

Visa Vibe Score

Night-time Economy Index

AUSTRALIA 2026

Rank	Name	State	Index score	Rank movement	Night intensity of spend	Business environment	Vibrancy	Safety and accessibility
1	Melbourne - Inner 	VIC	78.03	0	83.20	70.83	71.14	75.57
2	Sydney - City and Inner South	NSW	76.65	0	79.94	83.33	52.33	89.40
3	Parramatta	NSW	71.74	+1	77.80	83.33	45.62	76.90
4	Sydney - Inner South West	NSW	68.56	+1	68.37	66.67	55.38	83.15
5	Sydney - South West	NSW	67.20	+8	70.39	66.67	43.53	83.15
6	North Sydney and Hornsby	NSW	65.15	+1	55.97	100.00	46.44	89.40
7	Blacktown	NSW	63.69	+2	65.99	66.67	36.99	83.15
8	Brisbane Inner City	QLD	62.88	+8	74.47	33.33	47.15	64.42
9	Sydney - Inner West	NSW	62.84	-3	69.24	66.67	37.15	70.65
10	Canberra	ACT	60.90	+2	59.32	33.33	52.05	87.50
11	Adelaide - Central and Hills	SA	60.77	+11	68.58	16.67	47.19	76.87
12	Outer West and Blue Mountains	NSW	60.60	+2	57.70	83.33	33.91	83.15
13	Sydney - Eastern Suburbs	NSW	60.32	-10	67.30	66.67	29.36	70.65
14	Newcastle and Lake Macquarie	NSW	60.26	+5	48.31	83.33	55.71	83.15
15	Melbourne - South East	VIC	59.75	-4	63.00	4.17	63.61	75.57
16	Northern Beaches	NSW	59.45	+5	51.74	66.67	38.90	95.65
17	Sydney - Outer South West	NSW	59.13	+7	55.07	66.67	35.23	89.40
18	Melbourne - West	VIC	59.02	-10	61.73	20.83	61.04	69.32
19	Melbourne - North West	VIC	57.01	-9	69.33	4.17	40.32	69.32
20	Ryde	NSW	56.64	-5	53.97	66.67	31.79	83.15
21	Gold Coast	QLD	55.35	-1	51.89	50.00	57.62	64.42
22	Perth - South East	WA	54.55	+5	56.92	8.33	57.93	68.35
23	Sutherland	NSW	54.12	+10	54.41	33.33	40.99	76.90
24	Brisbane - South	QLD	53.98	+7	56.26	16.67	43.99	76.92
25	Perth - Inner	WA	53.87	+3	62.73	25.00	31.68	68.35
26	Melbourne - Inner South	VIC	53.84	-8	55.78	37.50	47.90	63.07
27	Melbourne - Inner East	VIC	53.83	-4	55.86	4.17	45.59	81.82
28	Baulkham Hills and Hawkesbury	NSW	51.46	-11	50.95	33.33	23.85	89.40
29	Adelaide - West	SA	51.06	+11	58.83	0.00	37.61	70.62
30	Central Coast	NSW	50.58	+4	40.31	66.67	48.13	70.65
31	Illawarra	NSW	50.50	+4	48.37	33.33	50.51	64.40
32	Melbourne - North East	VIC	49.56	-7	55.07	4.17	44.99	63.07
33	Murray	NSW	49.33	+19	54.19	33.33	30.11	64.40
34	Central West	NSW	48.68	+5	48.58	33.33	40.88	64.40
35	Far West and Orana	NSW	48.68	+3	56.65	33.33	26.94	58.15
36	Cairns	QLD	48.25	+8	54.61	16.67	38.22	58.17

Visa Vibe Score

Night-time Economy Index

AUSTRALIA 2026

Rank	Name	State	Index score	Rank movement	Night intensity of spend	Business environment	Vibrancy	Safety and accessibility
37	Moreton Bay - South	QLD	48.00	+33	59.57	16.67	30.82	51.92
38	Capital Region	NSW	47.88	+10	49.12	33.33	35.52	64.40
39	Western Australia - Outback (North)	WA	47.67	+34	58.27	8.33	38.90	49.60
40	Western Australia - Outback (South)	WA	47.60	+43	52.82	8.33	52.17	49.60
41	Hunter Valley exc Newcastle	NSW	47.53	-12	45.52	33.33	36.52	70.65
42	Melbourne - Outer East	VIC	47.41	-16	48.73	4.17	43.85	69.32
43	Riverina	NSW	47.27	+4	46.80	33.33	32.04	70.65
44	Logan - Beaudesert	QLD	47.16	-14	45.17	50.00	39.70	58.17
45	Perth - South West	WA	46.84	+4	42.21	8.33	49.90	74.60
46	Hobart	TAS	46.65	-5	46.12	16.67	36.45	73.13
47	Perth - North West	WA	46.60	+10	45.03	8.33	54.18	62.10
48	Darwin	NT	45.80	-16	58.54	16.67	36.82	37.50
49	Brisbane - North	QLD	45.47	-12	52.34	16.67	36.26	51.92
50	New England and North West	NSW	45.26	+15	40.27	33.33	44.55	64.40
51	Adelaide - North	SA	44.60	-8	42.59	0.00	45.88	70.62
52	Adelaide - South	SA	44.52	+9	42.60	0.00	45.47	70.62
53	Brisbane - East	QLD	44.51	0	37.14	16.67	50.70	70.67
54	Geelong	VIC	44.28	-12	47.64	4.17	37.17	63.07
55	Perth - North East	WA	44.27	+12	41.94	8.33	37.76	74.60
56	Darling Downs - Maranoa	QLD	43.81	+20	46.56	16.67	42.40	51.92
57	Mackay - Isaac - Whitsunday	QLD	43.27	+1	47.65	16.67	43.22	45.67
58	Ipswich	QLD	43.19	-2	43.44	33.33	38.78	51.92
59	Sunshine Coast	QLD	42.87	+10	36.22	16.67	44.80	70.67
60	Townsville	QLD	42.72	0	43.92	16.67	31.06	64.42
61	South Australia - Outback	SA	42.69	-16	46.44	0.00	39.22	58.12
62	Southern Highlands and Shoalhaven	NSW	42.44	0	36.45	33.33	39.97	64.40
63	Queensland - Outback	QLD	42.22	-27	58.93	16.67	9.76	45.67
64	Northern Territory - Outback	NT	41.71	+15	66.40	0.00	17.58	25.00
65	Coffs Harbour - Grafton	NSW	41.36	+10	45.55	33.33	24.34	51.90
66	Mornington Peninsula	VIC	41.32	-16	43.28	4.17	39.50	56.82
67	Launceston and North East	TAS	41.20	+11	44.15	16.67	20.39	66.88
68	Richmond - Tweed	NSW	41.18	-22	40.17	33.33	24.41	64.40
69	Brisbane - West	QLD	40.75	-18	43.74	16.67	34.15	51.92
70	North West	VIC	40.49	-15	50.27	4.17	24.13	50.57
71	Mid North Coast	NSW	40.30	+3	33.06	33.33	37.78	64.40

Visa Vibe Score

Night-time Economy Index

AUSTRALIA 2026

Rank	Name	State	Index score	Rank movement	Night intensity of spend	Business environment	Vibrancy	Safety and accessibility
72	Central Queensland	QLD	38.72	-1	37.19	16.67	40.36	51.92
73	South Australia - South East	SA	38.47	+9	42.08	0.00	35.29	51.87
74	Hume	VIC	37.28	-6	38.80	4.17	36.74	50.57
75	Moreton Bay - North	QLD	36.67	+2	37.26	16.67	36.23	45.67
76	Latrobe - Gippsland	VIC	35.90	-13	36.43	4.17	35.78	50.57
77	Warrnambool and South West	VIC	35.61	-11	42.63	4.17	25.06	44.32
78	Shepparton	VIC	35.51	-14	42.88	4.17	17.68	50.57
79	Ballarat	VIC	35.44	-25	38.43	4.17	22.24	56.82
80	Barossa - Yorke - Mid North	SA	35.27	-8	35.48	0.00	35.77	51.87
81	Mandurah	WA	35.21	+7	27.75	8.33	34.19	68.35
82	South East	TAS	35.11	-23	33.66	0.00	30.75	60.63
83	Bendigo	VIC	34.90	-2	39.42	4.17	23.28	50.57
84	Wheat Belt	WA	32.15	0	29.64	8.33	26.62	55.85
85	Bunbury	WA	31.46	+1	30.97	8.33	26.10	49.60
86	West and North West	TAS	31.11	-6	28.09	0.00	30.93	54.38
87	Toowoomba	QLD	29.77	-2	31.21	16.67	23.07	39.42
88	Wide Bay	QLD	29.20	-1	23.06	16.67	34.37	45.67

Methodology

Weighting

The Index is structured around four pillars, each reflecting a core aspect of the night-time economy. Weightings were applied to ensure the strongest emphasis was on consumer activity, while also recognising the role of governance, vibrancy, and safety.

Night-intensity of spend (50%): Measures to what extent people are spending at night and what sectors drive that spend – covering factors such as growth in night versus day spending, share of card transactions after dark, visitor spend, restaurant and transport spend, and average spend per card.

Business environment (10%): Captures whether local and state governments are actively supporting the night-time economy through strategies, research, and planning.

Vibrancy (20%): Gauges the scale of the night-time workforce and the number of businesses trading late, particularly restaurants and quick-service restaurants.

Safety and accessibility (20%): Assesses how safe and connected areas are after dark, looking at late-night public transport, perceptions of safety, and road traffic fatalities.

Weights	Categories	Sub Categories
50.00	Night-intensity of spend	- Whether in-person spending (i.e. excluding e-commerce) is growing faster at night than during the day* - Whether restaurant and transport spending are growing faster at night than during the day (including e-commerce spending on ridesharing or food delivery apps)* - Proportion of total card spend that happens at night* - The proportion of all purchases (number of transactions) that happen at night* - How much of total restaurant and transport spending (by dollar value, including e-commerce) happens at night* - How many restaurant and transport purchases (number of transactions, including e-commerce) happen at night* - How much of night spending comes from visitors (domestic from outside the SA4 and overseas)* - The proportion of cards active at night* - How much the average person spends when they use their card at night (in-person transactions only)*
10.00	Business environment	- Whether local councils have a night-time economy strategy# - Whether the state or territory government provides governance support and planning for the night-time economy# - Whether local councils are investing in night-time economy research and data collection#
20.00	Vibrancy	- Number of people working at night across all industries - Growth in restaurants and quick-service venues trading at night with in-person transactions* - Total number of late-trading merchants with in-person transactions*
20.00	Safety and accessibility	- Availability of public transport after 10pm - How safe people feel walking alone after dark - How safe people feel using public transport at night - Number of traffic fatalities at night
100.00	Total	