

South Yarra

Winter Economic Snapshot: April 2025 – September 2025

What's happening in the precinct?

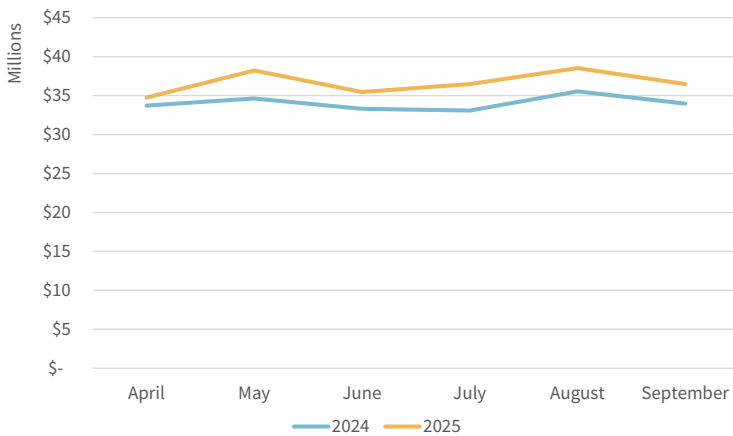
South Yarra's economy has grown by 7.7% compared to winter 2024. The strongest growth is in pubs, bars and taverns which have increased by 59% since Apr-Sep 2024. Chapel Street shop vacancies fell by 1.15% to 12.22%, which is very positive. Toorak Road vacancies rose during the Apr-Sep period by 1.02%, but overall vacancies for the precinct remain under 10%. Council is currently working with a selection of vacant commercial properties to apply artistic decals to the windows to boost precinct vibrancy and lift the leasing message in order to further support the reduction in vacancies in the precinct. Peak foot traffic days continues to be in the latter part of the week, with Saturdays seeing the greatest spend and visitation.

The economy

Daytime spend
\$148.4M

Night-time spend
\$71.6M

April – September monthly spend



Total local spend

\$220M

↑ up 7.7% from last year

Total customers

264K

↑ up 7.3% from last year

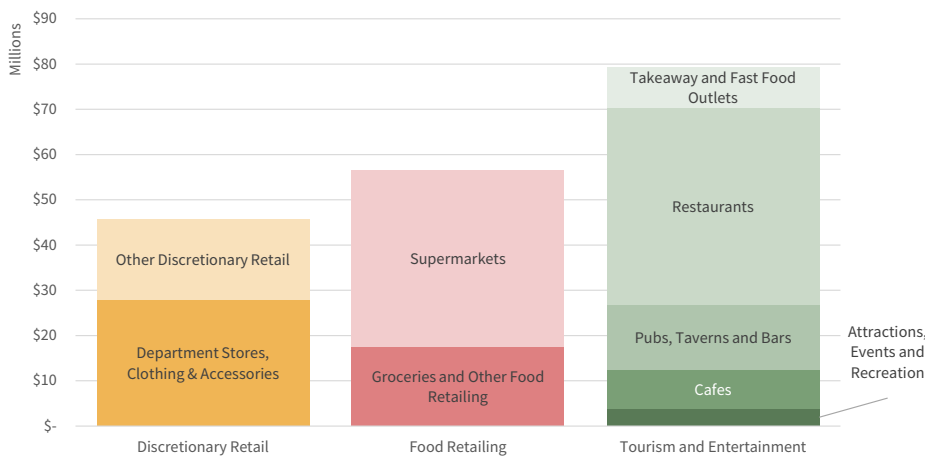
Highest spend day

16 August 2025

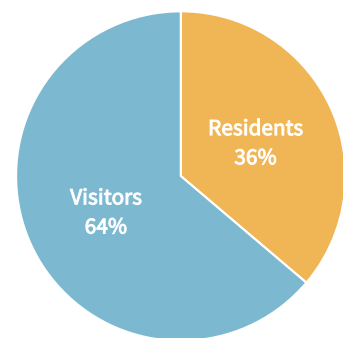
Highest weekly spend day

Saturdays

April 2025 – September 2025 top spend categories



Spend origin



South Yarra

Vacancy and occupancy

Vacancies now filled

36

since Jan 25

Changed tenancies

22

since Jan 25

Newly vacant premises

25

since Jan 25

Jul-25 vacancy rate

Change

Chapel Street

12.22%

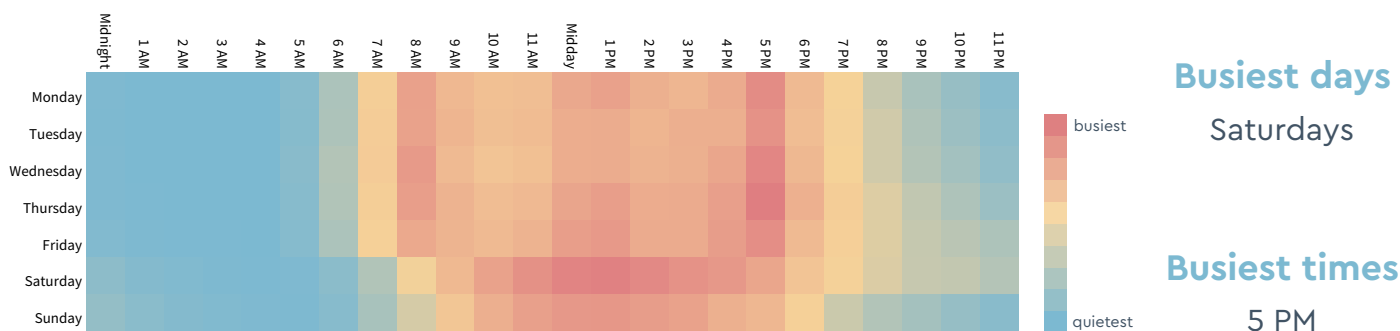
↓ 1.15%

Toorak Road

9.65%

↑ 1.02%

Street activity



Visitor demographics

Top customer age band

25 – 34

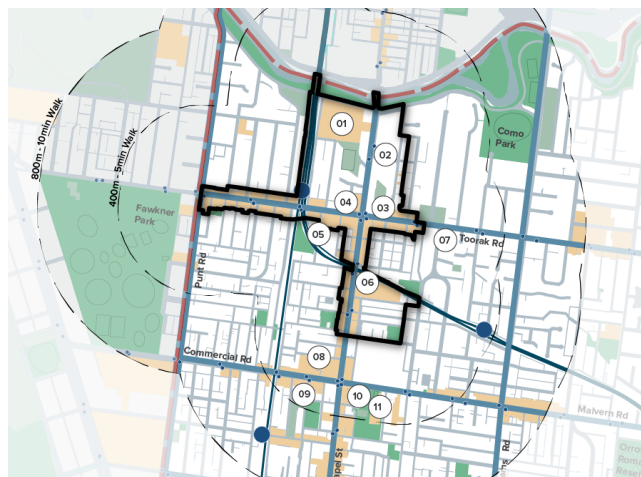
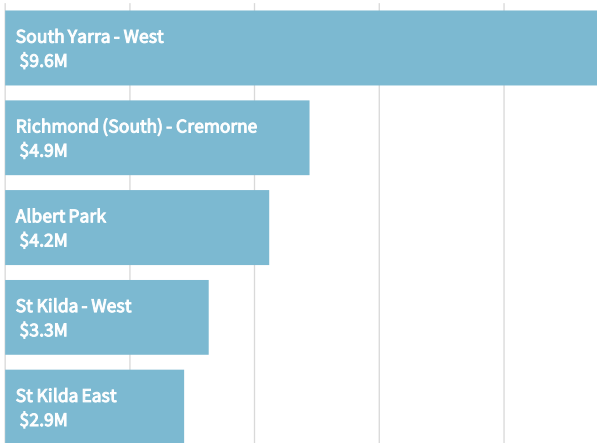
30.2% of visitors

Top customer life stage

Young singles and couples

32.5% of visitors

Top 5 non-Stonnington spend origin locations



Legend

- City of Stonnington boundary
- Precinct boundary
- Walking catchments (400m/800m)
- Railway line
- Tram stop
- Railway station
- Park and recreational
- 01 Melbourne High School
- 02 670 Chapel Shopping Centre (formerly Vogue)
- 03 Como Centre Shopping Centre
- 04 Capitol Grand
- 05 Lovers Walk
- 06 Jam Factory
- 07 Toorak / South Yarra Library
- 08 Prahran Market
- 09 Prahran Square
- 10 Chapel Off Chapel
- 11 Prahran Pool