

Mainstreaming Twilight Trade



retail.org.au/twilight-trade

Melbourne is changing

Since the pandemic, visitation patterns in the City of Melbourne have changed significantly.



30% higher foot traffic in the city on weekdays between 5-7pm than between 8-10am

Embracing twilight trade

To realise these opportunities, the ARA is advocating for mainstream adoption of Twilight Trade, over time.



Monday, Tuesday and Wednesday evenings until 7pm offers significant opportunity, with many small businesses missing the week's busiest period for foot traffic, between 5-6pm on weekdays, with good footfall into 6-7pm.



Friday and Saturday evenings until 9pm also offer opportunities, for small and large retailers alike, with a mismatch between pedestrian foot traffic and business activity, as visitation to the city continues to increase over the weekend.

Small business has big impact on retail mix

Retailers that have already embraced twilight trade are seeing benefits to their business, but the real value in small businesses extending their trading hours into the evening will be felt by the broader community with a rich, vibrant and diverse retail mix.

45hrs

Small businesses trade an average of 45 hours per week, ranging between 35-56 hours.

92hrs

Larger businesses trade an average of 92 hours per week, ranging between 84-100 hours.



Thursday has replaced Friday as the busiest workday and Saturday is now the busiest day overall, as visitor numbers increase on weekends.



Despite these changes in consumer behaviour, retailer's trading hours have largely remained unchanged.

There is now significant unmet consumer demand on Monday, Tuesday and Wednesday evenings between 5-7pm, and on Saturday evenings between 5-9pm when there are more shoppers than shops open.

Increasing support and interest in Twilight Trade



Strong interest from mainstream and online media



Increase in footfall, spend and clicks in pilot studies



Increase in support from retail community