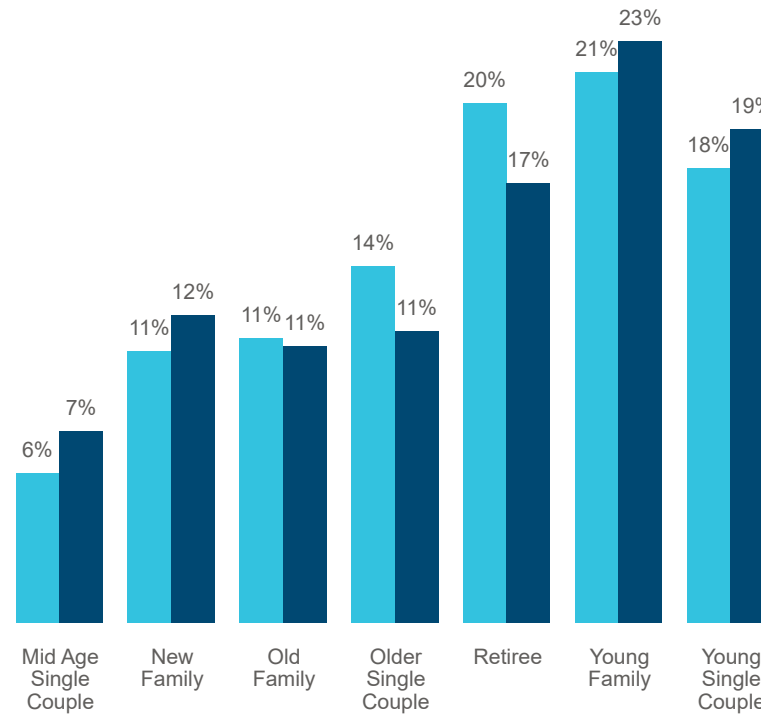
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop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

All Tourists Profile, year ending March 2026

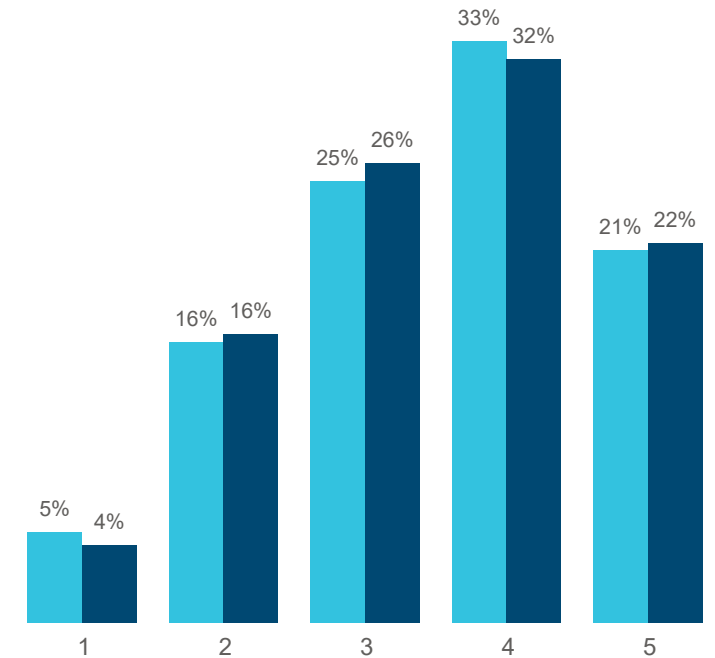
Age



Life Stage



Affluence Score





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: 22 Apr 2026 – data as of March 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

- 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
	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.

Key measures for all tourists, March 2026

Spend per customer

\$148.70

Length of stay (Nights)

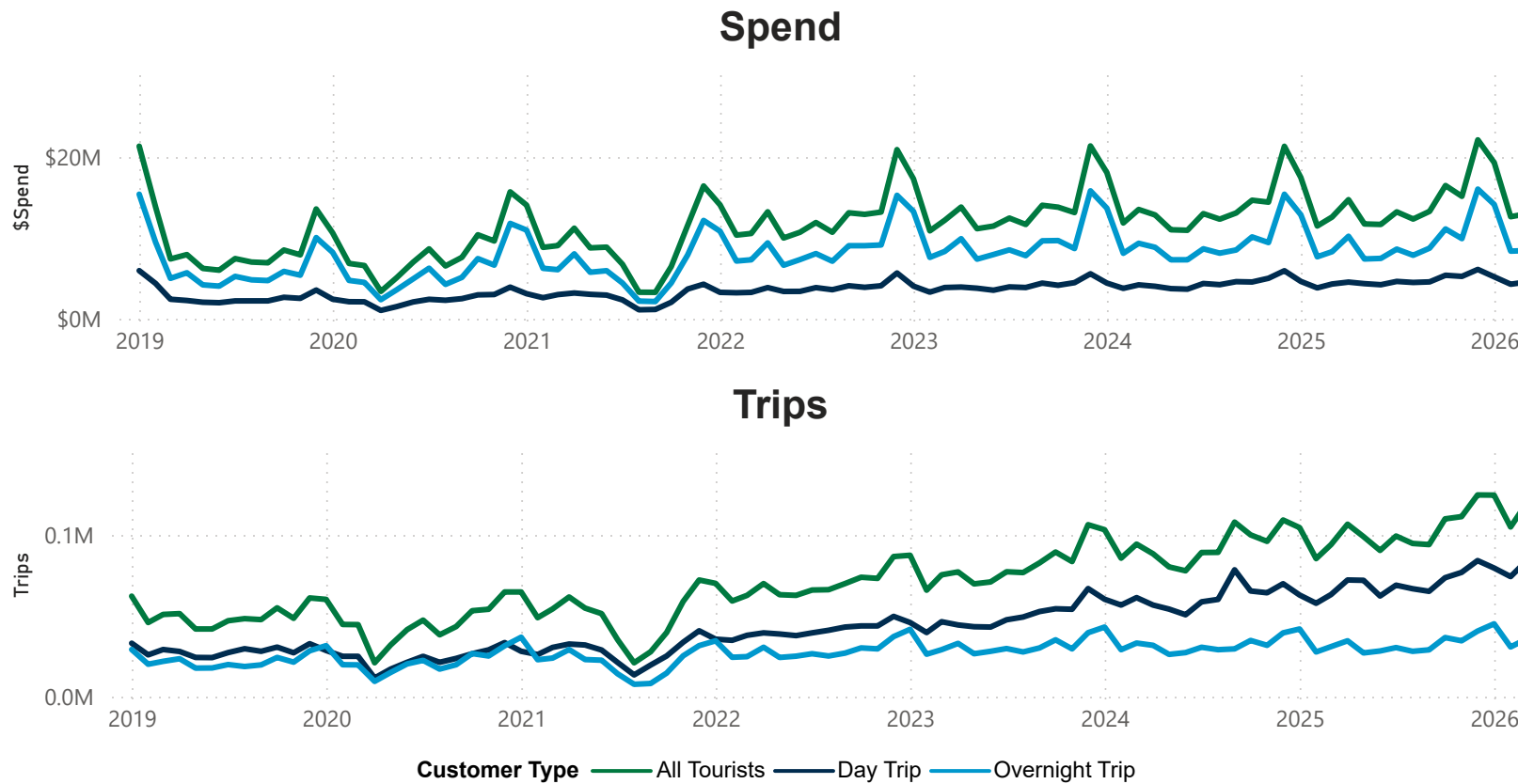
2.39

Top spend day

07 Mar

Top spend category

Supermarkets



Spend (For March 2026)	Change since previous year	Change since previous month*
▲ All Tourists	3.0%	2.6%
Day Trip	5.4%	6.1%
Overnight Trip	1.7%	0.8%

(For March 2026)

Visitor Type Selector

All ▼

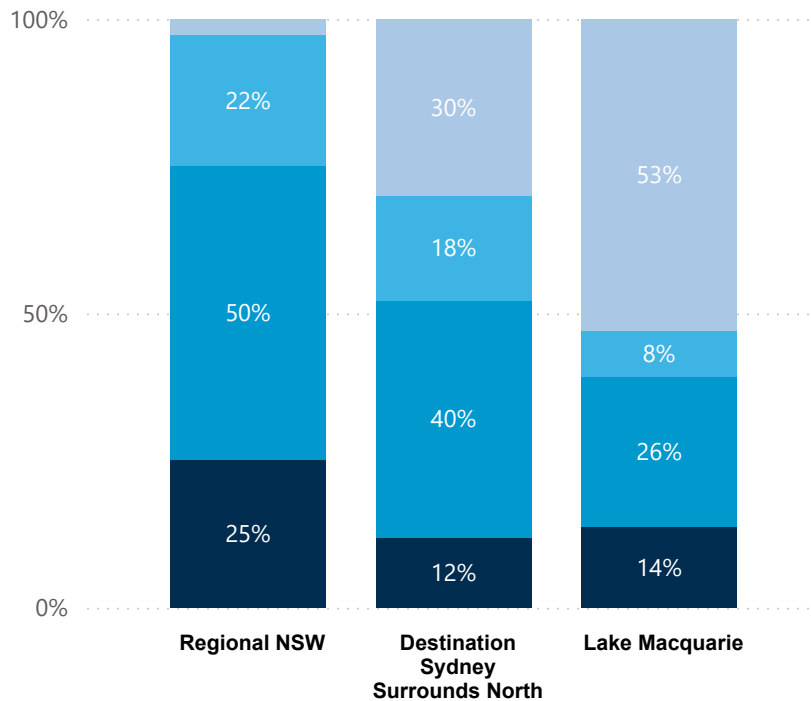
Please hold CTRL to select multiple Visitor Trip Types

Notes:

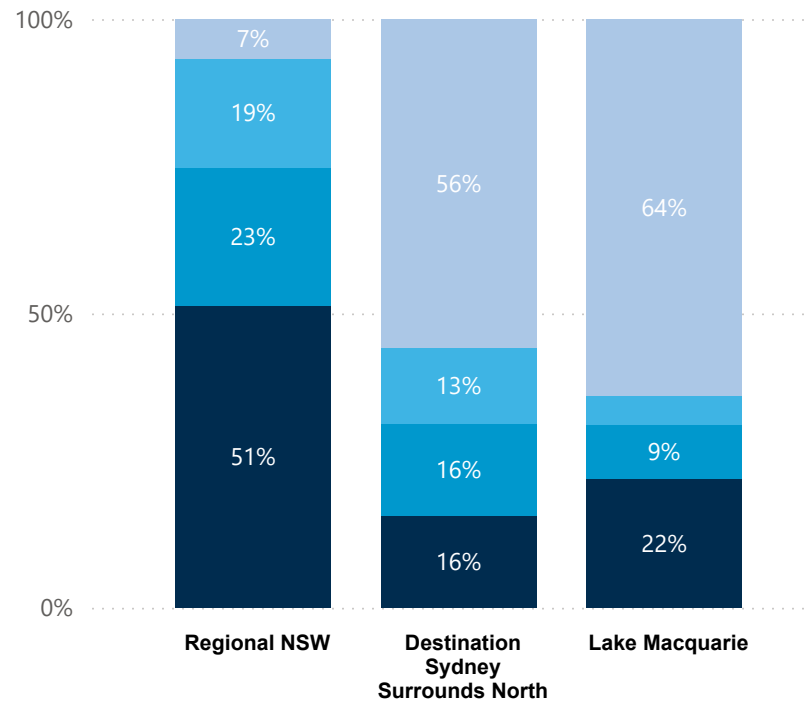
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, March 2026

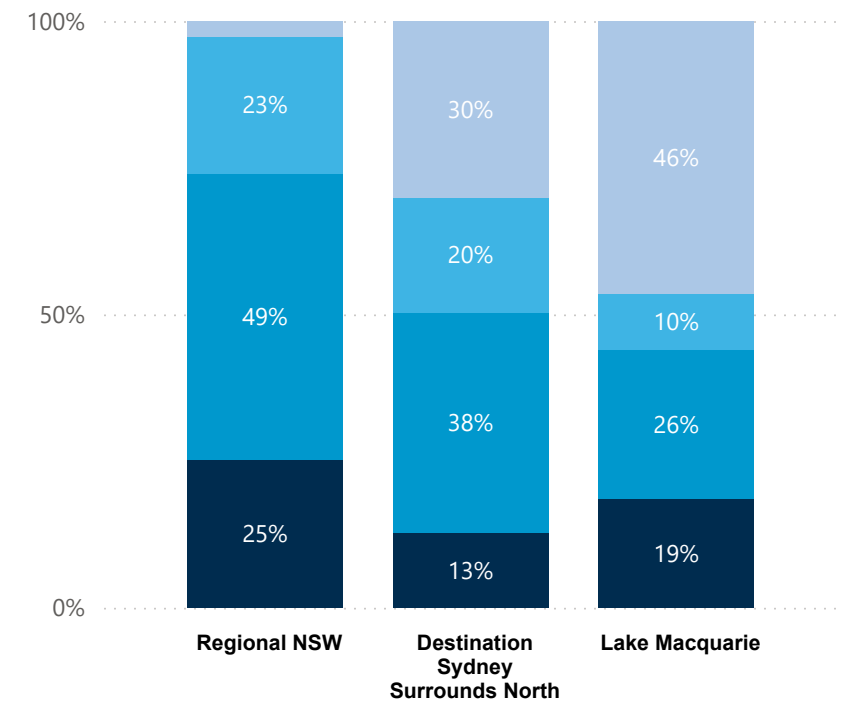
Spend by Visitor Types



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: 22 Apr 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 March 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, March 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	\$12.9M	3.0%	2.3%	6.9%	\$264.6M	5.6%	5.3%	6.2%
Accommodation - Instore - Total	\$0.5M	-6.6%	-19.9%	-11.2%	\$1.9M	0.4%	-4.6%	1.6%
Accommodation - Online - Total	\$0.9M	-6.5%	3.5%	12.6%	\$0.4M	-31.0%	-18.4%	-15.6%
Discretionary Retail - Department Stores, Clothing & Accessories	\$1.1M	-6.6%	0.4%	4.1%	\$18.4M	6.6%	1.8%	4.0%
Discretionary Retail - Other Discretionary Retail	\$2.1M	1.3%	3.0%	4.2%	\$44.5M	-2.3%	0.8%	2.2%
Discretionary Retail - Total	\$3.1M	-1.5%	2.1%	4.2%	\$62.9M	0.2%	1.1%	2.7%
Food Retailing - Groceries and Other Food Retailing	\$0.8M	6.3%	3.5%	4.9%	\$14.7M	-0.6%	3.9%	2.7%
Food Retailing - Supermarkets	\$2.2M	0.8%	1.9%	4.2%	\$82.7M	4.4%	2.9%	2.7%
Food Retailing - Total	\$3.0M	2.2%	2.5%	4.4%	\$97.5M	3.6%	3.1%	2.7%
Private Transport - Total	\$1.9M	25.3%	11.9%	19.4%	\$37.3M	28.3%	24.9%	29.1%
Tourism and Entertainment - Attractions, Events and Recreation				-8.0%				0.1%
Tourism and Entertainment - Breweries and Wineries				-11.0%				-12.2%
Tourism and Entertainment - Cafes	\$0.2M	-3.5%	-8.6%	6.4%	\$2.4M	2.3%	-5.3%	-2.3%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.6M	4.7%	-0.6%	2.5%	\$6.5M	-0.8%	-1.3%	0.2%
Tourism and Entertainment - Restaurants	\$0.6M	-11.1%	-5.2%	8.3%	\$7.2M	-2.8%	-0.6%	3.8%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.8M	-1.5%	6.0%	9.2%	\$12.4M	-0.3%	2.4%	3.9%
Tourism and Entertainment - Total	\$2.5M	-1.7%	-1.9%	4.2%	\$30.8M	0.1%	0.2%	2.0%

Last Dashboard Update: 22 Apr 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 ▼

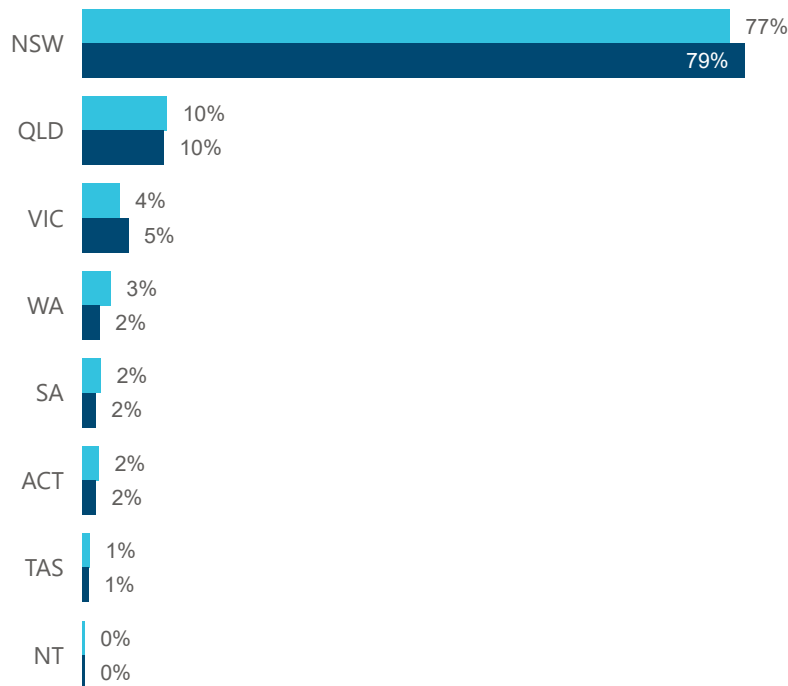
Metric Selector

Spend ▼

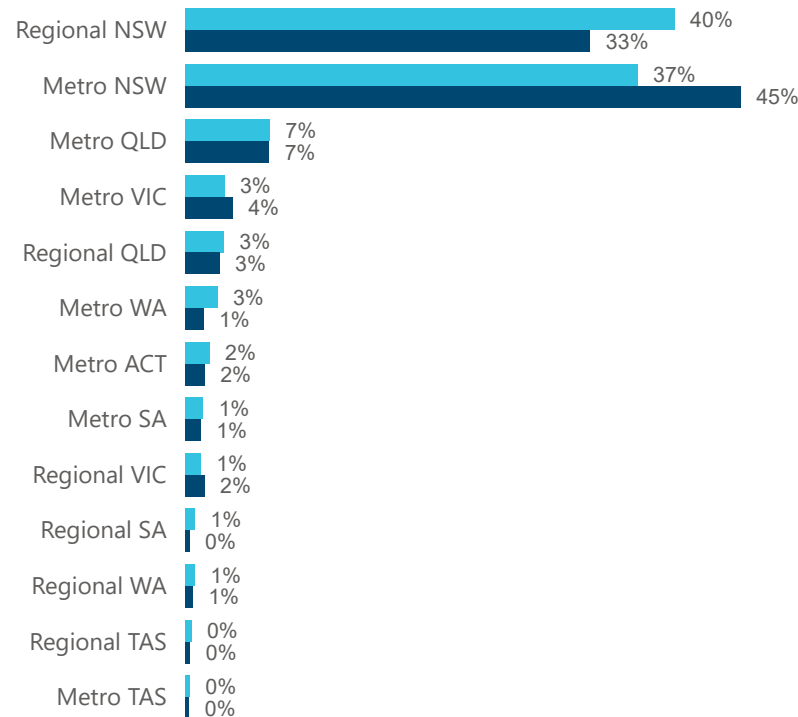
Source Market Analysis, March 2026

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

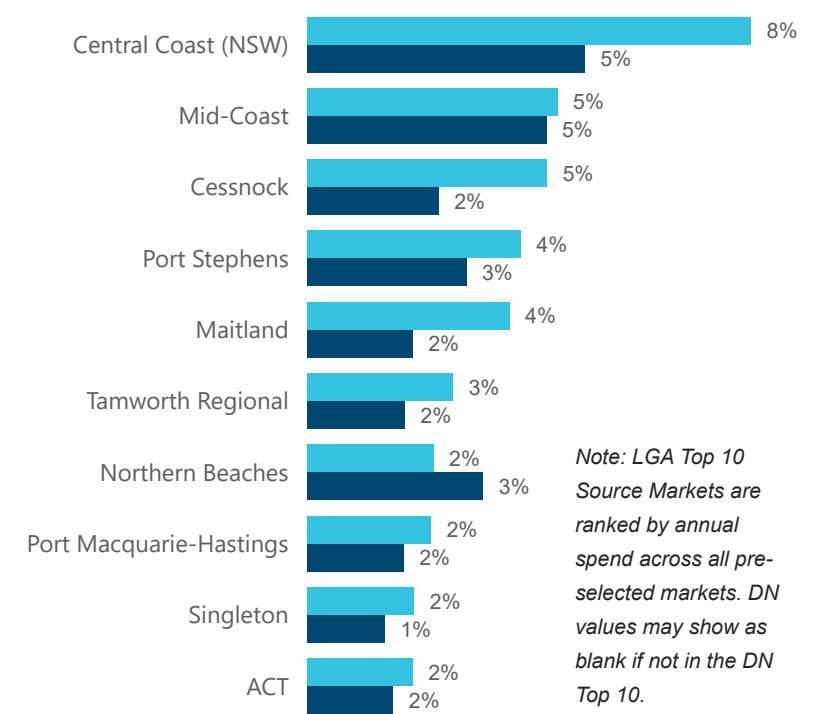
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



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Visitor Type Selector

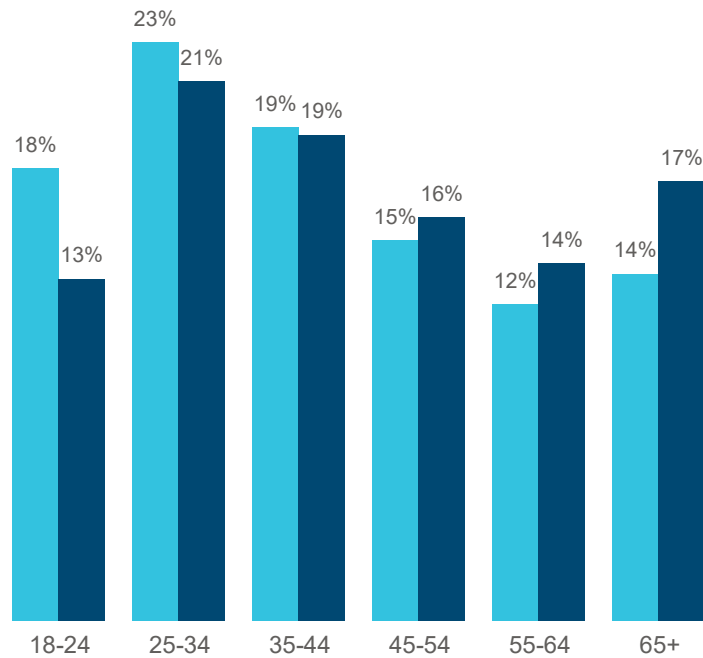
All Tourists ▼

Notes:

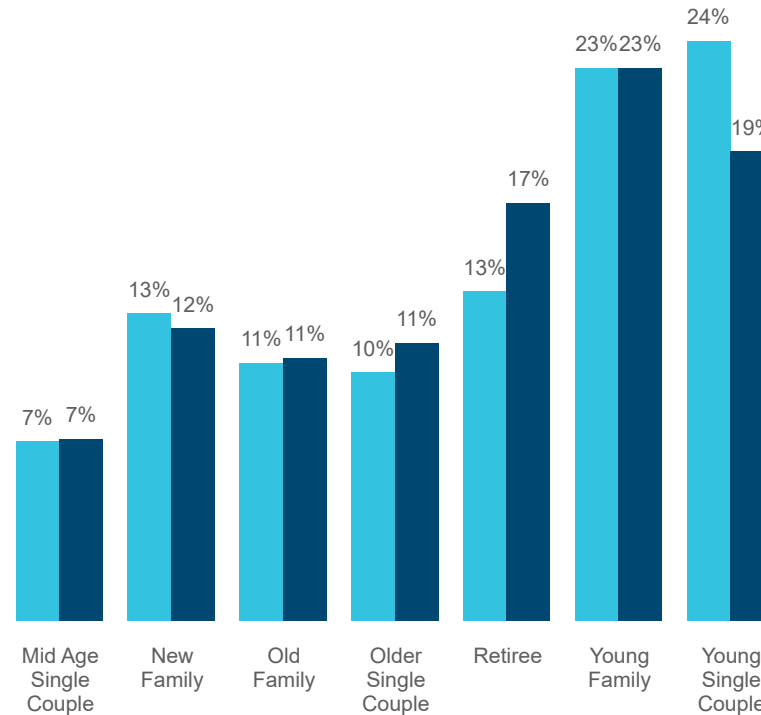
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All Tourists Profile, year ending March 2026

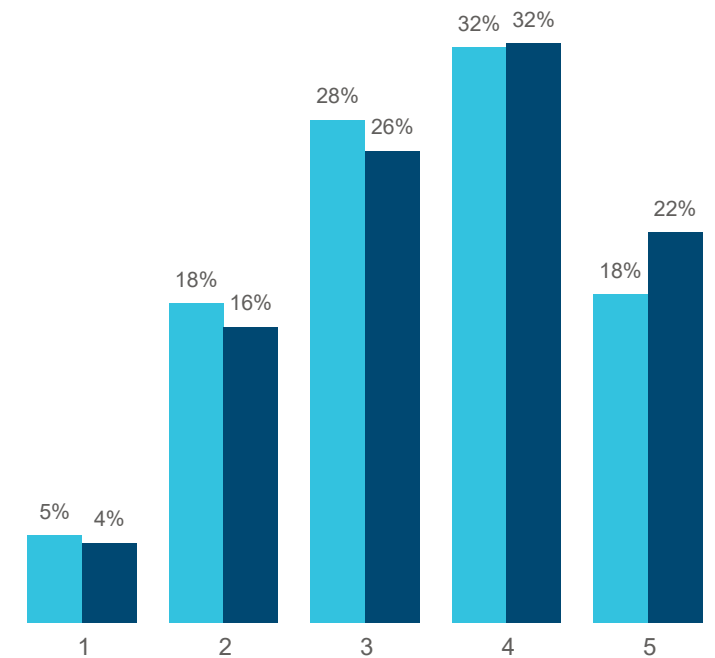
Age



Life Stage



Affluence Score





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

Maitland

Last Dashboard Update: 22 Apr 2026 – data as of March 2026 Destination iQ files and scorecards

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OVERVIEW

VISITOR TYPE
OVERVIEW

SPENDING DEEP
DIVE

SOURCE MARKET
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Metrics

Spend

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

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Customer/Visitor Count

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Tourist Level	Visitor Type	Description
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Click [here](#) to view TRA's visitor type definitions

Spend Categories

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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, March 2026

Spend per customer

\$236.90

Length of stay (Nights)

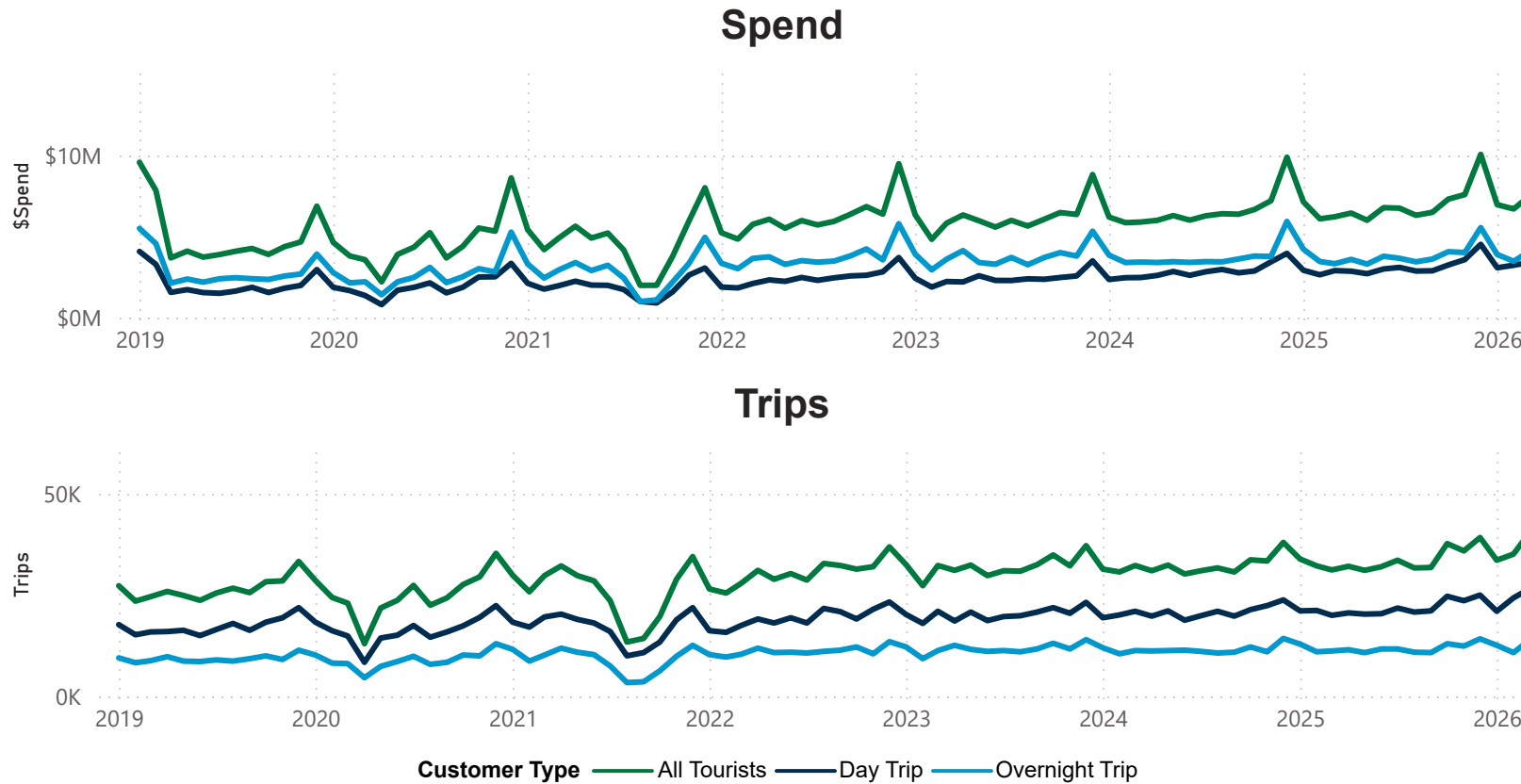
2.54

Top spend day

28 Mar

Top spend category

Other Discretionary Retail



Spend (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	19.8%	11.1%
Day Trip	17.3%	5.2%
Overnight Trip	21.9%	16.6%

Trips (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	28.7%	14.2%
Day Trip	32.0%	8.6%
Overnight Trip	22.9%	26.9%

*Changes since previous month is calculated from rounded values



Monthly Tourism Performance Overview

Selected LGA:
Maitland



Visitor Type Selector

All ▼

Please hold CTRL to select multiple Visitor Trip Types

Notes:

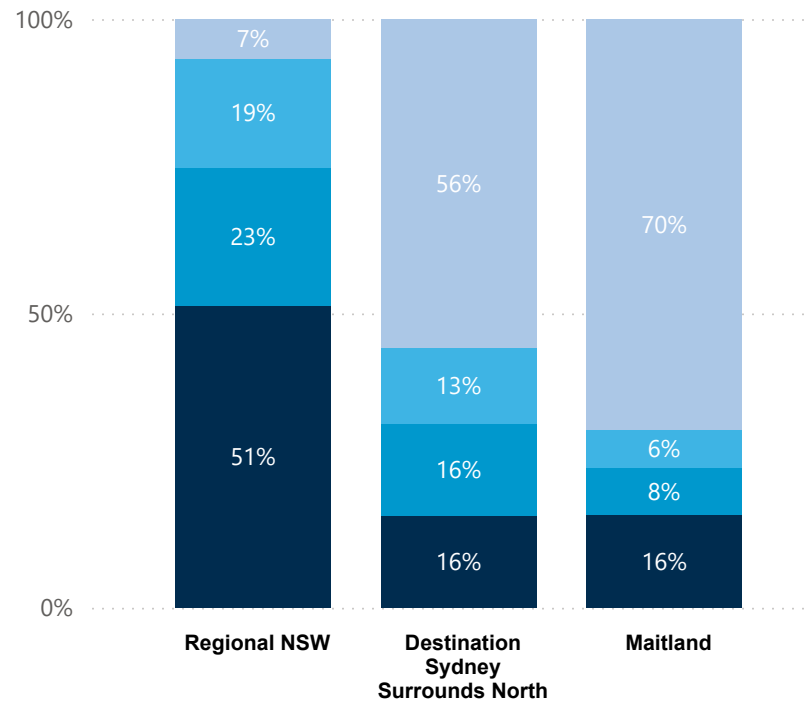
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, March 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: 22 Apr 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



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 March 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, March 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	\$7.4M	19.8%	2.3%	6.9%	\$129.1M	7.3%	5.3%	6.2%
Accommodation - Instore - Total	\$0.1M	-8.7%	-19.9%	-11.2%	\$0.3M	-24.6%	-4.6%	1.6%
Accommodation - Online - Total	\$0.3M	-9.5%	3.5%	12.6%	\$0.2M	-29.8%	-18.4%	-15.6%
Discretionary Retail - Department Stores, Clothing & Accessories	\$1.1M	51.1%	0.4%	4.1%	\$13.3M	-0.1%	1.8%	4.0%
Discretionary Retail - Other Discretionary Retail	\$1.5M	10.6%	3.0%	4.2%	\$26.0M	-0.1%	0.8%	2.2%
Discretionary Retail - Total	\$2.6M	25.0%	2.1%	4.2%	\$39.3M	-0.1%	1.1%	2.7%
Food Retailing - Groceries and Other Food Retailing	\$0.4M	43.6%	3.5%	4.9%	\$7.7M	29.9%	3.9%	2.7%
Food Retailing - Supermarkets	\$1.0M	14.1%	1.9%	4.2%	\$34.0M	4.6%	2.9%	2.7%
Food Retailing - Total	\$1.3M	20.8%	2.5%	4.4%	\$41.7M	8.5%	3.1%	2.7%
Private Transport - Total	\$0.8M	33.7%	11.9%	19.4%	\$14.4M	28.6%	24.9%	29.1%
Tourism and Entertainment - Attractions, Events and Recreation				-8.0%				0.1%
Tourism and Entertainment - Breweries and Wineries				-11.0%				-12.2%
Tourism and Entertainment - Cafes	\$0.1M	14.5%	-8.6%	6.4%	\$1.0M	3.2%	-5.3%	-2.3%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.3M	-1.5%	-0.6%	2.5%	\$3.1M	6.7%	-1.3%	0.2%
Tourism and Entertainment - Restaurants	\$0.2M	2.6%	-5.2%	8.3%	\$2.9M	-1.2%	-0.6%	3.8%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.5M	35.3%	6.0%	9.2%	\$5.8M	1.7%	2.4%	3.9%
Tourism and Entertainment - Total	\$1.1M	15.3%	-1.9%	4.2%	\$13.6M	2.2%	0.2%	2.0%

Last Dashboard Update: 22 Apr 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

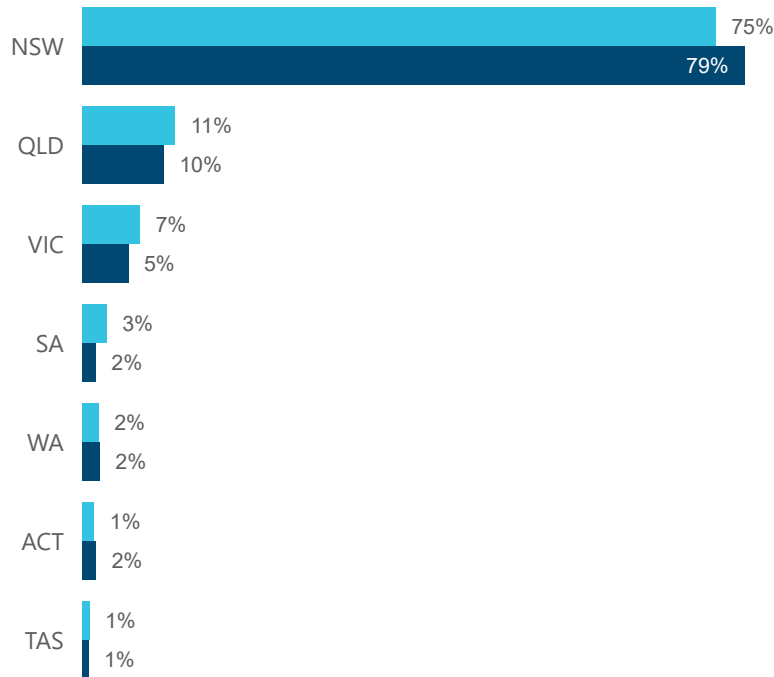
Metric Selector

Spend

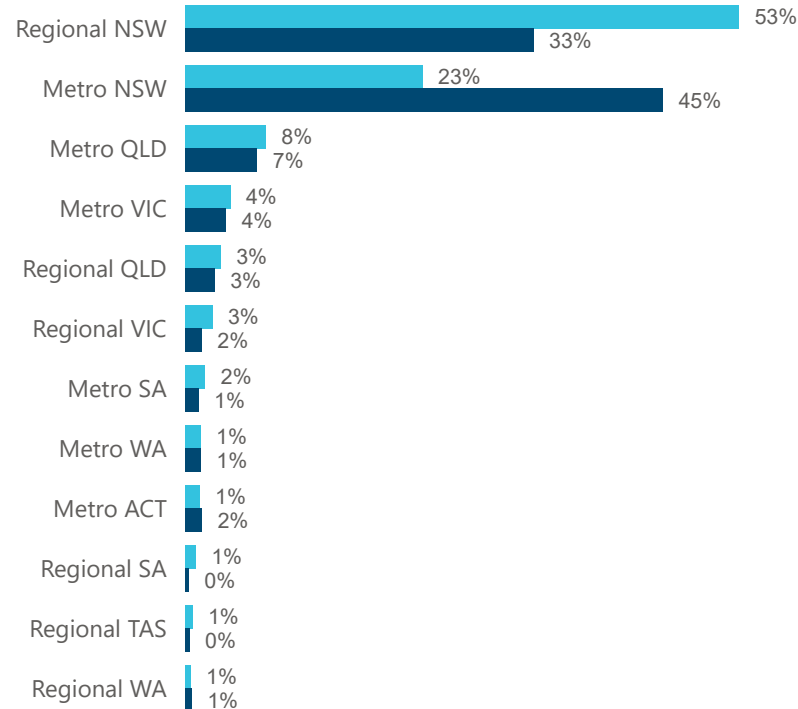
Source Market Analysis, March 2026

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

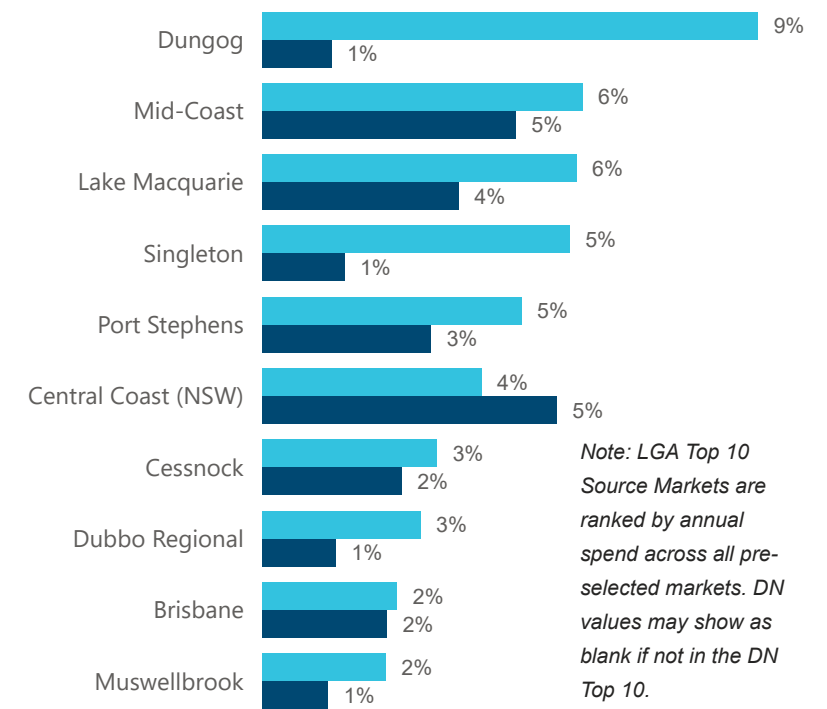
Source Markets (State) by Spend



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

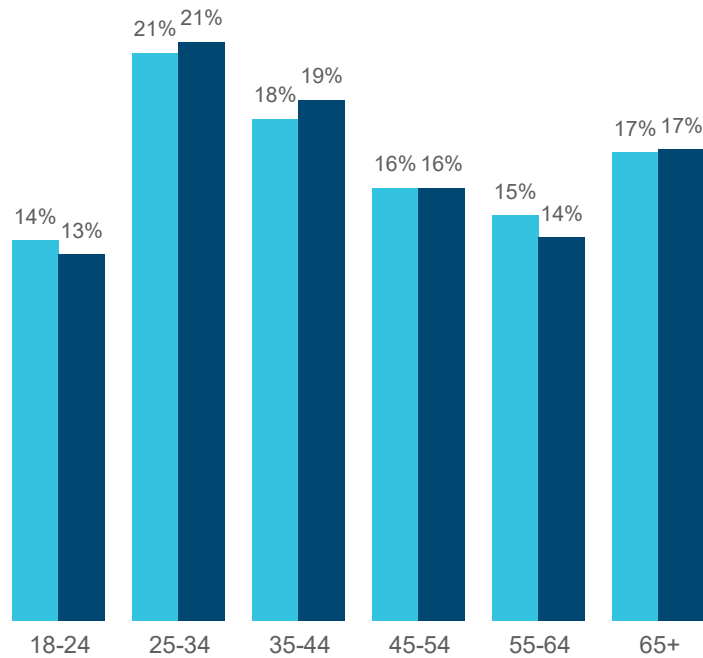
All Tourists ▼

Notes:

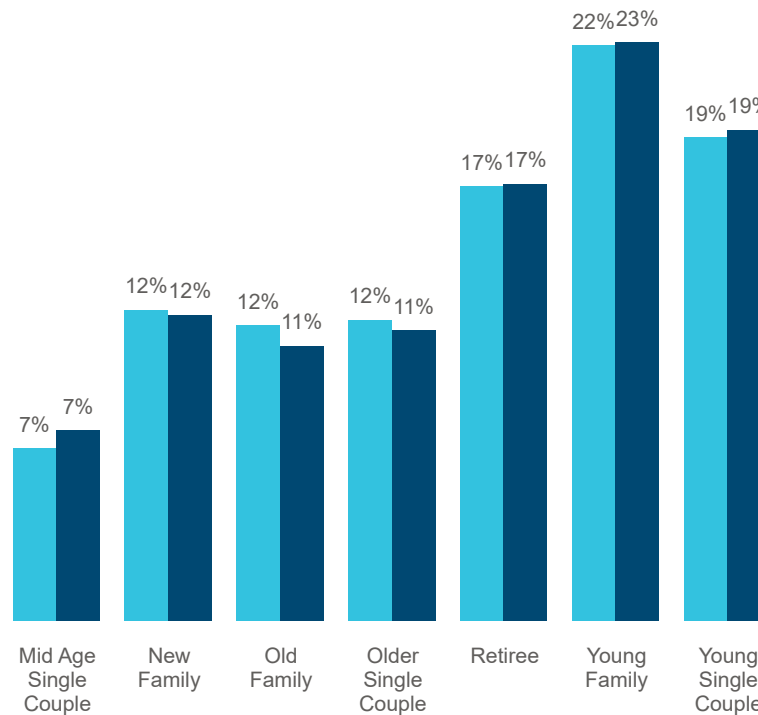
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop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

All Tourists Profile, year ending March 2026

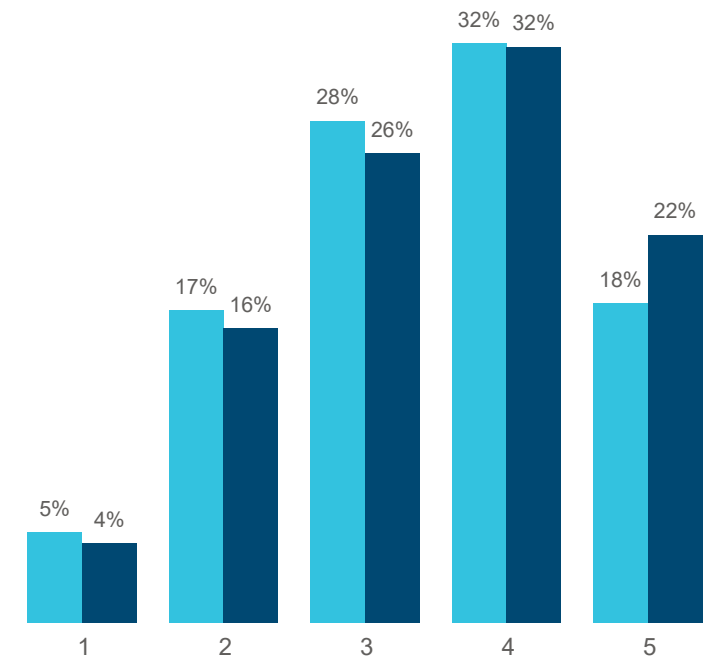
Age



Life Stage



Affluence Score





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: 22 Apr 2026 – data as of March 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, March 2026

Spend per customer

\$173.30

Length of stay (Nights)

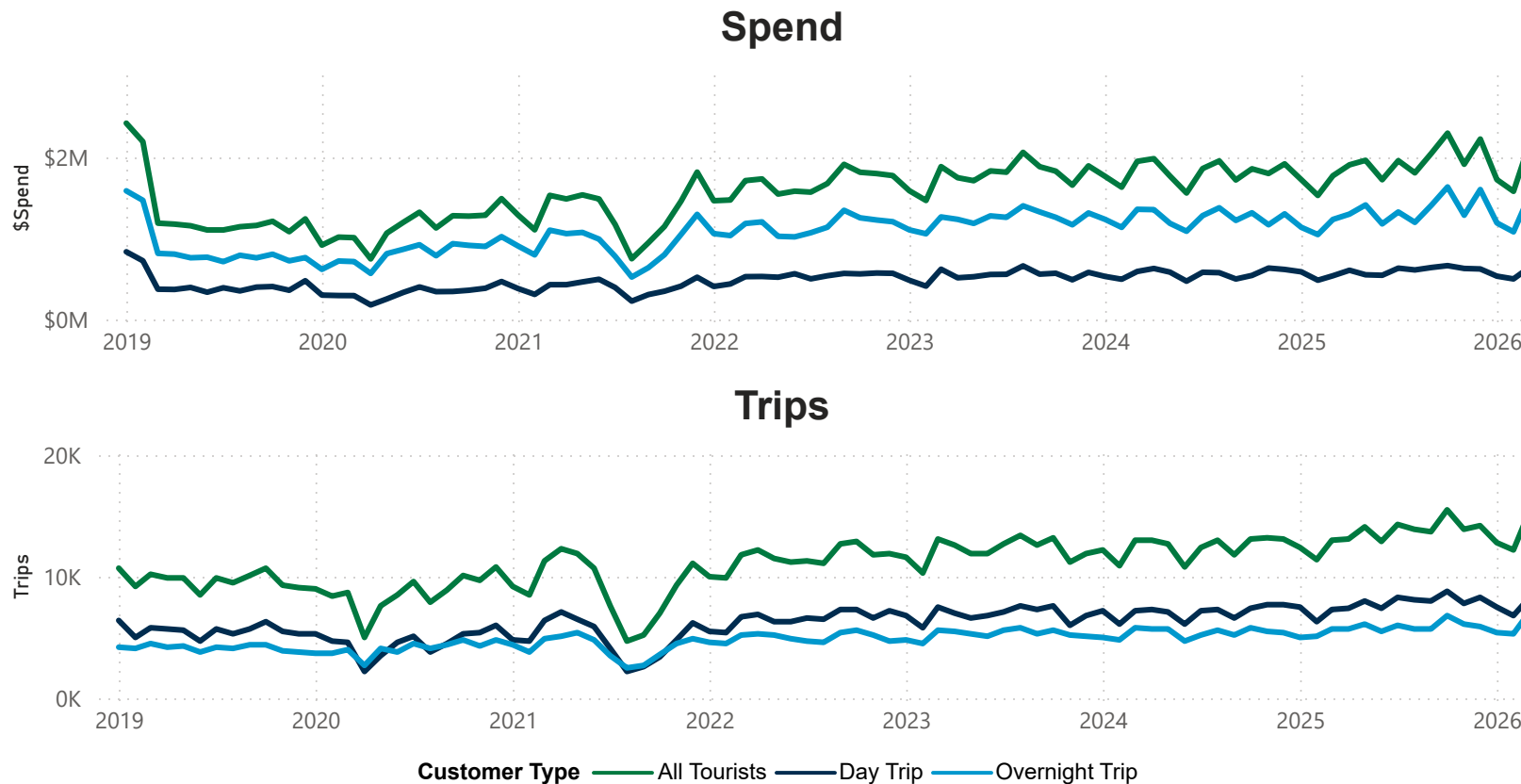
2.43

Top spend day

27 Mar

Top spend category

Supermarkets



Spend (For March 2026)	Change since previous year	Change since previous month*
▲ All Tourists	20.6%	35.3%
Day Trip	17.7%	26.8%
Overnight Trip	21.9%	39.1%

(For March 2026)

Last Dashboard Update: 22 Apr 2026
Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team

*Changes since previous month is calculated from rounded values



Monthly Tourism Performance Overview

Selected LGA:
Muswellbrook



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, March 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: 22 Apr 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 March 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, March 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	\$2.1M	20.6%	2.3%	6.9%	\$19.3M	8.3%	5.3%	6.2%
Accommodation - Instore - Total	\$0.1M	-1.9%	-19.9%	-11.2%	\$0.4M	7.2%	-4.6%	1.6%
Accommodation - Online - Total	\$0.2M	23.9%	3.5%	12.6%	\$0.1M	-23.3%	-18.4%	-15.6%
Discretionary Retail - Department Stores, Clothing & Accessories	\$0.1M	-2.0%	0.4%	4.1%	\$1.4M	3.9%	1.8%	4.0%
Discretionary Retail - Other Discretionary Retail	\$0.2M	3.5%	3.0%	4.2%	\$2.5M	-0.8%	0.8%	2.2%
Discretionary Retail - Total	\$0.3M	1.7%	2.1%	4.2%	\$3.9M	0.8%	1.1%	2.7%
Food Retailing - Groceries and Other Food Retailing	\$0.1M	7.8%	3.5%	4.9%	\$1.1M	5.6%	3.9%	2.7%
Food Retailing - Supermarkets	\$0.4M	16.0%	1.9%	4.2%	\$6.4M	7.1%	2.9%	2.7%
Food Retailing - Total	\$0.5M	14.0%	2.5%	4.4%	\$7.6M	6.8%	3.1%	2.7%
Private Transport - Total	\$0.5M	31.8%	11.9%	19.4%	\$3.6M	30.2%	24.9%	29.1%
Tourism and Entertainment - Attractions, Events and Recreation				-8.0%				0.1%
Tourism and Entertainment - Breweries and Wineries				-11.0%				-12.2%
Tourism and Entertainment - Cafes	\$0.0M	-12.7%	-8.6%	6.4%	\$0.2M	-19.8%	-5.3%	-2.3%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.2M	39.8%	-0.6%	2.5%	\$0.4M	7.0%	-1.3%	0.2%
Tourism and Entertainment - Restaurants	\$0.1M	170.7%	-5.2%	8.3%	\$0.2M	87.2%	-0.6%	3.8%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.1M	-11.4%	6.0%	9.2%	\$1.0M	-9.8%	2.4%	3.9%
Tourism and Entertainment - Total	\$0.5M	20.3%	-1.9%	4.2%	\$2.0M	1.2%	0.2%	2.0%

Last Dashboard Update: 22 Apr 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

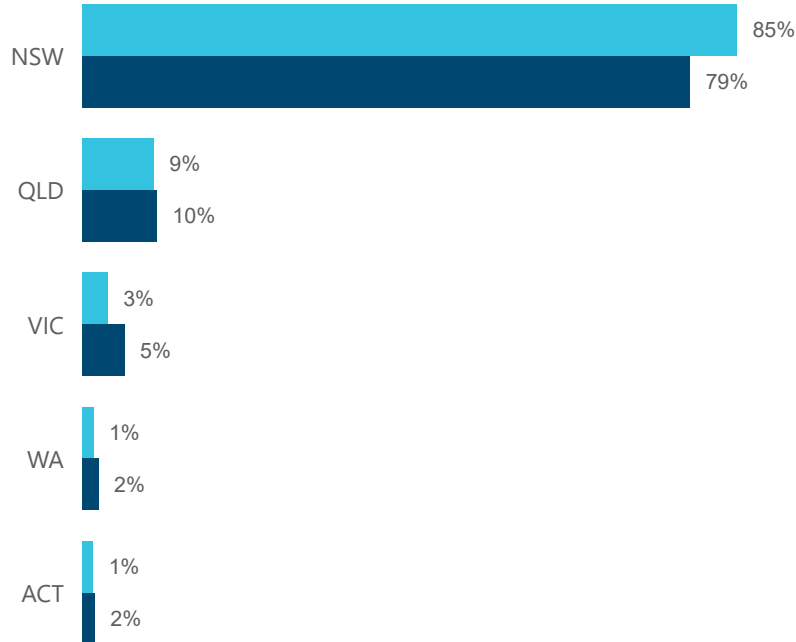
Metric Selector

Spend

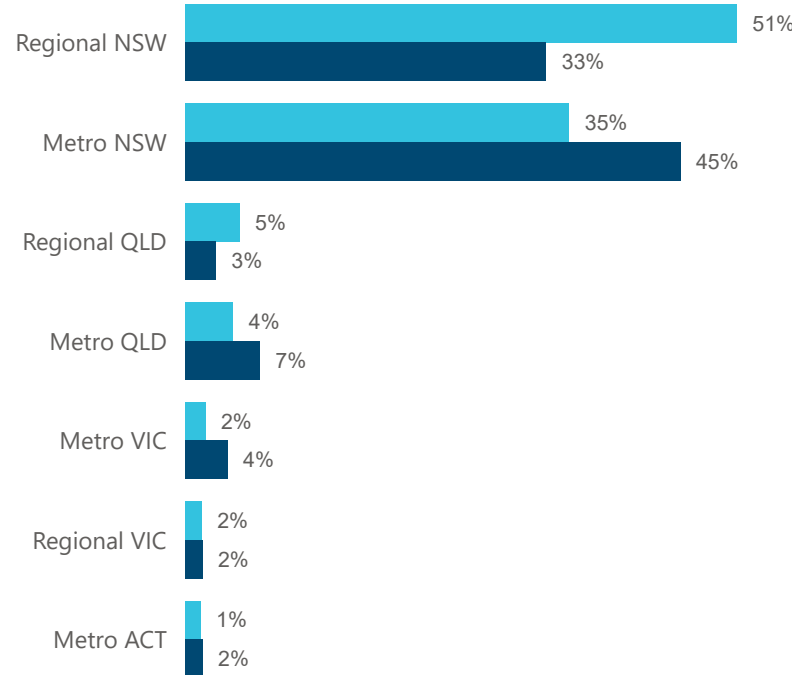
Source Market Analysis, March 2026

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

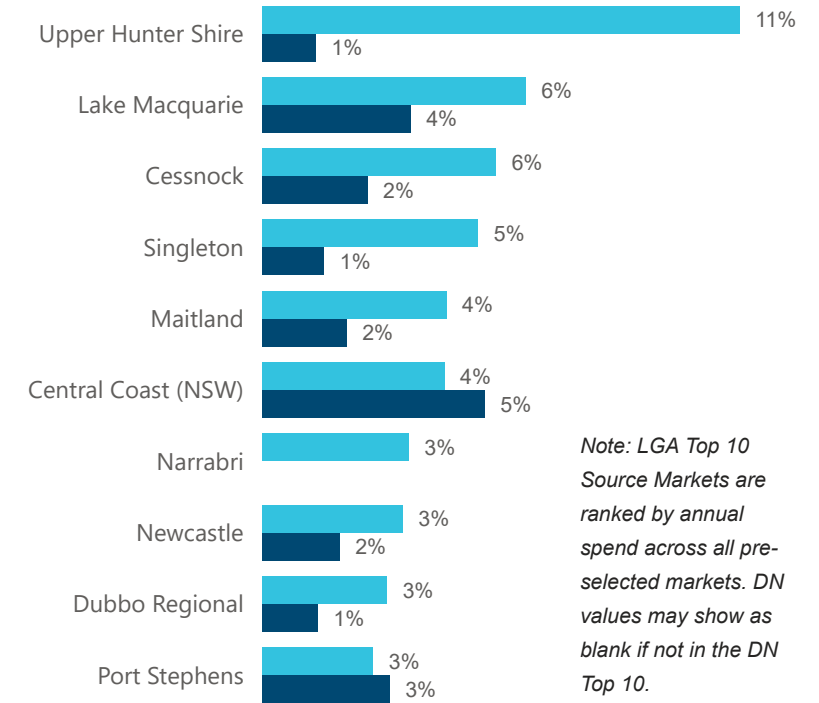
Source Markets (State) by Spend



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

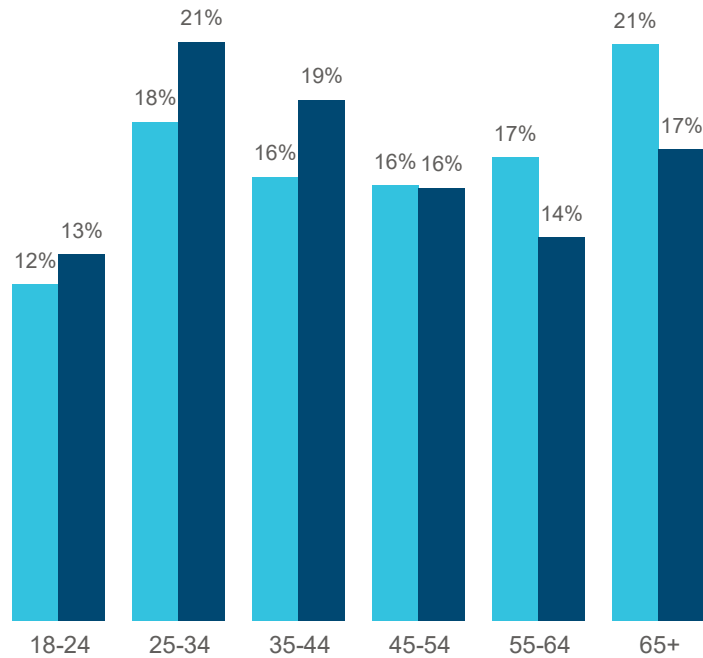
All Tourists ▼

Notes:

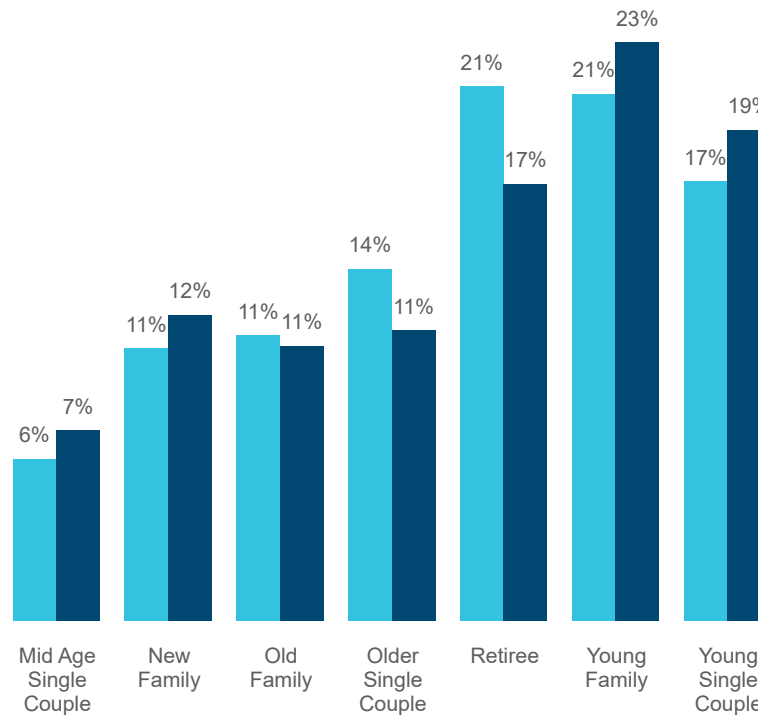
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop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

All Tourists Profile, year ending March 2026

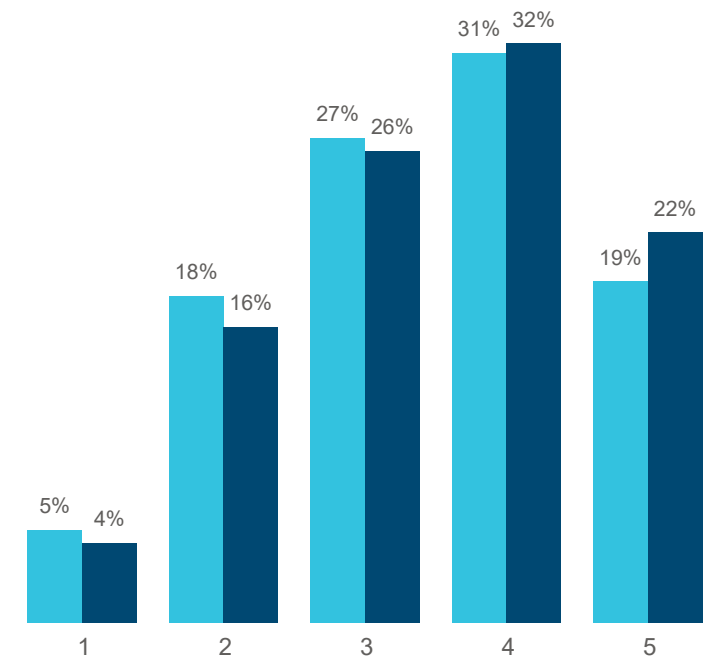
Age



Life Stage



Affluence Score





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

Newcastle
▾

Last Dashboard Update: 22 Apr 2026 – data as of March 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.
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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.

Key measures for all tourists, March 2026

Spend per customer

\$221.30

Length of stay (Nights)

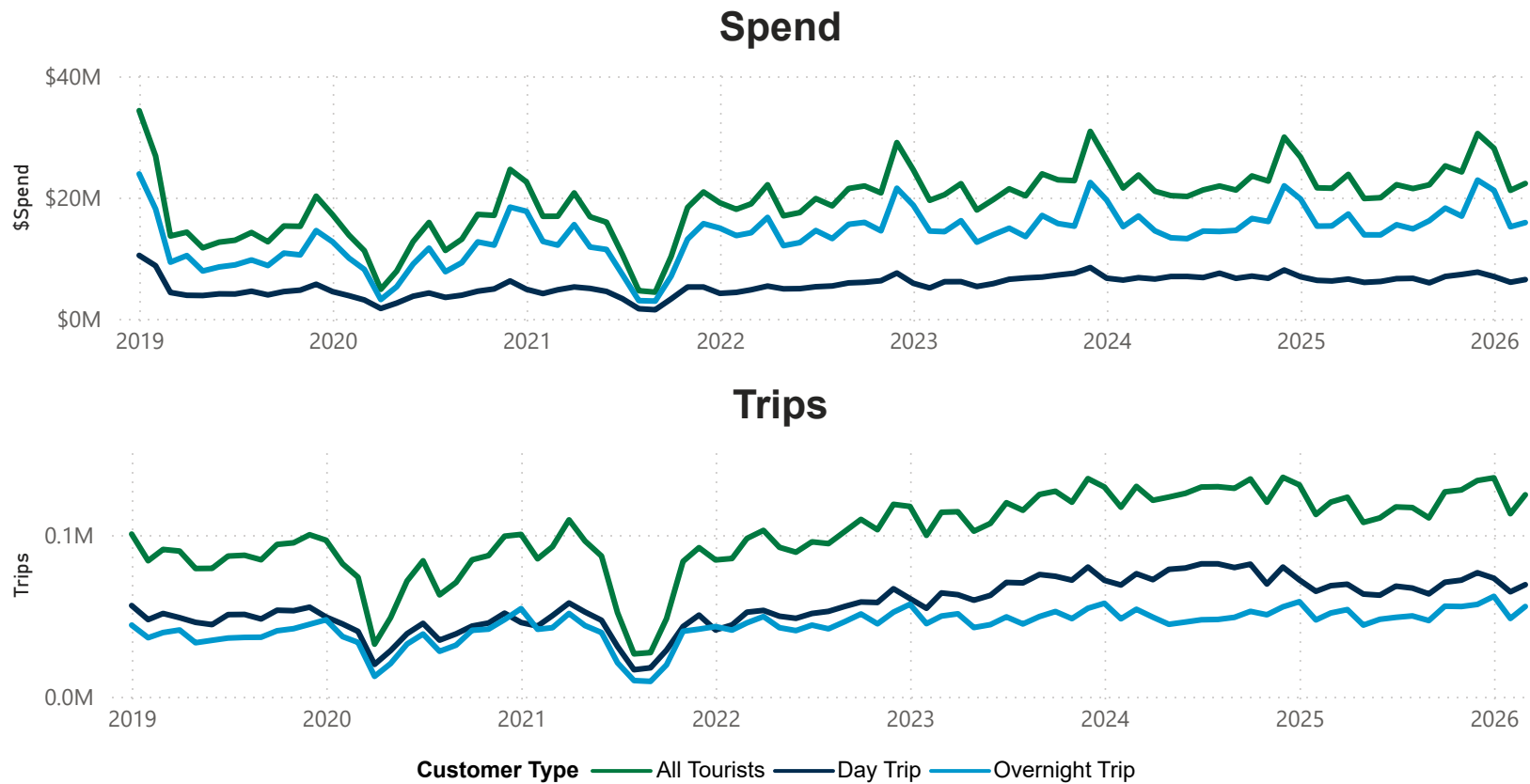
2.46

Top spend day

21 Mar

Top spend category

Other Discretionary Retail



Spend (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	3.6%	5.4%
Day Trip	3.7%	7.3%
Overnight Trip	3.6%	4.6%

(For March 2026)

Monthly Tourism Performance Overview

Selected LGA:
Newcastle



Visitor Type Selector

All ▼

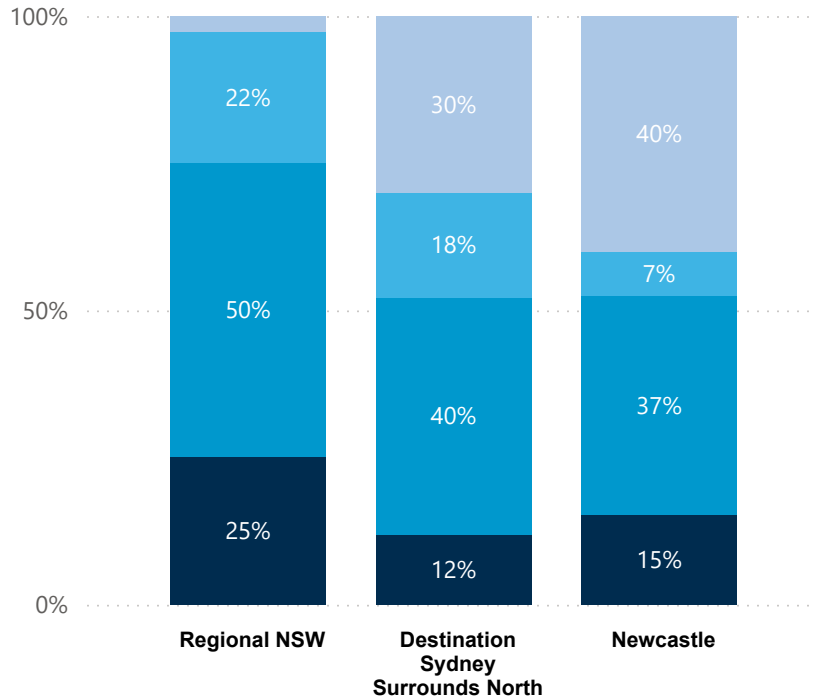
Please hold CTRL to select multiple Visitor Trip Types

Notes:

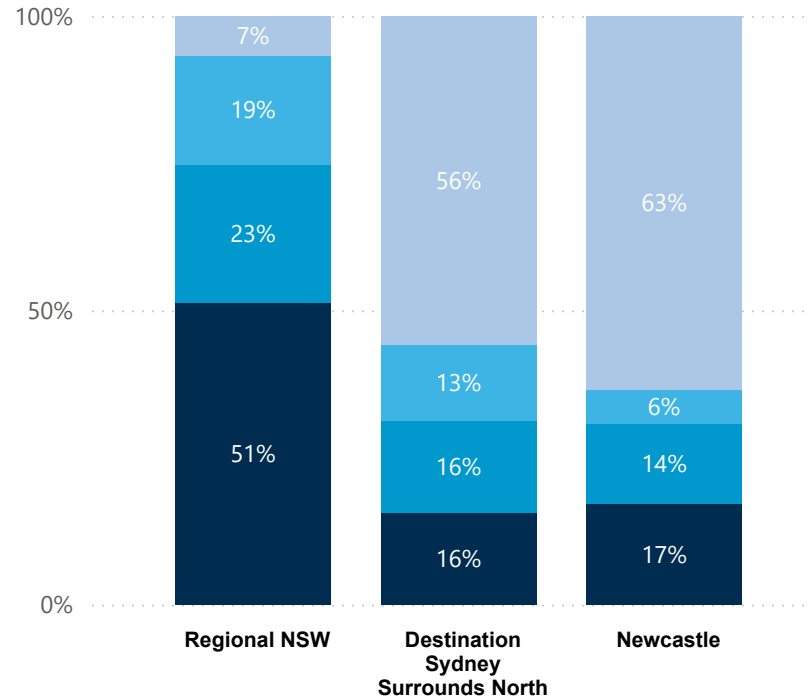
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, March 2026

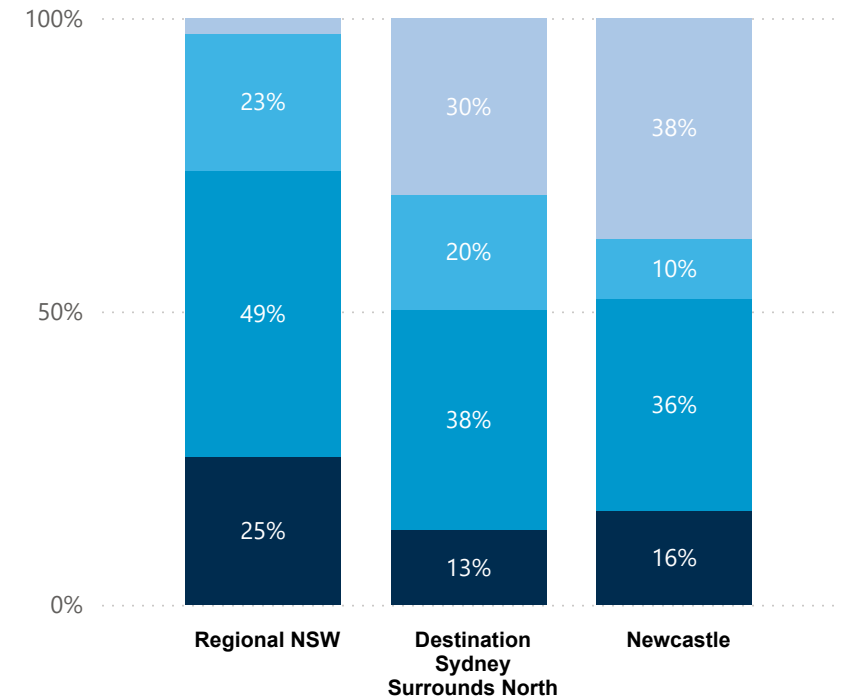
Spend by Visitor Types



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: 22 Apr 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 March 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, March 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	\$22.3M	3.6%	2.3%	6.9%	\$246.7M	2.7%	5.3%	6.2%
Accommodation - Instore - Total	\$1.2M	-26.0%	-19.9%	-11.2%	\$1.7M	3.4%	-4.6%	1.6%
Accommodation - Online - Total	\$2.4M	27.5%	3.5%	12.6%	\$0.8M	-28.0%	-18.4%	-15.6%
Discretionary Retail - Department Stores, Clothing & Accessories	\$1.6M	-4.7%	0.4%	4.1%	\$19.1M	-2.7%	1.8%	4.0%
Discretionary Retail - Other Discretionary Retail	\$2.9M	14.8%	3.0%	4.2%	\$39.4M	-0.2%	0.8%	2.2%
Discretionary Retail - Total	\$4.5M	7.0%	2.1%	4.2%	\$58.4M	-1.0%	1.1%	2.7%
Food Retailing - Groceries and Other Food Retailing	\$1.1M	-4.6%	3.5%	4.9%	\$17.3M	0.6%	3.9%	2.7%
Food Retailing - Supermarkets	\$2.0M	-4.3%	1.9%	4.2%	\$62.0M	0.7%	2.9%	2.7%
Food Retailing - Total	\$3.0M	-4.4%	2.5%	4.4%	\$79.3M	0.7%	3.1%	2.7%
Private Transport - Total	\$2.3M	14.5%	11.9%	19.4%	\$25.3M	12.5%	24.9%	29.1%
Tourism and Entertainment - Attractions, Events and Recreation				-8.0%				0.1%
Tourism and Entertainment - Breweries and Wineries				-11.0%				-12.2%
Tourism and Entertainment - Cafes	\$0.6M	-13.8%	-8.6%	6.4%	\$3.5M	-14.8%	-5.3%	-2.3%
Tourism and Entertainment - Pubs, Taverns and Bars	\$2.1M	-1.5%	-0.6%	2.5%	\$11.6M	6.4%	-1.3%	0.2%
Tourism and Entertainment - Restaurants	\$2.2M	-5.0%	-5.2%	8.3%	\$13.1M	-1.3%	-0.6%	3.8%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$1.4M	2.8%	6.0%	9.2%	\$13.3M	4.9%	2.4%	3.9%
Tourism and Entertainment - Total	\$6.8M	0.0%	-1.9%	4.2%	\$44.0M	1.8%	0.2%	2.0%

Visitor Type Selector

All Tourists

Category Selector

_All Categories - Total

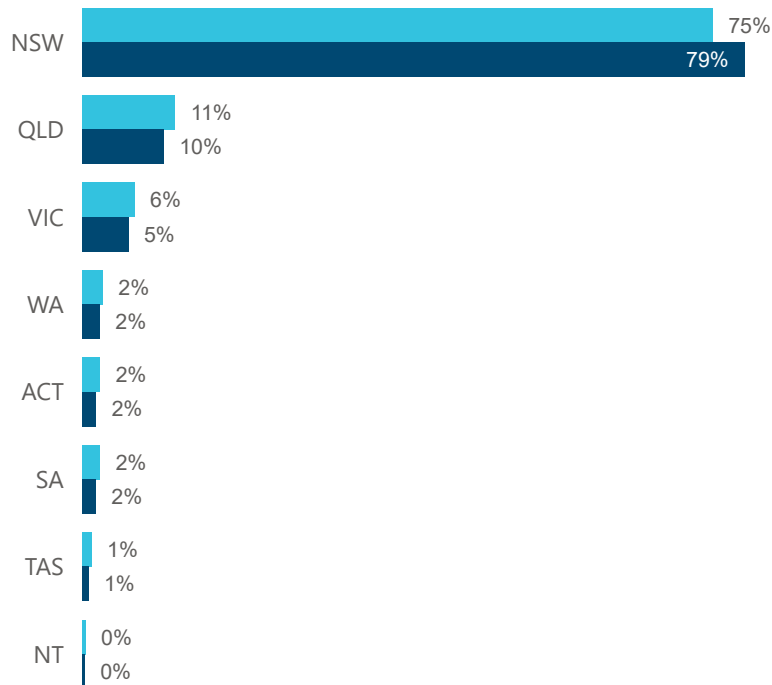
Metric Selector

Spend

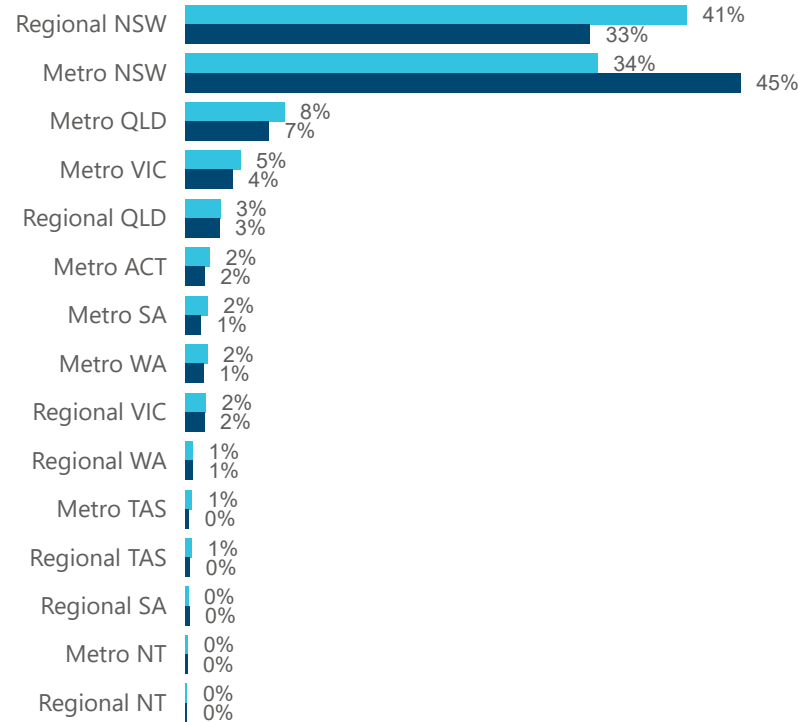
Source Market Analysis, March 2026

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

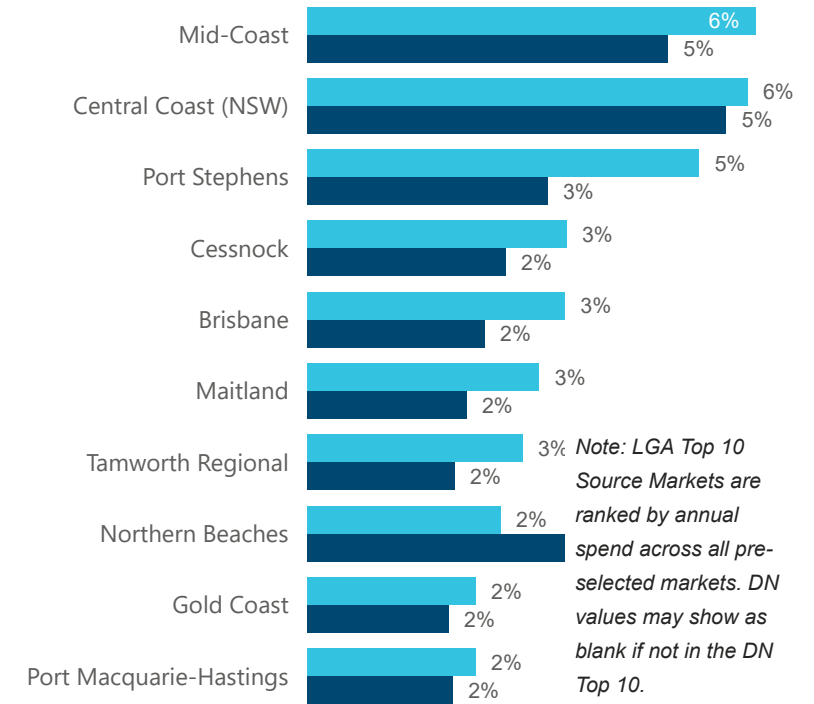
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Visitor Type Selector

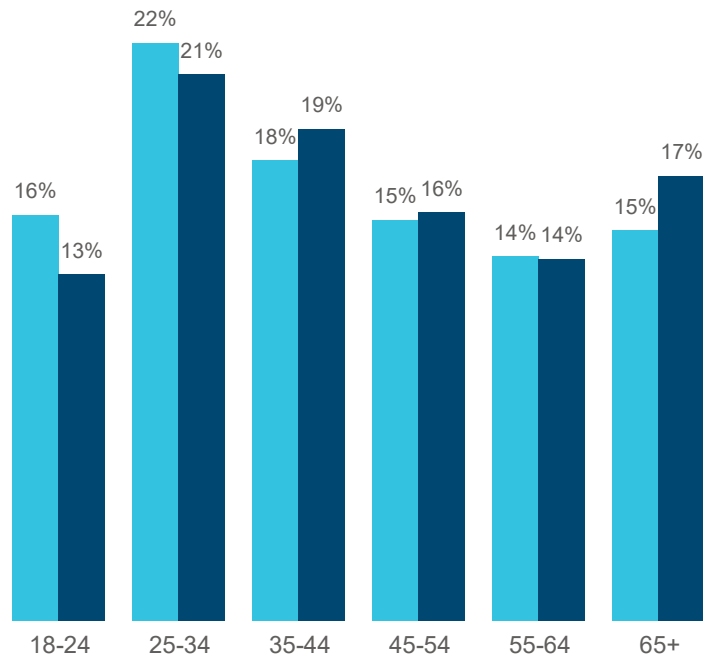
All Tourists ▼

Notes:

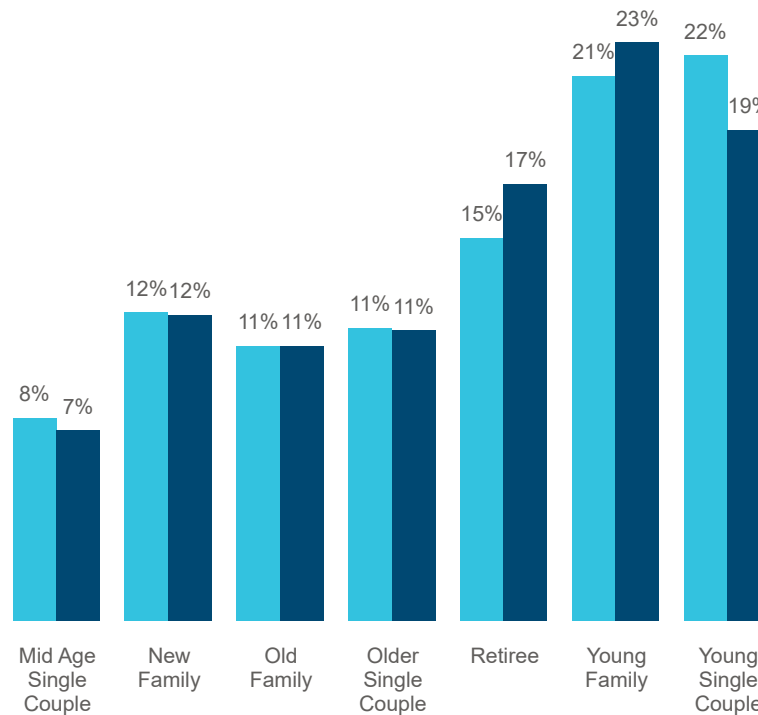
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop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

All Tourists Profile, year ending March 2026

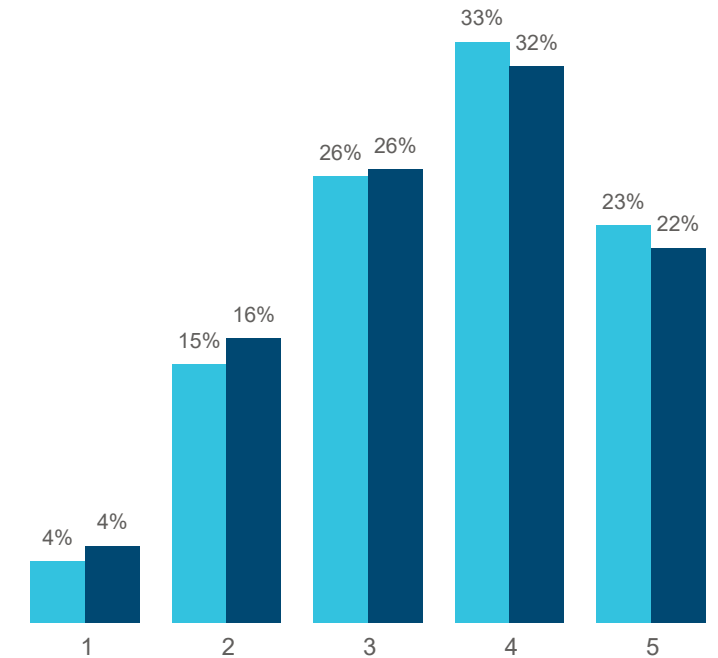
Age



Life Stage



Affluence Score





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: 22 Apr 2026 – data as of March 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
	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:
Port Stephens



Key measures for all tourists, March 2026

Spend per customer

\$225.70

Length of stay (Nights)

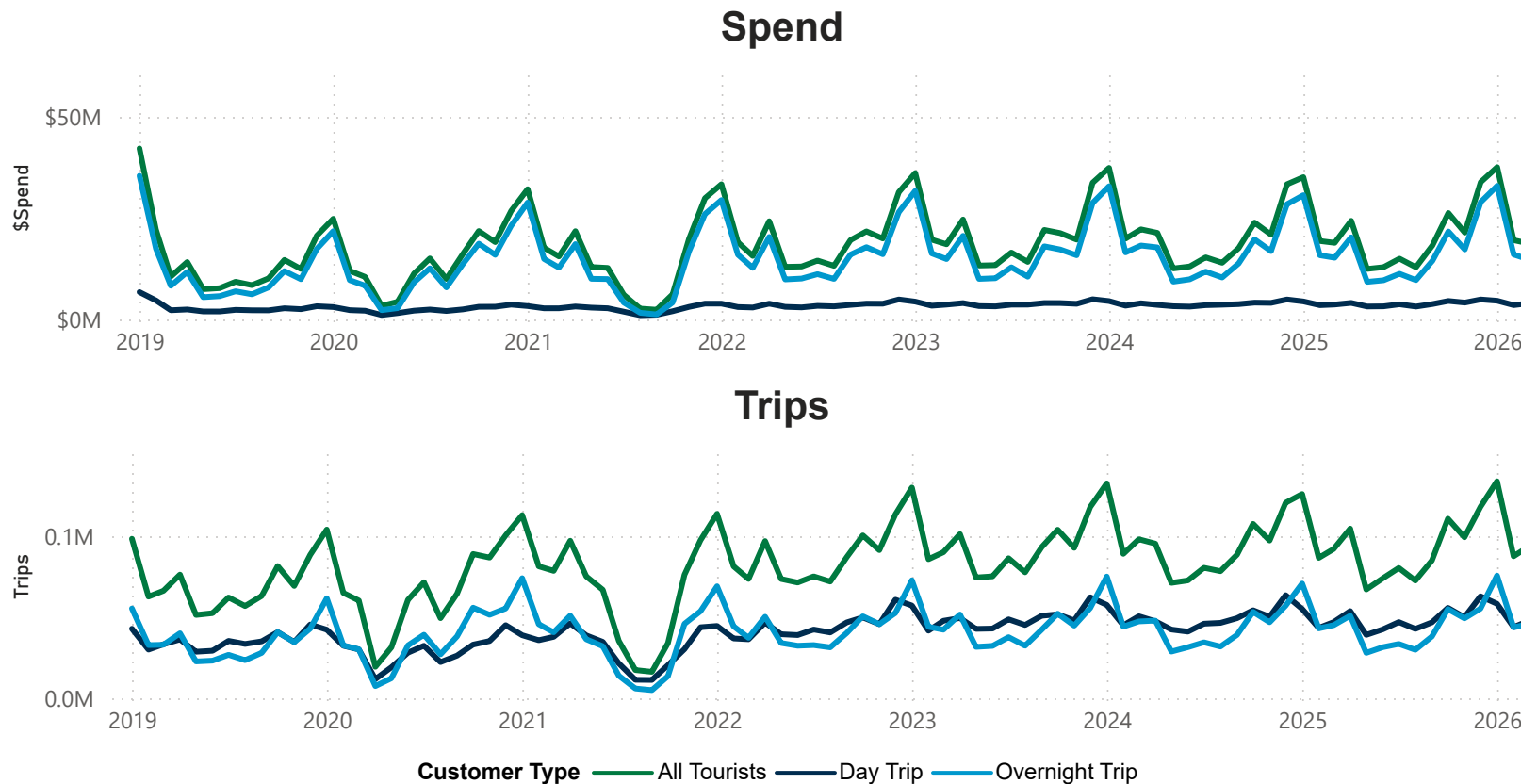
2.42

Top spend day

14 Mar

Top spend category

Supermarkets



Spend (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	-0.6%	-4.0%
Day Trip	7.9%	12.2%
Overnight Trip	-2.7%	-7.5%

Trips (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	1.5%	6.7%
Day Trip	1.5%	8.7%
Overnight Trip	1.6%	4.8%

*Changes since previous month is calculated from rounded values



Monthly Tourism Performance Overview

Selected LGA:
Port Stephens



Visitor Type Selector

All ▼

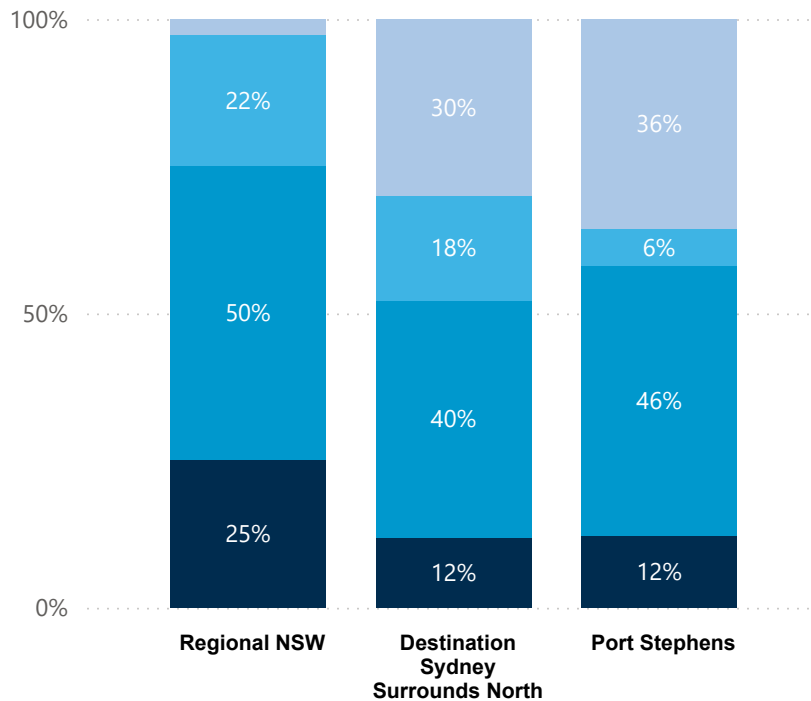
Please hold CTRL to select multiple Visitor Trip Types

Notes:

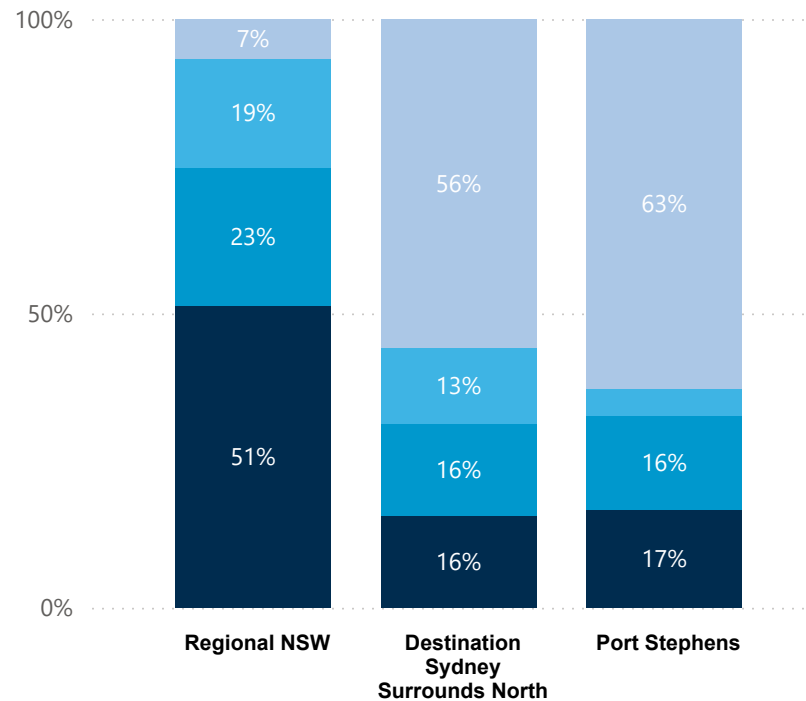
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, March 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: 22 Apr 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 March 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, March 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	\$18.8M	-0.6%	2.3%	6.9%	\$89.8M	9.6%	5.3%	6.2%
Accommodation - Instore - Total	\$1.1M	-29.3%	-19.9%	-11.2%	\$1.1M	38.7%	-4.6%	1.6%
Accommodation - Online - Total	\$2.9M	-1.3%	3.5%	12.6%	\$0.6M	-15.5%	-18.4%	-15.6%
Discretionary Retail - Department Stores, Clothing & Accessories	\$0.7M	0.6%	0.4%	4.1%	\$3.9M	4.3%	1.8%	4.0%
Discretionary Retail - Other Discretionary Retail	\$1.6M	-5.2%	3.0%	4.2%	\$14.1M	5.7%	0.8%	2.2%
Discretionary Retail - Total	\$2.4M	-3.4%	2.1%	4.2%	\$18.0M	5.4%	1.1%	2.7%
Food Retailing - Groceries and Other Food Retailing	\$1.1M	-3.8%	3.5%	4.9%	\$6.4M	3.1%	3.9%	2.7%
Food Retailing - Supermarkets	\$2.2M	4.5%	1.9%	4.2%	\$26.0M	5.2%	2.9%	2.7%
Food Retailing - Total	\$3.3M	1.5%	2.5%	4.4%	\$32.3M	4.8%	3.1%	2.7%
Private Transport - Total	\$2.3M	17.6%	11.9%	19.4%	\$13.5M	26.1%	24.9%	29.1%
Tourism and Entertainment - Attractions, Events and Recreation				-8.0%				0.1%
Tourism and Entertainment - Breweries and Wineries				-11.0%				-12.2%
Tourism and Entertainment - Cafes	\$0.4M	-7.1%	-8.6%	6.4%	\$1.0M	12.2%	-5.3%	-2.3%
Tourism and Entertainment - Pubs, Taverns and Bars	\$1.8M	1.9%	-0.6%	2.5%	\$2.9M	2.9%	-1.3%	0.2%
Tourism and Entertainment - Restaurants	\$1.6M	-9.9%	-5.2%	8.3%	\$2.3M	-5.1%	-0.6%	3.8%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.9M	12.9%	6.0%	9.2%	\$4.4M	11.4%	2.4%	3.9%
Tourism and Entertainment - Total	\$5.7M	-3.6%	-1.9%	4.2%	\$12.3M	5.3%	0.2%	2.0%

Visitor Type Selector

All Tourists ▼

Category Selector

_All Categories - Total ▼

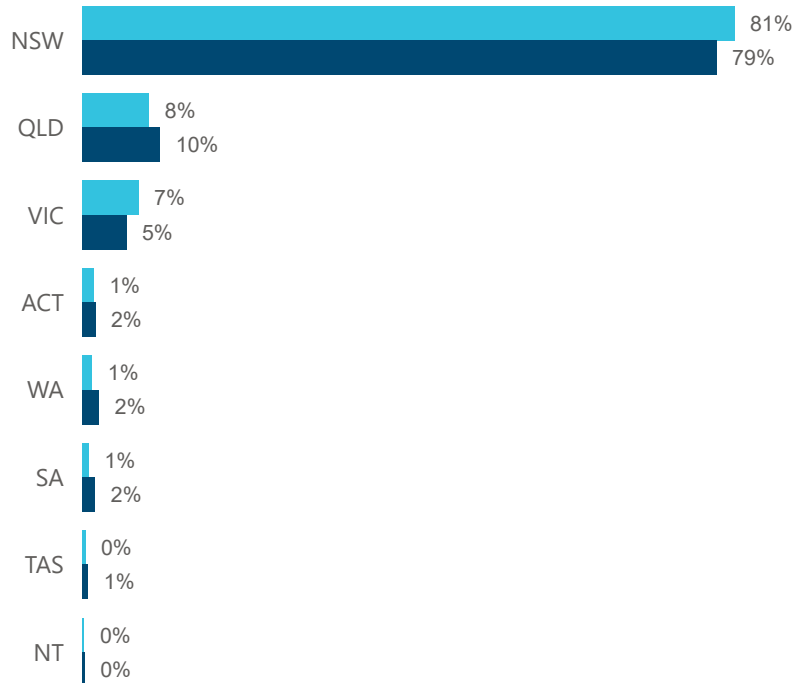
Metric Selector

Spend ▼

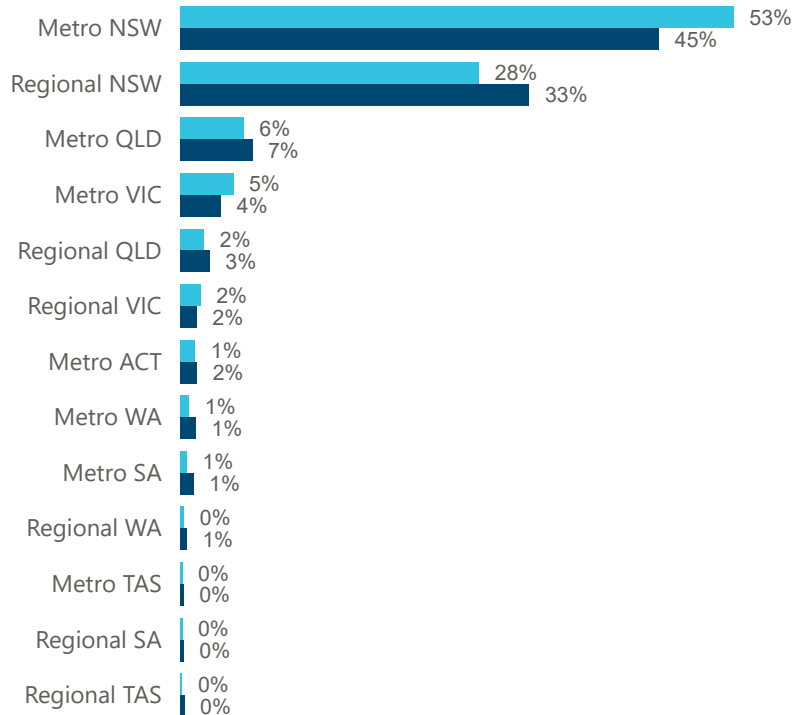
Source Market Analysis, March 2026

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

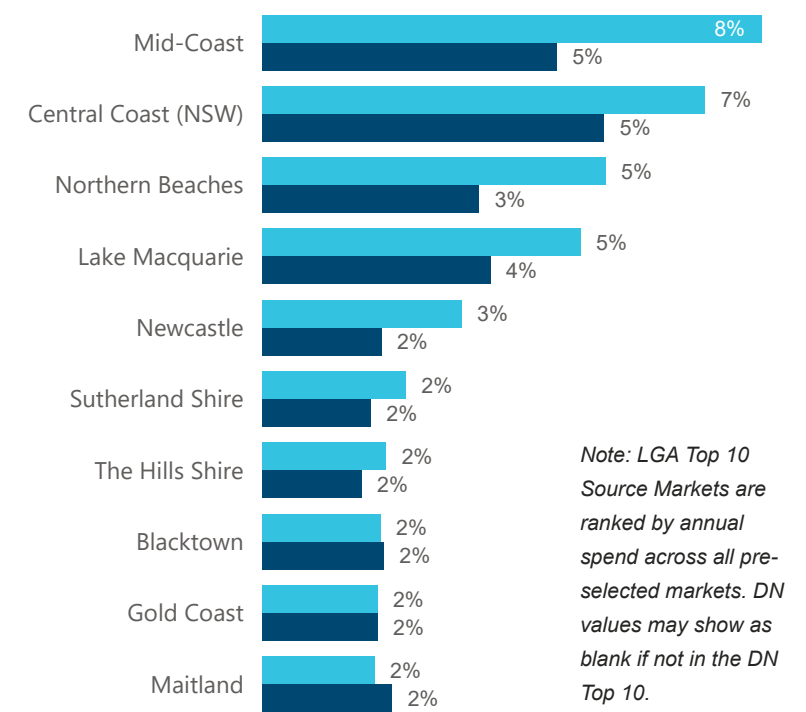
Source Markets (State) by Spend



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

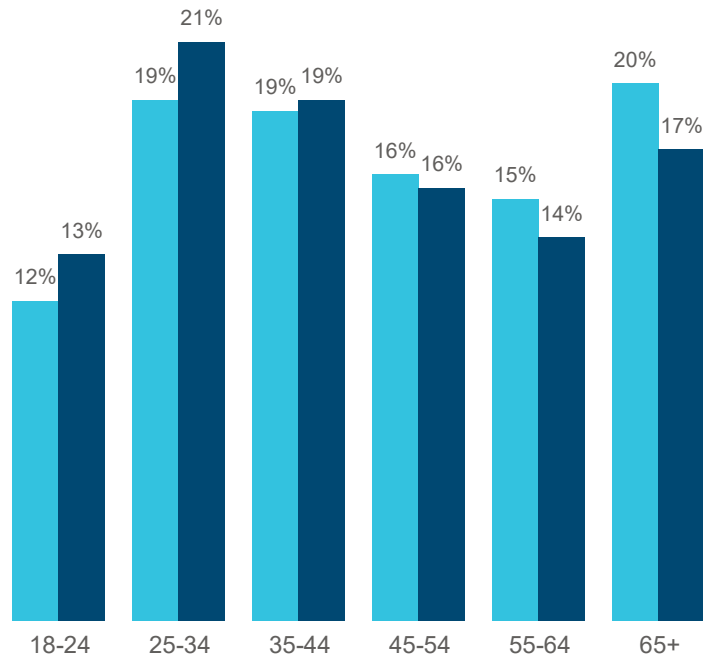
All Tourists ▼

Notes:

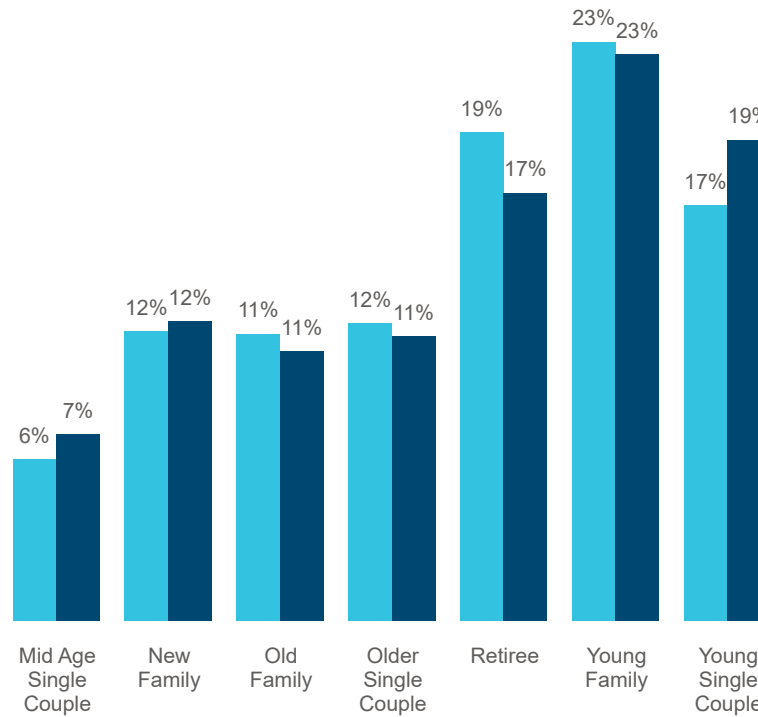
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop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

All Tourists Profile, year ending March 2026

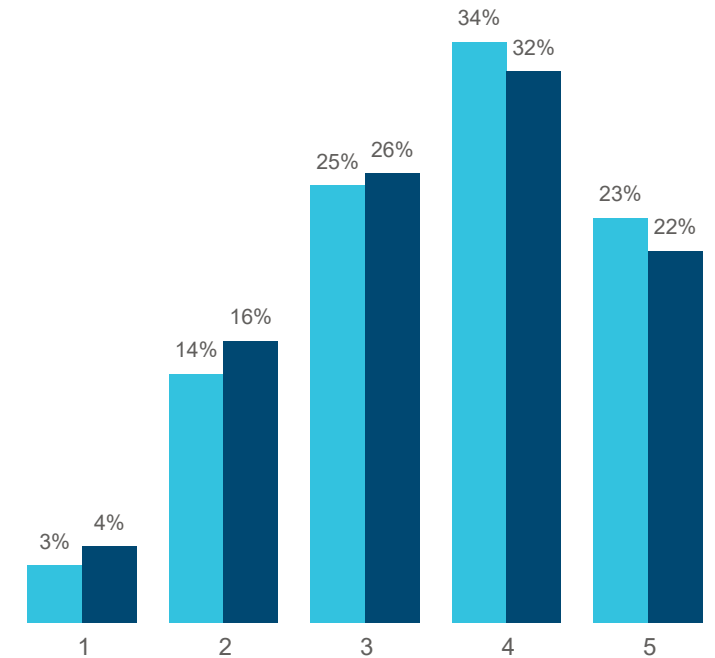
Age



Life Stage



Affluence Score





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: 22 Apr 2026 – data as of March 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:
Singleton



Key measures for all tourists, March 2026

Spend per customer

\$154.20

Length of stay (Nights)

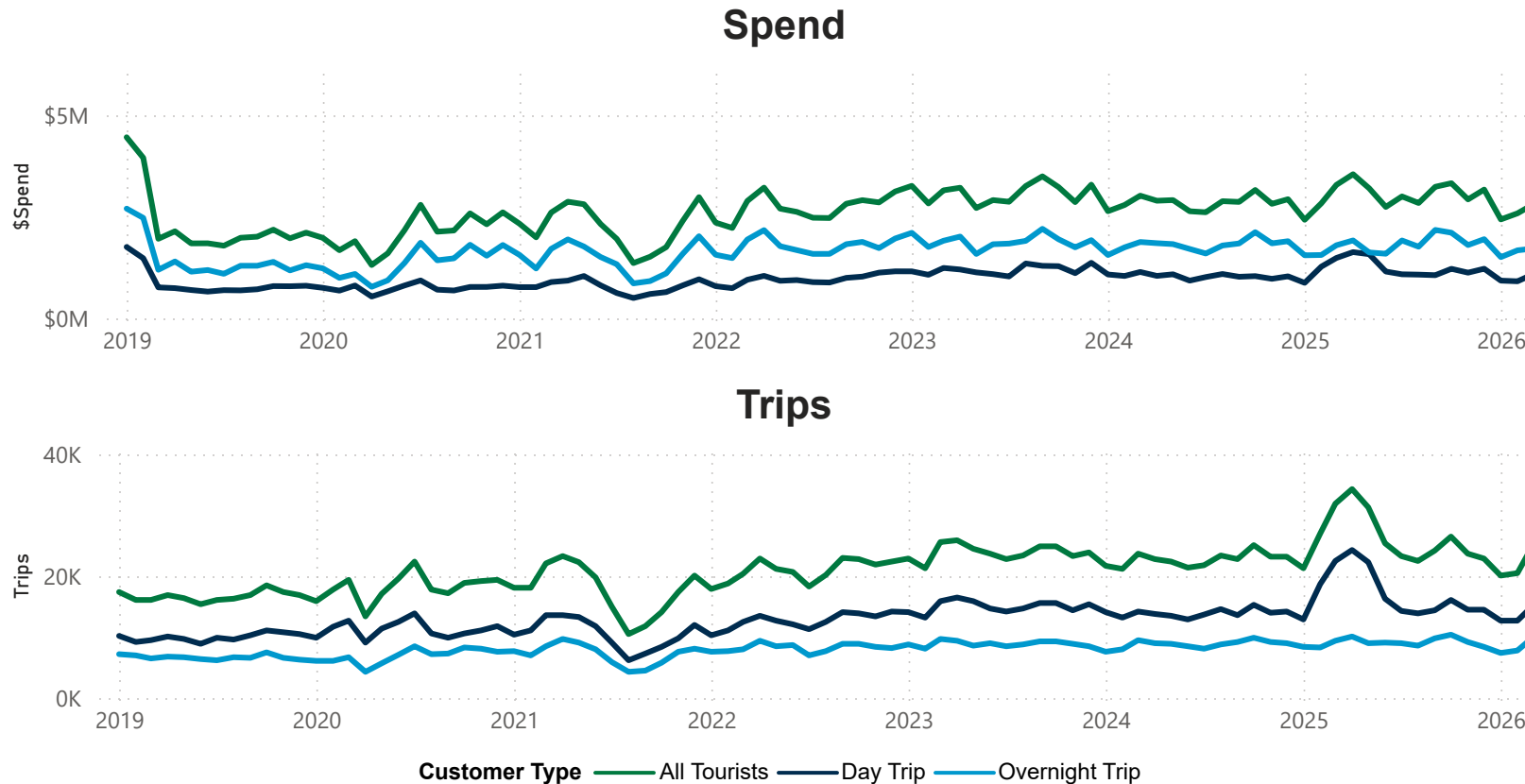
2.42

Top spend day

27 Mar

Top spend category

Supermarkets



Spend (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	-14.9%	8.2%
Day Trip	-27.4%	18.3%
Overnight Trip	-4.6%	2.5%

Trips (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	-21.6%	22.0%
Day Trip	-32.8%	18.9%
Overnight Trip	5.0%	26.9%

*Changes since previous month is calculated from rounded values

Last Dashboard Update: 22 Apr 2026
Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Monthly Tourism Performance Overview

Selected LGA:
Singleton



Visitor Type Selector

All ▼

Please hold CTRL to select multiple Visitor Trip Types

Notes:

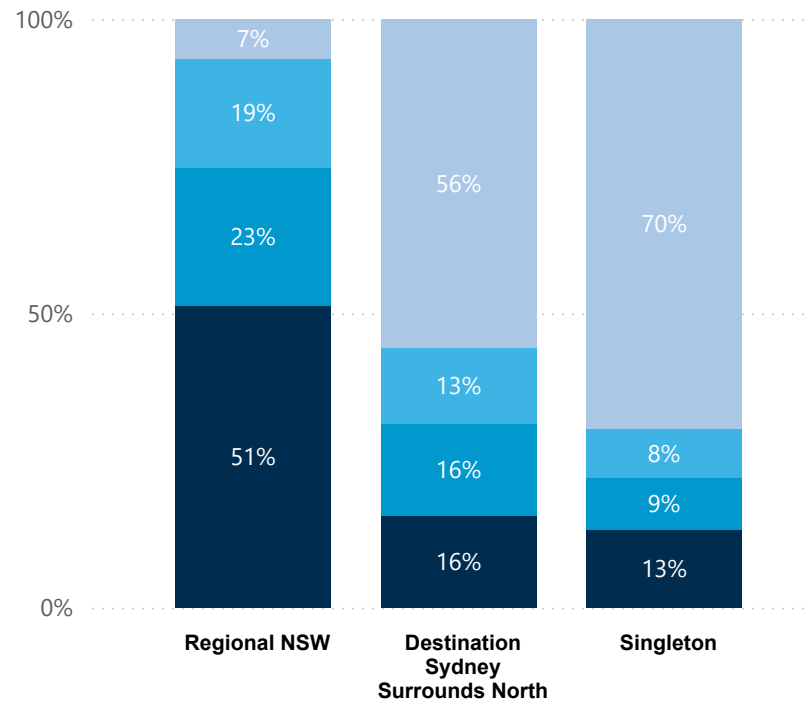
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, March 2026

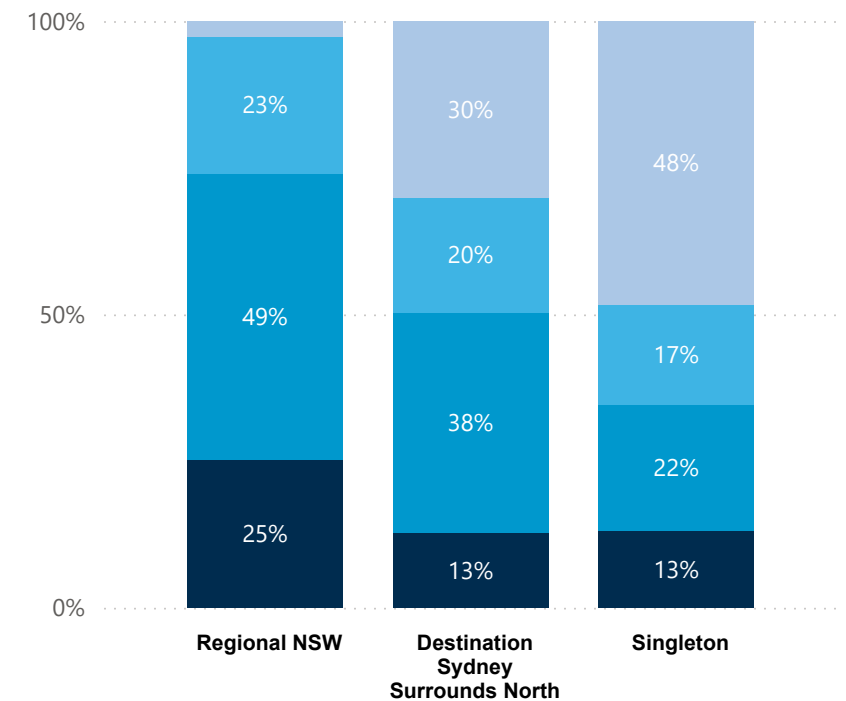
Spend by Visitor Types



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: 22 Apr 2026

Sourced from Banking Transaction Data

Data prepared and visualised by the Research and Development Team



Spending Deep Dive

Selected LGA:
Singleton



Visitor Type Selector

Multiple selections



Please hold CTRL to select multiple Visitor Trip Types

Notes:

- All YoY Changes represent March 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, March 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	\$2.8M	-14.9%	2.3%	6.9%	\$26.5M	3.6%	5.3%	6.2%
Accommodation - Instore - Total	\$0.1M	-3.8%	-19.9%	-11.2%	\$0.2M	18.9%	-4.6%	1.6%
Accommodation - Online - Total	\$0.2M	-18.9%	3.5%	12.6%	\$0.2M	-11.6%	-18.4%	-15.6%
Discretionary Retail - Department Stores, Clothing & Accessories	\$0.1M	-16.2%	0.4%	4.1%	\$1.6M	10.2%	1.8%	4.0%
Discretionary Retail - Other Discretionary Retail	\$0.3M	-18.4%	3.0%	4.2%	\$3.3M	-12.0%	0.8%	2.2%
Discretionary Retail - Total	\$0.4M	-17.7%	2.1%	4.2%	\$4.9M	-5.7%	1.1%	2.7%
Food Retailing - Groceries and Other Food Retailing	\$0.2M	15.7%	3.5%	4.9%	\$2.1M	7.4%	3.9%	2.7%
Food Retailing - Supermarkets	\$0.3M	1.4%	1.9%	4.2%	\$7.5M	4.2%	2.9%	2.7%
Food Retailing - Total	\$0.6M	6.6%	2.5%	4.4%	\$9.6M	4.9%	3.1%	2.7%
Private Transport - Total	\$0.7M	-39.5%	11.9%	19.4%	\$5.0M	13.1%	24.9%	29.1%
Tourism and Entertainment - Attractions, Events and Recreation	\$0.2M	59.3%	-2.9%	-8.0%	\$0.2M	-6.9%	4.9%	0.1%
Tourism and Entertainment - Breweries and Wineries	\$0.0M	-14.2%	-9.0%	-11.0%	\$0.2M	0.7%	-14.9%	-12.2%
Tourism and Entertainment - Cafes	\$0.0M	33.2%	-8.6%	6.4%	\$0.2M	34.4%	-5.3%	-2.3%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.1M	-38.9%	-0.6%	2.5%	\$0.4M	-45.7%	-1.3%	0.2%
Tourism and Entertainment - Restaurants	\$0.1M	36.4%	-5.2%	8.3%	\$0.6M	23.8%	-0.6%	3.8%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.2M	-5.4%	6.0%	9.2%	\$1.5M	-2.5%	2.4%	3.9%
Tourism and Entertainment - Total	\$0.7M	2.7%	-1.9%	4.2%	\$3.0M	-5.7%	0.2%	2.0%

Last Dashboard Update: 22 Apr 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 ▼

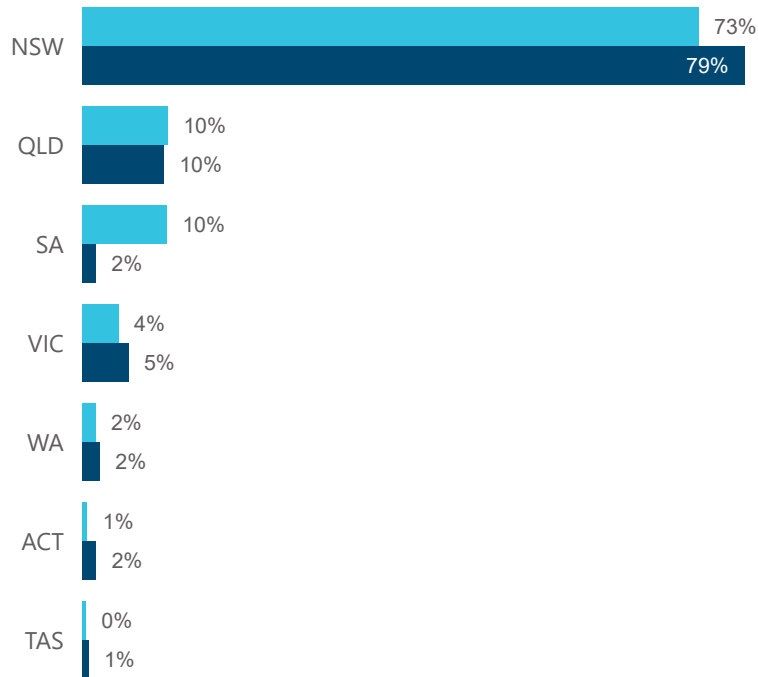
Metric Selector

Spend ▼

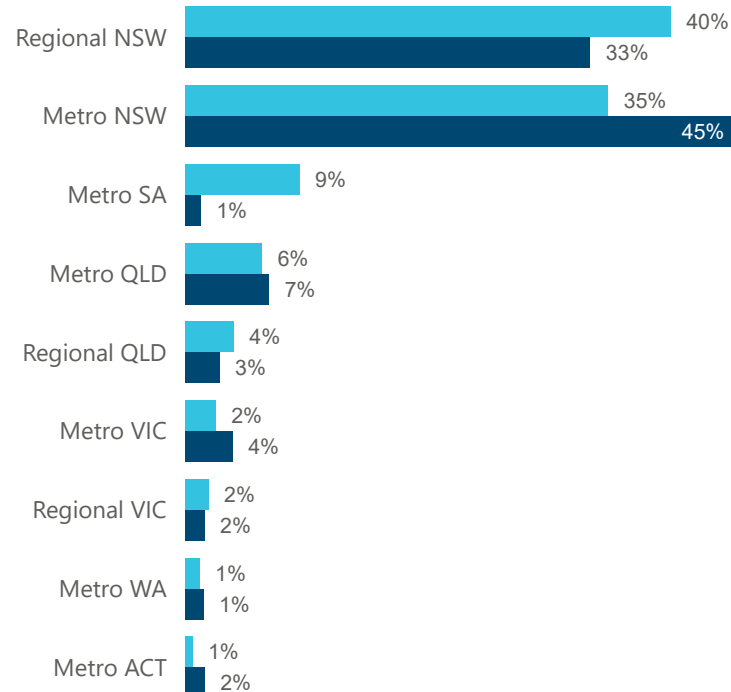
Source Market Analysis, March 2026

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

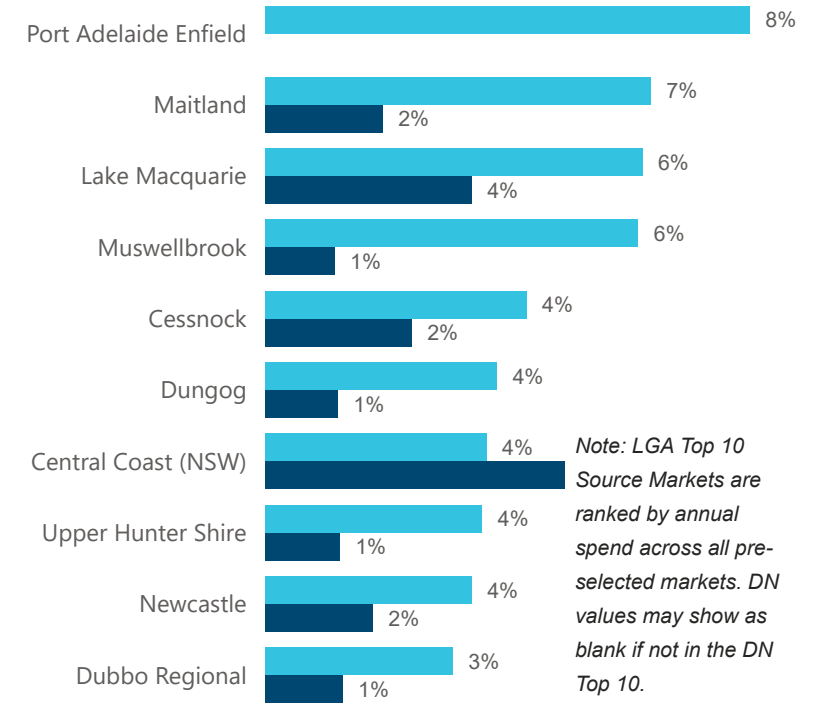
Source Markets (State) by Spend



Source Markets (Metro/Regional) by Spend



Top 10 Source Markets (LGA) by Spend



Visitor Type Selector

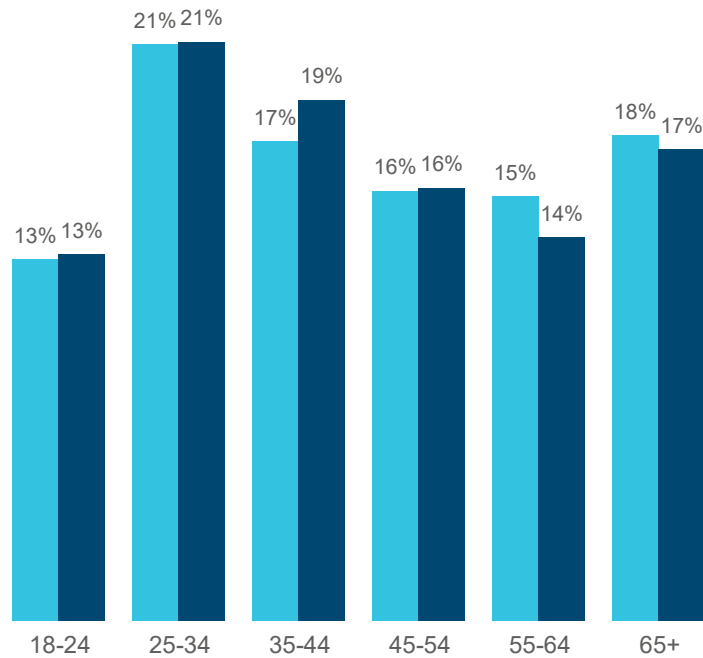
All Tourists ▼

Notes:

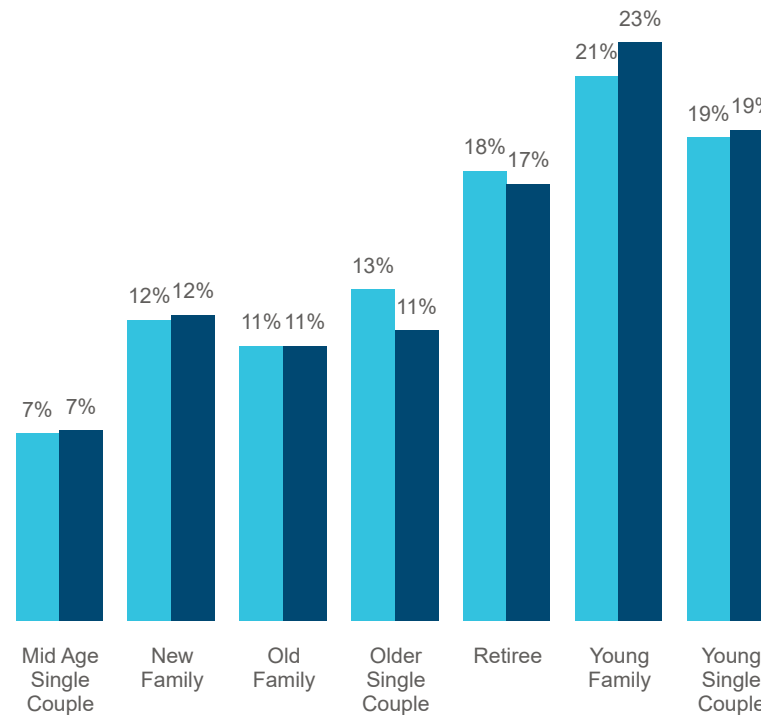
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop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

All Tourists Profile, year ending March 2026

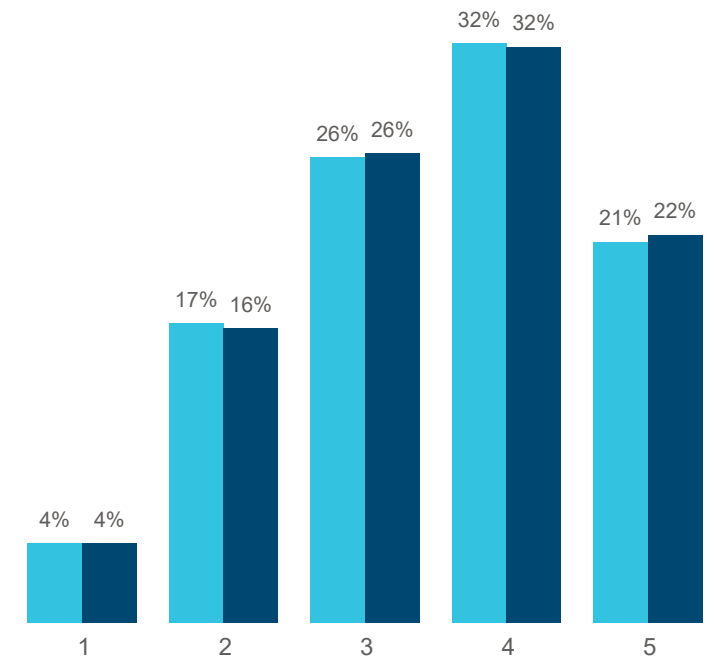
Age



Life Stage



Affluence Score





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: 22 Apr 2026 – data as of March 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
	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:
Upper Hunter Shire



Key measures for all tourists, March 2026

Spend per customer

\$165.00

Length of stay (Nights)

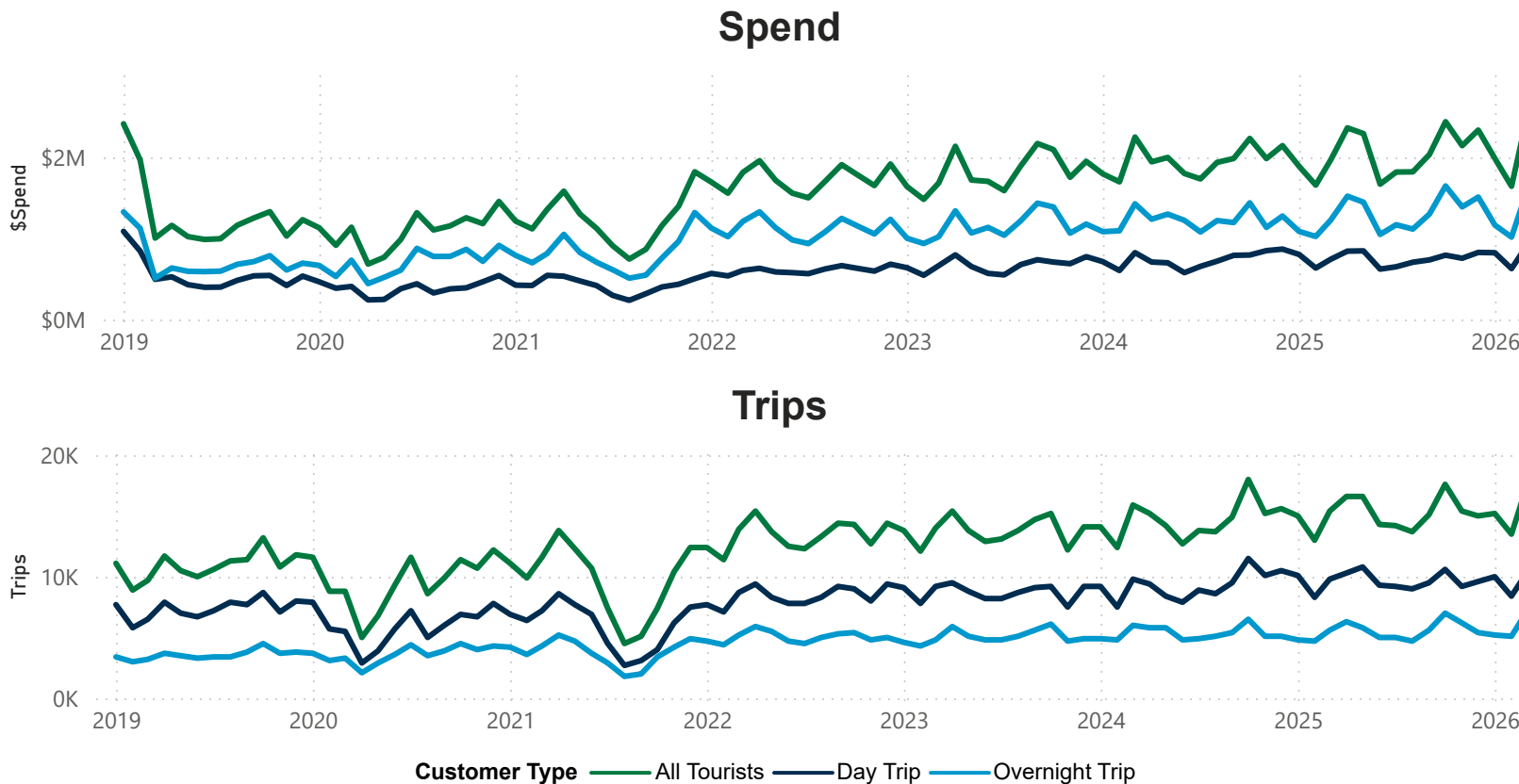
2.43

Top spend day

27 Mar

Top spend category

Supermarkets



Spend (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	25.6%	50.6%
Day Trip	21.7%	44.3%
Overnight Trip	27.9%	54.5%

Trips (For March 2026)	Change since previous year	Change since previous month*
▲		
All Tourists	12.8%	28.9%
Day Trip	5.5%	22.6%
Overnight Trip	25.5%	39.2%

*Changes since previous month is calculated from rounded values



Monthly Tourism Performance Overview

Selected LGA:
Upper Hunter Shire



Visitor Type Selector

All ▼

Please hold CTRL to select multiple Visitor Trip Types

Notes:

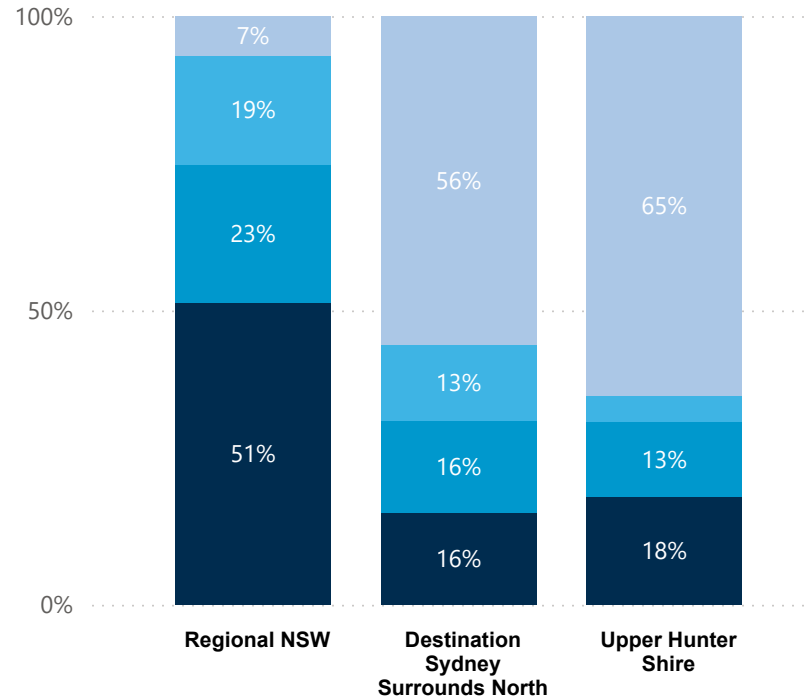
- Visitor economy figures typically focus on Day Trips and Overnight Trips to better align with Tourism Research Australia
- Regional NSW refers to areas outside of the Sydney Metro area which may slightly defer from the Overall DN Benchmark used in other sections of the dashboard

Visitor Type Analysis, March 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: 22 Apr 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 March 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, March 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	\$2.5M	25.6%	2.3%	6.9%	\$13.2M	7.2%	5.3%	6.2%
Accommodation - Instore - Total	\$0.1M	52.3%	-19.9%	-11.2%	\$0.0M	-7.6%	-4.6%	1.6%
Accommodation - Online - Total	\$0.2M	109.0%	3.5%	12.6%	\$0.1M	-51.7%	-18.4%	-15.6%
Discretionary Retail - Department Stores, Clothing & Accessories	\$0.1M	58.2%	0.4%	4.1%	\$0.2M	13.2%	1.8%	4.0%
Discretionary Retail - Other Discretionary Retail	\$0.1M	-15.0%	3.0%	4.2%	\$1.1M	9.8%	0.8%	2.2%
Discretionary Retail - Total	\$0.2M	0.6%	2.1%	4.2%	\$1.4M	10.4%	1.1%	2.7%
Food Retailing - Groceries and Other Food Retailing	\$0.2M	20.1%	3.5%	4.9%	\$1.5M	7.6%	3.9%	2.7%
Food Retailing - Supermarkets	\$0.3M	2.9%	1.9%	4.2%	\$4.2M	1.0%	2.9%	2.7%
Food Retailing - Total	\$0.6M	9.0%	2.5%	4.4%	\$5.7M	2.7%	3.1%	2.7%
Private Transport - Total	\$0.6M	19.0%	11.9%	19.4%	\$3.0M	21.1%	24.9%	29.1%
Tourism and Entertainment - Attractions, Events and Recreation				-8.0%				0.1%
Tourism and Entertainment - Breweries and Wineries				-11.0%				-12.2%
Tourism and Entertainment - Cafes				6.4%				-2.3%
Tourism and Entertainment - Pubs, Taverns and Bars	\$0.2M	41.3%	-0.6%	2.5%	\$0.6M	-6.4%	-1.3%	0.2%
Tourism and Entertainment - Restaurants	\$0.3M	4.9%	-5.2%	8.3%	\$0.3M	-28.2%	-0.6%	3.8%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$0.1M	47.1%	6.0%	9.2%	\$0.6M	7.1%	2.4%	3.9%
Tourism and Entertainment - Total	\$0.6M	12.5%	-1.9%	4.2%	\$1.5M	-11.1%	0.2%	2.0%

Last Dashboard Update: 22 Apr 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

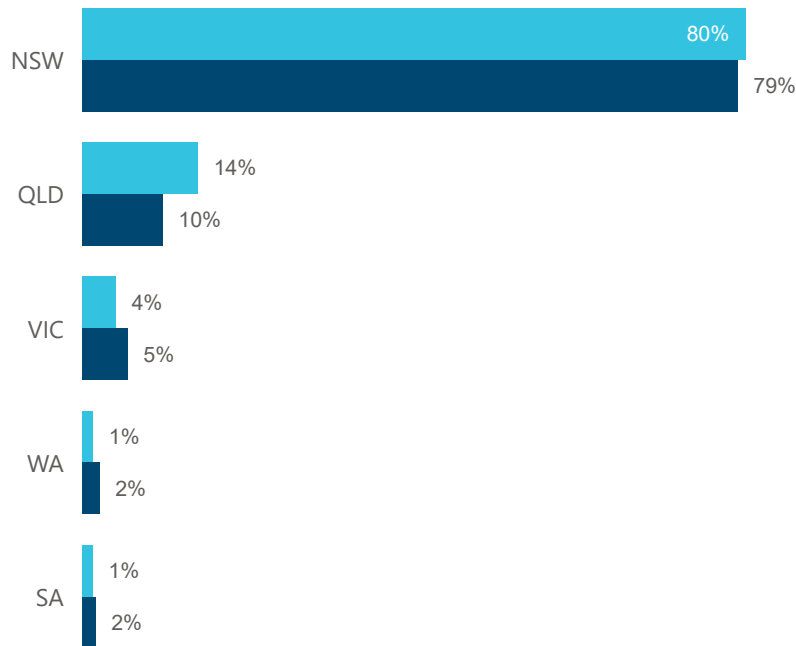
Metric Selector

Spend

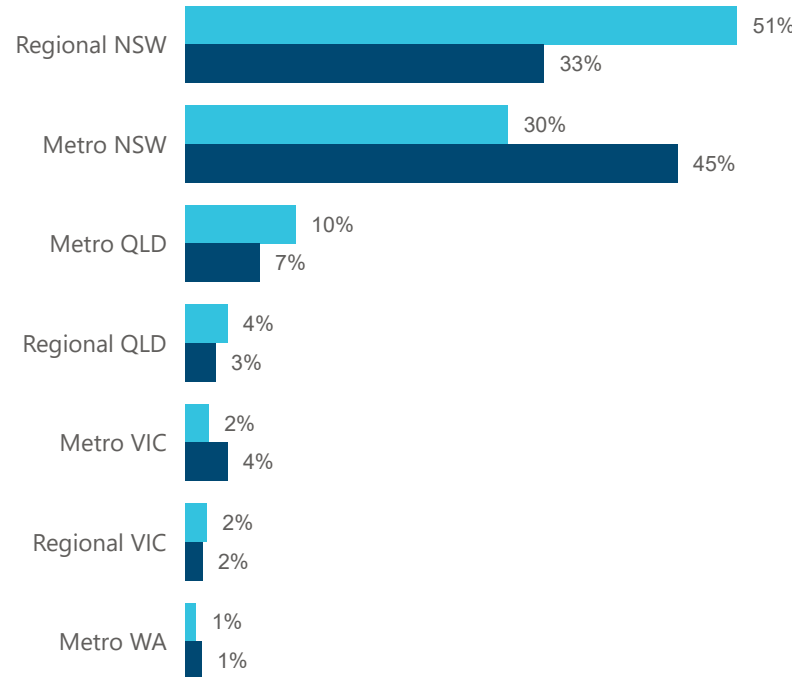
Source Market Analysis, March 2026

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

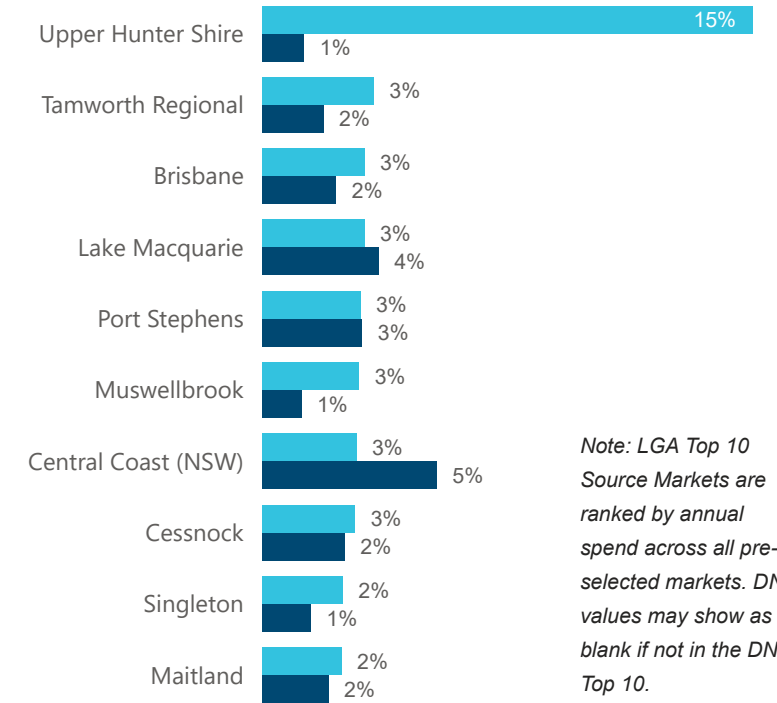
Source Markets (State) by Spend



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

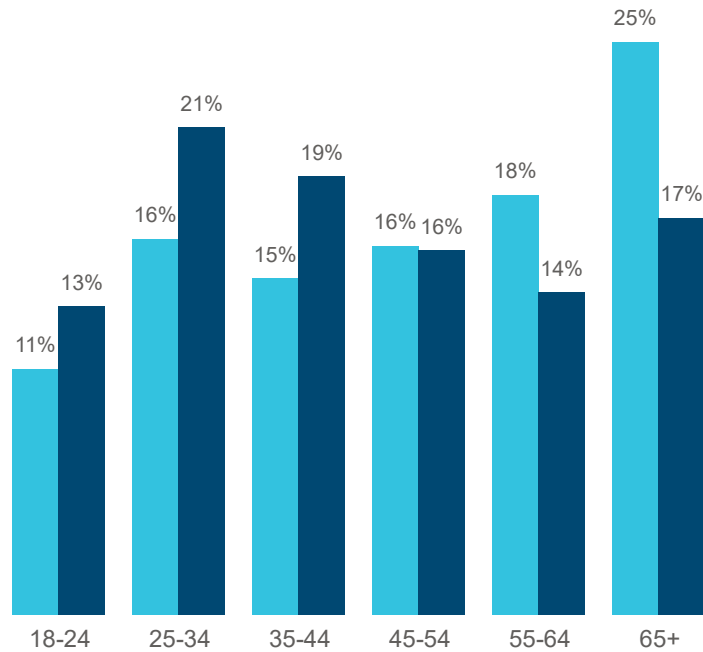
All Tourists ▼

Notes:

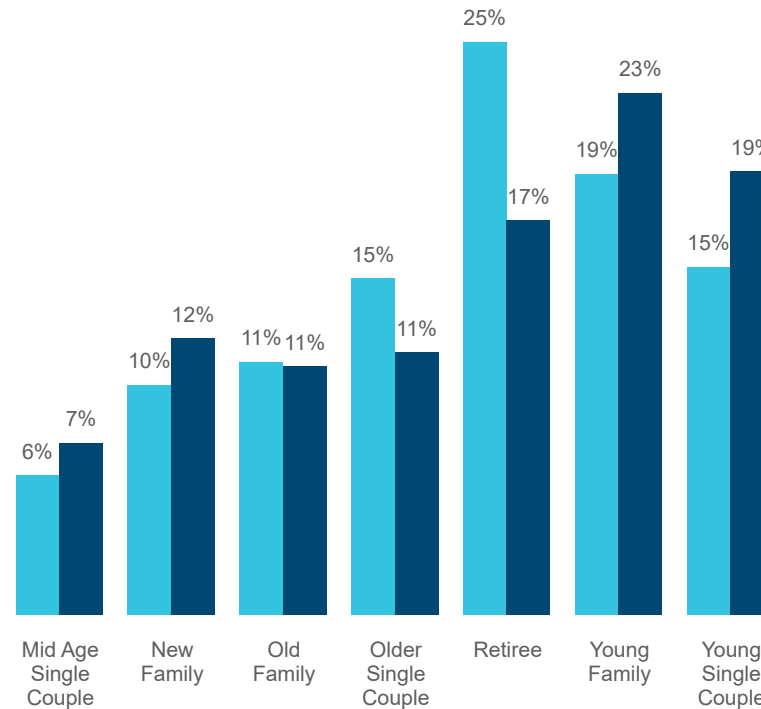
- Calculations are based off unique customer/visitor count (deduplicated) who have transacted in the target LGA
- **Affluence score is not defined by household income, but by spending behaviour.** Consumers who shop at luxury stores typically fall into higher affluence bands (4,5), while those who shop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

All Tourists Profile, year ending March 2026

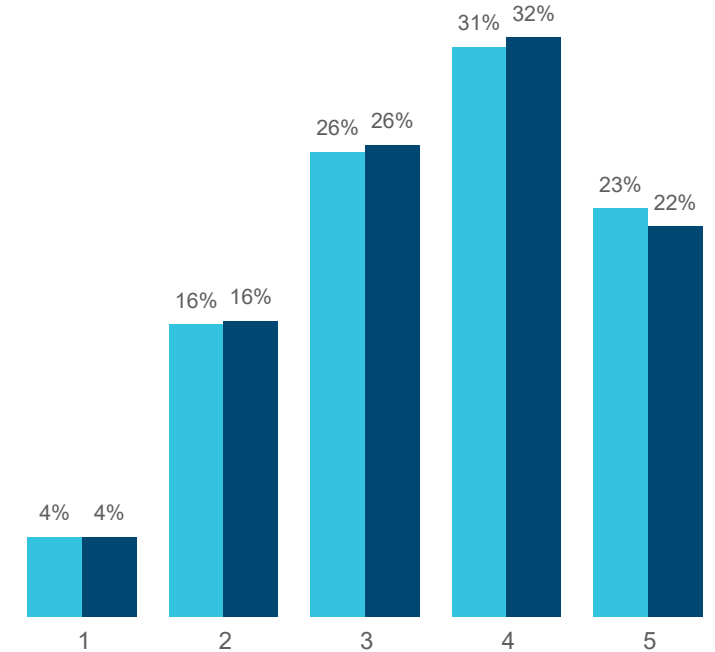
Age



Life Stage



Affluence Score



BANKING TRANSACTION DATA DASHBOARD

- *DESTINATION SYDNEY SURROUNDS NORTH*

This dashboard explores the full depth and breadth of the banking transaction data and is designed to work in tandem with existing product offering to unlock the dataset's full potential.

It's updated monthly in the second week of the latest data becoming available to DNSW.

All data points are intended to be used within the dashboard. Please consult DNSW's Research and Development Team for other use cases. Please cite the dataset as 'sourced from banking transaction data'.

Slide	Title
2	Destination Sydney Surrounds North
16	Sub-region: Hunter Valley
30	Sub-region: Upper Hunter
44	Methodology

DESTINATION SYDNEY SURROUNDS NORTH

Slide	Title
3	Performance Overview
4	Category Deep Dive
5-7	Visitor Type Overview
8-11	Source Market Overview
12-14	Visitor Profiling
15	Daily Spend Timeseries

Performance Overview - overall

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type

Destination

Destination

Destination Sydney Surround...

Period Type

Monthly

Period

Mar 2026

Tourist spend

\$116.9M

Trips

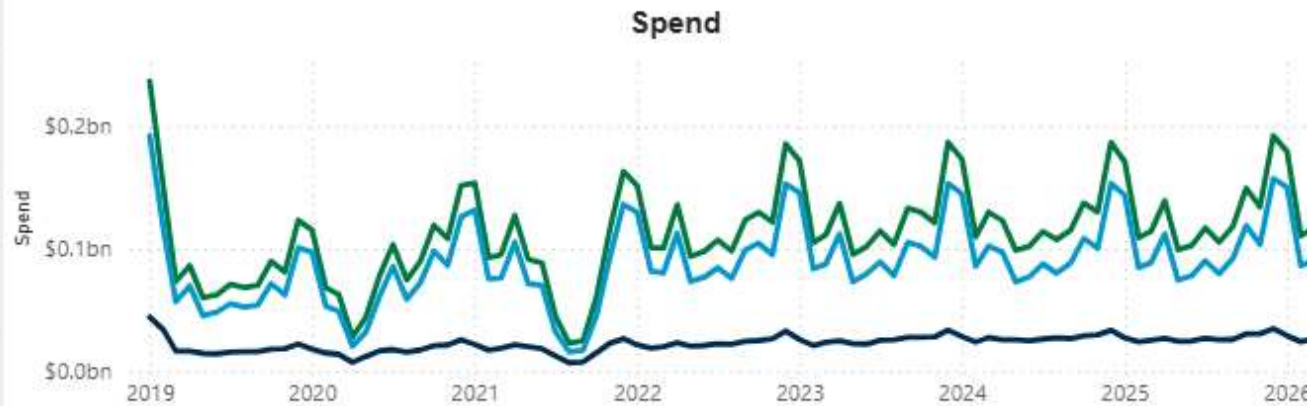
587.8K

Spend per cardholder

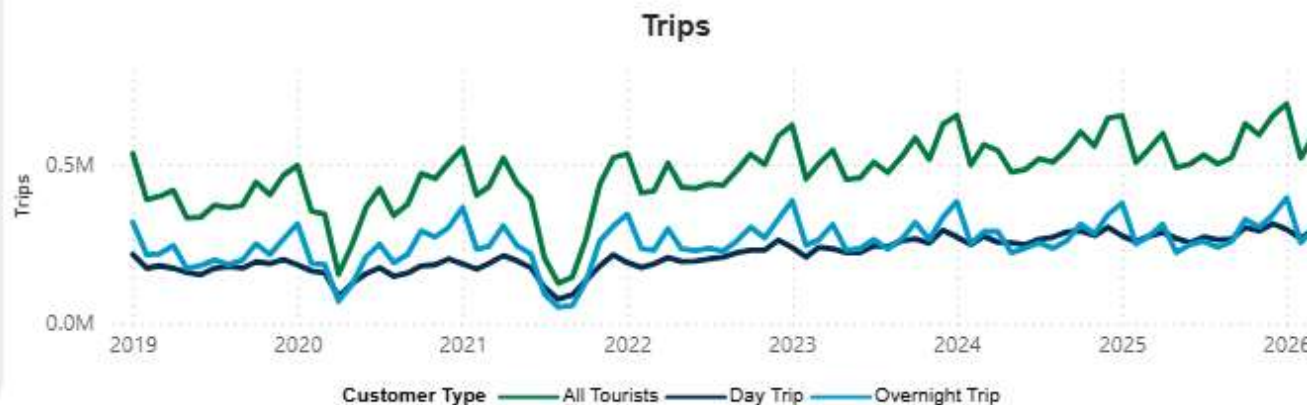
\$257

Avg nights of stay

3.1



	Spend \$	YoY change	PoP change*
All Tourists		2.3%	5.8%
Day Trip		4.6%	9.7%
Overnight Trip		1.7%	4.7%



	Trips	YoY change	PoP change*
All Tourists		7.6%	13.1%
Day Trip		7.6%	10.3%
Overnight Trip		7.7%	16.1%

* Period on period changes are calculated from rounded values

Category Deep Dive

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type
Destination

Destination
Destination Sydney Surr...

Period Type
Monthly

Period
Mar 2026

Customer Type
Multiple selections

SOURCE_MARKET_LEVEL
Total

SOURCE_MARKET_NAME
Total

Visitor Type Category	Day Trip			Overnight Trip		
	Spend	YoY % change	YoY % change vs benchmark	Spend	YoY % change	YoY % change vs benchmark
_All Categories - Total	\$26.6M	↑ 4.6%	↑ 2.3%	\$90.3M	↑ 1.7%	↑ 8.1%
Food Retailing - Total	\$4.1M	↑ 7.5%	↑ 4.6%	\$16.4M	↑ 1.3%	↑ 4.4%
Food Retailing - Supermarkets	\$2.4M	↑ 1.6%	↑ 4.6%	\$10.9M	↑ 2.0%	↑ 4.1%
Food Retailing - Groceries and Other Food Retailing	\$1.6M	↑ 17.5%	↑ 4.6%	\$5.5M	→ 0.0%	↑ 5.0%
Discretionary Retail - Total	\$6.3M	↑ 9.7%	↑ 2.4%	\$16.0M	↓ -0.7%	↑ 4.8%
Discretionary Retail - Other Discretionary Retail	\$4.0M	↑ 5.8%	↑ 0.8%	\$10.1M	↑ 1.9%	↑ 5.5%
Discretionary Retail - Department Stores, Clothing & Accessories	\$2.2M	↑ 17.5%	↑ 5.5%	\$5.9M	↓ -4.8%	↑ 3.6%
Tourism and Entertainment - Total	\$6.5M	↓ -1.4%	↑ 0.5%	\$24.7M	↓ -2.0%	↑ 5.0%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$2.0M	↑ 5.2%	↑ 8.8%	\$5.2M	↑ 6.3%	↑ 9.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$1.3M	↓ -1.9%	↓ -1.5%	\$6.8M	↓ -0.3%	↑ 3.2%
Tourism and Entertainment - Restaurants	\$1.7M	↓ -7.5%	↑ 2.7%	\$7.1M	↓ -4.7%	↑ 9.3%
Tourism and Entertainment - Attractions, Events and Recreation	\$752.0K	↓ -3.7%	↓ -19.1%	\$2.5M	↓ -2.7%	↓ -4.3%
Tourism and Entertainment - Cafes	\$448.0K	↓ -0.2%	↑ 9.2%	\$1.8M	↓ -10.4%	↑ 5.8%
Tourism and Entertainment - Breweries and Wineries	\$281.0K	↑ 0.7%	↓ -4.5%	\$1.4M	↓ -10.8%	↓ -12.2%
Private Transport - Total	\$4.6M	↑ 2.9%	↑ 10.9%	\$10.7M	↑ 16.3%	↑ 22.7%
Accommodation - Instore - Total	\$902.0K	↓ -18.8%	↓ -4.4%	\$5.0M	↓ -20.1%	↓ -12.4%
Accommodation - Online - Total	\$602.0K	↓ -8.2%	↓ -24.1%	\$11.0M	↑ 4.2%	↑ 14.9%

Visitor Type Overview

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type
Destination

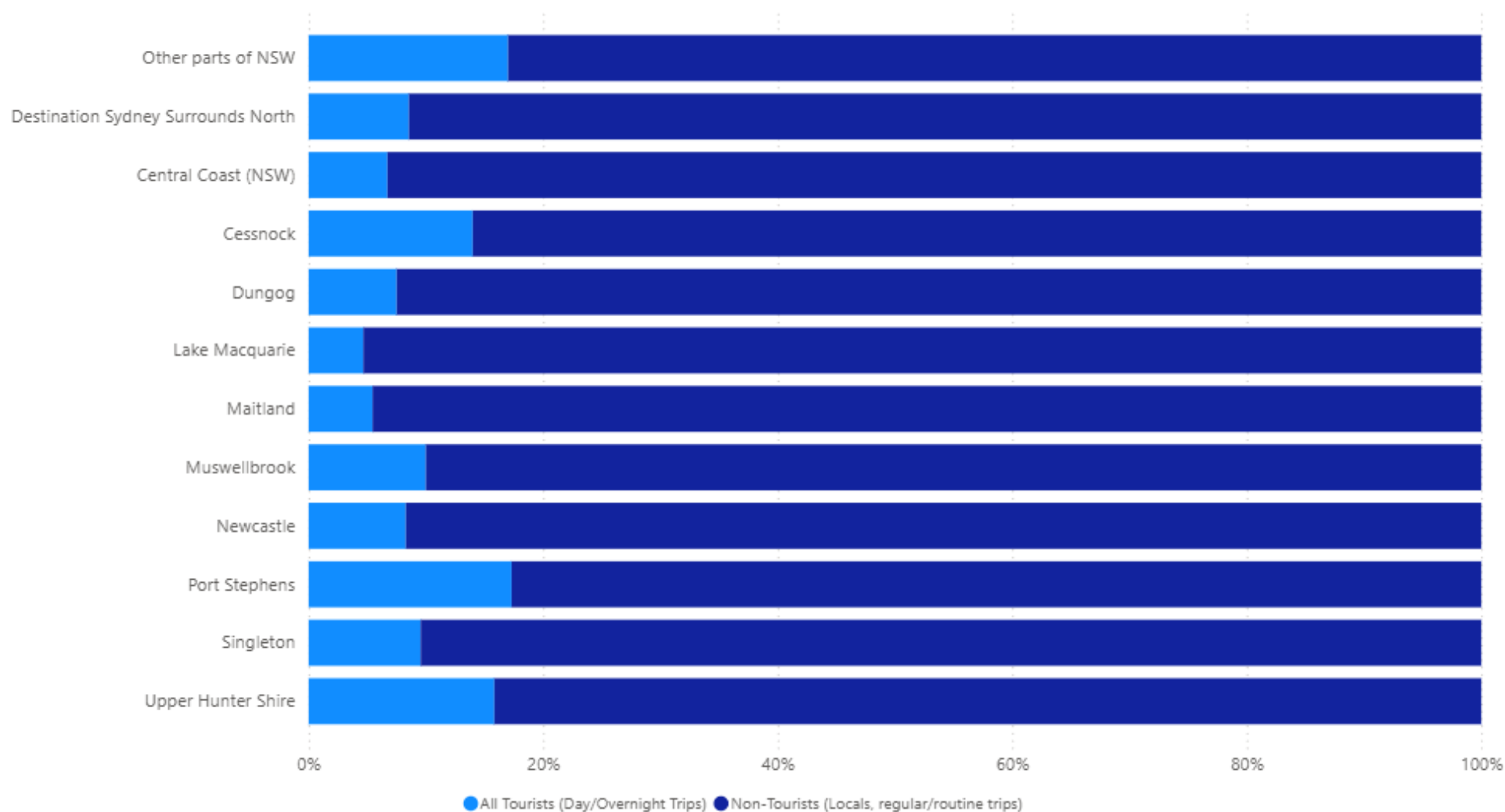
Destination
Destination Sydney Surr...

Period Type
Monthly

Period
Mar 2026

Visitor Definition
Tourists vs Non-Tourists

Metric
Spend



Visitor Type Overview

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type
Destination

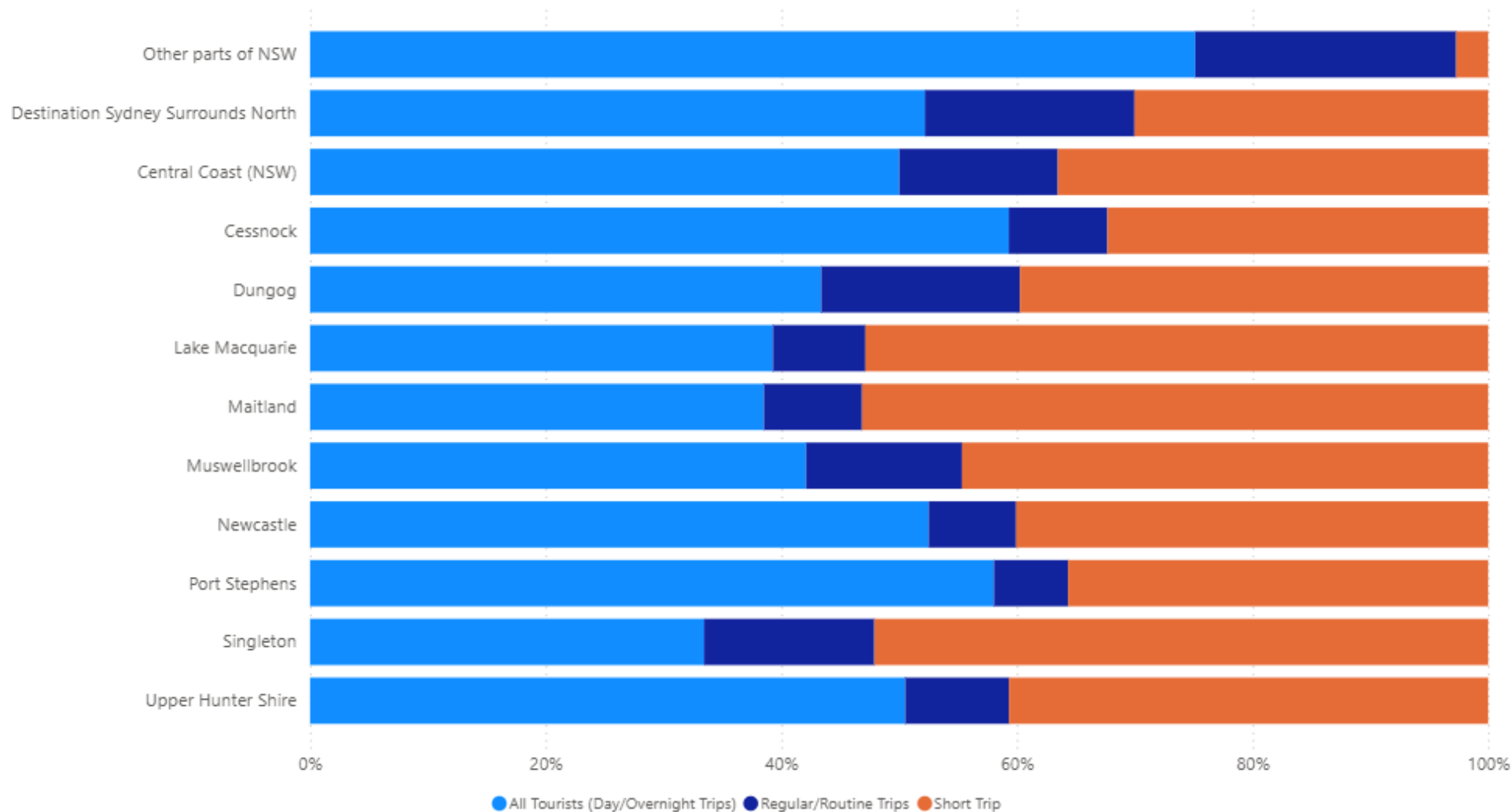
Destination
Destination Sydney Surr...

Period Type
Monthly

Period
Mar 2026

Visitor Definition
Extended Definition

Metric
Spend



Visitor Type Overview

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type
Destination

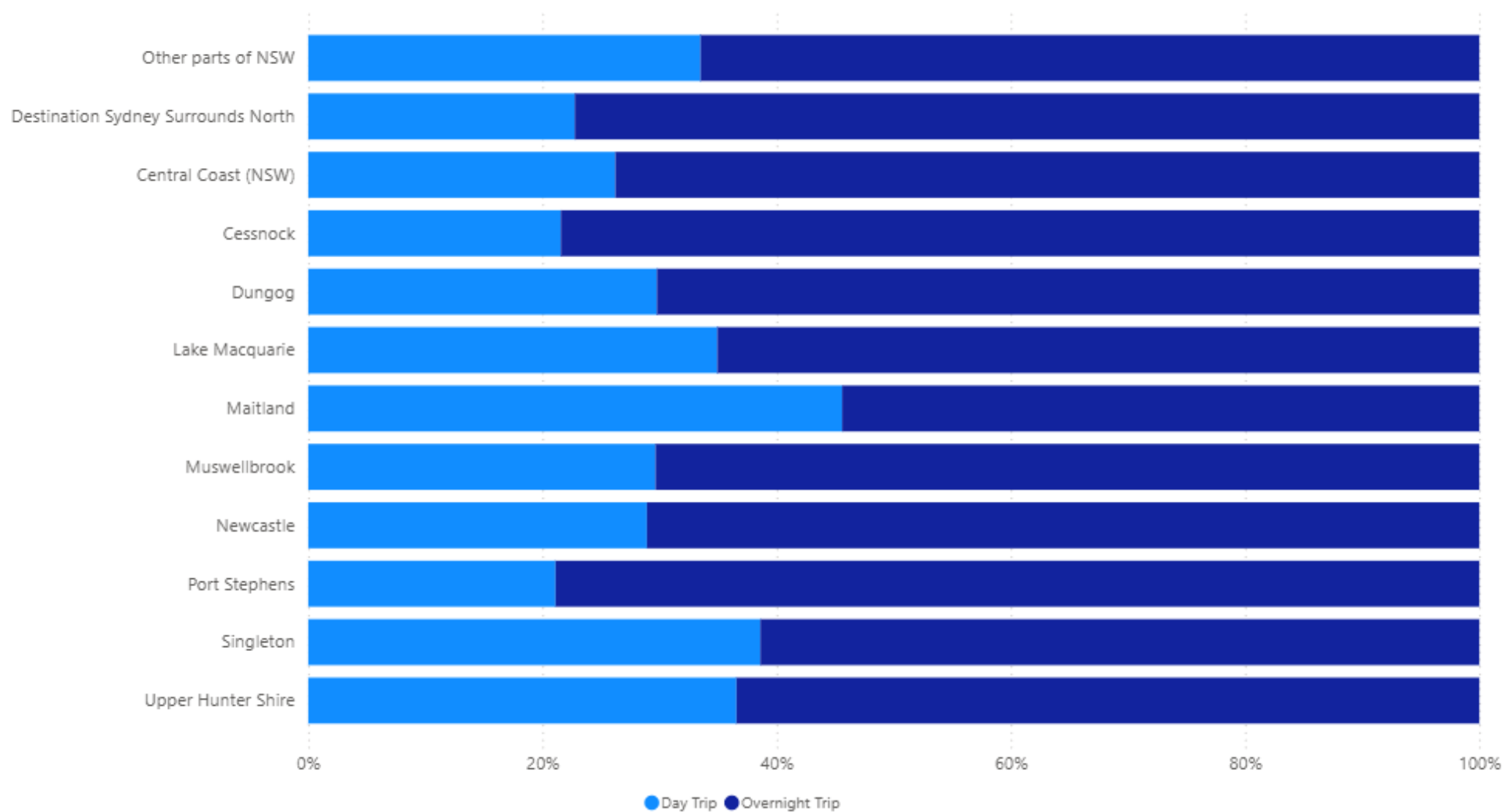
Destination
Destination Sydney Surr...

Period Type
Monthly

Period
Mar 2026

Visitor Definition
Tourists

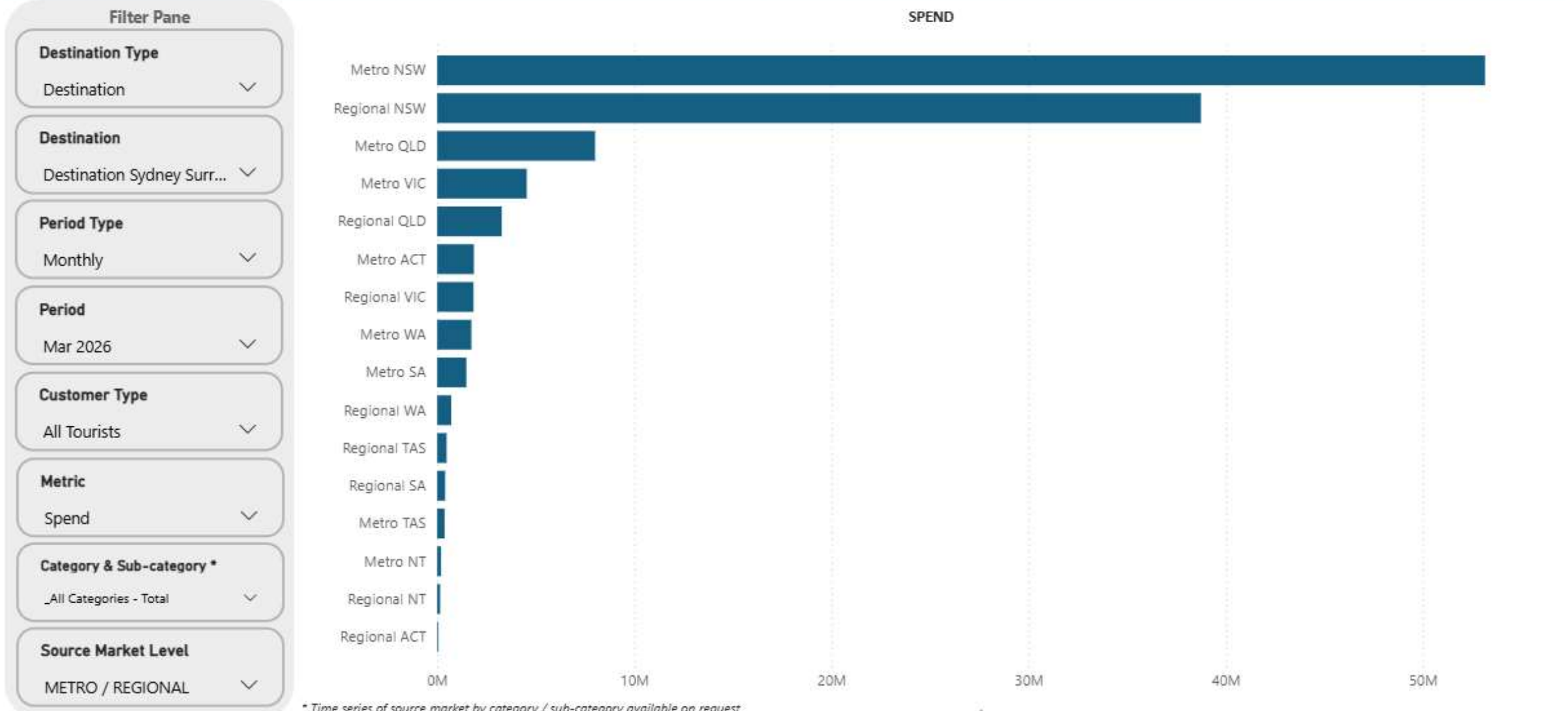
Metric
Spend



Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Source Market Overview

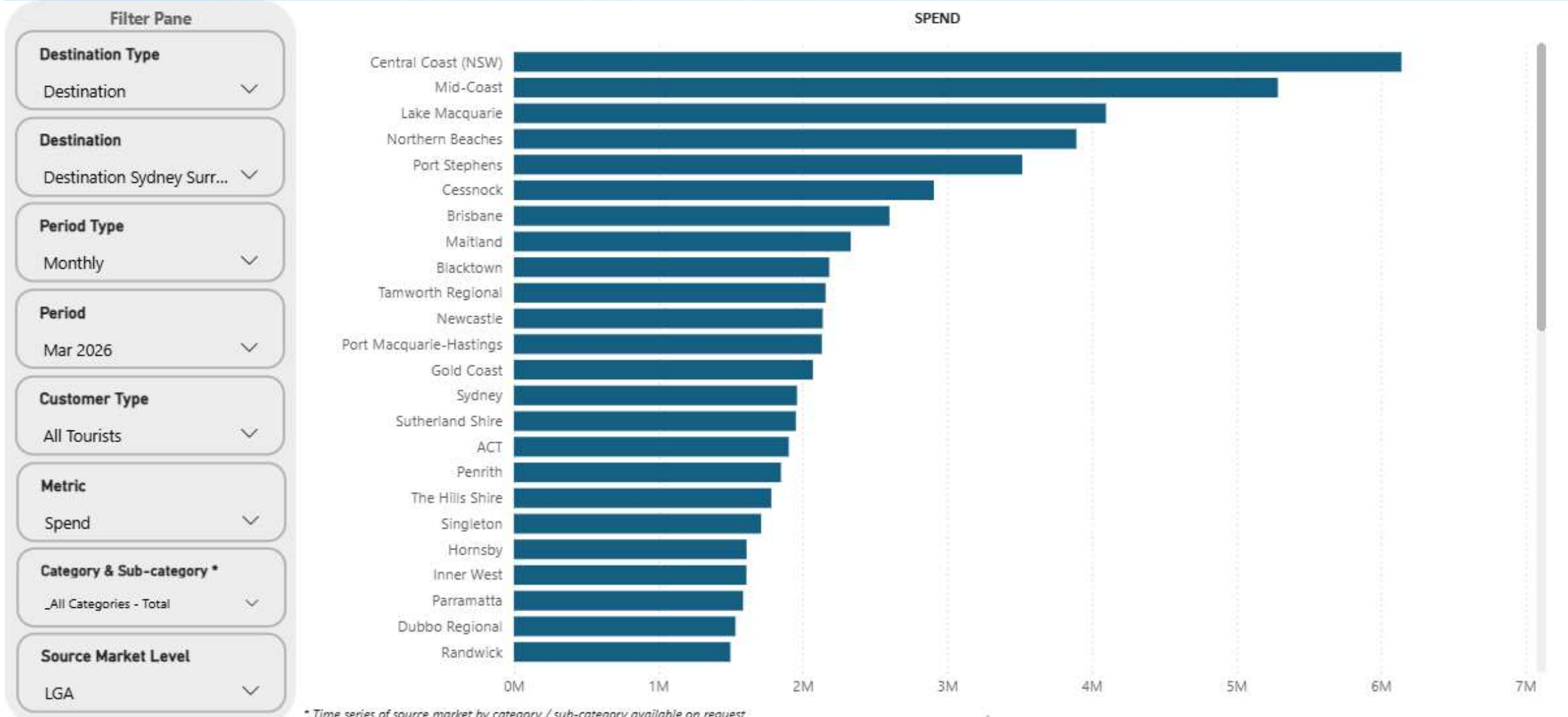
Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North



Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Source Market Overview

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North



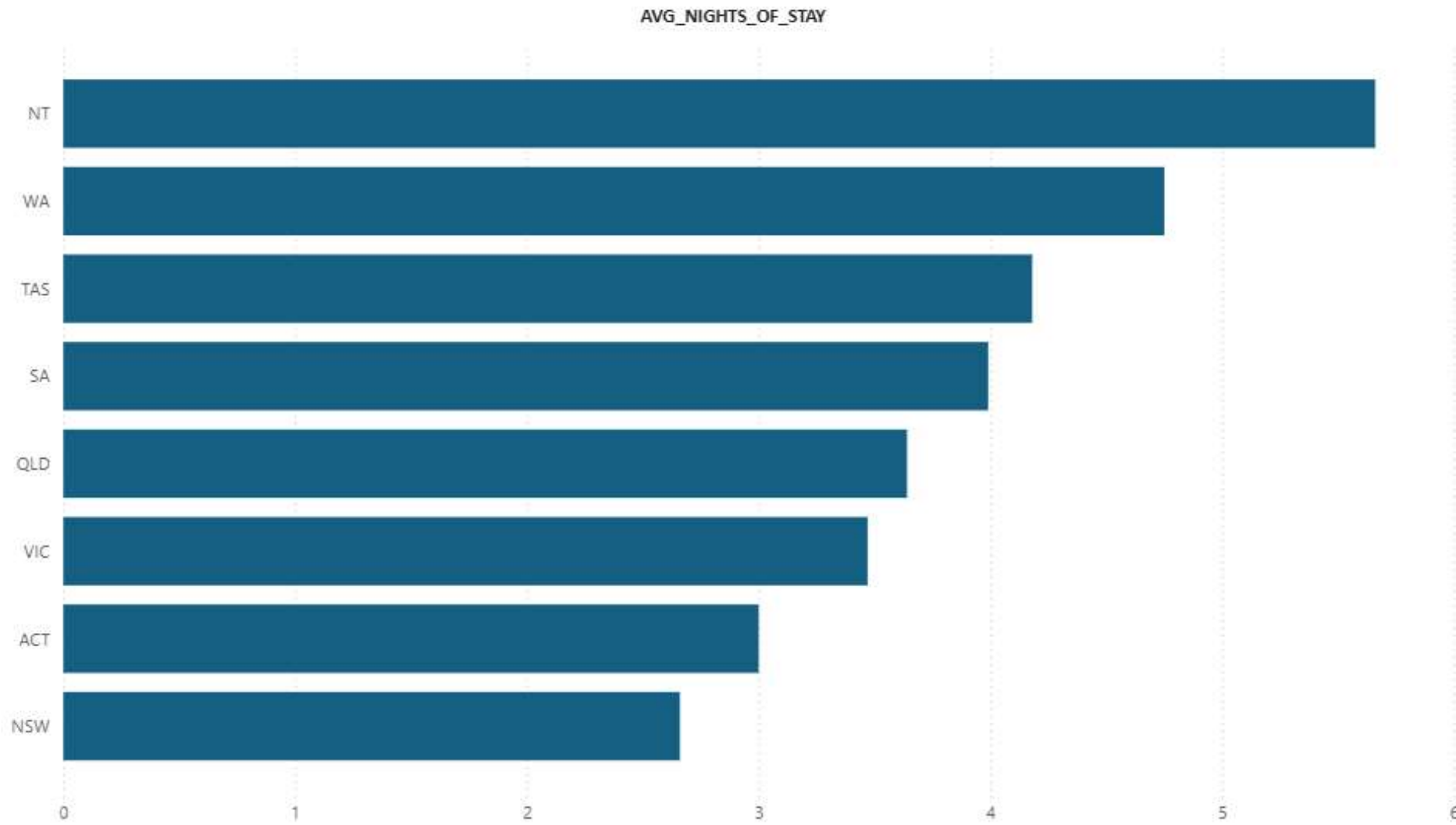
Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Source Market Overview - continued

Annual data for YE Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

- Destination Type: Destination
- Destination: Destination Sydney Surr...
- Period Type: Annual
- Period: YE Mar 2026
- Customer Type: Overnight Trip
- Metric: Average Nights of Stay
- SOURCE_MARKET_LEVEL: STATE



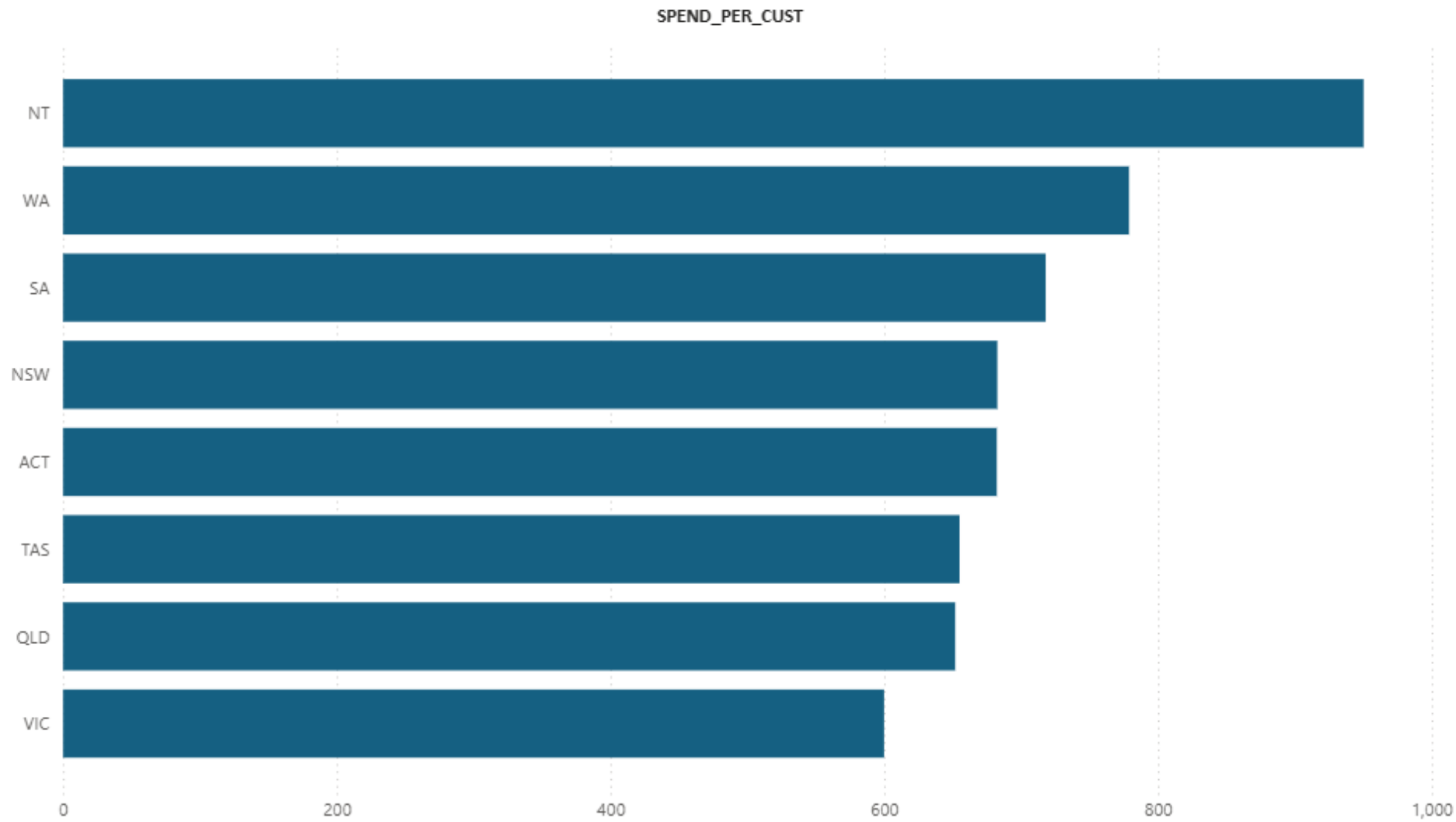
Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Source Market Overview - continued

Annual data for YE Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

- Destination Type**
Destination
- Destination**
Destination Sydney Surr...
- Period Type**
Annual
- Period**
YE Mar 2026
- Customer Type**
Overnight Trip
- Metric**
Spend Per Customer
- SOURCE_MARKET_LEVEL**
STATE



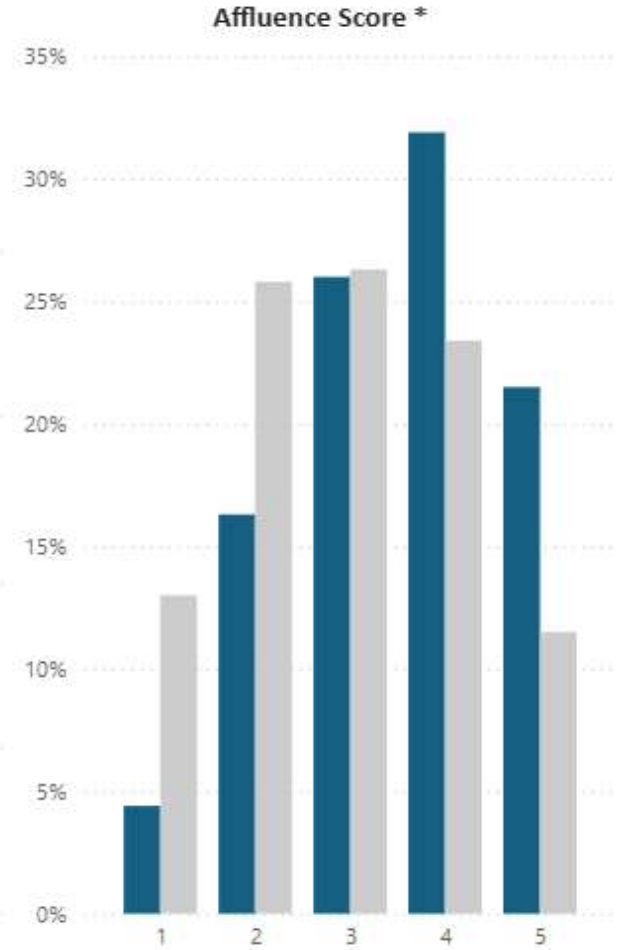
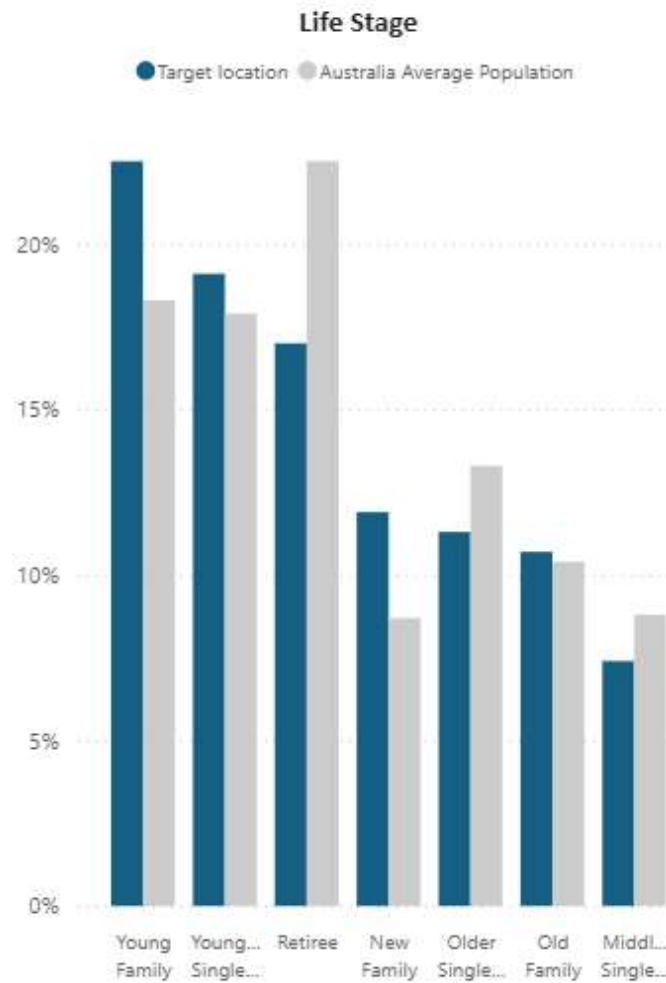
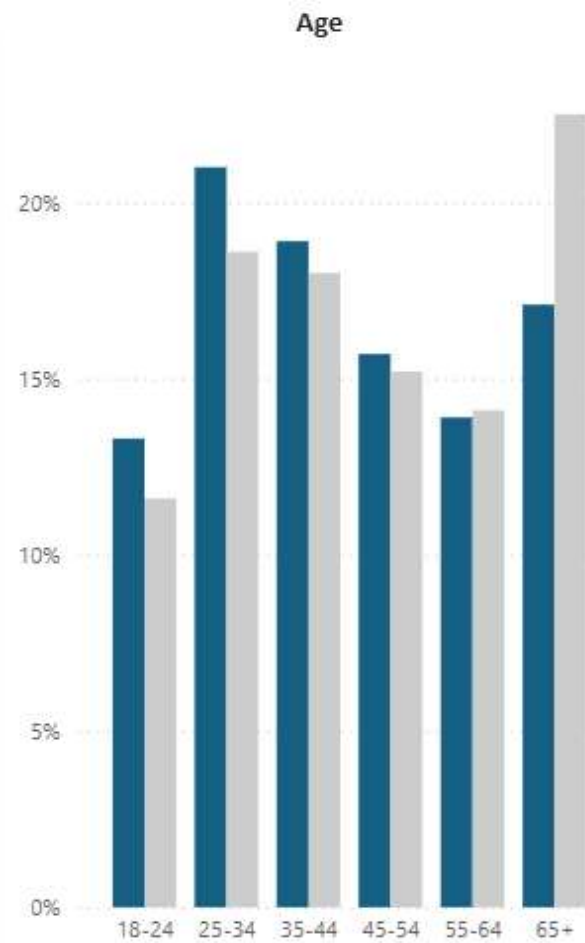
Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Visitor Profiling *

Annual data for YE Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

- Destination Type**
Destination
- Destination**
Destination Sydney Surr...
- Period Type**
Annual
- Period**
YE Mar 2026
- Customer Type**
All Tourists
- Source Market Level**
Total
- Source Market Name**
All



*An individual's 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.

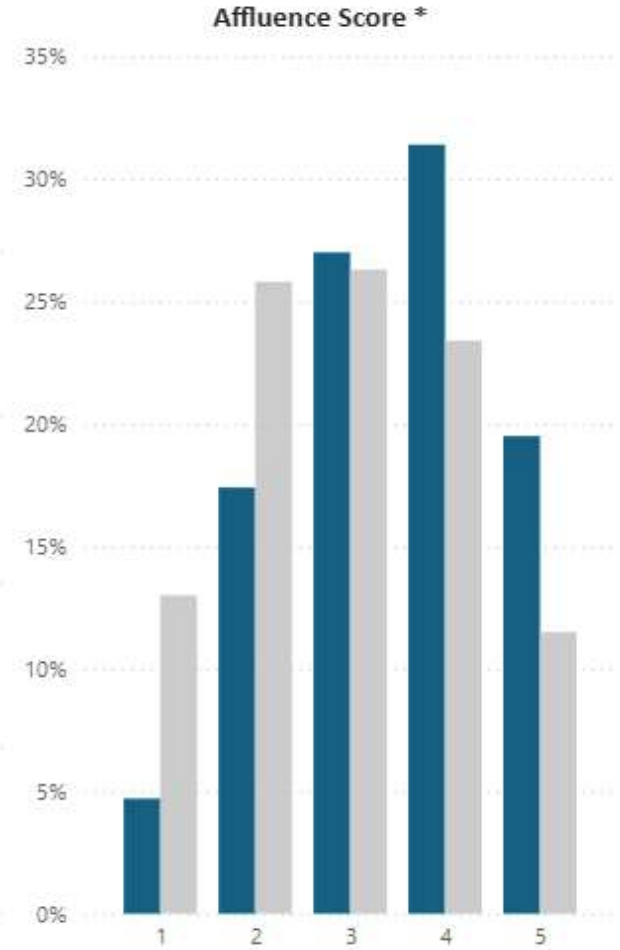
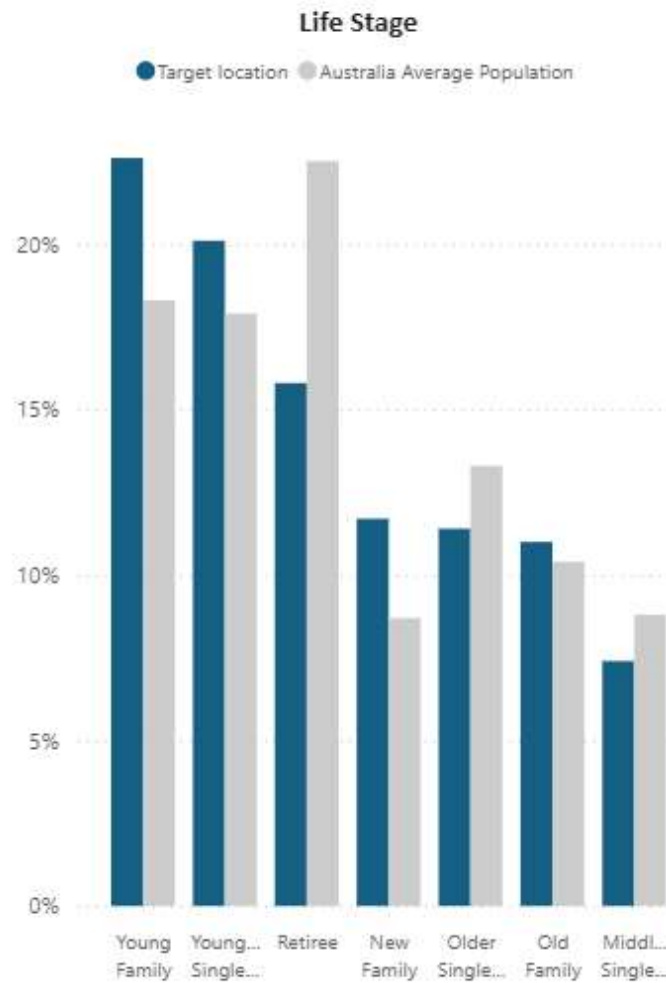
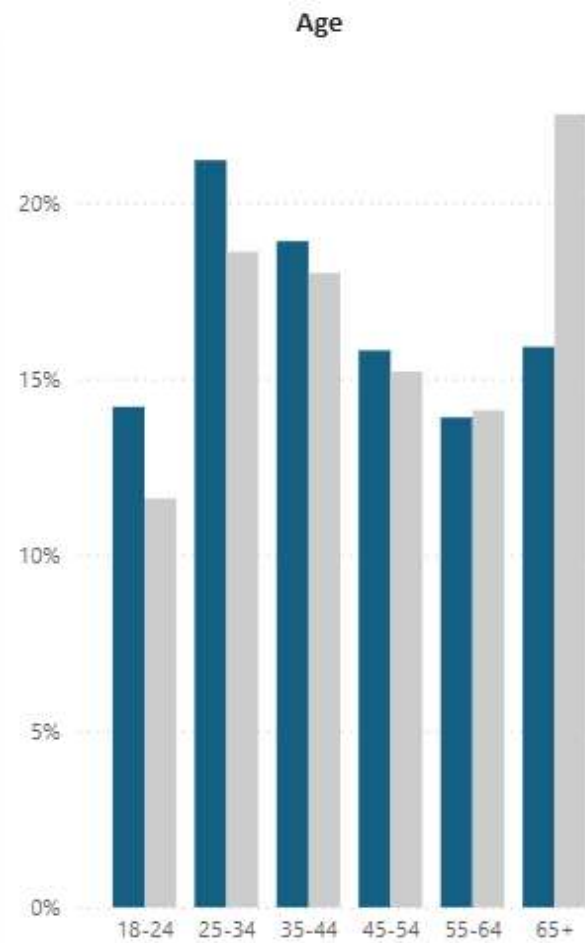


Visitor Profiling *

Annual data for YE Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

- Destination Type: Destination
- Destination: Destination Sydney Surr...
- Period Type: Annual
- Period: YE Mar 2026
- Customer Type: Day Trip
- Source Market Level: Total
- Source Market Name: All



*An individual's 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.

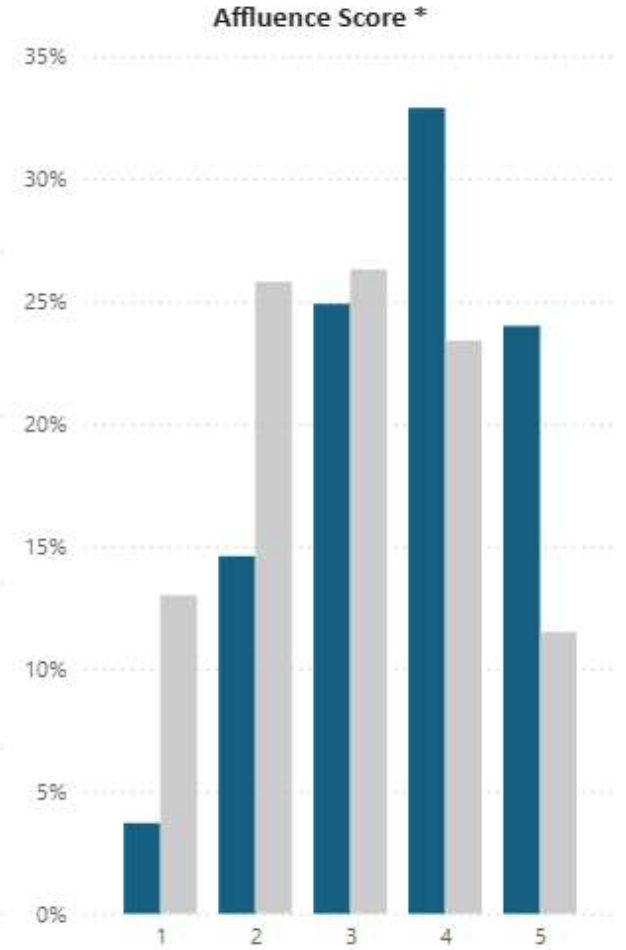
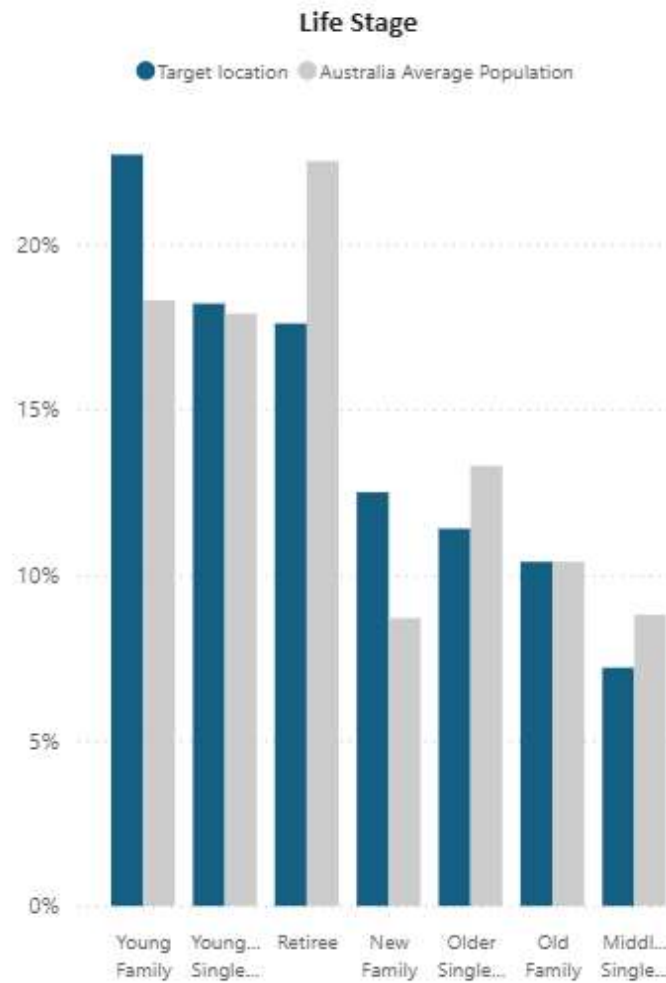
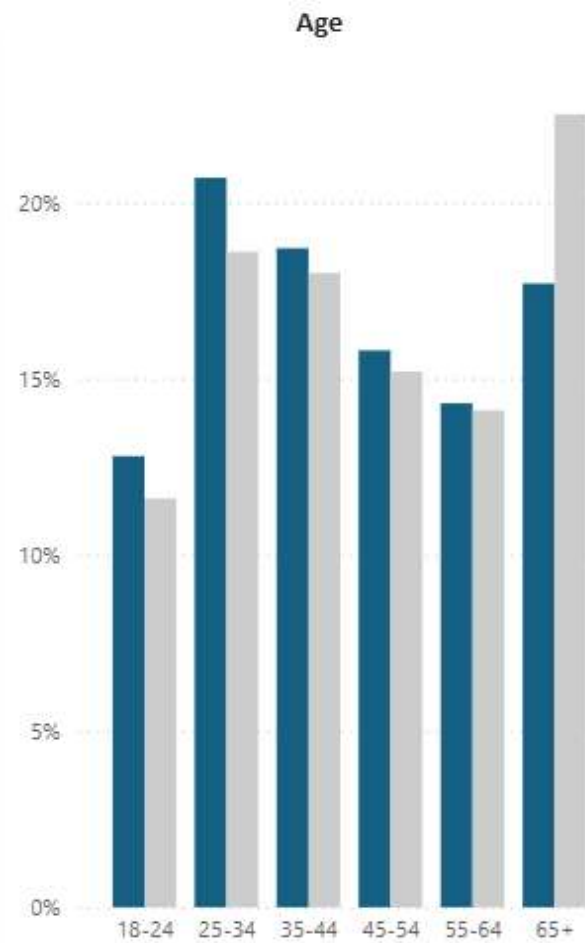


Visitor Profiling *

Annual data for YE Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

- Destination Type**
Destination
- Destination**
Destination Sydney Surr...
- Period Type**
Annual
- Period**
YE Mar 2026
- Customer Type**
Overnight Trip
- Source Market Level**
Total
- Source Market Name**
All



*An individual's 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.

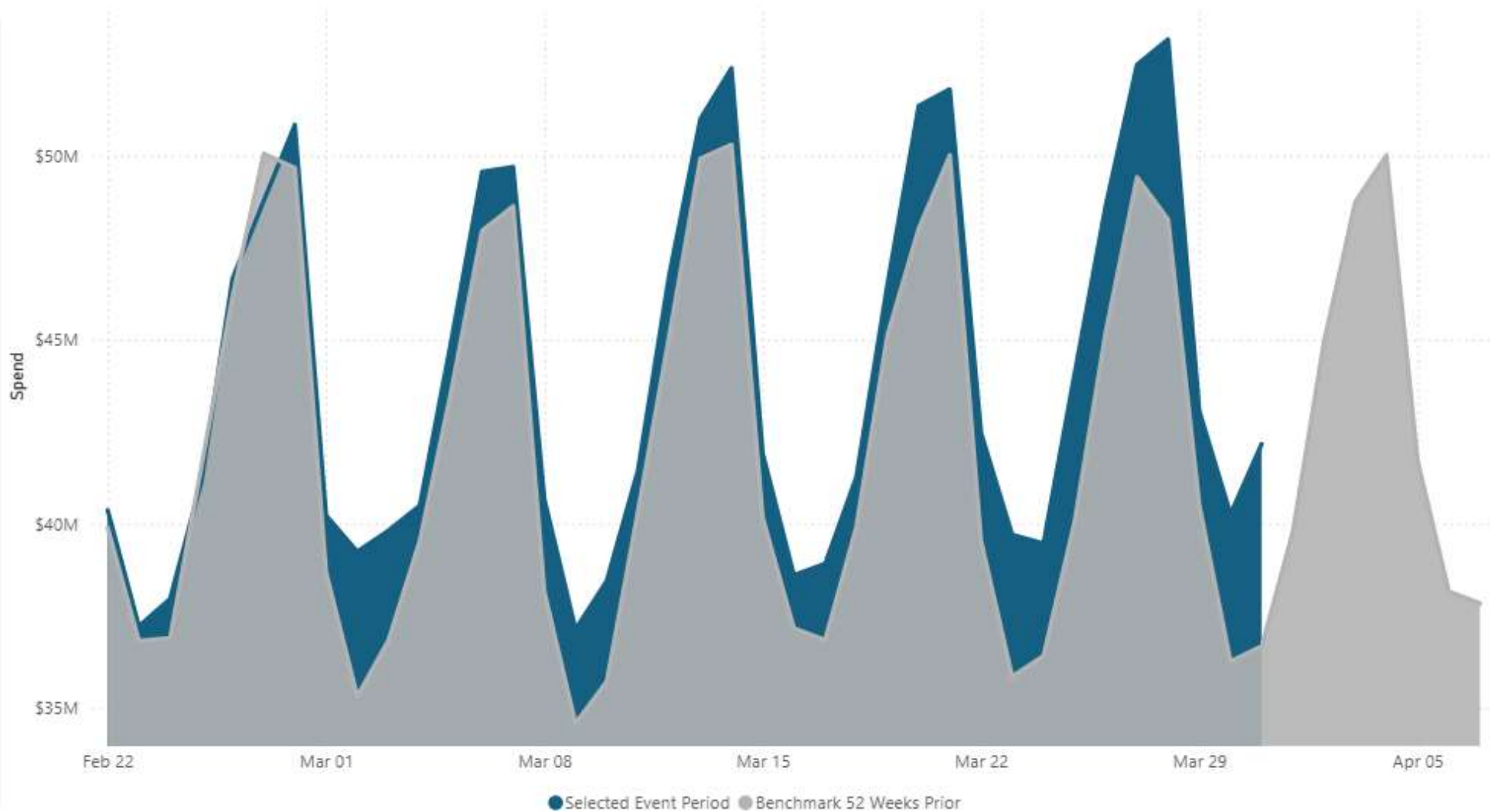


Event Timeseries - Standard Benchmark (52 weeks prior)

Event period: Sun 01/03/2026 – Tue 31/03/2026 (31 days), Benchmark period: Sun 02/03/2025 – Tue 01/04/2025 (31 days)

Filter Pane

- Destination Type**
Destination
- Destination**
Destination Sydney Surr...
- Event Date**
3/1/2026
3/31/2026
- Time of day**
TOTAL
- Customer Type**
All Customers
- Category & sub-category**
_All Categories - Total
- Date Extender**
7



Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

HUNTER VALLEY

Slide	Title
17	Performance Overview
18	Category Deep Dive
19-21	Visitor Type Overview
22-25	Source Market Overview
26-28	Visitor Profiling
29	Daily Spend Timeseries

Performance Overview - overall

Monthly data for Mar 2026, Sub-region - Hunter Valley

Filter Pane

Destination Type

Sub-region

Destination

Hunter Valley

Period Type

Monthly

Period

Mar 2026

Tourist spend

\$20.3M

Trips

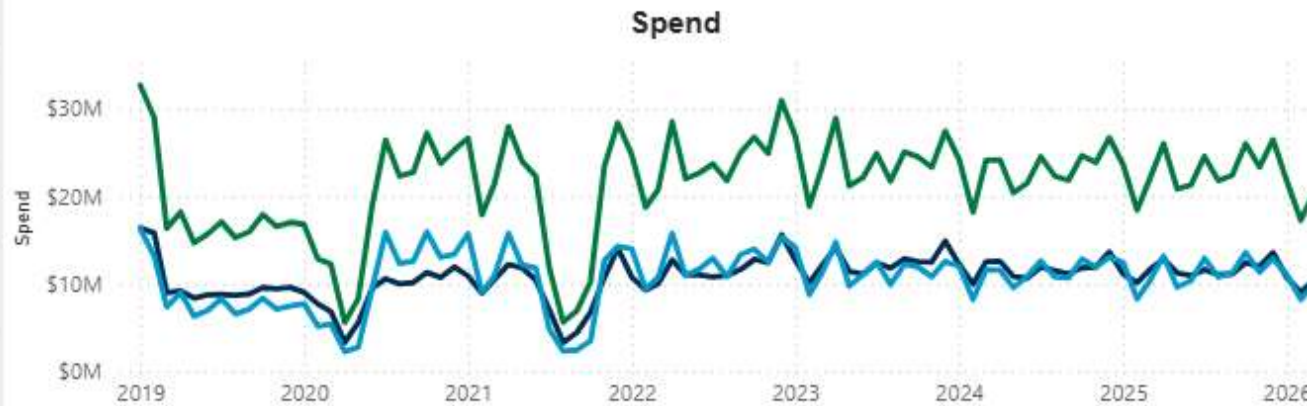
212.9K

Spend per cardholder

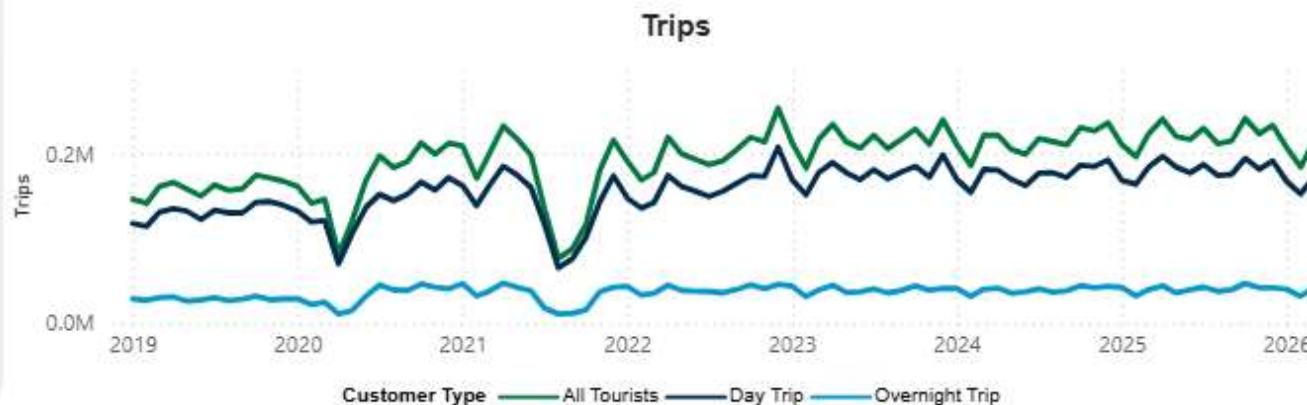
\$141

Avg nights of stay

2.7



	Spend \$	YoY change	PoP change*
All Tourists		-7.8%	17.3%
Day Trip		-10.8%	14.4%
Overnight Trip		-4.4%	20.5%



	Trips	YoY change	PoP change*
All Tourists		-4.7%	15.7%
Day Trip		-6.6%	12.7%
Overnight Trip		4.2%	29.9%

* Period on period changes are calculated from rounded values

Category Deep Dive

Monthly data for Mar 2026, Sub-region - Hunter Valley

Filter Pane	Visitor Type	Day Trip			Overnight Trip		
		Category	Spend	YoY % change	YoY % change vs benchmark	Spend	YoY % change
Destination Type							
Sub-region							
Destination							
Hunter Valley							
Period Type							
Monthly							
Period							
Mar 2026							
Customer Type							
Multiple selections							
SOURCE_MARKET_LEVEL							
Total							
SOURCE_MARKET_NAME							
Total							
	_All Categories - Total	\$10.4M	↓ -10.8%	↑ 2.3%	\$9.9M	↓ -4.4%	↑ 8.1%
	Food Retailing - Total	\$1.6M	↑ 2.3%	↑ 4.6%	\$2.0M	↑ 4.7%	↑ 4.4%
	Food Retailing - Supermarkets	\$766.0K	↑ 7.8%	↑ 4.6%	\$1.1M	↑ 5.2%	↑ 4.1%
	Food Retailing - Groceries and Other Food Retailing	\$841.0K	↓ -2.2%	↑ 4.6%	\$935.0K	↑ 4.1%	↑ 5.0%
	Discretionary Retail - Total	\$1.5M	↓ -17.6%	↑ 2.4%	\$970.0K	→ 0.0%	↑ 4.8%
	Discretionary Retail - Other Discretionary Retail	\$1.2M	↓ -21.6%	↑ 0.8%	\$683.0K	↑ 5.4%	↑ 5.5%
	Discretionary Retail - Department Stores, Clothing & Accessories	\$369.0K	↓ -1.5%	↑ 5.5%	\$287.0K	↓ -10.9%	↑ 3.6%
	Tourism and Entertainment - Total	\$3.7M	↓ -9.4%	↑ 0.5%	\$4.2M	↓ -6.4%	↑ 5.0%
	Tourism and Entertainment - Takeaway and Fast Food Outlets	\$873.0K	↑ 11.1%	↑ 8.8%	\$462.0K	↑ 11.6%	↑ 9.4%
	Tourism and Entertainment - Pubs, Taverns and Bars	\$551.0K	↓ -24.9%	↓ -1.5%	\$966.0K	↓ -14.5%	↑ 3.2%
	Tourism and Entertainment - Restaurants	\$785.0K	↑ 2.1%	↑ 2.7%	\$1.1M	↓ -0.2%	↑ 9.3%
	Tourism and Entertainment - Attractions, Events and Recreation	\$291.0K	↓ -22.0%	↓ -19.1%	\$337.0K	↓ -7.7%	↓ -4.3%
	Tourism and Entertainment - Cafes	\$174.0K	↑ 8.0%	↑ 9.2%	\$166.0K	↓ -2.2%	↑ 5.8%
	Tourism and Entertainment - Breweries and Wineries	\$1.0M	↓ -18.5%	↓ -4.5%	\$1.2M	↓ -10.5%	↓ -12.2%
	Private Transport - Total	\$2.4M	↓ -13.1%	↑ 10.9%	\$1.3M	↑ 16.8%	↑ 22.7%
	Accommodation - Instore - Total	\$536.0K	↓ -36.5%	↓ -4.4%	\$985.0K	↓ -33.0%	↓ -12.4%
	Accommodation - Online - Total						

Visitor Type Overview

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type
Destination

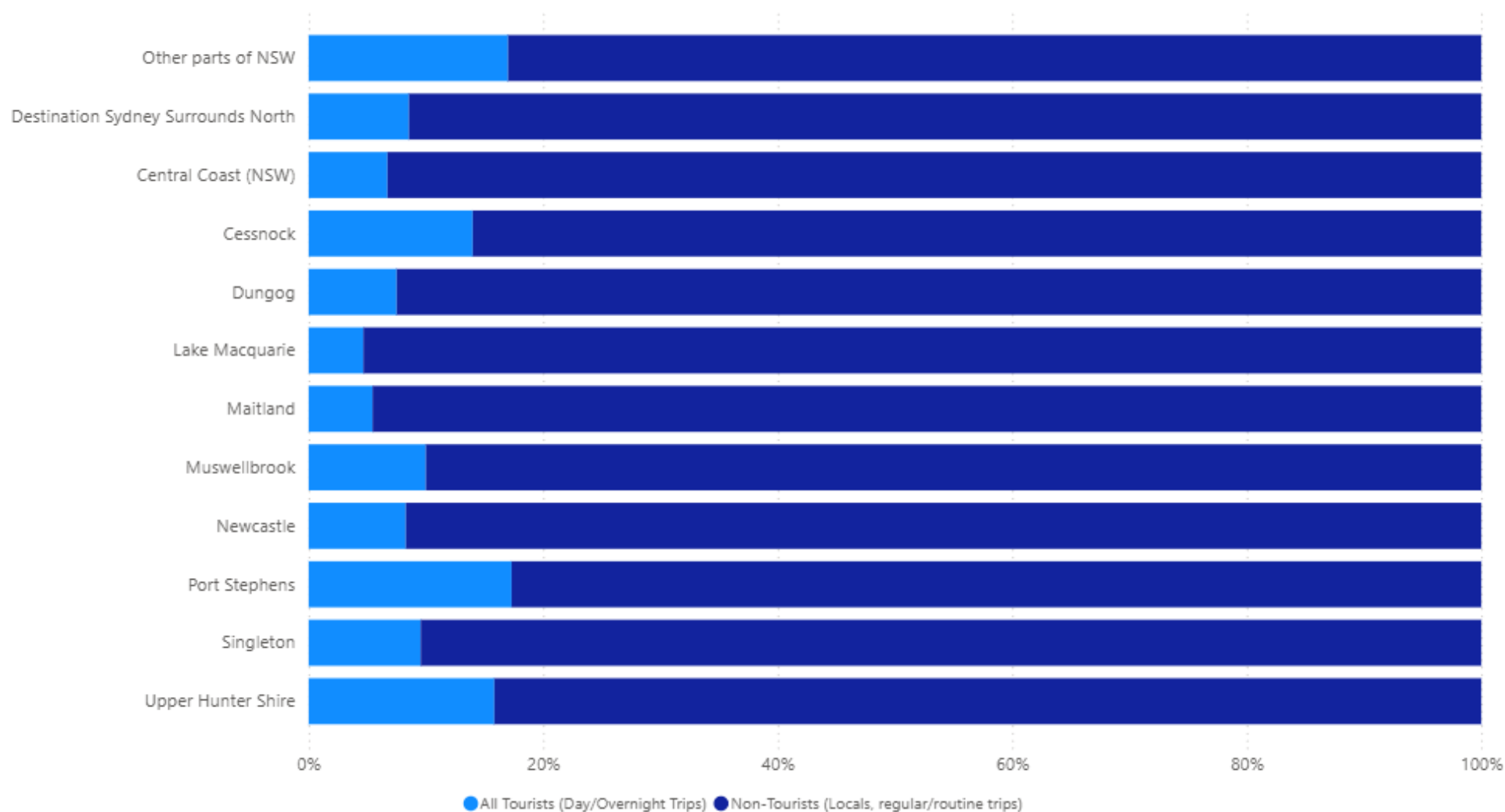
Destination
Destination Sydney Surr...

Period Type
Monthly

Period
Mar 2026

Visitor Definition
Tourists vs Non-Tourists

Metric
Spend



Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Visitor Type Overview

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type
Destination

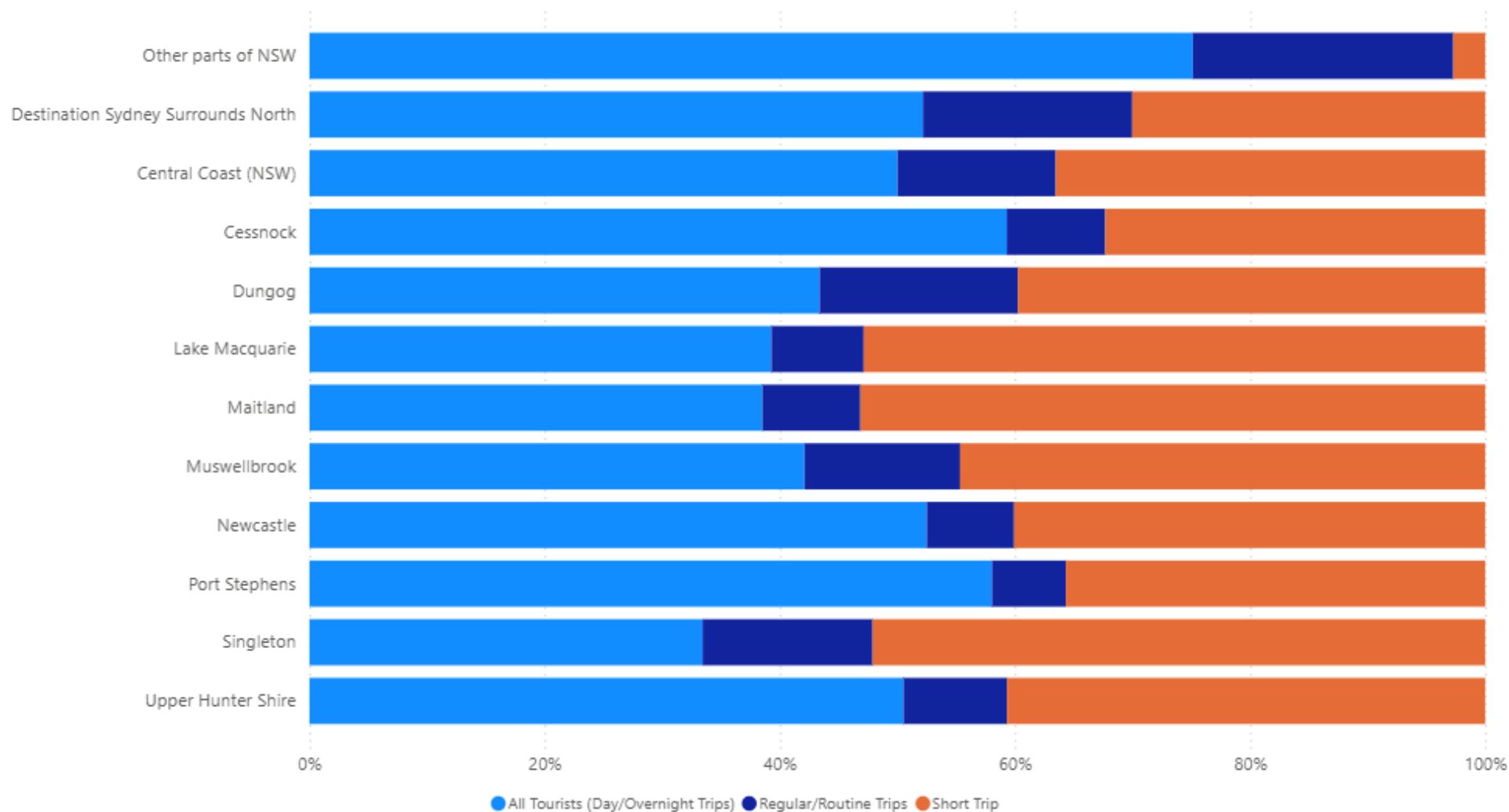
Destination
Destination Sydney Surr...

Period Type
Monthly

Period
Mar 2026

Visitor Definition
Extended Definition

Metric
Spend



Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team



Visitor Type Overview

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type
Destination

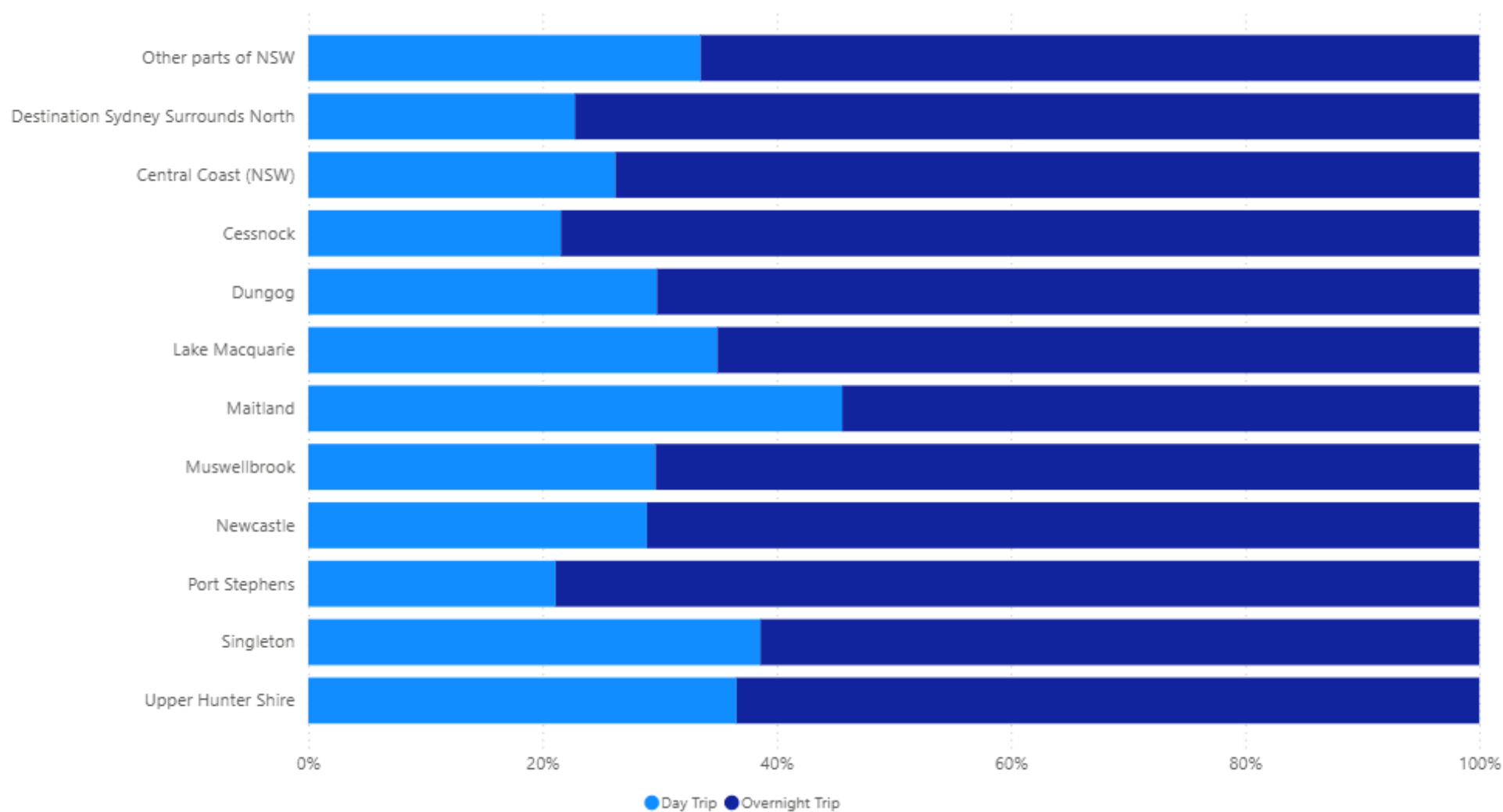
Destination
Destination Sydney Surr...

Period Type
Monthly

Period
Mar 2026

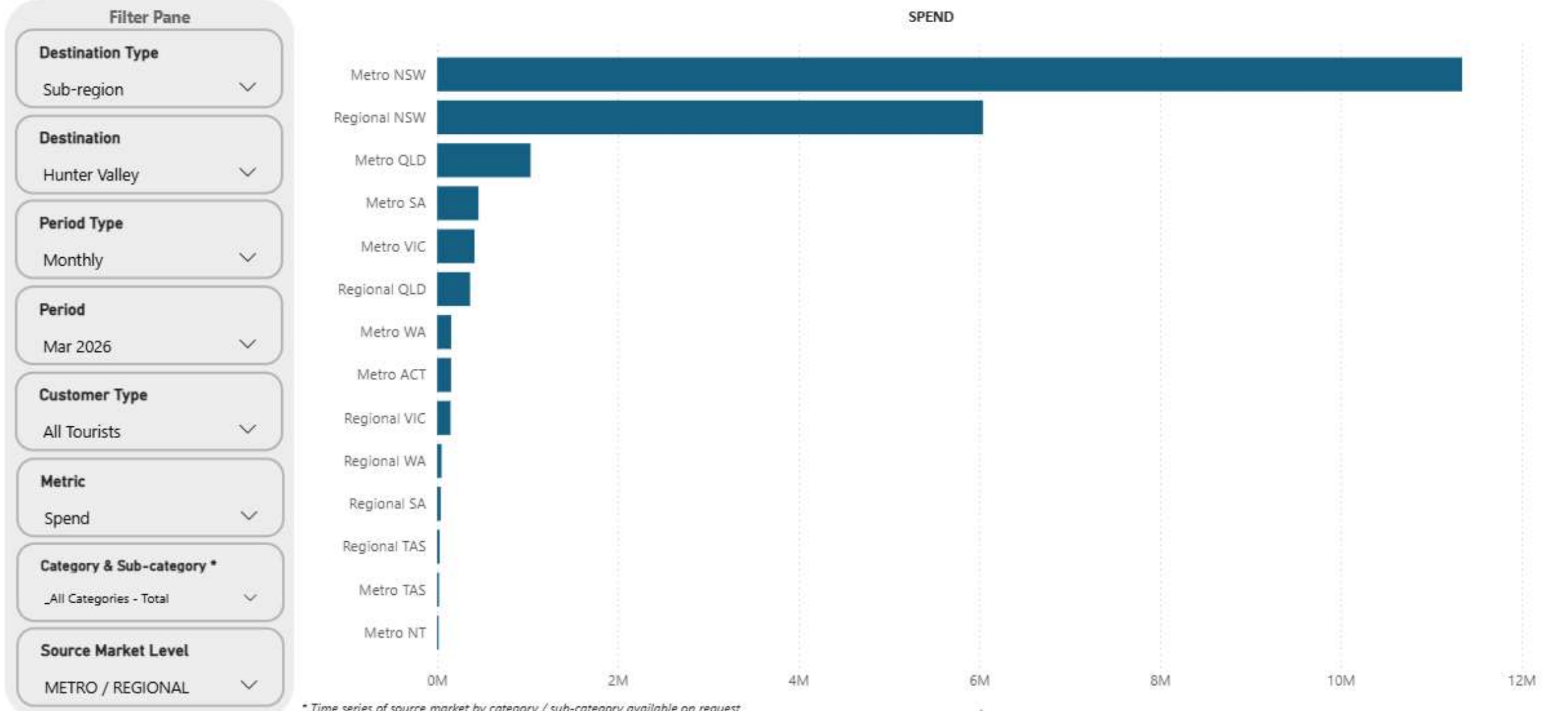
Visitor Definition
Tourists

Metric
Spend



Source Market Overview

Monthly data for Mar 2026, Sub-region - Hunter Valley



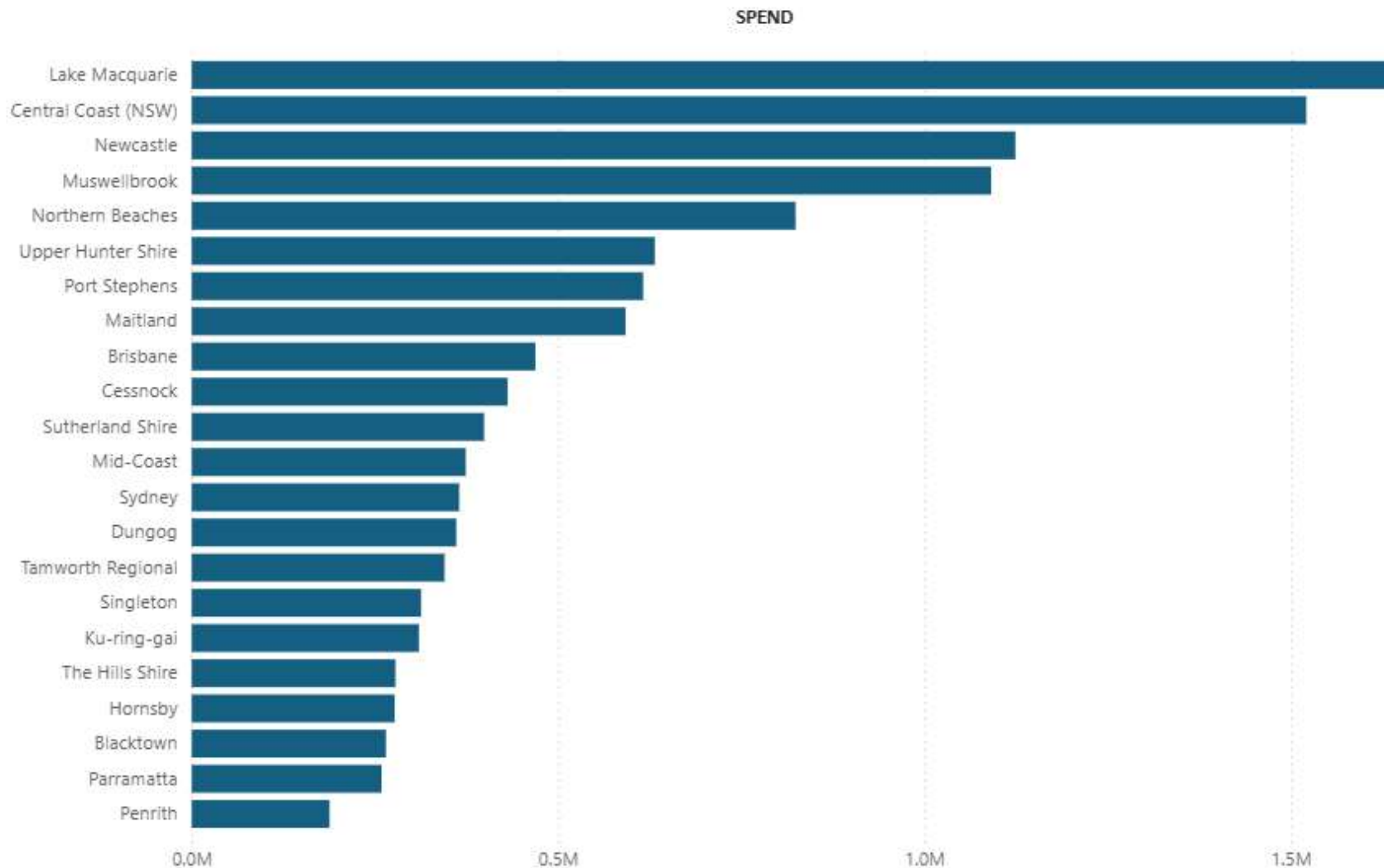
Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Source Market Overview

Monthly data for Mar 2026, Sub-region - Hunter Valley

Filter Pane

- Destination Type**
Sub-region
- Destination**
Hunter Valley
- Period Type**
Monthly
- Period**
Mar 2026
- Customer Type**
All Tourists
- Metric**
Spend
- Category & Sub-category ***
_All Categories - Total
- Source Market Level**
LGA



* Time series of source market by category / sub-category available on request

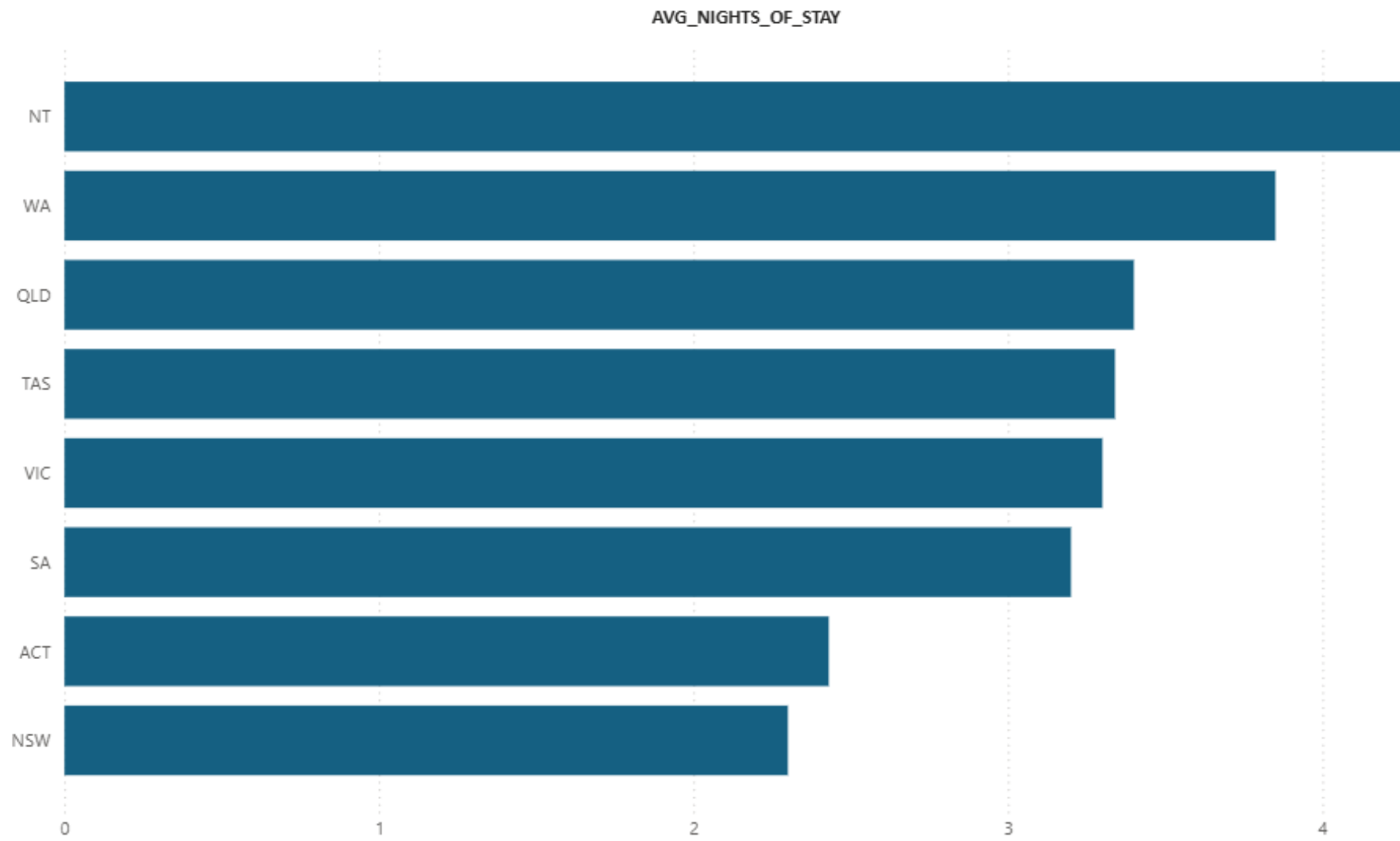
Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Source Market Overview - continued

Annual data for YE Mar 2026, Sub-region - Hunter Valley

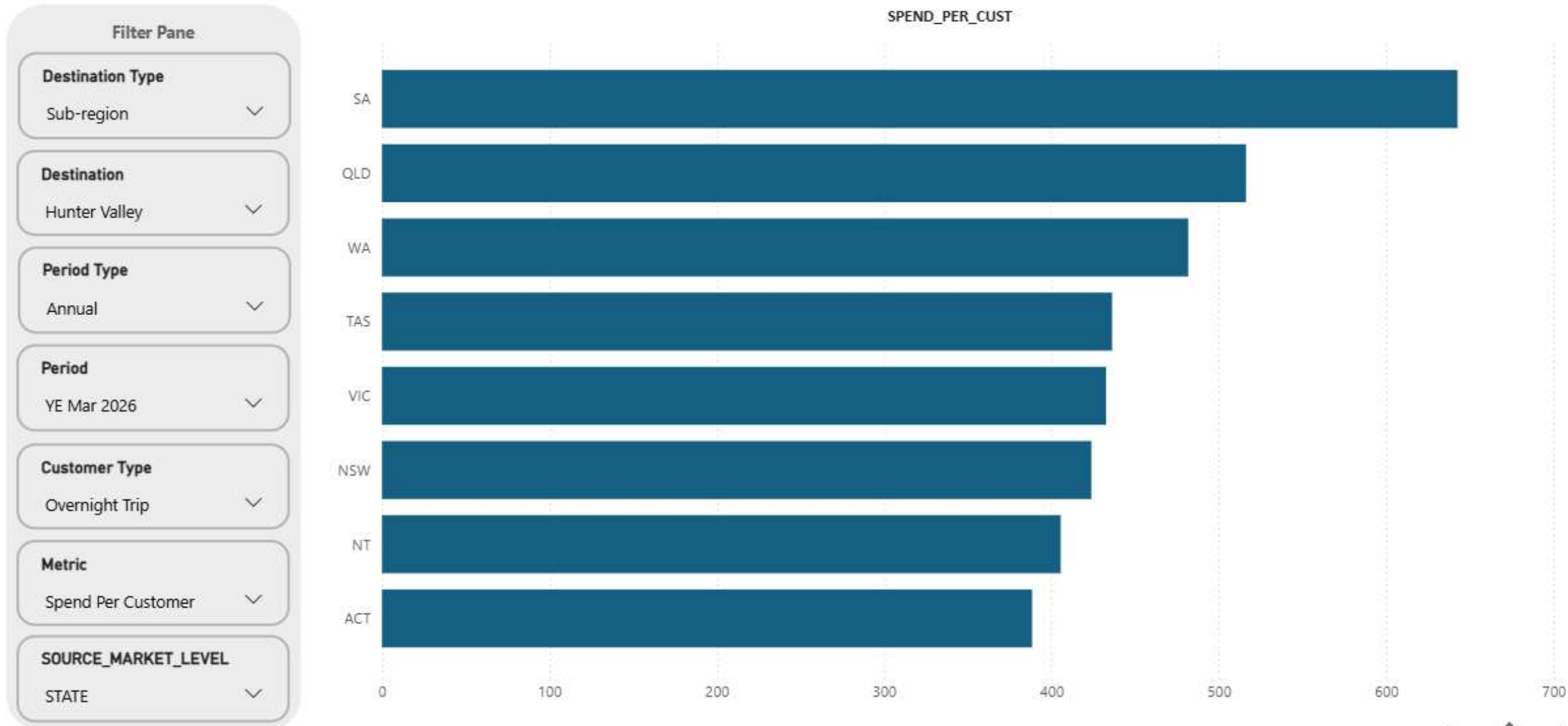
Filter Pane

- Destination Type: Sub-region
- Destination: Hunter Valley
- Period Type: Annual
- Period: YE Mar 2026
- Customer Type: Overnight Trip
- Metric: Average Nights of Stay
- SOURCE_MARKET_LEVEL: STATE



Source Market Overview - continued

Annual data for YE Mar 2026, Sub-region - Hunter Valley



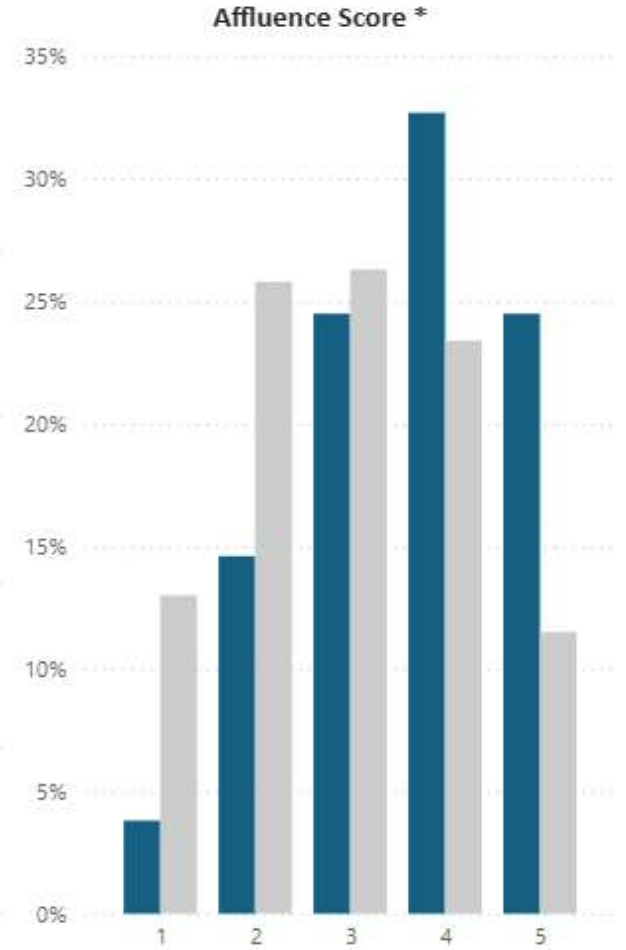
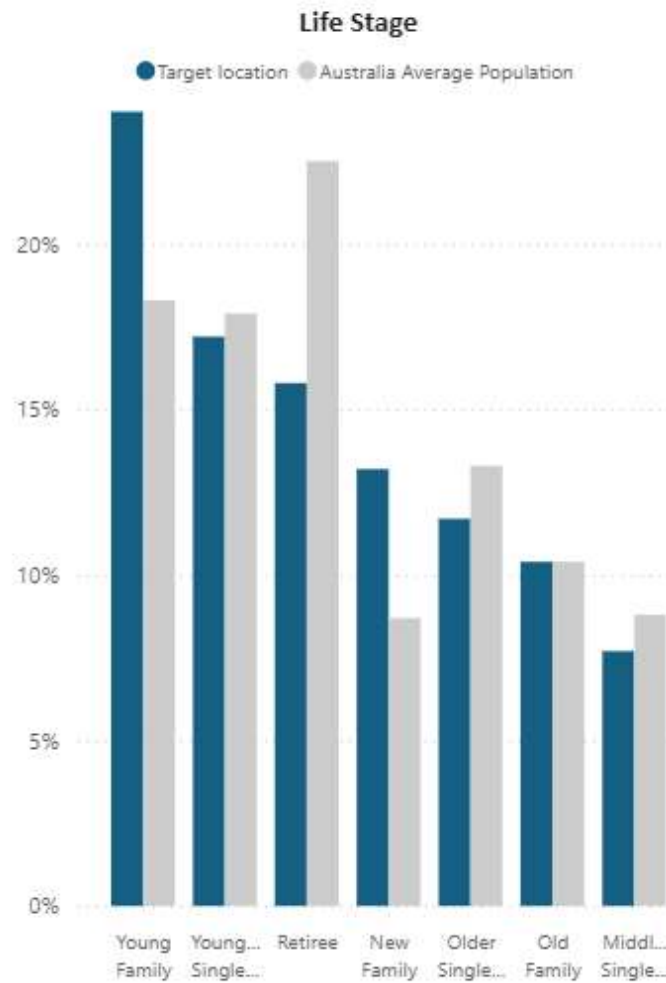
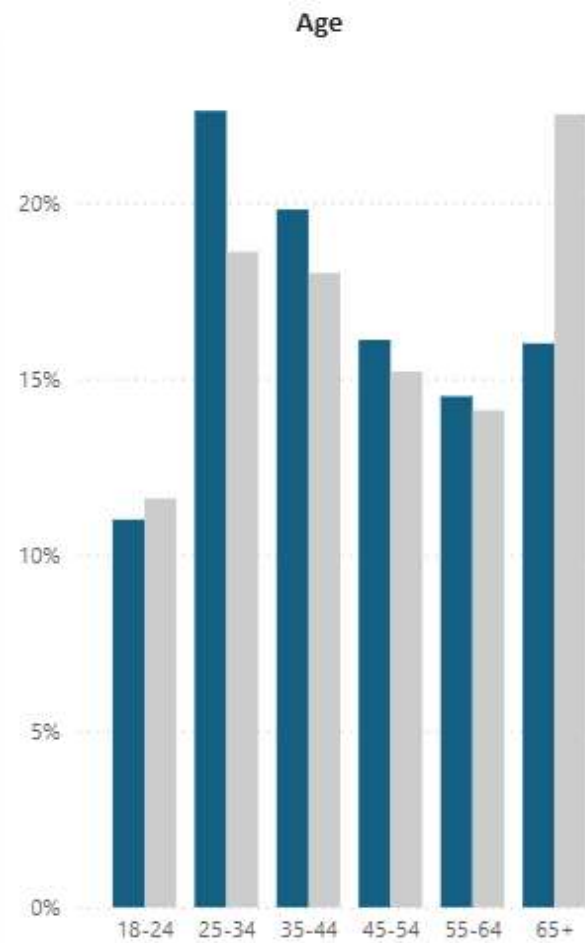
Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Visitor Profiling *

Annual data for YE Mar 2026, Sub-region - Hunter Valley

Filter Pane

- Destination Type**
Sub-region
- Destination**
Hunter Valley
- Period Type**
Annual
- Period**
YE Mar 2026
- Customer Type**
All Tourists
- Source Market Level**
Total
- Source Market Name**
All



*An individual's 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.

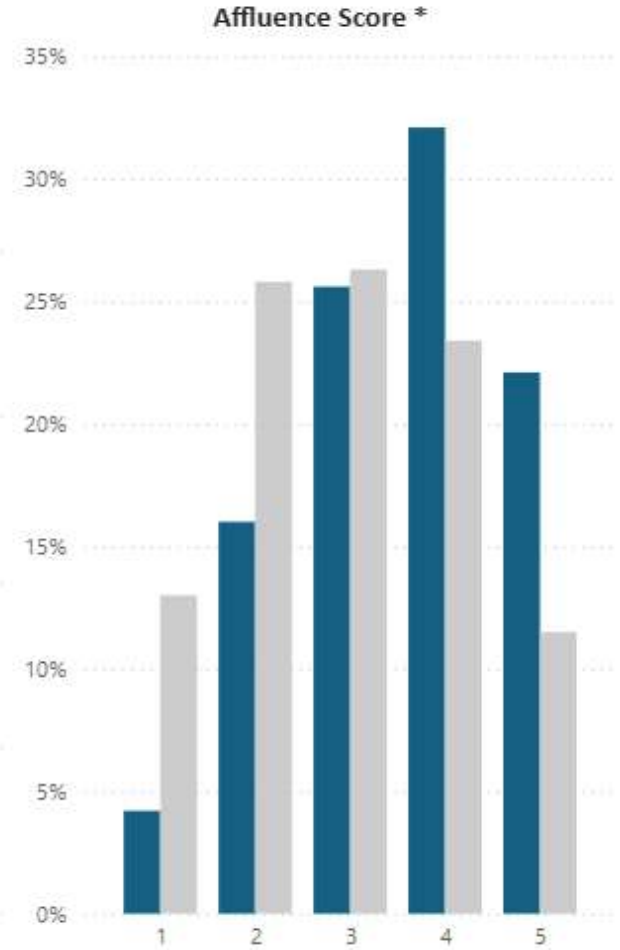
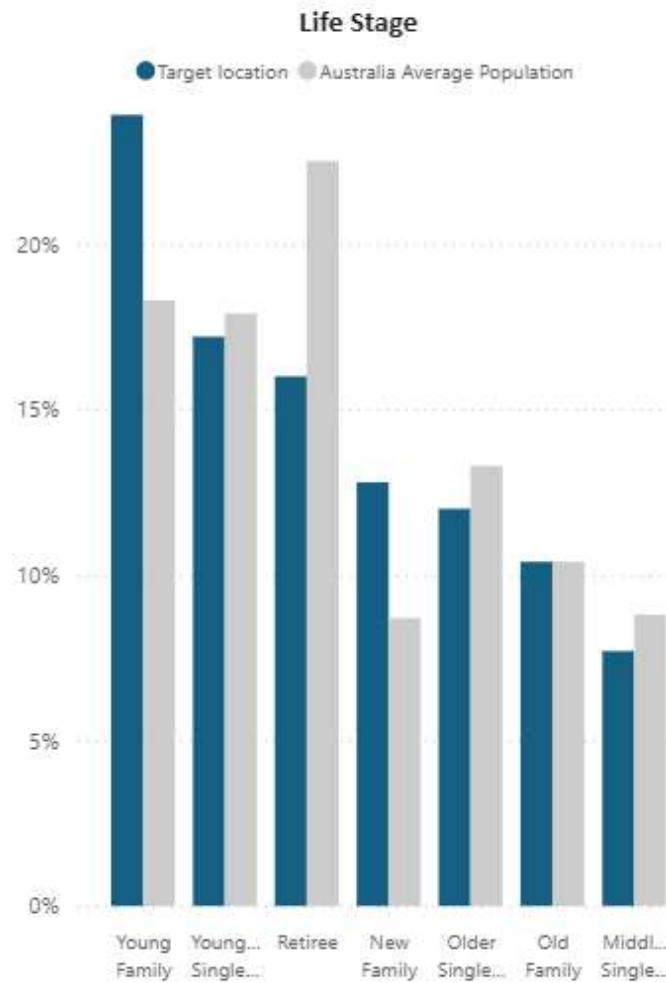
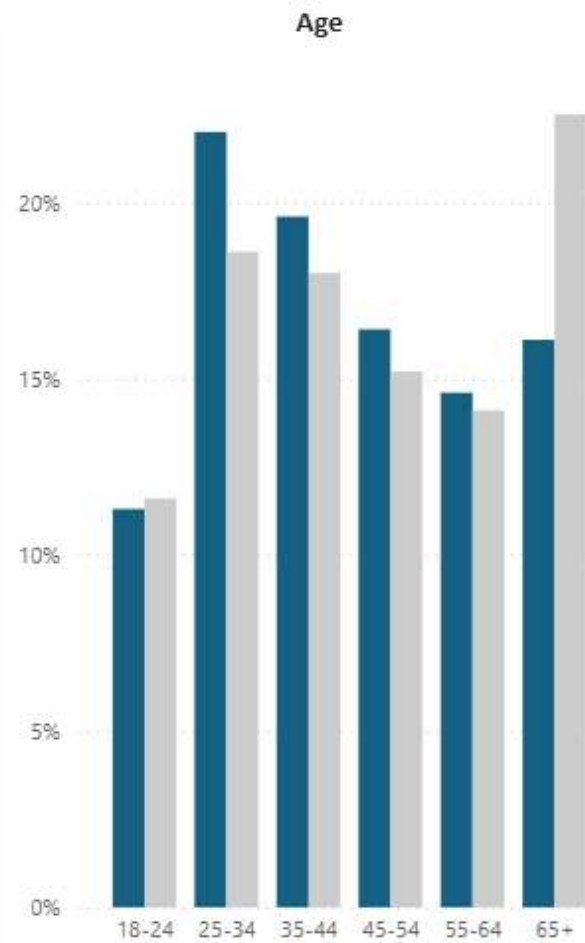


Visitor Profiling *

Annual data for YE Mar 2026, Sub-region - Hunter Valley

Filter Pane

- Destination Type
 - Sub-region
- Destination
 - Hunter Valley
- Period Type
 - Annual
- Period
 - YE Mar 2026
- Customer Type
 - Day Trip
- Source Market Level
 - Total
- Source Market Name
 - All



*An individual's 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.

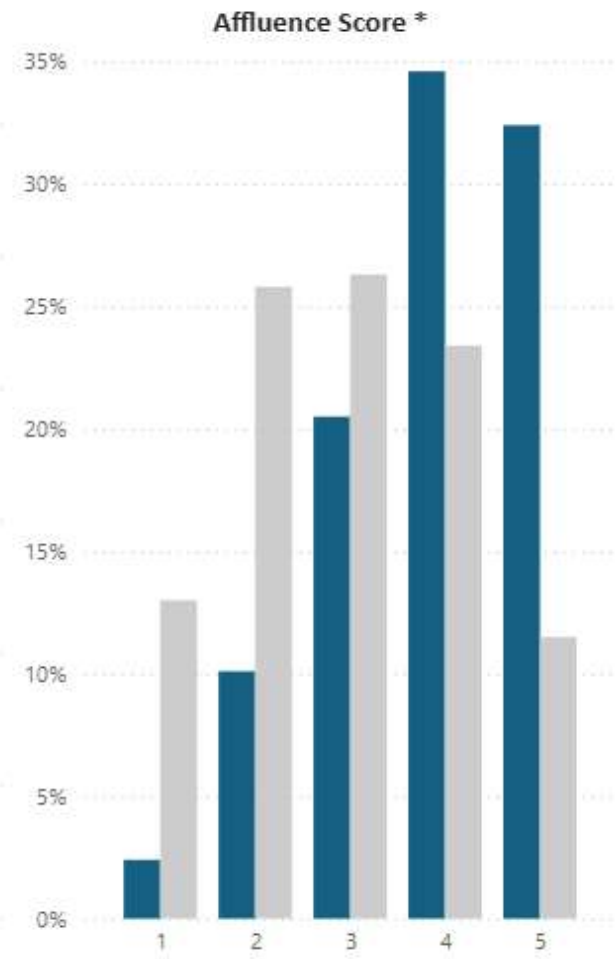
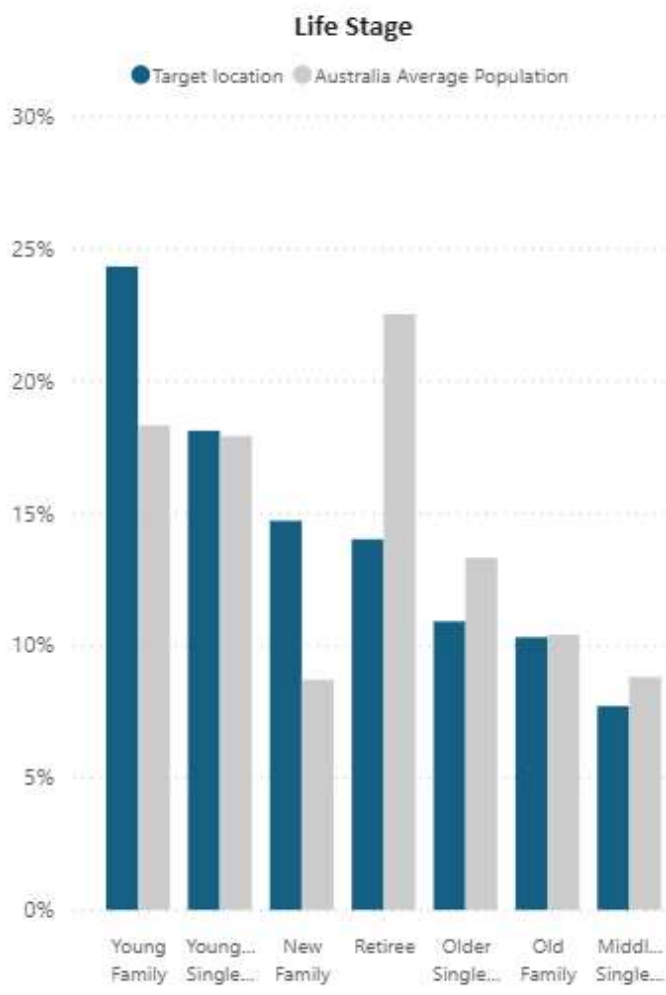
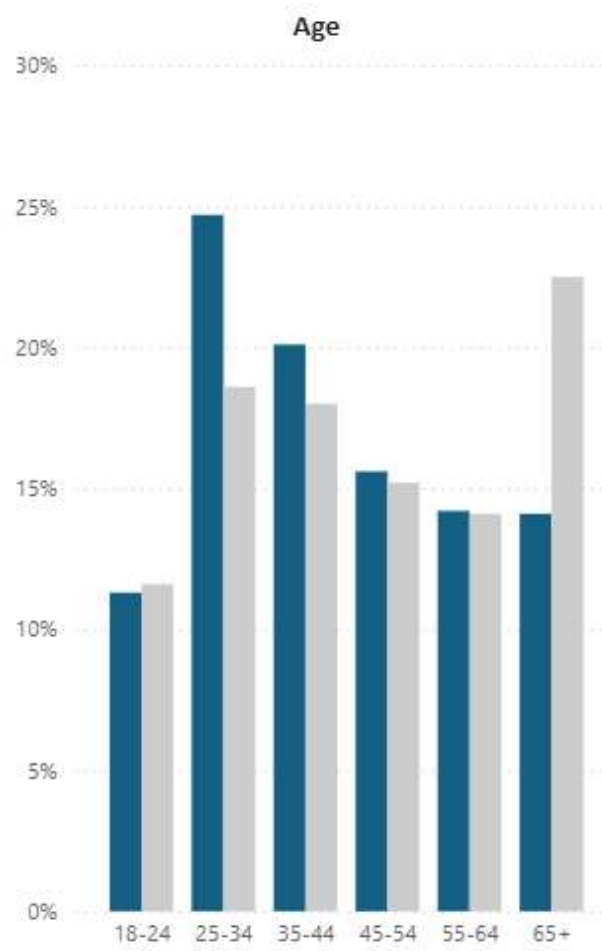


Visitor Profiling *

Annual data for YE Mar 2026, Sub-region - Hunter Valley

Filter Pane

- Destination Type: Sub-region
- Destination: Hunter Valley
- Period Type: Annual
- Period: YE Mar 2026
- Customer Type: Overnight Trip
- Source Market Level: Total
- Source Market Name: All



*An individual's 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.

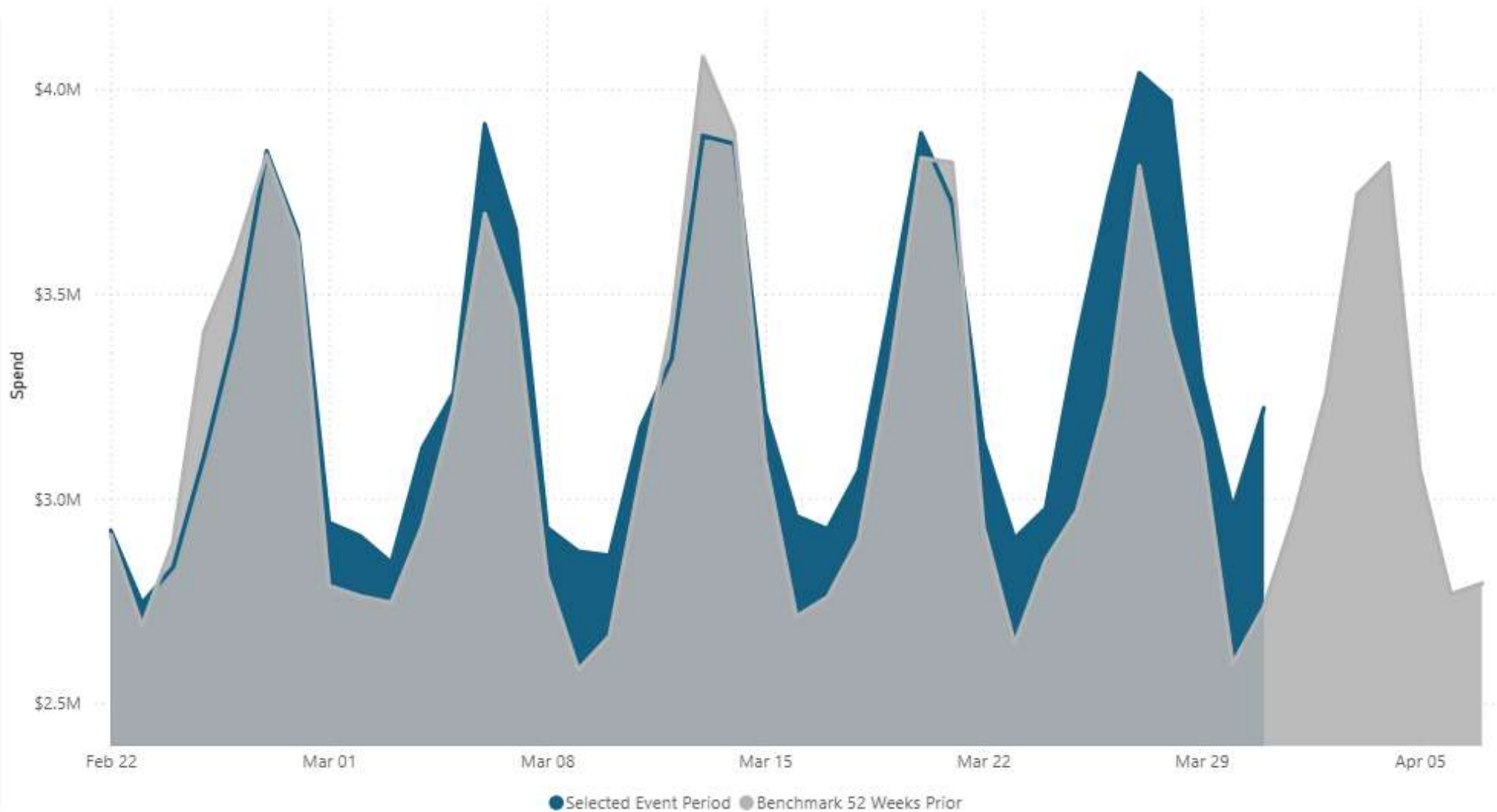


Event Timeseries - Standard Benchmark (52 weeks prior)

Event period: Sun 01/03/2026 – Tue 31/03/2026 (31 days), Benchmark period: Sun 02/03/2025 – Tue 01/04/2025 (31 days)

Filter Pane

- Destination Type**
Sub-region
- Destination**
Hunter Valley
- Event Date**
3/1/2026
3/31/2026
- Time of day**
TOTAL
- Customer Type**
All Customers
- Category & sub-category**
_All Categories - Total
- Date Extender**
7



Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

UPPER HUNTER

Slide	Title
31	Performance Overview
32	Category Deep Dive
33-35	Visitor Type Overview
36-39	Source Market Overview
40-42	Visitor Profiling
43	Daily Spend Timeseries

Performance Overview - overall

Monthly data for Mar 2026, Sub-region - Upper Hunter

Filter Pane

Destination Type
Sub-region

Destination
Upper Hunter

Period Type
Monthly

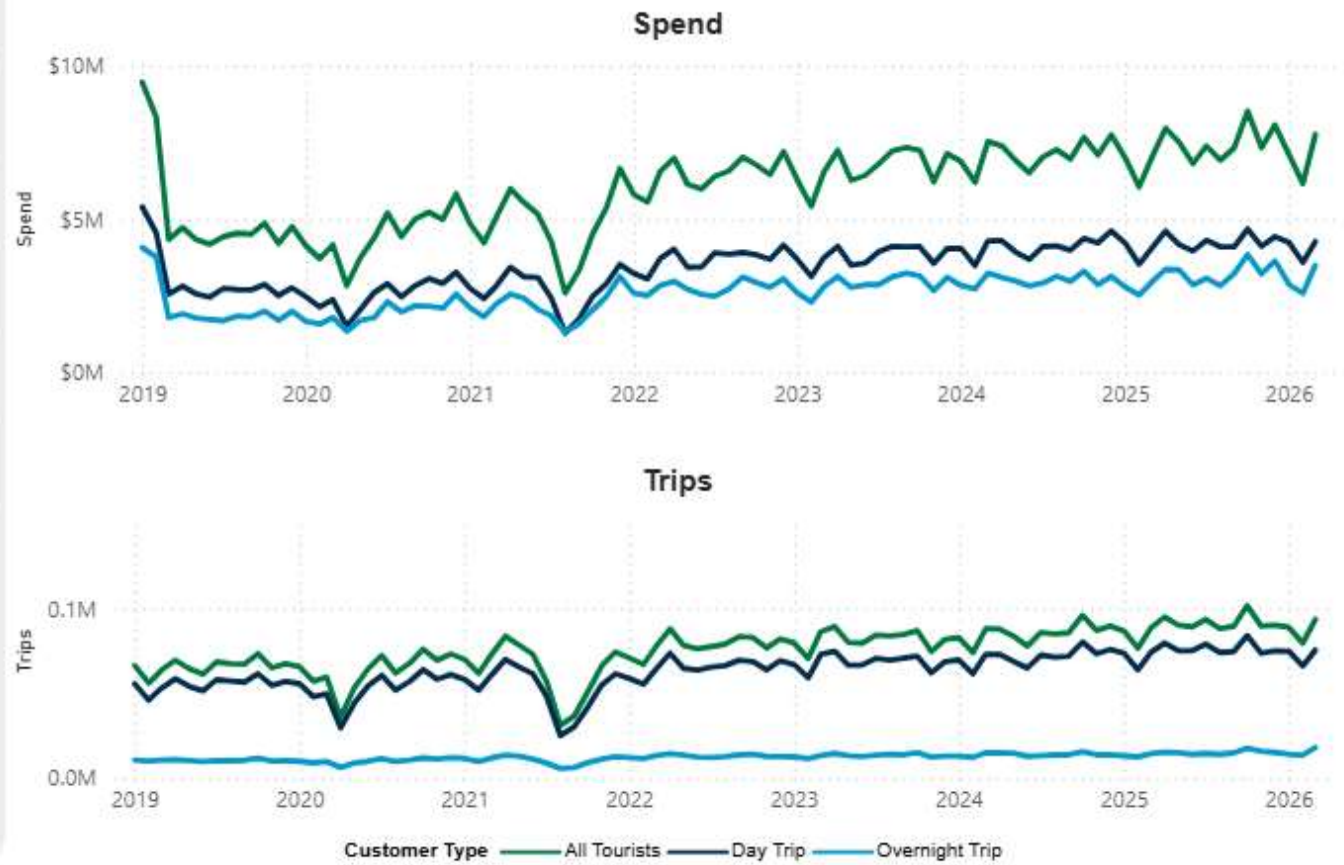
Period
Mar 2026

Tourist spend
\$7.8M

Trips
93.5K

Spend per cardholder
\$113

Avg nights of stay
3.0



	Spend \$	YoY change	PoP change*
All Tourists		10.9%	25.9%
Day Trip		5.4%	19.0%
Overnight Trip		18.5%	35.5%

	Trips	YoY change	PoP change*
All Tourists		5.8%	17.5%
Day Trip		2.0%	14.2%
Overnight Trip		24.8%	33.1%

* Period on period changes are calculated from rounded values

Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team



Category Deep Dive

Monthly data for Mar 2026, Sub-region - Upper Hunter

Filter Pane		Visitor Type	Day Trip			Overnight Trip		
Destination Type	Category	Spend	YoY % change		Spend	YoY % change vs benchmark		
Sub-region								
Destination								
Upper Hunter								
Period Type								
Monthly								
Period								
Mar 2026								
Customer Type								
Multiple selections								
SOURCE_MARKET_LEVEL								
Total								
SOURCE_MARKET_NAME								
Total								

Category	Spend	YoY % change	YoY % change vs benchmark	Spend	YoY % change	YoY % change vs benchmark
_All Categories - Total	\$4.3M	↑ 5.4%	↑ 2.3%	\$3.5M	↑ 18.5%	↑ 8.1%
Food Retailing - Total	\$942.0K	↑ 15.4%	↑ 4.6%	\$1.0M	↑ 10.1%	↑ 4.4%
Food Retailing - Supermarkets	\$593.0K	↑ 11.7%	↑ 4.6%	\$702.0K	↑ 9.3%	↑ 4.1%
Food Retailing - Groceries and Other Food Retailing	\$349.0K	↑ 22.2%	↑ 4.6%	\$300.0K	↑ 12.2%	↑ 5.0%
Discretionary Retail - Total	\$498.0K	↑ 8.2%	↑ 2.4%	\$409.0K	↓ -2.5%	↑ 4.8%
Discretionary Retail - Other Discretionary Retail	\$338.0K	↑ 4.7%	↑ 0.8%	\$265.0K	↓ -9.3%	↑ 5.5%
Discretionary Retail - Department Stores, Clothing & Accessories	\$160.0K	↑ 16.4%	↑ 5.5%	\$144.0K	↑ 13.0%	↑ 3.6%
Tourism and Entertainment - Total	\$974.0K	↓ -7.6%	↑ 0.5%	\$817.0K	↑ 18.8%	↑ 5.0%
Tourism and Entertainment - Takeaway and Fast Food Outlets	\$391.0K	↑ 2.3%	↑ 8.8%	\$229.0K	↑ 9.9%	↑ 9.4%
Tourism and Entertainment - Pubs, Taverns and Bars	\$230.0K	↓ -9.7%	↓ -1.5%	\$326.0K	↑ 37.6%	↑ 3.2%
Tourism and Entertainment - Restaurants	\$259.0K	↓ -19.5%	↑ 2.7%	\$189.0K	↑ 76.0%	↑ 9.3%
Tourism and Entertainment - Attractions, Events and Recreation						
Tourism and Entertainment - Cafes	\$37.0K	↓ -19.6%	↑ 9.2%	\$34.0K	↑ 7.4%	↑ 5.8%
Tourism and Entertainment - Breweries and Wineries						
Private Transport - Total	\$1.5M	↓ -2.5%	↑ 10.9%	\$842.0K	↑ 23.8%	↑ 22.7%
Accommodation - Instore - Total	\$125.0K	↓ -6.9%	↓ -4.4%	\$175.0K	↑ 16.1%	↓ -12.4%
Accommodation - Online - Total						

Visitor Type Overview

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type
Destination

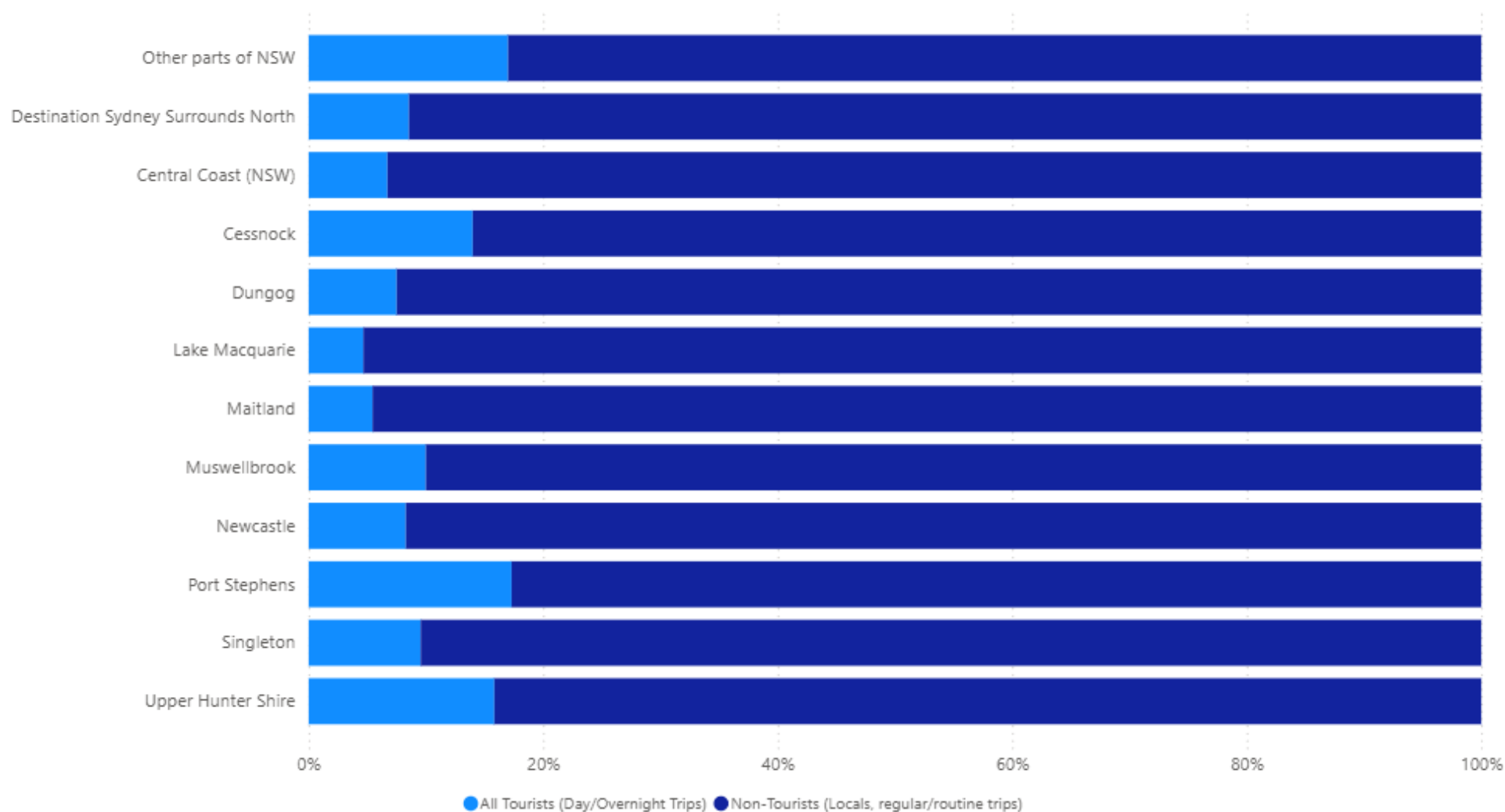
Destination
Destination Sydney Surr...

Period Type
Monthly

Period
Mar 2026

Visitor Definition
Tourists vs Non-Tourists

Metric
Spend



Visitor Type Overview

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type
Destination

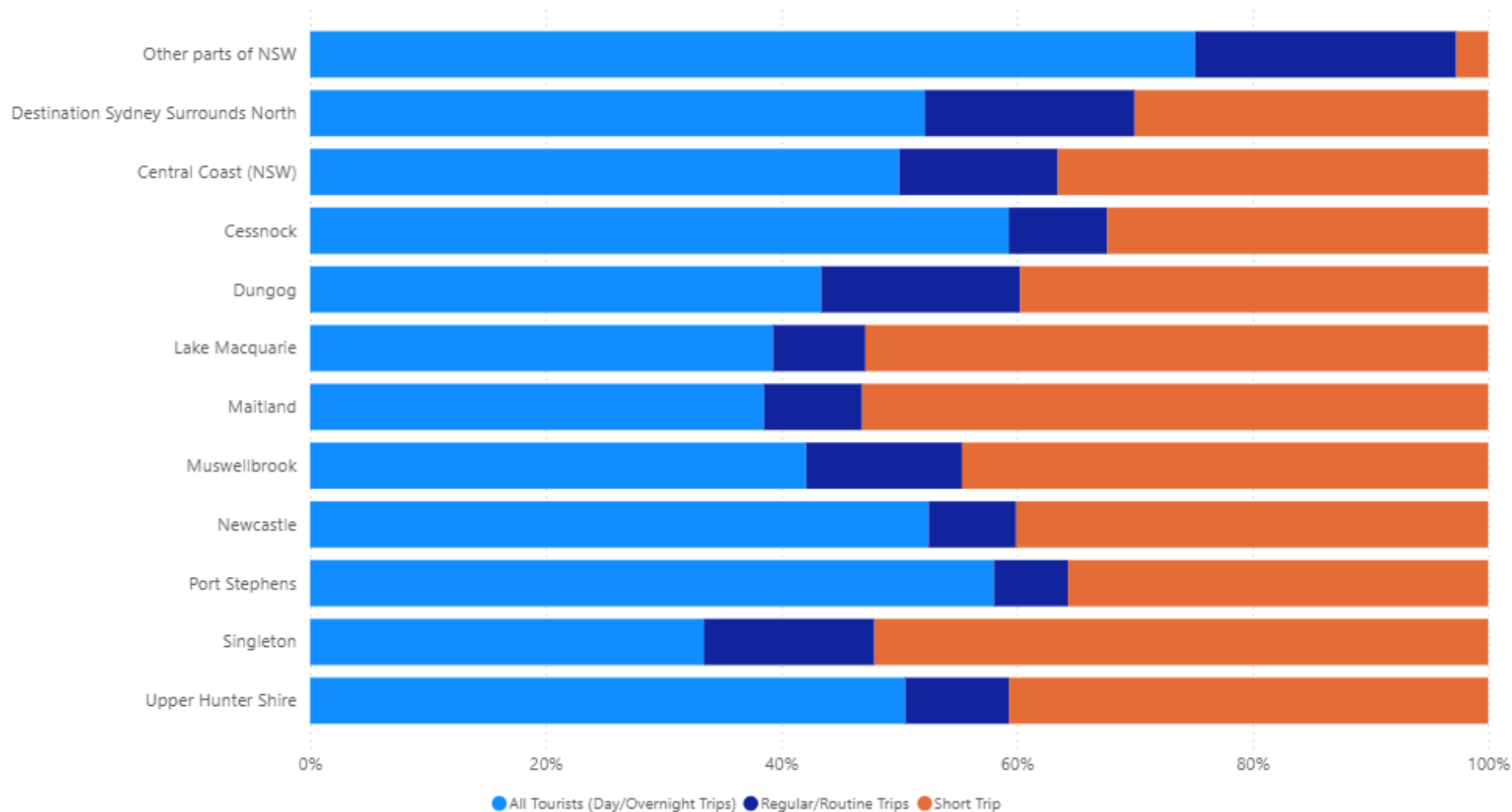
Destination
Destination Sydney Surr...

Period Type
Monthly

Period
Mar 2026

Visitor Definition
Extended Definition

Metric
Spend



Visitor Type Overview

Monthly data for Mar 2026, Destination - Destination Sydney Surrounds North

Filter Pane

Destination Type
Destination

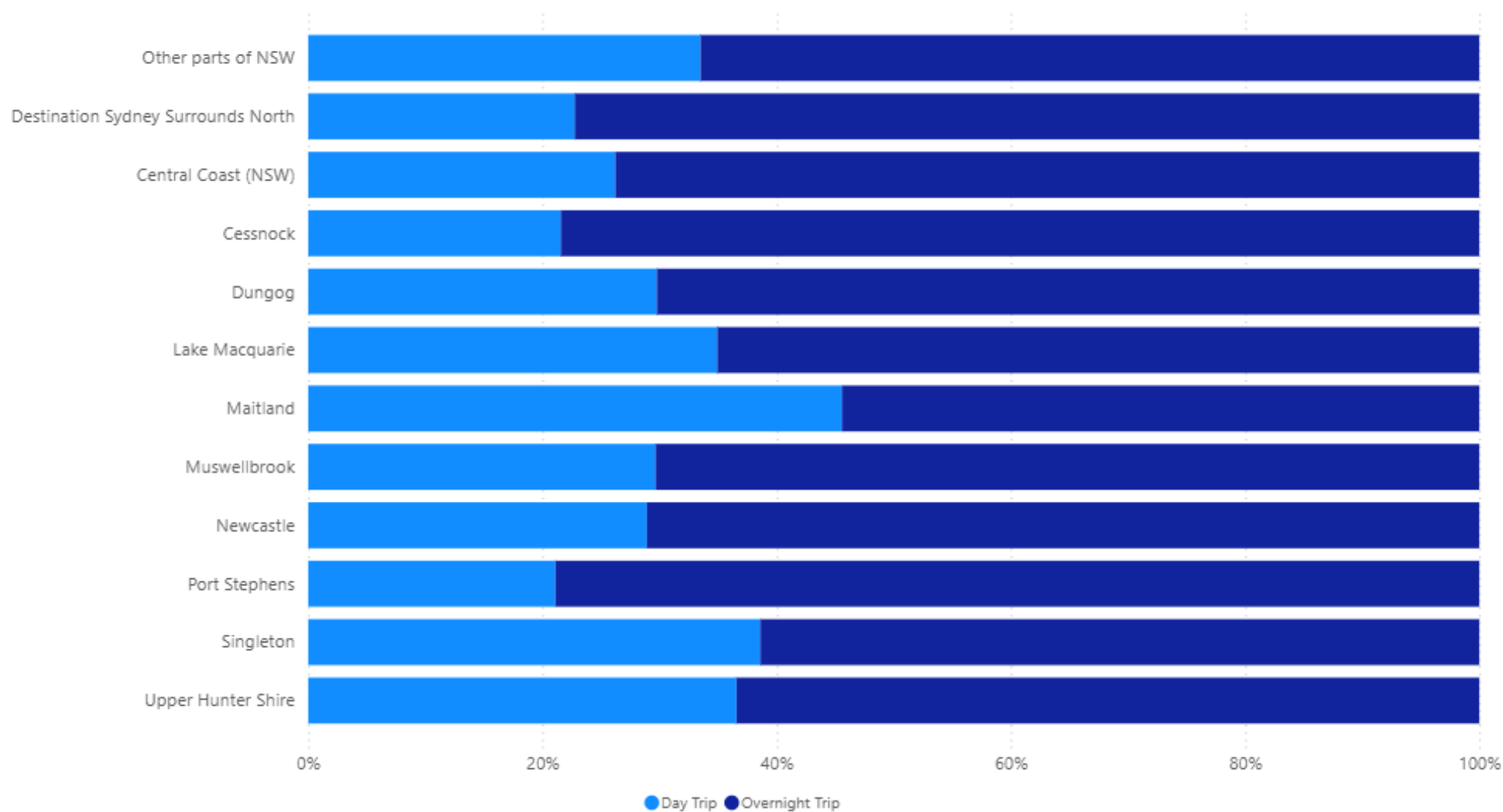
Destination
Destination Sydney Surr...

Period Type
Monthly

Period
Mar 2026

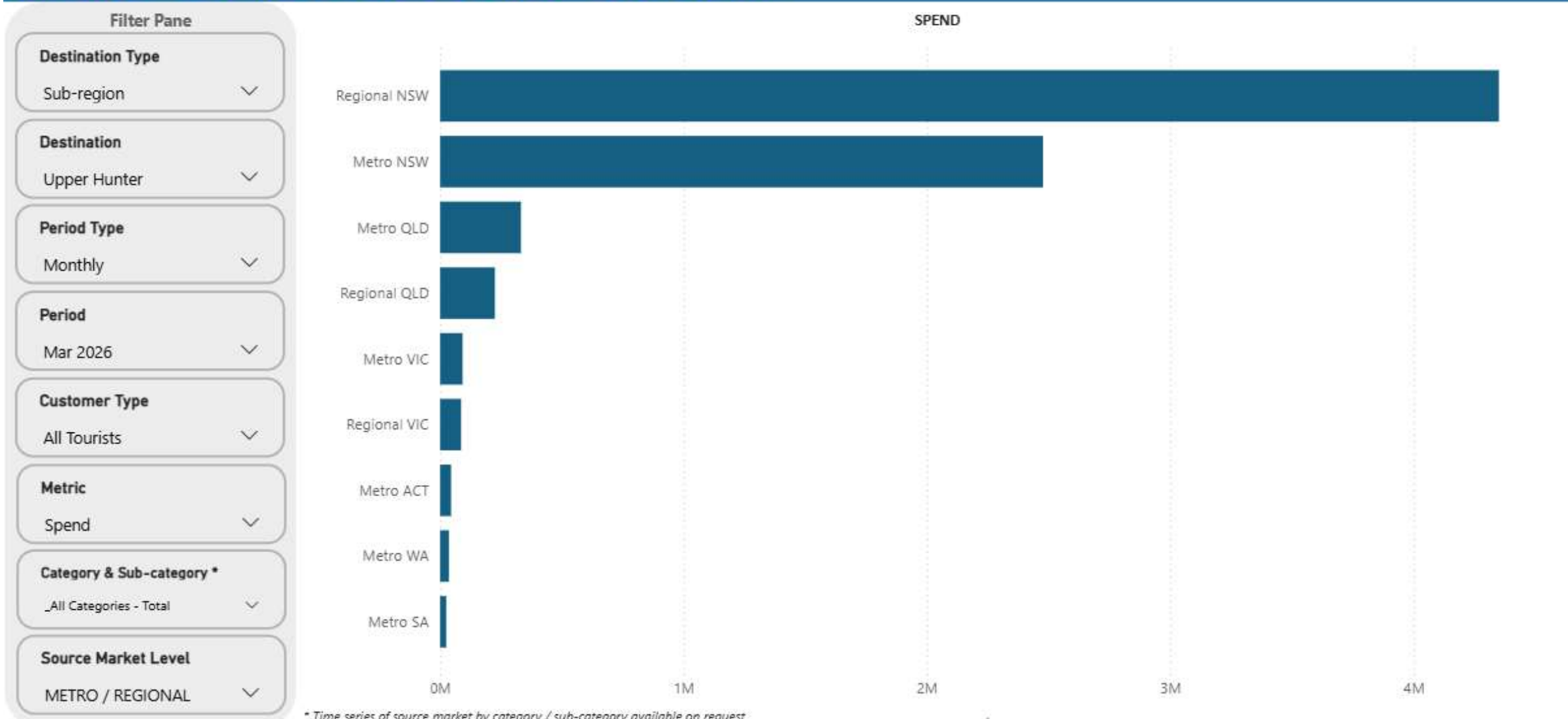
Visitor Definition
Tourists

Metric
Spend



Source Market Overview

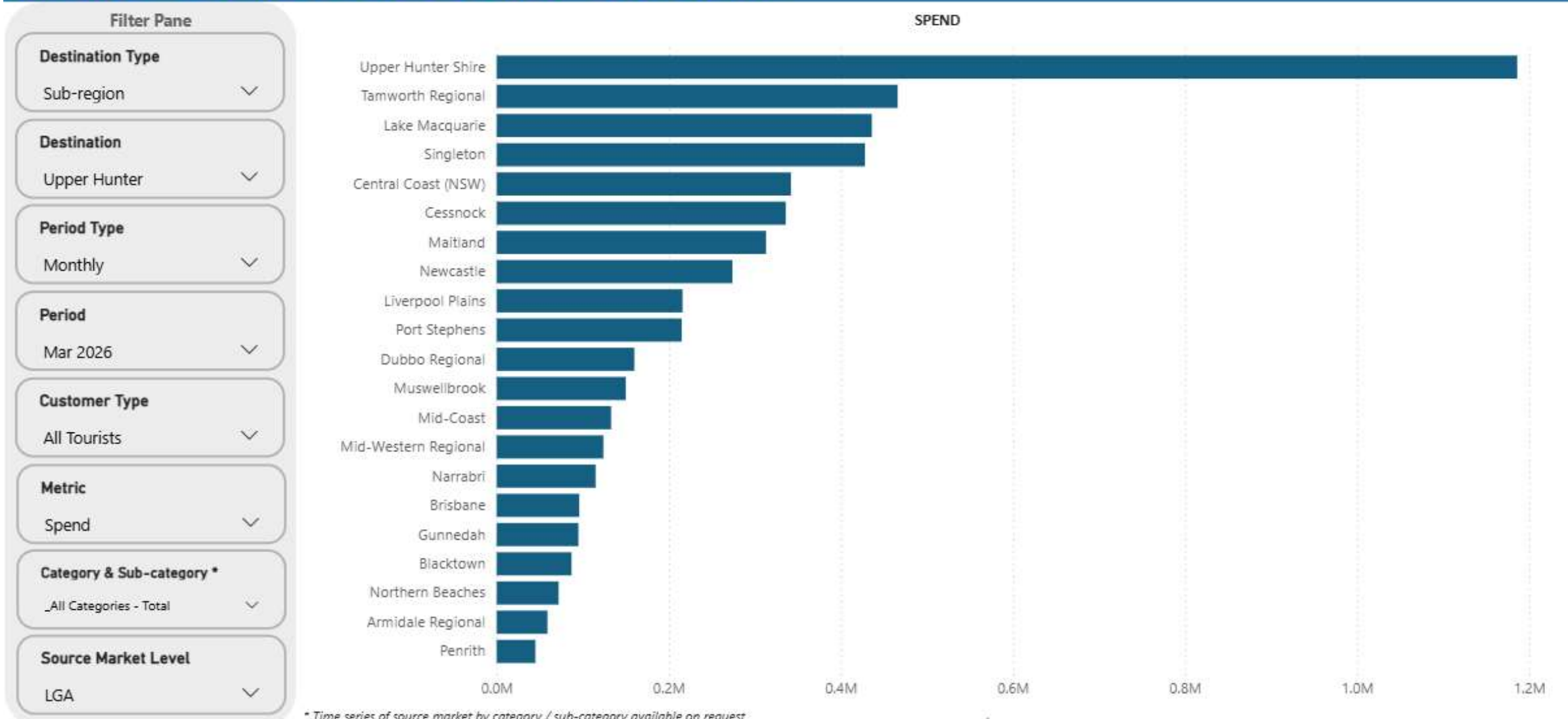
Monthly data for Mar 2026, Sub-region - Upper Hunter



Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Source Market Overview

Monthly data for Mar 2026, Sub-region - Upper Hunter



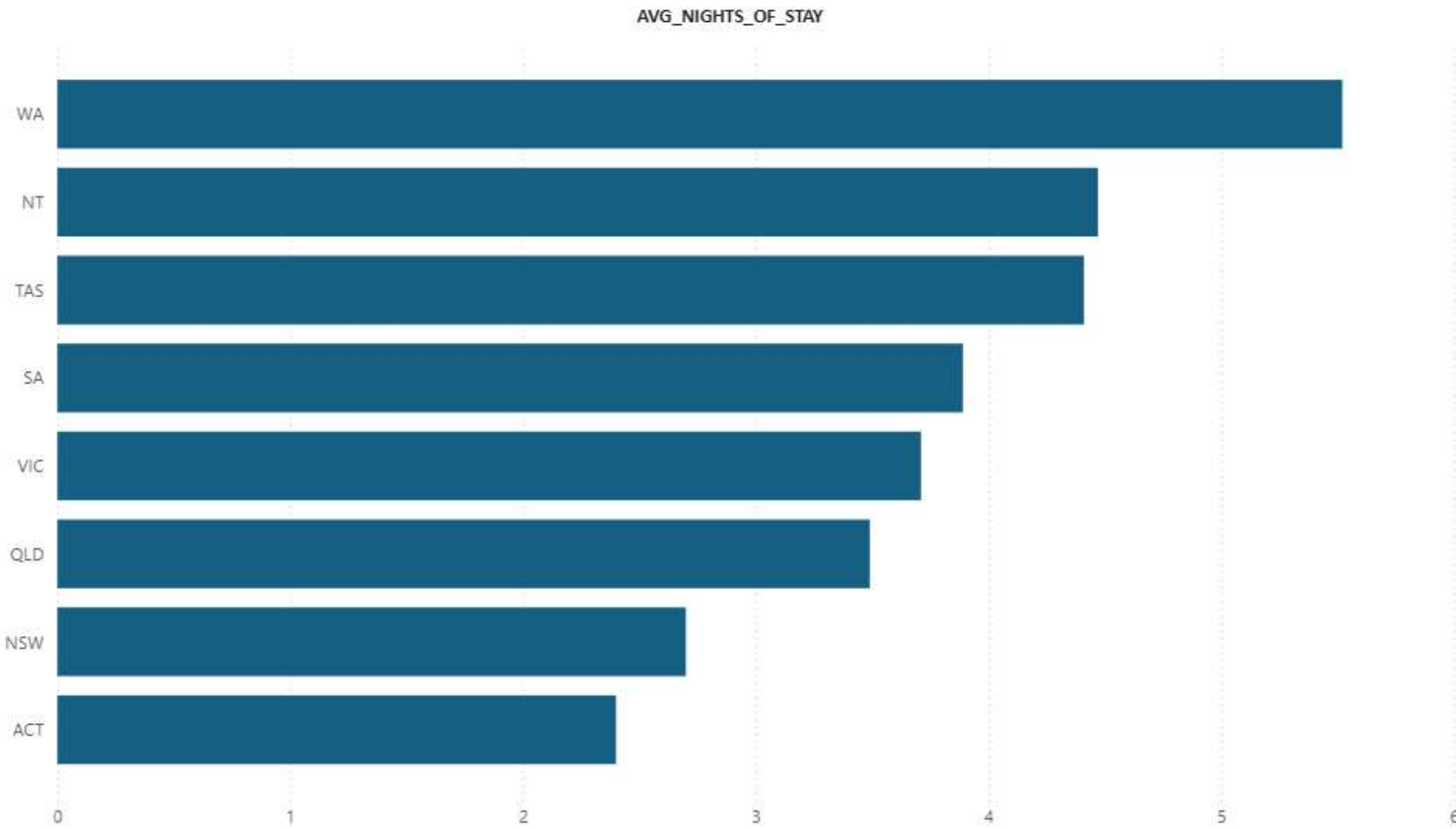
Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Source Market Overview - continued

Annual data for YE Mar 2026, Sub-region - Upper Hunter

Filter Pane

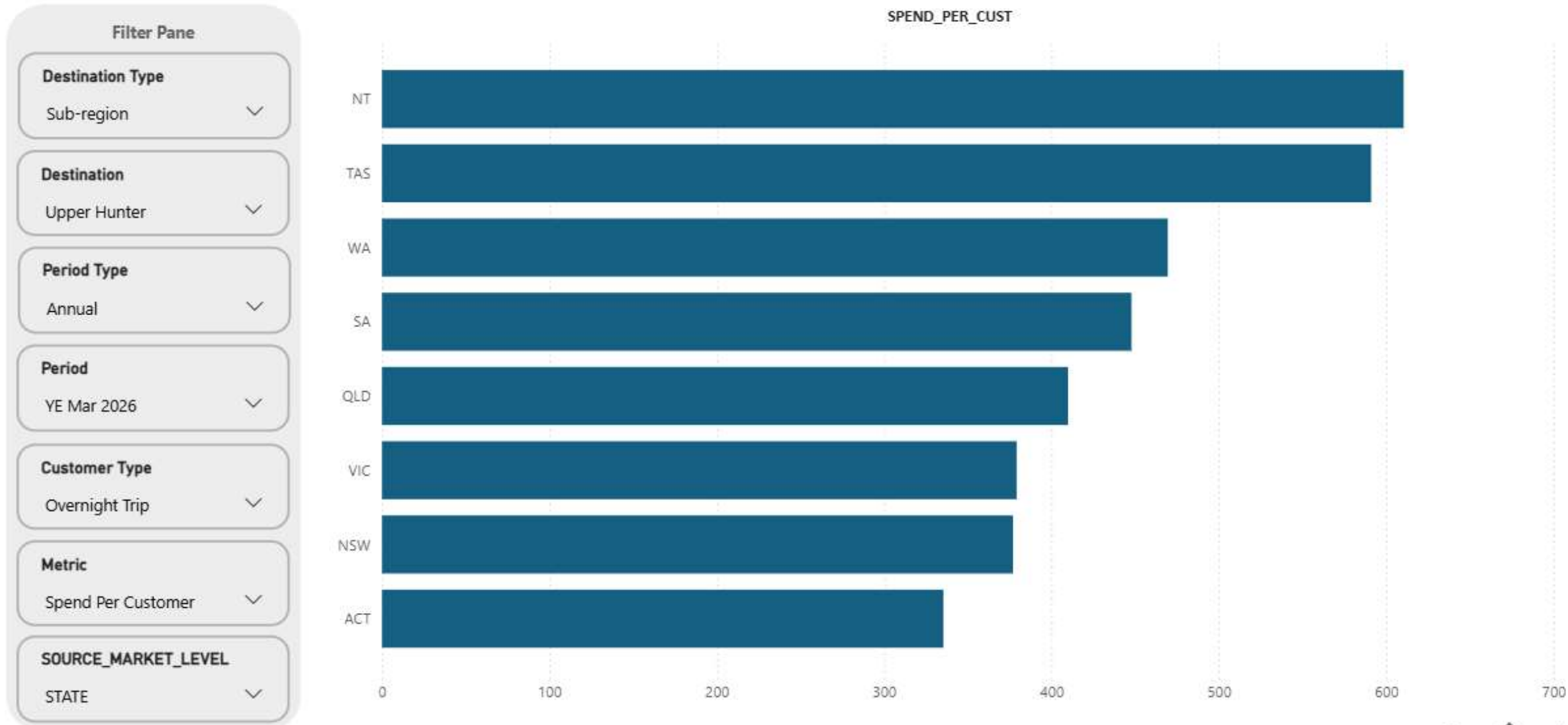
- Destination Type
Sub-region
- Destination
Upper Hunter
- Period Type
Annual
- Period
YE Mar 2026
- Customer Type
Overnight Trip
- Metric
Average Nights of Stay
- SOURCE_MARKET_LEVEL
STATE



Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Source Market Overview - continued

Annual data for YE Mar 2026, Sub-region - Upper Hunter



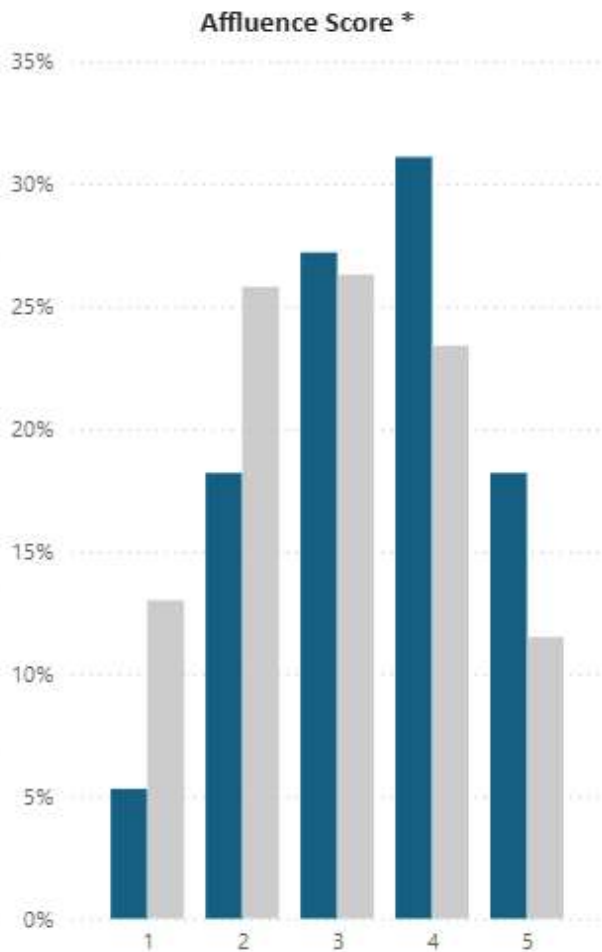
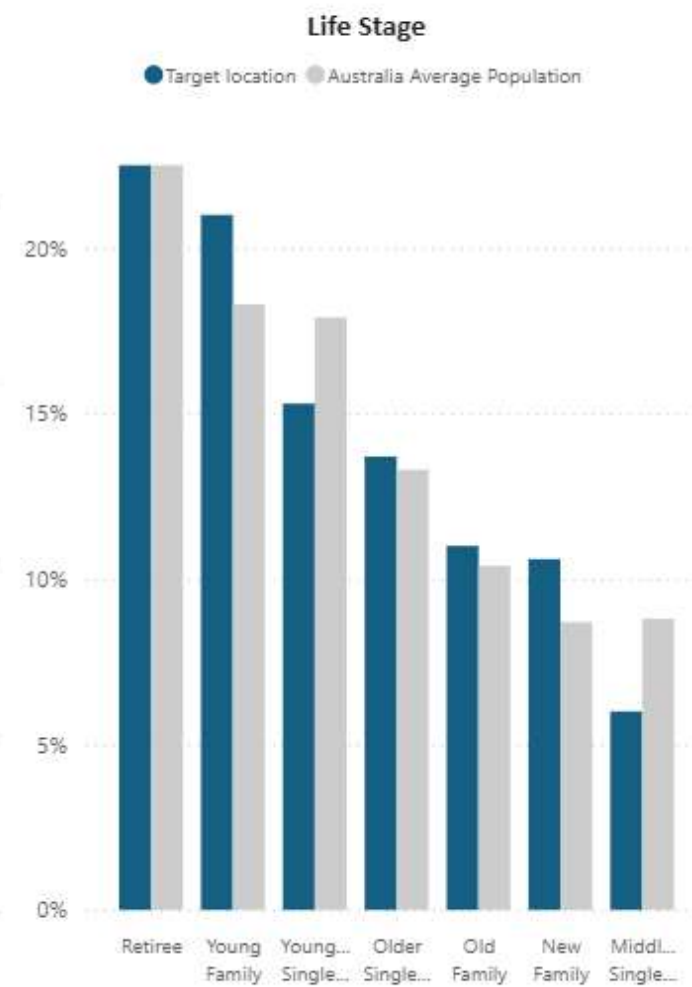
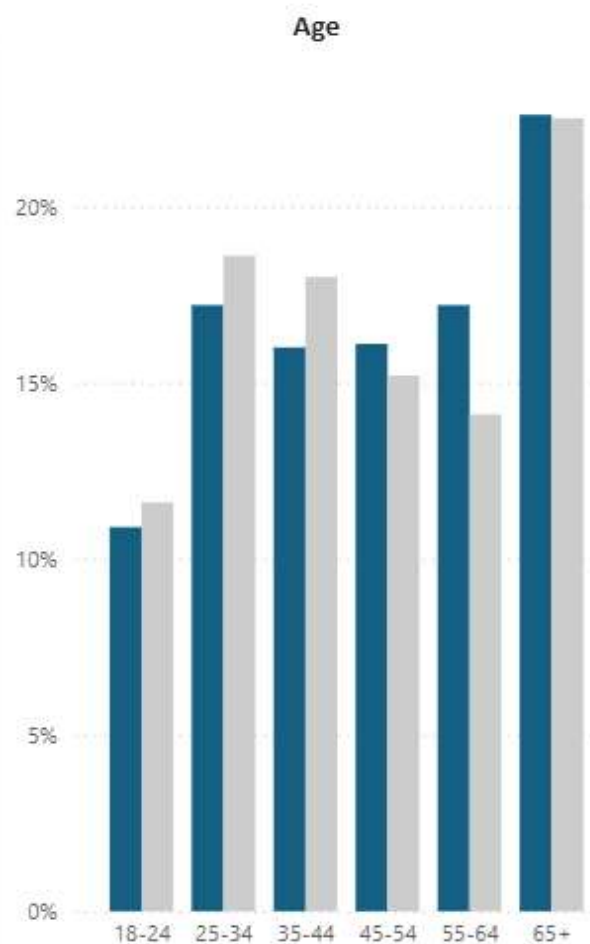
Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

Visitor Profiling *

Annual data for YE Mar 2026, Sub-region - Upper Hunter

Filter Pane

- Destination Type: Sub-region
- Destination: Upper Hunter
- Period Type: Annual
- Period: YE Mar 2026
- Customer Type: All Tourists
- Source Market Level: Total
- Source Market Name: All



*An individual's 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.

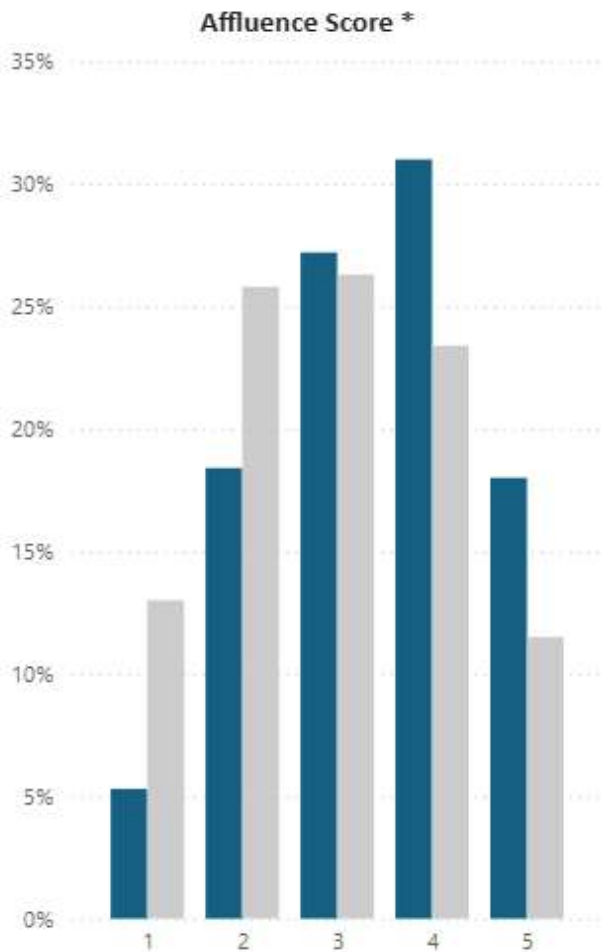
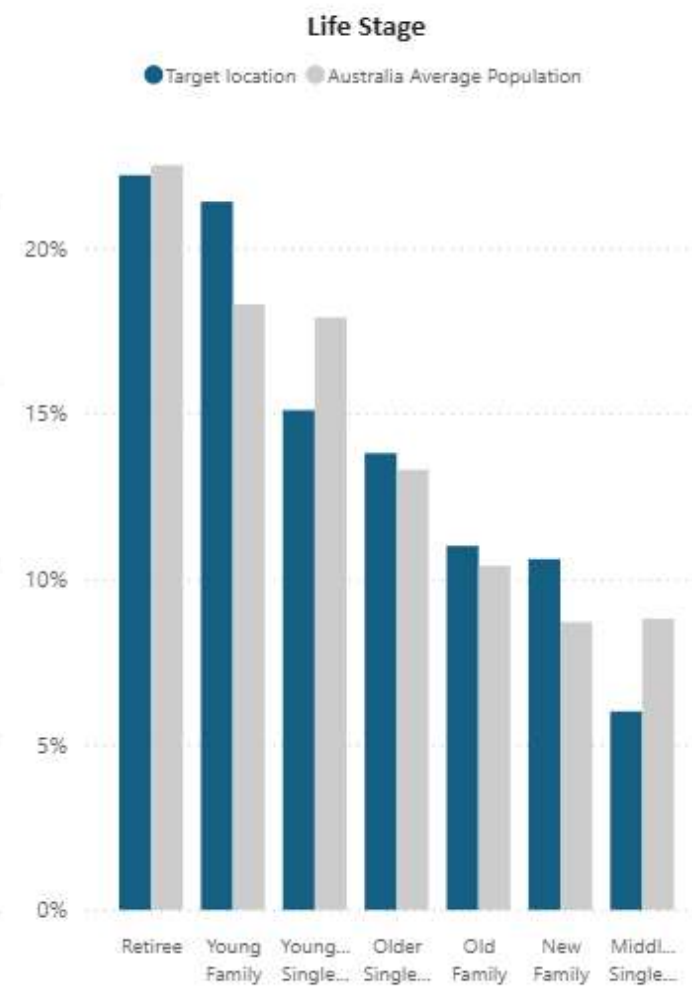
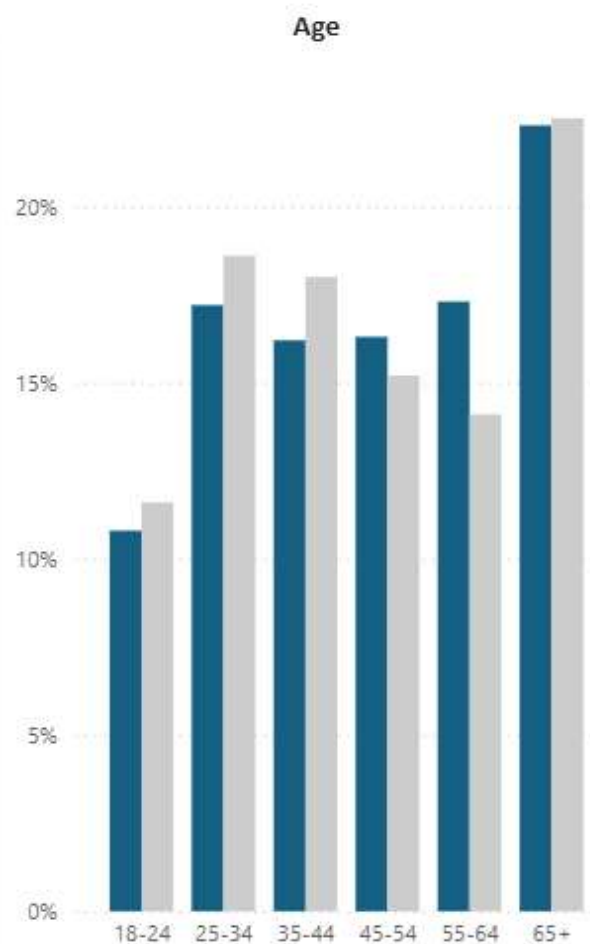


Visitor Profiling *

Annual data for YE Mar 2026, Sub-region - Upper Hunter

Filter Pane

- Destination Type: Sub-region
- Destination: Upper Hunter
- Period Type: Annual
- Period: YE Mar 2026
- Customer Type: Day Trip
- Source Market Level: Total
- Source Market Name: All



*An individual's 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.

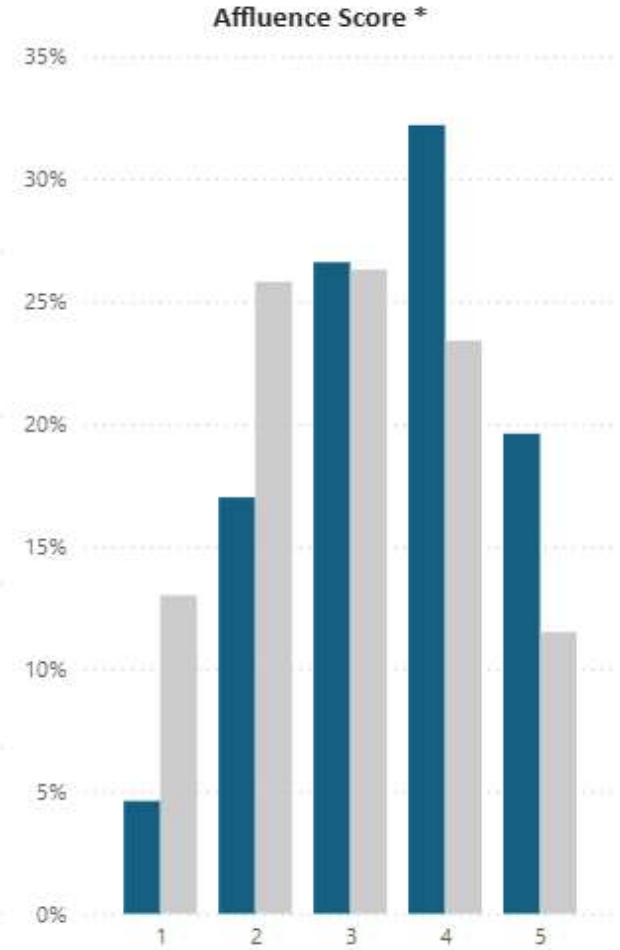
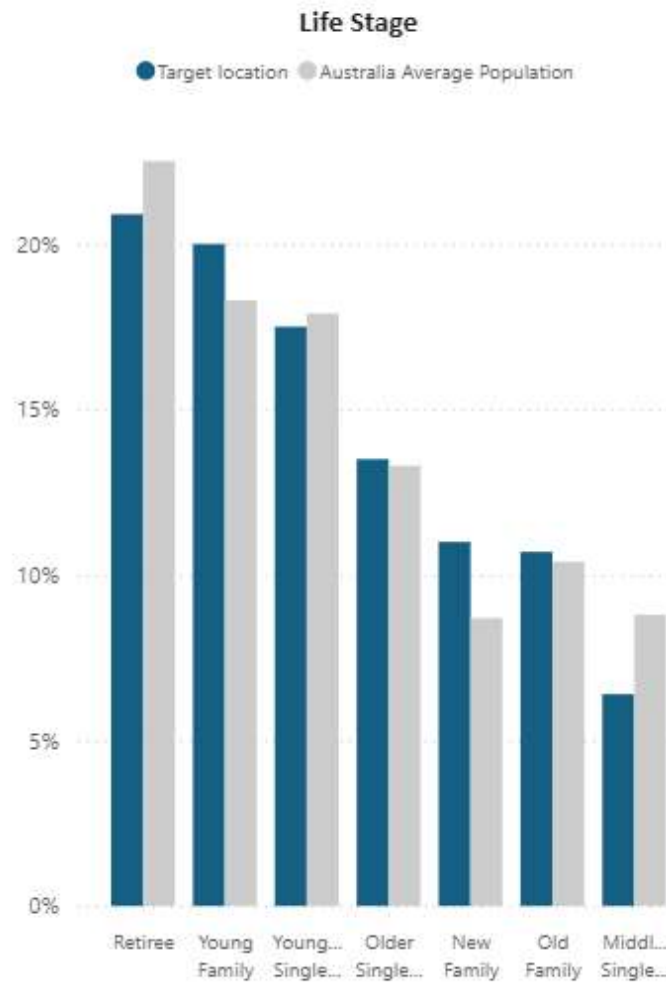
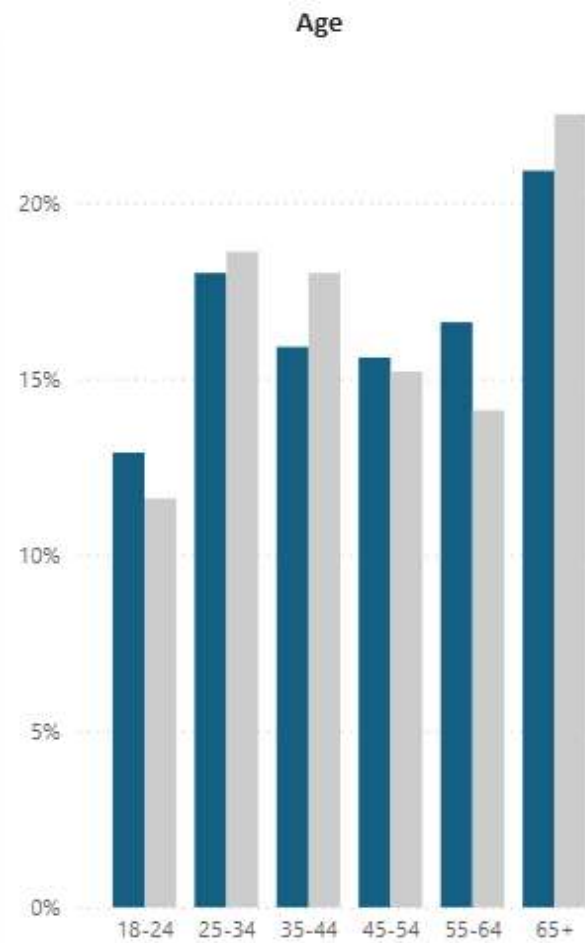


Visitor Profiling *

Annual data for YE Mar 2026, Sub-region - Upper Hunter

Filter Pane

- Destination Type: Sub-region
- Destination: Upper Hunter
- Period Type: Annual
- Period: YE Mar 2026
- Customer Type: Overnight Trip
- Source Market Level: Total
- Source Market Name: All



*An individual's 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.

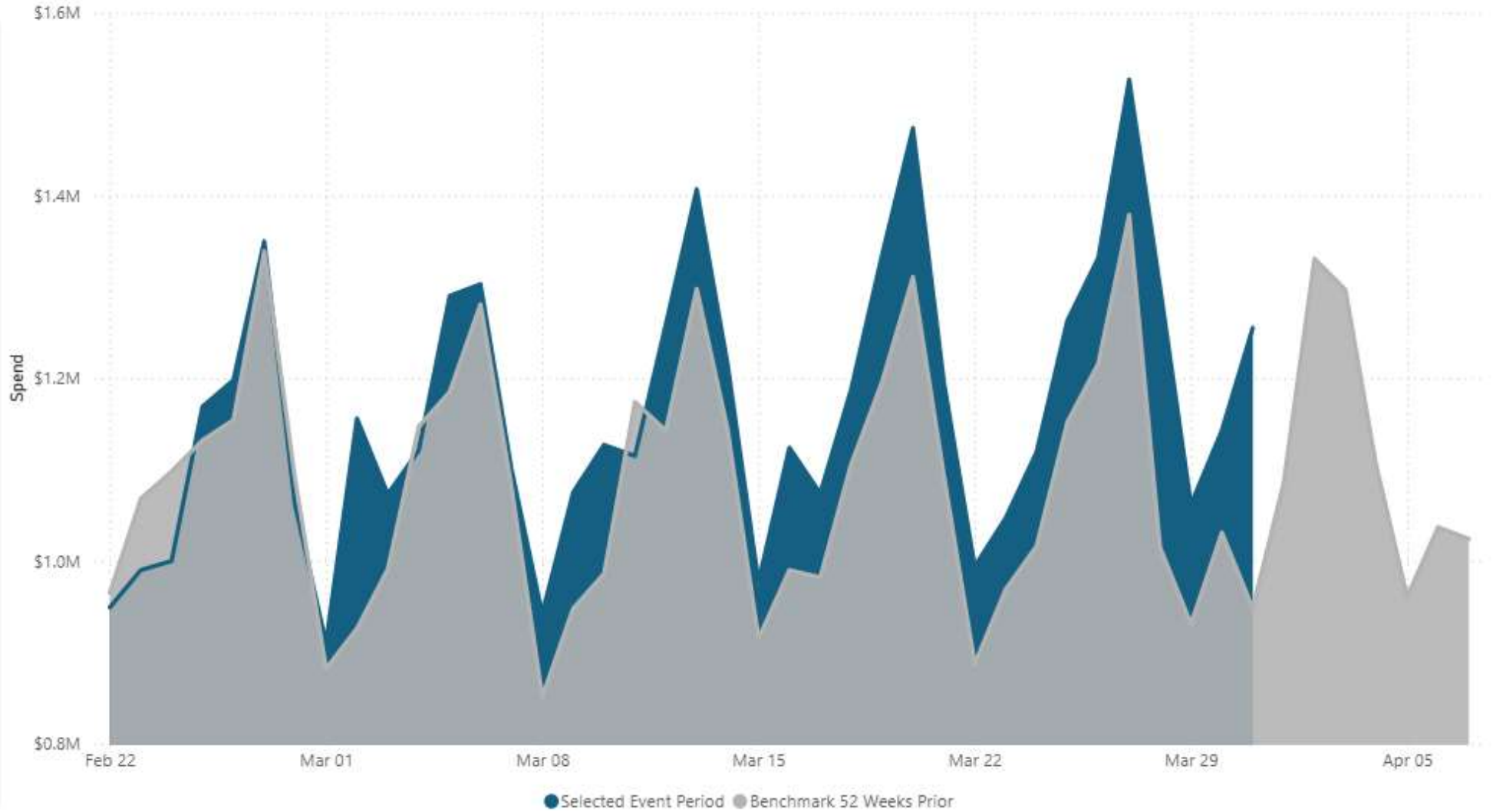


Event Timeseries - Standard Benchmark (52 weeks prior)

Event period: Sun 01/03/2026 – Tue 31/03/2026 (31 days), Benchmark period: Sun 02/03/2025 – Tue 01/04/2025 (31 days)

Filter Pane

- Destination Type**
Sub-region
- Destination**
Upper Hunter
- Event Date**
3/1/2026
3/31/2026
- Time of day**
TOTAL
- Customer Type**
All Customers
- Category & sub-category**
_All Categories - Total
- Date Extender**
7



Sourced from Banking Transaction Data. Data prepared and visualised by the Research and Development Team

METHODOLOGY

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.
- Further information on Destination Networks is available on the Destination NSW corporate website [here](#).
- This analysis is intended for the Destination Network and its LGAs. Any further 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](#).

Metrics

Metric	Definition
Spend	The amount of money spent via card-present transactions over the period (weighted data)
Transactions	The total number of card-present transactions over the period (weighted data), representing the non-deduplicated 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
Average Nights of Stay	Average of number of nights stayed in the target location. Overnight trips only.
Spend per customer	Spend divided by 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.

Abbreviations

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

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.

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

