

Lismore Business Insights: April 2025 Period report



Welcome to Lismore City Council’s quarterly edition of *Lismore Business Insights*. This report offers a snapshot into the economic status of the Lismore Local Government Area (LGA) between January and March 2025. Insights provided are based on retail customer transactions based on electronic in-store card spend

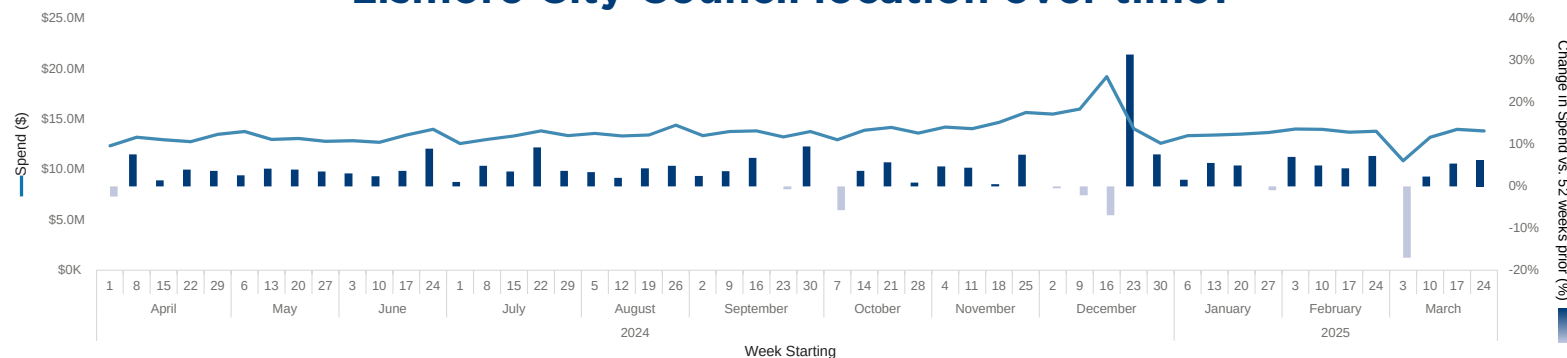
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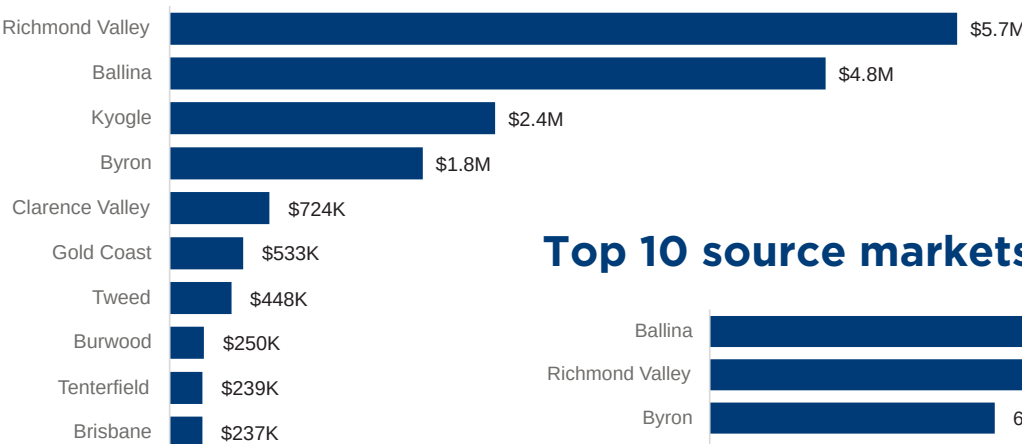
Business: Total spend \$57.1M

During the January to March 2025 period the Lismore Local Government Area has seen positive spending changes in comparison to the previous 12 months. Key spend categories within the LGA are Food Retailing, Discretionary Retailing and Tourism and Entertainment

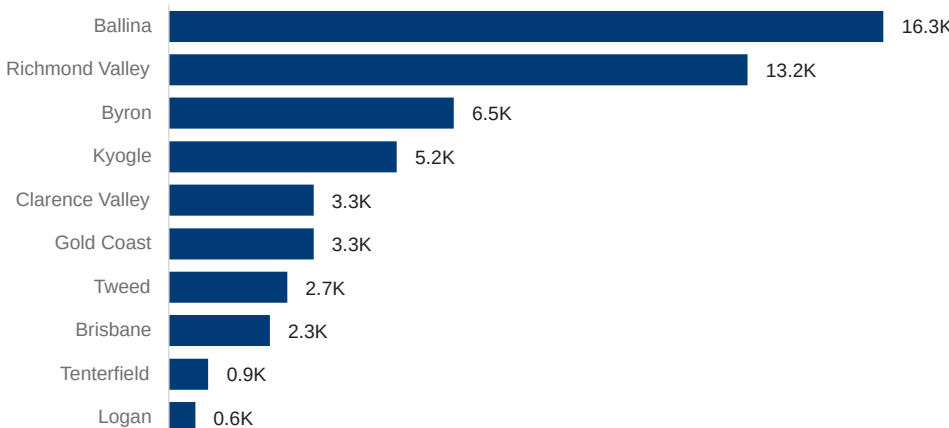
Trends: How much spend is going to businesses in the Lismore City Council location over time?



Top 10 source markets by spend



Top 10 source markets by unique visitor count

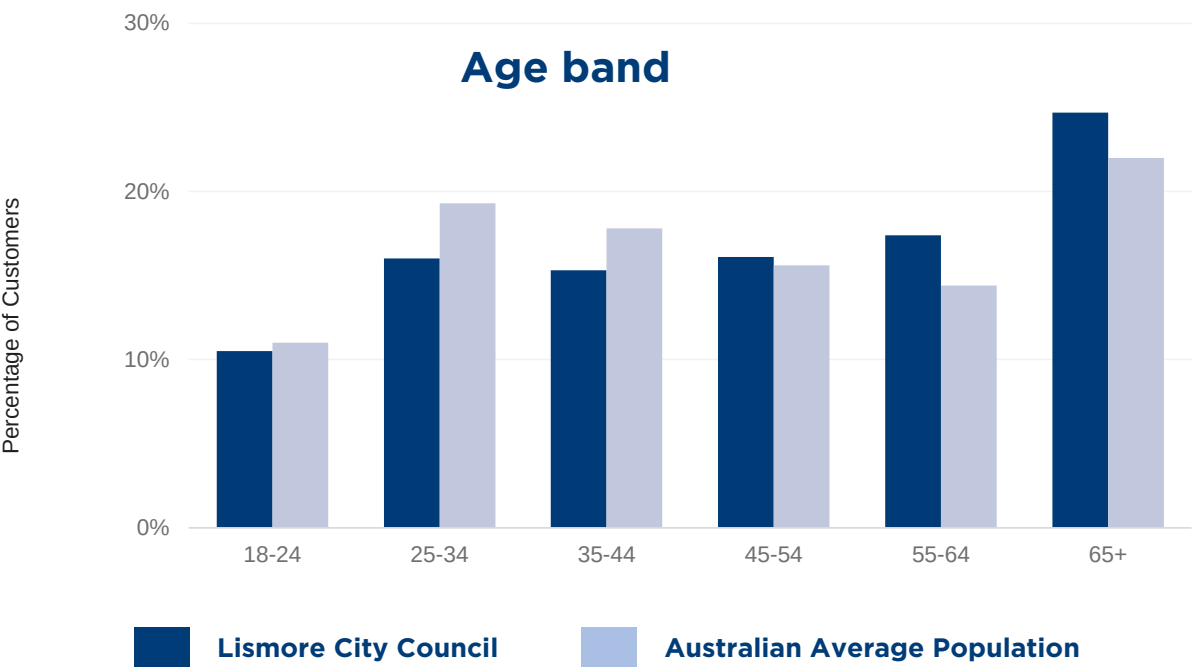


Resident: Total spend \$99.0M

Key Resident insights for the LGA include:

- Top categories: **Food Retailing, Household, Discretionary Retail**
- compared to previous 12 months
- **Proportion of resident spend** into the LGA during March 2025 was 38.1%

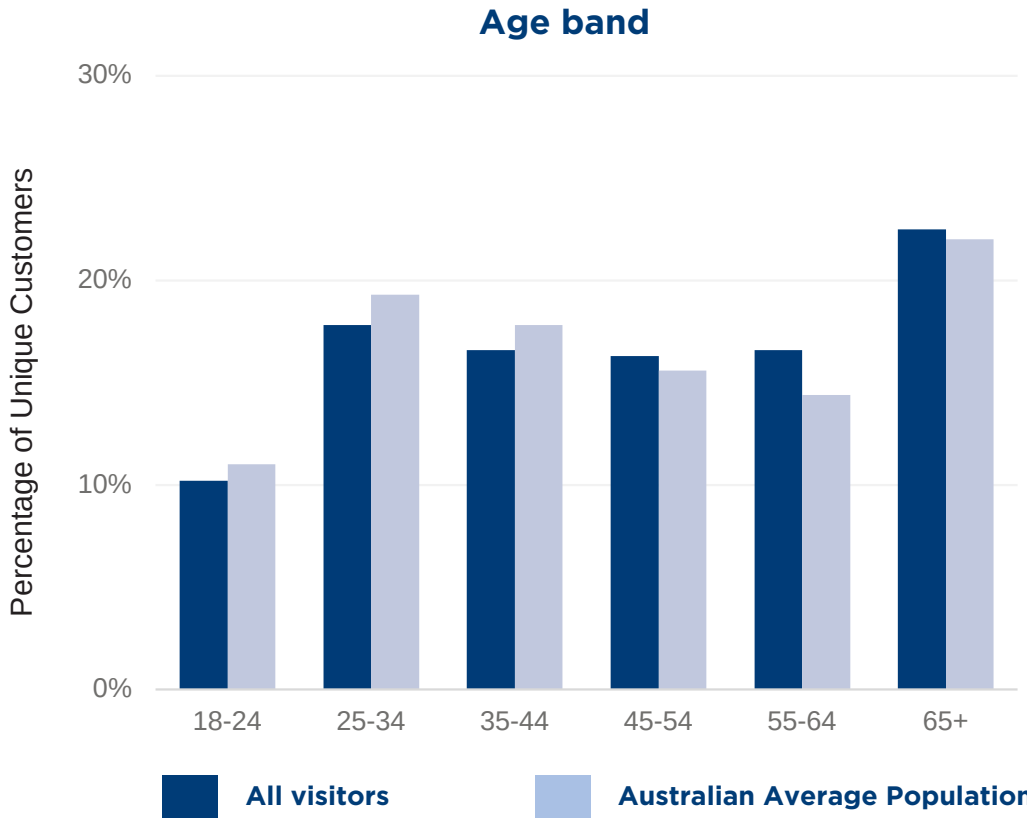
Age band



Visitor: Top age band 65+



22.5% of visitors to the Lismore LGA are within this age band



Local Government Area highlight

Key visitor insights for the LGA include:

- Top category spend **Other Discretionary Retail** (\$5m spend in March 2025). Up 2.1% compared to previous 12mths
- Top age band 65+ (22.5% of visitors)

Nimbin Precinct highlight

Key visitor insights for the Nimbin Precinct include:

- Top category spend **Restaurants** (\$19k spend in March 2025).
- Down 5.9% compared to previous 12mths
- Top **Age Band** 25-24 (25.6% of visitors)

Leakage

Leakage refers to residents who are spending outside their local LGA region.

In the 12 months to March 2025:

- residents spent \$57.2m in Ballina, approximately \$1m less than the previous 12 months
- Goonellabah Precinct residents contributed \$19.8m to Ballina spend, around \$1m less than the previous 12 months



Residential sub-region

