

Glenferrie Road, Malvern

Economic Snapshot: April - June 2024 (Q2 2024)

How are we spending our money?

Glenferrie Road continues to experience strong growth, with total local spend up by 6.95 percent from the Jan-Mar quarter. This is largely attributable to strong gains in both professional services and dining and entertainment. With a new pedestrian counter installed near the Wattleree Road end of the street, we can see that the street is busiest between noon and 3pm, and that Tuesdays, Thursdays, Fridays and Saturdays all experience very similar numbers of pedestrians. The complimentary relationship between Glenferrie Road and High Street continues to develop as Glenferrie Road steps up its dining and entertainment offering, and cements its place as a local centre.

Total local spend

\$182M

↑ up 6.95% from Q1

Night-time spend

\$25M

↓ down 0.92% from Q1

(Makes up 13.77% of total local spend)

\$ breakdown of total local spend:

Visitors (non-Stonnington residents)

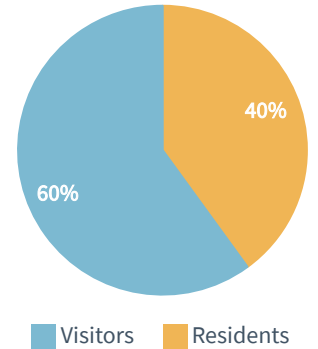
\$110.75M

Other Stonnington residents

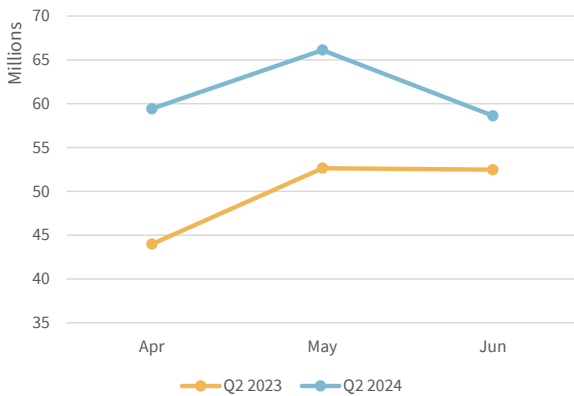
\$53.24M

Malvern residents

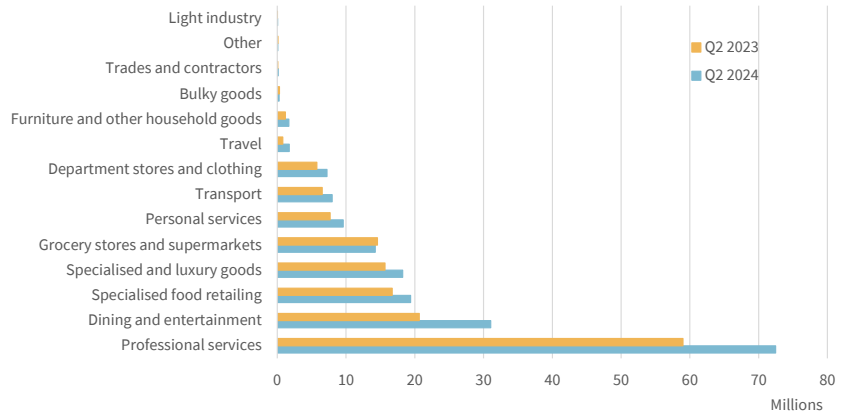
\$20.08M



Q2 2023 to Q2 2024 monthly spend



Q2 2023 to Q2 2024 category spend



Vacancies

9.19%

↓ down 2.85%
from Aug 2023

Online spend

\$71M

spent by Malvern residents
online, of which 25% spent on
professional services

'Escaped' spend

\$57M

spent by Malvern residents outside
Stonnington, of which 29% spent on
dining and entertainment

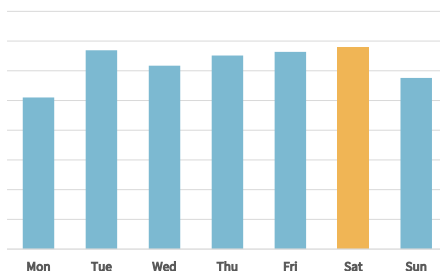
Rush hour

3PM

busiest time of the day

Further
pedestrian
data coming
soon

Which day of the week is busiest?



What day are people spending the most?

