

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
August 2025

Region Type
LGA

Spend location
City of Busselton

Overview

What are some of the key insights for the City of Busselton location for August 2025?

Total spend

\$82.2M

↑ 4.1% .vs last year
↑ 1.1% Regional WA

Total customers

142K

↑ 6.8% .vs last year

Visitor spend

\$31.6M

38% of total spend
within City of Busselton during August 2025 are
from Visitors

Total visitors

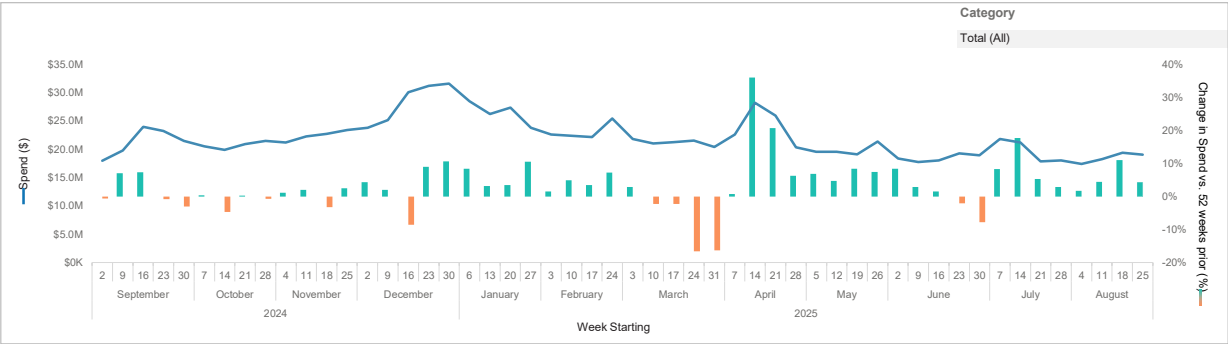
109K

76% of total customers
within City of Busselton during August 2025 are
from Visitors

All insights are based on CommBank IQ's nationally representative retail customer transaction data for August 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the City of Busselton location over time?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

What are the key changes to category spend and visits in August 2025 versus the past year and Regional WA for the City of Busselton location?

Data representing Customer count									
Category	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	142.2K	↑ 6.8%		108.6K	↑ 8.6%		33.7K	↑ 1.4%	
Tourism and Entertainment	93.4K	↑ 3.6%		66.0K	↑ 4.6%		27.4K	↑ 1.3%	
Takeaway and Fast Food Outlets	41.9K	↑ 11.4%		23.0K	↑ 16.4%		18.9K	↑ 5.9%	
Restaurants	40.9K	↑ 10.2%		26.2K	↑ 16.9%		14.7K	↓ -0.1%	
Cafes	36.3K	↑ 2.6%		21.7K	↑ 3.4%		14.6K	↑ 1.4%	
Pubs, Taverns and Bars	24.7K	↑ 12.4%		13.5K	↑ 16.1%		11.2K	↑ 8.2%	
Attractions, Events and Recreation	13.9K	↑ 10.7%		10.0K	↑ 6.0%		3.9K	↑ 24.6%	
Breweries and Wineries	13.3K	↓ -33.8%							

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
August 2025	Sub-region	Busselton		

Overview

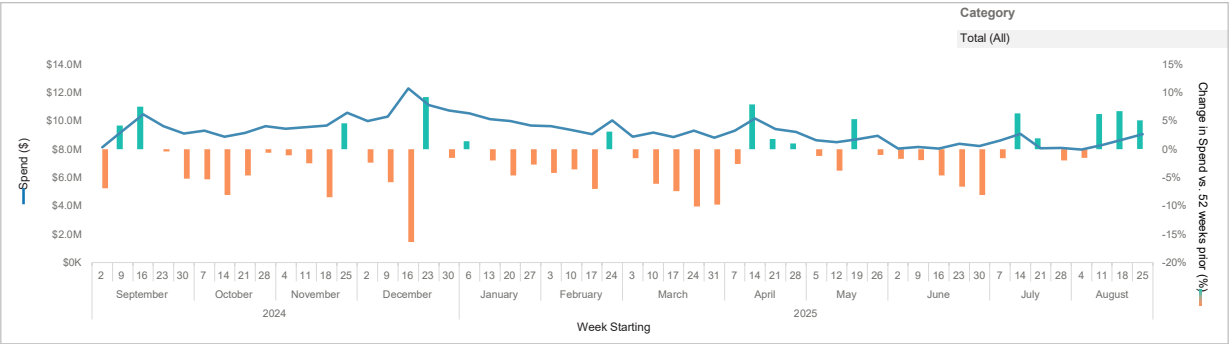
What are some of the key insights for the Busselton location for August 2025?

Total spend \$37.5M ↑ 2.4% .vs last year ↑ 1.1% Regional WA	Total customers 90K ↑ 4.0% .vs last year	Visitor spend \$11.3M 30% of total spend within Busselton during August 2025 are from Visitors	Total visitors 59K 65% of total customers within Busselton during August 2025 are from Visitors
--	--	---	--

All insights are based on CommBank iQ's nationally representative retail customer transaction data for August 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the Busselton location over time?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

What are the key changes to category spend and visits in August 2025 versus the past year and Regional WA for the Busselton location?

Category	Data representing								
	Customer count				Resident				
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	89.8K	↑ 4.0%		58.6K	↑ 5.8%		31.2K	↑ 0.8%	
Tourism and Entertainment	55.1K	↑ 3.4%		34.5K	↑ 4.2%		20.6K	↑ 2.0%	
Takeaway and Fast Food Outlets	21.3K	↑ 24.6%		10.0K	↑ 28.6%		11.4K	↑ 21.3%	
Restaurants	20.7K	↑ 14.1%		12.1K	↑ 36.4%		8.6K	↓ -7.3%	
Cafes	19.2K	↑ 2.8%		9.6K	↑ 1.4%		9.6K	↑ 4.2%	
Pubs, Taverns and Bars	13.4K	↑ 4.5%		6.3K	↑ 9.7%		7.1K	↑ 0.2%	
Food Retailing	44.4K	↑ 1.8%		20.4K	↑ 5.4%		24.0K	↓ -1.1%	
Supermarkets	36.5K	↑ 2.0%		14.5K	↑ 3.9%		22.0K	↑ 0.8%	
Groceries and Other Food Retailing	24.0K	↓ -2.7%		10.3K	↑ 7.3%		13.6K	↓ -9.2%	
Discretionary Retail	44.0K	↓ -1.5%		18.7K	↓ -2.1%		25.3K	↓ -1.0%	
Other Discretionary Retail	38.8K	↓ -2.4%		15.1K	↓ -3.1%		23.7K	↓ -1.8%	
Department Stores, Clothing & Accessories	16.2K	↓ -5.1%		6.1K	↓ -2.8%		10.2K	↓ -6.5%	
Private Transport	30.1K	↑ 19.6%		14.7					

