

Lismore Business Insights: July 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 April and June 2025. Insights provided are based on retail customer transactions based on electronic in-store card spend.

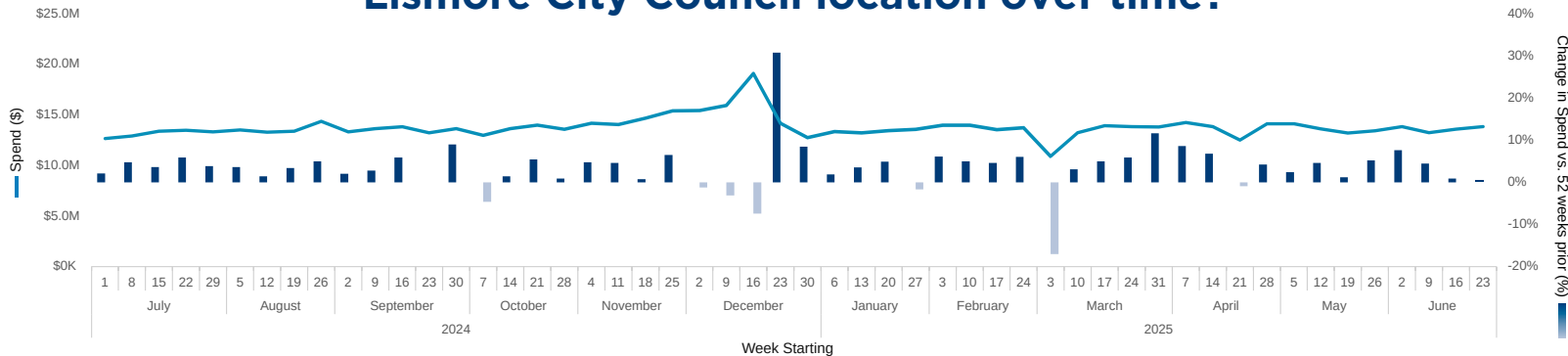
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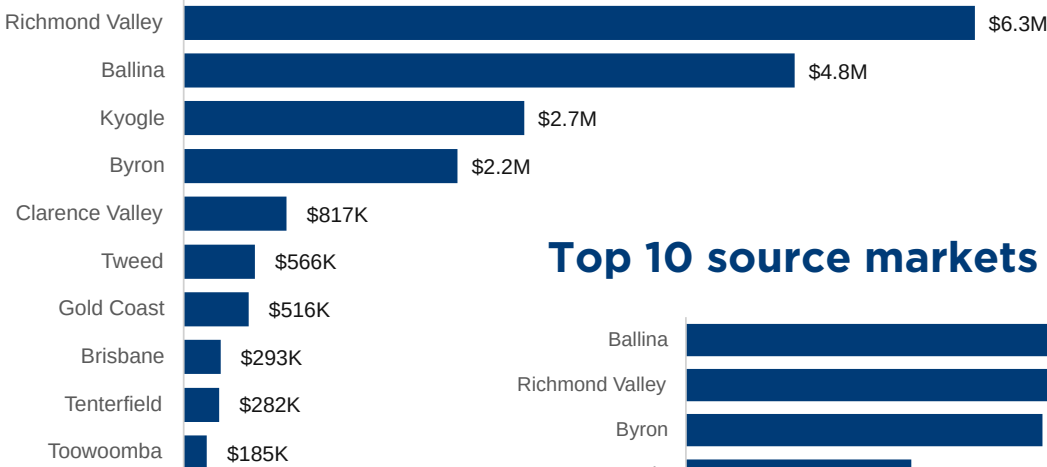
Business: Total spend \$57.6M

During June 2025, the Lismore Local Government Area recorded a total business spend of \$57.6 million, representing a 3.1% increase compared to June 2024. The data shows consistent growth in key local spending categories, which include Food Retailing, Discretionary Retailing, and Tourism and Entertainment.

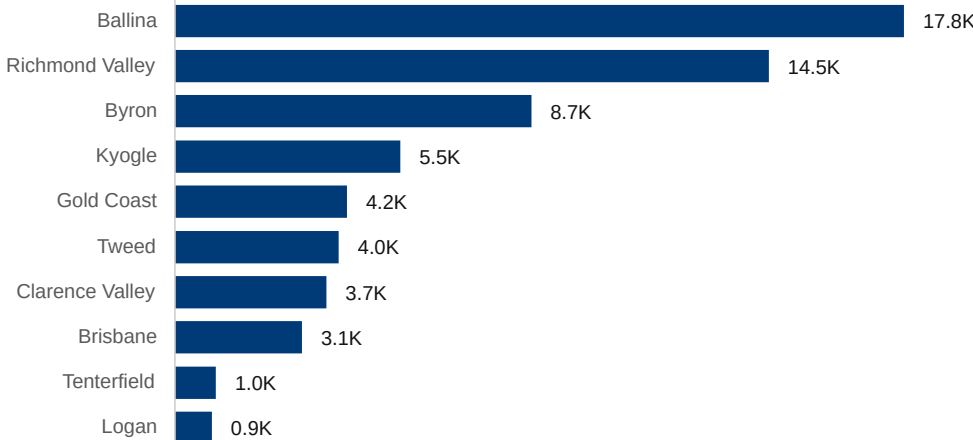
Trends: How much spend is going to businesses in the Lismore City Council location over time?



Top 10 source markets by spend



Top 10 source markets by unique visitor count

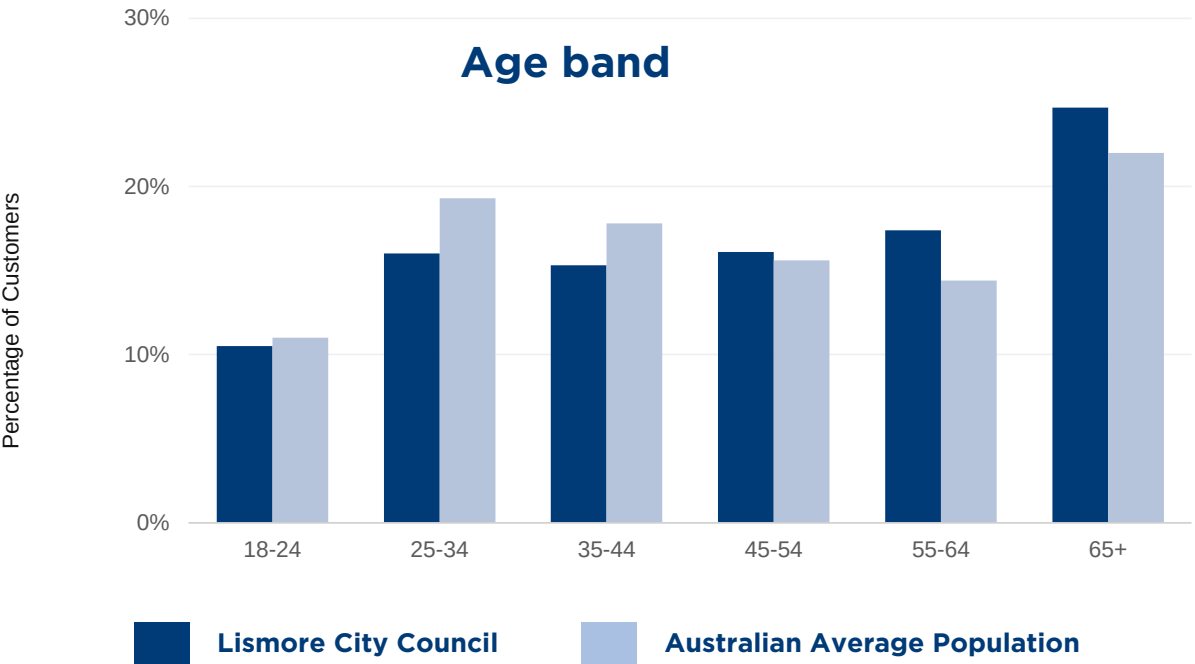


Resident: Total spend \$102.1M

Key Resident insights for the LGA include:

- **Top categories:** *Food Retailing, Household, Discretionary Retail* — based on comparison to the previous 12 months
- **Proportion of resident spend** into the LGA during June 2025 was 36.5%

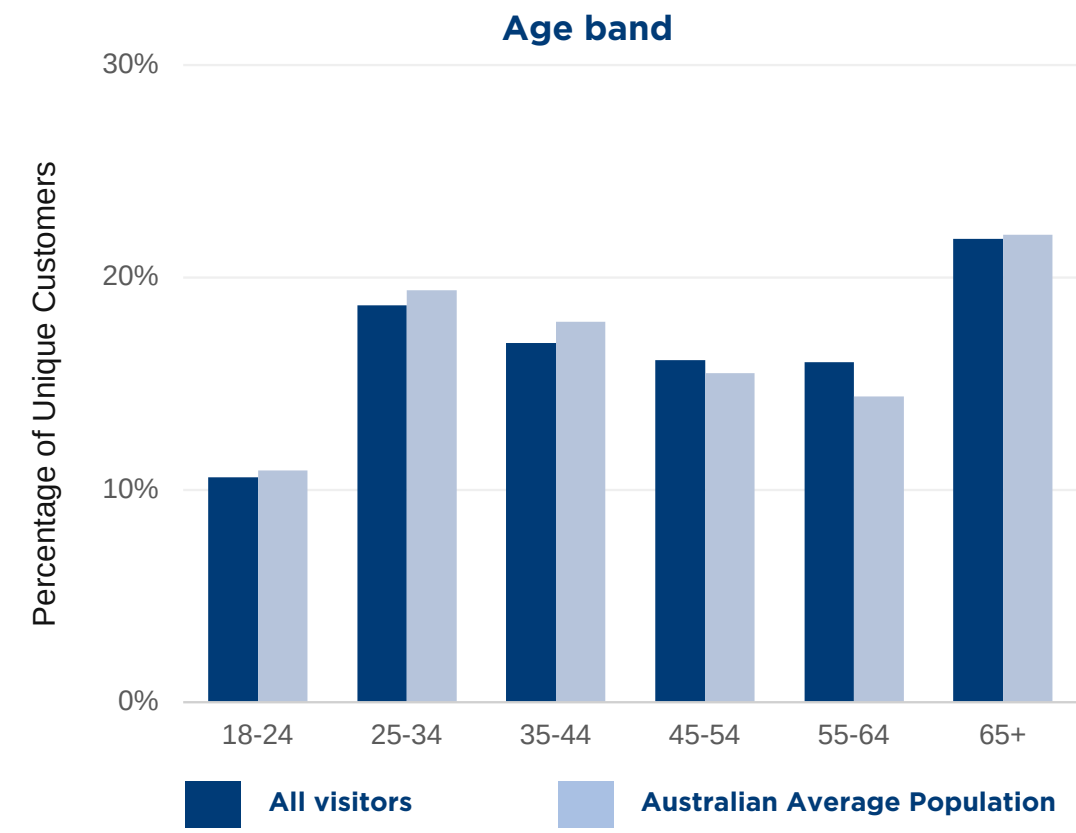
Age band



Visitor: Top age band 65+



21.8% 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* (\$5.6M spend in June 2025)
— Up 5.3% compared to previous 12 months
- **Top age band:** 65+ (21.8% of visitors)

Nimbin Precinct highlight

Key visitor insights for the Nimbin Precinct include:

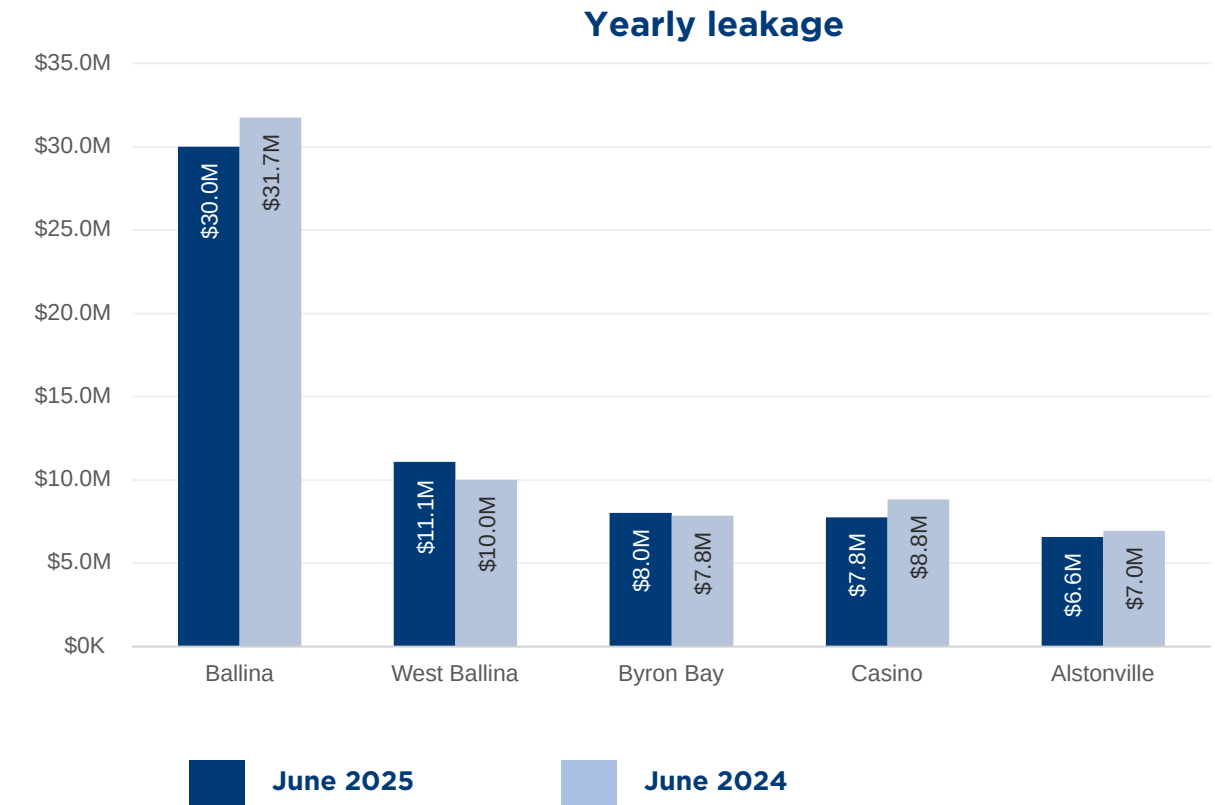
- **Top category spend:** Restaurants (\$26K spend in June 2025)
— Up 82.4% compared to previous 12 months
- **Top age band:** 25-34 (25.8% of visitors)

Leakage

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

In the 12 months to June 2025:

- There was **\$30.0M** of spend by residents to Ballina's, **\$1.7M** less than the previous 12 months.
- There was **\$10.6M** of spend by Goonellabah Precinct residents to Ballina's, **\$912K** less than the previous 12 months.



Residential sub-region

