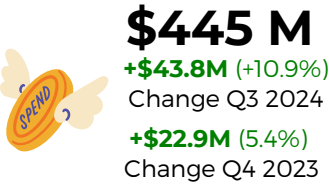


Local Economy Snapshot Q4 (Oct -Dec 24)

Source: Spendmapp by Geografia (2025)

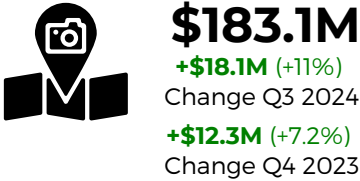
In Q4 2024, spending increase across the board, and compared to the same time last year total local spending was up by \$43 million (+11%).

TOTAL LOCAL SPEND



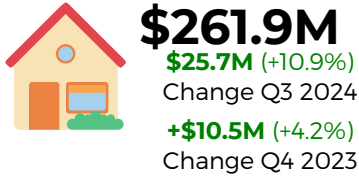
The total amount spent with merchants within Hobsons Bay

VISITOR LOCAL SPEND



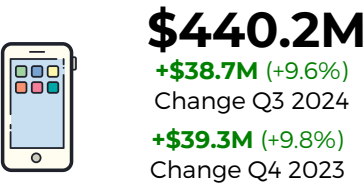
Visitor spend accounted for **41.1%** of total local spend in Q4 2024.

RESIDENT LOCAL SPEND



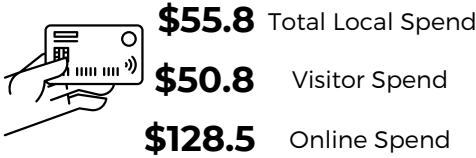
Local resident spend accounted for **59%** of total local spend in Q4 2024.

RESIDENT ONLINE SPEND



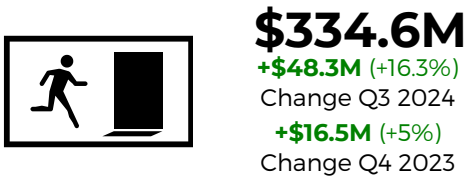
Online spending within Hobsons Bay in Q4 2024

AVERAGE TRANSACTION VALUE



Average Transaction Value in Hobsons Bay Q4 2024

RESIDENT ESCAPE SPEND



Resident spend that "escaped" or was spent outside of Hobsons Bay municipal area.

Age and Gender Overview for Hobsons Bay City Council (Dec 2024)

Top Spending Demographic

45-54 Females

\$20.2M

+\$1.97M (+10.8%)
from previous month

Fastest Growing Demographic

55-64 Females

+13.9%

+\$1.77M
from previous month

Total Male Spend

\$77.8M

+\$5.18M (+7.1%)
from previous month

Total Female Spend

\$80.8M

+\$8.27M (+11.4%)
from previous month

Consumer expenditure breakdown Q4 2023 to Q4 2024 (\$ million)

