

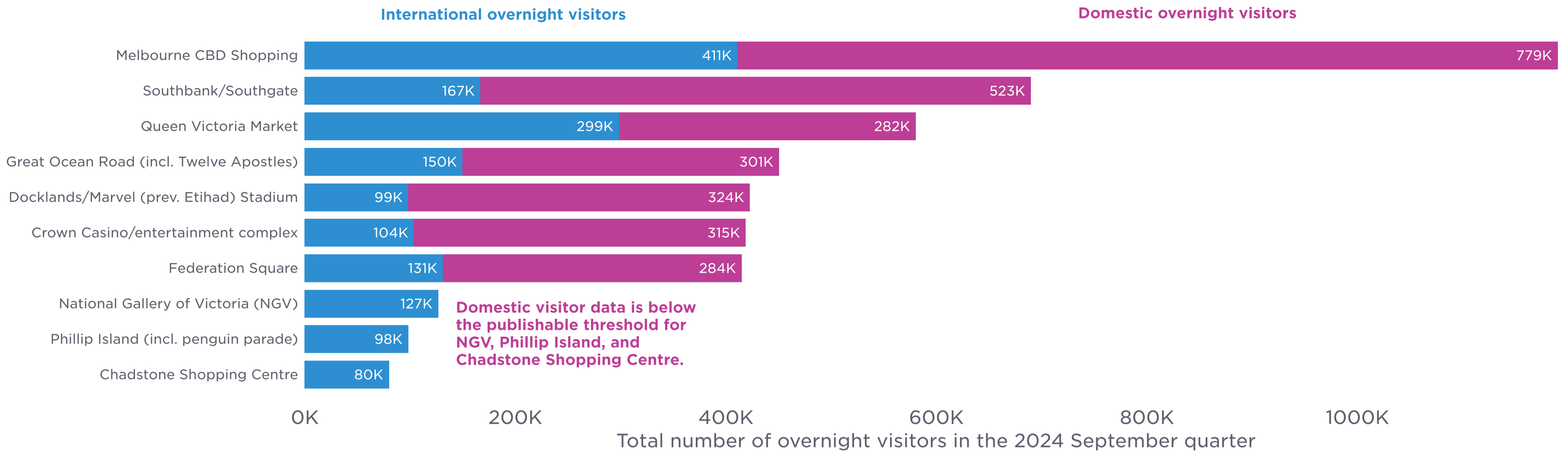
MELBOURNE ECONOMY SNAPSHOT

Number 9, March 2025

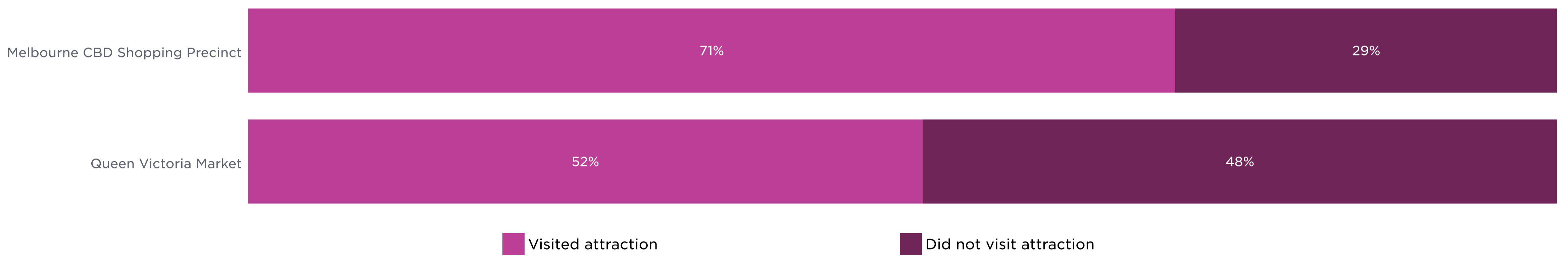
MAGNETIC MELBOURNE ATTRACTS VISITORS GALORE

Melbourne is the number one choice for fabulous shopping, world-class restaurants and iconic experiences – racing ahead of Victoria’s many other popular hotspots. Vibrant and bustling, our CBD Shopping Precinct is the top attraction for international and domestic overnight visitors* – supporting city businesses and boosting our thriving local economy. Our much-loved Queen Victoria Market, known for its fresh produce and specialty shopping, is also a popular drawcard, taking out second spot for international overnight visitors.

Melbourne CBD Shopping Precinct saw **779,000 domestic overnight visitors** and **411,000 international overnight visitors** in the 2024 September quarter (July - September).



Of all **international** overnight visitors to Victoria in the September quarter, a massive **71%** visited the Melbourne CBD Shopping Precinct, and **52%** visited the **Queen Victoria Market**.

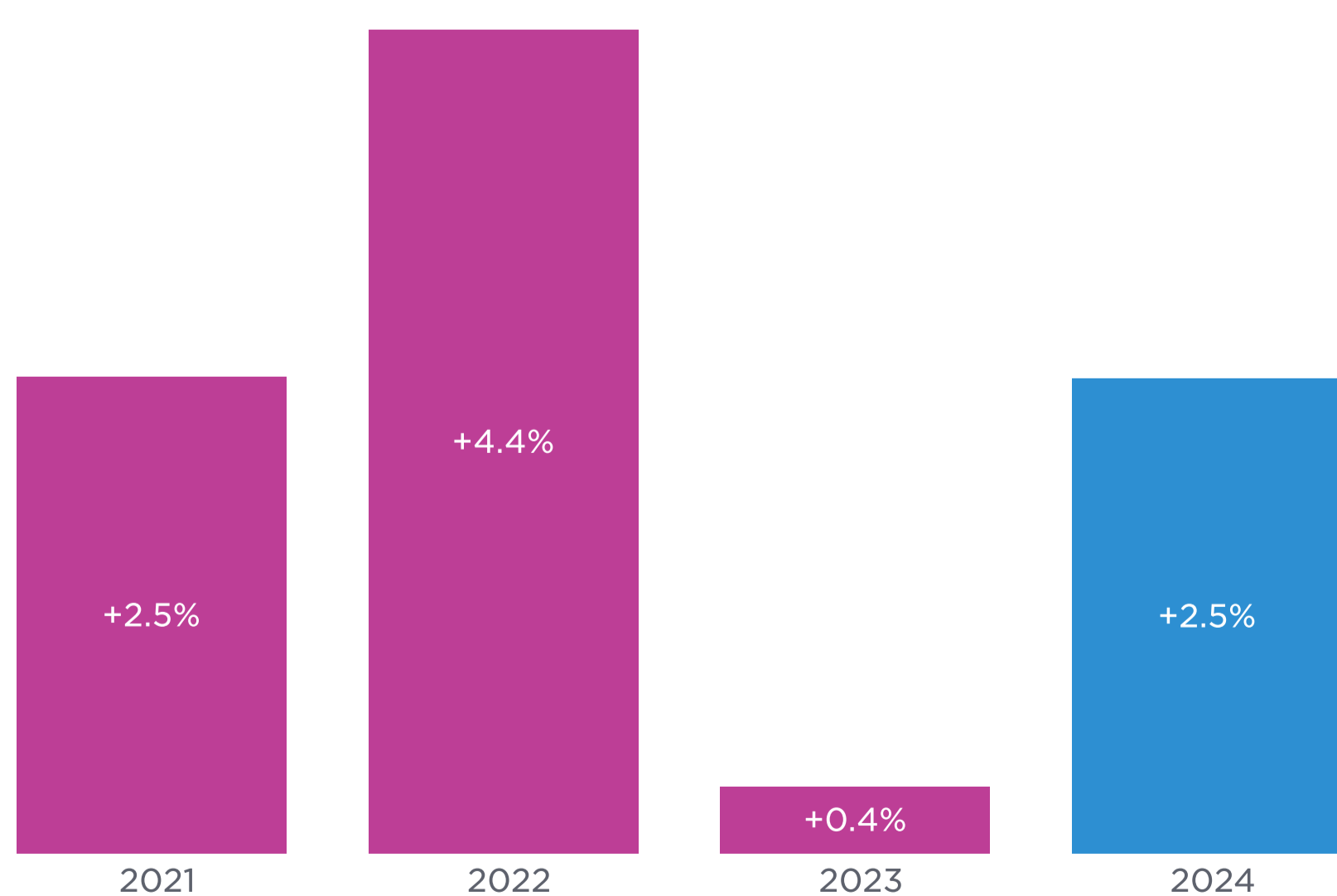


MAKING MELBOURNE THE BEST PLACE TO DO BUSINESS

Melbourne is the hottest spot for shopping in the state, so it’s no wonder more and more people are setting up business here. We’re here to support them every step of the way with our personalised Business Concierge service, the largest of its kind in the country. This one-stop-shop cuts red tape and offers valuable connections for new and growing businesses. It’s helped open 187 new businesses, engaged with over 67,000 clients, and created more than 645 full time jobs, contributing \$63 million to the local economy.

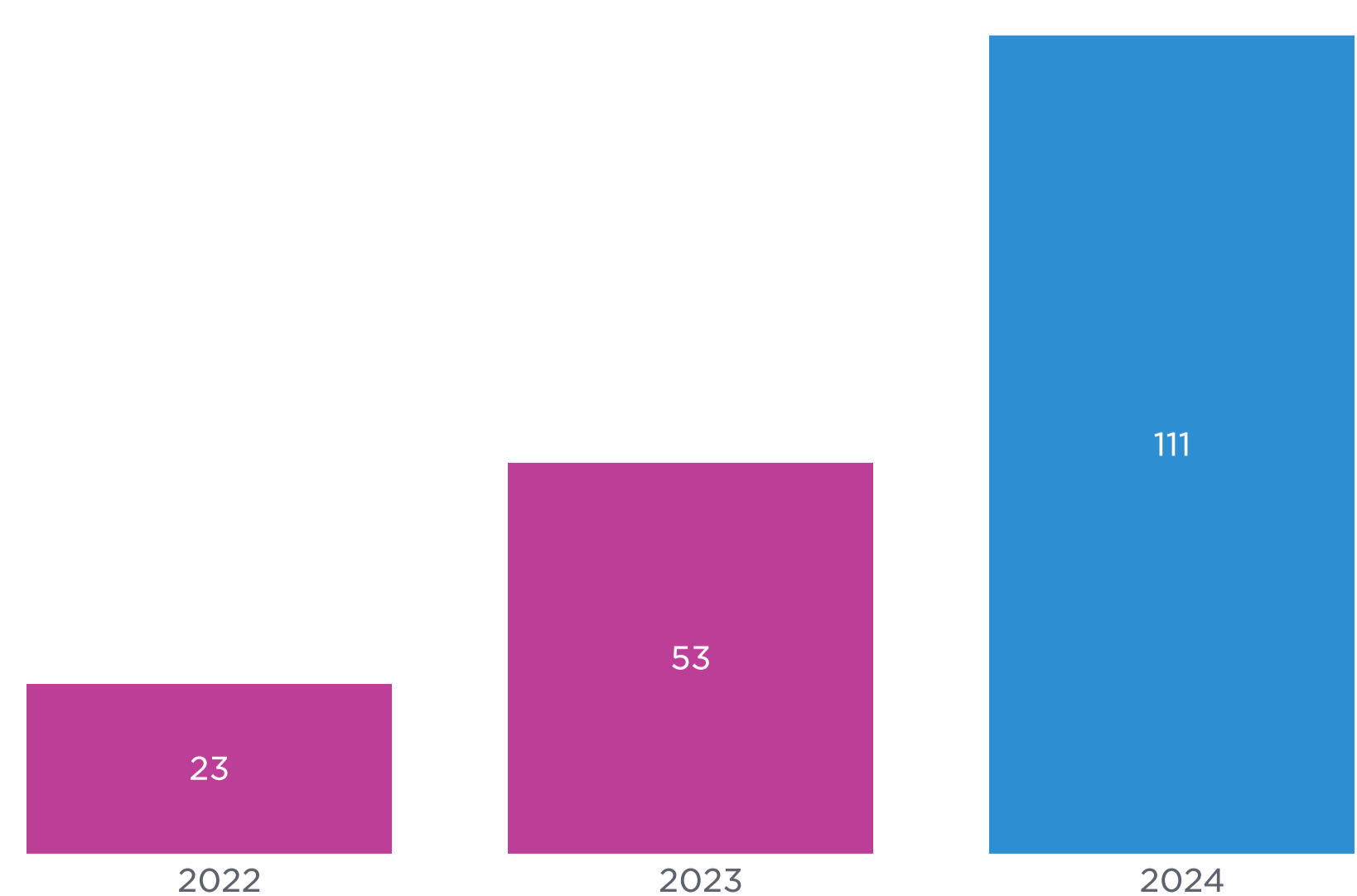
Last year, there were **44,709** businesses in the City of Melbourne, **2.5%** more than there were in 2023.

Change each year (%) in the number of businesses in the City of Melbourne



Since its inception in 2022, Business Concierge has more than doubled the amount of businesses supported each year.

Number of businesses supported by Business Concierge yearly



Sources: International Visitor Survey, September 2024, Tourism Research Australia, released December 2024. City of Melbourne Business Concierge. Australian Bureau of Statistics – Business register – originally sourced from ATO data.

*International visitors are people travelling from overseas on a tourism trip. Domestic visitors are Australian residents on a tourism trip. For more information: <https://www.ra.gov.au/en/about-ra/methodology>.

DISCLAIMER: This information is correct at the time of publication. It is the responsibility of any individual to check the accuracy of this data if it is republished or presented at a future time.



MELBOURNE ECONOMY SNAPSHOT

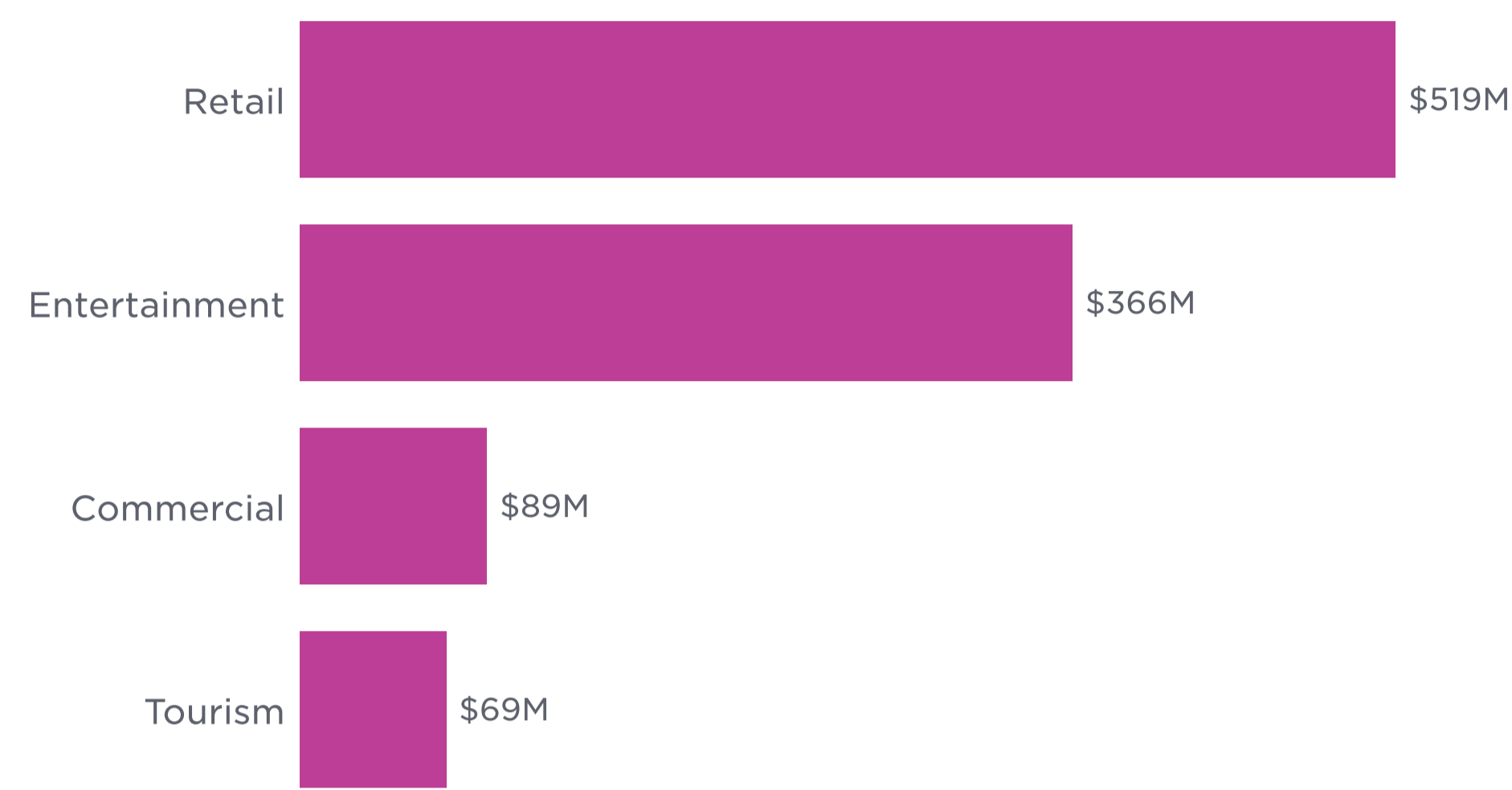
Number 9, March 2025

NEIGHBOURHOOD SPEND TRENDS

Explore your unique neighbourhood with our Neighbourhood Spend Trends. Understanding when people spend, what they're buying, and where they're coming from can help you work smarter and tailor your offering to boost your business. Explore the impressive impact our thriving retail industry has on our four biggest shopping destinations in the City of Melbourne. These areas demonstrate high retail spend and strong growth in Q4 (October to December 2024).

MELBOURNE CBD - EAST

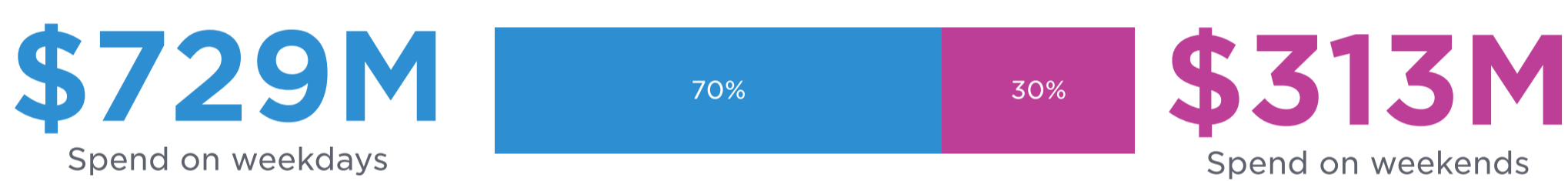
Spending by Category, Q4 2024



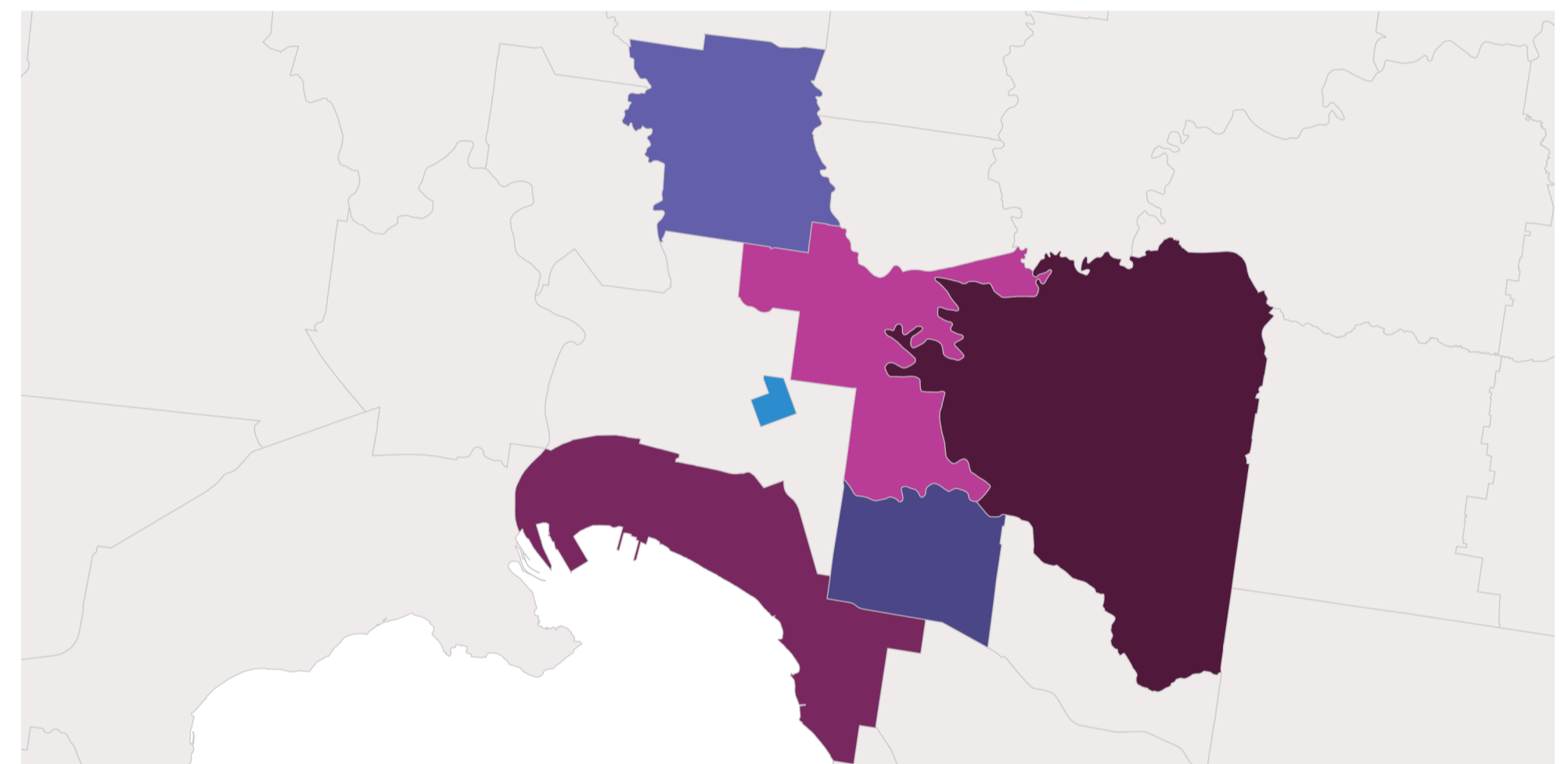
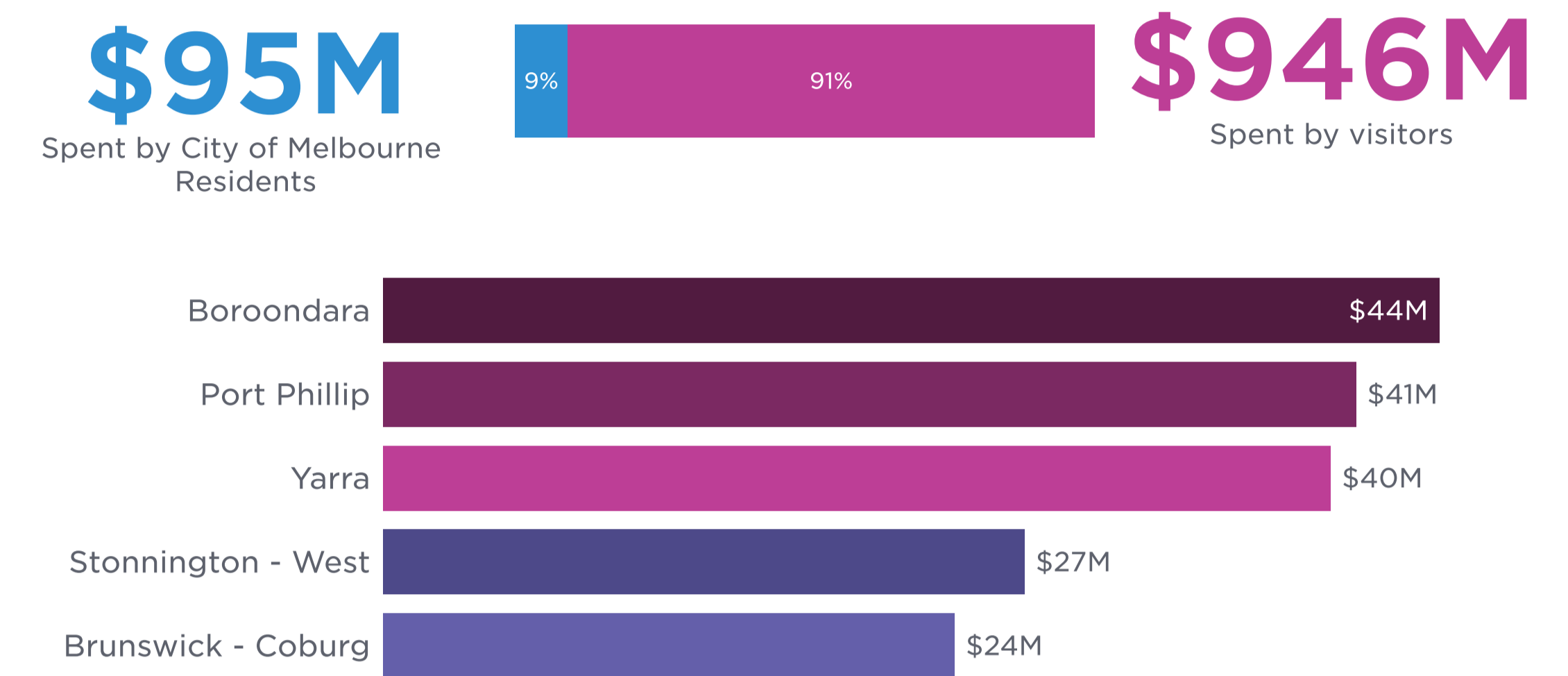
Work hours* and non-work hours spending in Melbourne CBD - East, Q4 2024



Weekday and weekend spending in Melbourne CBD - East, Q4 2024

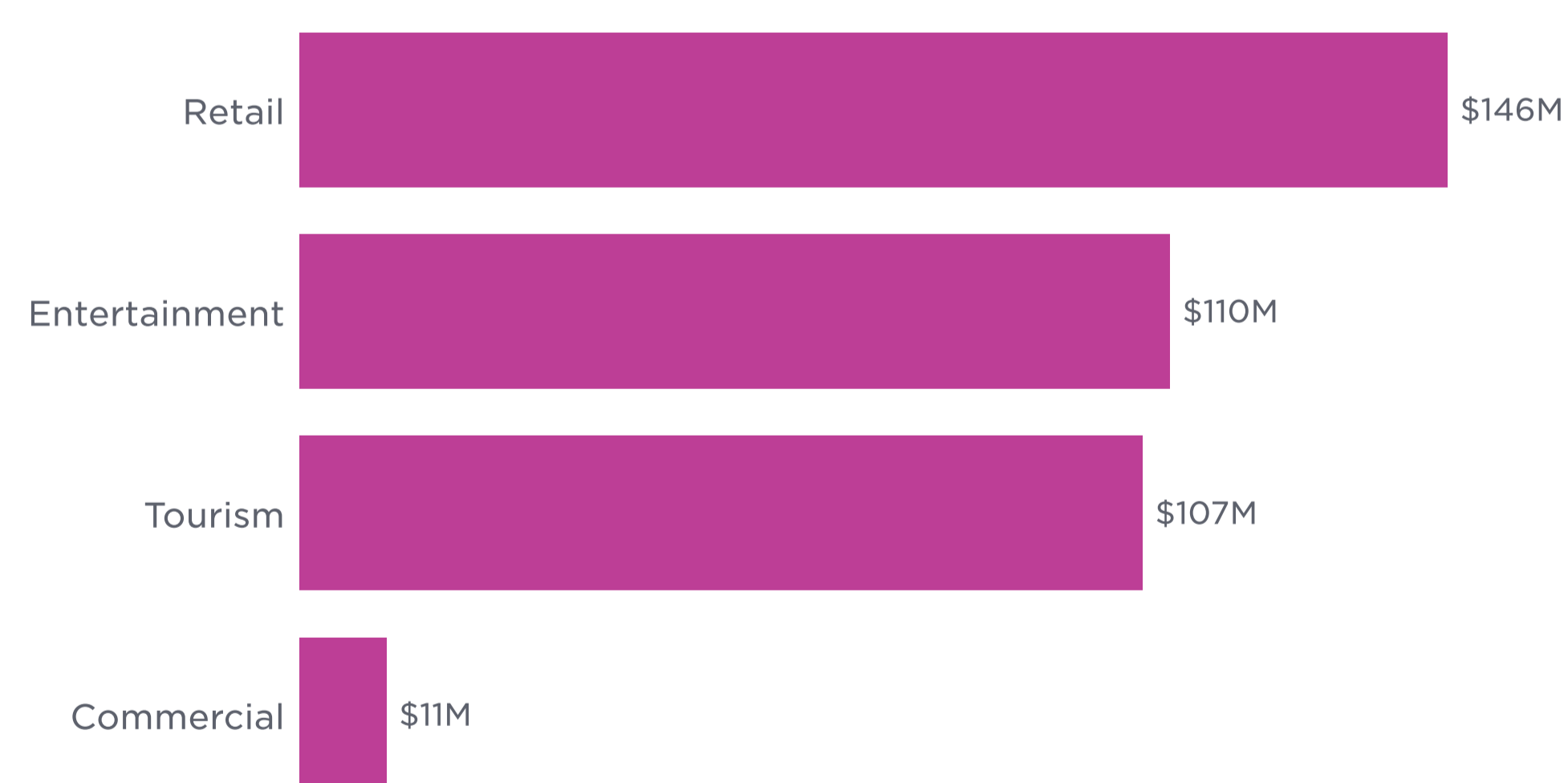


Where spending in Melbourne CBD - East came from, Q4 2024

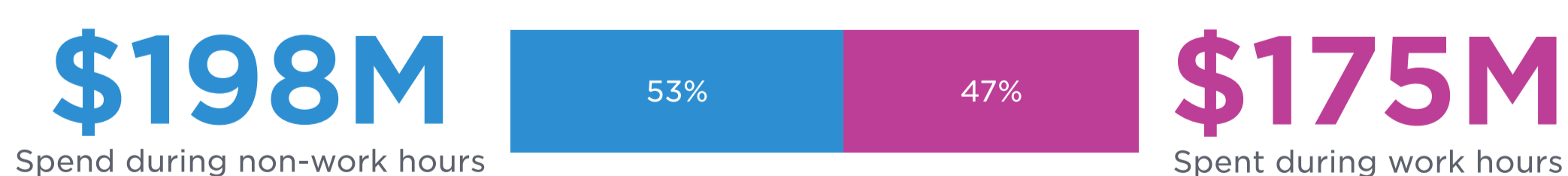


SOUTHBANK

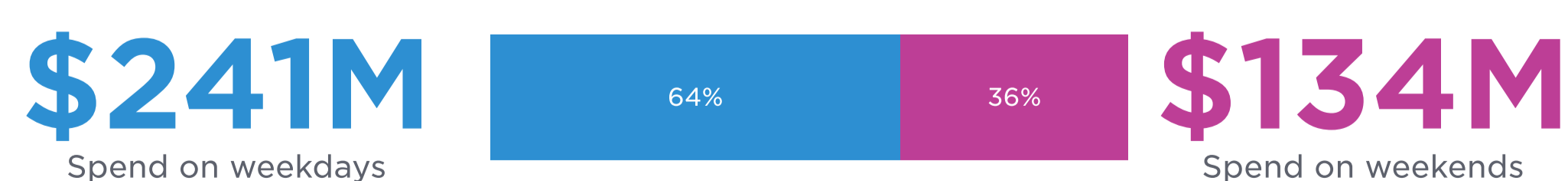
Spending by Category, Q4 2024



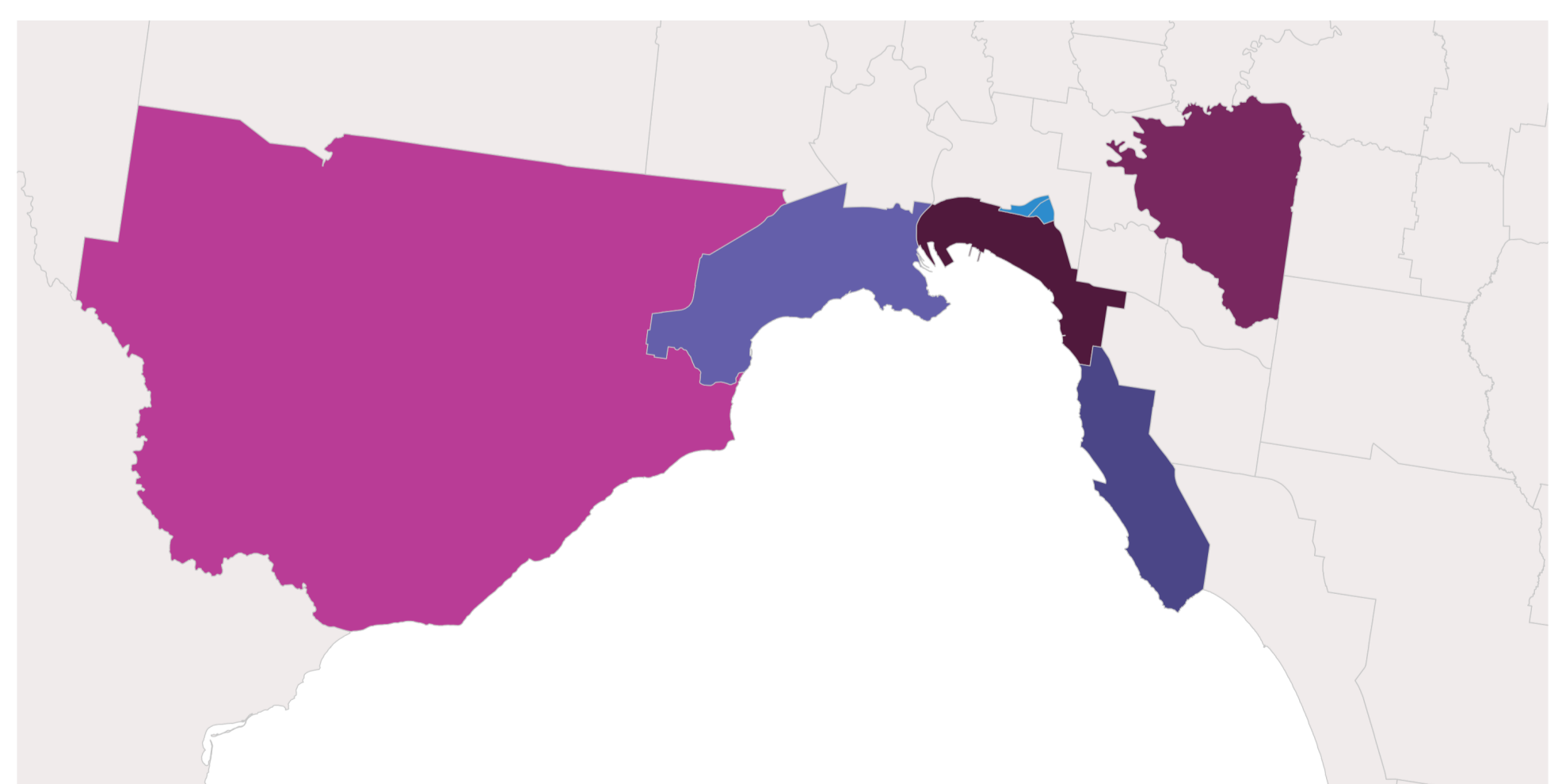
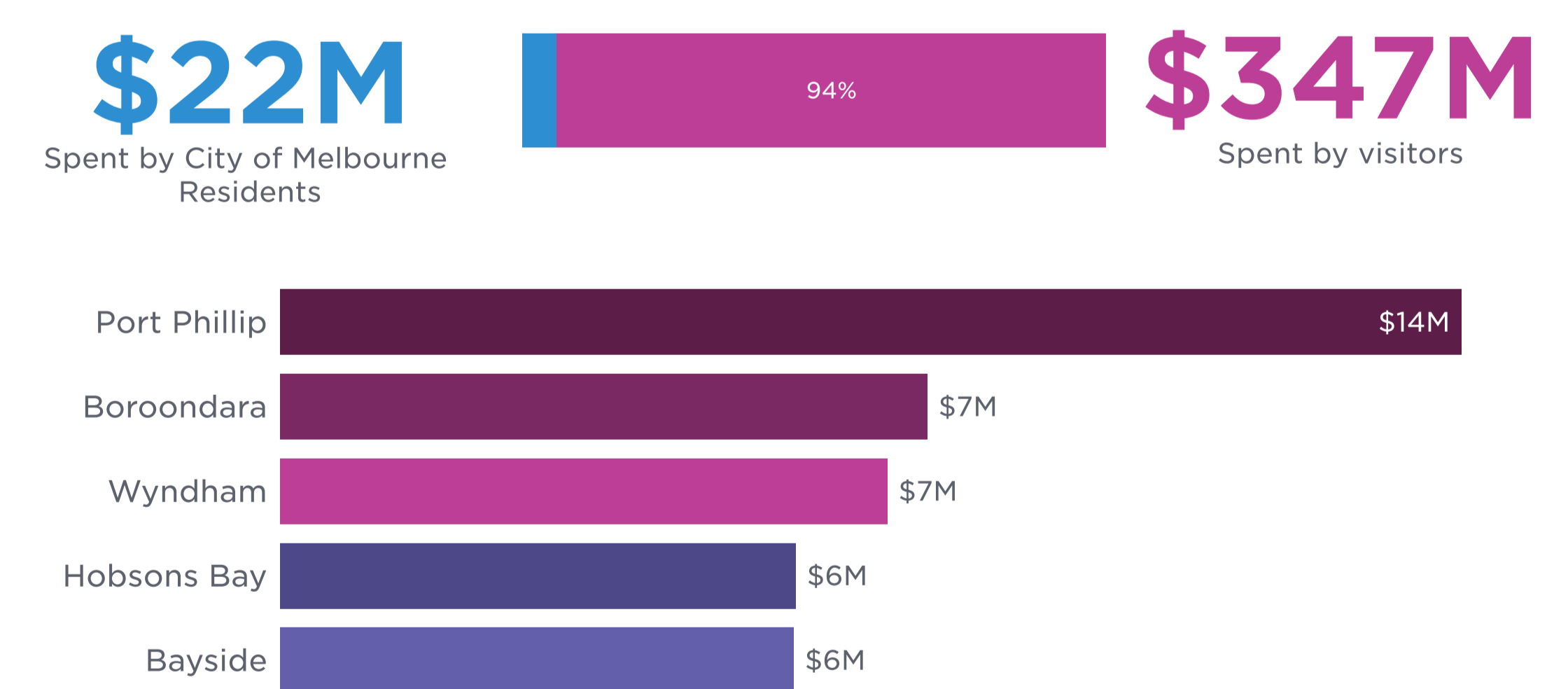
Work hours* and non-work hours spending in Southbank, Q4 2024



Weekday and weekend spending in Southbank, Q4 2024



Where spending in Southbank came from, Q4 2024



Sources: Spendmapp by Geografia. Nominal Figures. Map borders defined by ABS statistical areas.
*Work hours are 8am to 6pm, Monday to Friday.

DISCLAIMER: This information is correct at the time of publication. It is the responsibility of any individual to check the accuracy of this data if it is republished or presented at a future time.

MELBOURNE ECONOMY SNAPSHOT

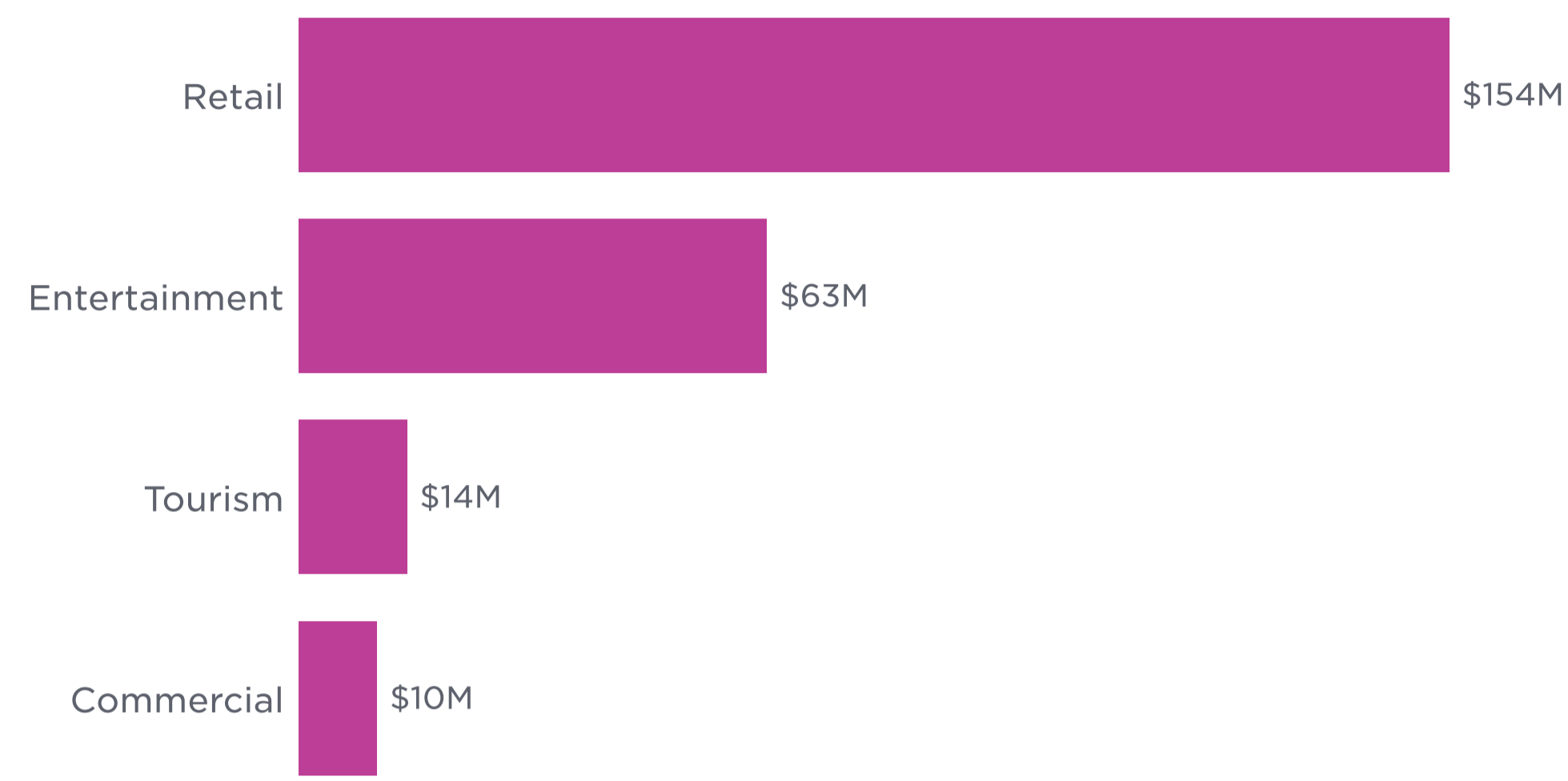
Number 9, March 2025

NEIGHBOURHOOD SPEND TRENDS

Explore your unique neighbourhood with our Neighbourhood Spend Trends. Understanding when people spend, what they're buying, and where they're coming from can help you work smarter and tailor your offering to boost your business. Explore the impressive impact our thriving retail industry has on our four biggest shopping destinations in the City of Melbourne. These areas demonstrate high retail spend and strong growth in Q4 (October to December 2024).

MELBOURNE CBD - NORTH

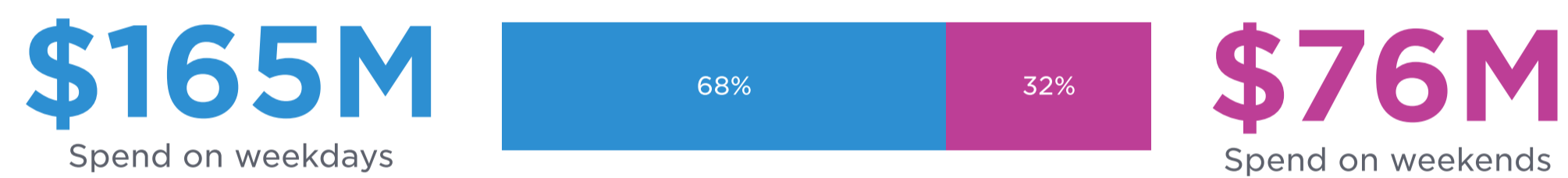
Spending by Category, Q4 2024



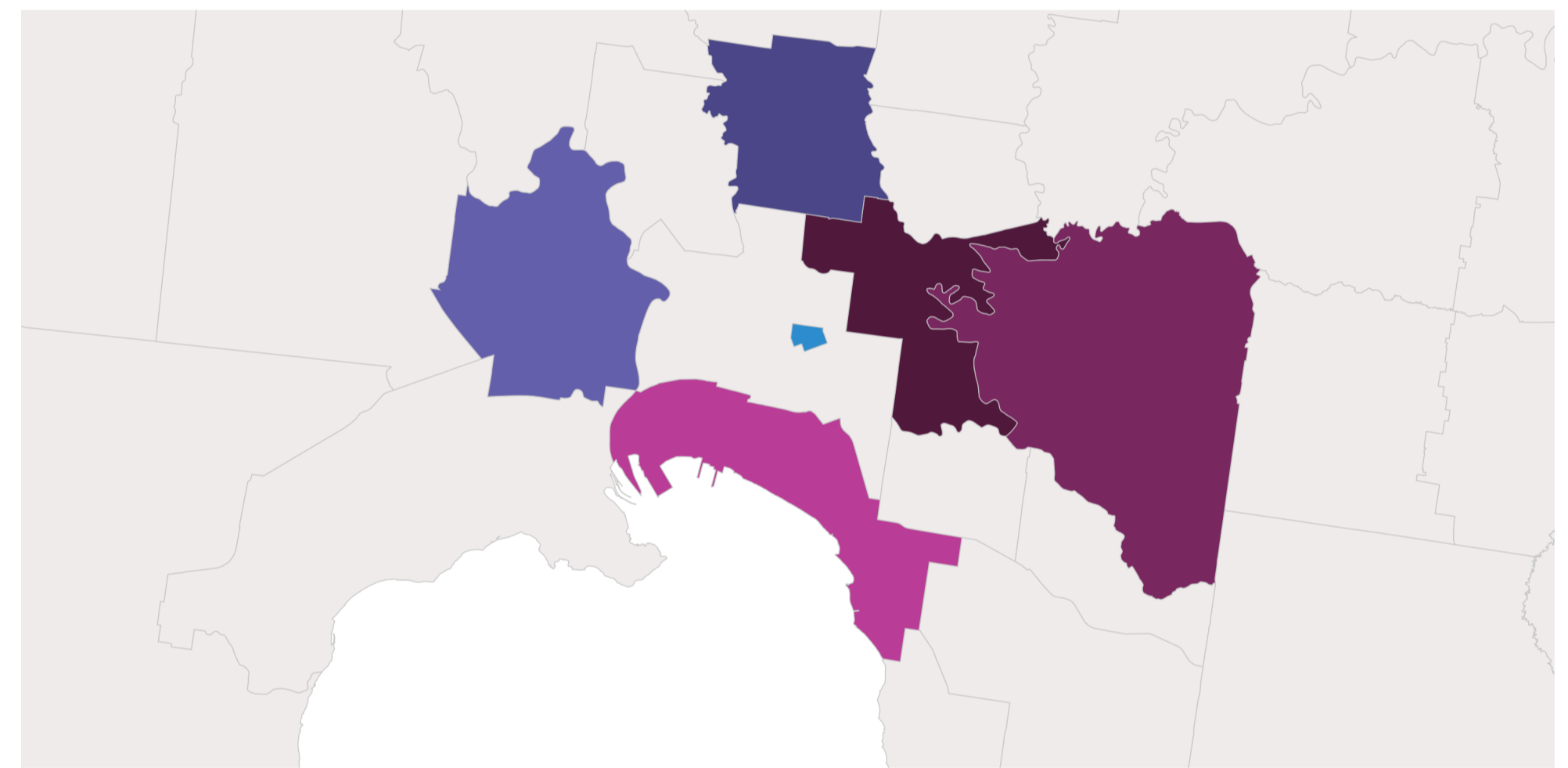
Work hours* and non-work hours spending in Melbourne CBD - North, Q4 2024



Weekday and weekend spending in Melbourne CBD - North, Q4 2024

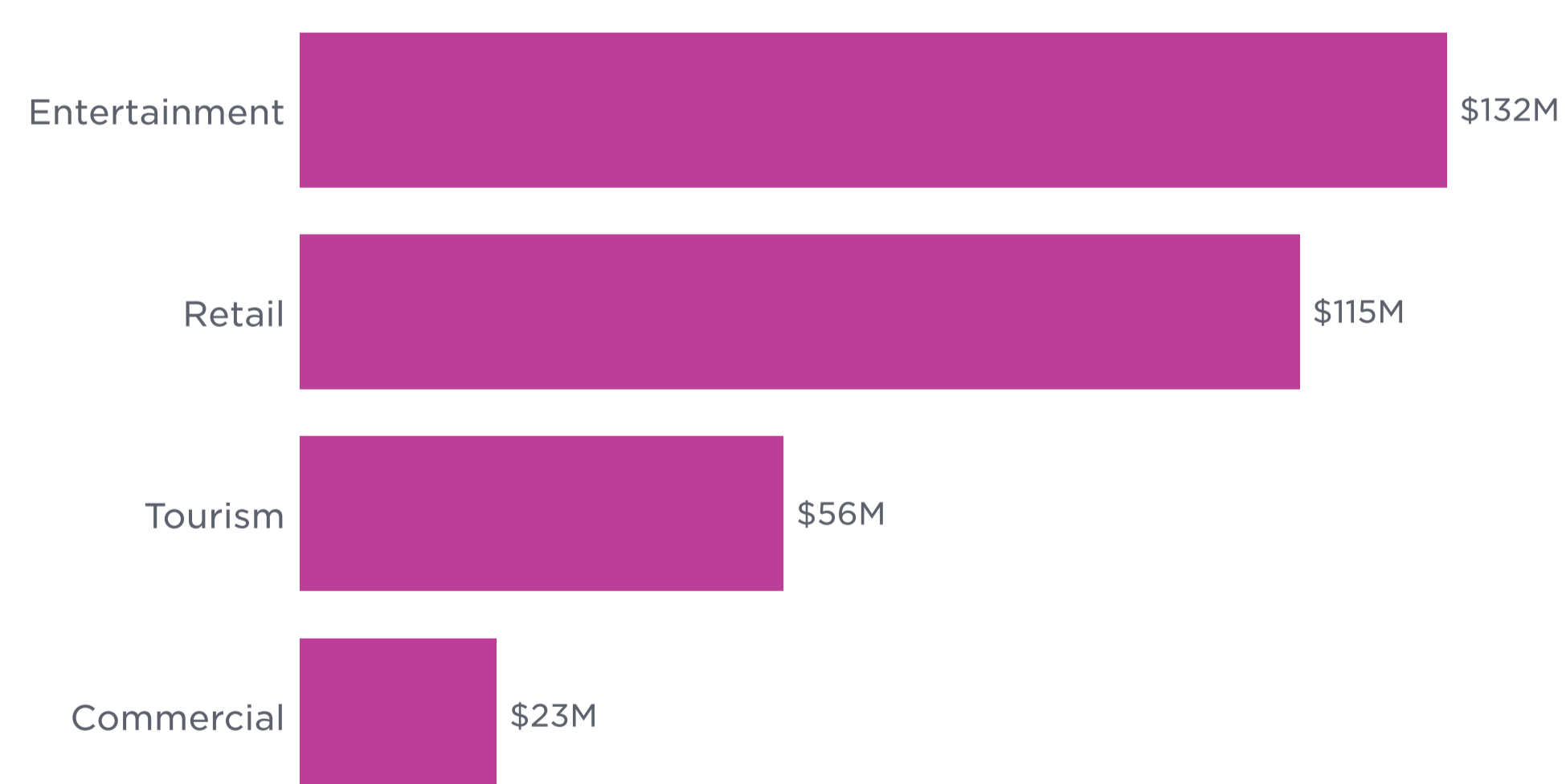


Where spending in Melbourne CBD - North came from, Q4 2024



MELBOURNE CBD - WEST

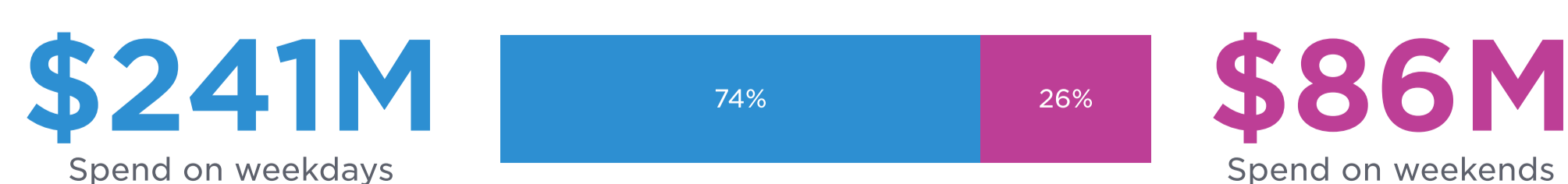
Spending by Category, Q4 2024



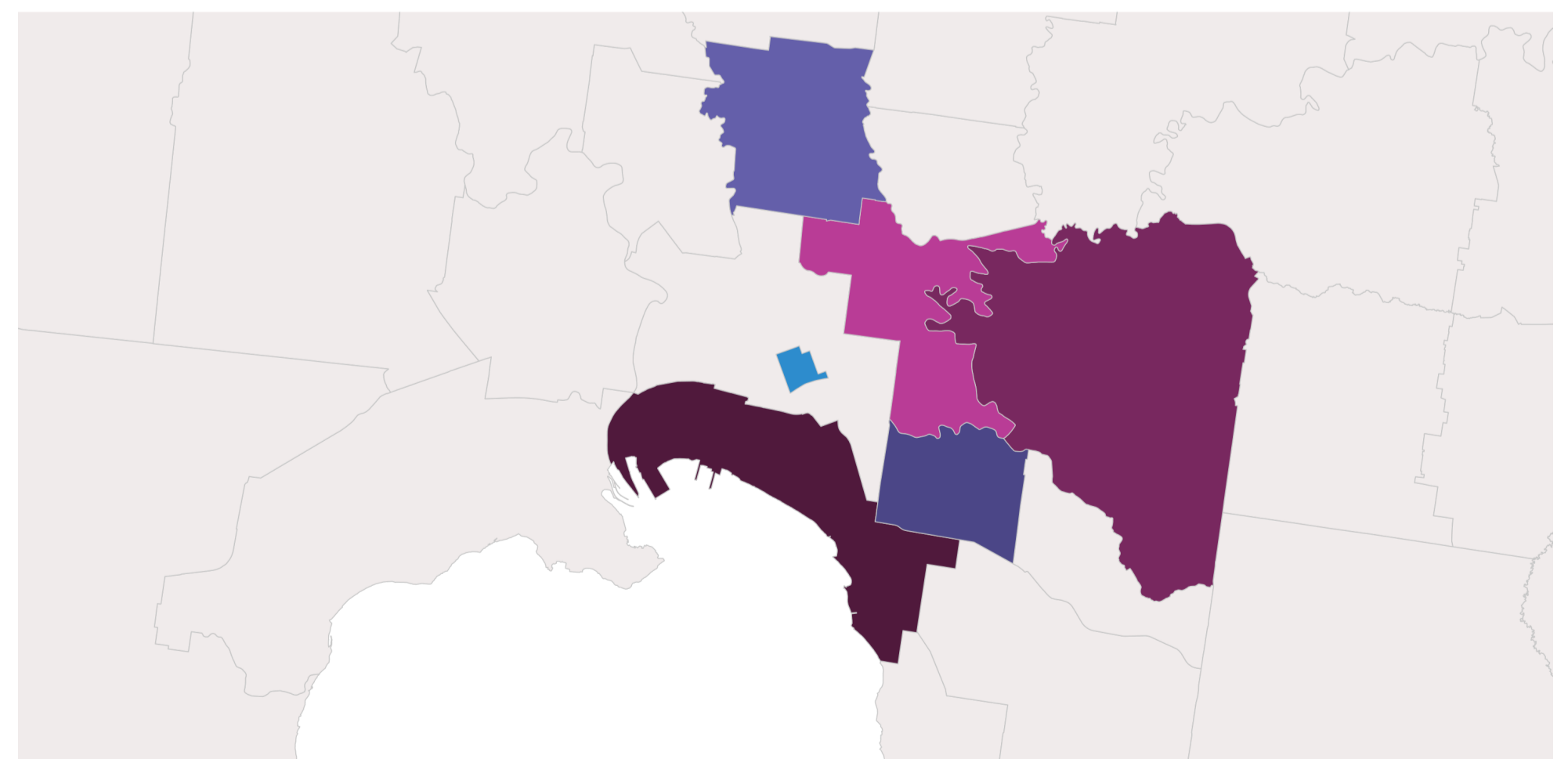
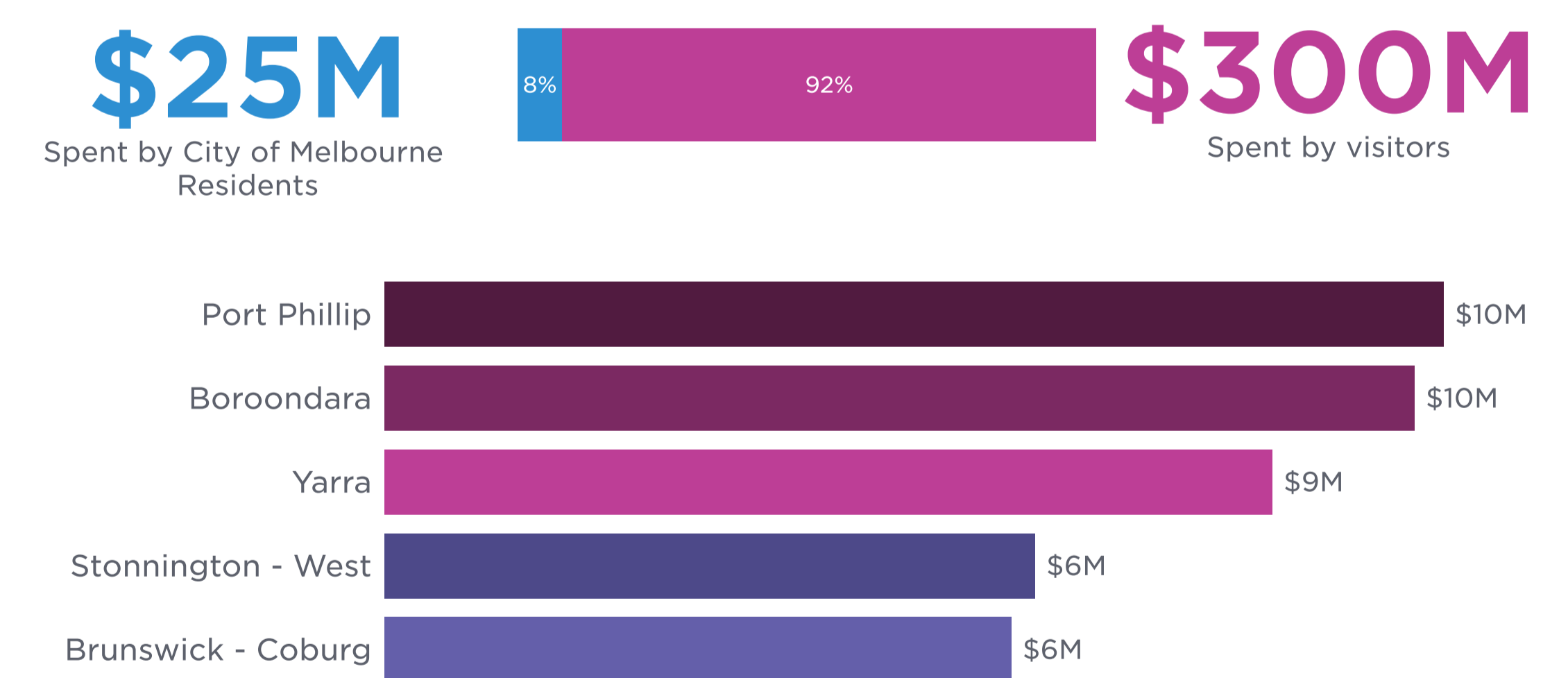
Work hours* and non-work hours spending in Melbourne CBD - West, Q4 2024



Weekday and weekend spending in Melbourne CBD - West, Q4 2024



Where spending in Melbourne CBD - West came from, Q4 2024



Sources: Spendmapp by Geografia (Nominal Figures). Map borders defined by ABS statistical areas.
*Work hours are 8am to 6pm, Monday to Friday.

DISCLAIMER: This information is correct at the time of publication. It is the responsibility of any individual to check the accuracy of this data if it is republished or presented at a future time.