

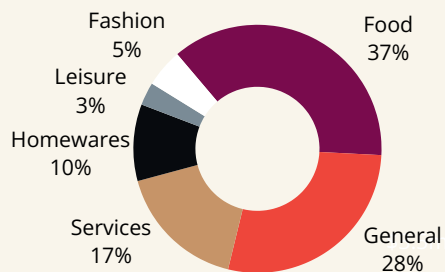
## CBD SNAPSHOT

*Braidwood*



## CBD INDICATORS

### Retail mix



### Occupancy rate



Jan 2023: 91%  
Jan 2022: 91%

### Turnover rate



## 2023 LOCAL SPEND

### Total local spend

**\$56m**

2022: \$54m

2021: \$51m

2020: \$45m

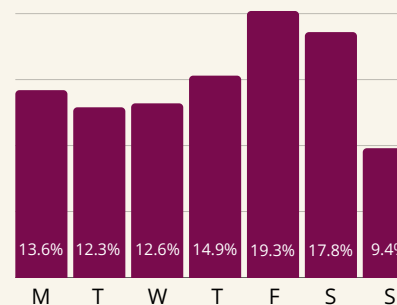
### Online spend categories



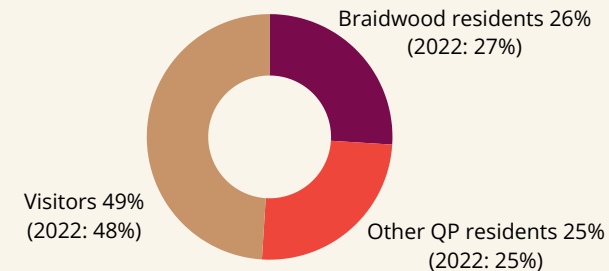
### Top spend categories

1. Grocery stores and supermarkets
2. Transport
3. Specialised food retailing
4. Light industry
5. Dining and entertainment
6. Specialised and luxury goods

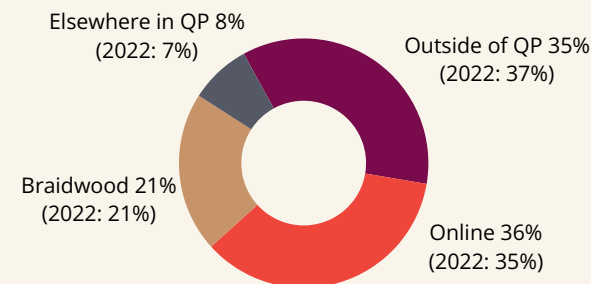
### Average spend by day of week



### Source of local spend



### Resident share of wallet



## VISITOR ECONOMY

### Visitor spend

**\$27.5m**

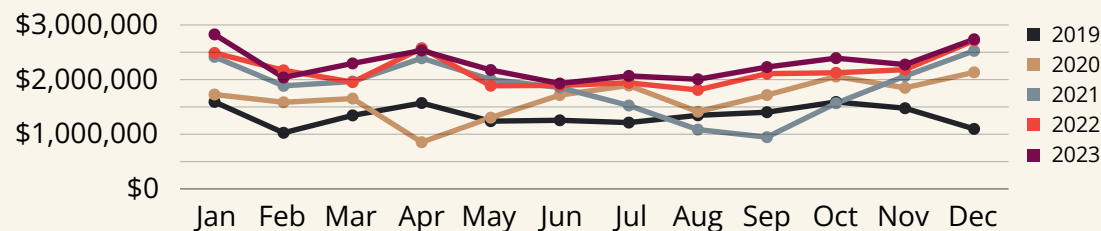
2022: \$25.8m

2021: \$22.2m

2020: \$19.9m

2019: \$16.2m

### Visitor spend by month



## FURTHER ECONOMIC INSIGHTS

### AVAILABLE RESOURCES

QPRC recognises the importance of understanding our communities and making strategic, policy and operational decisions based on verified data.

By sharing actionable insights with local businesses, we can support you to plan effectively and strengthen grant applications with solid foundational data.



Access additional data insights

- Economic profile
- Community profile
- Social atlas

*Enquiries*

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## EXPLANATORY NOTES

### 2023 LOCAL SPEND

#### Total local spend

The total spent within the location, including by locals and domestic and international visitors.

#### Source of local spend

A breakdown of where spending in the town comes from. This data is sourced by the nominated address of the credit card holder. For example, a resident of Belconnen swipes their credit card in Braidwood; this transaction will be recorded as visitor spend.

#### Top spend categories

When a business obtains EFTPOS facilities from their bank, they are assigned a Merchant Category Code that relates to the type of goods/services that they provide. The Top Spend Categories in the Snapshot lists the top 6 MCCs within a town by the amount of expenditure. To ensure that individual businesses cannot be identified, sub categories are rolled-up into higher level categories where there are limited numbers of businesses with any given MCC. QPRC does not have access to individual business data. The arrows indicate movement in ranking from the previous year.

#### Resident share of wallet

'Share of wallet' is a commonly-used consumer marketing term to refer to the proportion of an individual's expenditure that is made on a particular good or service. In the context of this snapshot, the residents' share of wallet refers to the proportion of local residents' expenditure that is made within the town, elsewhere in our LGA, outside of the LGA and online.

#### Online and escape spend categories

Online spend refers to the expenditure made by local residents online. Escape spend refers to spend made by local residents outside of the local town centre. This can assist identify gaps in the local retail offering, or competitive advantages in competing areas.

#### Spend by day of the week

This reflects the total spend in the town by day of week. Peaks and troughs can indicate low days of visitation and highway traffic, as well as closures by some business on certain days of the week.

### VISITOR ECONOMY

For the purposes of this snapshot, visitor spend is expenditure by cardholders and businesses located outside of QPRC.

### CBD INDICATORS

The CBD vacancy data is sourced by an on-the-ground audit performed by QPRC's economic development staff.

### DATA SOURCES

Spend is calculated from all transactions within the Westpac Group, adjusted to account for all banks and then weighted (using a formula devised from ATO data) to account for cash and non-card transactions including Bpay and cheque. The only transactions that are not considered are direct bank transfers.

SOURCE: spend data from Spendmapp by Geografia.

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IMAGE: Destination NSW