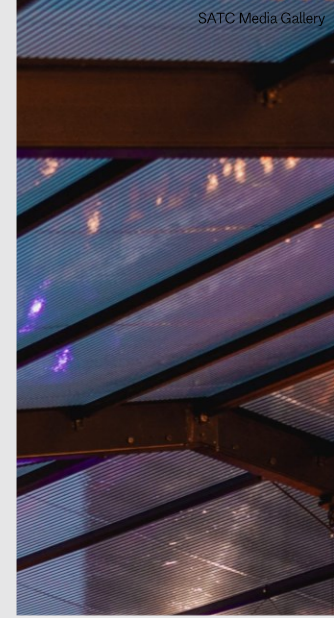


AEDA Insights

Activity Report

Q2 2025 (April - June)







Summary of Findings

- Overall activity levels for the quarter in the City of Adelaide were steady year-on-year, with a marginal 1-point decline in activity from the previous quarter. Despite an increase in public transport and parking, visitation and expenditure in real terms fell across the city. The events calendar featuring the AFL season (including AFL Gather Round), Tasting Australia, Adelaide Cabaret Festival, and business events; helped maintain elevated activity levels. However, the city was quieter than the 12-month average outside these event windows, reinforcing the impact of major events uplifting city's vibrancy.
- May was the quarter's busiest month whilst AFL Gather Round emerged as the busiest period, followed by the weekend of Tasting Australia and the AFL Showdown. Weekend day-time and midweek evening expenditure activity has performed above pre-COVID levels whilst Friday mornings and overnight activity has underperformed.
- Overall expenditure levels remain stable. Total nominal expenditure rose slightly for the quarter (1% growth on Q2 2024), although when adjusting for inflation, there was no real growth in consumer expenditure. Retail and discretionary held strong, particularly apparel, which recorded a 16% annual increase.
- Work-hour expenditure grew by 4% when compared to Q2 2024 and remained persistent throughout the quarter. In contrast, night-time expenditure declined by 5%, with all major night-time categories except entertainment recording annual declines. Dining and bars/clubs gained share within the night-time mix despite overall softness. Weekend night-time spending fell 4% on the same period last year, whilst weekday evenings saw a modest 1% increase. Notable uplifts were observed during AFL Gather Round and Tasting Australia weekends.
- 60% of all visitor expenditure during the quarter occurred in Rundle Mall, increasing from 56% in the previous quarter. The expenditure was primarily driven by visitors from neighbouring affluent suburbs such as Unley, Burnside and Goodwood. Other precincts such as North Adelaide and the South-West area of the CBD, recorded growth in their share of visitor expenditure.
- The 45–54 age group emerged as the largest spending cohort in the City of Adelaide, overtaking the historically dominant 25–34 demographic. This shift pointed to increased expenditure activity among older cohorts, likely influenced by higher levels of discretionary income when compared to other segments that have been impacted by higher interest rates/cost of living.
- Resident spending within the City of Adelaide continued to decline from the previous quarter, whilst external expenditure outside of the city increased further. Leakage to Greater Adelaide rose by 5% year-on-year, and online spending grew by 12%. Supermarkets represented the largest outbound spend category, increasing by 12% in annual terms.
- Parking activity increased 1% year-on-year, largely driven by strong weekend growth, which saw a 10% uptake. May recorded the highest parking volumes for the quarter, 7% higher than May 2024.
- Public transport usage also continued its upward trajectory, growing 1% compared to Q2 2024. Overall validations surpassed 2019 levels, reaching 103% of the pre-COVID baseline. Both weekday and weekend patronage recorded growth, reflecting the city's ongoing recovery and increased reliance on public transport for work and leisure.



Key Activity Metrics – Q2 2025

(Like-for-like change from Q2 2024)

		Q2 2025	April	May	June
Total Visits (All combined sensors)		-5%	-5%	-3%	-8%
Expenditure (Inflation adjusted to Q2 2024)		-1%	-4%	+1%	0%
Public Transport (All modes validations)		+1%	-2%	+2%	+4%
Parking (On + off street validations)		+1%	-8%	+7%	+4%

Like-for-like analysis compares the same days over the period with the same days of the corresponding period last year



Overall Activity Levels – City of Adelaide

Overall activity supported by events

Activity Score – Q2 2025

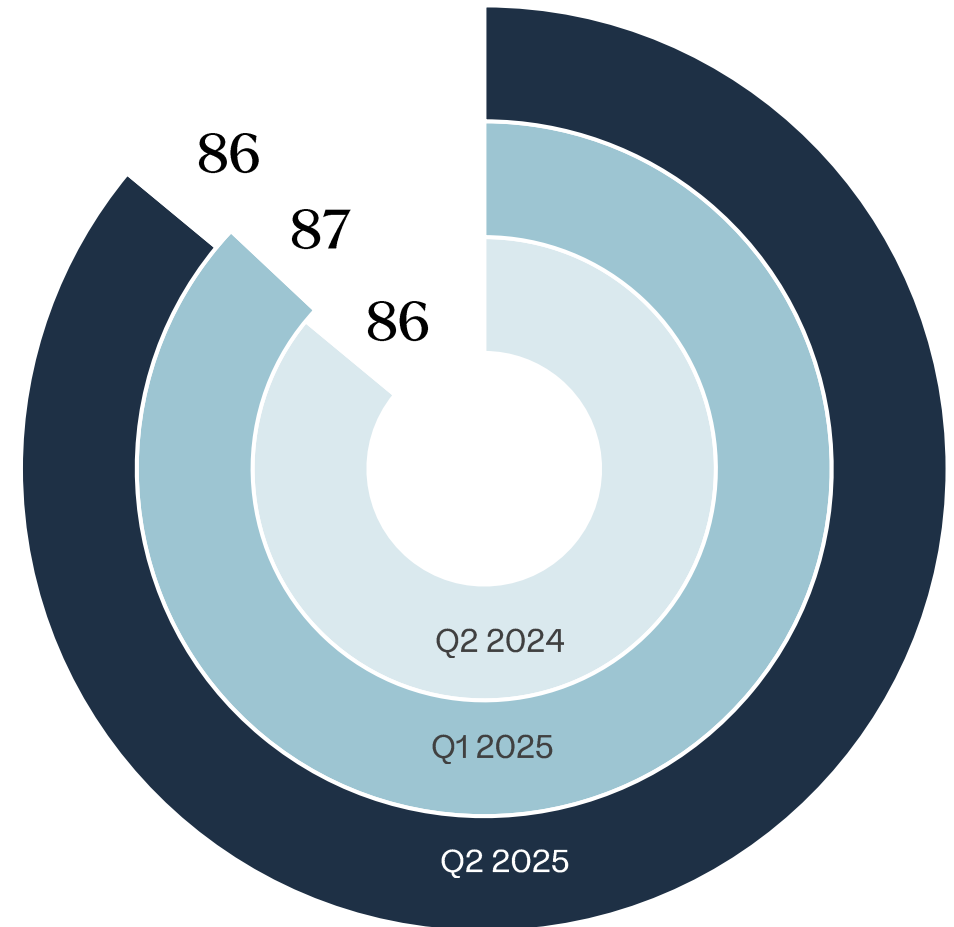
86

0 pts on Q2 2024

-1 pts on Q1 2025

- Combining all the major activity metrics on the previous page statistically, overall activity levels remained comparable year-on-year and declined marginally by 1 point from the previous quarter (refer to appendix for methodology).
- A strong events calendar, featuring the AFL season (including AFL Gather Round), Tasting Australia, Adelaide Cabaret Festival, and major business conferences, helped maintain elevated activity levels.
- May was the quarter's busiest month, driven by a concentration of major events and corporate activity. The single busiest day was Friday, 11 April, followed closely by Thursday, 10 April, both during AFL Gather Round 2025. Other notable peak days included 9 May (Tasting Australia) and 2 May (Adelaide Equestrian Festival and Adelaide vs Carlton).

Overall Activity Scores

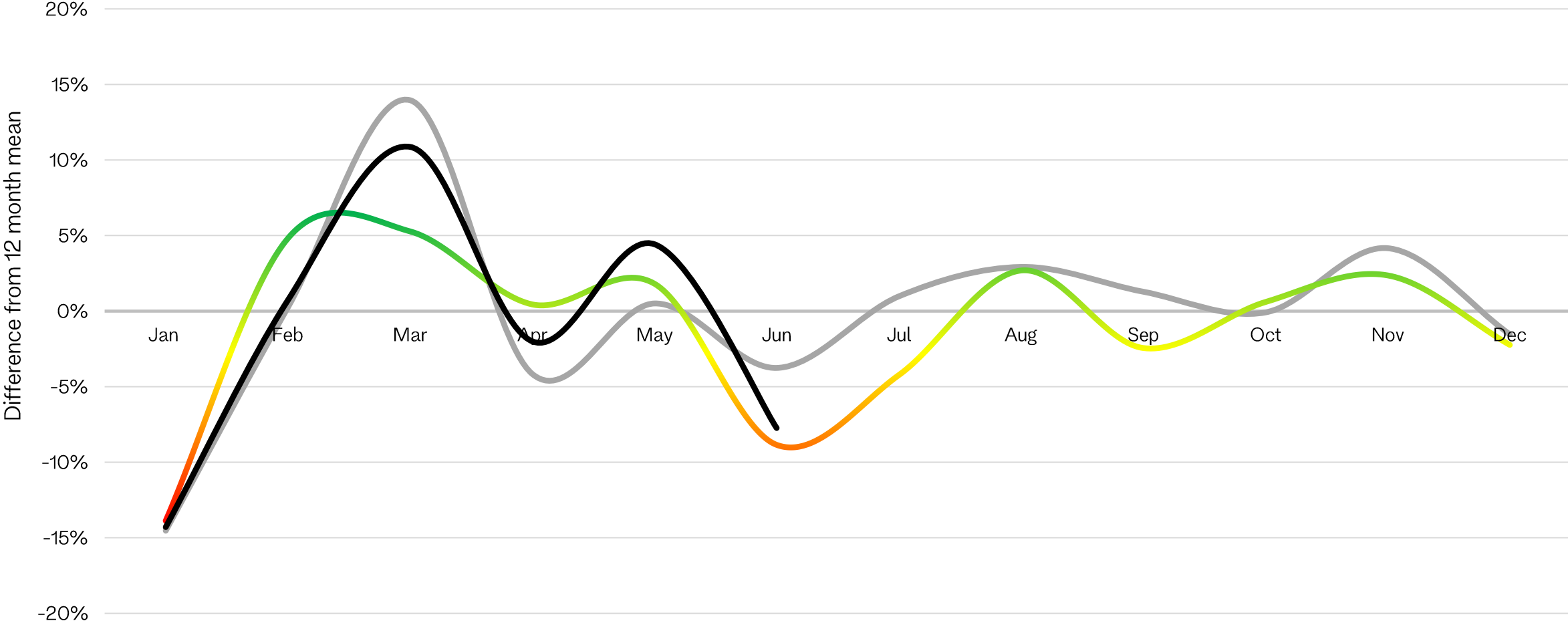


Activity Levels – City of Adelaide



Monthly Average of Modelled Activity

— 2023 — 2024 — 2025

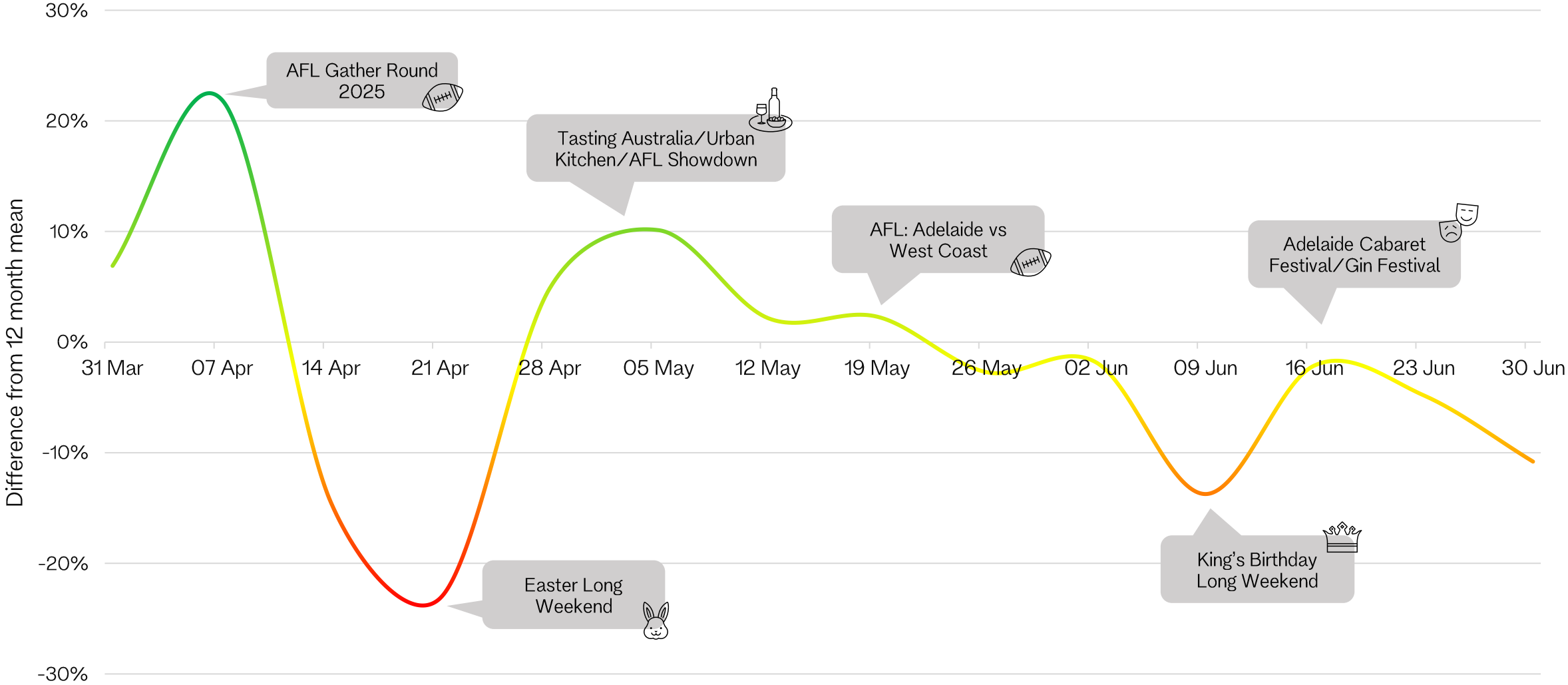


Source: AEDA Modelled Activity

Activity Levels – City of Adelaide



Weekly Average of Modelled Activity



Source: AEDA Modelled Activity

Expenditure – City of Adelaide

Spending edges upward

Total Nominal Expenditure Q2

\$1.04B

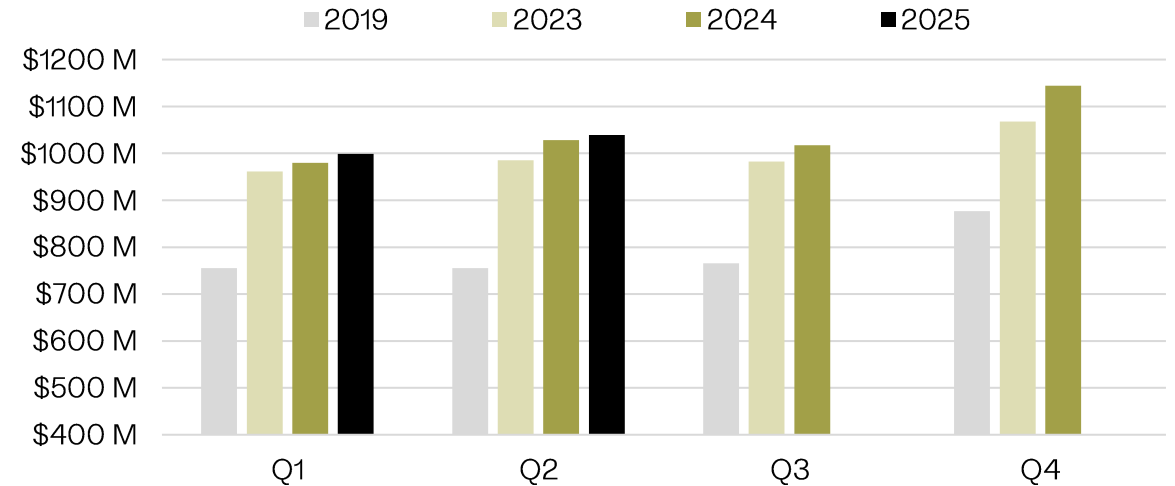
+1% on Q2 2024

+4% on Q1 2025

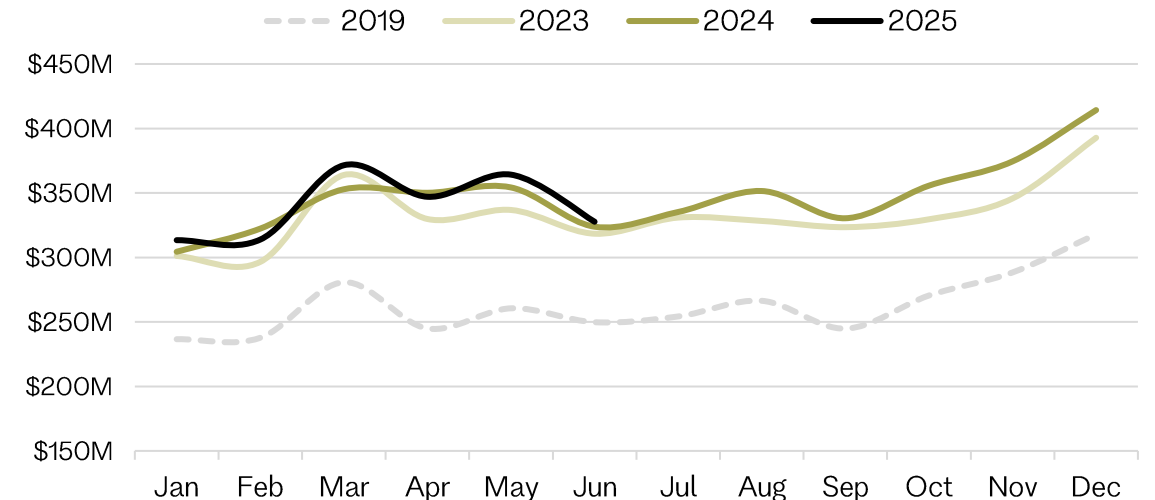
- Nominal expenditure was 1% higher than Q2 2024, although when adjusting for inflation there was no real growth in spending in the City of Adelaide.
- Expenditure across most major categories softened during the quarter, however, retail and discretionary segments remained resilient, particularly apparel, which rose significantly by 16%.
- The 45–54 age group now holds the largest share of city spending, overtaking the historically dominant 25–34 cohort. This shift suggests growing expenditure among older demographics, noticeable in the 55+ age groups who have higher discretionary income, most likely a result of smaller mortgage repayments.
- Work-hour activity continued its upward trajectory both quarterly and year-on-year, reflecting sustained momentum in daytime spending.
- 60% of all visitor expenditure occurred in Rundle Mall during the quarter, additionally, North Adelaide and the South West area gained shared of spend.
- Conversely, internal resident expenditure declined, whilst spending outbound to Greater Adelaide and online continued to grow year-on-year.



Nominal Expenditure







Nominal Expenditure





Expenditure – City of Adelaide (CoA)

(Like-for-like change from Q2 2024)

	Q2 2025	April	May	June
Night-Time (6pm – 6am) 	-5%	-10%	-3%	-1%
Work Hour (8am – 6pm, Mon-Fri) 	+4%	+4%	+3%	+4%
CoA Resident (internal inside CoA boundary) 	-5%	-6%	-5%	-5%
CoA Resident (to other suburbs outside CoA) 	+6%	+3%	+7%	+8%

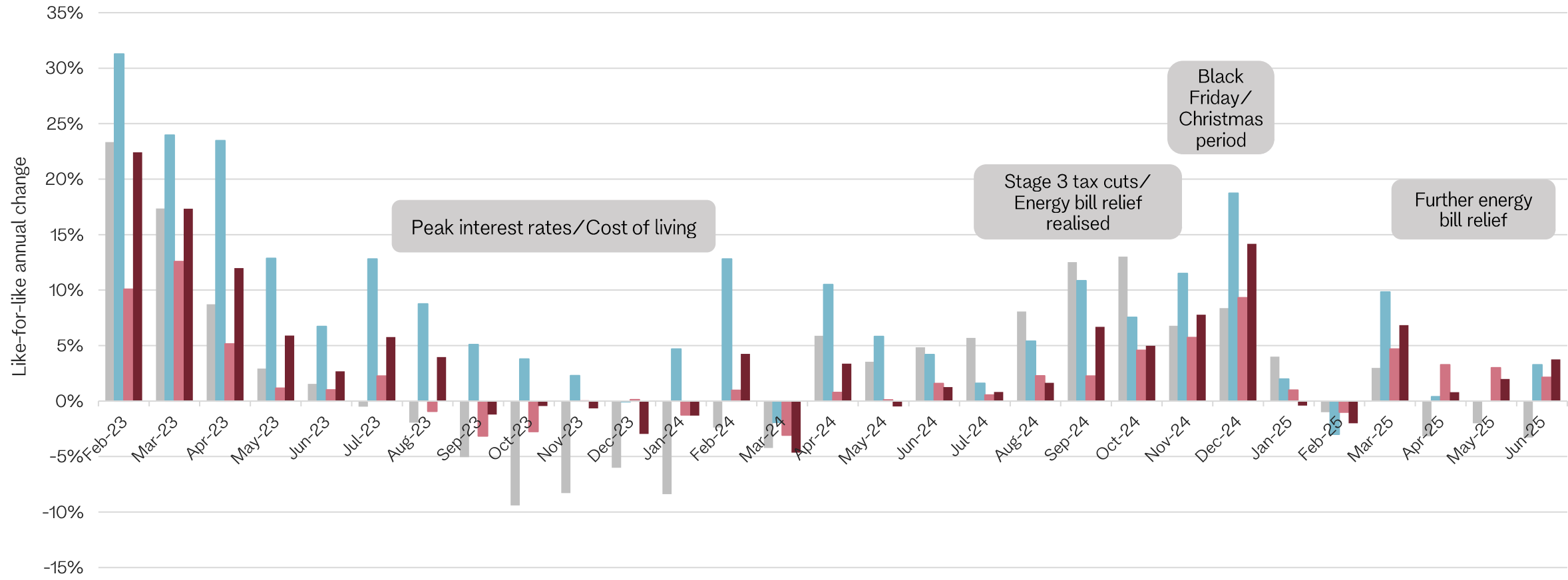


Expenditure by major Categories – City of Adelaide

(Like-for-like annual change)

Monthly Year-on-Year Comparison

■ Consumer Staples ■ Dining and Entertainment ■ Retail ■ Discretionary Spend



Source: Spendmapp by Geografia

Like-for-like analysis compares the same days over the period with the same days of the corresponding period last year

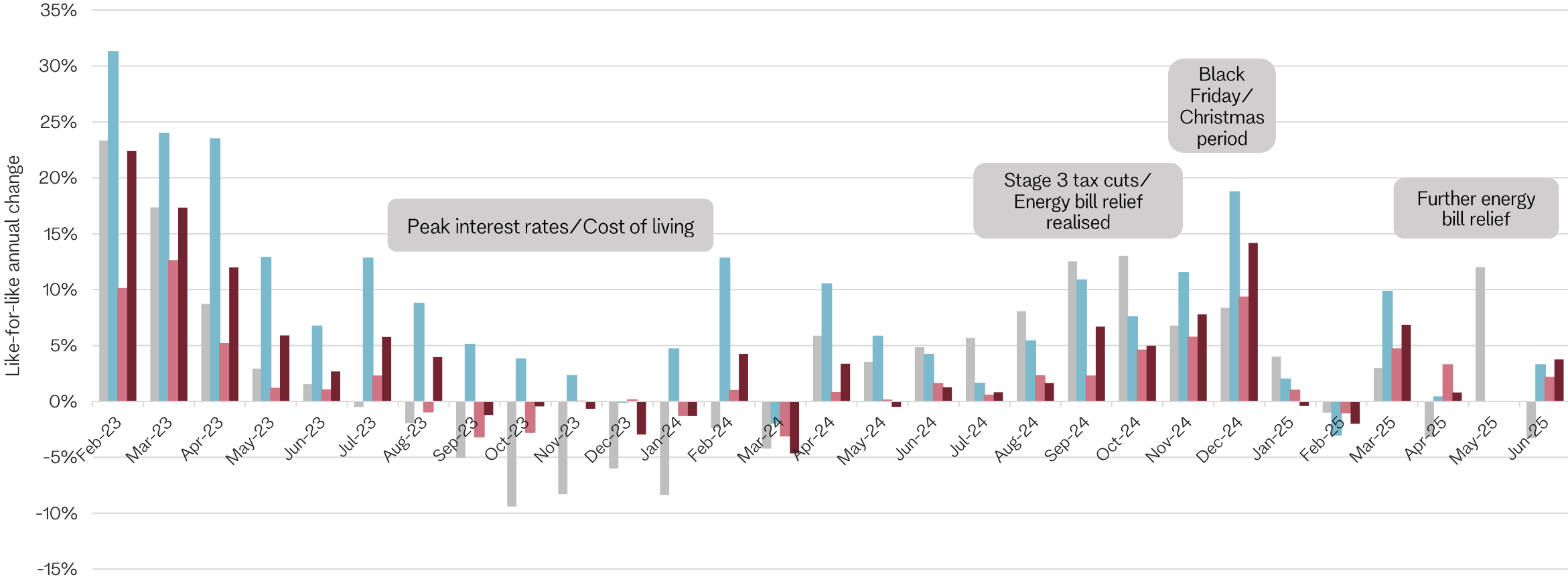
Expenditure by major Categories – City of Adelaide

(Like-for-like annual change)



Monthly Year-on-Year Comparison

■ Consumer Staples
 ■ Dining and Entertainment
 ■ Retail
 ■ Discretionary Spend



Source: Spendmapp by Geografia

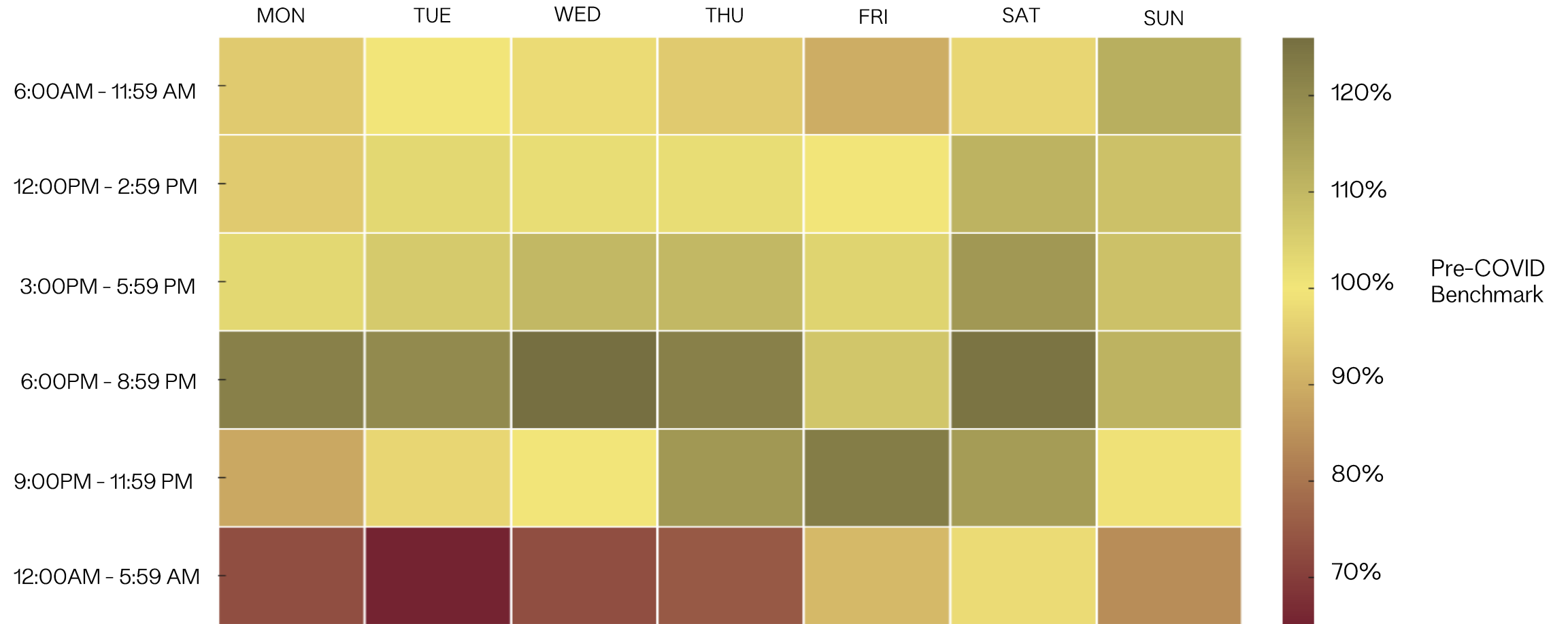
Like-for-like analysis compares the same days over the period with the same days of the corresponding period last year



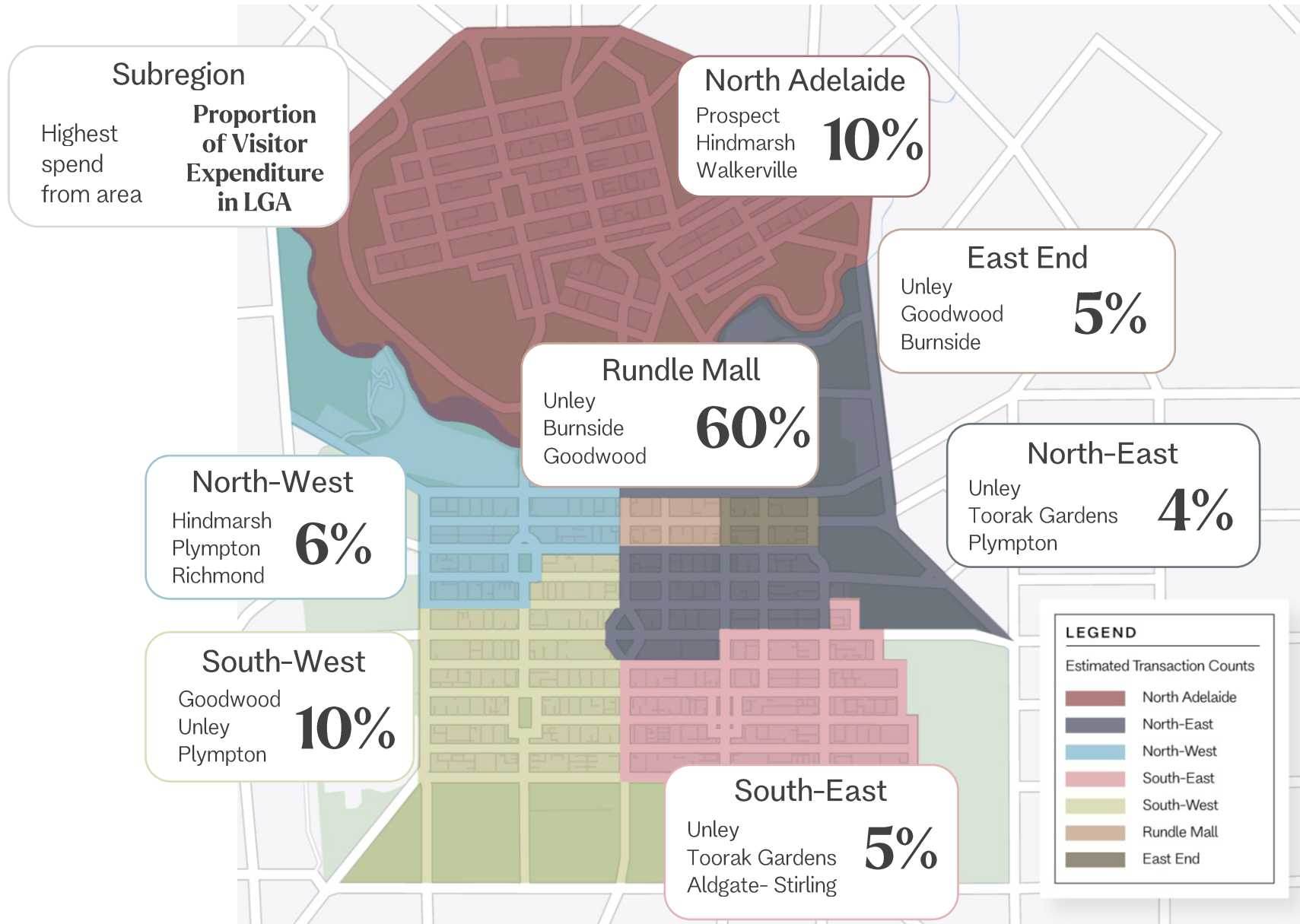
Visitor Expenditure by Hour – City of Adelaide

(Inflation Adjusted, Benchmarked to 2019 Levels, FY 24/25)

Weekend day-time and midweek evening expenditure activity has performed above pre-COVID levels whilst Friday mornings and overnight/early morning activity has underperformed



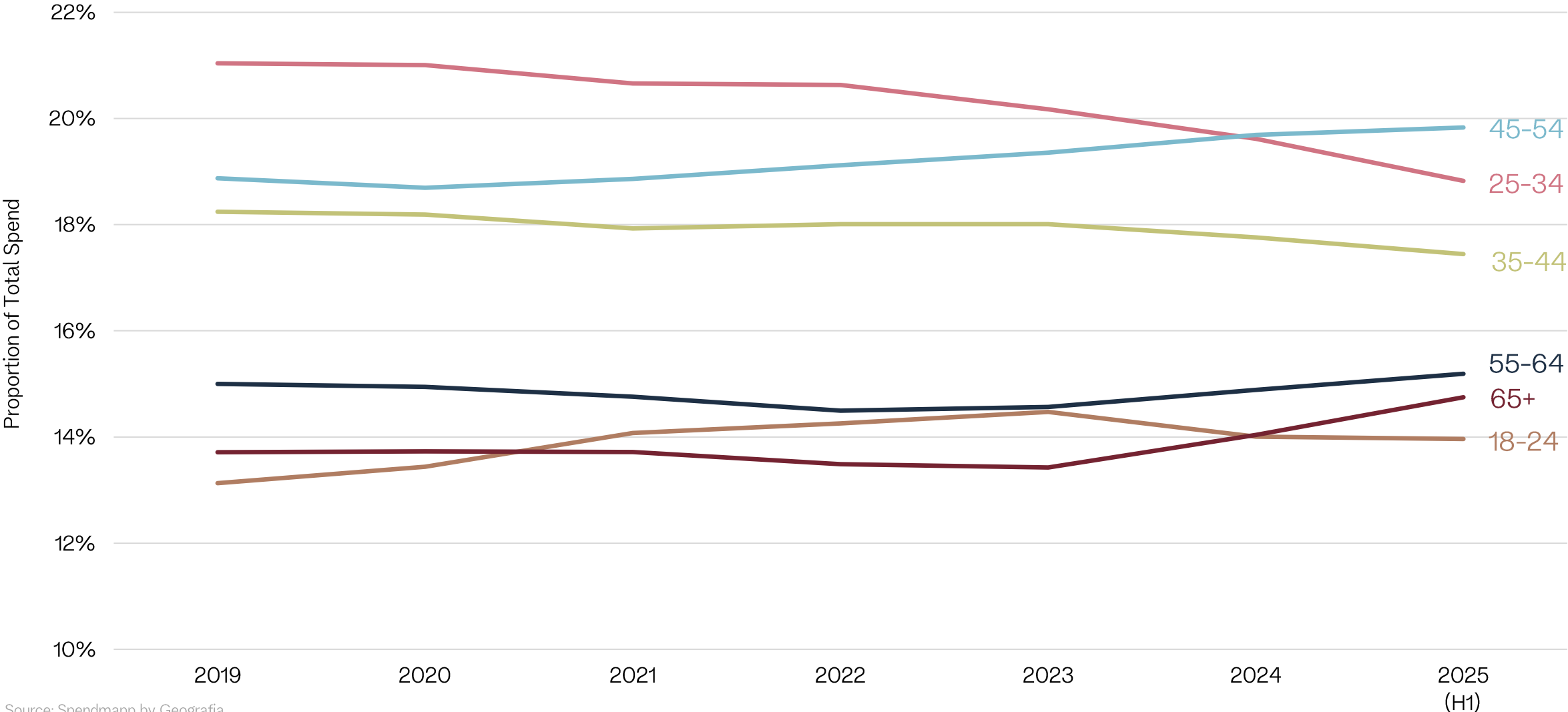
Visitor Expenditure by Sub Region – Q2 2025



Expenditure by age groups – City of Adelaide



Proportion of Expenditure by Age Group



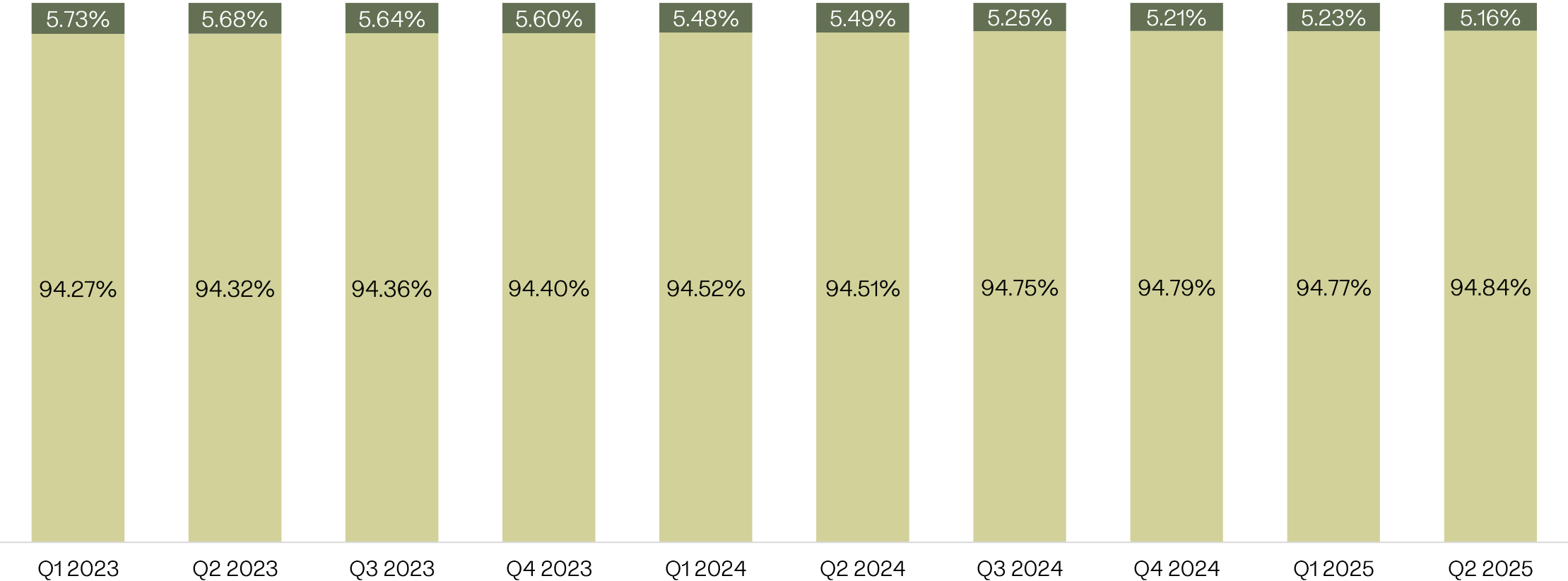
Source: Spendmapp by Geografia

Resident Local Expenditure – City of Adelaide



Visitor vs Resident Expenditure Share

■ Visitor ■ Resident



Source: Spendmapp by Geografia



Resident Expenditure Leakage – FY 24/25



To Greater Adelaide
\$360M

+5% on FY 23/24

\$152M spent on supermarkets,
groceries and other food retail
outside the City of Adelaide



Online platforms
\$158M

+12% on FY 23/24

\$67M spent on online retail
(Apparel + other discretionary
retail)



Other States
\$90M

-4% on FY 23/24

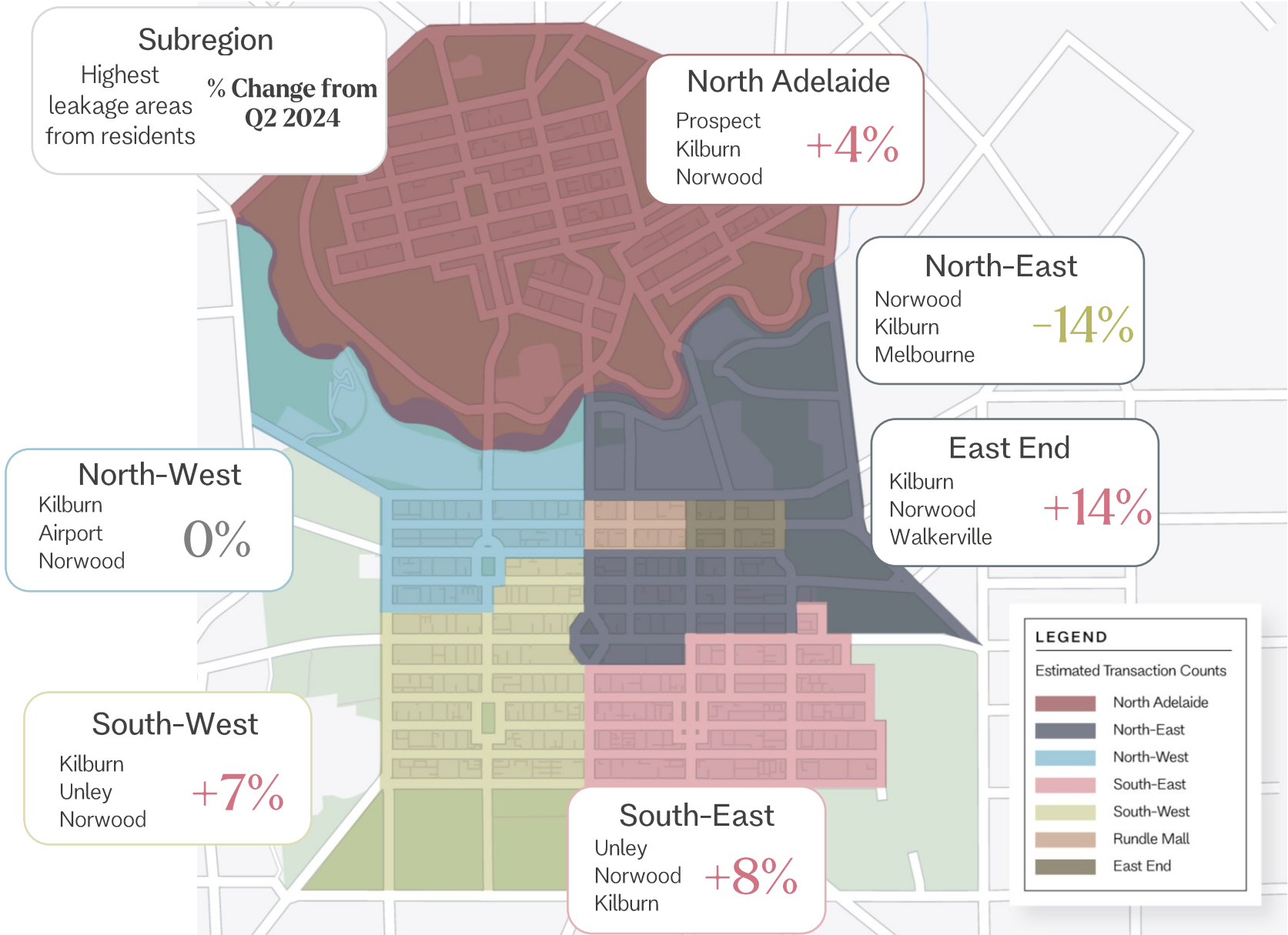
42% of resident expenditure
went to NSW



Resident Leakage to Greater Adelaide – FY 24/25

Category	Total Spend (FY 24/25)	% Change from FY 23/24
Supermarkets	\$115 M	+12%
Other Discretionary Retail	\$82 M	+4%
Groceries and Other Food Retailing	\$37 M	+5%
Department Stores, Clothing & Accessories	\$34 M	-2%
Private Transport	\$28 M	-3%
Restaurants	\$21 M	+11%
Takeaway and Fast-Food Outlets	\$16 M	+15%
Pubs, Taverns and Bars	\$9 M	-8%
Cafes	\$7 M	-1%
Attractions, Events and Recreation	\$6 M	-16%
Accommodation	\$3 M	+46%
Breweries and Wineries	\$2 M	-9%
Total External Expenditure	\$360 M	+5%

Resident External Expenditure by Sub Region – Q2 2025



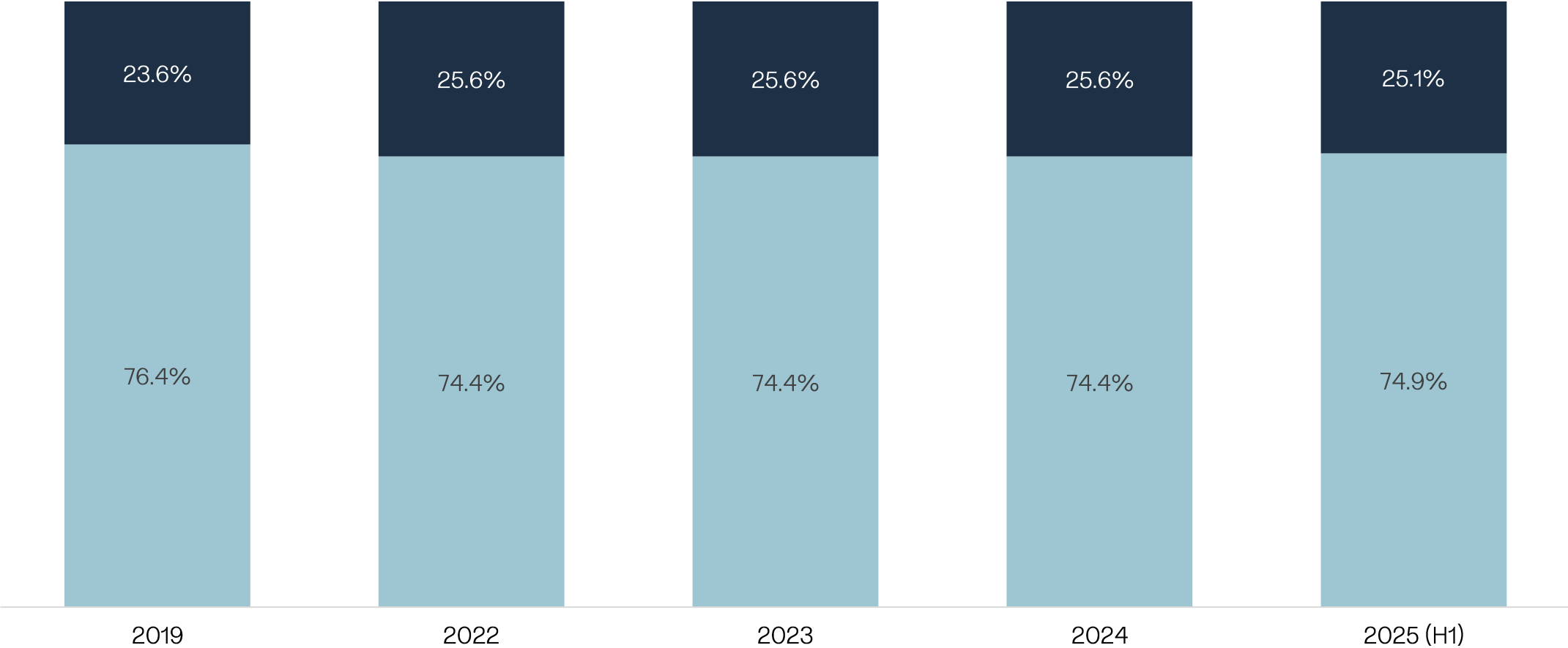
Source: Banking data

Expenditure Breakdown – City of Adelaide



Day Time vs Night Time Expenditure

■ Day Time ■ Night Time



Source: Spendmapp by Geografia



Night-Time Expenditure – City of Adelaide

Night time expenditure softened again

Total Nominal Expenditure Q2

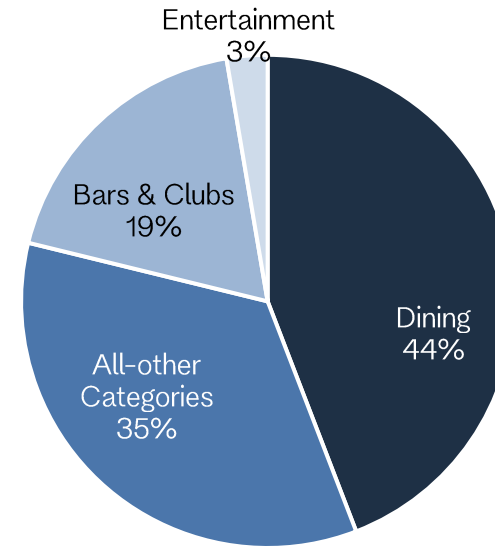
\$250M

-5% on Q2 2024

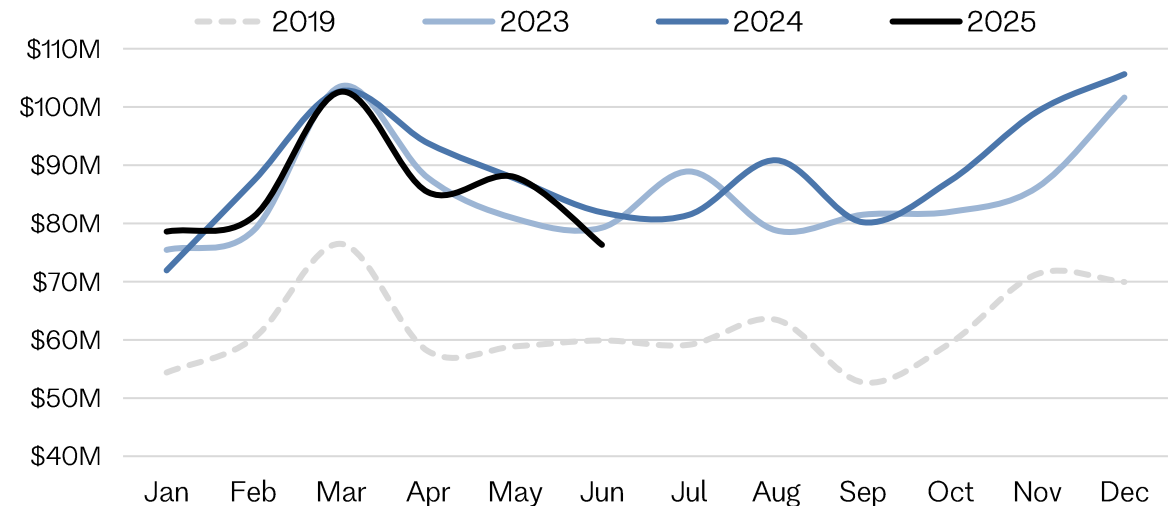
-5% on Q1 2025

- Night-time expenditure declined in nominal terms, as spending as a share of total expenditure for H1 2025 fell from 25.6% to 25.1%.
- Dining gained share to total expenditure by 4pts from the previous quarter, whilst other categories of the night-time economy declined.
- All night-time categories saw year-on-year declines this quarter, except entertainment, which rose 39% from Q2 2024. Entertainment, which includes live music, cinemas, sports clubs, arcades, and casinos, continued its strong momentum from the previous quarter.
- Major events drove short-term spikes in night-time spending as AFL Gather Round 2025 recorded an 8% increase compared to the previous year and Tasting Australia weekends saw a 13% uplift.
- Weekday night-time spending (Mon-Thu) rose slightly, up 1% year-on-year. Weekend night-time expenditure declined 4% on Q2 2024, with May as an exception (+6% year-on-year).

Proportion of Categories



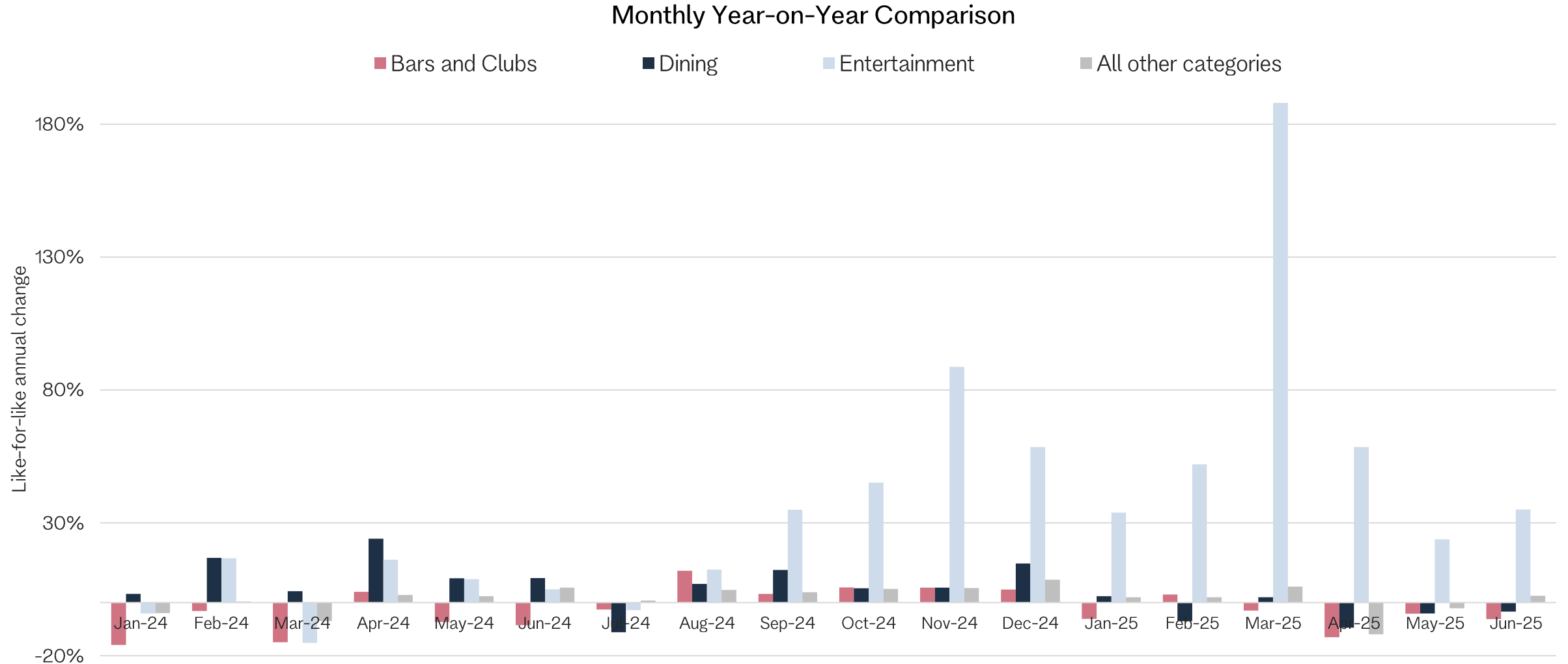
Night-Time Nominal Expenditure





Night-Time Expenditure – City of Adelaide

(Like-for-like annual change)





Foot Traffic – City of Adelaide

Visitation continues to soften further

Total Visitation Q2

31.6M

-5% on Q2 2024

-9% on Q1 2025

Unique visitors Q2

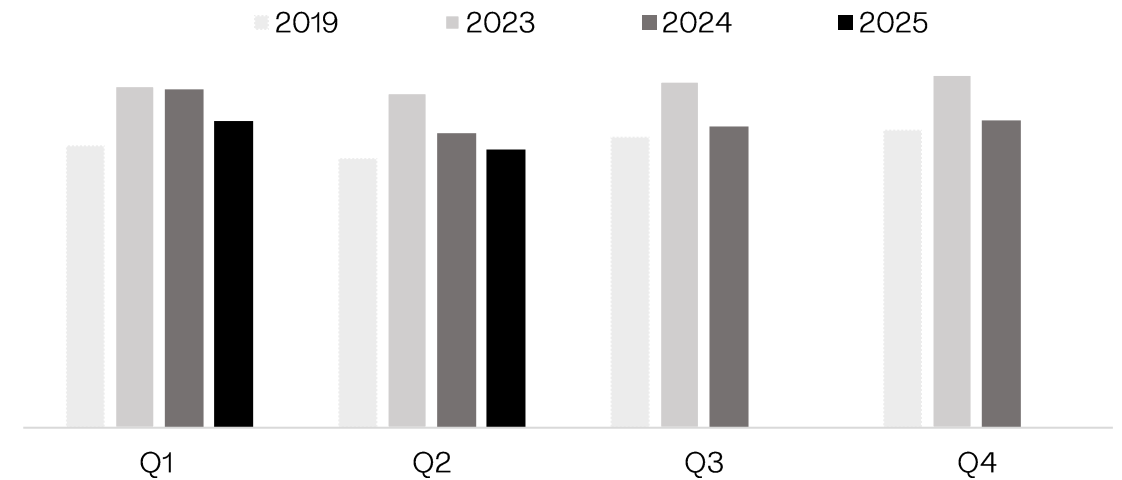
30.4M

-3% on Q2 2024

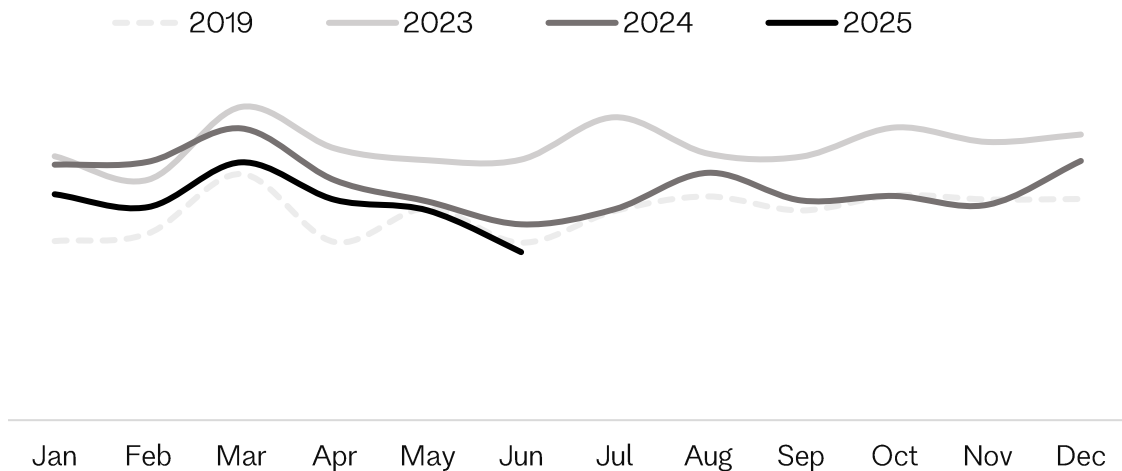
-7% on Q1 2025

- Citywide foot traffic continued its year-on-year decline; however, major events such as AFL Gather Round helped boost activity, as visitation during that period sat 20% above the 12-month average.
- Precinct-level performance was mixed, with Hutt Street (+3%), O’Connell Street (+2%), and Hindley Precinct (+1%) having higher activity when compared to Q2 2024.
- Event-driven activity remained a strong contributor to foot traffic, with spikes during Tasting Australia weekends pushing precinct visitation well above the 12-month baseline.

Foot Traffic - Visits



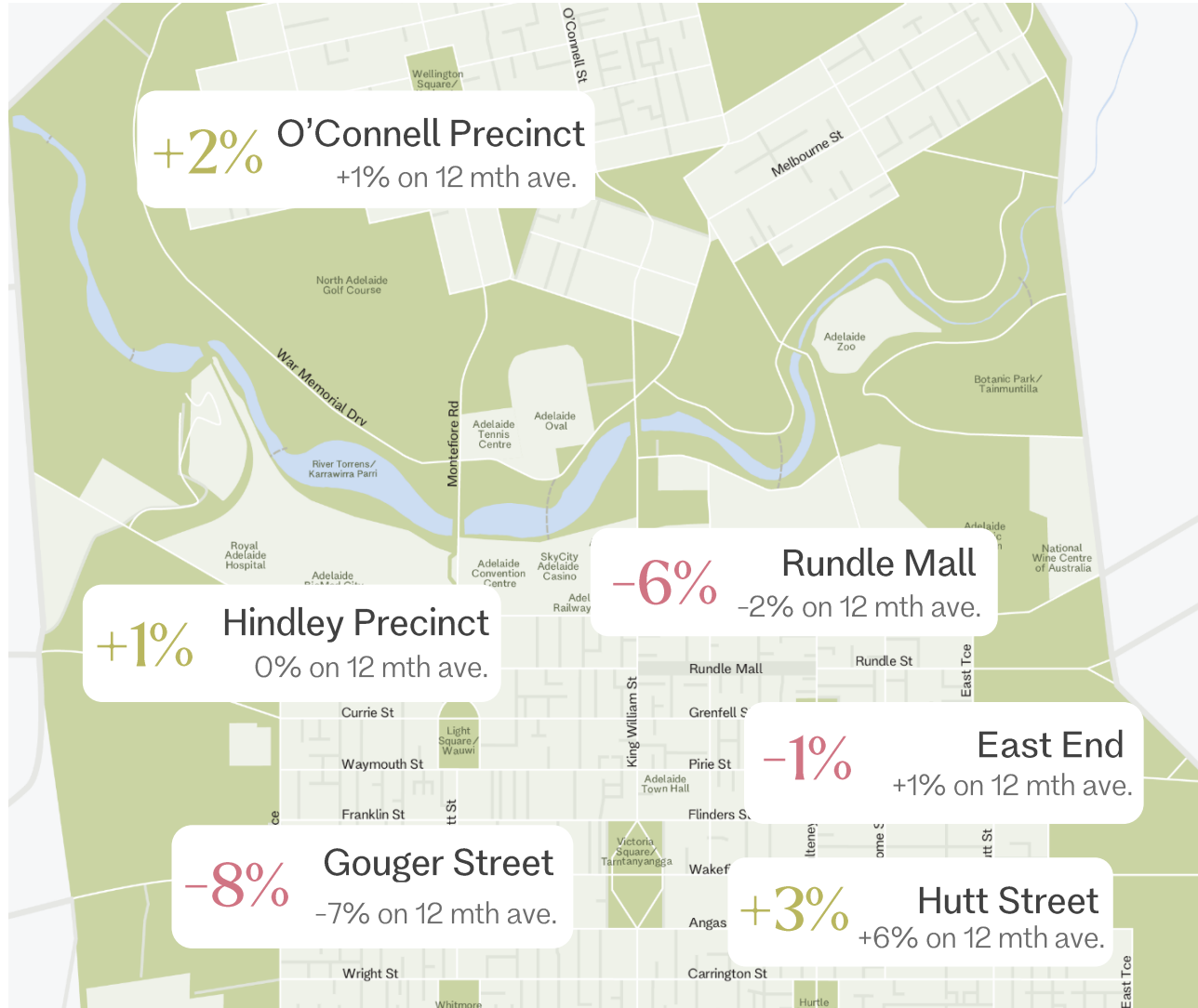
Foot Traffic - Visits





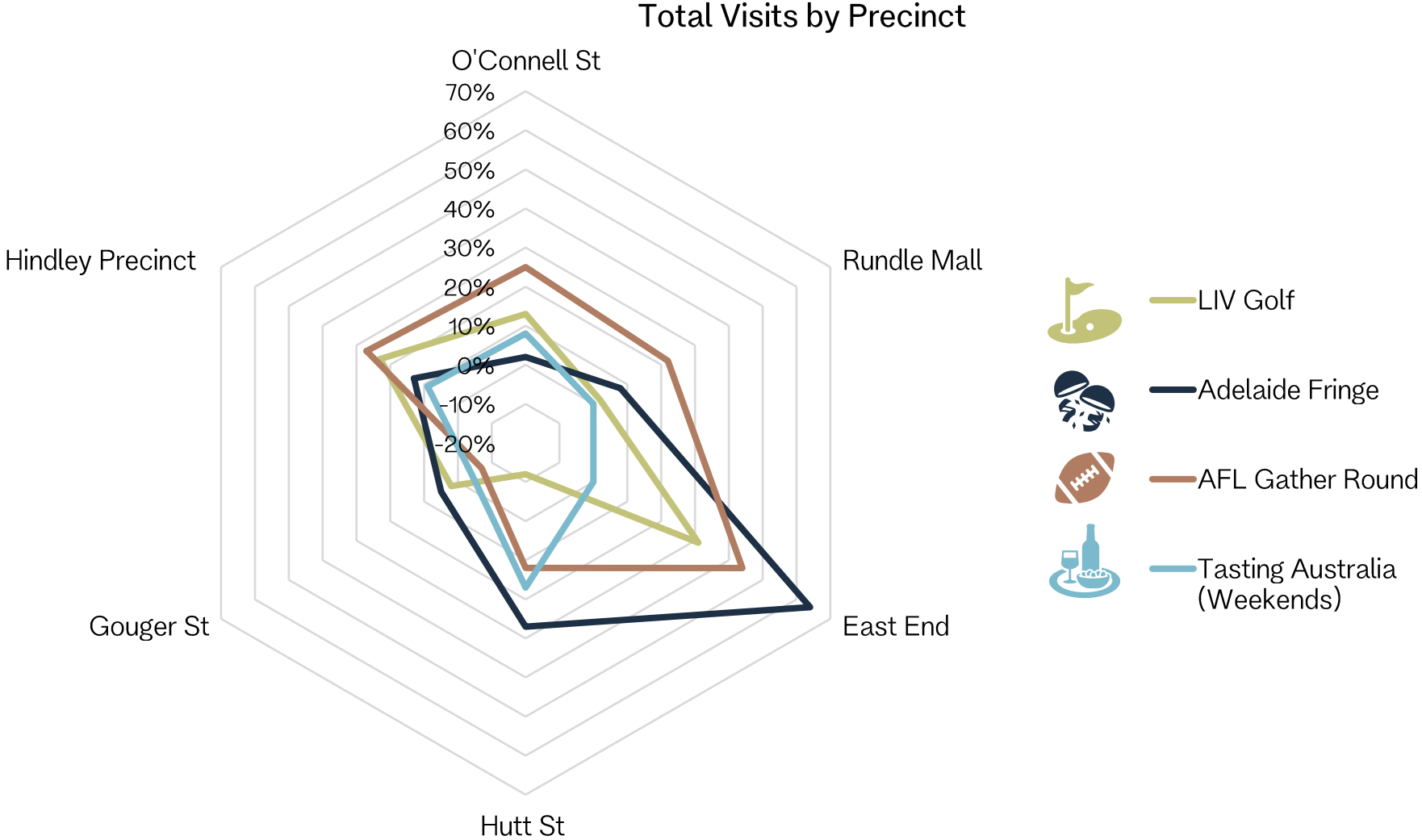
Total Visits by Precinct – Q2 2025

(Like-for-like change from Q2 2024)



Total Visits by Precinct – H1 2025

(Difference from 12-month baseline)



Source: Kepler Analytics, Percentage indicates difference from average daily visits for each event period



Parking Transactions – City of Adelaide

Parking activity has picked up

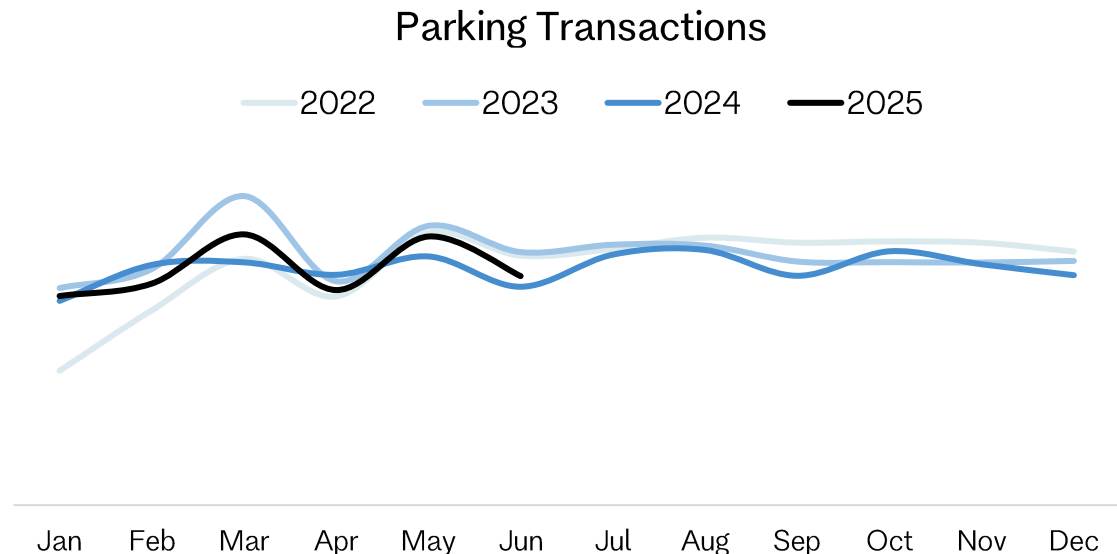
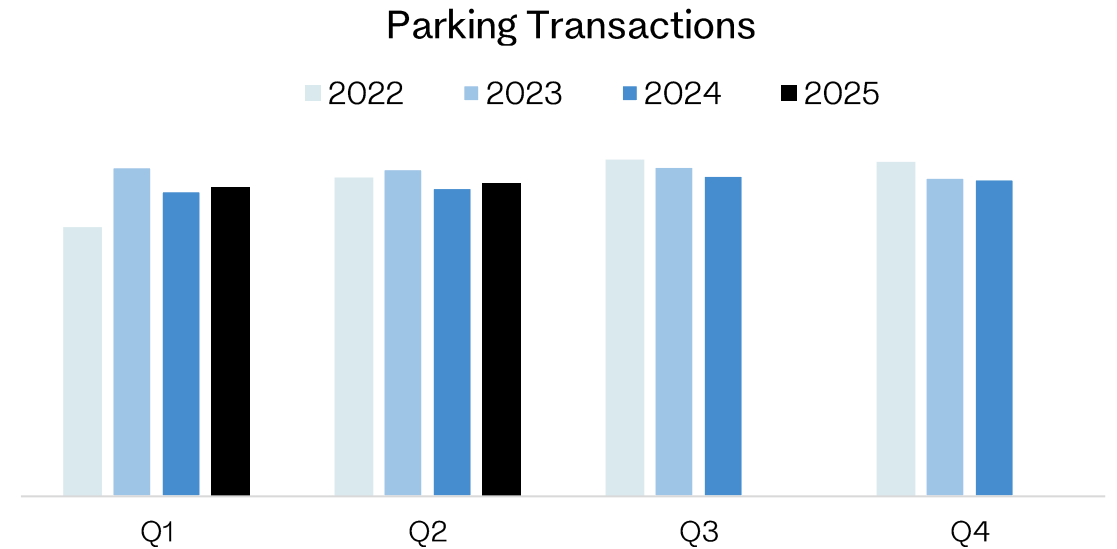
Parking Transactions Q2

1.10M

+1% on Q2 2024

+1% on Q1 2025

- Overall parking activity (on and off street) was 4% above the 12-month average, with two quarters of year-on-year growth now recorded. Despite this, overall parking levels remain below 2023 levels.
- May recorded the strongest parking activity, 7% higher year-on-year, driven by events and city activation.
- Weekend parking was a key growth driver, increasing 10% year-on-year, whilst weekday activity (Monday to Thursday) rose a more modest 3%.





Public Transport Transactions – City of Adelaide

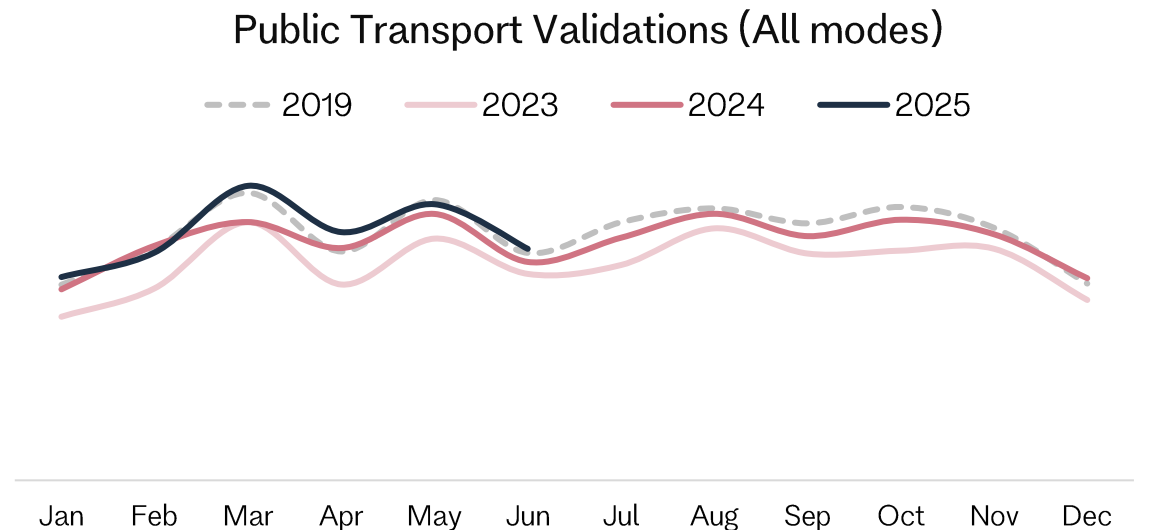
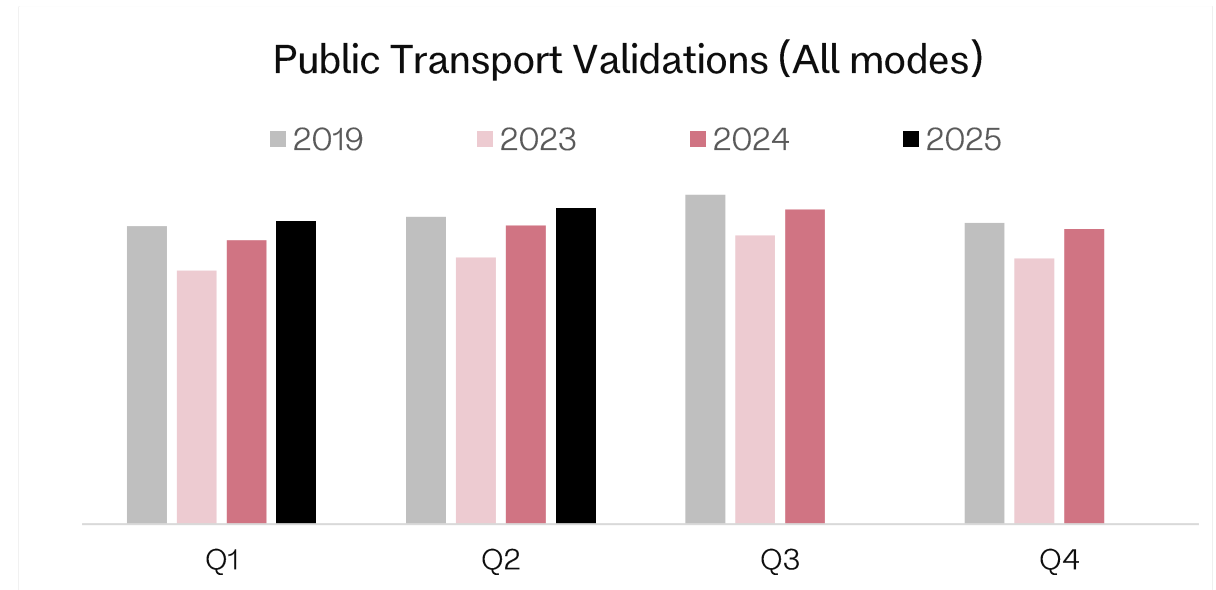
Public transport usage surpasses 2019

Public Transport Validations Q2

4.05M

+1% on Q2 2024
+4% on Q1 2025

- Public transport ticket validations are a combination of Adelaide Railway Station entries, bus and tram tap-ons in the City of Adelaide.
- Public transport usage continues to strengthen, with Q2 2025 validations reaching 103% of 2019 levels. April peaked at 108% of pre-COVID benchmark.
- Ticket validations were 5% above the 12-month average, driven by a 2% rise in weekday usage and a 3% increase in weekend validations compared to Q2 2024.
- Strong weekday performance and improved weekend patronage reflect continued recovery and growing reliance on public transport for both commuting and leisure travel.





E-scooter Trips – City of Adelaide

Weekend spikes amid annual decline

E-scooter trip starts Q2

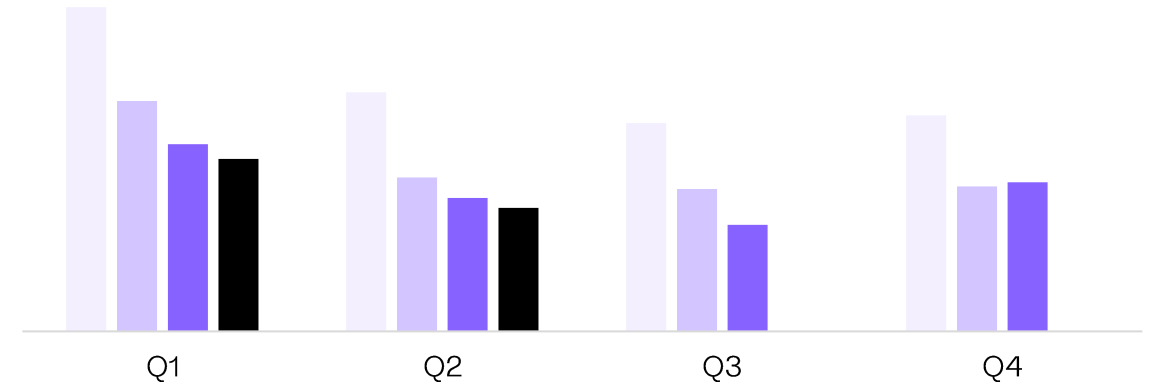
117k

-6% on Q2 2024
-29% on Q1 2025

- E-scooter continued its broader subdued trend, with overall usage significantly declining on previous quarter and the same quarter last year.
- Both weekday and weekend usage declined on the same period last year and the 12 month average usage.

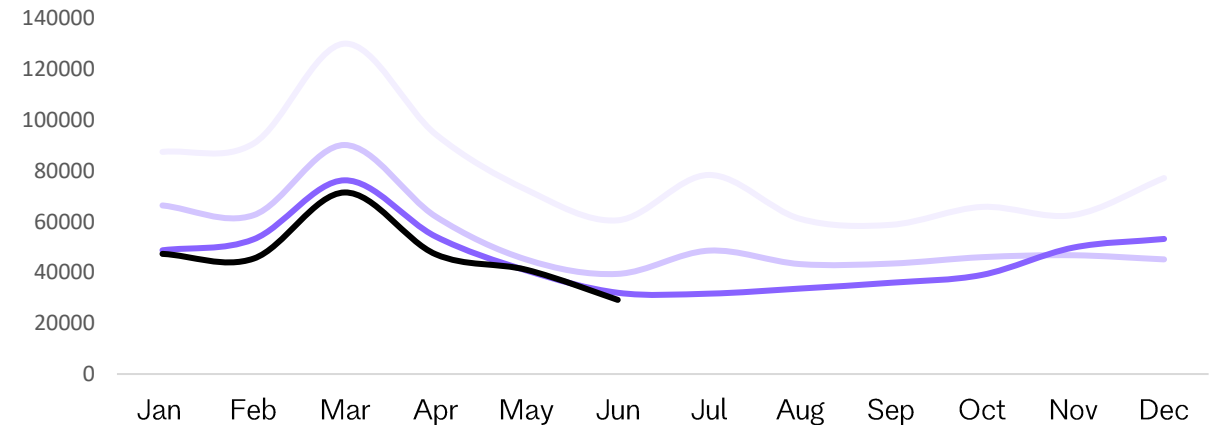
E-Transport Trips

2022 2023 2024 2025



E-Transport Trips

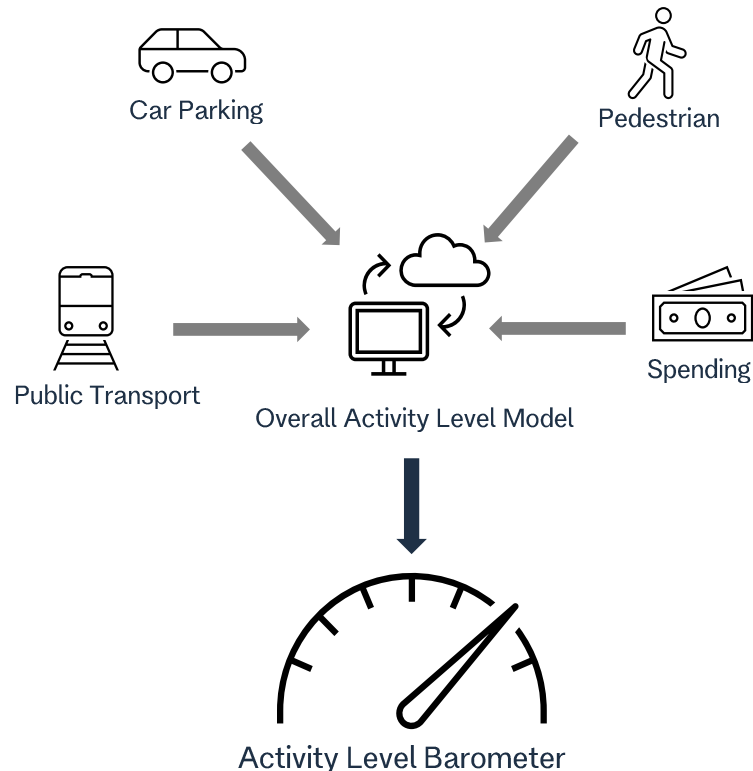
2022 2023 2024 2025





Appendix – AEDA Activity Model

- The Activity Model combines the activity metrics (refer figure below) using a statistical model to create an overall score and visualisation for activity levels within the City of Adelaide LGA area.
- As every individual interacts with the city in their own unique way, the Activity Model accounts for all users and encompasses this using a weighting system and a unique methodology.



- The model follows a clear five-step process. It begins by bringing together all datasets by date, followed by exploratory analysis to clean the data and resolve any inconsistencies. To ensure fair comparison across variables with different units or scales, the data is then normalised and scaled.
- Weights for each variable are determined using Principal Component Analysis (PCA), which highlights the most influential inputs in the dataset. These weights are applied to the scaled variables to calculate a daily activity score, standardised on a 100-point scale.
- Monthly and quarterly averages are then computed, indexed against the highest-performing month to create a consistent benchmark. To ensure meaningful comparisons and minimise seasonal bias, the model uses data from January to December 2023 for its baseline.

Limitations

- Number of off-street parking transactions do not signify the number of occupancies. The parking data used in the model provides information on the number of parking transactions made but it does not necessarily indicate the number of vehicles parked the city as free parking occurs. This means that the data may not accurately reflect the total estimate of parking.

Need More Data?

If you have a specific data or research request, please scan the QR Code and complete the form at the bottom of the AEDA Data & Insights web page:



aedasa.com.au



Disclaimers

All effort is made for representations to be true and accurate at the time of dispatch, although historical figures may change, and information contained in this document should be treated sensitively and not used wholly for investment decisions.

Spendmapp aggregates data from EFTPOS transactions then extrapolates this to provide an accurate picture of expenditure activity for the region. There is a complex process of ensuring outlier transactions do not skew the data and to also maintain the privacy of merchants and cardholders by masking data at low level merchant and transaction volumes. Note that both dollar values and the number of transactions are transformed to account for non-card transactions, although online spending is not weighted for cash transactions. To calculate the real growth rates, CPI statistics were sourced from the [ABS website](#).

Foot-traffic counts are measured through various tools that do not explain complete city visitation. The pedestrian figures represents a sample of people and should be viewed as a best estimate and used from trend analysis. Figures may change over time as sensors go offline and the technology recalibrates historic data.

Public transport ticket validations are a combination of Adelaide Railway Station entries, bus and tram tap-ons in the City of Adelaide, provided by the Department of Infrastructure and Transport.

Parking is an aggregate of both on-and-off street parking, provided by the City of Adelaide.

E-scooter data is an aggregate of Beam and Neuron, provided by Ride Report.

Results from AEDA Activity Model/Forecasting Model are provisional and are potentially subject to change as additional data becomes available. This helps in managing the dynamicity of the data by providing the timeframe to which the results correspond.

Acknowledgement of Country

The City of Adelaide acknowledges that we are located on the traditional Country of the Kaurna people of the Adelaide Plains and pays respect to Elders past, present and emerging.

We recognise and respect their cultural heritage, beliefs and relationship with the land. We also extend that respect to visitors of other Aboriginal Language Groups and other First Nations.

Thank you



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