

Toorak Village

Economic Snapshot: April - June 2024 (Q2 2024)

How are we spending our money?

Toorak Village remains a strong local centre, continuing to show strong activity during the week while remaining quieter on weekends. Spend across all categories is either steady or slightly up against the same quarter of last year. The busiest days for spend and footfall have shifted to the later part of the week with most people visiting on Fridays and spending most on Saturdays.

Total local spend

\$83M

↑ up 3.95% from Q1

Night-time spend

\$12M

↑ up 0.46% from Q1

(Makes up 14.77% of total local spend)

\$ breakdown of total local spend:

Visitors (non-Stonnington residents)

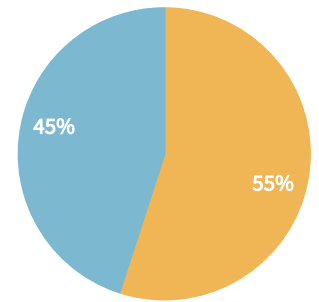
\$37.19M

Other Stonnington residents

\$21.57M

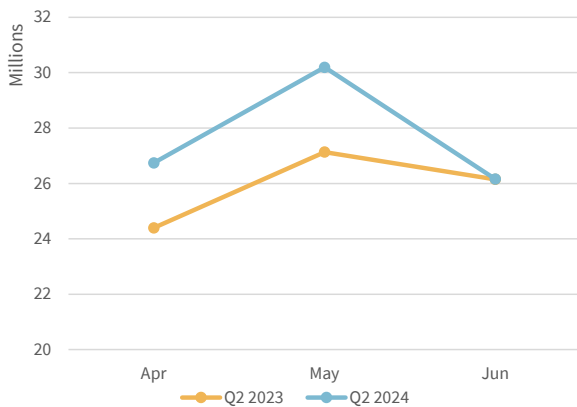
Toorak residents

\$24.21M

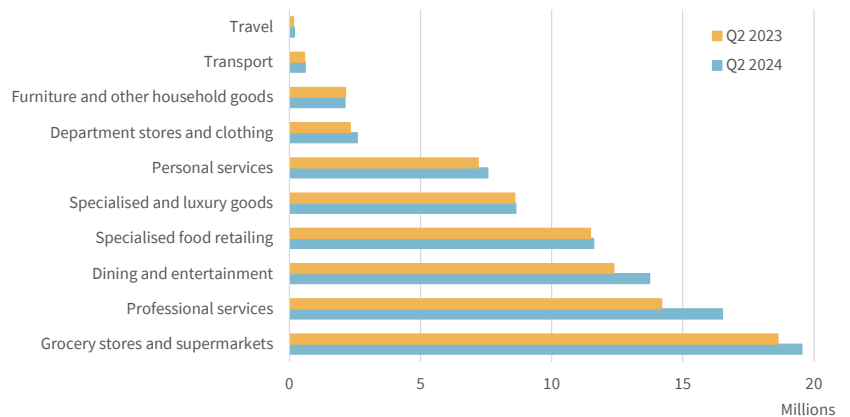


Visitors Residents

Q2 2023 to Q2 2024 monthly spend



Q2 2023 to Q2 2024 category spend



Vacancies

6.78%

↓ down 0.98% from Aug 2023

Online spend

\$114M

spent by Toorak residents online, of which 23% spent on professional services

'Escaped' spend

\$82M

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

Rush hour

1PM

busiest time of the day

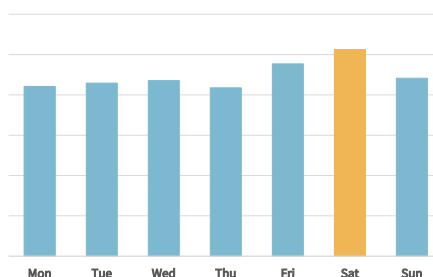
8.03%

↑ up in average weekday foot traffic from Q1

15.00%

↑ up in average weekend foot traffic from Q1

Which day of the week is busiest?



What day are people spending the most?

