

CAPTURING AUSTRALIA: TOP SEARCHED LOCATIONS OF 2023



The locations featured on this map had the highest volume of searches in Nearmap MapBrowser between 1 Jan 2023 to 30 Oct 2023, excluding capital cities and airports.



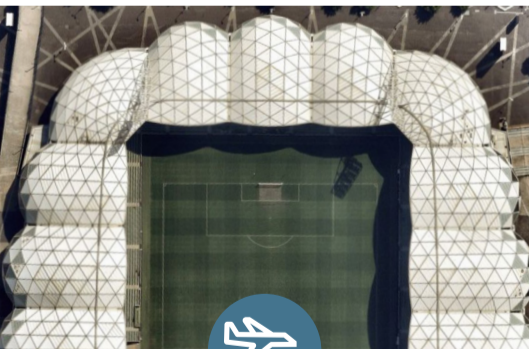
TOP SEARCHED CAPITAL CITIES

1. Brisbane
2. Melbourne
3. Sydney



TOP SEARCHED INTERNATIONAL AIRPORTS

1. Melbourne Airport
2. Sydney Airport
3. Brisbane Airport



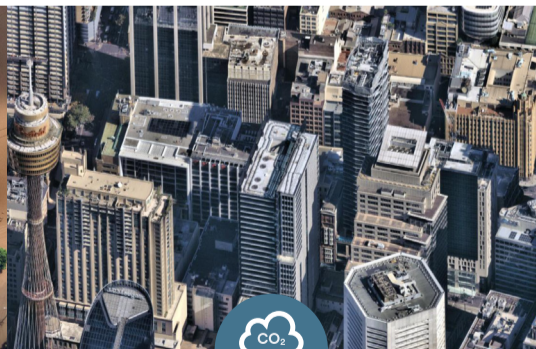
15,200 KM²

newly mapped area in 2023; equivalent to **2.1 million** soccer fields



17

Nearmap ImpactResponse flights, mapping post-disaster impact to **aid recovery efforts**



~3.8M

tons of CO₂ potentially saved; equivalent of **2 million** Sydney-Perth round trips

The above analysis is based on all search events conducted in Nearmap MapBrowser between **October 16 2022, and October 16 2023**. Only locations in Australia which are within Nearmap coverage and that were searched for at least three times by the same user are included in the calculations. Nearmap calculated estimates indicate each search-related survey produces ~10kg of Greenhouse Gas emissions. Nearmap assumes that without using Nearmap, the user/organisation might have travelled to include location(s) by either driving or flying and counts searched locations as a one full round trip.