

## Truck Show Event Data – Comparison 2022 – 2023

### Data Limitations:

⚠ When drawing conclusions about whether your Truck Show 2022 event had an impacted on local spending, you should consider:

- The weather on the date/s.
- If another event on the same date/s may have influenced spending.
- Whether you have chosen the correct comparison date/s.
- Whether the event influenced spending in different ways. For example there were pre-sale tickets, or attendees self-catered.

! ⚠ ! Due to unusually low transaction numbers, some of the data for Resident Local Spend and Visitor Local Spend has been suppressed to meet the privacy rule thresholds. This means there will be a larger than usual gap between Total Local Spend and the sum of its two components. The percentage gap in "Annual Night Time Expenditure" due to data privacy rules is 13.5%

### Summary:

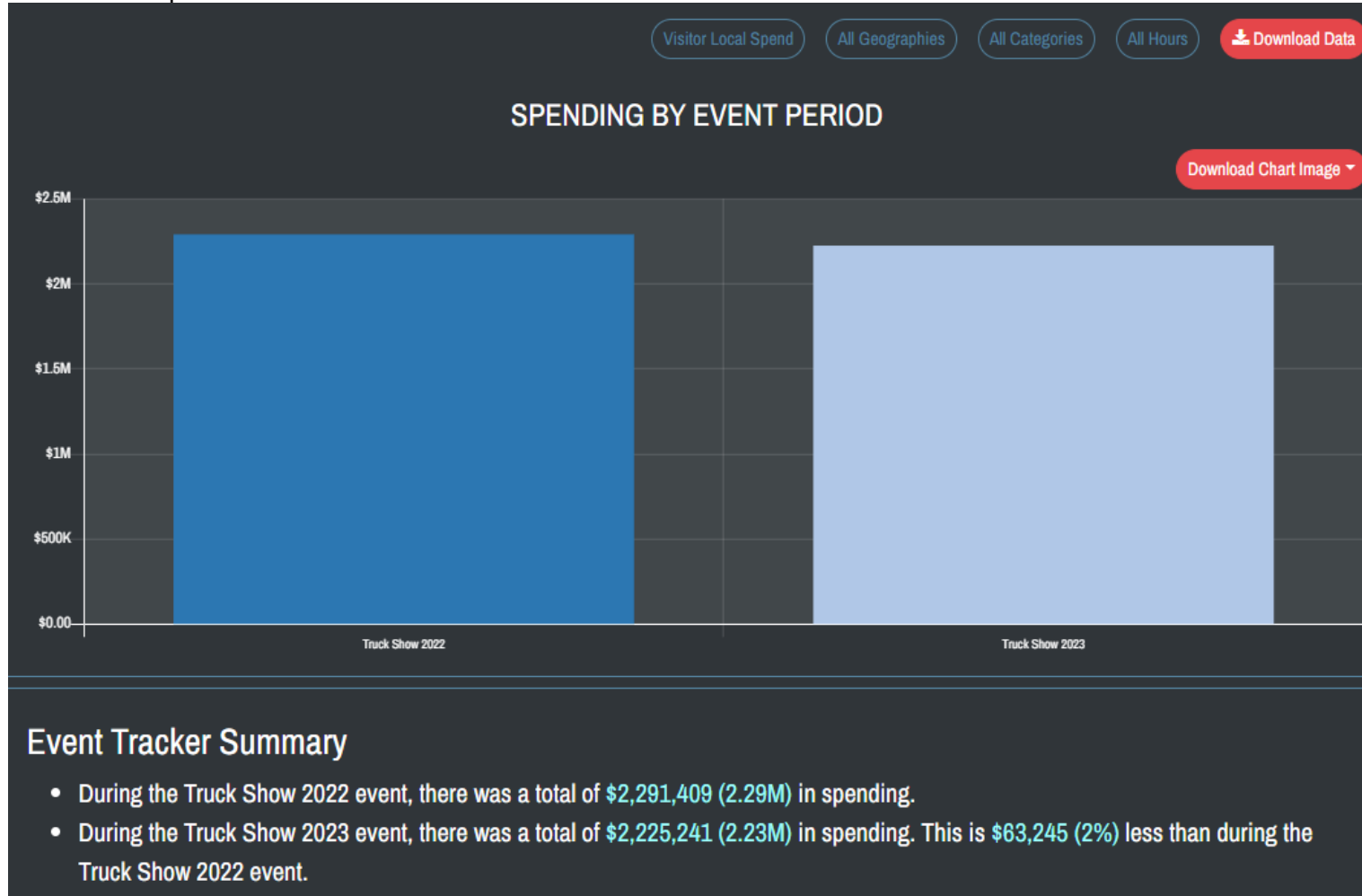
'Spendmapp uses real, continuous, and comprehensive bank transaction data to create a moving picture of your economy. It shows how long-term trends are reshaping activity and how short-term shocks, events, and economic development initiatives impact spending in different sectors.'

A key activity possible with Spendmapp is the ability to evaluate events.

It is important to remember that:

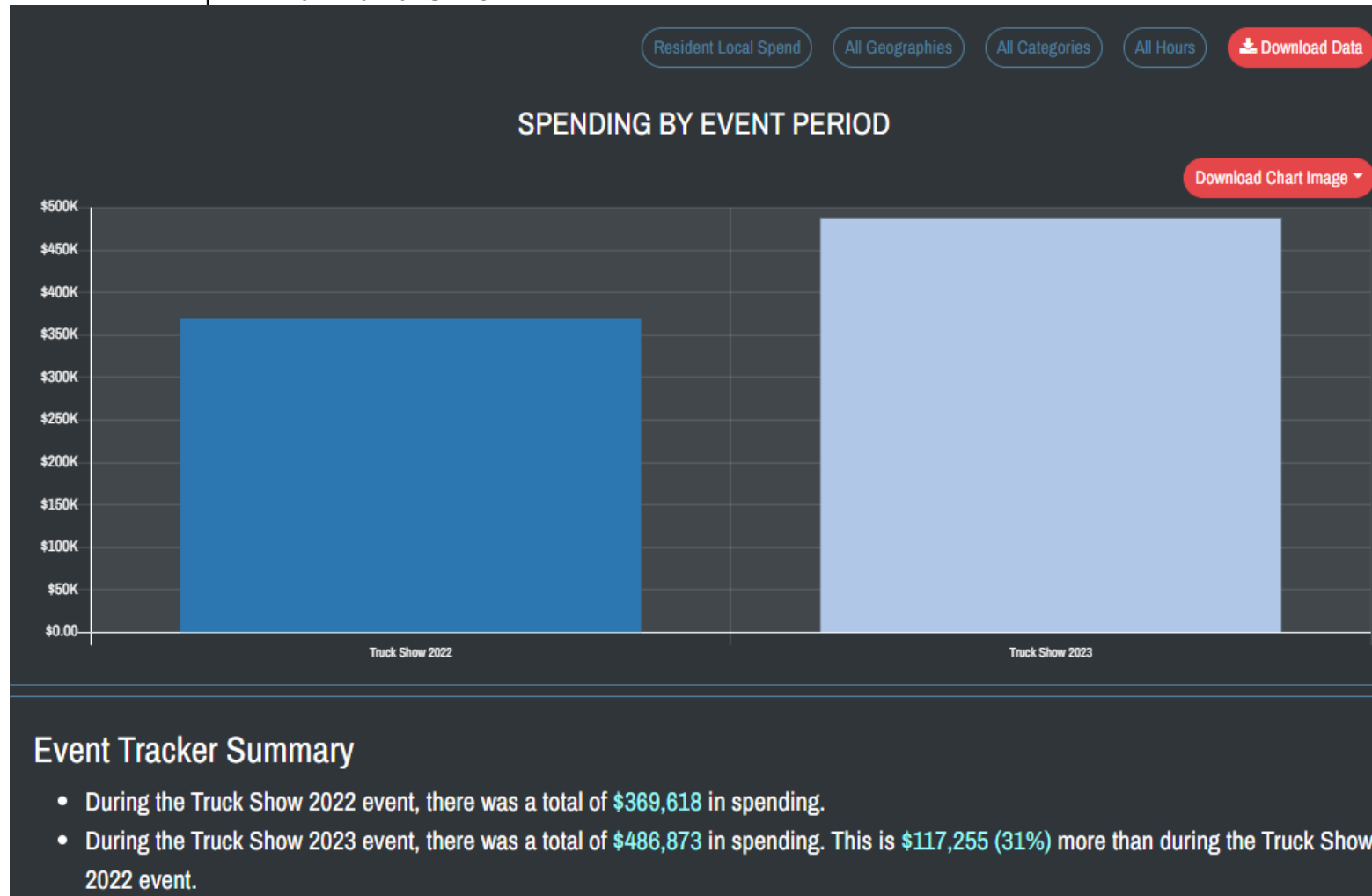
- the above figures represent all spending at a given time and thus, the figures are providing trend data to form a picture of the impact on the local economy on a particular day / period.
- the impact displayed can be due to a number of variables including the event ran on that day, The event is not the sole variable being displayed in the data.

## Visitor Local Spend: Murrindindi Shire



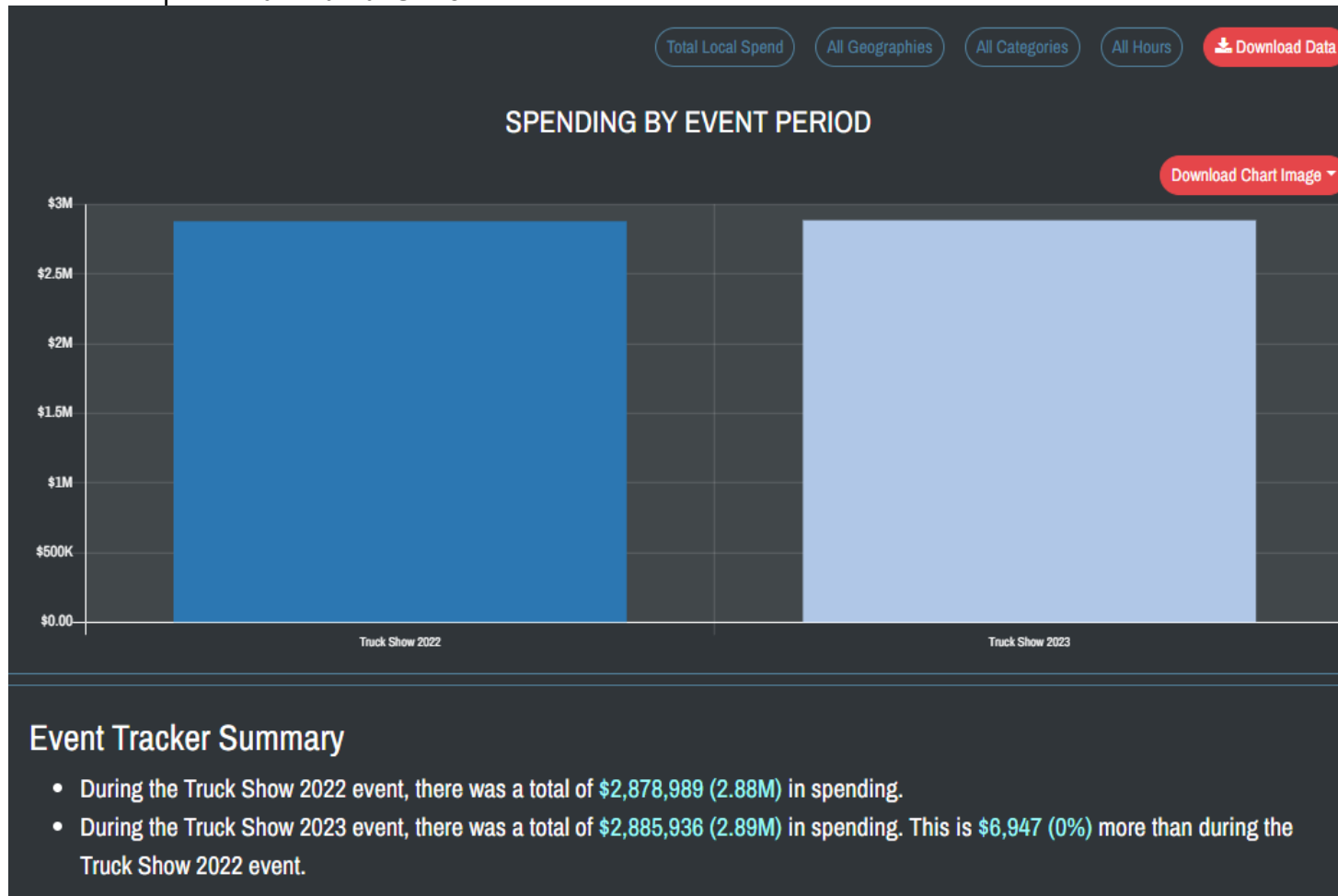
**Data limitations: apply as stated in this document.**

## Resident Local Spend: Murrindindi Shire



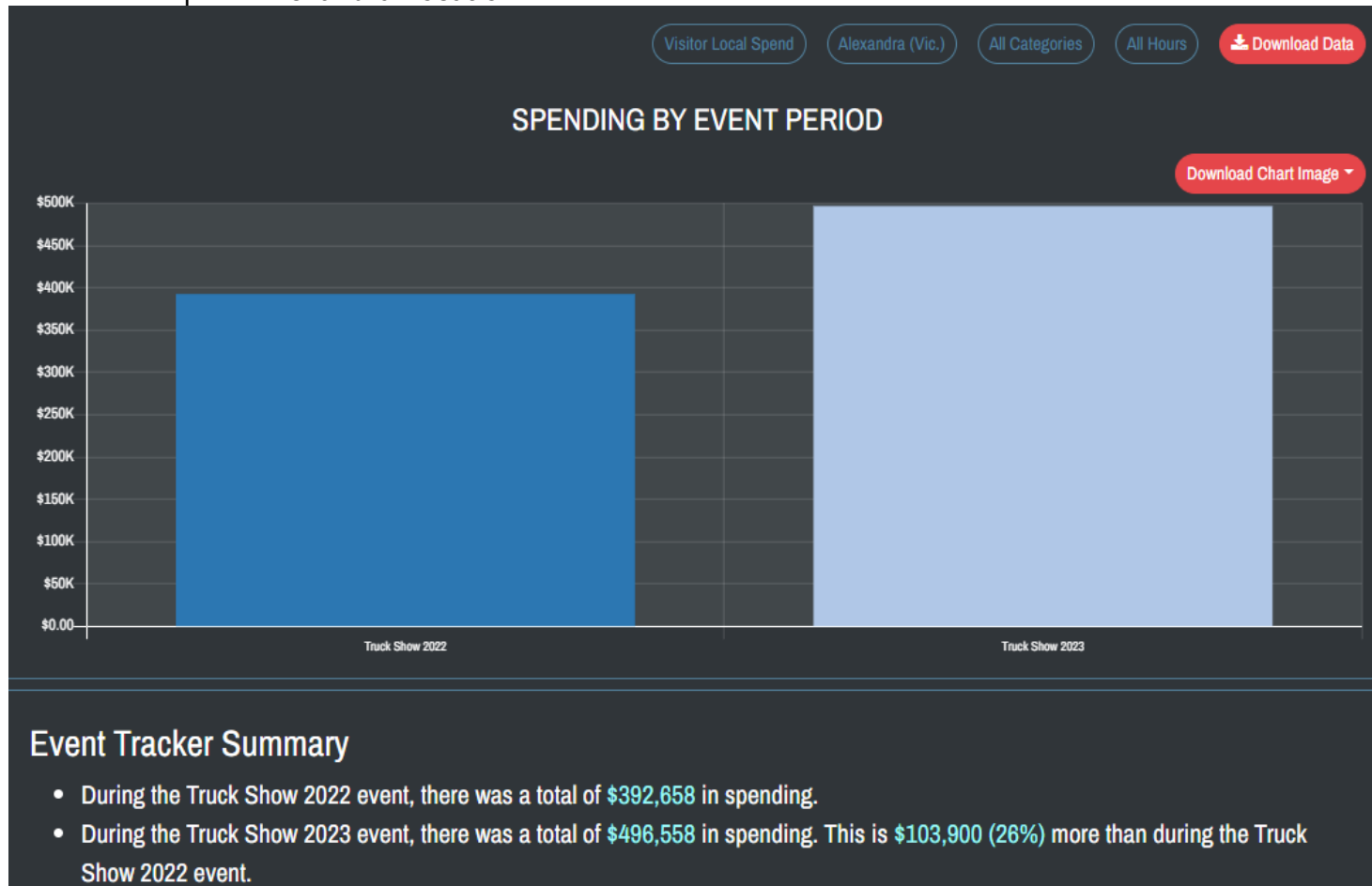
**Data limitations: apply as stated in this document.**

## Total Local Spend: Murrindindi Shire



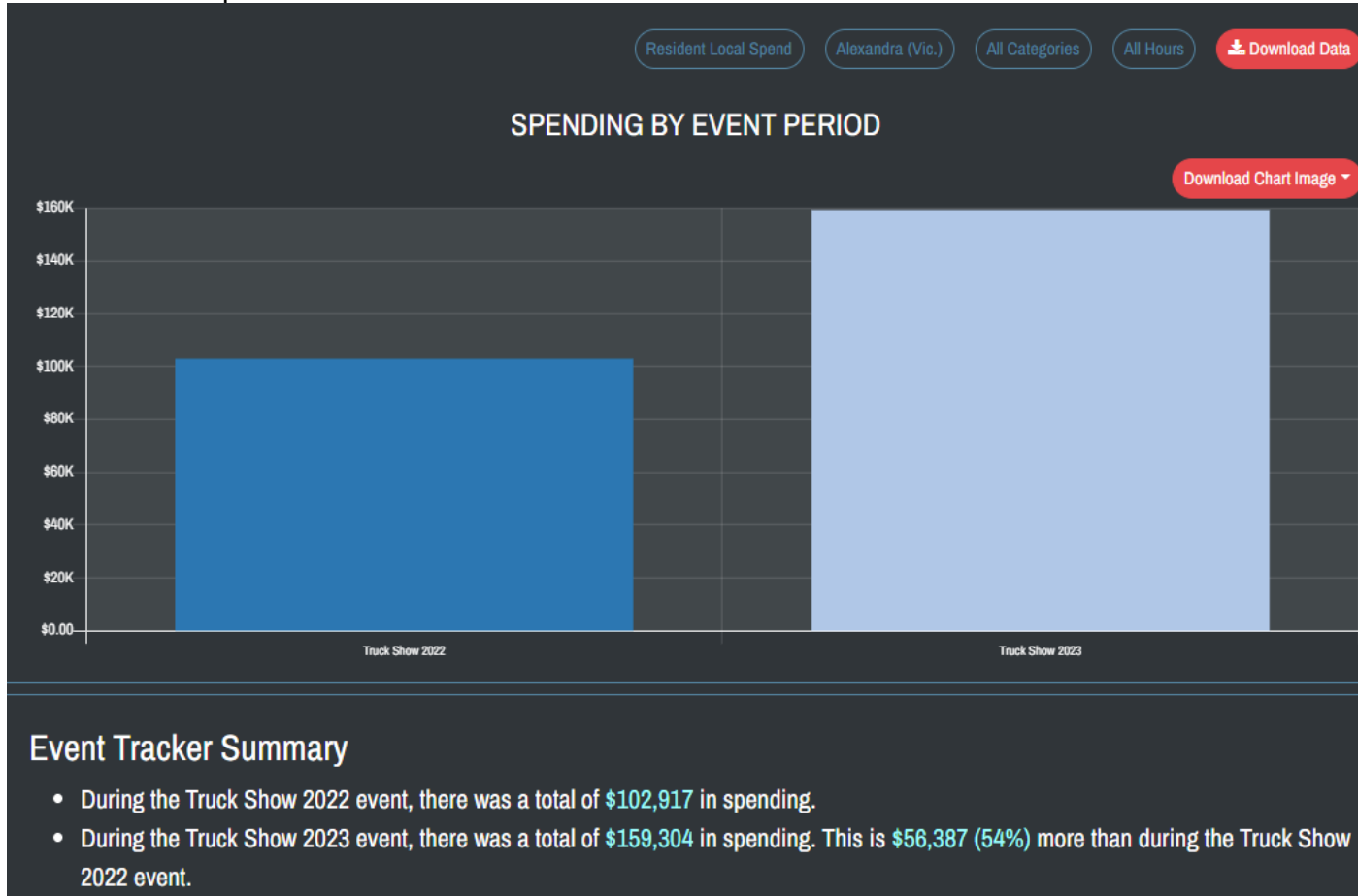
**Data limitations: apply as stated in this document.**

## Visitor Local Spend: Alexandra Location



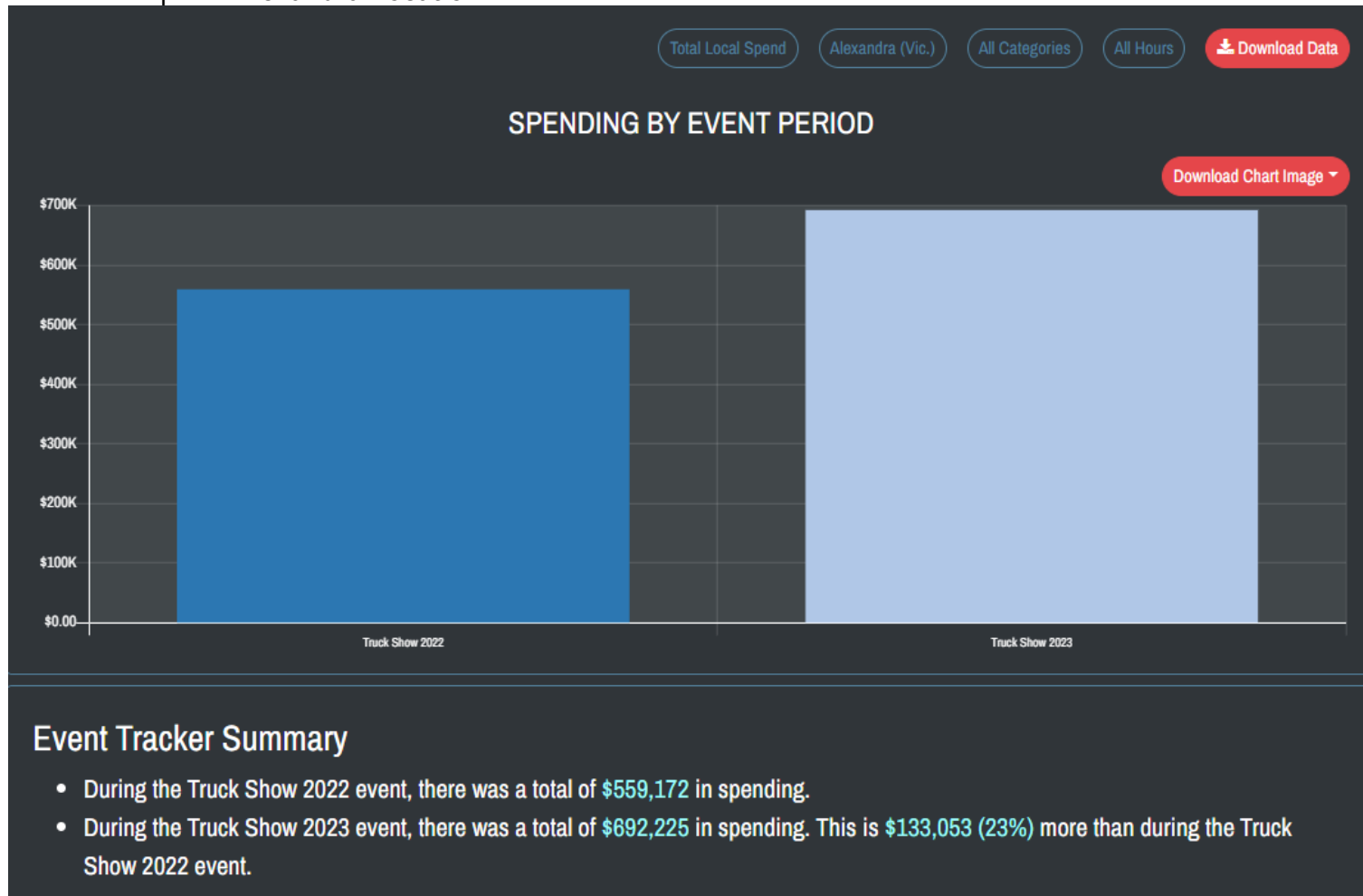
**Data limitations: apply as stated in this document.**

## Resident Local Spend: Alexandra Location



**Data limitations: apply as stated in this document.**

## Total Local Spend: Alexandra Location



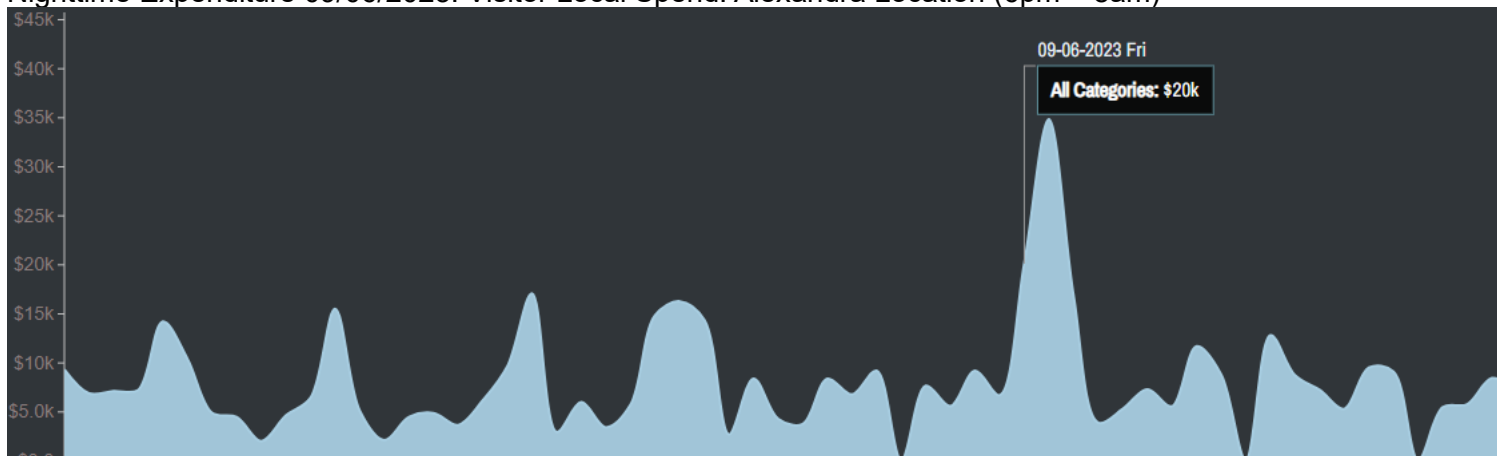
**Data limitations: apply as stated in this document.**

Nighttime Expenditure 09/06/2023: Visitor Local Spend: **Murrindindi Shire** (6pm – 8am)



\$120K Expenditure across all expenditure categories.

Nighttime Expenditure 09/06/2023: Visitor Local Spend: **Alexandra Location** (6pm – 8am)



\$20K Expenditure across all expenditure categories in Alexandra location

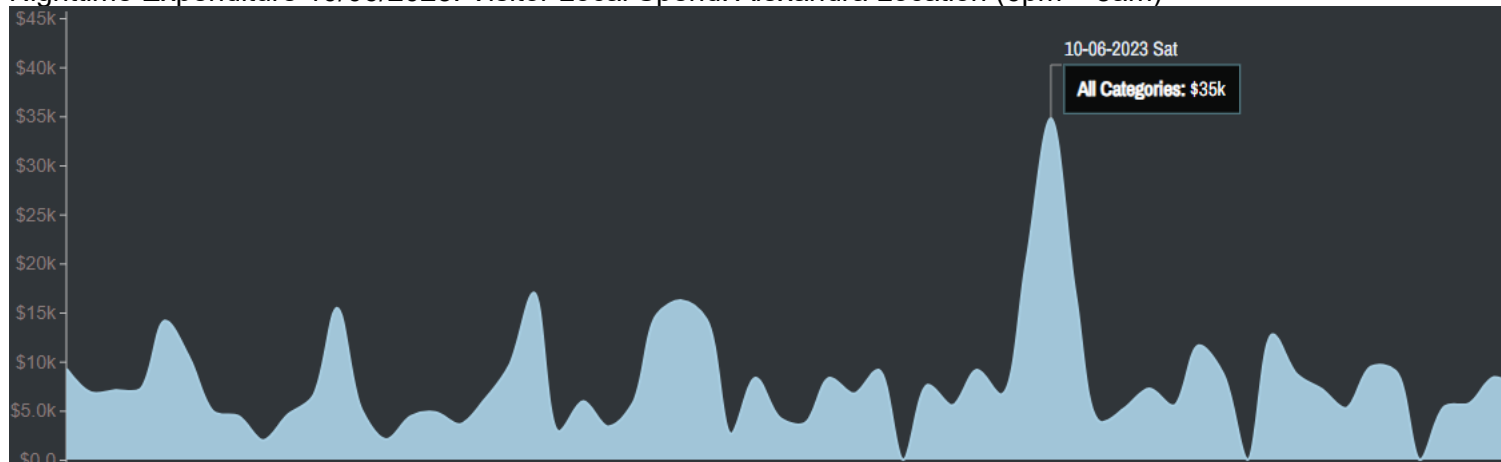


Nighttime Expenditure 10/06/2023: Visitor Local Spend: **Murrindindi Shire** (6pm – 8am)



\$150K Expenditure across all expenditure categories.

Nighttime Expenditure 10/06/2023: Visitor Local Spend: **Alexandra Location** (6pm – 8am)



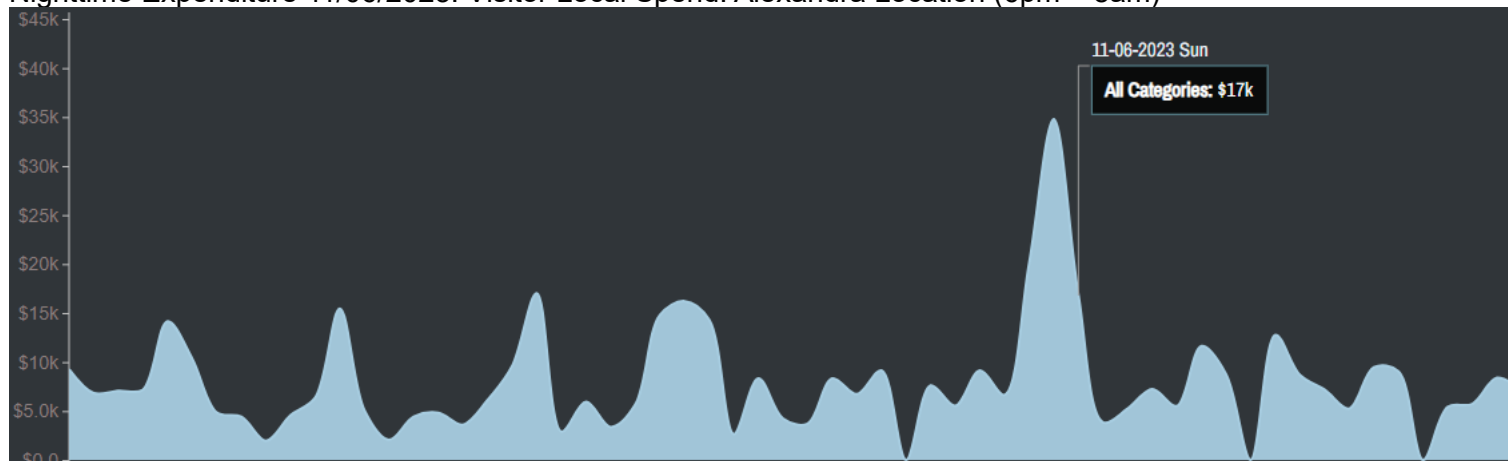
\$35K Expenditure across all expenditure categories in Alexandra location

Nighttime Expenditure 11/06/2023: Visitor Local Spend: **Murrindindi Shire** (6pm – 8am)



\$96K Expenditure across all expenditure categories

Nighttime Expenditure 11/06/2023: Visitor Local Spend: **Alexandra Location** (6pm – 8am)



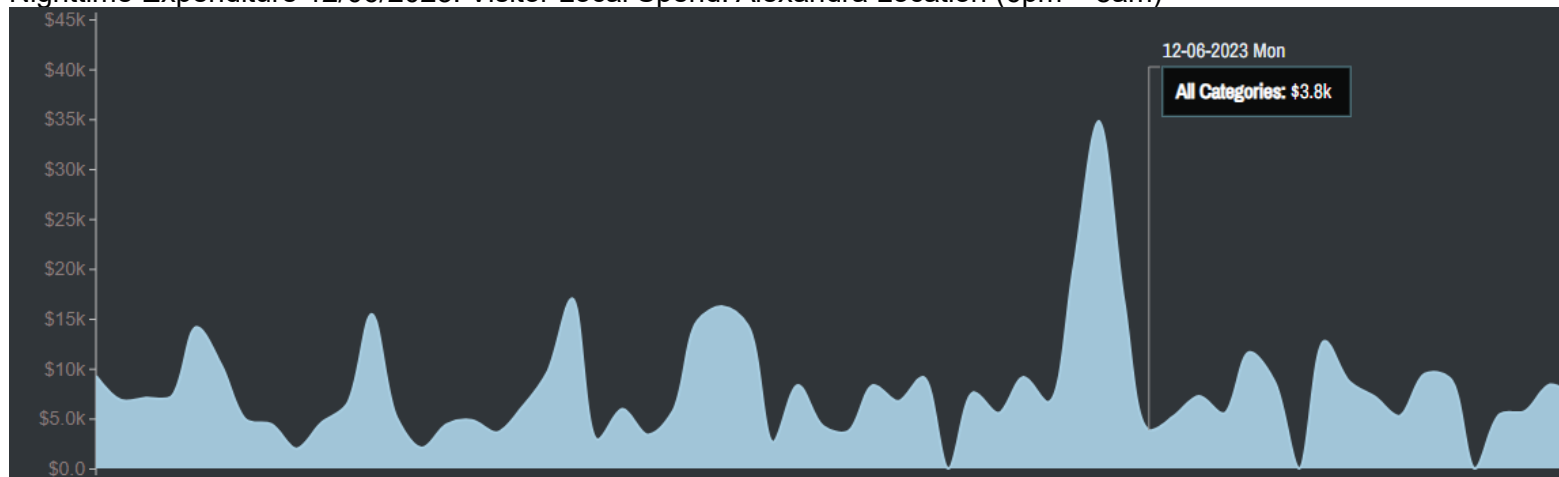
\$17K Expenditure across all expenditure categories in Alexandra location

Nighttime Expenditure 12/06/2023: Visitor Local Spend: **Murrindindi Shire** (6pm – 8am)



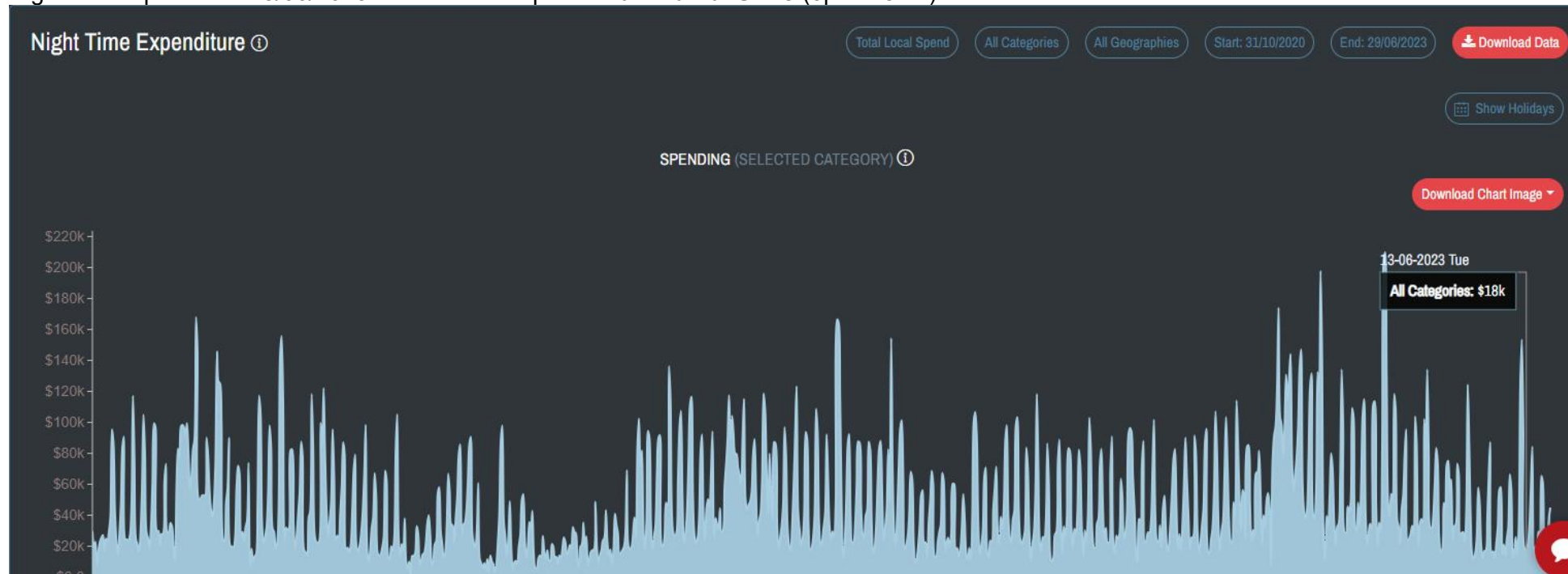
\$18K Expenditure across all expenditure categories.

Nighttime Expenditure 12/06/2023: Visitor Local Spend: **Alexandra Location** (6pm – 8am)



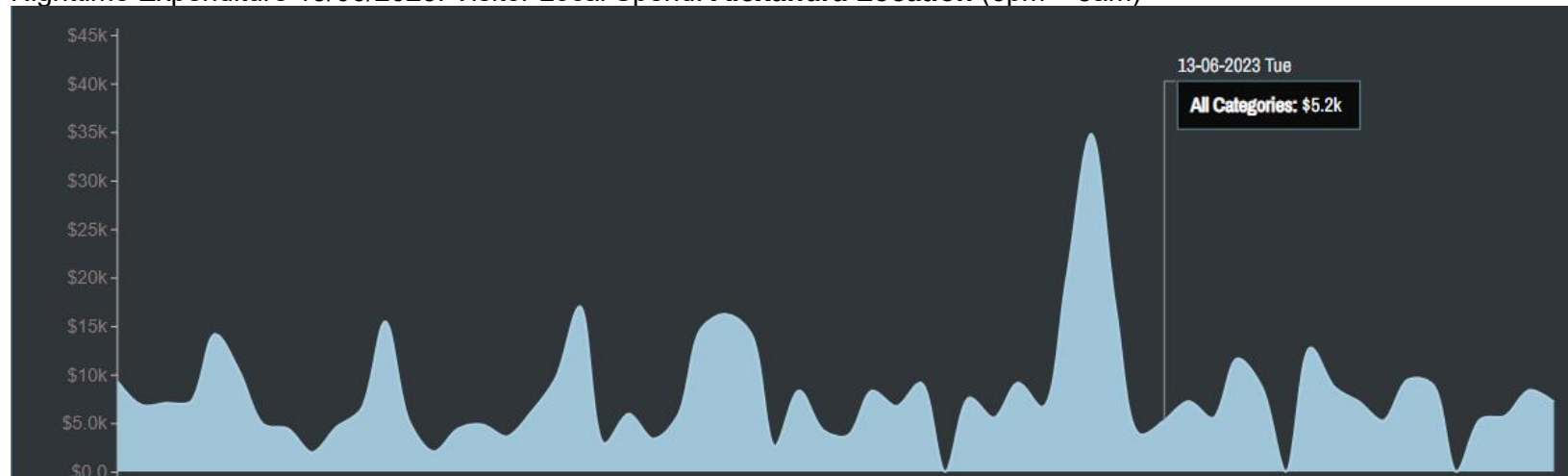
\$3.8K Expenditure across all expenditure categories in Alexandra location

Nighttime Expenditure 13/06/2023: Visitor Local Spend: **Murrindindi Shire** (6pm – 8am)

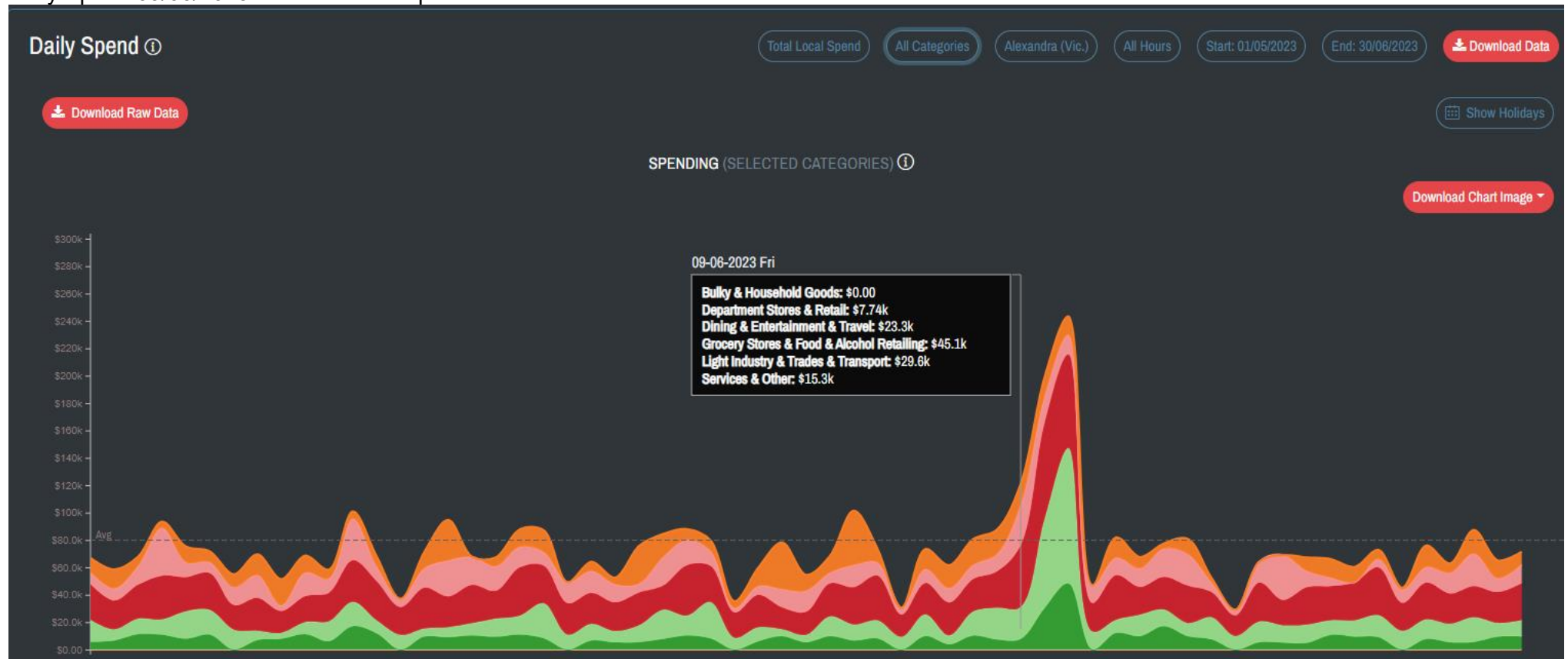


\$18K Expenditure across all expenditure categories.

Nighttime Expenditure 13/06/2023: Visitor Local Spend: **Alexandra Location** (6pm – 8am)



\$5.2K Expenditure across all expenditure categories in Alexandra location

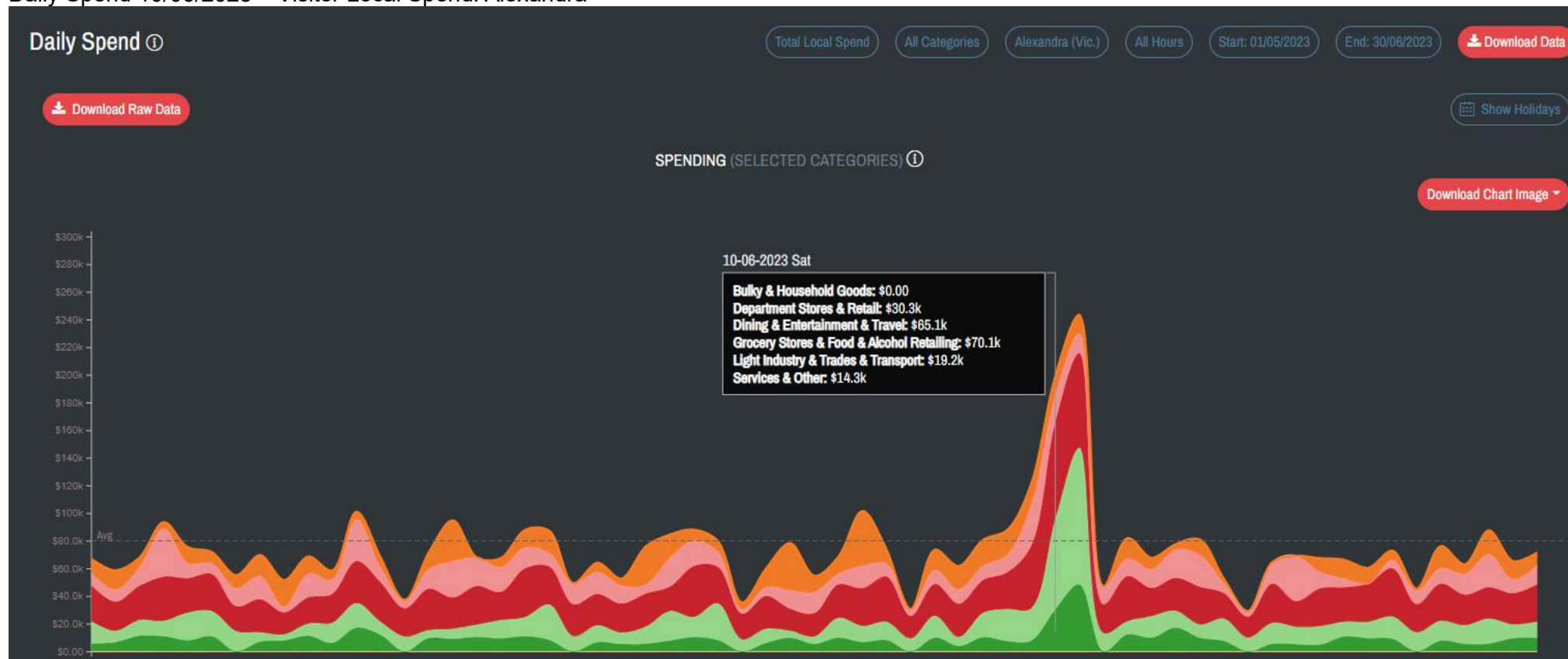


**Data limitations: apply as stated in this document.**

Retail: \$7.74K (comparison \$2.63K +)  
 Dining/Entertainment/Travel: \$23.3K (comparison \$1.5K +)  
 Grocery / Food / Alcohol retailing: \$45.1K (comparison \$4.4K +)  
 Light Industrial / Trades/ Transport: \$29.6K (comparison \$4.3K -)  
 Services & other: \$15.3K (comparison \$6.52K +)  
 Total = \$121.04K  
 Total Difference = \$10.79K (+) increase

Comparison to Friday 10/06/22 with  
 Retail: \$5.07K  
 Dining/Entertainment/Travel: \$21.8K  
 Grocery / Food / Alcohol retailing: \$40.7K  
 Light Industrial / Trades/ Transport: \$33.9K  
 Services & other: 8.78K  
 Total: \$110.25K

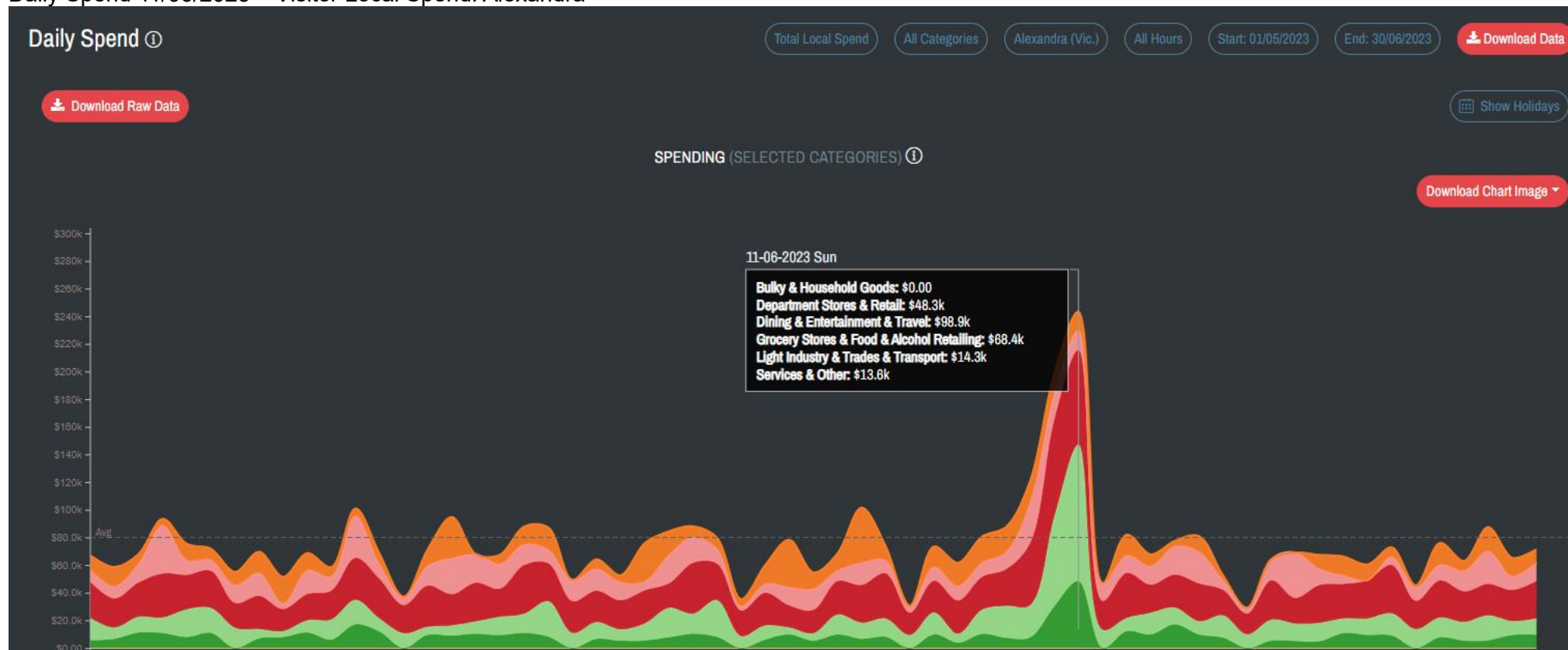
Daily Spend 10/06/2023 – Visitor Local Spend: Alexandra



Data limitations: apply as stated in this document.

Retail: \$30.3K (comparison \$8.4K +)  
 Dining/Entertainment/Travel: \$65.1K (comparison \$10.1K +)  
 Grocery / Food / Alcohol retailing: \$70.1K (comparison \$21.8K +)  
 Light Industrial / Trades/ Transport: \$19.2K (comparison \$4.6K +)  
 Services & other: \$14.3K (comparison \$7.98K +)  
 Total = \$199.0K  
 Total Difference = \$52.88K (+) increase

Comparison to Saturday 11/06/22 with  
 Retail: \$21.9K  
 Dining/Entertainment/Travel: \$55.0K  
 Grocery / Food / Alcohol retailing: \$48.3K  
 Light Industrial / Trades/ Transport: \$14.6K  
 Services & other: \$6.32  
 Total: \$146.12

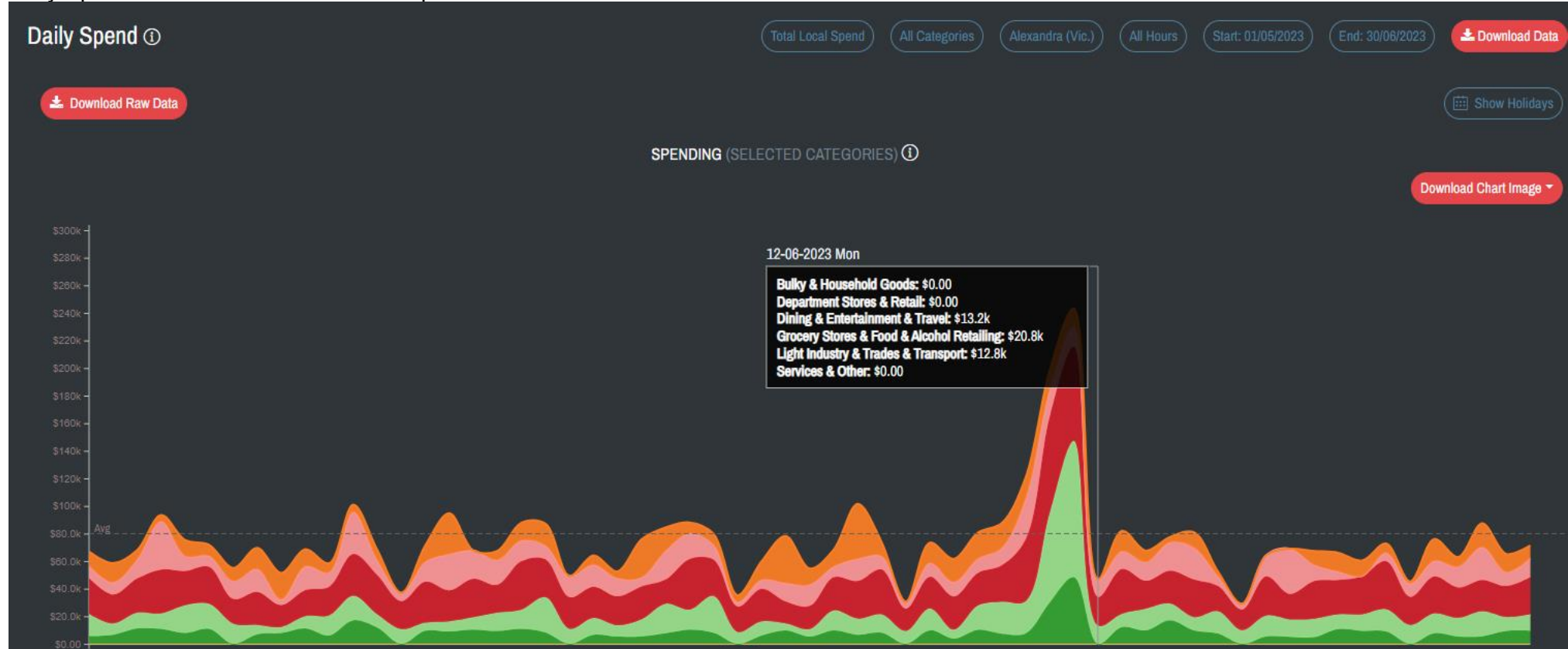


Data limitations: apply as stated in this document.

Retail: \$48.3K (comparison \$9.2K +)  
 Dining/Entertainment/Travel: \$98.9K (comparison \$13.1K +)  
 Grocery / Food / Alcohol retailing: \$68.4K (comparison \$24.7K +)  
 Light Industrial / Trades/ Transport: \$14.3K (comparison \$0.1K +)  
 Services & other: \$13.6K (comparison \$10.27K +)  
 Total = \$243.5K  
 Total Difference = \$57.37 (+) increase

Comparison to Sunday 12/06/22 with  
 Retail: \$39.1K  
 Dining/Entertainment/Travel: \$85.8K  
 Grocery / Food / Alcohol retailing: \$43.7K  
 Light Industrial / Trades/ Transport: \$14.2K  
 Services & other: \$3.33K  
 Total: \$

Daily Spend 12/06/2023 – Visitor Local Spend: Alexandra

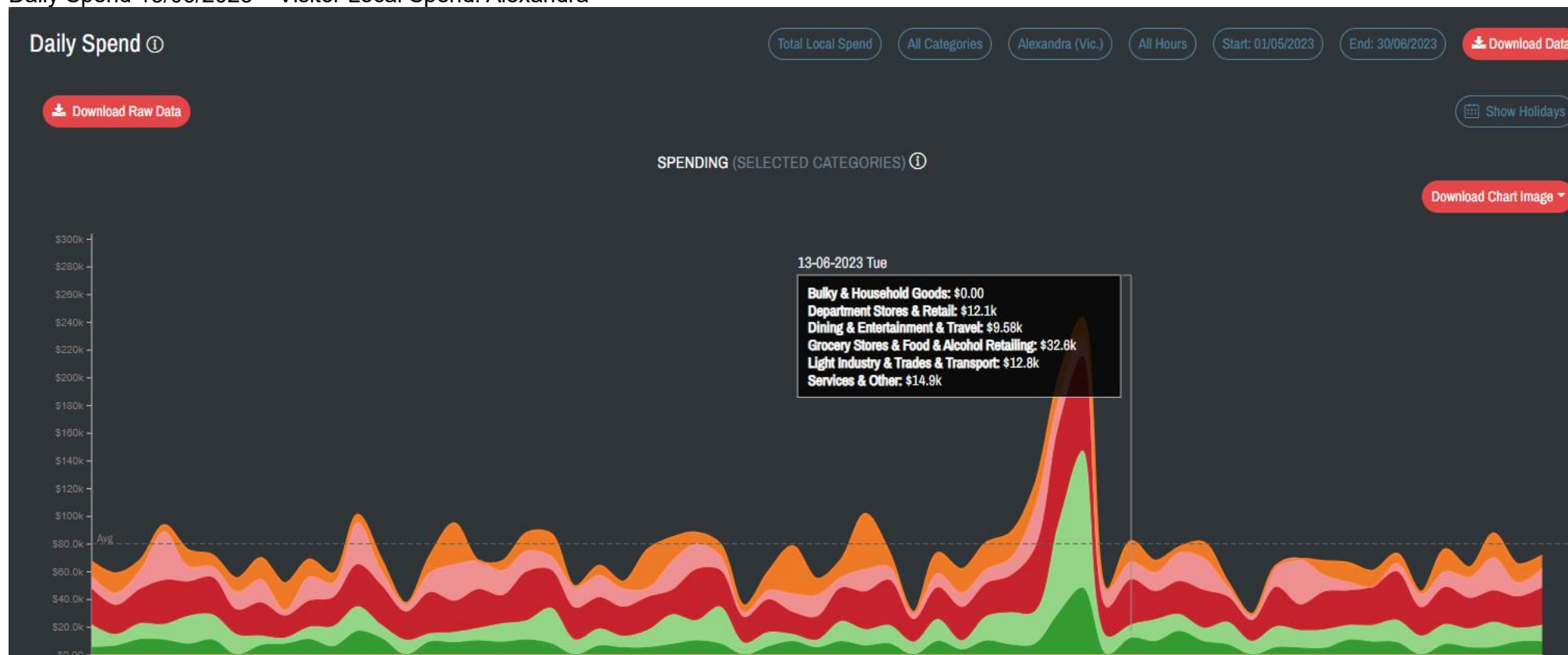


Data limitations: apply as stated in this document.

Retail: \$0K  
 Dining/Entertainment/Travel: \$13.2K (comparison \$13.2K -)  
 Grocery / Food / Alcohol retailing: \$20.8K (comparison \$5.2K +)  
 Light Industrial / Trades/ Transport: \$12.8K (comparison \$1.7K +)  
 Services & other: \$0K  
 Total = \$46.8K  
 Total Difference = \$6.3K (-) decrease

Comparison to Monday 13/06/22 with  
 Retail: \$0K  
 Dining/Entertainment/Travel: \$26.4K  
 Grocery / Food / Alcohol retailing: \$15.6K  
 Light Industrial / Trades/ Transport: \$11.1K  
 Services & other: \$0K  
 Total: \$53.1K





Data limitations: apply as stated in this document.

Retail: \$12.1K (comparison \$5.17K +)  
 Dining/Entertainment/Travel: \$9.58K (comparison \$2.58K +)  
 Grocery / Food / Alcohol retailing: \$32.6K (comparison \$4.5K +)  
 Light Industrial / Trades/ Transport: \$12.8K (comparison \$4.28K +)  
 Services & other: \$14.9K (comparison \$1.9K +)  
 Total = \$81.98K  
 Total Difference = \$18.43 (+) increase

Comparison to Tuesday 14/06/22 with  
 Retail: \$6.93K  
 Dining/Entertainment/Travel: \$7.0K  
 Grocery / Food / Alcohol retailing: \$28.1K  
 Light Industrial / Trades/ Transport: \$8.52K  
 Services & other: 13.0K  
 Total: 63.55