

Gen Z Owns The Night

While Melbourne Tops Australia's Night-time Economy



GEN Z NIGHTS OUT

“9.4 nights out a month”

Insights from Visa show who's driving the boom, where the strongest vibes are, and where the biggest after-dark opportunities lie.

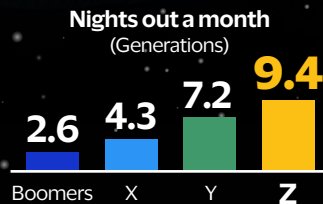
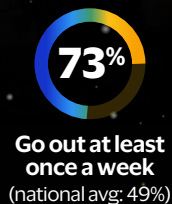
Sources: Visa Australia Night-time Economy Index 2025, Visa Vibe Economy Report with McCrindle



MELBOURNE VIBE SCORE
82.03
#1 in Australia

People First: The Generations Driving the Night-time Economy

Gen Z = Night-time Generation



WHY THEY GO OUT



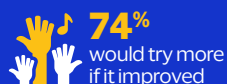
WHAT THEY WANT



FAVOURITE ACTIVITY



Room to grow



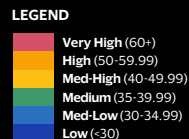
Source: Visa Vibe Economy Report with McCrindle

Australia's Night-time Hotspots

Top 5 Vibe Scores

- #1 Melbourne CBD:** 82.03
- #2 Sydney CBD:** 74.34
- #3 Sydney - Eastern Suburbs:** 68.19
- #4 Parramatta:** 66.92
- #5 Sydney - Inner South West:** 64.08

Fastest Growth Regions

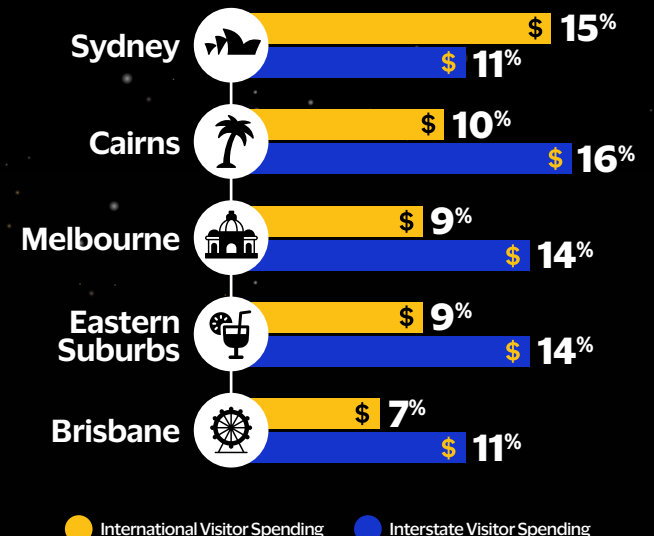


Regional Standouts in Top 20
Newcastle
Gold Coast

Source: Visa Australia Night-time Economy Index 2025

Night-time Visitor Spending

Note: Percentages reflect share of total visitor spend, not number of visitors.



Source: VisaNet (Jul'23 - Jun'24 vs Jul'24 - Jun'25); insights and figures are constructed using a subset of de-personalised transactional data pulled from Visa's payments network, which is then normalised and scaled to market using third-party public sources such as the Australian Bureau of Statistics (ABS) and the Reserve Bank of Australia (RBA). This is intended for informational purposes only and should not be relied upon for operational, marketing, legal, technical, tax, financial, or other advice and do not in any way reflect actual or forecasted Visa operational or financial performance. Visa neither makes any warranty or representation as to the completeness or accuracy of the views contained herein, nor assumes any liability or responsibility that may result from reliance on such views. These views are often based on current market conditions and are subject to change without notice.