

Windsor

Economic Snapshot: October – December 2023 (Q4 2023)

How are we spending our money?

Windsor bucks the trend found in other Chapel Street precincts by showing growth on last year's spend in most categories. Dining and entertainment remain very strong, making up over half of total local spend. Night-time spend increased slightly, likely as a result of summer dining opportunities in favourable weather. Saturdays account for the highest foot traffic in the precinct, which aligns with the highest spend days of Friday and Saturday. The highest category of spend outside of Stonnington by people who live in Windsor is in dining and entertainment, suggesting that locals have a high interest in trying other dining and entertainment options in other Local Government areas.

Total local spend

\$68M

↑ up 3.81% from Q3

Night-time spend

44.72%

(of total local spend)
↑ up 1.49% from Q3

\$ breakdown of total local spend:

Visitors (non-Stonnington residents)

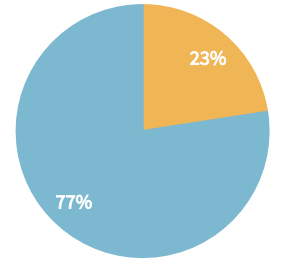
\$52.21M

Other Stonnington residents

\$11.58M

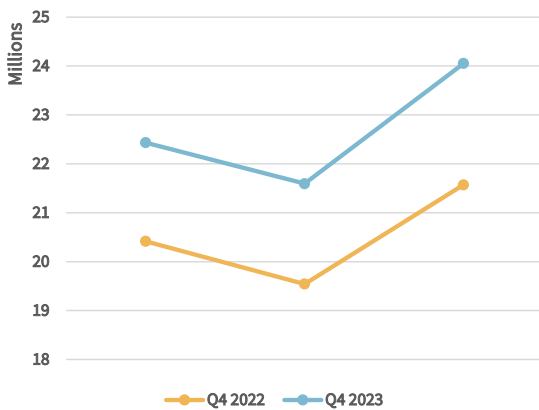
Windsor residents

\$4.14M

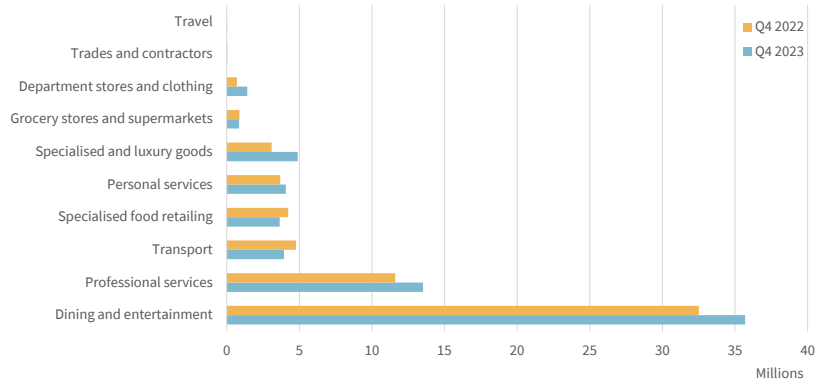


■ Visitors ■ Residents

Q4 2022 compared to Q4 2023 monthly spend



Q4 2022 compared to Q4 2023 category spend



Vacancies

9.83%

↑ up 1.05%
from Jan 2023

Online spend

\$40M

spent by Windsor residents online, of which 19% spent on travel

'Escaped' spend

\$42M

spent by Windsor residents outside Stonnington, of which 34% spent on dining and entertainment

Rush hour

1PM

busiest time of the day

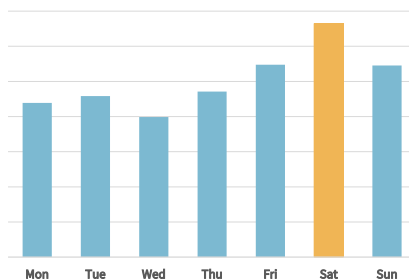
22.35%

↑ up in average weekday foot traffic from Q3

17.84%

↑ up in average weekend foot traffic from Q3

Which day of the week is busiest?



What day are people spending the most?

