

High Street, Armadale

Economic Snapshot: April - June 2024 (Q2 2024)

How are we spending our money?

High Street's reputation as a premier fashion destination continues to see strong sales results in department store and clothing, although spend in most categories is slightly down against the same quarter last year. Saturday remains the busiest day of the week, and the highest spend day has now aligned with the higher foot traffic. Foot traffic is up when compared with the Jan-Mar quarter, which is a positive sign going into the colder months.

Total local spend

\$150M

↑ up 5.79% from Q1

Night-time spend

\$18M

↑ up 4.60% from Q1

(Makes up 12.22% of total local spend)

\$ breakdown of total local spend:

Visitors (non-Stonnington residents)

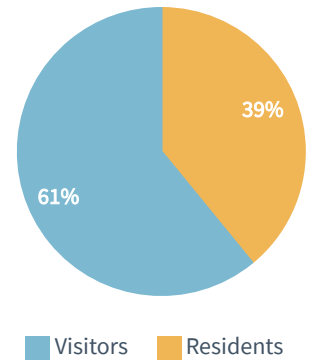
\$91.21M

Other Stonnington residents

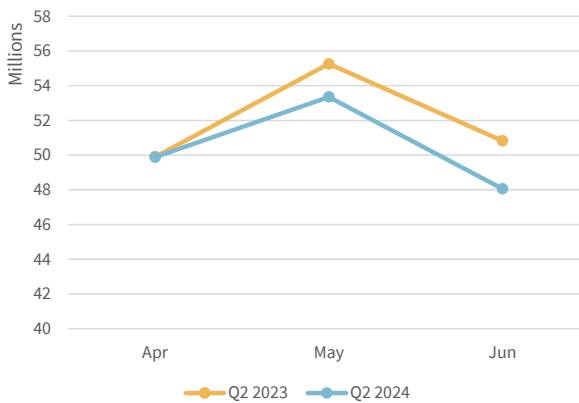
\$43.15M

Armadale residents

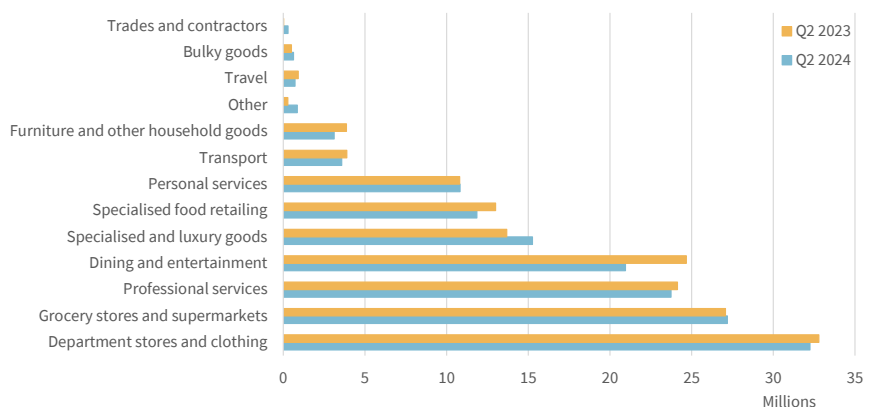
\$16.89M



Q2 2023 to Q2 2024 monthly spend



Q2 2023 to Q2 2024 category spend



Vacancies

6.82%

↓ down 0.65% from Aug 2023

Online spend

\$61M

spent by Armadale residents online, of which 22% spent on professional services

'Escaped' spend

\$50M

spent by Armadale residents outside Stonnington, of which 31% spent on dining and entertainment

Rush hour

Noon

busiest time of the day

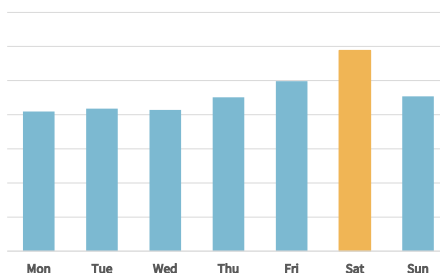
19.55%

↑ up in average weekday foot traffic from Q1

19.17%

↑ up in average weekend foot traffic from Q1

Which day of the week is busiest?



What day are people spending the most?

