



# Opportunities for retail, hospitality and services businesses



**ACT**  
Government

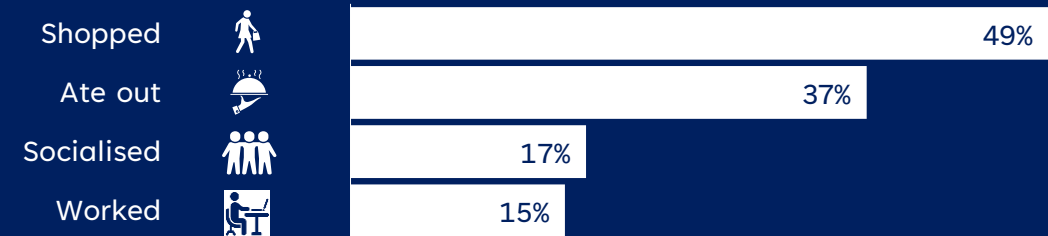
**CITY**  
**RENEWAL**  
**AUTHORITY**



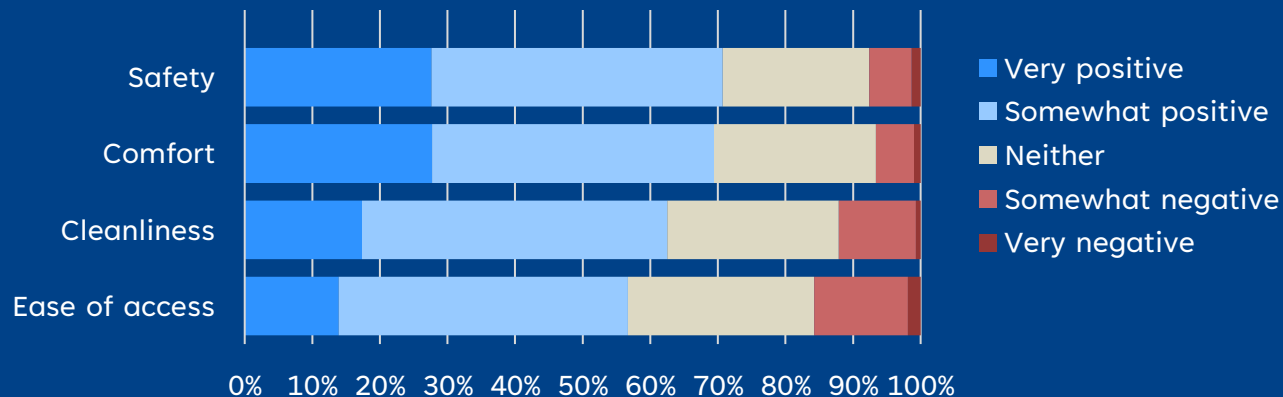
# Consumer sentiment | City Centre

- More than half of these respondents visited the City Centre in the **afternoon**
- Most **visit with someone**, commonly a partner, friends or children

Activities on most recent visit to the City Centre



Ratings of the City Centre as a place to visit



- Most people's **experiences** of the City Centre are positive
- Top **ease of access** concerns are parking availability, road works and light rail construction
- Average **spend per visit has increased** since 2022.



# Footfall data | City Centre and Braddon

- The number of people visiting in the City Centre and Braddon fell in February, but in March and April we saw some return to January activity.
- A higher proportion of people visit the City Centre in the afternoon, while in Braddon most of the visitation is in the evenings.
- The trends across days of the week is consistent with trends we saw last year.
- In 2024, the busiest periods of the year were September, October and December.

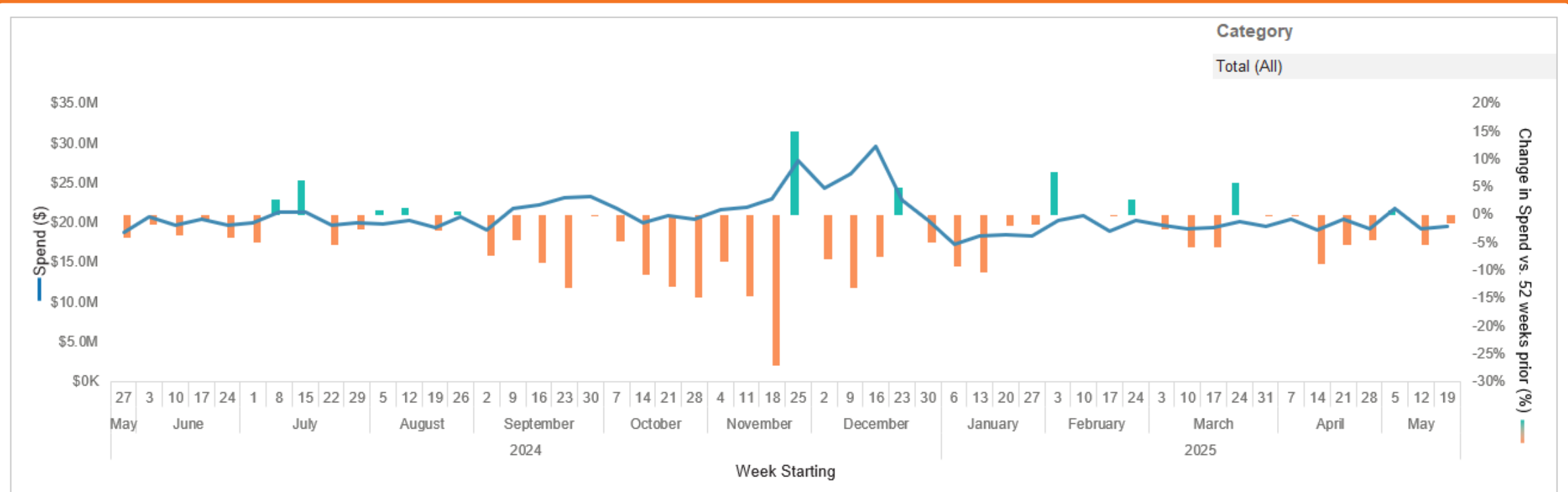


City Centre and Braddon | Jan – April 2025



# Spend data | CCMIL Collection Zone

- In May 2025, the City Centre and Braddon (CCMIL collection zone) saw slightly more customers than May 2024, but slightly less overall spend.
- Spend in takeaway, fast food outlets and cafes are down, but spend in restaurants is up.





# City consumer segments

Lifestage and city visitation are key differentiators.



Young  
Aspirers

22%

Young, highly ambitious and always out-and-about. They seek improvement and achievement - there's very few activities/ events they wouldn't be interested in



City visitation:  
HIGH



Young &  
Settled

15%

Young, content and focused on living a happy and enjoyable life. They're more likely to enjoy simple pleasures in life and activities/ events that give reward, satisfaction and indulgence



City visitation:  
MOD-HIGH



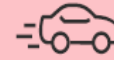
Family  
Connectors

16%

The home is where the heart is for Family Connections. They focus on connecting with their family through comfort and when it comes to events and activities it's more about 'we' and less about 'me'



City visitation:  
LOW



Family  
Stimulators

11%

Parents who are trying their best to balance social, work and family life. Family stimulators connect through experiences outside of the home



City visitation:  
HIGH



Mature &  
Maintaining

30%

Focused on maintaining their wealth, health and happiness, Mature & Maintaining are looking for activities that add meaning to their life



City visitation:  
LOW



Rediscovering  
& Maturing

6%

Rediscovering retirees are reclaiming their self. They're focused on living an active life through activities and events that build their skills and enrich their knowledge



City visitation:  
MODERATE

# Spend data | Winter in the City 2024

- In the winter school holidays, during Winter in the City 2024, we see a significant increase in spend in City East.

<b>Total spend</b>	<b>Visitor spend</b>
<b>\$38.6M</b>	<b>\$12.4M</b>
<b>↑ 8.0%</b>	<b>↑ 27.6%</b>
<i>uplift compared to Benchmark Period</i>	<i>uplift compared to Benchmark Period</i>

- This is a significant increase to spend across the ACT, suggesting that winter visitation and activity is concentrated in the city.





## Winter 2025

**What:** Free daytime family entertainment, nightly fire performances and a special edition of The Forge.

**Where:** City Walk, next to the Civic merry-go-round.

**When:**

- Multiple shows daily, July school holidays (Saturday 5 July – Saturday 19 July 2025).

**Cost:**

- Free to attend
- No bookings required

# World-class entertainment

- 2pm-8pm daily, Saturday 5 July – Saturday 19 July 2025. (15 days).
- Nationally renowned performers **Mission to the Moon**, **Circus Oz**, and **Flux Entertainment** headline the program.

## Daytime performances

- Two 60-minute daytime family-friendly performances.  
(2pm and 3:30pm, excl Monday 14 July).

## Night-time performances

- Three 15-minute night-time fire performances 5:30pm 6.30pm and 7.30pm.



# Marketing campaign

- A content marketing campaign alongside free entertainment.
- Showcasing City and Braddon businesses offerings – Hospitality and retail.
- We working with local creators to produce the content.
- Will be published across City Renewal and creator channels.

