

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
July 2025

Region Type
LGA

Spend location
City of Busselton

Overview

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

Total spend
\$87.3M

↑ 6.3% .vs last year
↑ 3.6% Regional WA

Total customers
153K

↑ 7.6% .vs last year

Visitor spend
\$37.9M

43% of total spend
within City of Busselton during July 2025 are from
Visitors

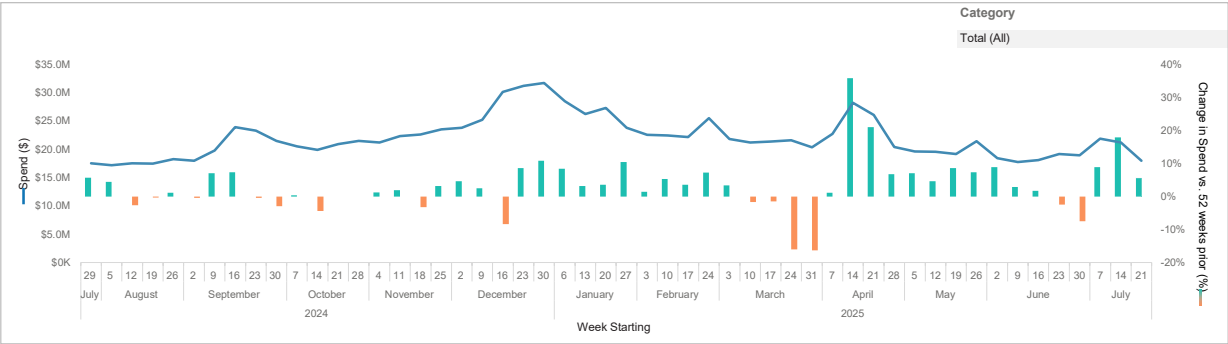
Total visitors
119K

78% of total customers
within City of Busselton during July 2025 are from
Visitors

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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

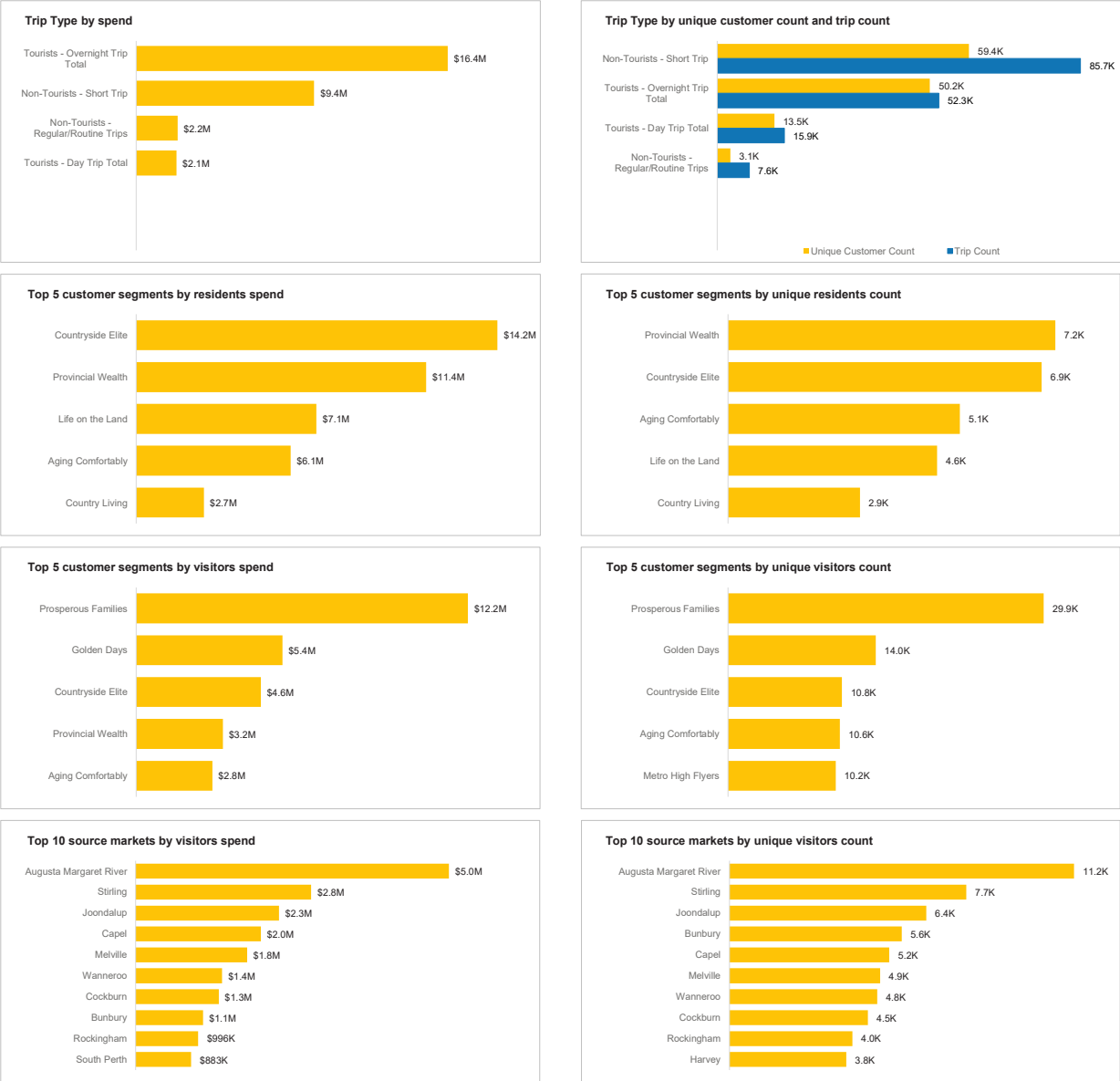
What are the key changes to category spend and visits in July 2025 versus the past year and Regional WA for the City of Busselton location?

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		
Total	152.7K	↑ 7.6%		118.8K	↑ 9.5%		33.9K	↑ 1.5%
Tourism and Entertainment	100.8K	↑ 3.1%		73.2K	↑ 3.1%		27.6K	↑ 3.0%
Takeaway and Fast Food Outlets	44.6K	↑ 5.4%		25.7K	↑ 6.2%		18.9K	↑ 4.3%
Restaurants	43.3K	↑ 10.4%		29.0K	↑ 14.7%		14.2K	↑ 2.4%
Cafes	38.4K	↓ -0.1%		23.8K	↓ -1.3%		14.6K	↑ 2.0%
Pubs, Taverns and Bars	25.3K	↑ 8.1%		14.6K	↑ 7.2%		10.7K	↑ 9.4%
Breweries and Wineries	16.4K	↓ -24.9%		13.9K	↓ -20.6%		2.5K	↓ -42.5%
Attractions, Events and Recreation	15.7K	↓ -5.3%		12.0K	↓ -5.7%		3.7K	↓ -3.7%
Food Retailing	96.8K	↑ 11.0%		64.3K	↑ 16.5%		32.5K	↑ 1.5%
Groceries and Other Food Retailing	73.9K	↑ 24.9%		48.1K	↑ 34.6%		25.9K	↑ 10.1%
Supermarkets	68.7K	↑ 0.6%		37.4K	↑ 0.8%		31.3K	↑ 0.4%
Discretionary Retail	66.3K	↑ 2.1%		36.0K	↑ 3.7%		30.3K	↑ 0.3%
Other Discretionary Retail	53.8K	↑ 0.3%		25.6K	↑ 1.1%		28.2K	↓ -0.4%
Department Stores, Clothing & Accessories	39.0K	↑ 4.1%		19.4K	↑ 7.5%		19.6K	↑ 1.0%
Private Transport	54.0K	↑ 10.1%		30.0K	↑ 16.2%		23.9K	↑ 3.4%
Accommodation - Online	10.7K	↑ 3.0%		10.4K	↑ 2.4%		0.3K	↑ 29.9%
Accommodation - Instore	7.5K	↓ -3.2%		5.9K	↓ -7.5%		1.6K	↑ 16.2%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
New: Accommodation - Online → Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during July 2025?



See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

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Resident

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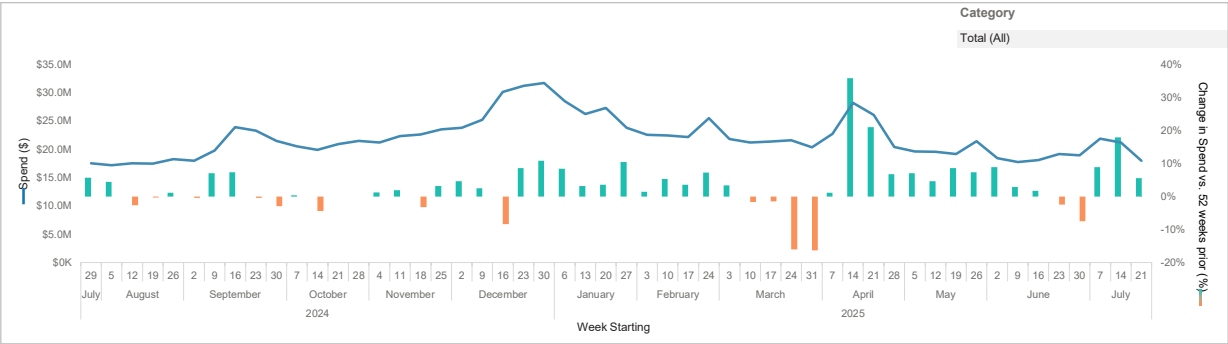
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119K

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Trends

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Key categories for Visitors and Residents

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

Data representing Spend per customer									
Category	Total			Visitors			Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$571.60	↓ -1.2%		\$319.30	↑ 1.4%		\$1,456.40	↑ 1.3%	
Food Retailing	\$298.70	↑ 2.2%		\$134.60	↑ 16.9%		\$623.70	↑ 4.4%	
Supermarkets	\$270.90	↓ -3.4%		\$105.70	↑ 2.8%		\$468.50	↓ -4.8%	
Groceries and Other Food Retailing	\$139.20	↑ 30.3%		\$97.70	↑ 37.7%		\$216.40	↑ 34.1%	
Discretionary Retail	\$280.40	↓ -0.7%		\$185.20	↑ 6.9%		\$393.70	↓ -3.4%	
Other Discretionary Retail	\$241.00	↓ -1.9%		\$159.70	↑ 5.3%		\$314.80	↓ -4.5%	
Department Stores, Clothing & Accessories	\$144.00	↑ 4.8%		\$133.20	↑ 10.2%		\$154.80	↑ 1.3%	
Tourism and Entertainment	\$143.80	↓ -0.5%		\$119.40	↓ -1.8%		\$208.30	↑ 1.6%	
Restaurants	\$93.10	↓ -2.0%		\$91.70	↓ -6.9%		\$95.80	↑ 8.2%	
Cafes	\$66.10	↑ 7.0%		\$58.70	↑ 3.9%		\$78.30	↑ 10.5%	
Pubs, Taverns and Bars	\$99.30	↓ -1.2%		\$87.50	↓ -0.7%		\$115.40	↓ -1.9%	
Takeaway and Fast Food Outlets	\$53.40	↑ 2.5%		\$38.00	↑ 5.8%		\$74.30	↑ 0.9%	
Breweries and Wineries	\$123.80	↑ 15.5%		\$127.70	↑ 13.4%		\$102.30	↑ 19.7%	
Attractions, Events and Recreation	\$64.10	↓ -7.3%		\$54.10	↓ -6.7%		\$96.50	↓ -9.0%	
Private Transport	\$140.90	↑ 5.6%		\$90.80	↑ 9.2%		\$203.70	↑ 7.5%	
Accommodation - Online	\$459.20	↓ -6.8%		\$457.70	↓ -7.7%		\$511.80	↑ 50.3%	
Accommodation - Instore	\$214.10	↓ -3.3%		\$221.70	↓ -5.0%		\$186.30	↑ 12.0%	

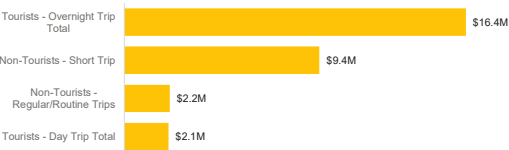
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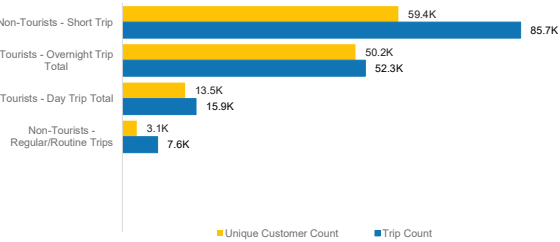
Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during July 2025?

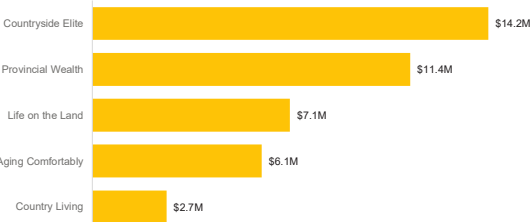
Trip Type by spend



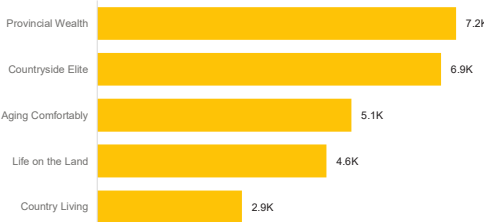
Trip Type by unique customer count and trip count



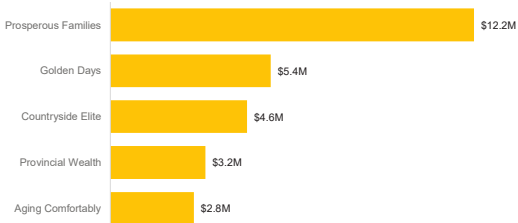
Top 5 customer segments by residents spend



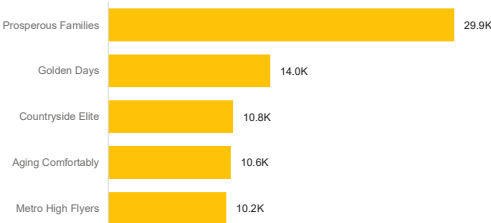
Top 5 customer segments by unique residents count



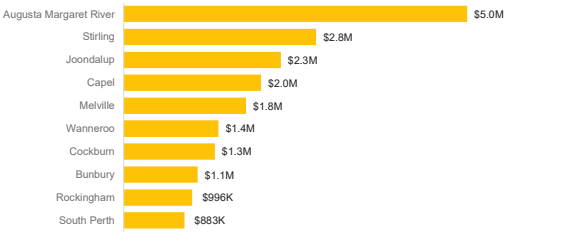
Top 5 customer segments by visitors spend



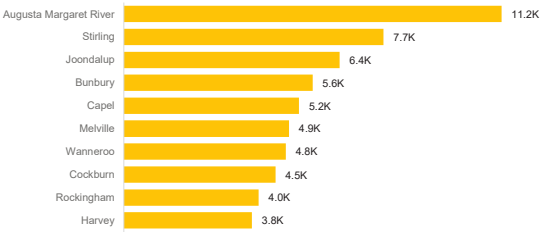
Top 5 customer segments by unique visitors count



Top 10 source markets by visitors spend



Top 10 source markets by unique visitors count



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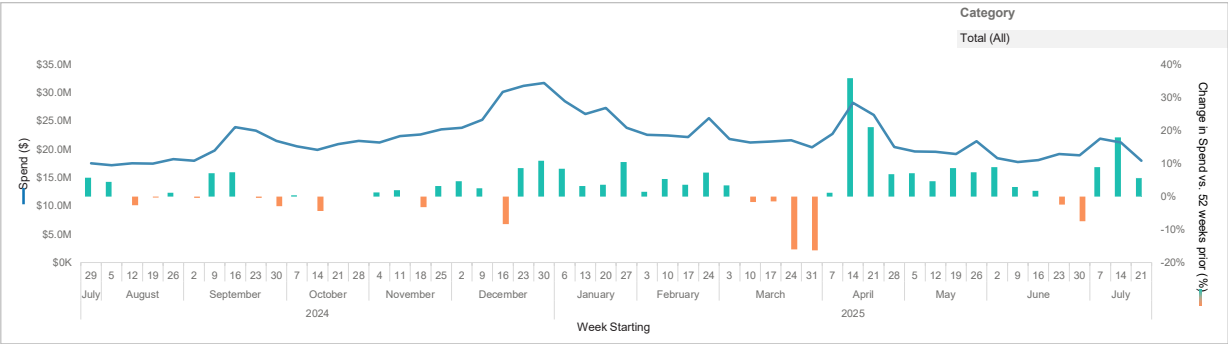
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Key categories for Visitors and Residents

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

							Data representing		
							Spend		
Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$87.3M	↑ 6.3%	↑ 3.6%	\$37.9M	↑ 11.0%	↑ 3.6%	\$49.3M	↑ 2.9%	↑ 3.4%
Food Retailing	\$28.9M	↑ 13.5%	↑ 3.8%	\$8.7M	↑ 36.2%	↑ 4.2%	\$20.3M	↑ 5.9%	↑ 3.0%
Supermarkets	\$18.6M	↓ -2.8%	↑ 2.3%	\$4.0M	↑ 3.6%	↑ 3.2%	\$14.7M	↓ -4.4%	↑ 1.4%
Groceries and Other Food Retailing	\$10.3M	↑ 62.7%	↑ 8.4%	\$4.7M	↑ 85.4%	↑ 6.6%	\$5.6M	↑ 47.6%	↑ 10.6%
Discretionary Retail	\$18.6M	↑ 1.4%	↑ 5.2%	\$6.7M	↑ 10.8%	↑ 6.1%	\$11.9M	↓ -3.2%	↑ 5.2%
Other Discretionary Retail	\$13.0M	↓ -1.6%	↑ 5.1%	\$4.1M	↑ 6.5%	↑ 6.0%	\$8.9M	↓ -4.9%	↑ 5.2%
Department Stores, Clothing & Accessories	\$5.6M	↑ 9.1%	↑ 5.5%	\$2.6M	↑ 18.4%	↑ 6.4%	\$3.0M	↑ 2.3%	↑ 5.5%
Tourism and Entertainment	\$14.5M	↑ 2.5%	↑ 4.3%	\$8.7M	↑ 1.2%	↑ 6.3%	\$5.8M	↑ 4.6%	↑ 5.4%
Restaurants	\$4.0M	↑ 8.1%	↑ 8.5%	\$2.7M	↑ 6.8%	↑ 13.1%	\$1.4M	↑ 10.8%	↑ 12.3%
Cafes	\$2.5M	↑ 6.9%	↑ 2.1%	\$1.4M	↑ 2.6%	↑ 2.8%	\$1.1M	↑ 12.7%	↑ 5.6%
Pubs, Taverns and Bars	\$2.5M	↑ 6.9%	↑ 5.4%	\$1.3M	↑ 6.5%	↑ 5.3%	\$1.2M	↑ 7.3%	↑ 5.6%
Takeaway and Fast Food Outlets	\$2.4M	↑ 8.1%	↓ -0.6%	\$977K	↑ 12.4%	↑ 3.6%	\$1.4M	↑ 5.3%	↑ 1.2%
Breweries and Wineries	\$2.0M	↓ -13.3%	↓ -5.9%	\$1.8M	↓ -10.0%	↓ -5.0%	\$252K	↓ -31.2%	↓ -10.1%
Attractions, Events and Recreation	\$1.0M	↓ -12.2%	↑ 11.1%	\$651K	↓ -12.1%	↑ 9.2%	\$357K	↓ -12.4%	↑ 10.8%
Private Transport	\$7.6M	↑ 16.3%	↓ -1.6%	\$2.7M	↑ 26.9%	↑ 0.5%	\$4.9M	↑ 11.1%	↓ -4.0%
Accommodation - Online	\$4.9M	↓ -4.0%	↑ 17.9%	\$4.8M	↓ -5.5%	↑ 17.9%	\$155K	↑ 95.4%	
Accommodation - Instore	\$1.6M	↓ -6.4%	↓ -0.9%	\$1.3M	↓ -12.1%	↓ -2.9%	\$300K	↑ 30.2%	↑ 10.5%

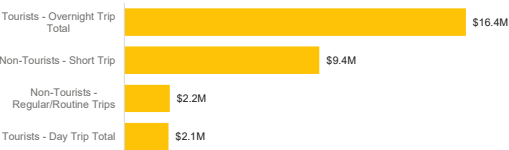
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New: Accommodation - Online → Attributed expenditure. See FAQ for more information

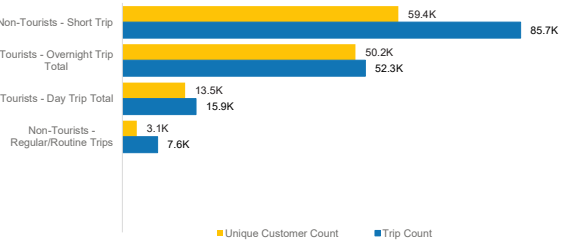
Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during July 2025?

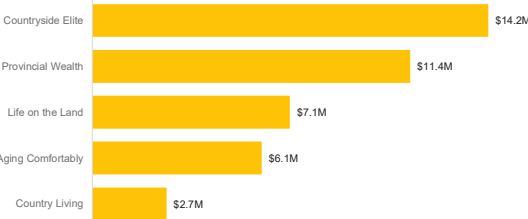
Trip Type by spend



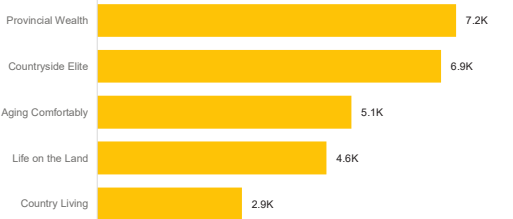
Trip Type by unique customer count and trip count



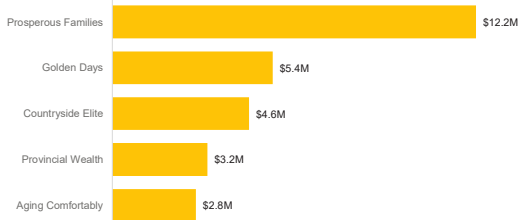
Top 5 customer segments by residents spend



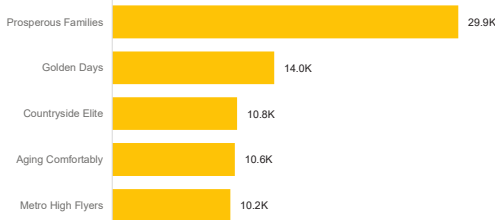
Top 5 customer segments by unique residents count



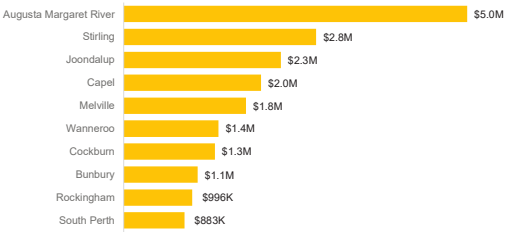
Top 5 customer segments by visitors spend



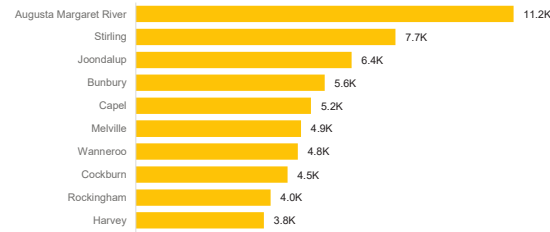
Top 5 customer segments by unique visitors count



Top 10 source markets by visitors spend



Top 10 source markets by unique visitors count



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Month
July 2025

Region Type
Sub-region

Spend location
Busselton

Overview

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

Total spend
\$37.7M

↑ 0.4% .vs last year
↑ 3.6% Regional WA

Total customers
97K

↑ 6.7% .vs last year

Visitor spend
\$12.5M

33% of total spend
within Busselton during July 2025 are from
Visitors

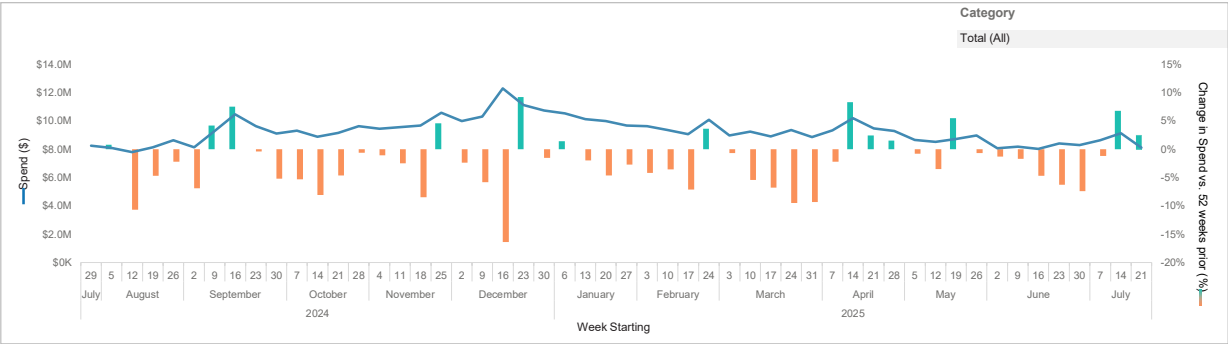
Total visitors
66K

68% of total customers
within Busselton during July 2025 are from
Visitors

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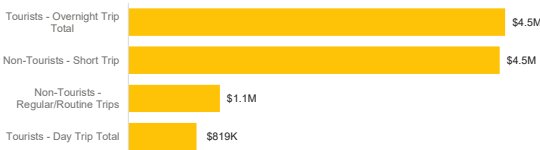
Data representing Customer count								
Category	Total			Visitors			Residents	
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year
		Spend location	Regional WA		Spend location	Regional WA		Regional WA
Total	97.3K	↑ 6.7%		65.8K	↑ 9.8%		31.4K	↑ 0.9%
Tourism and Entertainment	59.5K	↑ 4.9%		38.8K	↑ 7.2%		20.7K	↑ 0.9%
Takeaway and Fast Food Outlets	22.4K	↑ 19.3%		11.0K	↑ 20.6%		11.5K	↑ 18.1%
Restaurants	21.3K	↑ 14.4%		12.9K	↑ 33.6%		8.5K	↓ -6.0%
Cafes	19.6K	↓ -1.5%		10.4K	↓ -2.4%		9.2K	↓ -0.5%
Pubs, Taverns and Bars	13.4K	↑ 3.9%		6.5K	↑ 3.4%		6.9K	↑ 4.5%
Food Retailing	46.9K	↑ 1.0%		22.5K	↑ 2.9%		24.4K	↓ -0.8%
Supermarkets	38.7K	↓ -2.1%		16.3K	↓ -3.7%		22.5K	↓ -0.9%
Groceries and Other Food Retailing	24.5K	↑ 2.4%		11.1K	↑ 14.1%		13.4K	↓ -5.5%
Discretionary Retail	45.7K	↓ -1.3%		20.6K	↓ -1.5%		25.1K	↓ -1.1%
Other Discretionary Retail	39.7K	↓ -2.2%		16.3K	↓ -3.5%		23.3K	↓ -1.3%
Department Stores, Clothing & Accessories	17.6K	↓ -3.2%		7.2K	↑ 0.7%		10.4K	↓ -5.7%
Private Transport	31.6K	↑ 17.9%		15.5K	↑ 28.2%		16.1K	↑ 9.4%
Accommodation - Instore	1.0K	↑ 90.7%		0.7K	↑ 131.6%		0.3K	↑ 38.0%

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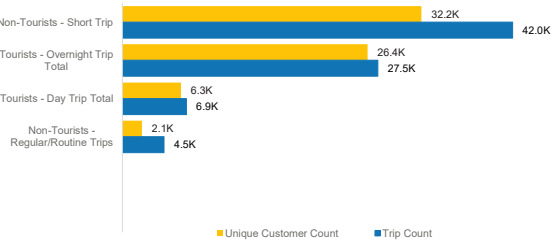
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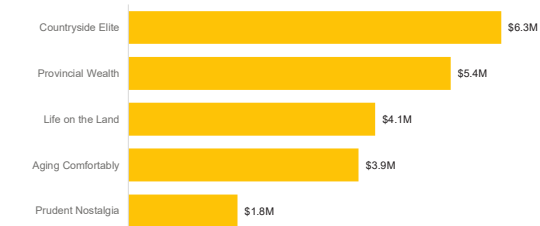
Trip Type by spend



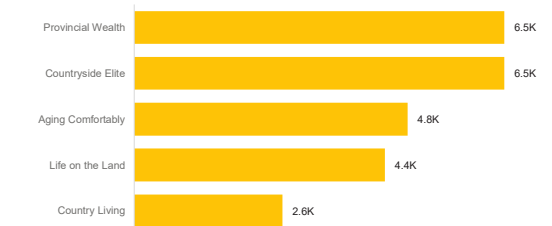
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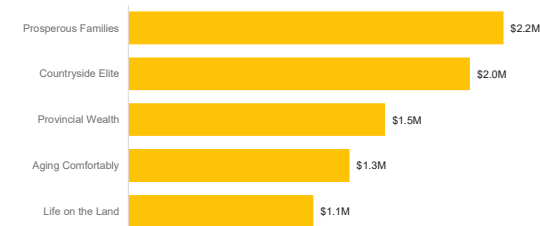
Top 5 customer segments by residents spend



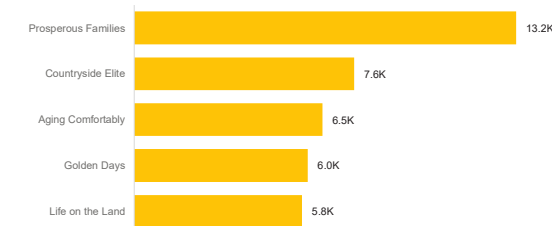
Top 5 customer segments by unique residents count



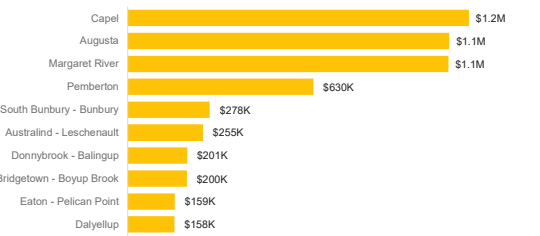
Top 5 customer segments by visitors spend



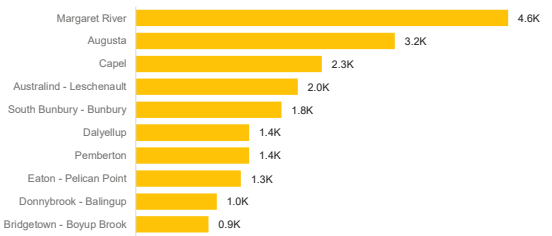
Top 5 customer segments by unique visitors count



Top 10 source markets by visitors spend



Top 10 source markets by unique visitors count



See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
July 2025

Region Type
Sub-region

Spend location
Busselton

Overview

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

Total spend
\$37.7M

↑ 0.4% .vs last year
↑ 3.6% Regional WA

Total customers
97K

↑ 6.7% .vs last year

Visitor spend
\$12.5M

33% of total spend
within Busselton during July 2025 are from
Visitors

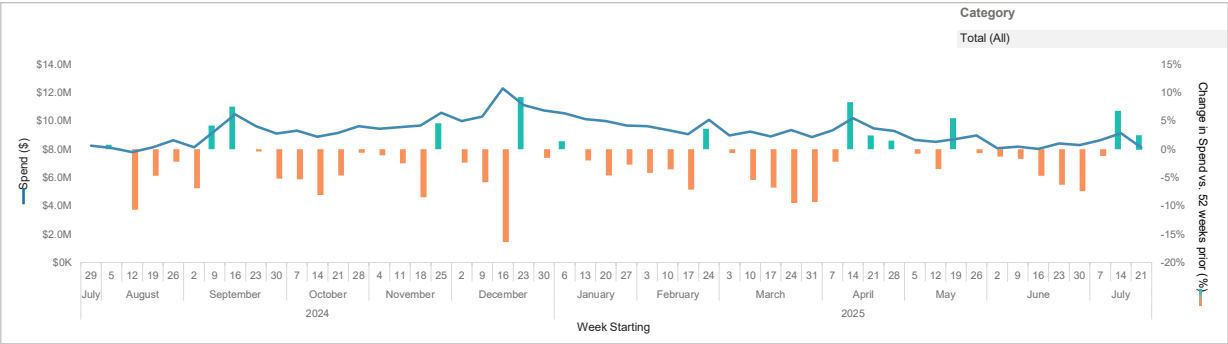
Total visitors
66K

68% of total customers
within Busselton during July 2025 are from
Visitors

All insights are based on CommBank IQ's nationally representative retail customer transaction data for July 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 July 2025 versus the past year and Regional WA for the Busselton location?

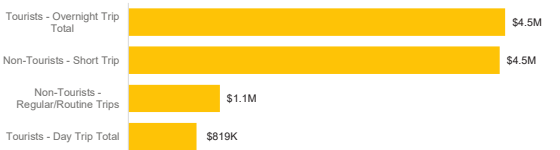
								Data representing	
								Spend per customer	
Category	Total			Visitors			Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$387.40	↓ -5.9%		\$189.60	↑ 2.9%		\$801.30	↓ -5.7%	
Food Retailing	\$231.60	↓ -6.1%		\$100.60	↓ -1.0%		\$352.10	↓ -6.2%	
Supermarkets	\$221.70	↓ -3.5%		\$92.10	↑ 3.2%		\$315.50	↓ -5.6%	
Groceries and Other Food Retailing	\$92.90	↓ -6.4%		\$69.00	↓ -6.4%		\$112.70	↓ -3.4%	
Discretionary Retail	\$220.90	↓ -3.2%		\$158.60	↑ 3.2%		\$272.00	↓ -6.0%	
Other Discretionary Retail	\$201.70	↓ -3.4%		\$151.80	↑ 4.2%		\$236.70	↓ -6.8%	
Department Stores, Clothing & Accessories	\$118.80	↑ 3.4%		\$108.40	↑ 4.2%		\$126.10	↑ 3.3%	
Tourism and Entertainment	\$93.60	↑ 0.5%		\$71.90	↑ 1.6%		\$134.30	↑ 1.2%	
Restaurants	\$62.20	↑ 13.0%		\$58.00	↑ 25.0%		\$68.60	↑ 6.7%	
Pubs, Taverns and Bars	\$94.40	↓ -0.4%		\$76.10	↓ -0.2%		\$111.70	↓ -0.8%	
Cafes	\$54.30	↑ 2.8%		\$49.20	↑ 1.0%		\$60.00	↑ 4.3%	
Takeaway and Fast Food Outlets	\$41.40	↑ 3.6%		\$31.50	↑ 4.3%		\$50.90	↑ 3.6%	
Private Transport	\$126.30	↑ 12.3%		\$86.50	↑ 16.7%		\$164.70	↑ 14.4%	
Accommodation - Instore	\$184.60	↓ -16.1%		\$170.70	↑ 24.0%		\$214.50	↓ -34.3%	

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
New: Accommodation - Online → Attributed expenditure. See FAQ for more information

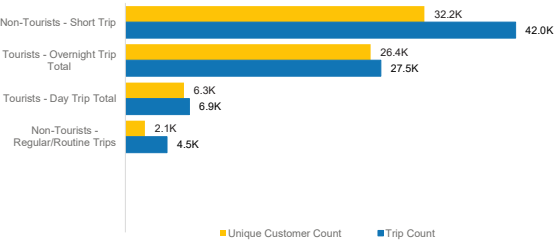
Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting Busselton location during July 2025?

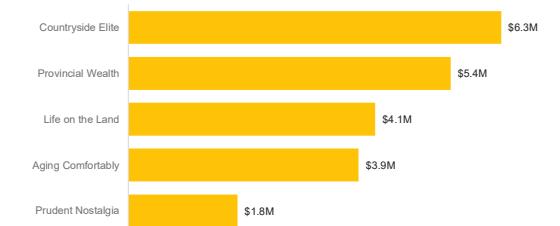
Trip Type by spend



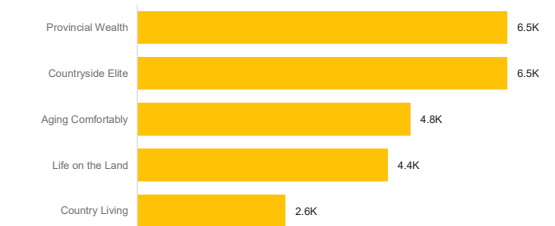
Trip Type by unique customer count and trip count



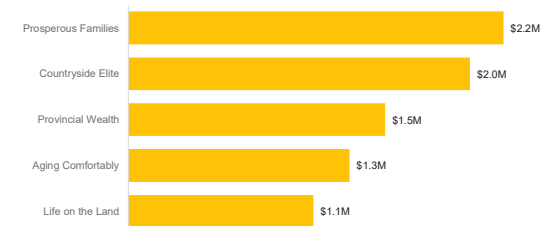
Top 5 customer segments by residents spend



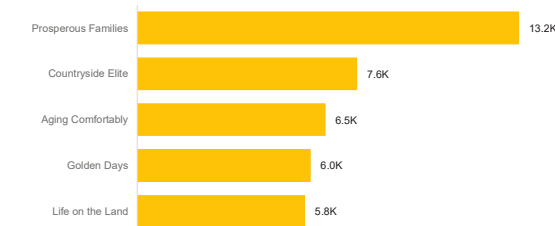
Top 5 customer segments by unique residents count



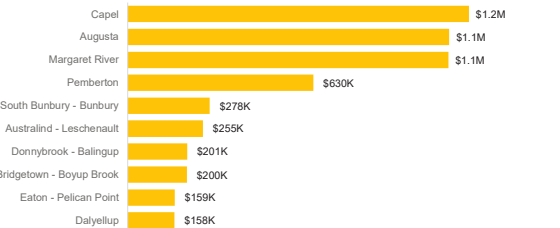
Top 5 customer segments by visitors spend



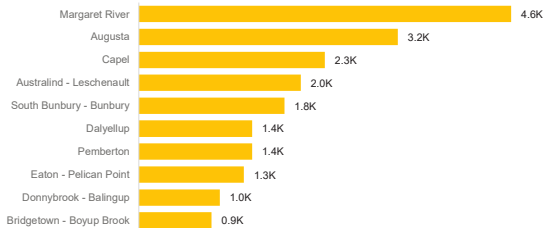
Top 5 customer segments by unique visitors count



Top 10 source markets by visitors spend



Top 10 source markets by unique visitors count



See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

City of Busselton

Resident

Month

July 2025

Business

Region Type

Sub-region

Events

Spend location

Dunsborough

Visitor

Leakage

Overview

What are some of the key insights for the Dunsborough location for July 2025?

Total spend

\$19.9M

↑ 3.4% .vs last year

↑ 3.6% Regional WA

Total customers

68K

↑ 0.6% .vs last year

Visitor spend

\$10.9M

55% of total spend within Dunsborough during July 2025 are from Visitors

Total visitors

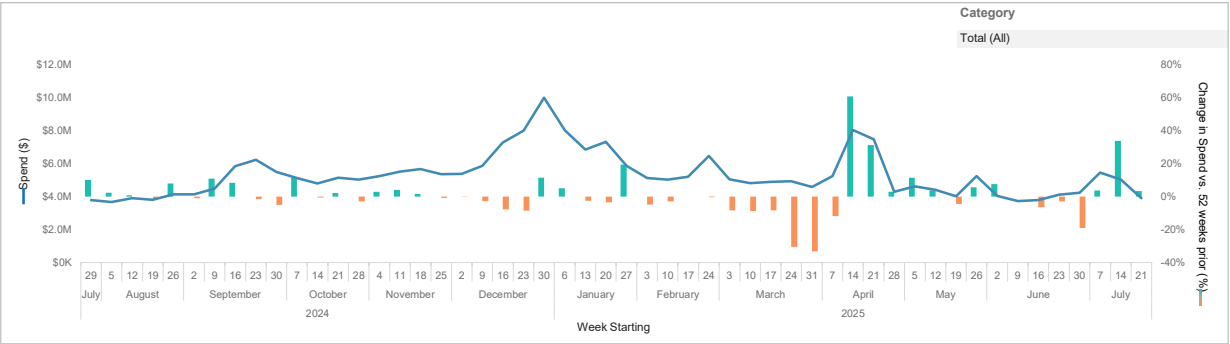
52K

77% of total customers within Dunsborough during July 2025 are from Visitors

All insights are based on CommBank iQ's nationally representative retail customer transaction data for July 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 Dunsborough 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 July 2025 versus the past year and Regional WA for the Dunsborough 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	67.7K	↑ 0.6%		52.4K	↑ 0.9%		15.3K	↓ -0.4%	
Tourism and Entertainment	46.7K	↓ -2.7%		35.8K	↓ -3.8%		10.9K	↑ 1.2%	
Restaurants	22.6K	↑ 6.4%		16.5K	↑ 4.3%		6.1K	↑ 12.5%	
Cafes	17.3K	↓ -1.8%		12.0K	↓ -3.3%		5.3K	↑ 1.7%	
Pubs, Taverns and Bars	10.6K	↑ 12.3%		7.1K	↑ 10.1%		3.6K	↑ 17.1%	
Breweries and Wineries	10.2K	↓ -17.7%		8.9K	↓ -14.5%		1.3K	↓ -35.0%	
Takeaway and Fast Food Outlets	8.6K	↑ 0.1%		5.7K	↓ -1.9%		3.0K	↑ 4.0%	
Attractions, Events and Recreation	4.4K	↓ -27.6%		4.1K	↓ -28.3%		0.3K	↓ -17.4%	
Food Retailing	41.9K	↑ 4.3%		30.7K	↑ 7.0%		11.3K	↓ -2.4%	
Discretionary Retail	15.9K	↑ 7.2%		9.0K	↑ 10.6%		6.9K	↑ 3.0%	
Other Discretionary Retail	13.5K	↑ 5.0%		7.0K	↑ 7.6%		6.5K	↑ 2.3%	
Department Stores, Clothing & Accessories	4.4K	↑ 22.9%		3.1K	↑ 20.5%		1.4K	↑ 28.7%	
Private Transport	10.7K	↓ -2.3%		5.2K	↑ 2.9%		5.5K	↓ -6.7%	
Accommodation - Instore	2.7K	↓ -18.3%		2.5K	↓ -19.4%		0.3K	↓ -5.5%	

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
New: Accommodation - Online → Attributed expenditure, See FAQ for more information

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting Dunsborough location during July 2025?

Trip Type by spend

Tourists - Overnight Trip	\$7.9M
Non-Tourists - Short Trip	\$1.4M
Tourists - Day Trip Total	\$542K
Non-Tourists - Regular/Routine Trips	\$471K

Trip Type by unique customer count and trip count

Tourists - Overnight Trip	33.4K	34.2K
Non-Tourists - Short Trip	14.1K	16.8K
Tourists - Day Trip Total	4.3K	4.7K
Non-Tourists - Regular/Routine Trips	1.2K	2.1K

Top 5 customer segments by residents spend

Countryside Elite	\$3.5M
Provincial Wealth	\$3.0M
Affluent Adventurers	\$539K
Country Living	\$441K
Life on the Land	\$410K

Top 5 customer segments by unique residents count

Countryside Elite	4.5K
Provincial Wealth	4.3K
Country Living	1.4K
Life on the Land	1.3K
Aging Comfortably	1.1K

Top 5 customer segments by visitors spend

Prosperous Families	\$4.7M
Golden Days	\$2.2M
Countryside Elite	\$865K
Metro High Flyers	\$859K
Provincial Wealth	\$539K

Top 5 customer segments by unique visitors count

Prosperous Families	18.4K
Golden Days	7.7K
Metro High Flyers	5.9K
Countryside Elite	4.0K
Neighbours with Kids	3.1K

Top 10 source markets by visitors spend

Margaret River	\$370K
Subiaco - Shenton Park	\$353K
Nedlands - Dalketh -	\$307K
Augusta	\$276K
Cottesloe	\$215K
South Perth - Kensington	\$212K
Mosman Park -	\$199K
Karrinyup - Gwelup - Carine	\$188K
City Beach	\$158K
Trigg - North Beach -	\$156K

Top 10 source markets by unique visitors count

Margaret River	2.5K
Augusta	1.6K
Nedlands - Dalketh - Crawley	0.8K
Australind - Leschenault	0.8K
South Bunbury - Bunbury	0.7K
Karrinyup - Gwelup - Carine	0.7K
South Perth - Kensington	0.6K
Subiaco - Shenton Park	0.6K
Melville	0.6K
Fremantle	0.5K

See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
July 2025	Sub-region	Dunsborough		

Overview

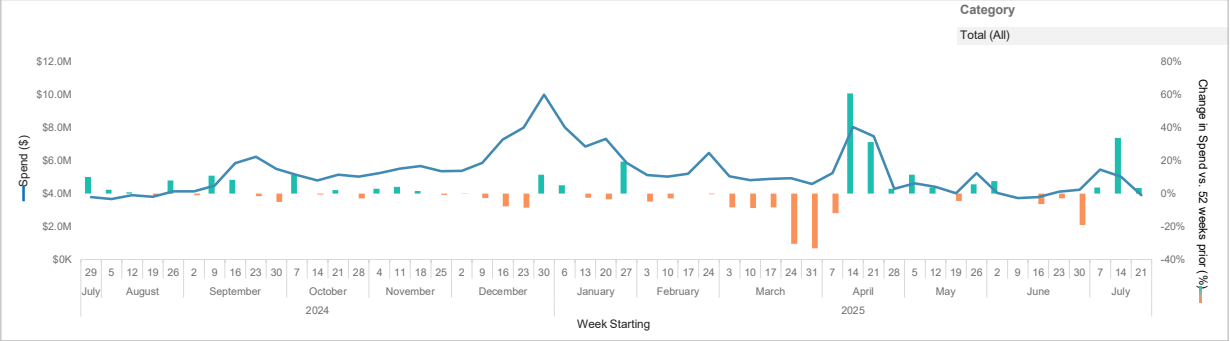
What are some of the key insights for the Dunsborough location for July 2025?

Total spend \$19.9M ↑ 3.4% .vs last year ↑ 3.6% Regional WA	Total customers 68K ↑ 0.6% .vs last year	Visitor spend \$10.9M 55% of total spend within Dunsborough during July 2025 are from Visitors	Total visitors 52K 77% of total customers within Dunsborough during July 2025 are from Visitors
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for July 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 Dunsborough location over time?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

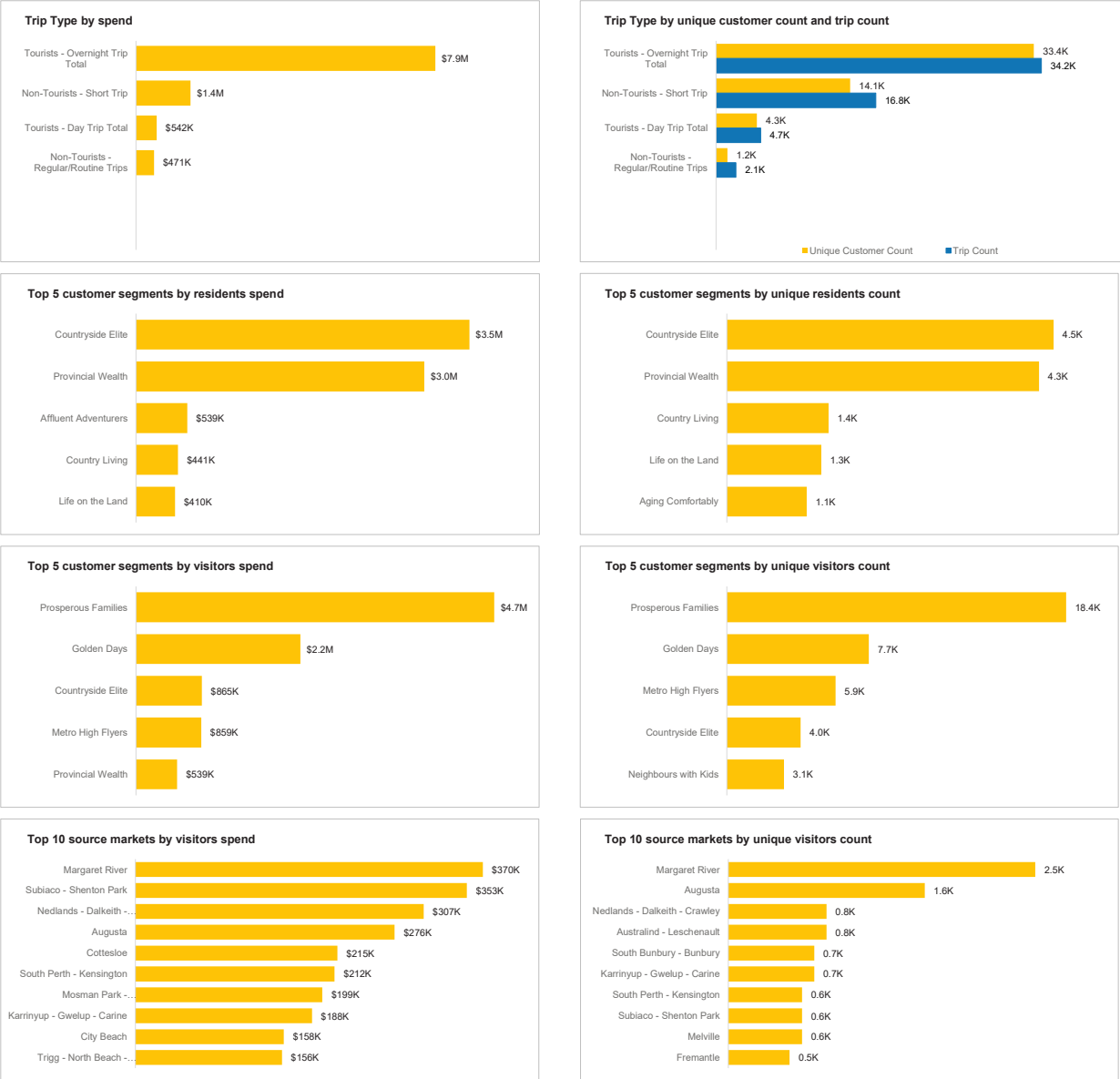
What are the key changes to category spend and visits in July 2025 versus the past year and Regional WA for the Dunsborough location?

								Data representing	
								Spend per customer	
Category	Total			Visitors			Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$294.40	↑ 2.8%		\$208.80	↑ 2.8%		\$588.10	↑ 3.6%	
Food Retailing	\$170.50	↓ -2.7%		\$93.10	↑ 2.9%		\$381.20	↓ -1.2%	
Tourism and Entertainment	\$142.60	↑ 0.3%		\$138.70	↓ -1.5%		\$155.10	↑ 6.0%	
Restaurants	\$107.60	↓ -8.7%		\$110.10	↓ -11.5%		\$100.90	↑ 2.1%	
Breweries and Wineries	\$142.60	↑ 12.1%		\$145.20	↑ 10.1%		\$123.60	↑ 21.8%	
Cafes	\$68.50	↑ 7.9%		\$64.20	↑ 6.2%		\$78.30	↑ 10.7%	
Pubs, Taverns and Bars	\$92.80	↓ -3.7%		\$89.20	↓ -3.2%		\$99.80	↓ -5.1%	
Takeaway and Fast Food Outlets	\$36.90	↑ 11.1%		\$33.50	↑ 12.4%		\$43.40	↑ 8.1%	
Attractions, Events and Recreation	\$62.70	↓ -9.2%		\$63.80	↓ -5.3%		\$49.20	↓ -47.9%	
Discretionary Retail	\$174.40	↑ 17.2%		\$169.90	↑ 21.1%		\$180.40	↑ 13.4%	
Other Discretionary Retail	\$126.00	↑ 13.8%		\$97.50	↑ 14.6%		\$156.70	↑ 14.4%	
Department Stores, Clothing & Accessories	\$243.10	↑ 11.4%		\$278.80	↑ 19.2%		\$163.10	↓ -9.8%	
Private Transport	\$111.50	↓ -4.4%		\$73.00	↓ -4.2%		\$147.30	↓ -2.3%	
Accommodation - Instore	\$244.30	↑ 9.6%		\$238.20	↑ 8.1%		\$300.80	↑ 19.9%	

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
New: Accommodation - Online → Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting Dunsborough location during July 2025?



See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
July 2025

Region Type
Sub-region

Spend location
West Busselton

Overview

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

Total spend

\$24.5M

↑ 22.7% .vs last year
↑ 3.6% Regional WA

Total customers

90K

↑ 15.8% .vs last year

Visitor spend

\$9.7M

40% of total spend
within West Busselton during July 2025 are from
Visitors

Total visitors

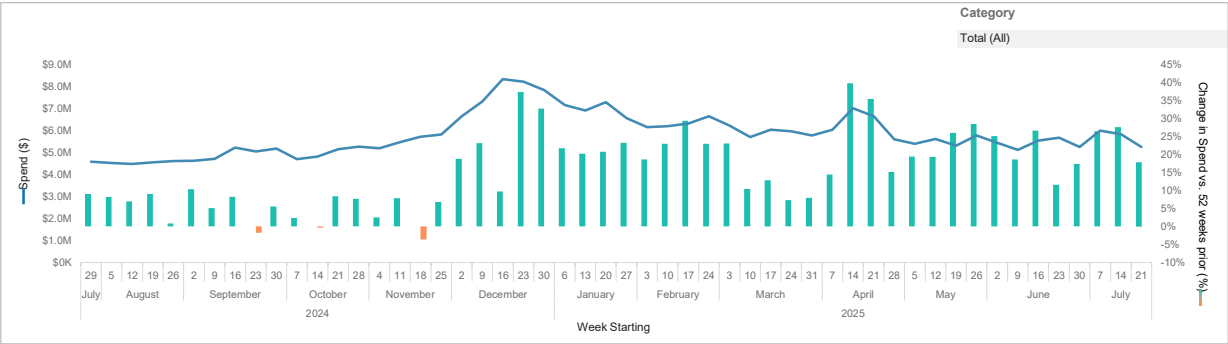
59K

66% of total customers
within West Busselton during July 2025 are from
Visitors

All insights are based on CommBank iQ's nationally representative retail customer transaction data for July 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 West 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 July 2025 versus the past year and Regional WA for the West 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	89.9K	↑ 15.8%		59.4K	↑ 22.7%		30.5K	↑ 4.4%	
Food Retailing	53.8K	↑ 37.4%		29.2K	↑ 64.7%		24.6K	↑ 14.8%	
Groceries and Other Food Retailing	38.5K	↑ 110.4%		20.9K	↑ 177.5%		17.6K	↑ 63.5%	
Supermarkets	34.2K	↑ 4.7%		14.2K	↑ 7.7%		20.0K	↑ 2.6%	
Discretionary Retail	37.1K	↑ 2.6%		15.9K	↑ 6.5%		21.2K	↓ -0.1%	
Tourism and Entertainment	35.5K	↑ 5.6%		18.8K	↑ 6.1%		16.7K	↑ 5.1%	
Takeaway and Fast Food Outlets	25.6K	↓ -1.1%		12.7K	↓ -0.4%		12.9K	↓ -1.9%	
Cafes	7.0K	↑ 13.1%		3.2K	↑ 8.5%		3.8K	↑ 17.3%	
Restaurants	5.2K	↑ 49.0%		2.2K	↑ 45.0%		3.0K	↑ 52.1%	
Attractions, Events and Recreation	3.4K	↑ 112.7%		1.8K	↑ 110.8%		1.6K	↑ 114.7%	
Private Transport	23.8K	↑ 7.7%		12.4K	↑ 10.1%		11.3K	↑ 5.2%	
Accommodation - Instore	3.9K	↓ -0.3%		2.8K	↓ -7.0%		1.1K	↑ 22.6%	

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
New: Accommodation - Online → Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during July 2025?

Trip Type by spend

Trip Type	Spend
Tourists - Overnight Trip Total	\$4.0M
Non-Tourists - Short Trip	\$3.5M
Tourists - Day Trip Total	\$746K
Non-Tourists - Regular/Routine Trips	\$606K

Trip Type by unique customer count and trip count

Trip Type	Unique Customer Count	Trip Count
Non-Tourists - Short Trip	26.7K	36.8K
Tourists - Overnight Trip Total	26.5K	27.6K
Tourists - Day Trip Total	6.5K	8.0K
Non-Tourists - Regular/Routine Trips	2.5K	5.0K

Top 5 customer segments by residents spend

Customer Segment	Spend
Countryside Elite	\$4.4M
Provincial Wealth	\$2.9M
Life on the Land	\$2.5M
Aging Comfortably	\$1.9M
Country Living	\$821K

Top 5 customer segments by unique residents count

Customer Segment	Count
Countryside Elite	6.6K
Provincial Wealth	6.4K
Aging Comfortably	4.4K
Life on the Land	4.3K
Country Living	2.6K

Top 5 customer segments by visitors spend

Customer Segment	Spend
Prosperous Families	\$2.3M
Countryside Elite	\$1.5M
Golden Days	\$1.4M
Provincial Wealth	\$1.0M
Aging Comfortably	\$945K

Top 5 customer segments by unique visitors count

Customer Segment	Count
Prosperous Families	14.3K
Golden Days	6.9K
Countryside Elite	6.3K
Aging Comfortably	5.6K
Provincial Wealth	4.9K

Top 10 source markets by visitors spend

Source Market	Spend
Margaret River	\$1.1M
Augusta	\$1.0M
Capel	\$322K
Pemberton	\$195K
Duncraig	\$168K
Nedlands - Dalkeith -	\$142K
South Bunbury - Bunbury	\$142K
Dalyellup	\$131K
Innaloo - Doubleview	\$112K
Canning Vale - East	\$110K

Top 10 source markets by unique visitors count

Source Market	Count
Margaret River	5.1K
Augusta	3.4K
Capel	1.6K
Australind - Leschenault	1.1K
South Bunbury - Bunbury	1.1K
Pemberton	1.0K
Dalyellup	0.9K
Eaton - Pelican Point	0.9K
Donnybrook - Balingup	0.6K
Nedlands - Dalkeith - Crawley	0.6K

See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

July 2025

Region Type

Sub-region

Spend location

West Busselton

Overview

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

Total spend

\$24.5M

↑ 22.7% .vs last year

↑ 3.6% Regional WA

Total customers

90K

↑ 15.8% .vs last year

Visitor spend

\$9.7M

40% of total spend

within West Busselton during July 2025 are from

Visitors

Total visitors

59K

66% of total customers

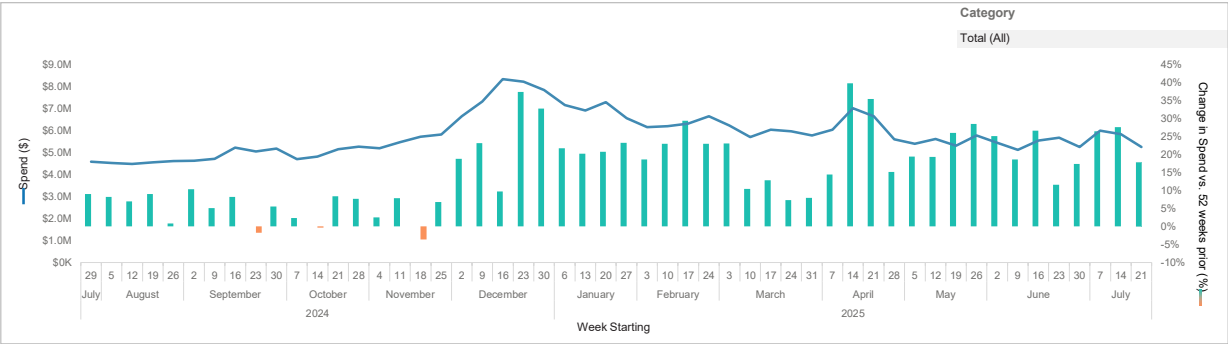
within West Busselton during July 2025 are from

Visitors

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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

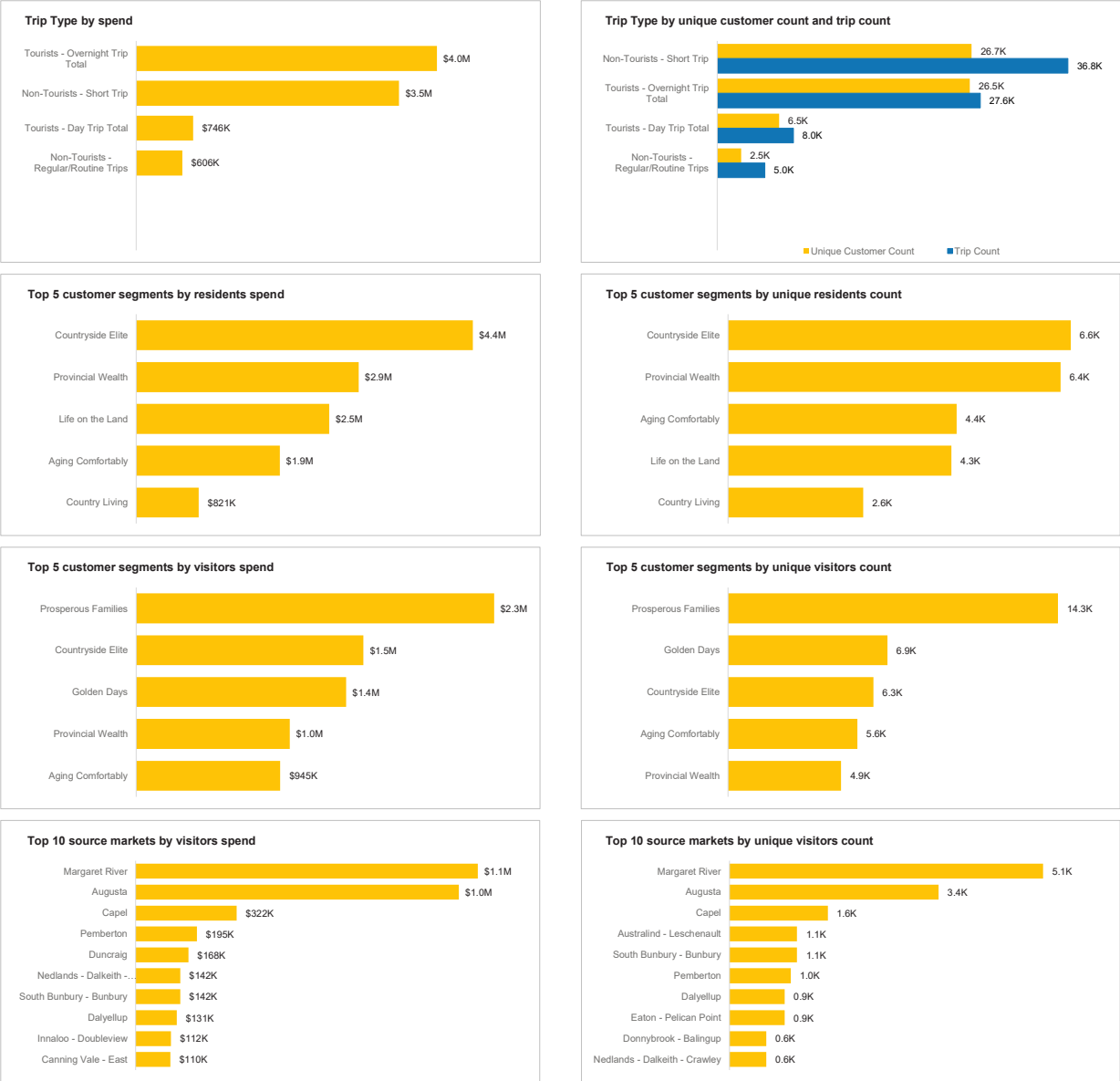
What are the key changes to category spend and visits in July 2025 versus the past year and Regional WA for the West Busselton location?

Category		Total		Visitors			Residents		
		Spend per customer		Spend per customer			Spend per customer		
		% Change vs last year		% Change vs last year			% Change vs last year		
		Spend location	Regional WA	Spend location	Regional WA		Spend location	Regional WA	
Total		\$273.20	↑ 6.0%	\$163.40	↑ 5.6%		\$486.60	↑ 13.6%	
Food Retailing		\$202.20	↑ 13.8%	\$120.90	↑ 39.5%		\$298.70	↑ 18.1%	
Supermarkets		\$162.70	↓ -3.2%	\$86.80	↑ 1.8%		\$216.30	↓ -3.3%	
Groceries and Other Food Retailing		\$138.20	↑ 71.5%	\$110.10	↑ 99.7%		\$171.50	↑ 74.4%	
Discretionary Retail		\$154.50	↑ 0.3%	\$118.40	↑ 5.9%		\$181.60	↓ -1.1%	
Private Transport		\$101.80	→ 0.0%	\$81.00	↑ 5.1%		\$124.70	↓ -2.4%	
Tourism and Entertainment		\$61.70	↑ 7.7%	\$51.70	↑ 12.0%		\$72.80	↑ 4.7%	
Takeaway and Fast Food Outlets		\$44.30	↓ -1.5%	\$34.90	↑ 5.0%		\$53.50	↓ -5.0%	
Cafes		\$40.40	↑ 25.7%	\$34.50	↑ 15.5%		\$45.20	↑ 32.6%	
Restaurants		\$51.60	↓ -7.3%	\$46.60	↓ -11.5%		\$55.40	↓ -4.6%	
Attractions, Events and Recreation		\$45.90	↓ -13.5%	\$48.00	↓ -6.9%		\$43.70	↓ -20.3%	
Accommodation - Instore		\$192.30	↓ -11.4%	\$212.00	↓ -15.8%		\$141.30	↑ 44.1%	

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
New: Accommodation - Online → Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during July 2025?



See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

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City of Busselton

Resident

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Leakage

Region Type

Spend Location

Start Date

End Date

Benchmark Type

LGA

City of Busselton

01-Jul-25

31-Jul-25

52 weeks prior

Event length: 31 days, Category coverage Score*: 99.2%

Overview

What are some of the key insights for City of Busselton for all categories between 1 July 2025 and 31 July 2025?

Total spend

\$87.3M

↑ 6.6%

uplift compared to Benchmark Period

Visitor spend

\$37.9M

↑ 12.5%

uplift compared to Benchmark Period

Day spend

\$80.3M

92% of total spend over the event period was during the day (6am-6pm)

Night spend

\$6.9M

8% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 July 2025 and 31 July 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between the event period versus the benchmark period for the City of Busselton location?

Event period: Tue 01-Jul-25 - Thu 31-Jul-25 (31 days)

Benchmark period: Tue 02-Jul-24 - Thu 01-Aug-24 (31 days)

Category coverage Score*: 99.2%

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$80.3M	\$6.9M	\$37.9M	\$49.3M	\$87.3M	\$81.9M	↑ 6.6%	↑\$5.4M	↑ 12.5%	↑ 2.5%
Food Retailing	\$27.0M	\$1.9M	\$8.7M	\$20.3M	\$28.9M	\$25.5M	↑ 13.6%	↑\$3.5M	↑ 38.2%	↑ 5.5%
Supermarkets			\$4.0M	\$14.7M	\$18.6M	\$19.1M	↓ -2.6%	- ↓\$502K	↑ 5.2%	↓ -4.6%
Groceries and Other Food Retailing			\$4.7M	\$5.6M	\$10.3M	\$6.3M	↑ 62.4%	↑\$4.0M	↑ 87.9%	↑ 45.7%
Discretionary Retail*	\$18.3M	\$254K	\$6.7M	\$11.9M	\$18.6M	\$18.3M	↑ 1.6%	↑\$291K	↑ 13.3%	↓ -3.9%
Other Discretionary Retail*			\$4.1M	\$8.8M	\$13.0M	\$13.2M	↓ -1.6%	- ↓\$205K	↑ 6.8%	↓ -8.8%
Department Stores, Clothing & Accessories*			\$2.6M	\$3.1M	\$5.6M	\$5.1M	↑ 9.6%	↑\$493K	↑ 14.8%	↓ -1.1%
Tourism and Entertainment	\$11.4M	\$3.1M	\$8.7M	\$5.8M	\$14.5M	\$14.0M	↑ 3.3%	↑\$462K	↑ 2.5%	↑ 4.5%
Restaurants	\$2.8M	\$1.2M	\$2.7M	\$1.4M	\$4.0M	\$3.7M	↑ 8.5%	↑\$314K	↑ 8.2%	↑ 9.0%
Cafes*			\$1.4M	\$1.1M	\$2.5M	\$2.4M	↑ 7.3%	↑\$173K	↑ 2.2%	↑ 8.7%
Pubs, Taverns and Bars	\$1.5M	\$1.0M	\$1.3M	\$1.2M	\$2.5M	\$2.4M	↑ 6.3%	↑\$149K	↑ 7.1%	↑ 5.7%
Takeaway and Fast Food Outlets*	\$1.8M	\$589K	\$984K	\$1.4M	\$2.4M	\$2.2M	↑ 8.4%	↑\$184K	↑ 16.0%	↑ 7.5%
Breweries and Wineries**			\$1.7M	\$233K	\$1.9M					
Attractions, Events and Recreation**			\$620K	\$275K	\$895K					
Private Transport			\$2.7M	\$4.9M	\$7.6M	\$6.6M	↑ 15.7%	↑\$1.0M	↑ 27.3%	↑ 10.2%
Accommodation - Online						\$4.9M				
Accommodation - Instore*			\$1.3M	\$325K	\$1.6M					

* Total sales not available for all days in selected range, * Day/night sales have been proportioned to total spend based on available days, * Visitors/Residents sales have been proportioned to total spend based on available days.

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to City of Busselton between 24 June 2025 and 31 July 2025 (incl extended dates)

Date Extender (Max 7 Days)

Category

Time of Day

Customer Type

7

Total (All)

Total

All Customers

Jun-24

Jul-24

Aug-24

Tue 25

Wed 26

Thu 27

Fri 28

Sat 29

Sun 30

Mon 01

Tue 02

Wed 03

Thu 04

Fri 05

Sat 06

Sun 07

Mon 08

Tue 09

Wed 10

Thu 11

Fri 12

Sat 13

Sun 14

Mon 15

Tue 16

Wed 17

Thu 18

Fri 19

Sat 20

Sun 21

Mon 22

Tue 23

Wed 24

Thu 25

Fri 26

Sat 27

Sun 28

Mon 29

Tue 30

Wed 31

Thu 01

Fri 02

Sat 03

Sun 04

Mon 05

Tue 06

Wed 07

Thu 08

Jun-25

Jul-25

Aug-25

Tue 24

Wed 25

Thu 26

Fri 27

Sat 28

Sun 29

Mon 30

Tue 01

Wed 02

Thu 03

Fri 04

Sat 05

Sun 06

Mon 07

Tue 08

Wed 09

Thu 10

Fri 11

Sat 12

Sun 13

Mon 14

Tue 15

Wed 16

Thu 17

Fri 18

Sat 19

Sun 20

Mon 21

Tue 22

Wed 23

Thu 24

Fri 25

Sat 26

Sun 27

Mon 28

Tue 29

Wed 30

Thu 31

Fri 01

Sat 02

Sun 03

Mon 04

Tue 05

Wed 06

Thu 07

Event Spend

Benchmark Spend

Selected Event Period

Extended Period

Please note that data for day/night and Visitors/Residents splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules.

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 24-Jun-25	Tue 25-Jun-24	\$2.4M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 25-Jun-25	Wed 26-Jun-24	\$2.4M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 26-Jun-25	Thu 27-Jun-24	\$2.6M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 27-Jun-25	Fri 28-Jun-24	\$3.5M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 28-Jun-25	Sat 29-Jun-24	\$3.2M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 29-Jun-25	Sun 30-Jun-24	\$2.6M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 30-Jun-25	Mon 01-Jul-24	\$2.6M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 01-Jul-25	Tue 02-Jul-24	\$2.6M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 02-Jul-25	Wed 03-Jul-24	\$2.4M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 03-Jul-25	Thu 04-Jul-24	\$2.6M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 04-Jul-25	Fri 05-Jul-24	\$3.2M	\$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 05-Jul-25	Sat 06-Jul-24	\$3.2M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 06-Jul-25	Sun 07-Jul-24	\$2.3M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 07-Jul-25	Mon 08-Jul-24	\$3.0M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 08-Jul-25	Tue 09-Jul-24	\$2.8M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 09-Jul-25	Wed 10-Jul-24	\$2.9M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 10-Jul-25	Thu 11-Jul-24	\$3.1M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 11-Jul-25	Fri 12-Jul-24	\$3.8M	\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 12-Jul-25	Sat 13-Jul-24	\$3.7M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 13-Jul-25	Sun 14-Jul-24	\$2.6M	\$2.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 14-Jul-25	Mon 15-Jul-24	\$3.1M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 15-Jul-25	Tue 16-Jul-24	\$2.7M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 16-Jul-25	Wed 17-Jul-24	\$3.2M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 17-Jul-25	Thu 18-Jul-24	\$3.0M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 18-Jul-25	Fri 19-Jul-24	\$3.8M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 19-Jul-25	Sat 20-Jul-24	\$3.2M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 20-Jul-25	Sun 21-Jul-24	\$2.1M	\$2.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 21-Jul-25	Mon 22-Jul-24	\$2.4M	\$2.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 22-Jul-25	Tue 23-Jul-24	\$2.4M	\$2.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 23-Jul-25	Wed 24-Jul-24	\$2.4M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 24-Jul-25	Thu 25-Jul-24	\$2.5M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 25-Jul-25	Fri 26-Jul-24	\$3.3M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 26-Jul-25	Sat 27-Jul-24	\$2.9M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 27-Jul-25	Sun 28-Jul-24	\$1.9M	\$1.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 28-Jul-25	Mon 29-Jul-24	\$2.4M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 29-Jul-25	Tue 30-Jul-24	\$2.3M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 30-Jul-25	Wed 31-Jul-24	\$2.5M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 31-Jul-25	Thu 01-Aug-24	\$2.7M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 01-Aug-25	Fri 02-Aug-24		\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 02-Aug-25	Sat 03-Aug-24		\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 03-Aug-25	Sun 04-Aug-24		\$2.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 04-Aug-25	Mon 05-Aug-24		\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 05-Aug-25	Tue 06-Aug-24		\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 06-Aug-25	Wed 07-Aug-24		\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 07-Aug-25	Thu 08-Aug-24		\$2.4M

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City of Busselton

Resident

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Leakage

Region Type

Spend Location

Start Date

End Date

Benchmark Type

Sub-region

Busselton

01-Jul-25

31-Jul-25

52 weeks prior

Event length: 31 days, Category coverage Score*: 89.5%

Overview

What are some of the key insights for Busselton for all categories between 1 July 2025 and 31 July 2025?

Total spend

\$37.7M

↑ 0.5%

uplift compared to Benchmark Period

Visitor spend

\$12.5M

↑ 13.5%

uplift compared to Benchmark Period

Day spend

\$34.5M

91% of total spend over the event period was during the day (6am-6pm)

Night spend

\$3.2M

9% of total spend over the event period was at night (6pm-6am)

Category Summary

What are the key changes to category spend between the event period versus the benchmark period for the Busselton location?

Event period: Tue 01-Jul-25 - Thu 31-Jul-25 (31 days)

Benchmark period: Tue 02-Jul-24 - Thu 01-Aug-24 (31 days)

Category coverage Score*: 89.5%

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$34.5M	\$3.2M	\$12.5M	\$25.2M	\$37.7M	\$37.5M	↑ 0.5%	↑\$201K	↑ 13.5%	↓ -4.8%
Food Retailing	\$10.1M	\$756K	\$2.3M	\$8.6M	\$10.9M	\$11.5M	↓ -5.8%	- ↓\$665K	↑ 2.3%	↓ -7.6%
Supermarkets			\$1.5M	\$7.1M	\$8.6M	\$9.1M	↓ -6.0%	- ↓\$550K	↓ -0.3%	↓ -7.2%
Groceries and Other Food Retailing			\$763K	\$1.5M	\$2.3M	\$2.4M	↓ -4.9%	- ↓\$117K	↑ 6.7%	↓ -10.0%
Discretionary Retail*	\$10.0M	\$123K	\$3.3M	\$6.8M	\$10.1M	\$10.5M	↓ -3.8%	- ↓\$400K	↑ 4.1%	↓ -7.1%
Other Discretionary Retail			\$2.5M	\$5.5M	\$8.0M	\$8.4M	↓ -5.2%	- ↓\$438K	↑ 2.5%	↓ -8.3%
Department Stores, Clothing & Accessories			\$786K	\$1.3M	\$2.1M	\$2.1M	↑ 1.7%	↑\$35K	↑ 8.4%	↓ -1.9%
Tourism and Entertainment	\$4.2M	\$1.3M	\$2.8M	\$2.8M	\$5.6M	\$5.2M	↑ 6.7%	↑\$350K	↑ 10.2%	↑ 3.9%
Restaurants	\$860K	\$465K	\$743K	\$581K	\$1.3M	\$1.0M	↑ 29.4%	↑\$302K	↑ 75.7%	↑ 6.6%
Pubs, Taverns and Bars*	\$803K	\$466K	\$495K	\$772K	\$1.3M	\$1.2M	↑ 2.7%	↑\$33K	↑ 4.1%	↑ 3.1%
Cafes			\$511K	\$556K	\$1.1M	\$1.0M	↑ 1.7%	↑\$18K	↑ 0.4%	↑ 3.9%
Takeaway and Fast Food Outlets**	\$688K	\$217K	\$338K	\$564K	\$902K					
Attractions, Events and Recreation*					\$25K					
Private Transport			\$1.3M	\$2.6M	\$4.0M	\$3.0M	↑ 32.1%	↑\$969K	↑ 48.8%	↑ 25.3%
Accommodation - Instore*					\$85K					

* Total sales not available for all days in selected range, * Day/night sales have been proportioned to total spend based on available days, * Visitors/Residents sales have been proportioned to total spend based on available days.

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Busselton between 24 June 2025 and 31 July 2025 (incl extended dates)

Date Extender (Max 7 Days)

Category

Time of Day

Customer Type

7

Total (All)

Total

All Customers

Jun-24

Jul-24

Jul-25

Aug-24

Aug-25

Event Spend

Benchmark Spend

Selected Event Period

Extended Period

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 24-Jun-25	Tue 25-Jun-24	\$1.1M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 25-Jun-25	Wed 26-Jun-24	\$1.1M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 26-Jun-25	Thu 27-Jun-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 27-Jun-25	Fri 28-Jun-24	\$1.6M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 28-Jun-25	Sat 29-Jun-24	\$1.2M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 29-Jun-25	Sun 30-Jun-24	\$1.0M	\$955K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 30-Jun-25	Mon 01-Jul-24	\$1.1M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 01-Jul-25	Tue 02-Jul-24	\$1.4M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 02-Jul-25	Wed 03-Jul-24	\$1.1M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 03-Jul-25	Thu 04-Jul-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 04-Jul-25	Fri 05-Jul-24	\$1.4M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 05-Jul-25	Sat 06-Jul-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 06-Jul-25	Sun 07-Jul-24	\$818K	\$932K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 07-Jul-25	Mon 08-Jul-24	\$1.1M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 08-Jul-25	Tue 09-Jul-24	\$1.2M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 09-Jul-25	Wed 10-Jul-24	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 10-Jul-25	Thu 11-Jul-24	\$1.3M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 11-Jul-25	Fri 12-Jul-24	\$1.5M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 12-Jul-25	Sat 13-Jul-24	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 13-Jul-25	Sun 14-Jul-24	\$881K	\$895K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 14-Jul-25	Mon 15-Jul-24	\$1.3M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 15-Jul-25	Tue 16-Jul-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 16-Jul-25	Wed 17-Jul-24	\$1.5M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 17-Jul-25	Thu 18-Jul-24	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 18-Jul-25	Fri 19-Jul-24	\$1.7M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 19-Jul-25	Sat 20-Jul-24	\$1.3M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 20-Jul-25	Sun 21-Jul-24	\$815K	\$877K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 21-Jul-25	Mon 22-Jul-24	\$1.0M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 22-Jul-25	Tue 23-Jul-24	\$1.2M	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 23-Jul-25	Wed 24-Jul-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 24-Jul-25	Thu 25-Jul-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 25-Jul-25	Fri 26-Jul-24	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 26-Jul-25	Sat 27-Jul-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 27-Jul-25	Sun 28-Jul-24	\$743K	\$750K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 28-Jul-25	Mon 29-Jul-24	\$1.1M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 29-Jul-25	Tue 30-Jul-24	\$1.1M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 30-Jul-25	Wed 31-Jul-24	\$1.2M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 31-Jul-25	Thu 01-Aug-24	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 01-Aug-25	Fri 02-Aug-24		\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 02-Aug-25	Sat 03-Aug-24		\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 03-Aug-25	Sun 04-Aug-24		\$902K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 04-Aug-25	Mon 05-Aug-24		\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 05-Aug-25	Tue 06-Aug-24		\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 06-Aug-25	Wed 07-Aug-24		\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 07-Aug-25	Thu 08-Aug-24		\$1.1M



City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Dunsborough	01-Jul-25	31-Jul-25	52 weeks prior
Event length: 31 days, Category coverage Score*: 95.9%				

Overview

What are some of the key insights for Dunsborough for all categories between 1 July 2025 and 31 July 2025?

Total spend \$19.9M ↑ 4.2% <i>uplift compared to Benchmark Period</i>	Visitor spend \$10.9M ↑ 5.4% <i>uplift compared to Benchmark Period</i>	Day spend \$17.9M <i>90% of total spend over the event period was during the day (6am-6pm)</i>	Night spend \$2.0M <i>10% of total spend over the event period was at night (6pm-6am)</i>
--	--	--	---

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 July 2025 and 31 July 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between the event period versus the benchmark period for the Dunsborough location?

Event period: Tue 01-Jul-25 - Thu 31-Jul-25 (31 days)

Benchmark period: Tue 02-Jul-24 - Thu 01-Aug-24 (31 days)

Category coverage Score*: 95.9%

Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$17.9M	\$2.0M	\$10.9M	\$9.0M	\$19.9M	\$19.1M	↑ 4.2%	↑\$800K	↑ 5.4%	↑ 2.7%
Food Retailing	\$6.6M	\$503K	\$2.9M	\$4.3M	\$7.1M	\$7.0M	↑ 2.8%	↑\$198K	↑ 13.5%	↓ -3.2%
Tourism and Entertainment	\$5.4M	\$1.2M	\$5.0M	\$1.7M	\$6.7M	\$6.8M	↓ -1.7%	- ↓\$115K	↓ -4.0%	↑ 5.7%
Restaurants^	\$1.8M	\$669K	\$1.8M	\$617K	\$2.4M	\$2.5M	↓ -2.2%	- ↓\$55K	↓ -6.4%	↑ 12.2%
Breweries and Wineries*			\$1.3M	\$159K	\$1.4M	\$1.6M	↓ -7.1%	- ↓\$110K	↓ -36.2%	↓ -51.5%
Cafes			\$772K	\$417K	\$1.2M	\$1.1M	↑ 6.1%	↑\$68K	↑ 3.2%	↑ 11.2%
Pubs, Taverns and Bars^	\$526K	\$464K	\$633K	\$354K	\$990K	\$918K	↑ 7.8%	↑\$72K	↑ 7.5%	↑ 8.9%
Takeaway and Fast Food Outlets^*	\$238K	\$81K	\$186K	\$133K	\$319K					
Attractions, Events and Recreation					\$275K					
Discretionary Retail**	\$89K		\$1.4M	\$1.2M	\$2.7M					
Other Discretionary Retail**			\$593K	\$698K	\$1.3M					
Department Stores, Clothing & Accessories**			\$526K	\$128K	\$654K					
Private Transport			\$376K	\$820K	\$1.2M	\$1.3M	↓ -6.3%	- ↓\$80K	↑ 0.5%	↓ -8.6%
Accommodation - Instore*					\$651K					

* Total sales not available for all days in selected range, ^ Day/night sales have been proportioned to total spend based on available days, * Visitors/Residents sales have been proportioned to total spend based on available days.

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Dunsborough between 24 June 2025 and 31 July 2025 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

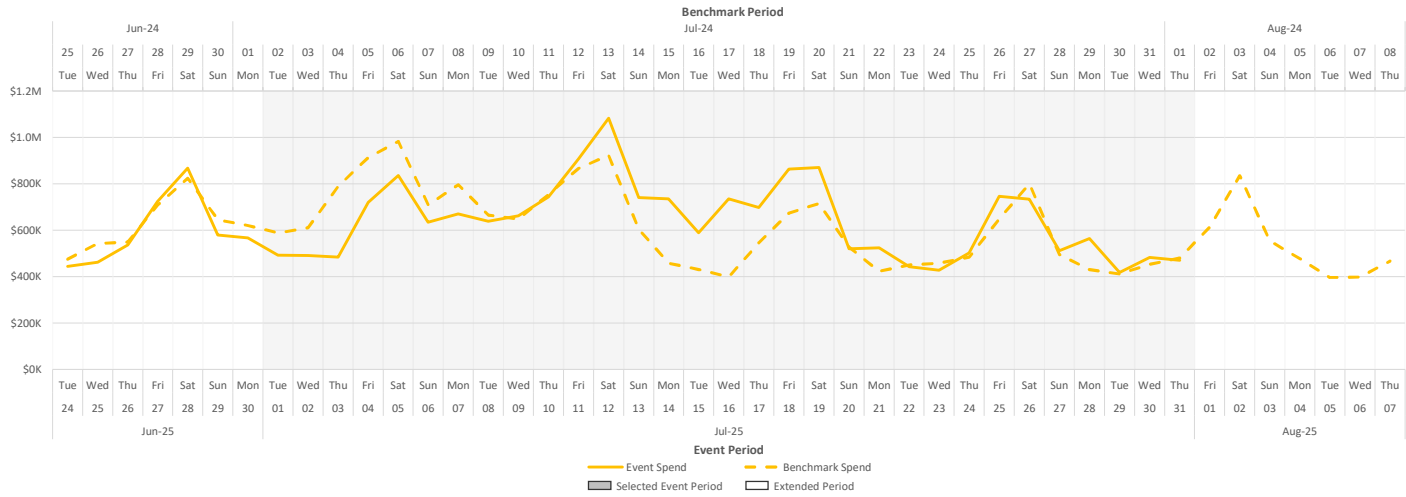
Total (All)

Time of Day

Total

Customer Type

All Customers



Please note that data for day/night and Visitors/Residents splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules.

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 24-Jun-25	Tue 25-Jun-24	\$444K	\$475K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 25-Jun-25	Wed 26-Jun-24	\$461K	\$543K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 26-Jun-25	Thu 27-Jun-24	\$536K	\$549K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 27-Jun-25	Fri 28-Jun-24	\$724K	\$709K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 28-Jun-25	Sat 29-Jun-24	\$867K	\$824K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 29-Jun-25	Sun 30-Jun-24	\$579K	\$645K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 30-Jun-25	Mon 01-Jul-24	\$566K	\$620K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 01-Jul-25	Tue 02-Jul-24	\$492K	\$588K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 02-Jul-25	Wed 03-Jul-24	\$490K	\$610K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 03-Jul-25	Thu 04-Jul-24	\$484K	\$789K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 04-Jul-25	Fri 05-Jul-24	\$719K	\$913K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 05-Jul-25	Sat 06-Jul-24	\$836K	\$983K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 06-Jul-25	Sun 07-Jul-24	\$634K	\$709K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 07-Jul-25	Mon 08-Jul-24	\$670K	\$796K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 08-Jul-25	Tue 09-Jul-24	\$638K	\$665K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 09-Jul-25	Wed 10-Jul-24	\$662K	\$648K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 10-Jul-25	Thu 11-Jul-24	\$743K	\$754K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 11-Jul-25	Fri 12-Jul-24	\$907K	\$866K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 12-Jul-25	Sat 13-Jul-24	\$1.1M	\$923K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 13-Jul-25	Sun 14-Jul-24	\$741K	\$604K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 14-Jul-25	Mon 15-Jul-24	\$735K	\$458K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 15-Jul-25	Tue 16-Jul-24	\$589K	\$430K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 16-Jul-25	Wed 17-Jul-24	\$735K	\$399K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 17-Jul-25	Thu 18-Jul-24	\$698K	\$546K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 18-Jul-25	Fri 19-Jul-24	\$863K	\$674K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 19-Jul-25	Sat 20-Jul-24	\$870K	\$715K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 20-Jul-25	Sun 21-Jul-24	\$520K	\$527K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 21-Jul-25	Mon 22-Jul-24	\$524K	\$423K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 22-Jul-25	Tue 23-Jul-24	\$443K	\$450K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 23-Jul-25	Wed 24-Jul-24	\$427K	\$458K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 24-Jul-25	Thu 25-Jul-24	\$502K	\$484K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 25-Jul-25	Fri 26-Jul-24	\$746K	\$649K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 26-Jul-25	Sat 27-Jul-24	\$733K	\$800K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 27-Jul-25	Sun 28-Jul-24	\$512K	\$495K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 28-Jul-25	Mon 29-Jul-24	\$564K	\$430K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 29-Jul-25	Tue 30-Jul-24	\$418K	\$411K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 30-Jul-25	Wed 31-Jul-24	\$482K	\$453K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 31-Jul-25	Thu 01-Aug-24	\$470K	\$480K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 01-Aug-25	Fri 02-Aug-24		\$613K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 02-Aug-25	Sat 03-Aug-24		\$835K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 03-Aug-25	Sun 04-Aug-24		\$554K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 04-Aug-25	Mon 05-Aug-24		\$477K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 05-Aug-25	Tue 06-Aug-24		\$396K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 06-Aug-25	Wed 07-Aug-24		\$398K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 07-Aug-25	Thu 08-Aug-24		\$467K

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City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Spend Location

Start Date

End Date

Benchmark Type

Sub-region

West Busselton

01-Jul-25

31-Jul-25

52 weeks prior

Event length: 31 days, Category coverage Score*: 98.4%

Overview

What are some of the key insights for West Busselton for all categories between 1 July 2025 and 31 July 2025?

Total spend

\$24.5M

↑ 22.4%

uplift compared to Benchmark Period

Visitor spend

\$9.7M

↑ 31.1%

uplift compared to Benchmark Period

Day spend

\$22.8M

93% of total spend over the event period was during the day (6am-6pm)

Night spend

\$1.7M

7% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 July 2025 and 31 July 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between the event period versus the benchmark period for the West Busselton location?

Category coverage Score*: 98.4%

Event period: Tue 01-Jul-25 - Thu 31-Jul-25 (31 days)

Benchmark period: Tue 02-Jul-24 - Thu 01-Aug-24 (31 days)

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$22.8M	\$1.7M	\$9.7M	\$14.8M	\$24.5M	\$20.1M	↑ 22.4%	↑\$4.5M	↑ 31.1%	↑ 17.3%
Food Retailing	\$10.3M	\$606K	\$3.5M	\$7.4M	\$10.9M	\$7.0M	↑ 56.1%	↑\$3.9M	↑ 131.4%	↑ 35.0%
Supermarkets			\$1.2M	\$4.3M	\$5.6M	\$5.5M	↑ 1.5%	↑\$83K	↑ 13.7%	↑ 2.7%
Groceries and Other Food Retailing			\$2.3M	\$3.0M	\$5.3M	\$1.5M	↑ 257.1%	↑\$3.8M	↑ 507.9%	↑ 192.1%
Discretionary Retail^*	\$5.6M	\$179K	\$1.8M	\$3.9M	\$5.7M	\$5.6M	↑ 1.9%	↑\$106K	↑ 4.2%	↓ -7.0%
Private Transport			\$1.0M	\$1.4M	\$2.4M	\$2.3M	↑ 6.0%	↑\$138K	↑ 15.8%	↑ 0.2%
Tourism and Entertainment	\$1.6M	\$555K	\$968K	\$1.2M	\$2.2M	\$1.9M	↑ 13.4%	↑\$259K	↑ 19.5%	↑ 8.7%
Takeaway and Fast Food Outlets	\$845K	\$288K	\$442K	\$693K	\$1.1M	\$1.2M	↓ -3.4%	- ↓\$40K	↑ 5.7%	↓ -8.2%
Cafes			\$109K	\$174K	\$283K	\$201K	↑ 40.8%	↑\$82K	↑ 28.2%	↑ 64.2%
Restaurants**			\$99K	\$155K	\$254K					
Attractions, Events and Recreation**			\$89K	\$60K	\$149K					
Accommodation - Instore**			\$560K	\$190K	\$750K					

* Total sales not available for all days in selected range, ^ Day/night sales have been proportioned to total spend based on available days, * Visitors/Residents sales have been proportioned to total spend based on available days.

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to West Busselton between 24 June 2025 and 31 July 2025 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

Total (All)

Time of Day

Total

Customer Type

All Customers

Benchmark Period

Jul-24

Event Period

Jul-25

Jun-24

Jun-25

Jul-24

Jul-25

Aug-24

Aug-25

Event Spend

Benchmark Spend

Selected Event Period

Extended Period

Please note that data for day/night and Visitors/Residents splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules.

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 24-Jun-25	Tue 25-Jun-24	\$696K	\$628K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 25-Jun-25	Wed 26-Jun-24	\$721K	\$771K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 26-Jun-25	Thu 27-Jun-24	\$804K	\$769K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 27-Jun-25	Fri 28-Jun-24	\$968K	\$811K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 28-Jun-25	Sat 29-Jun-24	\$894K	\$740K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 29-Jun-25	Sun 30-Jun-24	\$813K	\$635K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 30-Jun-25	Mon 01-Jul-24	\$725K	\$612K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 01-Jul-25	Tue 02-Jul-24	\$639K	\$583K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 02-Jul-25	Wed 03-Jul-24	\$720K	\$614K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 03-Jul-25	Thu 04-Jul-24	\$784K	\$645K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 04-Jul-25	Fri 05-Jul-24	\$888K	\$822K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 05-Jul-25	Sat 06-Jul-24	\$839K	\$695K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 06-Jul-25	Sun 07-Jul-24	\$650K	\$501K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 07-Jul-25	Mon 08-Jul-24	\$921K	\$598K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 08-Jul-25	Tue 09-Jul-24	\$816K	\$668K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 09-Jul-25	Wed 10-Jul-24	\$808K	\$641K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 10-Jul-25	Thu 11-Jul-24	\$807K	\$669K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 11-Jul-25	Fri 12-Jul-24	\$946K	\$921K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 12-Jul-25	Sat 13-Jul-24	\$907K	\$662K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 13-Jul-25	Sun 14-Jul-24	\$785K	\$581K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 14-Jul-25	Mon 15-Jul-24	\$853K	\$549K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 15-Jul-25	Tue 16-Jul-24	\$767K	\$720K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 16-Jul-25	Wed 17-Jul-24	\$829K	\$614K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 17-Jul-25	Thu 18-Jul-24	\$838K	\$706K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 18-Jul-25	Fri 19-Jul-24	\$1.0M	\$750K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 19-Jul-25	Sat 20-Jul-24	\$832K	\$703K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 20-Jul-25	Sun 21-Jul-24	\$656K	\$522K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 21-Jul-25	Mon 22-Jul-24	\$752K	\$547K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 22-Jul-25	Tue 23-Jul-24	\$654K	\$599K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 23-Jul-25	Wed 24-Jul-24	\$689K	\$609K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 24-Jul-25	Thu 25-Jul-24	\$729K	\$710K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 25-Jul-25	Fri 26-Jul-24	\$910K	\$785K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 26-Jul-25	Sat 27-Jul-24	\$866K	\$685K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 27-Jul-25	Sun 28-Jul-24	\$652K	\$522K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 28-Jul-25	Mon 29-Jul-24	\$719K	\$581K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 29-Jul-25	Tue 30-Jul-24	\$713K	\$610K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 30-Jul-25	Wed 31-Jul-24	\$706K	\$580K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 31-Jul-25	Thu 01-Aug-24	\$827K	\$684K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 01-Aug-25	Fri 02-Aug-24		\$783K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 02-Aug-25	Sat 03-Aug-24		\$783K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 03-Aug-25	Sun 04-Aug-24		\$578K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 04-Aug-25	Mon 05-Aug-24		\$615K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 05-Aug-25	Tue 06-Aug-24		\$548K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 06-Aug-25	Wed 07-Aug-24		\$691K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 07-Aug-25	Thu 08-Aug-24		\$680K

City of Busselton

ResidentBusinessEventsVisitorLeakage

Region TypeCategory

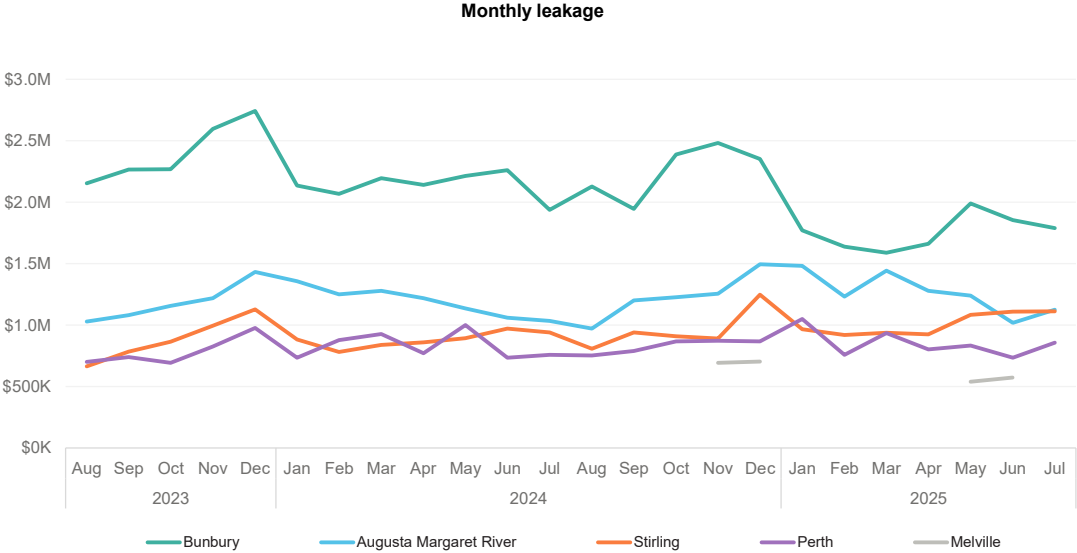
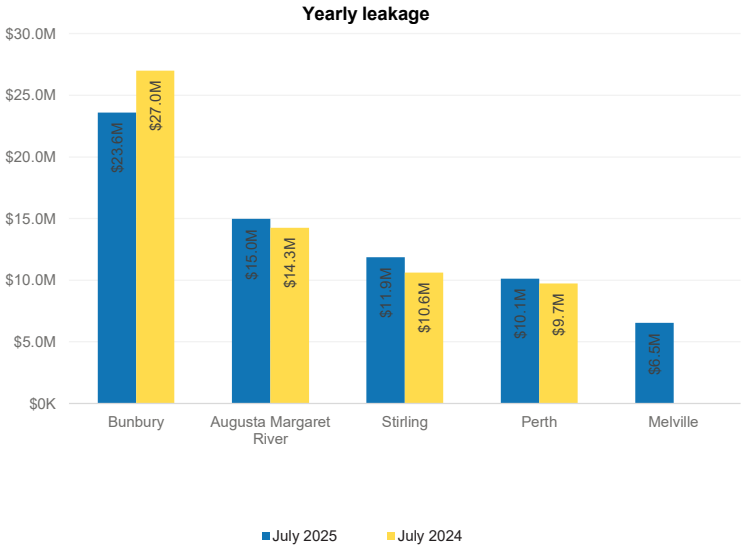
LGATotal (excl. Other)

Leakage trends by location and category

What are the top 5 locations where the residents spend money and how has this changed over time?

How to read: In the 12 months to July 2025, there was \$23.6m of spend by residents to Bunbury in Total (excl. Other), this was \$3.4m less than the previous 12 months

How to read: In the month of July 2025, there was \$1.8m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$1.9m in the month of July 2024



All insights are based on CommBank iQ's nationally representative retail customer transaction data. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to July 2025, residents spent \$23.6m on Total (excl. Other) in Bunbury. This was \$3.4m or -14.4% decrease compared to July 2024.

LGA	Total (excl. Other)			
	July 2025 Spend	July 2024 Spend	Spend Change	Spend % Change
IN LGA	\$549.6M	\$533.9M	↑\$15.7M	↑ 2.9%
Online	\$174.7M	\$157.6M	↑\$17.1M	↑ 9.8%
Bunbury	\$23.6M	\$27.0M	-\$3.4M	↓ -14.4%
Augusta Margaret River	\$15.0M	\$14.3M	↑\$721K	↑ 4.8%
Stirling	\$11.9M	\$10.6M	↑\$1.2M	↑ 10.5%
Perth	\$10.1M	\$9.7M	↑\$382K	↑ 3.8%
Melville	\$6.5M			

All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to July 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by sub-region and crowd

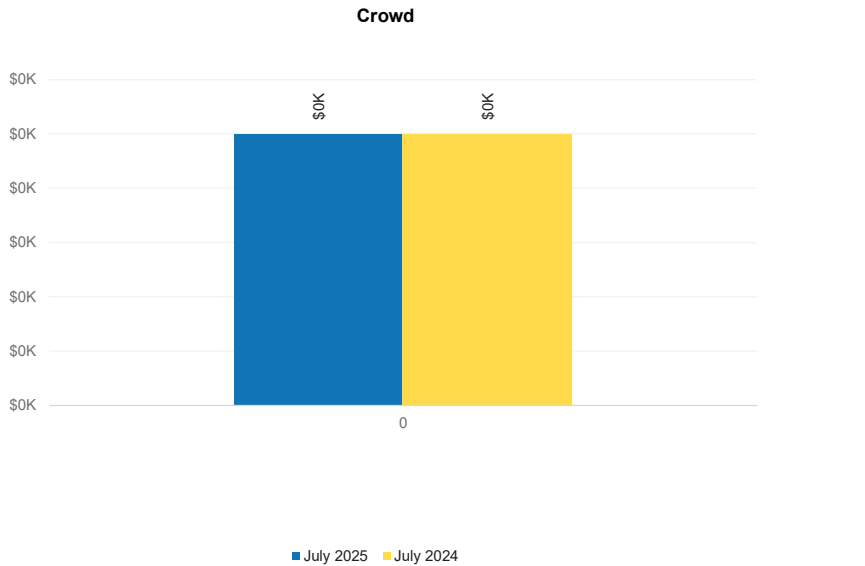
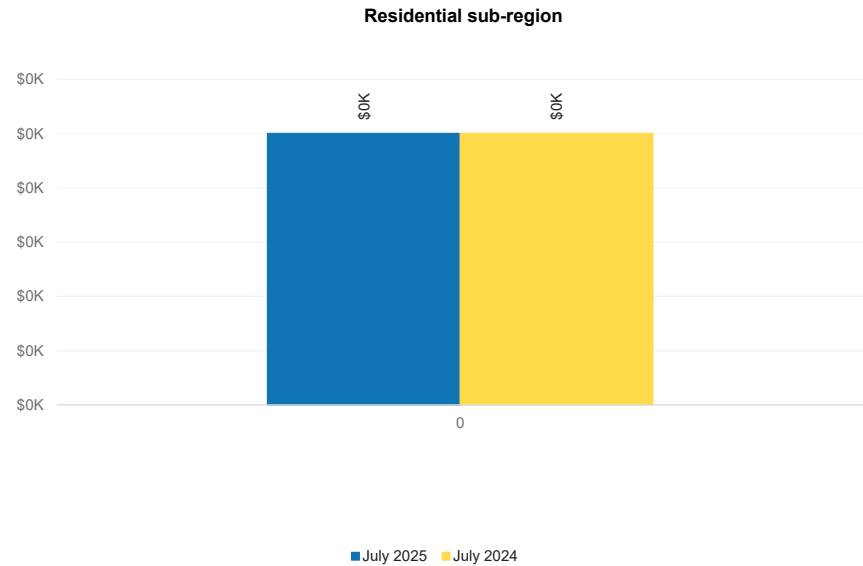
Location

Bunbury (WA)

How does the proportion of expenditure change by sub-region and Crowd?

How to read: In the 12 months to July 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.

How to read: In the 12 months to July 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.



All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to July 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

Region

Total (excl. Other)

Leakage trends by location and category

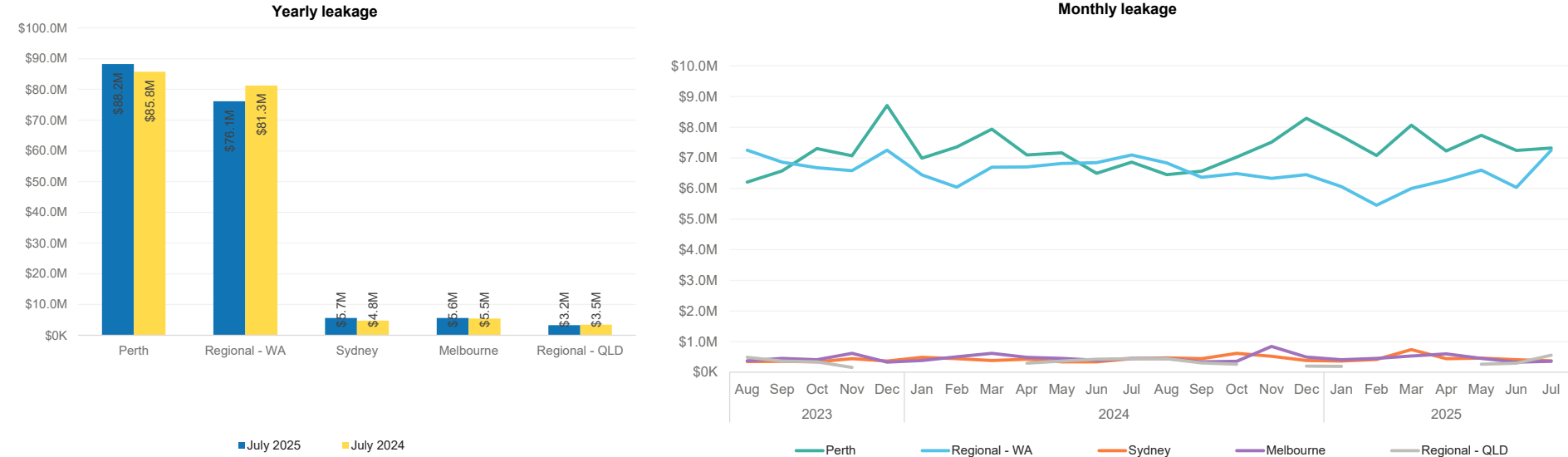
What are the top 5 locations where the residents spend money and how has this changed over time?

How to read:

In the 12 months to July 2025, there was \$88.2m of spend by residents to Perth in Total (excl. Other), this was \$2.5m more than the previous 12 months

How to read:

In the month of July 2025, there was \$7.3m of spend by residents to Perth in Total (excl. Other), this was compared to \$6.9m in the month of July 2024



All insights are based on CommBank iQ's nationally representative retail customer transaction data. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to July 2025, residents spent \$88.2m on Total (excl. Other) in Perth. This was \$2.5m or 2.8% increase compared to July 2024.

Region	Total (excl. Other)			
	July 2025 Spend	July 2024 Spend	Spend Change	Spend % Change
IN LGA	\$549.6M	\$533.9M	↑\$15.7M	↑ 2.9%
Online	\$174.7M	\$157.6M	↑\$17.1M	↑ 9.8%
Perth	\$88.2M	\$85.8M	↑\$2.5M	↑ 2.8%
Regional - WA	\$76.1M	\$81.3M	-\$5.1M	↓ -6.7%
Sydney	\$5.7M	\$4.8M	↑\$907K	↑ 16.0%
Melbourne	\$5.6M	\$5.5M	↑\$118K	↑ 2.1%
Regional - QLD	\$3.2M	\$3.5M	-\$228K	↓ -7.0%

All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to July 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by sub-region and crowd

Location

Bunbury (WA)

How does the proportion of expenditure change by sub-region and Crowd?

How to read:

In the 12 months to July 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.

How to read:

In the 12 months to July 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.



All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to July 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

Locality

Total (excl. Other)

Leakage trends by location and category

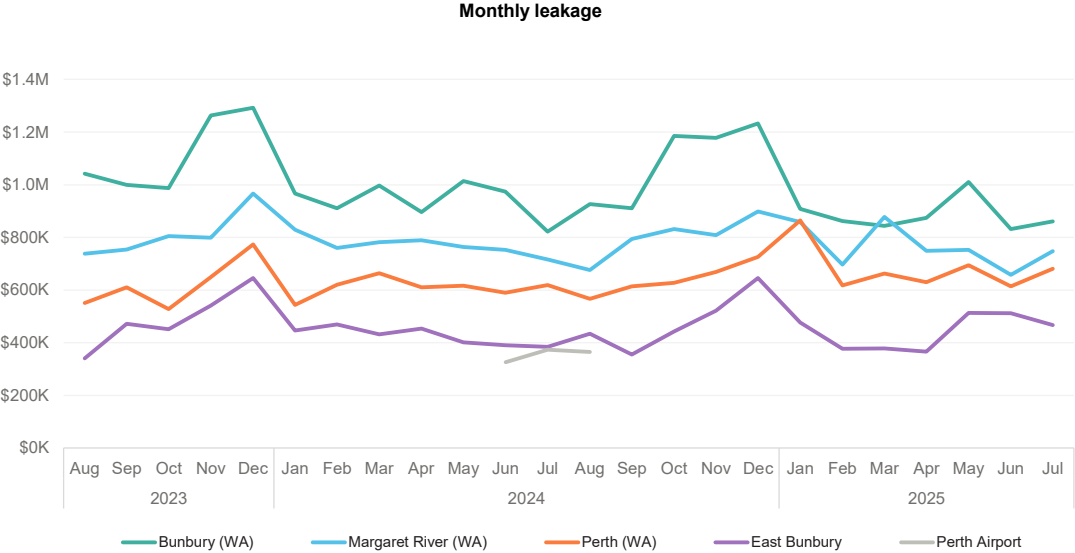
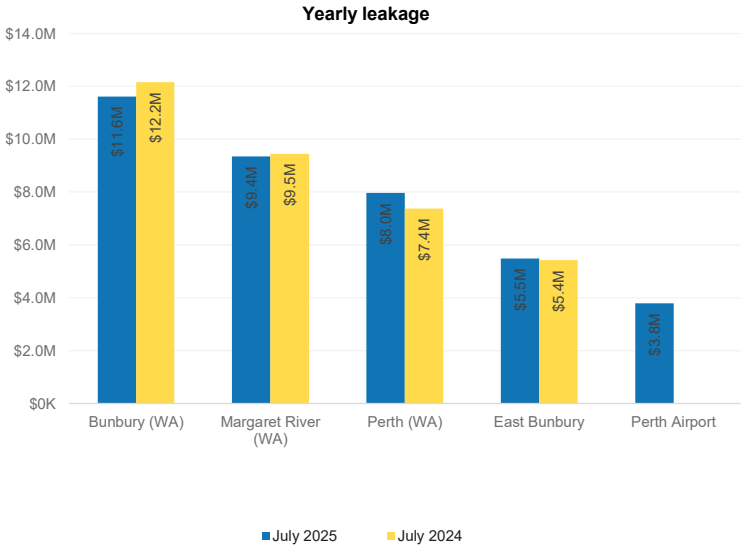
What are the top 5 locations where the residents spend money and how has this changed over time?

How to read:

In the 12 months to July 2025, there was \$11.6m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$540k less than the previous 12 months

How to read:

In the month of July 2025, there was \$861k of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$822k in the month of July 2024



All insights are based on CommBank iQ's nationally representative retail customer transaction data. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to July 2025, residents spent \$11.6m on Total (excl. Other) in Bunbury (WA). This was \$540k or -4.6% decrease compared to July 2024.

Locality	Total (excl. Other)			
	July 2025 Spend	July 2024 Spend	Spend Change	Spend % Change
IN LGA	\$549.6M	\$533.9M	↑\$15.7M	↑ 2.9%
Online	\$174.7M	\$157.6M	↑\$17.1M	↑ 9.8%
Bunbury (WA)	\$11.6M	\$12.2M	- \$540K	↓ -4.6%
Margaret River (WA)	\$9.4M	\$9.5M	- \$100K	↓ -1.1%
Perth (WA)	\$8.0M	\$7.4M	↑\$591K	↑ 7.4%
East Bunbury	\$5.5M	\$5.4M	↑\$59K	↑ 1.1%
Perth Airport	\$3.8M			

All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to July 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by sub-region and crowd

Location

Bunbury (WA)

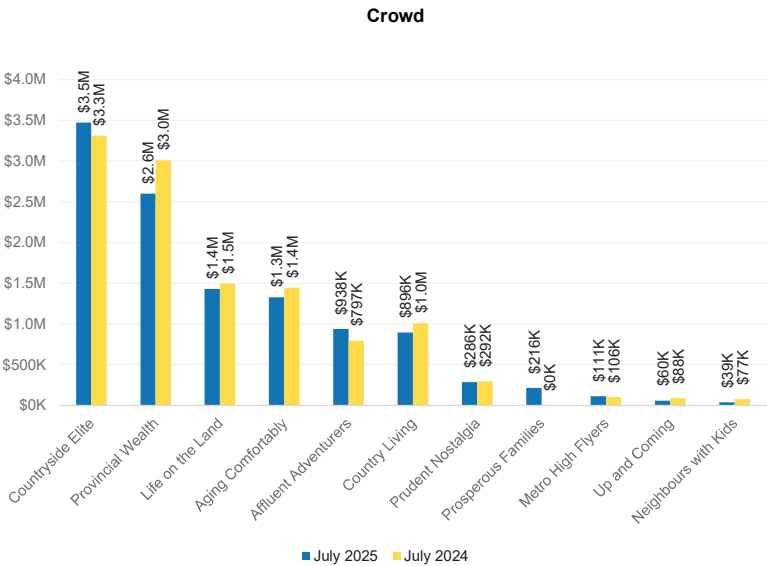
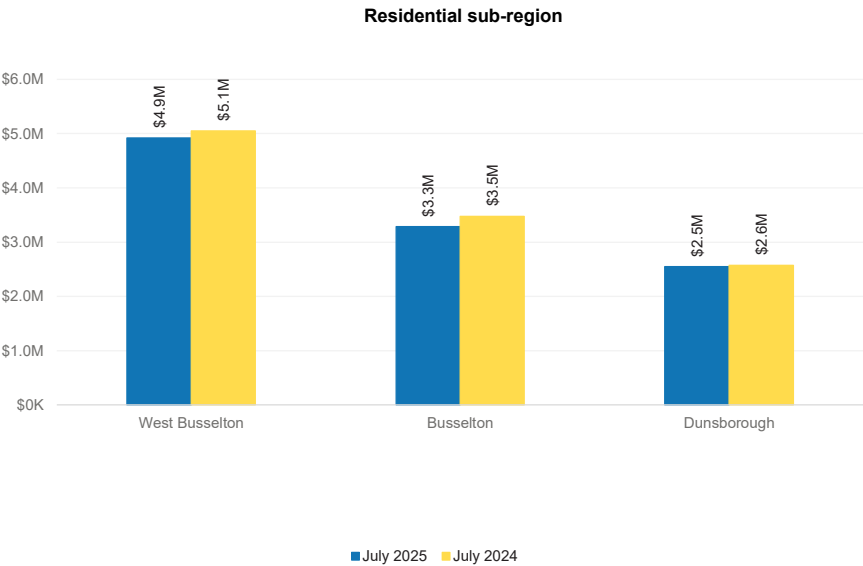
How does the proportion of expenditure change by sub-region and Crowd?

How to read:

In the 12 months to July 2025, there was \$4.9m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$128k less than the previous 12 months.

How to read:

In the 12 months to July 2025, there was \$3.5m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$164k more than the previous 12 months.



All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to July 2025. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
July 2025	Resident location	LGA	City of Busselton	

Overview

What are some of the key insights for City of Busselton residents during July 2025?

Total spend \$133.6M ↑ 5.0% .vs last year ↑ 6.5% .vs Regional WA	Top category Supermarkets \$18.2M of spend for City of Busselton residents is within this category during July 2025	Top lifestage Retiree 28.6% of City of Busselton residents are within this lifestage	Proportion of spend into the LGA 36.8% of spend for City of Busselton residents during July 2025
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (August 2024 - July 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

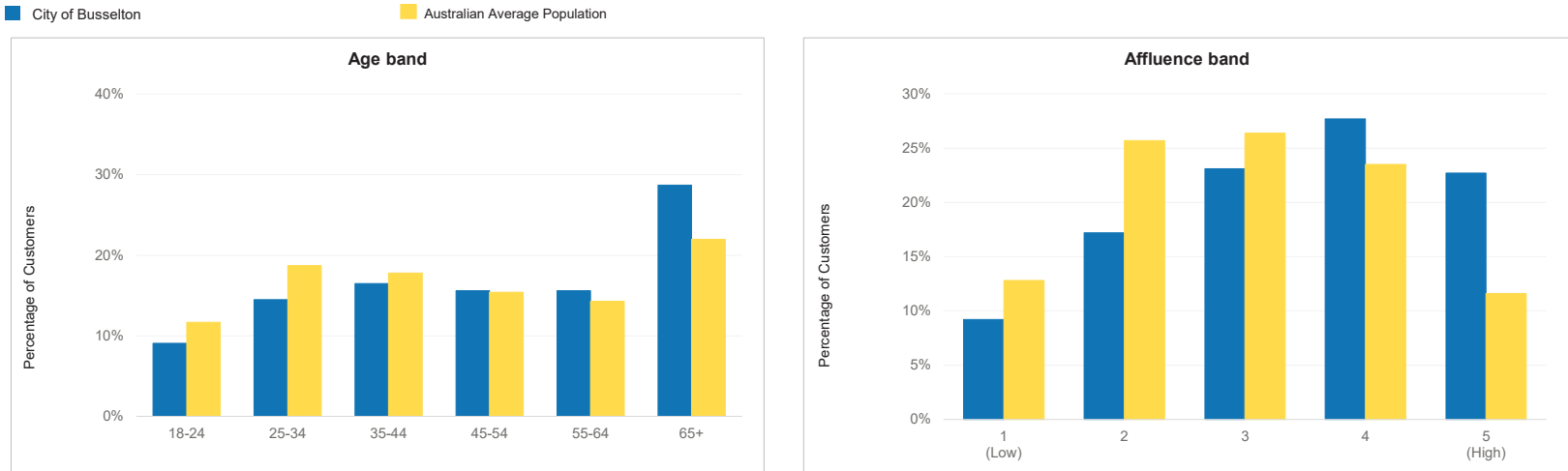
What are the highest performing categories for City of Busselton residents during the past 12 months (August 2024 - July 2025)?

Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$133.6M	↑ 5.0%	↑ 6.5%	\$1.57B	↑ 4.2%		
Household	\$28.8M	↑ 6.6%	↑ 8.6%	\$296.6M	↑ 4.2%	1.00x	98.9%
Insurance	\$9.2M	↑ 8.5%	↑ 7.3%	\$102.9M	↑ 9.1%	1.00x	65.0%
Electricity, Gas and Water Supply	\$6.0M	↑ 5.9%	↑ 11.1%	\$42.7M	↓ -4.8%	1.03x	51.1%
Telecommunication Services	\$3.9M	↑ 9.2%	↑ 12.0%	\$44.0M	↑ 8.2%	0.98x	78.6%
Personal Services	\$2.4M	↑ 13.9%	↑ 10.1%	\$26.9M	↑ 7.2%	0.99x	79.4%
Motor Vehicle Services	\$2.4M	↑ 23.2%	↑ 8.3%	\$24.6M	↑ 8.6%	1.09x	62.6%
Pet Care	\$1.7M	↑ 0.4%	↑ 5.0%	\$18.8M	↓ -1.0%	1.21x	45.8%
Public Services	\$994K	↓ -34.2%	↓ -4.5%	\$11.7M	↓ -22.8%	1.07x	59.4%
School Education	\$935K	↑ 8.0%	↑ 13.8%	\$8.6M	↑ 9.4%	0.64x	21.4%
Fitness	\$675K	↑ 20.4%	↑ 15.7%	\$8.3M	↑ 25.6%	0.71x	42.4%
Childcare Services	\$393K	↑ 37.9%	↑ 10.2%	\$3.7M	↓ -3.0%	0.77x	5.1%
Charities	\$219K	↑ 5.0%	↑ 1.0%	\$2.8M	↓ -7.6%	1.03x	31.8%
Computer Services	\$92K	↓ -60.1%	↑ 3.6%	\$1.7M	↑ 4.5%	0.80x	8.6%
Discretionary Retail	\$27.0M	↑ 5.8%	↑ 7.7%	\$343.5M	↑ 2.8%	1.00x	99.5%
Other Discretionary Retail	\$16.4M	↑ 3.8%	↑ 6.8%	\$215.5M	↑ 0.5%	1.00x	99.1%
Department Stores, Clothing & Accessories	\$7.8M	↑ 7.3%	↑ 6.4%	\$97.0M	↑ 5.1%	0.99x	96.8%
Buy Now Pay Later	\$2.5M	↑ 18.1%	↑ 16.0%	\$26.3M	↑ 15.8%	0.72x	18.4%
Print Media and Books	\$271K	↓ -9.6%	↑ 8.7%	\$3.6M	↓ -0.7%	1.04x	40.3%
Children and Baby Stores	\$78K	↓ -1.8%	↑ 14.3%	\$1.1M	↑ 7.2%	0.60x	9.2%
Food Retailing	\$25.8M	↑ 4.8%	↑ 4.2%	\$318.0M	↑ 5.0%	1.00x	99.3%
Supermarkets	\$18.2M	↓ -1.9%	↑ 3.0%	\$224.8M	↑ 0.4%	1.00x	98.9%
Groceries and Other Food Retailing	\$7.7M	↑ 25.0%	↑ 8.7%	\$93.2M	↑ 17.7%	1.00x	97.5%
Tourism and Entertainment	\$15.8M	↑ 9.5%	↑ 10.5%	\$182.9M	↑ 7.4%	1.00x	99.1%
Restaurants	\$3.4M	↑ 12.2%	↑ 12.1%	\$42.0M	↑ 17.0%	0.99x	93.5%
Takeaway and Fast Food Outlets	\$2.8M	↑ 4.3%	↑ 4.3%	\$31.9M	↑ 2.0%	0.98x	93.9%
Pubs, Taverns and Bars	\$2.3M	↑ 4.7%	↑ 4.2%	\$27.4M	↑ 2.8%	1.04x	82.7%
Attractions, Events and Recreation	\$2.2M	↑ 21.2%	↑ 15.3%	\$22.7M	↑ 4.8%	0.95x	75.0%
Cafes	\$2.0M	↑ 11.9%	↑ 0.9%	\$21.8M	↑ 1.6%	1.01x	89.2%
Online Entertainment	\$1.8M	↑ 7.6%	↑ 23.2%	\$21.1M	↑ 17.9%	0.98x	69.7%
Food Delivery Services	\$893K	↑ 21.3%	↑ 37.8%	\$8.7M	↑ 17.0%	0.67x	28.0%
Breweries and Wineries	\$449K	↓ -17.3%	↓ -5.7%	\$7.4M	↓ -8.2%	2.86x	50.6%
Private Transport	\$11.1M	↑ 6.3%	↓ -0.2%	\$124.3M	↓ -0.1%	1.00x	97.0%
Accommodation	\$3.7M	↑ 7.5%	↑ 5.0%	\$39.1M	↑ 5.9%	1.08x	65.2%

Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category (not restricted to location). Benchmark is based on the spend of all residents in Regional WA.

Demographic profiles

What is the profile of City of Busselton residents during the recent static period (August 2024 - July 2025)?



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences of City of Busselton residents during the recent static period (August 2024 - July 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>3.25x</td><td>5.7%</td></tr><tr><td>Ghanda Clothing</td><td>2.54x</td><td>13.6%</td></tr><tr><td>Angus And Coote</td><td>2.12x</td><td>4.4%</td></tr><tr><td>Just Jeans</td><td>2.05x</td><td>12.2%</td></tr><tr><td>Gazman</td><td>1.98x</td><td>4.3%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	3.25x	5.7%	Ghanda Clothing	2.54x	13.6%	Angus And Coote	2.12x	4.4%	Just Jeans	2.05x	12.2%	Gazman	1.98x	4.3%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>64.9%</td></tr><tr><td>Liquor Stax</td><td>20.08x</td><td>34.7%</td></tr><tr><td>Liquor Barons</td><td>7.28x</td><td>11.5%</td></tr><tr><td>The Good Grocer</td><td>3.66x</td><td>6.1%</td></tr><tr><td>The Spud Shed</td><td>2.26x</td><td>11.4%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	64.9%	Liquor Stax	20.08x	34.7%	Liquor Barons	7.28x	11.5%	The Good Grocer	3.66x	6.1%	The Spud Shed	2.26x	11.4%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>10.90x</td><td>23.6%</td></tr><tr><td>Dome Cafe</td><td>10.04x</td><td>38.7%</td></tr><tr><td>Sushi Sushi</td><td>2.83x</td><td>28.9%</td></tr><tr><td>Miss Maud</td><td>2.67x</td><td>5.2%</td></tr><tr><td>Red Rooster</td><td>2.13x</td><td>37.2%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	10.90x	23.6%	Dome Cafe	10.04x	38.7%	Sushi Sushi	2.83x	28.9%	Miss Maud	2.67x	5.2%	Red Rooster	2.13x	37.2%
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Top 5 General Retail <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Red Dot</td><td>11.29x</td><td>45.2%</td></tr><tr><td>Perth Duty Free</td><td>7.68x</td><td>7.8%</td></tr><tr><td>Kmart</td><td>1.07x</td><td>84.0%</td></tr><tr><td>Temu</td><td>1.02x</td><td>24.0%</td></tr><tr><td>The Reject Shop</td><td>1.00x</td><td>37.9%</td></tr></table>	Brand	Affinity	Penetration	Red Dot	11.29x	45.2%	Perth Duty Free	7.68x	7.8%	Kmart	1.07x	84.0%	Temu	1.02x	24.0%	The Reject Shop	1.00x	37.9%	Top 5 Homewares and Appliances <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>House</td><td>2.86x</td><td>20.9%</td></tr><tr><td>The Good Guys</td><td>2.16x</td><td>27.9%</td></tr><tr><td>Beacon Lighting</td><td>2.11x</td><td>5.1%</td></tr><tr><td>Harvey Norman</td><td>1.90x</td><td>4.4%</td></tr><tr><td>Adairs</td><td>1.80x</td><td>10.8%</td></tr></table>	Brand	Affinity	Penetration	House	2.86x	20.9%	The Good Guys	2.16x	27.9%	Beacon Lighting	2.11x	5.1%	Harvey Norman	1.90x	4.4%	Adairs	1.80x	10.8%	Top 5 Personal Services <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Price Attack</td><td>3.69x</td><td>7.5%</td></tr><tr><td>Priceline</td><td>3.57x</td><td>26.9%</td></tr><tr><td>Adore Beauty</td><td>0.74x</td><td>1.5%</td></tr><tr><td>The Body Shop</td><td>0.68x</td><td>2.9%</td></tr><tr><td>Essential Beauty</td><td>0.67x</td><td>0.7%</td></tr></table>	Brand	Affinity	Penetration	Price Attack	3.69x	7.5%	Priceline	3.57x	26.9%	Adore Beauty	0.74x	1.5%	The Body Shop	0.68x	2.9%	Essential Beauty	0.67x	0.7%
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Affinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all Australian's shopping with the brand. Penetration is based on the proportion of the residents shopping with the brand (not restricted to location).

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
July 2025	Resident location	Sub-region	Busselton	

Overview

What are some of the key insights for Busselton residents during July 2025?

Total spend \$33.6M ↑ 7.6% .vs last year ↑ 6.5% .vs Regional WA	Top category Supermarkets \$4.8M of spend for Busselton residents is within this category during July 2025	Top lifestage Retiree 26.6% of Busselton residents are within this lifestage	Proportion of spend into the LGA 36.3% of spend for Busselton residents during July 2025
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (August 2024 - July 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

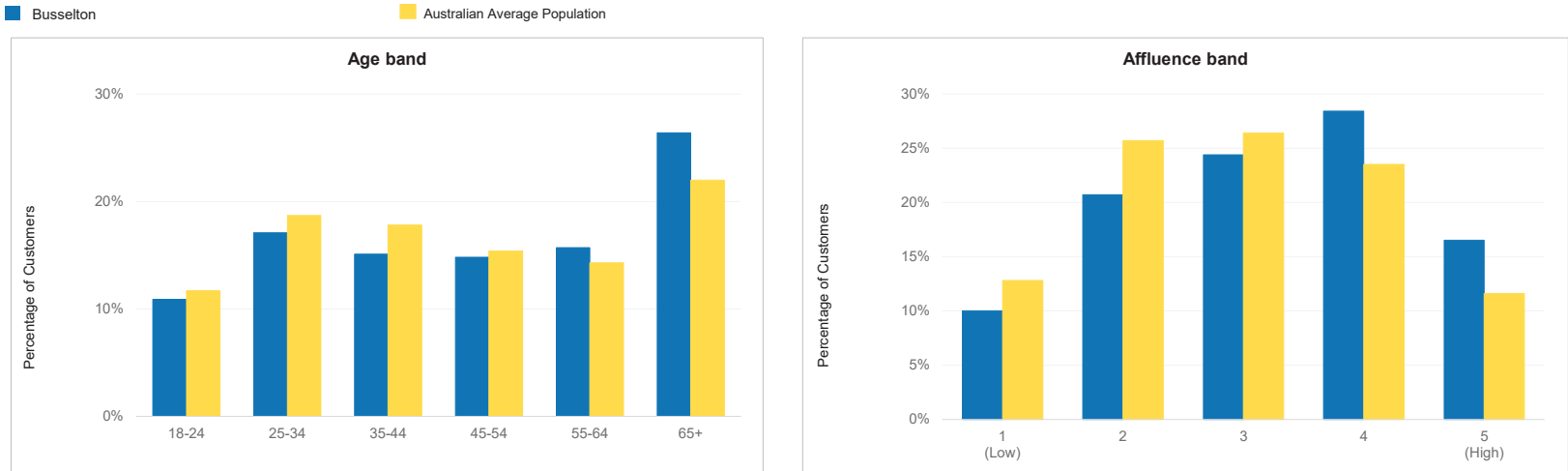
What are the highest performing categories for Busselton residents during the past 12 months (August 2024 - July 2025)?

Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$33.6M	↑ 7.6%	↑ 6.5%	\$392.1M	↑ 5.3%		
Discretionary Retail	\$7.1M	↑ 13.9%	↑ 7.7%	\$87.2M	↑ 3.6%	1.00x	99.4%
Other Discretionary Retail	\$4.2M	↑ 10.7%	↑ 6.8%	\$54.1M	↑ 0.9%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$2.1M	↑ 13.6%	↑ 6.4%	\$24.4M	↑ 5.1%	0.98x	96.0%
Buy Now Pay Later	\$755K	↑ 41.8%	↑ 16.0%	\$7.6M	↑ 21.6%	0.73x	18.7%
Print Media and Books	\$60K	↓ -8.3%	↑ 8.7%	\$821K	↓ -0.9%	0.92x	35.5%
Children and Baby Stores	\$16K	↓ -28.2%	↑ 14.3%	\$258K	↑ 8.4%	0.49x	7.6%
Household	\$7.0M	↑ 8.5%	↑ 8.6%	\$71.9M	↑ 5.1%	0.99x	98.6%
Insurance	\$2.3M	↑ 12.2%	↑ 7.3%	\$24.9M	↑ 10.2%	0.95x	62.0%
Electricity, Gas and Water Supply	\$1.5M	↑ 8.0%	↑ 11.1%	\$10.4M	↓ -1.3%	0.92x	46.0%
Telecommunication Services	\$1.0M	↑ 12.5%	↑ 12.0%	\$11.2M	↑ 7.8%	0.99x	79.2%
Motor Vehicle Services	\$633K	↑ 40.4%	↑ 8.3%	\$5.9M	↑ 12.9%	0.96x	55.5%
Personal Services	\$508K	↑ 7.1%	↑ 10.1%	\$6.3M	↑ 4.5%	0.96x	76.6%
Pet Care	\$358K	↓ -24.3%	↑ 5.0%	\$4.4M	↓ -5.9%	1.07x	40.6%
Public Services	\$243K	↓ -32.0%	↓ -4.5%	\$3.0M	↓ -18.2%	0.96x	53.2%
School Education	\$183K	↑ 17.9%	↑ 13.8%	\$2.0M	↑ 8.5%	0.55x	18.5%
Fitness	\$149K	↑ 19.0%	↑ 15.7%	\$2.1M	↑ 23.7%	0.67x	40.5%
Childcare Services	\$94K	↑ 37.7%	↑ 10.2%	\$786K	↑ 9.8%	0.53x	3.5%
Charities	\$56K	↑ 39.5%	↑ 1.0%	\$586K	↓ -6.3%	0.93x	28.8%
Computer Services	\$26K	↑ 19.2%	↑ 3.6%	\$291K	↓ -13.3%	0.76x	8.2%
Food Retailing	\$6.5M	↑ 8.1%	↑ 4.2%	\$79.5M	↑ 6.4%	1.00x	99.4%
Supermarkets	\$4.8M	↑ 3.1%	↑ 3.0%	\$57.8M	↑ 1.9%	1.00x	99.0%
Groceries and Other Food Retailing	\$1.8M	↑ 23.9%	↑ 8.7%	\$21.7M	↑ 20.9%	1.00x	97.4%
Tourism and Entertainment	\$4.1M	↑ 9.5%	↑ 10.5%	\$47.6M	↑ 10.0%	1.00x	99.1%
Takeaway and Fast Food Outlets	\$819K	↑ 13.3%	↑ 4.3%	\$8.9M	↑ 5.2%	0.99x	94.3%
Restaurants	\$788K	↑ 13.6%	↑ 12.1%	\$10.0M	↑ 19.3%	0.99x	92.6%
Pubs, Taverns and Bars	\$626K	↓ -0.9%	↑ 4.2%	\$7.6M	↑ 6.1%	1.01x	80.7%
Attractions, Events and Recreation	\$522K	↑ 4.3%	↑ 15.3%	\$5.8M	↑ 8.7%	0.91x	72.2%
Online Entertainment	\$488K	↑ 13.2%	↑ 23.2%	\$5.5M	↑ 19.4%	0.97x	68.8%
Cafes	\$480K	↑ 9.7%	↑ 0.9%	\$5.5M	↑ 5.5%	0.99x	86.9%
Food Delivery Services	\$296K	↑ 29.6%	↑ 37.8%	\$2.7M	↑ 15.7%	0.74x	31.0%
Breweries and Wineries	\$113K	↓ -11.4%	↓ -5.7%	\$1.7M	↓ -9.3%	2.54x	44.9%
Private Transport	\$2.8M	↑ 6.1%	↓ -0.2%	\$30.7M	↑ 2.5%	0.99x	96.3%
Accommodation	\$931K	↑ 19.0%	↑ 5.0%	\$9.6M	↑ 7.7%	1.01x	60.8%

Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category (not restricted to location). Benchmark is based on the spend of all residents in Regional WA.

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See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences of Busselton residents during the recent static period (August 2024 - July 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>3.19x</td><td>5.6%</td></tr><tr><td>Angus And Coote</td><td>2.08x</td><td>4.3%</td></tr><tr><td>Ghanda Clothing</td><td>2.04x</td><td>10.9%</td></tr><tr><td>Just Jeans</td><td>1.89x</td><td>11.3%</td></tr><tr><td>Sportsgirl</td><td>1.45x</td><td>10.1%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	3.19x	5.6%	Angus And Coote	2.08x	4.3%	Ghanda Clothing	2.04x	10.9%	Just Jeans	1.89x	11.3%	Sportsgirl	1.45x	10.1%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>59.8%</td></tr><tr><td>Liquor Stax</td><td>11.13x</td><td>19.2%</td></tr><tr><td>Liquor Barons</td><td>5.97x</td><td>9.4%</td></tr><tr><td>The Good Grocer</td><td>2.96x</td><td>5.0%</td></tr><tr><td>The Spud Shed</td><td>2.80x</td><td>14.2%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	59.8%	Liquor Stax	11.13x	19.2%	Liquor Barons	5.97x	9.4%	The Good Grocer	2.96x	5.0%	The Spud Shed	2.80x	14.2%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Dome Cafe</td><td>9.72x</td><td>37.5%</td></tr><tr><td>Chicken Treat</td><td>9.10x</td><td>19.7%</td></tr><tr><td>Sushi Sushi</td><td>2.77x</td><td>28.3%</td></tr><tr><td>Miss Maud</td><td>2.68x</td><td>5.2%</td></tr><tr><td>Foodhub</td><td>2.38x</td><td>2.4%</td></tr></table>	Brand	Affinity	Penetration	Dome Cafe	9.72x	37.5%	Chicken Treat	9.10x	19.7%	Sushi Sushi	2.77x	28.3%	Miss Maud	2.68x	5.2%	Foodhub	2.38x	2.4%
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City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
July 2025	Resident location	Sub-region	Dunsborough	

Overview

What are some of the key insights for Dunsborough residents during July 2025?

Total spend \$39.8M ↑ 0.3% .vs last year ↑ 6.5% .vs Regional WA	Top category Other Discretionary Retail \$4.9M of spend for Dunsborough residents is within this category during July 2025	Top lifestage Retiree 25.2% of Dunsborough residents are within this lifestage	Proportion of spend into the LGA 33.6% of spend for Dunsborough residents during July 2025
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (August 2024 - July 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

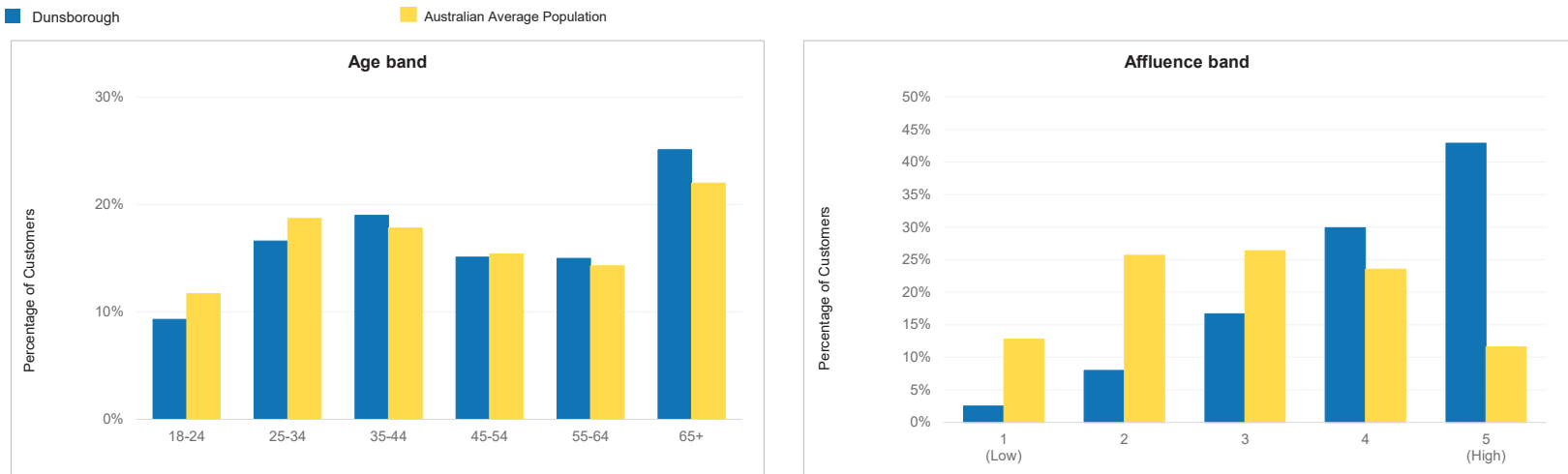
What are the highest performing categories for Dunsborough residents during the past 12 months (August 2024 - July 2025)?

Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$39.8M	↑ 0.3%	↑ 6.5%	\$489.6M	↑ 3.6%		
Household	\$8.5M	↑ 7.9%	↑ 8.6%	\$91.9M	↑ 2.7%	1.00x	99.2%
Insurance	\$2.9M	↑ 4.5%	↑ 7.3%	\$32.6M	↑ 5.8%	1.02x	66.6%
Electricity, Gas and Water Supply	\$1.5M	↑ 15.0%	↑ 11.1%	\$12.8M	↓ -6.0%	1.04x	51.6%
Telecommunication Services	\$1.0M	↑ 6.3%	↑ 12.0%	\$12.0M	↑ 9.2%	0.96x	77.2%
Personal Services	\$861K	↑ 16.8%	↑ 10.1%	\$9.4M	↑ 8.8%	1.02x	81.5%
Motor Vehicle Services	\$663K	↑ 11.5%	↑ 8.3%	\$8.6M	↑ 8.0%	1.19x	68.4%
School Education	\$518K	↑ 49.7%	↑ 13.8%	\$3.1M	↑ 5.6%	0.68x	22.7%
Pet Care	\$479K	↑ 0.9%	↑ 5.0%	\$5.3M	↓ -5.7%	1.13x	42.8%
Public Services	\$250K	↓ -16.8%	↓ -4.5%	\$2.7M	↓ -24.5%	1.13x	62.6%
Fitness	\$233K	↑ 1.2%	↑ 15.7%	\$2.6M	↑ 16.4%	0.74x	44.5%
Childcare Services	\$76K	↑ 5.1%	↑ 10.2%	\$1.1M	↓ -19.1%	1.12x	7.5%
Charities	\$51K	↓ -34.8%	↑ 1.0%	\$859K	↓ -23.1%	1.04x	32.3%
Computer Services	\$37K	↓ -57.7%	↑ 3.6%	\$921K	↑ 31.1%	0.95x	10.2%
Discretionary Retail	\$7.8M	↓ -0.8%	↑ 7.7%	\$105.6M	↑ 4.9%	1.00x	99.4%
Other Discretionary Retail	\$4.9M	↓ -5.0%	↑ 6.8%	\$68.5M	↑ 3.7%	1.00x	99.1%
Department Stores, Clothing & Accessories	\$2.2M	↑ 8.4%	↑ 6.4%	\$29.0M	↑ 4.6%	0.99x	96.6%
Buy Now Pay Later	\$585K	↑ 1.0%	↑ 16.0%	\$6.5M	↑ 22.2%	0.67x	17.1%
Print Media and Books	\$101K	↑ 12.7%	↑ 8.7%	\$1.2M	↑ 1.3%	1.12x	43.4%
Children and Baby Stores	\$31K	↑ 28.4%	↑ 14.3%	\$401K	↓ -0.9%	0.67x	10.4%
Food Retailing	\$7.2M	↑ 1.8%	↑ 4.2%	\$92.0M	↑ 5.7%	1.00x	99.5%
Supermarkets	\$4.8M	↓ -5.5%	↑ 3.0%	\$61.9M	↑ 1.0%	1.00x	98.9%
Groceries and Other Food Retailing	\$2.4M	↑ 20.1%	↑ 8.7%	\$30.1M	↑ 16.9%	1.00x	98.0%
Tourism and Entertainment	\$4.7M	↑ 6.9%	↑ 10.5%	\$55.8M	↑ 3.4%	1.00x	99.5%
Restaurants	\$1.3M	↑ 12.3%	↑ 12.1%	\$16.8M	↑ 16.2%	1.02x	95.9%
Pubs, Taverns and Bars	\$685K	↑ 4.8%	↑ 4.2%	\$7.8M	↓ -5.5%	1.08x	86.0%
Cafes	\$674K	↑ 9.6%	↑ 0.9%	\$7.5M	↓ -0.2%	1.06x	93.3%
Takeaway and Fast Food Outlets	\$602K	↓ -0.6%	↑ 4.3%	\$7.2M	↓ -1.2%	0.99x	94.5%
Attractions, Events and Recreation	\$598K	↑ 15.2%	↑ 15.3%	\$6.6M	↓ -2.8%	0.99x	78.4%
Online Entertainment	\$451K	↓ -2.1%	↑ 23.2%	\$5.5M	↑ 6.6%	1.04x	73.7%
Breweries and Wineries	\$191K	↓ -6.7%	↓ -5.7%	\$3.0M	↓ -5.8%	3.36x	59.4%
Food Delivery Services	\$119K	↑ 9.8%	↑ 37.8%	\$1.3M	↑ 9.7%	0.55x	22.9%
Private Transport	\$3.3M	↑ 3.4%	↓ -0.2%	\$38.5M	↓ -0.8%	1.02x	98.6%
Accommodation	\$1.3M	↑ 4.9%	↑ 5.0%	\$14.6M	↑ 7.3%	1.18x	71.1%

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Affinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all Australian's shopping with the brand. Penetration is based on the proportion of the residents shopping with the brand (not restricted to location).

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
July 2025	Resident location	Sub-region	West Busselton	

Overview

What are some of the key insights for West Busselton residents during July 2025?

Total spend \$52.8M ↑ 6.3% .vs last year ↑ 6.5% .vs Regional WA	Top category Supermarkets \$7.7M of spend for West Busselton residents is within this category during July 2025	Top lifestage Retiree 32.3% of West Busselton residents are within this lifestage	Proportion of spend into the LGA 39.5% of spend for West Busselton residents during July 2025
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (August 2024 - July 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

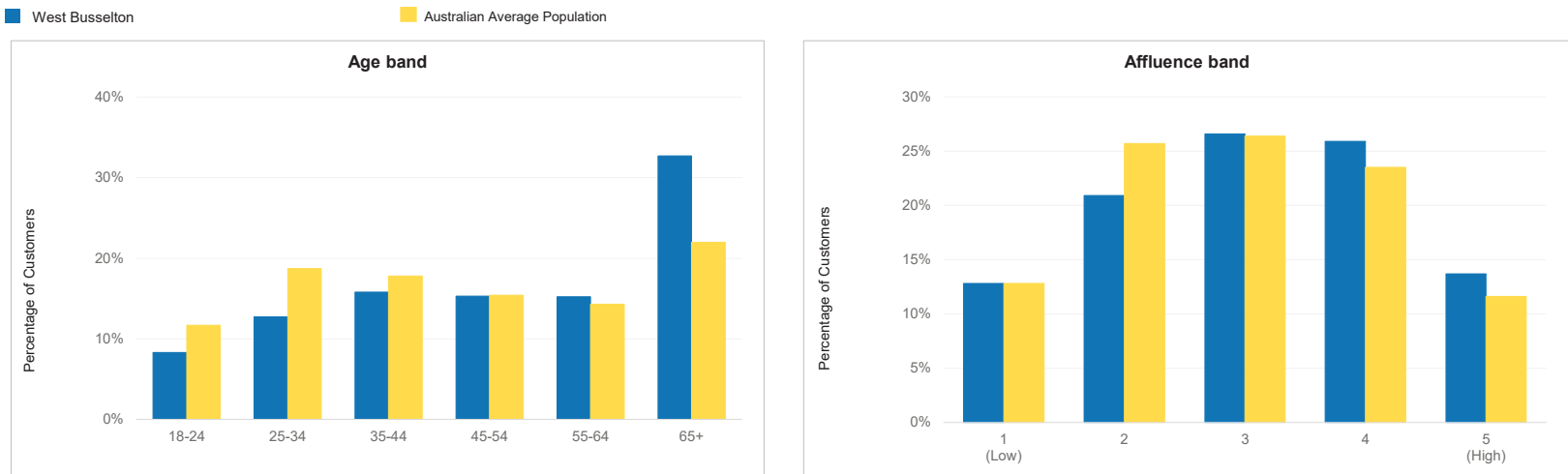
What are the highest performing categories for West Busselton residents during the past 12 months (August 2024 - July 2025)?

Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$52.8M	↑ 6.3%	↑ 6.5%	\$609.5M	↑ 3.9%		
Household	\$11.9M	↑ 6.0%	↑ 8.6%	\$118.7M	↑ 5.2%	1.00x	99.1%
Insurance	\$3.7M	↑ 9.9%	↑ 7.3%	\$40.7M	↑ 11.2%	1.02x	66.6%
Electricity, Gas and Water Supply	\$2.7M	↑ 1.3%	↑ 11.1%	\$17.6M	↓ -5.7%	1.09x	54.3%
Telecommunication Services	\$1.7M	↑ 8.5%	↑ 12.0%	\$18.6M	↑ 7.0%	1.00x	80.3%
Motor Vehicle Services	\$920K	↑ 17.1%	↑ 8.3%	\$8.9M	↑ 5.7%	1.12x	64.6%
Personal Services	\$909K	↑ 15.5%	↑ 10.1%	\$10.1M	↑ 7.4%	1.00x	80.3%
Pet Care	\$792K	↑ 24.8%	↑ 5.0%	\$7.8M	↑ 8.3%	1.33x	50.1%
Public Services	\$463K	↓ -40.1%	↓ -4.5%	\$5.3M	↓ -21.5%	1.10x	61.2%
Fitness	\$269K	↑ 51.8%	↑ 15.7%	\$3.3M	↑ 35.5%	0.72x	43.1%
School Education	\$206K	↓ -26.7%	↑ 13.8%	\$3.1M	↑ 13.7%	0.68x	22.8%
Childcare Services	\$190K	↑ 39.7%	↑ 10.2%	\$1.6M	↑ 1.9%	0.73x	4.8%
Charities	\$104K	↑ 24.6%	↑ 1.0%	\$1.2M	↑ 5.1%	1.09x	33.9%
Computer Services	\$28K	↓ -36.5%	↑ 3.6%	\$399K	↓ -9.2%	0.72x	7.8%
Food Retailing	\$10.8M	↑ 4.4%	↑ 4.2%	\$130.8M	↑ 3.6%	1.00x	99.2%
Supermarkets	\$7.7M	↓ -2.4%	↑ 3.0%	\$93.9M	↓ -0.6%	1.00x	98.9%
Groceries and Other Food Retailing	\$3.1M	↑ 26.9%	↑ 8.7%	\$36.9M	↑ 16.0%	0.99x	97.2%
Discretionary Retail	\$10.3M	↑ 2.6%	↑ 7.7%	\$131.6M	↑ 0.6%	1.00x	99.5%
Other Discretionary Retail	\$6.1M	↑ 3.0%	↑ 6.8%	\$80.0M	↓ -2.9%	1.00x	99.2%
Department Stores, Clothing & Accessories	\$3.0M	↓ -0.3%	↑ 6.4%	\$38.5M	↑ 6.0%	1.00x	97.5%
Buy Now Pay Later	\$1.1M	↑ 14.4%	↑ 16.0%	\$11.3M	↑ 8.6%	0.78x	20.0%
Print Media and Books	\$97K	↓ -27.4%	↑ 8.7%	\$1.4M	↓ -2.3%	1.08x	41.7%
Children and Baby Stores	\$29K	↓ -5.3%	↑ 14.3%	\$417K	↑ 15.3%	0.61x	9.5%
Tourism and Entertainment	\$6.2M	↑ 9.5%	↑ 10.5%	\$70.9M	↑ 8.5%	1.00x	98.8%
Takeaway and Fast Food Outlets	\$1.2M	↓ -1.8%	↑ 4.3%	\$14.1M	↑ 1.0%	0.98x	93.5%
Restaurants	\$1.1M	↑ 11.0%	↑ 12.1%	\$13.4M	↑ 16.3%	0.99x	92.7%
Pubs, Taverns and Bars	\$929K	↑ 10.7%	↑ 4.2%	\$10.6M	↑ 6.9%	1.03x	82.4%
Attractions, Events and Recreation	\$906K	↑ 32.8%	↑ 15.3%	\$9.1M	↑ 9.2%	0.96x	75.6%
Online Entertainment	\$763K	↑ 9.1%	↑ 23.2%	\$9.1M	↑ 24.2%	0.97x	68.5%
Cafes	\$739K	↑ 12.5%	↑ 0.9%	\$7.8M	↓ -0.6%	1.01x	88.5%
Food Delivery Services	\$424K	↑ 13.9%	↑ 37.8%	\$4.3M	↑ 17.6%	0.74x	31.0%
Breweries and Wineries	\$126K	↓ -33.4%	↓ -5.7%	\$2.4M	↓ -11.4%	2.81x	49.7%
Private Transport	\$4.3M	↑ 9.4%	↓ -0.2%	\$47.3M	↓ -1.0%	0.99x	96.4%
Accommodation	\$1.3M	↑ 9.6%	↑ 5.0%	\$13.2M	↑ 1.9%	1.07x	64.6%

Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category (not restricted to location). Benchmark is based on the spend of all residents in Regional WA.

Demographic profiles

What is the profile of West Busselton residents during the recent static period (August 2024 - July 2025)?



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences of West Busselton residents during the recent static period (August 2024 - July 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>4.54x</td><td>8.0%</td></tr><tr><td>Angus And Coote</td><td>2.84x</td><td>5.9%</td></tr><tr><td>Just Jeans</td><td>2.43x</td><td>14.5%</td></tr><tr><td>Ghanda Clothing</td><td>2.41x</td><td>12.8%</td></tr><tr><td>Sportsgirl</td><td>1.95x</td><td>13.6%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	4.54x	8.0%	Angus And Coote	2.84x	5.9%	Just Jeans	2.43x	14.5%	Ghanda Clothing	2.41x	12.8%	Sportsgirl	1.95x	13.6%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>69.8%</td></tr><tr><td>Liquor Stax</td><td>22.91x</td><td>39.6%</td></tr><tr><td>Liquor Barons</td><td>6.44x</td><td>10.1%</td></tr><tr><td>The Good Grocer</td><td>2.93x</td><td>4.9%</td></tr><tr><td>The Spud Shed</td><td>2.52x</td><td>12.7%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	69.8%	Liquor Stax	22.91x	39.6%	Liquor Barons	6.44x	10.1%	The Good Grocer	2.93x	4.9%	The Spud Shed	2.52x	12.7%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>13.03x</td><td>28.2%</td></tr><tr><td>Dome Cafe</td><td>11.08x</td><td>42.7%</td></tr><tr><td>Sushi Sushi</td><td>3.29x</td><td>33.6%</td></tr><tr><td>Red Rooster</td><td>2.54x</td><td>44.4%</td></tr><tr><td>Miss Maud</td><td>2.38x</td><td>4.6%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	13.03x	28.2%	Dome Cafe	11.08x	42.7%	Sushi Sushi	3.29x	33.6%	Red Rooster	2.54x	44.4%	Miss Maud	2.38x	4.6%
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Affinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all Australian's shopping with the brand. Penetration is based on the proportion of the residents shopping with the brand (not restricted to location).

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		Filter
July 2025	LGA	City of Busselton		All Visitors

Overview

What are some of the key insights for Visitors to City of Busselton?

Top category Accommodation - Online <i>\$4.8M of City of Busselton Visitors spend during July 2025</i>	Top age band 35-44 <i>19.5% of City of Busselton Visitors are within this age band</i>	Top lifestage Young Families <i>21% of City of Busselton Visitors are within this lifestage</i>
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (August 2024 - July 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

What are the highest performing categories for Visitors to City of Busselton during the past 12 months (August 2024 - July 2025)?

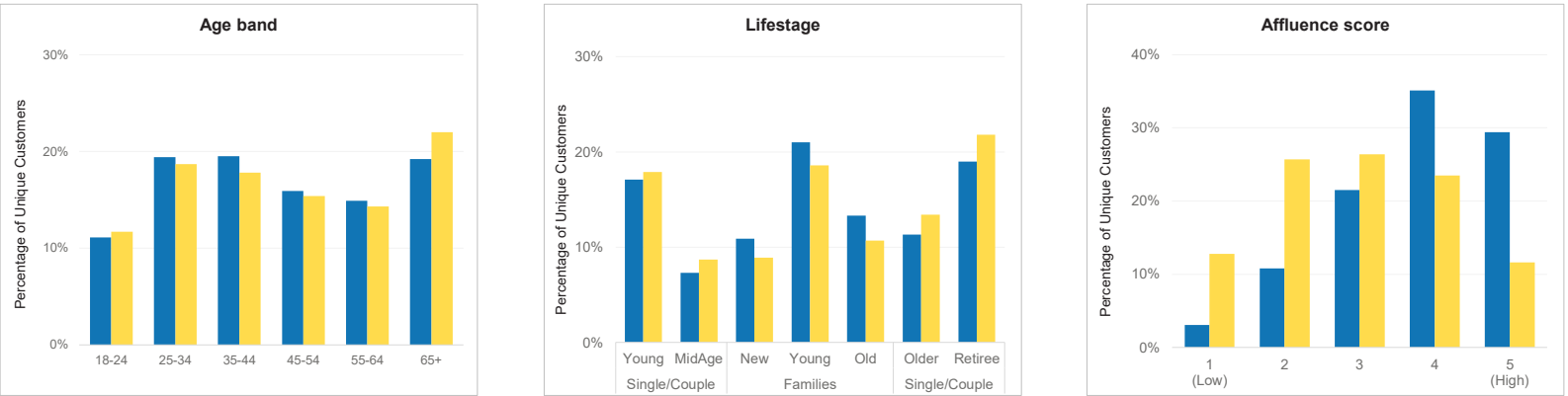
Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$37.9M	↑ 11.0%	↑ 3.6%	\$524.6M	↑ 3.9%		
Tourism and Entertainment	\$8.7M	↑ 1.2%	↑ 6.3%	\$131.1M	↑ 2.8%	0.99x	75.8%
Restaurants	\$2.7M	↑ 6.8%	↑ 13.1%	\$41.7M	↑ 24.6%	0.95x	38.1%
Breweries and Wineries	\$1.8M	↓ -10.0%	↓ -5.0%	\$25.7M	↓ -11.1%	0.95x	21.5%
Cafes	\$1.4M	↑ 2.6%	↑ 2.8%	\$21.1M	↑ 7.3%	0.93x	30.4%
Pubs, Taverns and Bars	\$1.3M	↑ 6.5%	↑ 5.3%	\$19.2M	↓ -8.4%	0.90x	20.2%
Takeaway and Fast Food Outlets	\$977K	↑ 12.4%	↑ 3.6%	\$12.7M	↓ -3.0%	0.92x	27.4%
Attractions, Events and Recreation	\$651K	↓ -12.1%	↑ 9.2%	\$10.7M	↓ -6.6%	0.94x	19.4%
Food Retailing	\$8.7M	↑ 36.2%	↑ 4.2%	\$111.1M	↑ 18.7%	0.98x	60.4%
Groceries and Other Food Retailing	\$4.7M	↑ 85.4%	↑ 6.6%	\$54.5M	↑ 43.9%	0.96x	46.5%
Supermarkets	\$4.0M	↑ 3.6%	↑ 3.2%	\$56.6M	↑ 1.5%	0.94x	39.8%
Discretionary Retail	\$6.7M	↑ 10.8%	↑ 6.1%	\$86.5M	↑ 1.8%	0.93x	33.0%
Other Discretionary Retail	\$4.1M	↑ 6.5%	↑ 6.0%	\$55.0M	→ 0.0%	0.89x	24.0%
Department Stores, Clothing & Accessories	\$2.6M	↑ 18.4%	↑ 6.4%	\$31.5M	↑ 5.1%	0.86x	19.6%
Accommodation - Online	\$4.8M	↓ -5.5%	↑ 17.9%	\$80.7M	↑ 4.0%	1.03x	
Private Transport	\$2.7M	↑ 26.9%	↑ 0.5%	\$36.7M	↑ 14.7%	0.92x	30.5%
Accommodation - Instore	\$1.3M	↓ -12.1%	↓ -2.9%	\$28.8M	↓ -21.5%	0.93x	10.1%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (August 2024 - July 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on all visitors. See FAQ for more information

Demographic profile

What is the profile of Visitors to City of Busselton during the recent static period (August 2024 - July 2025)?

All VisitorsAustralian Average Population



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences for Visitors to City of Busselton during the recent static period (August 2024 - July 2025)?

How to read: 6.2% of Visitors to City of Busselton have transacted with St John Of God in City of Busselton. This is 1.03x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.03x	6.2%
Tasman Holiday Parks	Travel	1.01x	1.1%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.6%
Ngilgi Cave	Attractions	1.01x	2.4%
Busselton Jetty	Attractions	1.01x	11.0%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.4%
Pullman	Travel	0.97x	1.6%
Abbey Beach Resort	Travel	0.96x	1.1%
Cheeky Monkey Brewing Co	Eating And Drinking Out	0.96x	1.0%
Meelup Farmhouse	Eating And Drinking Out	0.95x	1.5%
Dunsborough Bakery	Food Retailing	0.94x	5.6%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.6%
Beerfarm Metricup	Eating And Drinking Out	0.93x	4.7%
Shelter Brewing Co	Eating And Drinking Out	0.92x	7.3%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.4%
Yallingup Gugelhupf	Food Retailing	0.92x	1.1%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.6%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.1%
Woody Nook Wines	Eating And Drinking Out	0.91x	1.0%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	3.9%
Aravina Estate	Eating And Drinking Out	0.91x	2.3%
Caves House Hotel	Eating And Drinking Out	0.91x	5.0%
Margaret Double Bay	Eating And Drinking Out	0.90x	3.3%
The Goose	Eating And Drinking Out	0.90x	9.8%
Coles	Food Retailing	0.90x	25.4%
Merchant And Maker	Eating And Drinking Out	0.90x	5.0%
La Lah	Eating And Drinking Out	0.89x	1.8%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.89x	1.2%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.6%
Wild And Woods	Eating And Drinking Out	0.88x	1.3%

Affinity is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand.

City of Busselton

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

Overview

What are some of the key insights for Visitors to Busselton?

Top category Other Discretionary Retail \$2.5M of Busselton Visitors spend during July 2025	Top age band 25-34 19.5% of Busselton Visitors are within this age band	Top lifestyle Young Families 21.1% of Busselton Visitors are within this lifestyle
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (August 2024 - July 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

What are the highest performing categories for Visitors to Busselton during the past 12 months (August 2024 - July 2025)?

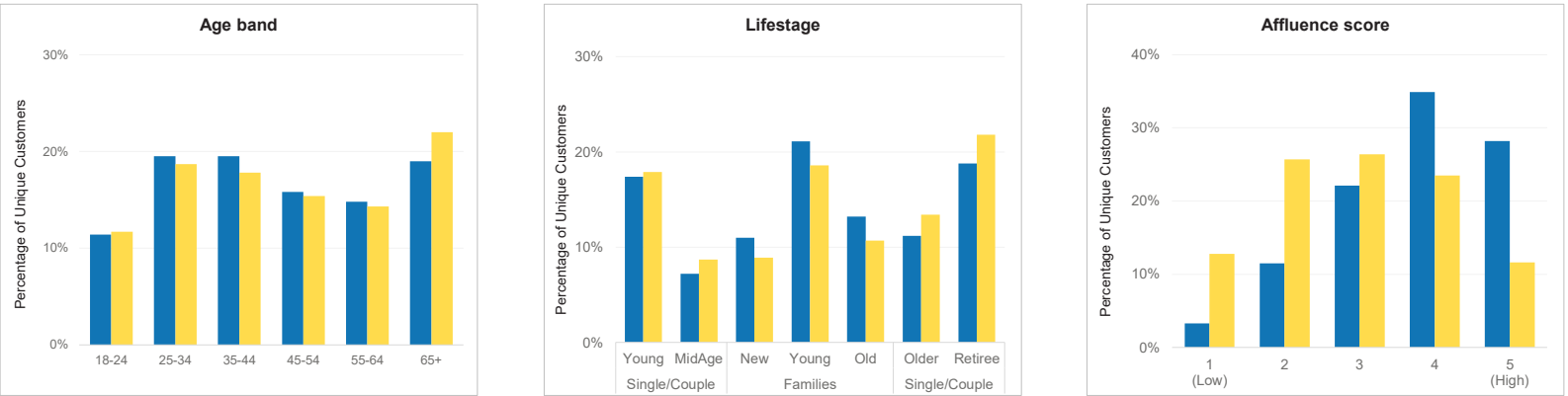
Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$12.5M	↑ 12.9%	↑ 3.6%	\$161.1M	↑ 2.3%		
Discretionary Retail	\$3.3M	↑ 1.6%	↑ 6.1%	\$44.6M	↓ -0.1%	0.85x	30.3%
Other Discretionary Retail	\$2.5M	↑ 0.6%	↑ 6.0%	\$33.5M	↓ -0.9%	0.85x	23.1%
Department Stores, Clothing & Accessories	\$785K	↑ 4.9%	↑ 6.4%	\$11.1M	↑ 2.5%	0.64x	14.5%
Tourism and Entertainment	\$2.8M	↑ 8.9%	↑ 6.3%	\$43.5M	↑ 8.7%	0.98x	75.1%
Restaurants	\$746K	↑ 67.0%	↑ 13.1%	\$11.5M	↑ 63.9%	0.76x	30.6%
Cafes	\$512K	↓ -1.5%	↑ 2.8%	\$8.2M	↑ 3.1%	0.71x	23.1%
Pubs, Taverns and Bars	\$495K	↑ 3.2%	↑ 5.3%	\$7.0M	↑ 2.0%	0.62x	14.0%
Takeaway and Fast Food Outlets	\$345K	↑ 25.8%	↑ 3.6%	\$4.0M	↓ -1.9%	0.62x	18.5%
Food Retailing	\$2.3M	↑ 1.8%	↑ 4.2%			0.62x	38.1%
Supermarkets	\$1.5M	↓ -0.5%	↑ 3.2%	\$21.6M	↓ -1.8%	0.70x	29.3%
Groceries and Other Food Retailing	\$764K	↑ 6.8%	↑ 6.6%	\$11.2M	↓ -1.8%	0.40x	19.5%
Private Transport	\$1.3M	↑ 49.6%	↑ 0.5%	\$16.5M	↑ 1.8%	0.74x	24.5%
Accommodation - Instore	\$113K	↑ 187.3%	↓ -2.9%	\$1.1M	↓ -8.1%	0.10x	1.1%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (August 2024 - July 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on all visitors. See FAQ for more information

Demographic profile

What is the profile of Visitors to Busselton during the recent static period (August 2024 - July 2025)?

All VisitorsAustralian Average Population



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences for Visitors to Busselton during the recent static period (August 2024 - July 2025)?

How to read: 17.6% of Visitors to Busselton have transacted with Busselton Jetty in Busselton. This is 1.60x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.60x	17.6%
Shelter Brewing Co	Eating And Drinking Out	1.47x	11.6%
The Goose	Eating And Drinking Out	1.43x	15.5%
Kyst	Eating And Drinking Out	1.40x	11.8%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.37x	5.5%
Mano Wraps	Eating And Drinking Out	1.25x	3.0%
Esplanade Hotel	Eating And Drinking Out	1.18x	6.0%
Hungry Jacks	Eating And Drinking Out	1.13x	4.4%
Ship Inn	Eating And Drinking Out	1.12x	2.7%
Caltex	Private Transport	1.11x	12.1%
Baked Busselton	Food Retailing	1.10x	4.7%
The Vasse Tavern	Eating And Drinking Out	1.10x	2.4%
Dan Murphys	Food Retailing	1.08x	6.6%
The Fire Station	Eating And Drinking Out	1.07x	2.4%
Timezone	Recreation	1.06x	1.5%
Liberty Petrol	Private Transport	1.04x	6.1%
Benesse Cafe	Eating And Drinking Out	1.04x	3.1%
The Tav	Eating And Drinking Out	1.03x	2.1%
Geographe Restauranty	Eating And Drinking Out	1.02x	1.6%
Bunnings Warehouse	Hardware And Garden Retailing	1.00x	8.9%
Busselton Pavilion	Eating And Drinking Out	0.98x	1.7%
Bcf	Recreational Goods	0.95x	2.6%
Best And Less	Clothing And Accessories	0.94x	3.2%
Kwik Koffee	Eating And Drinking Out	0.92x	2.7%
Reading Cinemas	Films And Videos	0.88x	1.8%
Cotton On	Clothing And Accessories	0.88x	1.6%
Sushi Sushi	Eating And Drinking Out	0.88x	2.3%
Pharmacy 777	Personal Goods Retailing	0.86x	3.2%
City Of Busselton	Government Administration	0.83x	2.9%
The Salvation Army	Personal Goods Retailing	0.83x	1.1%

Affinity is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand.

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
July 2025	Sub-region	Dunsborough		

Overview

What are some of the key insights for Visitors to Dunsborough?

Top category Restaurants \$1.8M of Dunsborough Visitors spend during July 2025	Top age band 35-44 20% of Dunsborough Visitors are within this age band	Top lifestage Young Families 22% of Dunsborough Visitors are within this lifestage
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (August 2024 - July 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

What are the highest performing categories for Visitors to Dunsborough during the past 12 months (August 2024 - July 2025)?

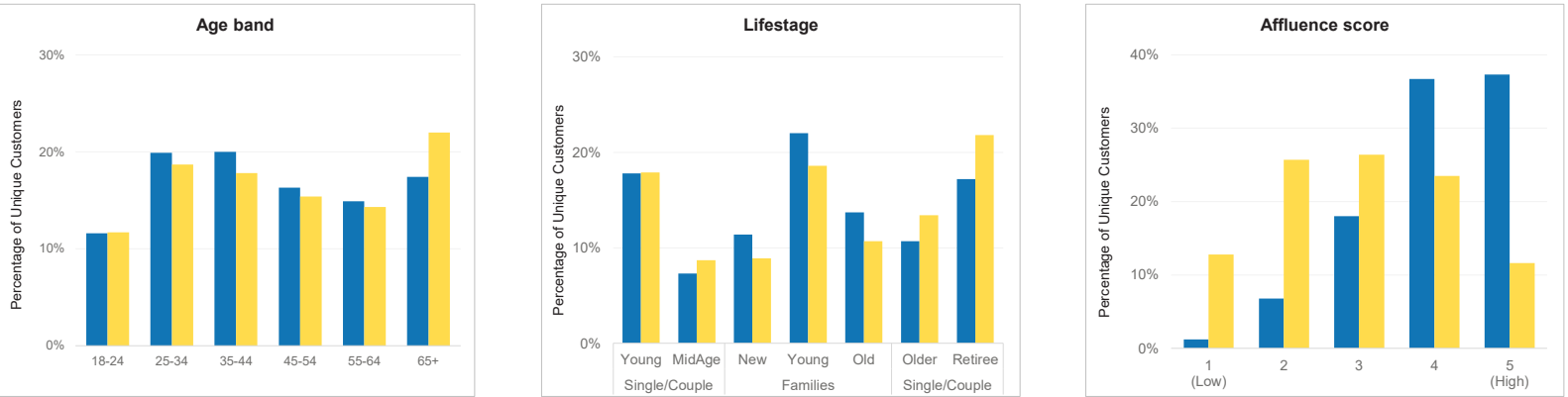
Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$10.9M	↑ 3.7%	↑ 3.6%	\$157.7M	↓ -1.7%		
Tourism and Entertainment	\$5.0M	↓ -5.3%	↑ 6.3%	\$74.1M	↓ -2.6%	0.98x	75.2%
Restaurants	\$1.8M	↓ -7.7%	↑ 13.1%	\$28.5M	↑ 12.5%	0.95x	38.2%
Breweries and Wineries	\$1.3M	↓ -5.8%	↓ -5.0%	\$17.8M	↓ -10.1%	0.98x	22.3%
Cafes	\$772K	↑ 2.7%	↑ 2.8%	\$11.9M	↑ 10.7%	0.89x	29.1%
Pubs, Taverns and Bars	\$631K	↑ 6.5%	↑ 5.3%	\$9.8M	↓ -19.5%	0.80x	18.0%
Attractions, Events and Recreation	\$262K	↓ -32.1%	↑ 9.2%	\$3.3M	↓ -31.3%	0.48x	9.9%
Takeaway and Fast Food Outlets	\$189K	↑ 10.3%	↑ 3.6%	\$2.9M	↓ -12.1%	0.51x	15.3%
Food Retailing	\$2.9M	↑ 10.1%	↑ 4.2%	\$39.0M	↑ 3.7%	1.00x	61.9%
Discretionary Retail	\$1.5M	↑ 33.9%	↑ 6.1%	\$18.4M	↑ 4.3%	0.55x	19.7%
Department Stores, Clothing & Accessories	\$851K	↑ 43.7%	↑ 6.4%	\$8.9M	↑ 2.2%	0.36x	8.1%
Other Discretionary Retail	\$681K	↑ 23.3%	↑ 6.0%			0.55x	15.0%
Accommodation - Instore	\$590K	↓ -12.9%	↓ -2.9%	\$13.1M	↓ -19.6%	0.71x	7.7%
Private Transport	\$377K	↓ -1.4%	↑ 0.5%	\$5.9M	↓ -6.5%	0.38x	12.7%

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Demographic profile

What is the profile of Visitors to Dunsborough during the recent static period (August 2024 - July 2025)?

All VisitorsAustralian Average Population



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences for Visitors to Dunsborough during the recent static period (August 2024 - July 2025)?

How to read: 1.8% of Visitors to Dunsborough have transacted with Tasman Holiday Parks in Dunsborough. This is 1.71x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.71x	1.8%
Cape Naturaliste Lighthouse	Attractions	1.70x	4.4%
Cullen Wines	Eating And Drinking Out	1.70x	1.1%
Ngilgi Cave	Attractions	1.70x	4.1%
Bettenays Margaret River	Travel	1.69x	1.4%
The Margaret River Chocolate Company	Food Retailing	1.68x	17.5%
Hay Shed Hill Wines	Eating And Drinking Out	1.66x	1.0%
Swings And Roundabouts	Eating And Drinking Out	1.64x	1.3%
Wise Wine	Eating And Drinking Out	1.64x	1.7%
Pullman	Travel	1.64x	2.7%
Gabriel Chocolate	Food Retailing	1.64x	1.0%
Cheeky Monkey Brewing Co	Eating And Drinking Out	1.62x	1.7%
Lamonts	Eating And Drinking Out	1.60x	1.3%
Meelup Farmhouse	Eating And Drinking Out	1.60x	2.5%
Dunsborough Bakery	Food Retailing	1.59x	9.4%
Vasse Virgin	Personal Services	1.59x	1.6%
Eagle Bay Brewing Co	Eating And Drinking Out	1.58x	6.2%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.58x	1.4%
Beerfarm Metricup	Eating And Drinking Out	1.57x	7.9%
Wild Hop Brewing Company	Eating And Drinking Out	1.56x	5.7%
Yallingup Gugelhupf	Food Retailing	1.55x	1.8%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.55x	2.8%
Yallingup Woodfired Bakery	Food Retailing	1.53x	3.5%
Woody Nook Wines	Eating And Drinking Out	1.53x	1.7%
Yallingup General Store And Cafe	Eating And Drinking Out	1.53x	6.5%
Aravina Estate	Eating And Drinking Out	1.53x	3.8%
Caves House Hotel	Eating And Drinking Out	1.53x	8.4%
Merchant And Maker	Eating And Drinking Out	1.51x	8.5%
La Lah	Eating And Drinking Out	1.50x	3.0%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.50x	2.1%

Affinity is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand.

City of Busselton

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

Overview

What are some of the key insights for Visitors to West Busselton?

Top category Groceries and Other Food Retailing \$2.3M of West Busselton Visitors spend during July 2025	Top age band 65+ 20.4% of West Busselton Visitors are within this age band	Top lifestage Young Families 22.4% of West Busselton Visitors are within this lifestage
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Category performance

What are the highest performing categories for Visitors to West Busselton during the past 12 months (August 2024 - July 2025)?

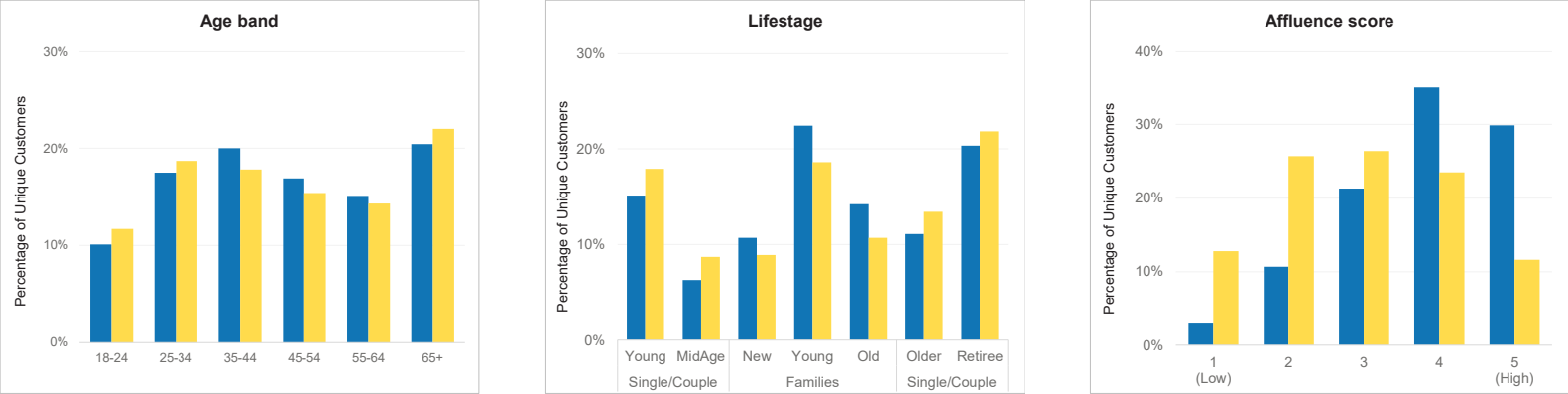
Category	Monthly			Annual (Last 12 months up to July 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$9.7M	↑ 29.6%	↑ 3.6%	\$124.4M	↑ 14.2%		
Food Retailing	\$3.5M	↑ 129.8%	↑ 4.2%	\$39.2M	↑ 70.7%	0.80x	49.3%
Groceries and Other Food Retailing	\$2.3M	↑ 454.1%	↑ 6.6%	\$22.2M	↑ 251.3%	0.70x	34.2%
Supermarkets	\$1.2M	↑ 9.7%	↑ 3.2%	\$17.0M	↑ 2.1%	0.68x	28.8%
Discretionary Retail	\$1.9M	↑ 12.8%	↑ 6.1%	\$23.5M	↑ 3.5%	0.80x	28.5%
Private Transport	\$1.0M	↑ 15.8%	↑ 0.5%	\$14.2M	↑ 51.1%	0.83x	27.6%
Tourism and Entertainment	\$971K	↑ 18.8%	↑ 6.3%	\$13.1M	↑ 51.1%	0.53x	40.9%
Takeaway and Fast Food Outlets	\$443K	↑ 4.6%	↑ 3.6%	\$5.8M	↑ 18.2%	0.90x	27.1%
Cafes	\$111K	↑ 25.3%	↑ 2.8%	\$939K	↑ 4.0%	0.19x	6.3%
Restaurants	\$103K	↑ 28.3%	↑ 13.1%	\$1.7M	↑ 52.4%	0.16x	6.6%
Attractions, Events and Recreation	\$86K	↑ 96.3%	↑ 9.2%	\$1.3M	↑ 52.4%	0.22x	4.6%
Accommodation - Instore	\$600K	↓ -21.7%	↓ -2.9%	\$14.6M	↑ 4.0%	0.95x	10.3%

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Demographic profile

What is the profile of Visitors to West Busselton during the recent static period (August 2024 - July 2025)?

All VisitorsAustralian Average Population



See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

Brand preference

What are the top brand preferences for Visitors to West Busselton during the recent static period (August 2024 - July 2025)?

How to read: 12.3% of Visitors to West Busselton have transacted with St John Of God in West Busselton. This is 2.03x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	2.03x	12.3%
Mandalay Resort	Travel	1.98x	1.3%
Abbey Beach Resort	Travel	1.90x	2.2%
Flametree Wines	Eating And Drinking Out	1.78x	1.2%
Subzero Gelato	Food Retailing	1.63x	2.6%
Uptown	Eating And Drinking Out	1.61x	1.2%
Bunbury Farmers Market	Food Retailing	1.59x	20.2%
Vibe Petroleum	Private Transport	1.58x	12.2%
Broadwater Village Grocer	Food Retailing	1.52x	5.1%
Tonic By The Bay	Eating And Drinking Out	1.52x	6.1%
Kmart	General Retail	1.49x	18.7%
United Petrol	Private Transport	1.48x	4.4%
Obison Coffee Roasters	Eating And Drinking Out	1.36x	1.9%
Aldi	Food Retailing	1.33x	9.9%
Gropers Fish And Chips	Eating And Drinking Out	1.29x	1.6%
Kfc	Eating And Drinking Out	1.29x	4.8%
Dusty Buns	Eating And Drinking Out	1.28x	2.1%
The Vietnamese Kitchen	Eating And Drinking Out	1.24x	1.7%
Leeuwin Way Takeaway	Eating And Drinking Out	1.21x	1.2%
The Urban Coffee House	Eating And Drinking Out	1.20x	1.9%
Coffee Head Co	Eating And Drinking Out	1.18x	1.5%
Anaconda	Recreational Goods	1.17x	3.7%
Chicken Treat	Eating And Drinking Out	1.14x	2.2%
Broadwater Pharmacy	Personal Goods Retailing	1.13x	1.2%
Vasse Bakery	Food Retailing	1.13x	3.3%
3 Par Golf Course	Recreation	1.11x	2.3%
Amelia Park Lodge	Travel	1.10x	1.7%
Red Rooster	Eating And Drinking Out	1.09x	3.1%
Boost Juice	Eating And Drinking Out	1.08x	1.7%
Brewplus	Food Retailing	1.05x	1.8%

Affinity is based on the proportion of the visitor customer group shopping with the brand within the spend location over the proportion of all customers shopping with the brand within the LGA. Penetration is based on the proportion of the visitor customer group shopping with the brand.

City of Busselton

Resident	Business	Events	Visitor	Leakage
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