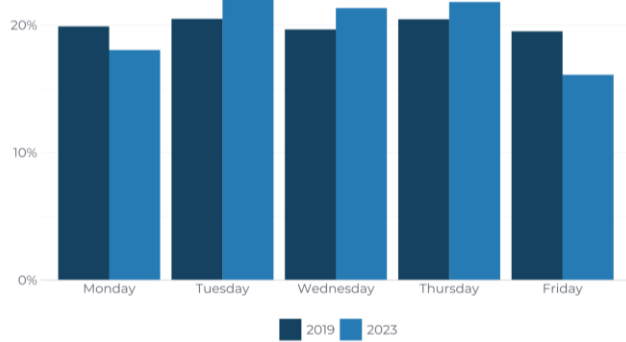


NEW COMMUTER PATTERNS OFFER NEW OPPORTUNITIES

The continued popularity of flexible working has seen a shift in traditional commuter patterns. Tuesday to Thursday is now the city's busiest time in the morning. Across the week, afternoons are having an increased share of activity. Thursday evenings are the new Friday night for city workers looking to dine out and enjoy drinks with friends.

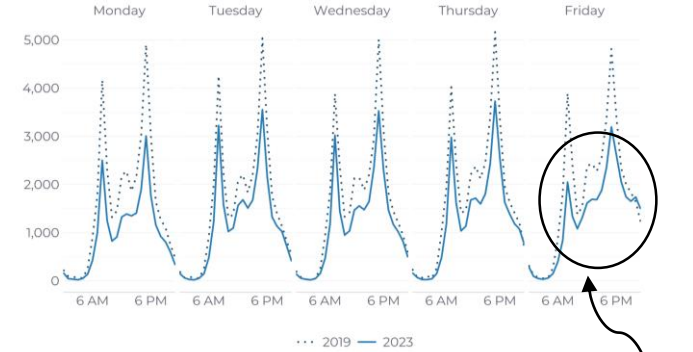
**Share of Weekday Morning Commuter Activity¹
Flinders Street Station Underpass, March 2019 and March 2023**



There's a new peak hour in Melbourne

66% of all morning commuter activity¹ occurred between Tuesday and Thursday Flinders Street Station Underpass, March 2023

**Average Hourly Pedestrian Activity
Flinders Street Station Underpass, March 2019 and March 2023**



March 2023 weekday activity at Flinders Street Station Underpass

72%
Of 2019 levels

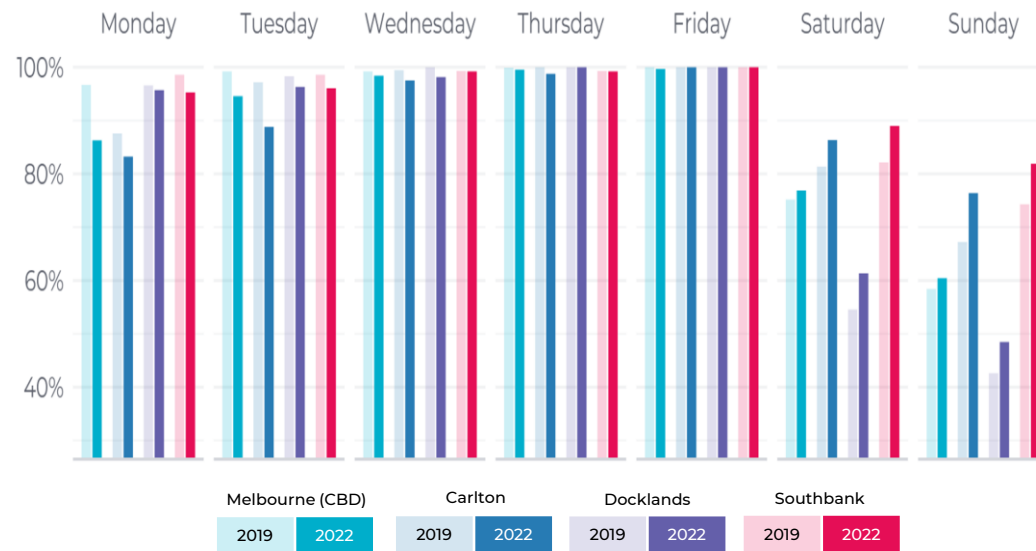
152%
Of 2022 levels

Commuters coming in and staying later

MORE HOSPITALITY BUSINESSES OPENING ON THE WEEKEND

Café and restaurant trading days have changed between 2019 and 2022. In response to the city's changing rhythm, a higher percentage of businesses were opening over the weekend, with Sunday becoming a more prominent trading day. A lower percentage of businesses were opening on Monday and Tuesday, with Tuesday an emerging day for commuters in 2023. Cafés and restaurants are an important part of the city economy. In 2022, there were over 1,500 cafés and restaurants in the City of Melbourne. More than half of these were located in the CBD, followed by Docklands (11%), Carlton (11%) and Southbank (8%).

**Percentage of Cafes and Restaurants Open
Melbourne CBD, Carlton, Docklands and Southbank**



Percentage of cafés and restaurants open on the weekend

68%
2022

Percentage of cafés and restaurants open on the weekend

65%
2019

Pedestrian activity data current as of 01/04/2023. [Source: City of Melbourne Pedestrian Counting System](#). Spend data current as of 18/04/2023. Data source: Spendmapp by Geografia (2023). All dollar figures have been adjusted for inflation to June 2019 prices. Hospitality data current as of 06/04/2023. [Source: Census of City Land Use and Employment \(CLUE\)](#). Student visa data current as of 28/03/2023. Data source: Department of Home Affairs (2023). 1. Morning commuter activity refers to 6am to 9am, Monday to Friday.

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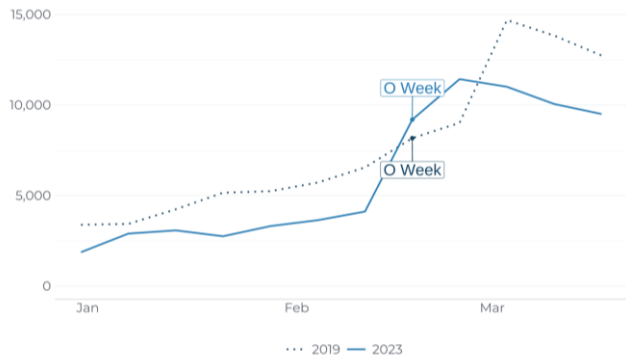
MELBOURNE ECONOMY SNAPSHOT

APRIL 2023

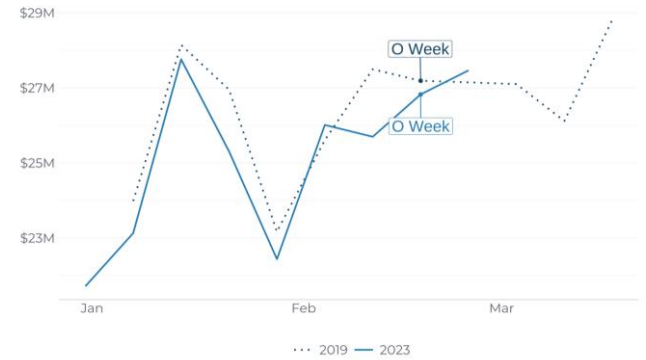
INTERNATIONAL STUDENTS ARE BACK AND SPEND IS UP

International students are flocking to Melbourne and enjoying everything the city has to offer, with more than 138,000 international student visa holders studying at Victorian tertiary education institutions. Average activity near the University of Melbourne more than doubled during O-Week celebrations compared to the week prior and surpassed O-Week 2019 levels. This coincided with a 21% uplift in international student visa holders, and a more than 5% bump in spending across the city. The uplift in activity and spend is greater than it has been in the past. Student activity is highest on Wednesdays and lowest on Fridays with the usual peak between 11am and 6pm.

**Daily Average Weekday Pedestrian Activity
Grattan St-Swanston St (West), 2019 and 2023**



**Daily Average Adjusted Weekday Spend
City of Melbourne, 2019 and 2023**



March activity at Grattan St-Swanston St (West)

Weekdays

75%

Of 2019 levels

Weekdays

136%

Of 2022 levels

Victorian International Student Visas, 27 March

91%

Of 2019 levels

170%

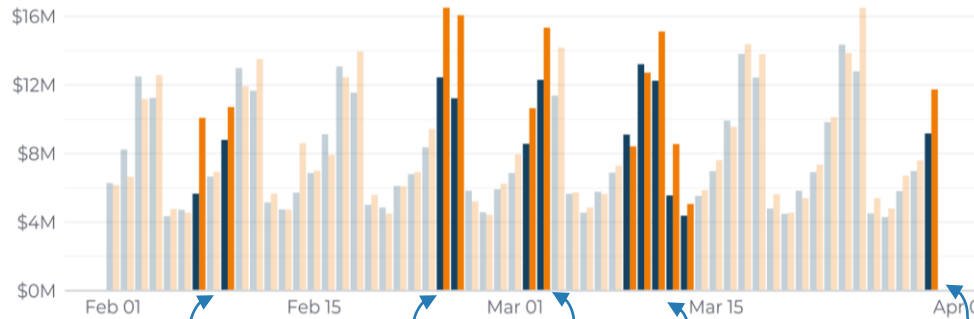
Of 2022 levels

NIGHT-TIME ECONOMY THRIVES AS BIG EVENTS DRAW PEOPLE TO THE CITY

Night-time spend continues to grow and offers exciting opportunities for businesses to take advantage of the city's new rhythm. It surpassed the 2019 pre-COVID benchmark in both February and March. Adjusting for inflation, night-time spend in February was 109% of the benchmark, and 111% of the benchmark in March. Periods of increased night-time spending across the city coincide with major events such as concerts and festivals.

**Total Night-time Adjusted Spend
City of Melbourne, February and March 2023**

**2019 Benchmark
2023**



Upcoming Events

YIRRAMBOI Festival	4 to 14 May
Shop the City	5 to 7 May
Rising Festival	7 to 18 June

Red Hot Chili Peppers concert

44%

February 7 & 9

Harry Styles concert

38%

February 24 to 25

Ed Sheeran concert

24%

March 2 to 3

Moomba Festival

12%

March 9 to 13

Grand Prix Day 1

28%

March 30

Increase over night-time 2019 benchmark spend

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