

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
May 2025

Region Type
LGA

Spend location
City of Busselton

Overview

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

Total spend

\$88.5M

↑ 7.7% .vs last year
↑ 3.8% Regional WA

Total customers

162K

↑ 14.4% .vs last year

Visitor spend

\$36.2M

41% of total spend
within City of Busselton during May 2025 are from Visitors

Total visitors

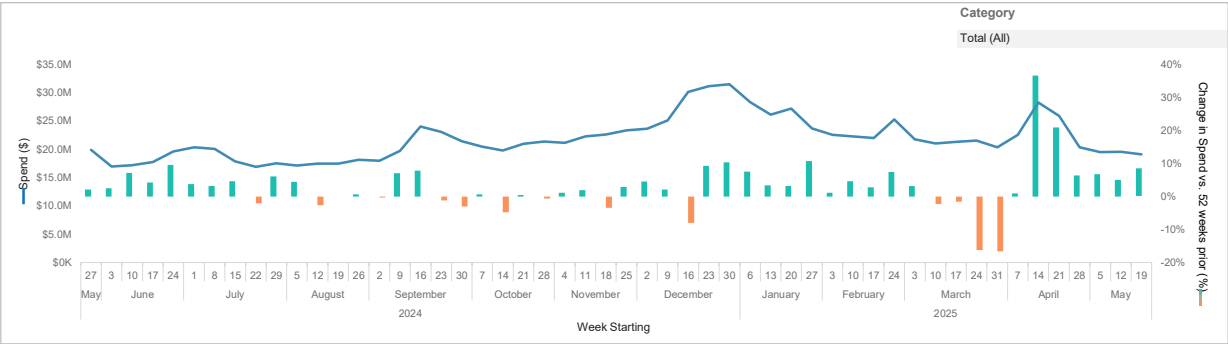
128K

79% of total customers
within City of Busselton during May 2025 are from Visitors

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

Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

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

							Data representing		
Category							Spend		
	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	\$88.5M	↑ 7.7%	↑ 3.8%	\$36.2M	↑ 16.5%	↑ 4.7%	\$52.3M	↑ 2.3%	↑ 3.3%
Food Retailing	\$29.1M	↑ 14.8%	↑ 4.2%	\$7.9M	↑ 37.0%	↑ 5.6%	\$21.1M	↑ 8.2%	↑ 3.6%
Supermarkets	\$18.8M	↓ -1.3%	↑ 3.1%	\$3.7M	↑ 3.7%	↑ 4.7%	\$15.2M	↓ -2.5%	↑ 2.6%
Groceries and Other Food Retailing	\$10.2M	↑ 64.1%	↑ 8.1%	\$4.3M	↑ 89.2%	↑ 7.8%	\$6.0M	↑ 49.9%	↑ 8.2%
Discretionary Retail	\$19.7M	↓ -2.4%	↑ 5.2%	\$6.1M	↑ 1.3%	↑ 4.5%	\$13.6M	↓ -4.0%	↑ 5.5%
Other Discretionary Retail	\$13.8M	↓ -8.1%	↑ 4.1%	\$3.7M	↓ -12.9%	↑ 1.8%	\$10.2M	↓ -6.2%	↑ 5.3%
Department Stores, Clothing & Accessories	\$5.9M	↑ 14.1%	↑ 8.5%	\$2.4M	↑ 33.8%	↑ 11.6%	\$3.4M	↑ 3.2%	↑ 6.2%
Tourism and Entertainment	\$14.8M	↑ 13.9%	↑ 10.1%	\$8.9M	↑ 21.0%	↑ 12.9%	\$5.9M	↑ 4.6%	↑ 7.6%
Restaurants	\$4.2M	↑ 53.5%	↑ 20.2%	\$2.7M	↑ 66.1%	↑ 22.2%	\$1.5M	↑ 34.7%	↑ 18.0%
Pubs, Taverns and Bars	\$2.7M	↑ 4.2%	↑ 11.9%	\$1.4M	↑ 11.4%	↑ 15.0%	\$1.3M	↓ -3.0%	↑ 9.5%
Cafes	\$2.6M	↑ 12.3%	↑ 5.3%	\$1.4M	↑ 23.7%	↑ 9.6%	\$1.1M	↑ 0.4%	↑ 1.1%
Takeaway and Fast Food Outlets	\$2.3M	↑ 4.7%	↑ 3.5%	\$916K	↑ 12.3%	↑ 7.1%	\$1.4M	↑ 0.3%	↑ 1.7%
Breweries and Wineries	\$2.0M	↓ -9.2%	↓ -1.1%	\$1.7M	↓ -3.3%	↑ 2.8%	\$298K	↓ -32.6%	↓ -16.2%
Attractions, Events and Recreation	\$986K	↑ 3.6%	↑ 11.7%	\$669K	↓ -2.5%	↑ 8.2%	\$316K	↑ 19.3%	↑ 19.5%
Private Transport	\$7.9M	↑ 7.4%	↓ -4.8%	\$2.7M	↑ 19.0%	↓ -3.7%	\$5.1M	↑ 2.2%	↓ -5.8%
Accommodation - Online	\$5.0M	↑ 17.3%	↑ 14.8%	\$4.9M	↑ 20.6%	↑ 14.8%	\$121K	↓ -44.2%	
Accommodation - Instore	\$1.9M	↑ 0.8%	↑ 6.9%	\$1.6M	↓ -3.2%	↑ 4.8%	\$332K	↑ 25.6%	↑ 12.3%

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 City of Busselton location during May 2025?

Trip Type by spend

Tourists - Overnight Trip Total: \$13.4M

Non-Tourists - Short Trip: \$9.2M

Tourists - Day Trip Total: \$2.0M

Non-Tourists - Regular/Routine Trips: \$2.0M

Trip Type by unique customer count and trip count

Non-Tourists - Short Trip: 63.1K Unique Customer Count, 92.5K Trip Count

Tourists - Overnight Trip Total: 48.6K Unique Customer Count, 51.0K Trip Count

Tourists - Day Trip Total: 14.9K Unique Customer Count, 17.5K Trip Count

Non-Tourists - Regular/Routine Trips: 3.1K Unique Customer Count, 7.4K Trip Count

Top 5 customer segments by residents spend

Countryside Elite: \$15.9M

Provincial Wealth: \$12.4M

Life on the Land: \$7.1M

Aging Comfortably: \$6.0M

Country Living: \$3.1M

Top 5 customer segments by unique residents count

Provincial Wealth: 7.3K

Countryside Elite: 7.0K

Aging Comfortably: 5.3K

Life on the Land: 4.6K

Country Living: 2.9K

Top 5 customer segments by visitors spend

Prosperous Families: \$9.2M

Golden Days: \$6.2M

Countryside Elite: \$4.4M

Provincial Wealth: \$3.4M

Aging Comfortably: \$3.2M

Top 5 customer segments by unique visitors count

Prosperous Families: 28.5K

Golden Days: 16.6K

Metro High Flyers: 14.3K

Aging Comfortably: 13.3K

Countryside Elite: 10.9K

Top 10 source markets by visitors spend

Augusta Margaret River: \$5.0M

Stirling: \$2.3M

Capel: \$1.9M

Joondalup: \$1.8M

Melville: \$1.6M

Wanneroo: \$1.2M

Cockburn: \$1.2M

Bunbury: \$1.1M

Rockingham: \$954K

Mandurah: \$817K

Top 10 source markets by unique visitors count

Augusta Margaret River: 11.4K

Stirling: 8.5K

Joondalup: 7.0K

Bunbury: 6.7K

Capel: 5.3K

Melville: 4.9K

Cockburn: 4.8K

Wanneroo: 4.7K

Rockingham: 4.4K

Harvey: 4.0K

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
May 2025

Region Type
Sub-region

Spend location
Busselton

Overview

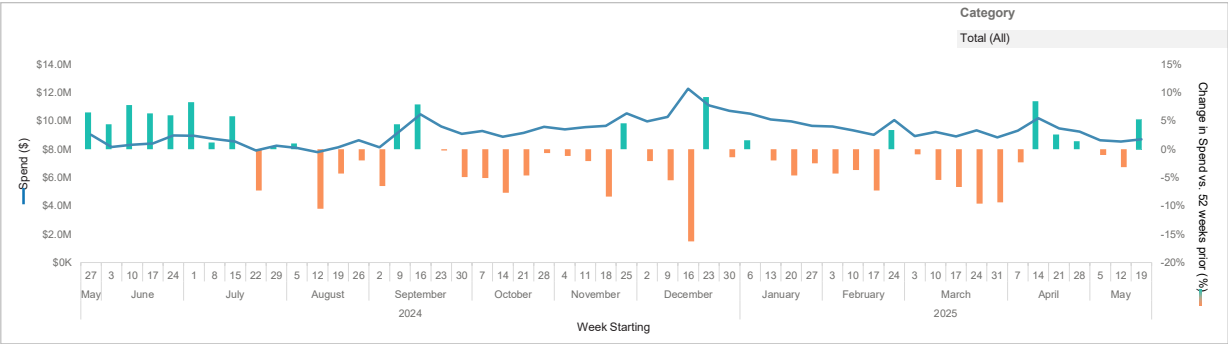
What are some of the key insights for the Busselton location for May 2025?



All insights are based on CommBank IQ's nationally representative retail customer transaction data for May 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

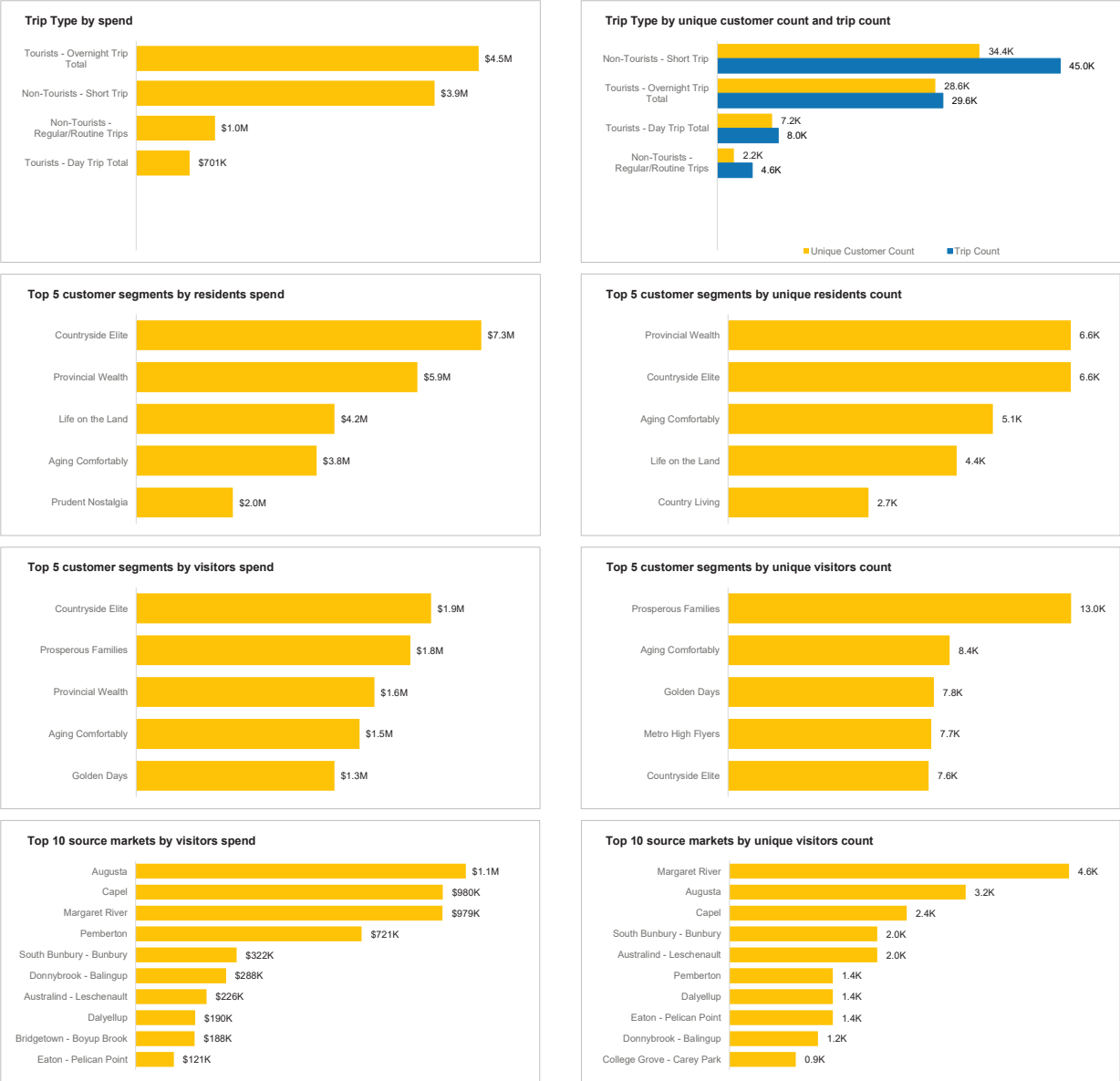
What are the key changes to category spend and visits in May 2025 versus the past year and Regional WA for the Busselton location?

							Data representing				
Category								Spend			
	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	\$39.1M	↓ -0.1%	↑ 3.8%		\$12.1M	↑ 9.4%	↑ 4.7%		\$27.0M	↓ -3.8%	↑ 3.3%
Food Retailing	\$11.3M	↓ -2.5%	↑ 4.2%		\$2.4M	↑ 5.3%	↑ 5.6%		\$9.0M	↓ -4.4%	↑ 3.6%
Supermarkets	\$8.9M	↓ -3.5%	↑ 3.1%		\$1.5M	↑ 0.7%	↑ 4.7%		\$7.3M	↓ -4.3%	↑ 2.6%
Groceries and Other Food Retailing	\$2.5M	↑ 1.0%	↑ 8.1%		\$833K	↑ 15.0%	↑ 7.8%		\$1.6M	↓ -4.9%	↑ 8.2%
Discretionary Retail	\$11.1M	↓ -10.2%	↑ 5.2%		\$3.1M	↓ -10.2%	↑ 4.5%		\$8.0M	↓ -10.1%	↑ 5.5%
Other Discretionary Retail	\$8.6M	↓ -13.7%	↑ 4.1%		\$2.3M	↓ -17.2%	↑ 1.8%		\$6.3M	↓ -12.4%	↑ 5.3%
Department Stores, Clothing & Accessories	\$2.5M	↑ 4.7%	↑ 8.5%		\$853K	↑ 15.8%	↑ 11.6%		\$1.6M	↓ -0.3%	↑ 6.2%
Tourism and Entertainment	\$6.0M	↑ 13.9%	↑ 10.1%		\$3.3M	↑ 26.3%	↑ 12.9%		\$2.7M	↑ 1.9%	↑ 7.6%
Pubs, Taverns and Bars	\$1.6M	↑ 6.3%	↑ 11.9%		\$702K	↑ 11.1%	↑ 15.0%		\$849K	↑ 2.7%	↑ 9.5%
Restaurants	\$1.3M	↑ 71.4%	↑ 20.2%		\$719K	↑ 153.1%	↑ 22.2%		\$585K	↑ 22.6%	↑ 18.0%
Cafes	\$1.2M	↑ 8.8%	↑ 5.3%		\$632K	↑ 19.4%	↑ 9.6%		\$565K	↓ -1.1%	↑ 1.1%
Takeaway and Fast Food Outlets	\$939K	↑ 15.8%	↑ 3.5%		\$364K	↑ 20.4%	↑ 7.1%		\$575K	↑ 13.0%	↑ 1.7%
Private Transport	\$4.1M	↑ 9.5%	↓ -4.8%		\$1.4M	↑ 23.7%	↓ -3.7%		\$2.7M	↑ 3.5%	↓ -5.8%
Accommodation - Instore	\$184K	↑ 42.5%	↑ 6.9%		\$122K	↑ 145.1%	↑ 4.8%		\$62K	↓ -21.5%	↑ 12.3%

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 May 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	Region Type	Spend location		
May 2025	Sub-region	Dunsborough		

Overview

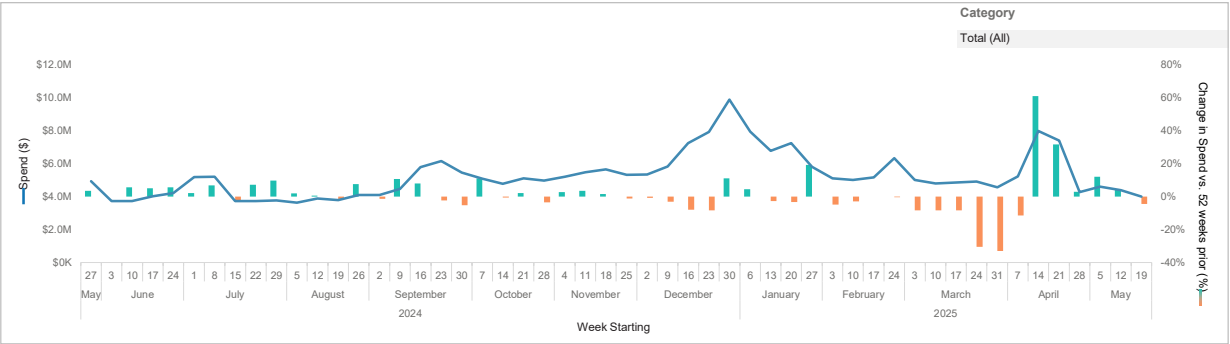
What are some of the key insights for the Dunsborough location for May 2025?

Total spend \$19.8M ↑ 7.5% .vs last year ↑ 3.8% Regional WA	Total customers 70K ↑ 12.4% .vs last year	Visitor spend \$9.9M 50% of total spend within Dunsborough during May 2025 are from Visitors	Total visitors 54K 77% of total customers within Dunsborough during May 2025 are from Visitors
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for May 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

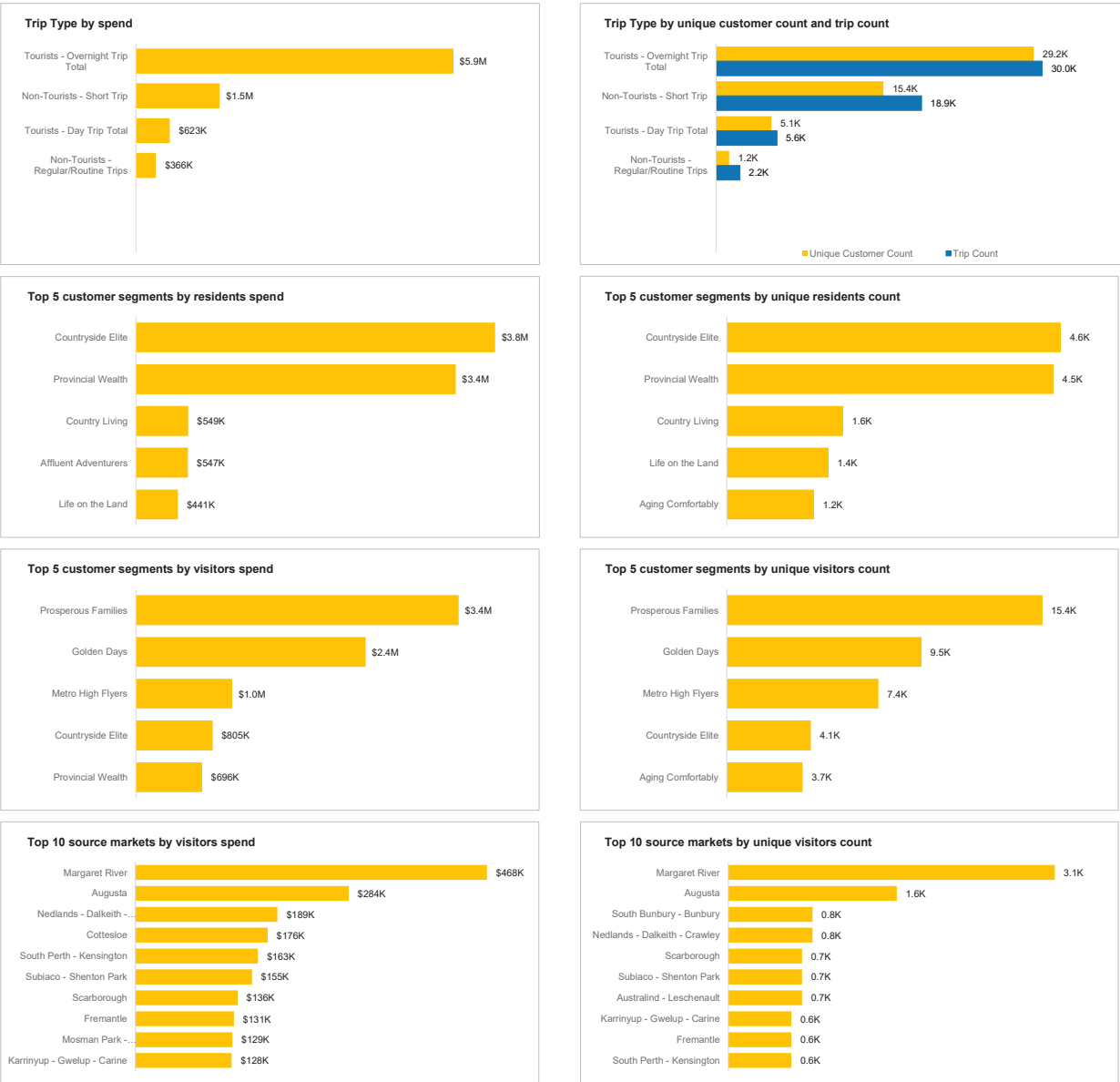
What are the key changes to category spend and visits in May 2025 versus the past year and Regional WA for the Dunsborough location?

							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	\$19.8M	↑ 7.5%	↑ 3.8%	\$9.9M	↑ 17.4%	↑ 4.7%	\$9.9M	↓ -0.9%	↑ 3.3%
Food Retailing	\$6.8M	↑ 4.5%	↑ 4.2%	\$2.2M	↑ 13.6%	↑ 5.6%	\$4.6M	↑ 0.6%	↑ 3.6%
Tourism and Entertainment	\$6.5M	↑ 13.0%	↑ 10.1%	\$4.7M	↑ 16.5%	↑ 12.9%	\$1.9M	↑ 5.1%	↑ 7.6%
Restaurants	\$2.6M	↑ 43.5%	↑ 20.2%	\$1.9M	↑ 46.2%	↑ 22.2%	\$736K	↑ 36.8%	↑ 18.0%
Breweries and Wineries	\$1.3M	↓ -8.1%	↓ -1.1%	\$1.1M	↓ -3.6%	↑ 2.8%	\$187K	↓ -28.0%	↓ -16.2%
Cafes	\$1.2M	↑ 17.2%	↑ 5.3%	\$738K	↑ 28.3%	↑ 9.6%	\$445K	↑ 2.6%	↑ 1.1%
Pubs, Taverns and Bars	\$873K	↓ -8.2%	↑ 11.9%	\$581K	↑ 1.3%	↑ 15.0%	\$292K	↓ -22.7%	↑ 9.5%
Takeaway and Fast Food Outlets	\$309K	↑ 20.3%	↑ 3.5%	\$154K	↑ 30.2%	↑ 7.1%	\$155K	↑ 11.8%	↑ 1.7%
Attractions, Events and Recreation	\$231K	↓ -24.5%	↑ 11.7%	\$194K	↓ -33.5%	↑ 8.2%	\$37K	↑ 161.5%	↑ 19.5%
Discretionary Retail	\$3.0M	↑ 34.5%	↑ 5.2%	\$1.3M	↑ 57.4%	↑ 4.5%	\$1.7M	↑ 20.6%	↑ 5.5%
Other Discretionary Retail	\$2.0M	↑ 20.2%	↑ 4.1%	\$608K	↑ 14.6%	↑ 1.8%	\$1.4M	↑ 22.7%	↑ 5.3%
Department Stores, Clothing & Accessories	\$981K	↑ 78.4%	↑ 8.5%	\$721K	↑ 129.5%	↑ 11.6%	\$260K	↑ 10.3%	↑ 6.2%
Private Transport	\$1.3M	↓ -11.3%	↓ -4.8%	\$354K	↓ -3.2%	↓ -3.7%	\$898K	↓ -14.1%	↓ -5.8%
Accommodation - Instore	\$836K	↓ -7.9%	↑ 6.9%	\$730K	↓ -11.8%	↑ 4.8%	\$106K	↑ 32.8%	↑ 12.3%

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 Dunsborough location during May 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
May 2025

Region Type
Sub-region

Spend location
West Busselton

Overview

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

Total spend

\$24.5M

↑ 20.7% .vs last year
↑ 3.8% Regional WA

Total customers

92K

↑ 18.4% .vs last year

Visitor spend

\$9.3M

38% of total spend
within West Busselton during May 2025 are from Visitors

Total visitors

61K

67% of total customers
within West Busselton during May 2025 are from Visitors

All insights are based on CommBank IQ's nationally representative retail customer transaction data for May 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 May 2025 versus the past year and Regional WA for the West 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	\$24.5M	↑ 20.7%	↑ 3.8%	\$9.3M	↑ 24.1%	↑ 4.7%	\$15.2M	↑ 18.7%	↑ 3.3%
Food Retailing	\$10.9M	↑ 52.1%	↑ 4.2%	\$3.3M	↑ 112.1%	↑ 5.6%	\$7.6M	↑ 35.4%	↑ 3.6%
Supermarkets	\$5.6M	↓ -1.5%	↑ 3.1%	\$1.2M	↑ 1.8%	↑ 4.7%	\$4.4M	↓ -2.3%	↑ 2.6%
Groceries and Other Food Retailing	\$5.3M	↑ 254.7%	↑ 8.1%	\$2.2M	↑ 407.9%	↑ 7.8%	\$3.2M	↑ 194.3%	↑ 8.2%
Discretionary Retail	\$5.6M	→ 0.0%	↑ 5.2%	\$1.6M	↓ -3.0%	↑ 4.5%	\$4.0M	↑ 1.3%	↑ 5.5%
Private Transport	\$2.5M	↑ 16.0%	↓ -4.8%	\$996K	↑ 22.7%	↓ -3.7%	\$1.5M	↑ 12.1%	↓ -5.8%
Tourism and Entertainment	\$2.1M	↑ 15.1%	↑ 10.1%	\$883K	↑ 27.5%	↑ 12.9%	\$1.2M	↑ 7.4%	↑ 7.6%
Takeaway and Fast Food Outlets	\$1.1M	↓ -6.4%	↑ 3.5%	\$397K	↑ 0.8%	↑ 7.1%	\$687K	↓ -10.2%	↑ 1.7%
Restaurants	\$285K	↑ 84.5%	↑ 20.2%	\$123K	↑ 81.4%	↑ 22.2%	\$163K	↑ 87.0%	↑ 18.0%
Cafes	\$190K	↑ 5.9%	↑ 5.3%	\$74K	↑ 18.4%	↑ 9.6%	\$116K	↓ -0.8%	↑ 1.1%
Attractions, Events and Recreation	\$156K	↑ 134.1%	↑ 11.7%	\$60K	↑ 109.5%	↑ 8.2%	\$96K	↑ 152.8%	↑ 19.5%
Accommodation - Instore	\$921K	↑ 3.6%	↑ 6.9%	\$758K	↓ -3.4%	↑ 4.8%	\$163K	↑ 56.0%	↑ 12.3%

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 West Busselton location during May 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.

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City of Busselton

Resident

Business

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Visitor

Leakage

Region Type

Spend Location

Start Date

End Date

Benchmark Type

LGA

City of Busselton

01-May-25

31-May-25

52 weeks prior

Event length: 31 days, Category coverage Score*: 100.0%

Overview

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

Total spend

\$88.5M

↑ 6.3%

uplift compared to Benchmark Period

Visitor spend

\$36.2M

↑ 12.4%

uplift compared to Benchmark Period

Day spend

\$81.5M

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

Night spend

\$7.0M

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 May 2025 and 31 May 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: Thu 01-May-25 - Sat 31-May-25 (31 days)

Benchmark period: Thu 02-May-24 - Sat 01-Jun-24 (31 days)

Category coverage Score*: 100.0%

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	\$81.5M	\$7.0M	\$36.2M	\$52.3M	\$88.5M	\$83.3M	↑ 6.3%	↑\$5.2M	↑ 12.4%	↑ 2.4%
Food Retailing	\$27.2M	\$1.9M	\$7.9M	\$21.1M	\$29.1M	\$25.6M	↑ 13.4%	↑\$3.4M	↑ 30.5%	↑ 8.1%
Supermarkets			\$3.7M	\$15.2M	\$18.8M	\$19.2M	↓ -2.1%	- ↓\$397K	→ 0.0%	↓ -2.5%
Groceries and Other Food Retailing			\$4.3M	\$6.0M	\$10.2M	\$6.4M	↑ 59.8%	↑\$3.8M	↑ 77.4%	↑ 49.4%
Discretionary Retail^	\$19.5M	\$239K	\$6.1M	\$13.6M	\$19.7M	\$20.5M	↓ -3.9%	- ↓\$805K	↓ -2.2%	↓ -4.7%
Other Discretionary Retail			\$3.7M	\$10.2M	\$13.8M	\$15.2M	↓ -9.3%	- ↓\$1.4M	↓ -15.4%	↓ -6.9%
Department Stores, Clothing & Accessories			\$2.4M	\$3.4M	\$5.9M	\$5.3M	↑ 11.4%	↑\$605K	↑ 27.3%	↑ 2.3%
Tourism and Entertainment	\$11.5M	\$3.2M	\$8.9M	\$5.9M	\$14.8M	\$13.5M	↑ 9.7%	↑\$1.3M	↑ 14.0%	↑ 3.7%
Restaurants	\$3.0M	\$1.3M	\$2.7M	\$1.5M	\$4.2M	\$2.9M	↑ 45.4%	↑\$1.3M	↑ 53.6%	↑ 31.7%
Pubs, Taverns and Bars	\$1.7M	\$1.0M	\$1.5M	\$1.3M	\$2.7M	\$2.7M	→ 0.0%	→\$0K	↑ 4.0%	↓ -4.3%
Cafes			\$1.4M	\$1.1M	\$2.6M	\$2.4M	↑ 9.3%	↑\$219K	↑ 18.4%	↑ 0.1%
Takeaway and Fast Food Outlets*	\$1.7M	\$634K	\$919K	\$1.4M	\$2.3M					
Breweries and Wineries*			\$1.7M	\$296K	\$2.0M					
Attractions, Events and Recreation*			\$681K	\$304K	\$985K					
Private Transport			\$2.7M	\$5.1M	\$7.9M	\$7.3M	↑ 8.1%	↑\$589K	↑ 18.5%	↑ 3.3%
Accommodation - Online					\$5.0M	\$4.6M	↑ 8.7%	↑\$396K		
Accommodation - Instore			\$1.6M	\$333K	\$1.9M	\$1.9M	↑ 0.6%	↑\$12K	↑ 13.5%	↑ 52.8%

* 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 April 2025 and 31 May 2025 (incl extended dates)

Date Extender (Max 7 Days)

Category

Time of Day

Customer Type

7

Total (All)

Total

All Customers

Apr-24

252627282930010203040506070809101112131415161718192021222324252627282930310102030405060708

ThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSat

Benchmark Period

May-24

21222324252627282930310102030405060708

TueWedThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSat

Jun-24

0102030405060708

SunMonTueWedThuFriSat

Apr-25

242526272829300102030405060708091011121314151617181920212223242526272829303101020304050607

ThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSat

May-25

161718192021222324252627282930310102030405060708091011121314151617181920212223242526272829303101020304050607

ThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSatSunMonTueWedThuFriSat

Jun-25

01020304050607

SunMonTueWedThuFriSat

Event Period

Selected Event Period

Extended Period

Event Spend

Benchmark Spend

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	Thu 24-Apr-25	Thu 25-Apr-24	\$4.5M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 25-Apr-25	Fri 26-Apr-24	\$3.2M	\$4.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 26-Apr-25	Sat 27-Apr-24	\$4.0M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 27-Apr-25	Sun 28-Apr-24	\$2.6M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 28-Apr-25	Mon 29-Apr-24	\$2.8M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 29-Apr-25	Tue 30-Apr-24	\$2.6M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 30-Apr-25	Wed 01-May-24	\$2.9M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 01-May-25	Thu 02-May-24	\$2.9M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 02-May-25	Fri 03-May-24	\$3.5M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 03-May-25	Sat 04-May-24	\$3.4M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 04-May-25	Sun 05-May-24	\$2.3M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 05-May-25	Mon 06-May-24	\$2.5M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 06-May-25	Tue 07-May-24	\$2.6M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 07-May-25	Wed 08-May-24	\$2.5M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 08-May-25	Thu 09-May-24	\$2.7M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 09-May-25	Fri 10-May-24	\$3.4M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 10-May-25	Sat 11-May-24	\$3.5M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 11-May-25	Sun 12-May-24	\$2.3M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 12-May-25	Mon 13-May-24	\$2.6M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 13-May-25	Tue 14-May-24	\$2.5M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 14-May-25	Wed 15-May-24	\$2.5M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 15-May-25	Thu 16-May-24	\$2.9M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 16-May-25	Fri 17-May-24	\$3.4M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 17-May-25	Sat 18-May-24	\$3.4M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 18-May-25	Sun 19-May-24	\$2.3M	\$2.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 19-May-25	Mon 20-May-24	\$2.5M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 20-May-25	Tue 21-May-24	\$2.4M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 21-May-25	Wed 22-May-24	\$2.6M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 22-May-25	Thu 23-May-24	\$2.7M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 23-May-25	Fri 24-May-24	\$3.3M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 24-May-25	Sat 25-May-24	\$3.4M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 25-May-25	Sun 26-May-24	\$2.2M	\$2.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 26-May-25	Mon 27-May-24	\$2.5M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 27-May-25	Tue 28-May-24	\$2.7M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 28-May-25	Wed 29-May-24	\$2.4M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 29-May-25	Thu 30-May-24	\$2.9M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 30-May-25	Fri 31-May-24	\$3.9M	\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 31-May-25	Sat 01-Jun-24	\$4.1M	\$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 01-Jun-25	Sun 02-Jun-24		\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 02-Jun-25	Mon 03-Jun-24		\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 03-Jun-25	Tue 04-Jun-24		\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 04-Jun-25	Wed 05-Jun-24		\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 05-Jun-25	Thu 06-Jun-24		\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 06-Jun-25	Fri 07-Jun-24		\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 07-Jun-25	Sat 08-Jun-24		\$2.7M

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City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Spend Location

Start Date

End Date

Benchmark Type

Sub-region

Busselton

01-May-25

31-May-25

52 weeks prior

Event length: 31 days, Category coverage Score*: 95.6%

Overview

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

Total spend

\$39.1M

↓ -0.3%

uplift compared to Benchmark Period

Visitor spend

\$12.1M

↑ 7.3%

uplift compared to Benchmark Period

Day spend

\$35.9M

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

Night spend

\$3.2M

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 May 2025 and 31 May 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 Busselton location?

Category coverage Score*: 95.6%

Event period: Thu 01-May-25 - Sat 31-May-25 (31 days)

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

Benchmark period: Thu 02-May-24 - Sat 01-Jun-24 (31 days)

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$35.9M	\$3.2M	\$12.1M	\$27.0M	\$39.1M	\$39.2M	↓ -0.3%	- ↓\$136K	↑ 7.3%	↓ -3.4%
Food Retailing	\$10.5M	\$803K	\$2.4M	\$9.0M	\$11.3M	\$11.7M	↓ -3.2%	- ↓\$372K	↑ 2.9%	↓ -4.7%
Supermarkets			\$1.5M	\$7.3M	\$8.9M	\$9.2M	↓ -4.0%	- ↓\$372K	↓ -1.0%	↓ -4.7%
Groceries and Other Food Retailing			\$832K	\$1.6M	\$2.5M	\$2.5M	↑ 0.1%	↑\$3K	↑ 11.7%	↓ -4.9%
Discretionary Retail*	\$11.0M	\$152K	\$3.1M	\$8.0M	\$11.1M	\$12.5M	↓ -10.8%	-↓\$1.4M	↓ -8.6%	↓ -7.5%
Other Discretionary Retail*			\$2.3M	\$6.3M	\$8.6M					
Department Stores, Clothing & Accessories*			\$837K	\$1.7M	\$2.5M					
Tourism and Entertainment	\$4.6M	\$1.5M	\$3.3M	\$2.8M	\$6.0M	\$5.4M	↑ 12.0%	↑\$649K	↑ 22.8%	↑ 1.4%
Pubs, Taverns and Bars	\$1.0M	\$540K	\$703K	\$849K	\$1.6M	\$1.5M	↑ 3.8%	↑\$57K	↑ 6.5%	↑ 1.2%
Restaurants	\$858K	\$445K	\$720K	\$583K	\$1.3M					
Cafes			\$634K	\$568K	\$1.2M	\$1.1M	↑ 7.4%	↑\$82K	↑ 17.8%	↓ -1.2%
Takeaway and Fast Food Outlets*	\$684K	\$256K	\$373K	\$565K	\$938K					
Private Transport			\$1.4M	\$2.7M	\$4.1M	\$3.7M	↑ 10.1%	↑\$374K	↑ 24.1%	↑ 4.3%
Accommodation - Instore*					\$94K					

* 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 April 2025 and 31 May 2025 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

Total (All)

Time of Day

Total

Customer Type

All Customers

Apr-24

May-24

Jun-24

25

26

27

28

29

30

01

02

03

04

05

06

07

08

09

10

11

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21

22

23

24

25

26

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29

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31

01

02

03

04

05

06

07

08

\$2.0M

\$1.8M

\$1.6M

\$1.4M

\$1.2M

\$1.0M

\$800K

\$600K

\$400K

\$200K

\$0K

Thu

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Apr-25

May-25

Jun-25

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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	Busselton	Total (All)	Total	All Customers	Thu 24-Apr-25	Thu 25-Apr-24	\$1.8M	\$848K
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 25-Apr-25	Fri 26-Apr-24	\$944K	\$1.8M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 26-Apr-25	Sat 27-Apr-24	\$1.6M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 27-Apr-25	Sun 28-Apr-24	\$952K	\$973K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 28-Apr-25	Mon 29-Apr-24	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 29-Apr-25	Tue 30-Apr-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 30-Apr-25	Wed 01-May-24	\$1.5M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 01-May-25	Thu 02-May-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 02-May-25	Fri 03-May-24	\$1.5M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 03-May-25	Sat 04-May-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 04-May-25	Sun 05-May-24	\$938K	\$968K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 05-May-25	Mon 06-May-24	\$1.1M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 06-May-25	Tue 07-May-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 07-May-25	Wed 08-May-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 08-May-25	Thu 09-May-24	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 09-May-25	Fri 10-May-24	\$1.5M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 10-May-25	Sat 11-May-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 11-May-25	Sun 12-May-24	\$907K	\$923K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 12-May-25	Mon 13-May-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 13-May-25	Tue 14-May-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 14-May-25	Wed 15-May-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 15-May-25	Thu 16-May-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 16-May-25	Fri 17-May-24	\$1.4M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 17-May-25	Sat 18-May-24	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 18-May-25	Sun 19-May-24	\$911K	\$862K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 19-May-25	Mon 20-May-24	\$1.3M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 20-May-25	Tue 21-May-24	\$1.1M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 21-May-25	Wed 22-May-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 22-May-25	Thu 23-May-24	\$1.2M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 23-May-25	Fri 24-May-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 24-May-25	Sat 25-May-24	\$1.5M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 25-May-25	Sun 26-May-24	\$876K	\$865K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 26-May-25	Mon 27-May-24	\$1.2M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 27-May-25	Tue 28-May-24	\$1.3M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 28-May-25	Wed 29-May-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 29-May-25	Thu 30-May-24	\$1.3M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 30-May-25	Fri 31-May-24	\$1.6M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 31-May-25	Sat 01-Jun-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 01-Jun-25	Sun 02-Jun-24		\$973K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 02-Jun-25	Mon 03-Jun-24		\$946K
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 03-Jun-25	Tue 04-Jun-24		\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 04-Jun-25	Wed 05-Jun-24		\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 05-Jun-25	Thu 06-Jun-24		\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 06-Jun-25	Fri 07-Jun-24		\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 07-Jun-25	Sat 08-Jun-24		\$1.2M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Dunsborough	01-May-25	31-May-25	52 weeks prior
Event length: 31 days, Category coverage Score*: 98.6%				

Overview

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

Total spend

\$19.8M

↑ 4.0%

uplift compared to Benchmark Period

Visitor spend

\$9.9M

↑ 9.4%

uplift compared to Benchmark Period

Day spend

\$17.7M

90% of total spend over the event period was during the day (6am-6pm)

Night spend

\$2.1M

10% 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 May 2025 and 31 May 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: Thu 01-May-25 - Sat 31-May-25 (31 days)

Benchmark period: Thu 02-May-24 - Sat 01-Jun-24 (31 days)

Category coverage Score*: 98.6%

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	\$17.7M	\$2.1M	\$9.9M	\$9.9M	\$19.8M	\$19.0M	↑ 4.0%	↑\$768K	↑ 9.4%	↓ -0.9%
Food Retailing	\$6.3M	\$530K	\$2.2M	\$4.6M	\$6.8M	\$6.7M	↑ 1.4%	↑\$97K	↑ 3.8%	↑ 0.4%
Tourism and Entertainment	\$5.3M	\$1.2M	\$4.7M	\$1.9M	\$6.5M	\$6.1M	↑ 6.5%	↑\$398K	↑ 7.7%	↑ 3.8%
Restaurants^	\$1.9M	\$722K	\$1.9M	\$735K	\$2.6M	\$2.0M	↑ 33.6%	↑\$662K	↑ 33.9%	↑ 33.4%
Breweries and Wineries*			\$1.1M	\$223K	\$1.3M	\$1.6M	↓ -15.5%	↓ -\$242K	↓ -36.7%	↓ -35.6%
Cafes			\$738K	\$446K	\$1.2M	\$1.1M	↑ 11.8%	↑\$125K	↑ 19.6%	↑ 1.8%
Pubs, Taverns and Bars^	\$481K	\$391K	\$583K	\$293K	\$872K	\$1.0M	↓ -14.3%	↓ -\$146K	↓ -4.9%	↓ -23.3%
Takeaway and Fast Food Outlets**	\$210K	\$78K	\$157K	\$131K	\$288K					
Attractions, Events and Recreation**			\$150K	\$65K	\$215K					
Discretionary Retail*			\$1.3M	\$1.7M	\$3.0M	\$2.3M	↑ 31.7%	↑\$725K	↑ 38.4%	↑ 17.8%
Other Discretionary Retail**			\$674K	\$1.2M	\$1.9M					
Department Stores, Clothing & Accessories**			\$579K	\$251K	\$830K					
Private Transport			\$356K	\$898K	\$1.3M	\$1.4M	↓ -11.3%	↓ -\$160K	↓ -4.6%	↓ -13.1%
Accommodation - Instore*					\$838K	\$924K	↓ -9.3%	↓ -\$86K	↓ -45.0%	↓ -32.4%

* 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 April 2025 and 31 May 2025 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

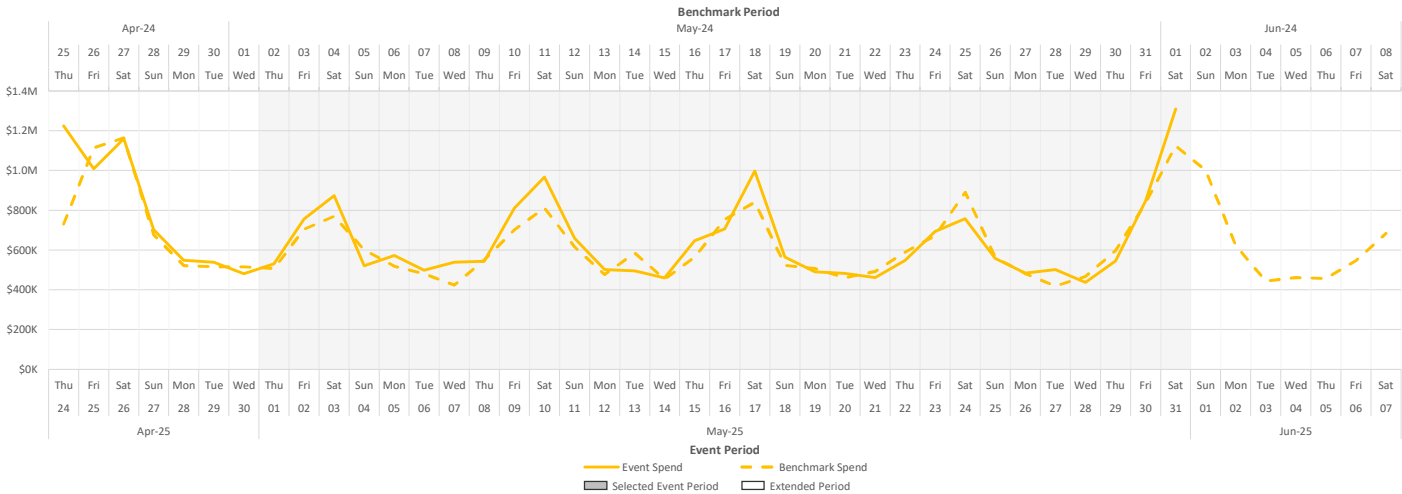
Total (All)

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	Thu 24-Apr-25	Thu 25-Apr-24	\$1.2M	\$731K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 25-Apr-25	Fri 26-Apr-24	\$1.0M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 26-Apr-25	Sat 27-Apr-24	\$1.2M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 27-Apr-25	Sun 28-Apr-24	\$702K	\$677K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 28-Apr-25	Mon 29-Apr-24	\$548K	\$522K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 29-Apr-25	Tue 30-Apr-24	\$539K	\$516K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 30-Apr-25	Wed 01-May-24	\$481K	\$516K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 01-May-25	Thu 02-May-24	\$531K	\$508K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 02-May-25	Fri 03-May-24	\$756K	\$705K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 03-May-25	Sat 04-May-24	\$874K	\$770K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 04-May-25	Sun 05-May-24	\$521K	\$601K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 05-May-25	Mon 06-May-24	\$573K	\$519K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 06-May-25	Tue 07-May-24	\$499K	\$481K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 07-May-25	Wed 08-May-24	\$539K	\$424K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 08-May-25	Thu 09-May-24	\$544K	\$551K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 09-May-25	Fri 10-May-24	\$810K	\$702K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 10-May-25	Sat 11-May-24	\$967K	\$812K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 11-May-25	Sun 12-May-24	\$659K	\$616K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 12-May-25	Mon 13-May-24	\$501K	\$477K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 13-May-25	Tue 14-May-24	\$495K	\$585K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 14-May-25	Wed 15-May-24	\$459K	\$454K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 15-May-25	Thu 16-May-24	\$646K	\$565K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 16-May-25	Fri 17-May-24	\$706K	\$755K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 17-May-25	Sat 18-May-24	\$998K	\$841K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 18-May-25	Sun 19-May-24	\$564K	\$523K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 19-May-25	Mon 20-May-24	\$490K	\$508K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 20-May-25	Tue 21-May-24	\$482K	\$461K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 21-May-25	Wed 22-May-24	\$462K	\$492K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 22-May-25	Thu 23-May-24	\$548K	\$590K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 23-May-25	Fri 24-May-24	\$693K	\$673K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 24-May-25	Sat 25-May-24	\$758K	\$890K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 25-May-25	Sun 26-May-24	\$558K	\$563K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 26-May-25	Mon 27-May-24	\$484K	\$481K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 27-May-25	Tue 28-May-24	\$502K	\$419K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 28-May-25	Wed 29-May-24	\$438K	\$467K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 29-May-25	Thu 30-May-24	\$545K	\$597K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 30-May-25	Fri 31-May-24	\$848K	\$838K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 31-May-25	Sat 01-Jun-24	\$1.3M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 01-Jun-25	Sun 02-Jun-24		\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 02-Jun-25	Mon 03-Jun-24		\$623K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 03-Jun-25	Tue 04-Jun-24		\$444K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 04-Jun-25	Wed 05-Jun-24		\$462K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 05-Jun-25	Thu 06-Jun-24		\$457K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 06-Jun-25	Fri 07-Jun-24		\$547K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 07-Jun-25	Sat 08-Jun-24		\$684K



City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	West Busselton	01-May-25	31-May-25	52 weeks prior
Event length: 31 days, Category coverage Score*: 98.9%				

Overview

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

Total spend \$24.5M ↑ 20.5% <i>uplift compared to Benchmark Period</i>	Visitor spend \$9.3M ↑ 24.7% <i>uplift compared to Benchmark Period</i>	Day spend \$22.8M <i>93% of total spend over the event period was during the day (6am-6pm)</i>	Night spend \$1.7M <i>7% 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 May 2025 and 31 May 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?

Event period: Thu 01-May-25 - Sat 31-May-25 (31 days)

Benchmark period: Thu 02-May-24 - Sat 01-Jun-24 (31 days)

Category coverage Score*: 98.9%

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	\$22.8M	\$1.7M	\$9.3M	\$15.2M	\$24.5M	\$20.3M	↑ 20.5%	↑\$4.2M	↑ 24.7%	↑ 18.0%
Food Retailing	\$10.4M	\$565K	\$3.3M	\$7.6M	\$10.9M	\$7.2M	↑ 51.4%	↑\$3.7M	↑ 105.4%	↑ 35.7%
Supermarkets			\$1.2M	\$4.4M	\$5.6M	\$5.7M	↓ -1.5%	- ↓\$85K	↑ 17.5%	↑ 13.8%
Groceries and Other Food Retailing			\$2.2M	\$3.2M	\$5.3M	\$1.5M	↑ 247.4%	↑\$3.8M	↑ 597.1%	↑ 260.8%
Discretionary Retail^*	\$5.4M	\$152K	\$1.6M	\$4.0M	\$5.6M	\$5.8M	↓ -3.0%	- ↓\$172K	↓ -11.4%	↓ -5.5%
Private Transport			\$996K	\$1.5M	\$2.5M	\$2.2M	↑ 17.2%	↑\$371K	↑ 22.8%	↑ 14.0%
Tourism and Entertainment	\$1.5M	\$537K	\$883K	\$1.2M	\$2.1M	\$1.9M	↑ 12.0%	↑\$222K	↑ 20.1%	↑ 6.1%
Takeaway and Fast Food Outlets^	\$778K	\$306K	\$396K	\$686K	\$1.1M	\$1.2M	↓ -8.7%	- ↓\$103K	↓ -3.6%	↓ -11.0%
Restaurants**			\$119K	\$163K	\$282K					
Cafes*			\$72K	\$116K	\$188K	\$184K	↑ 2.2%	↑\$4K	↑ 1.5%	↓ -3.5%
Attractions, Events and Recreation**			\$60K	\$75K	\$135K					
Accommodation - Instore**			\$685K	\$175K	\$860K					

* 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 April 2025 and 31 May 2025 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

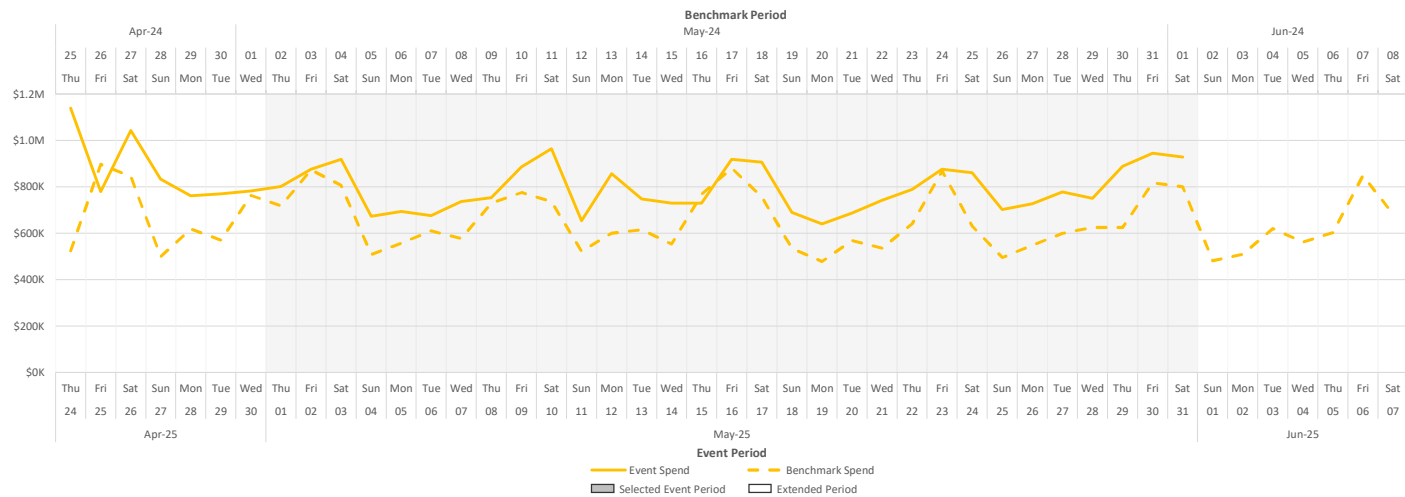
Total (All)

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	West Busselton	Total (All)	Total	All Customers	Thu 24-Apr-25	Thu 25-Apr-24	\$1.1M	\$524K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 25-Apr-25	Fri 26-Apr-24	\$779K	\$897K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 26-Apr-25	Sat 27-Apr-24	\$1.0M	\$844K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 27-Apr-25	Sun 28-Apr-24	\$833K	\$499K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 28-Apr-25	Mon 29-Apr-24	\$761K	\$618K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 29-Apr-25	Tue 30-Apr-24	\$769K	\$570K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 30-Apr-25	Wed 01-May-24	\$782K	\$763K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 01-May-25	Thu 02-May-24	\$801K	\$718K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 02-May-25	Fri 03-May-24	\$876K	\$873K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 03-May-25	Sat 04-May-24	\$918K	\$806K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 04-May-25	Sun 05-May-24	\$673K	\$508K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 05-May-25	Mon 06-May-24	\$693K	\$557K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 06-May-25	Tue 07-May-24	\$676K	\$610K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 07-May-25	Wed 08-May-24	\$736K	\$577K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 08-May-25	Thu 09-May-24	\$753K	\$730K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 09-May-25	Fri 10-May-24	\$885K	\$775K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 10-May-25	Sat 11-May-24	\$964K	\$736K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 11-May-25	Sun 12-May-24	\$654K	\$522K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 12-May-25	Mon 13-May-24	\$856K	\$600K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 13-May-25	Tue 14-May-24	\$747K	\$615K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 14-May-25	Wed 15-May-24	\$730K	\$553K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 15-May-25	Thu 16-May-24	\$730K	\$769K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 16-May-25	Fri 17-May-24	\$918K	\$860K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 17-May-25	Sat 18-May-24	\$906K	\$756K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 18-May-25	Sun 19-May-24	\$690K	\$534K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 19-May-25	Mon 20-May-24	\$640K	\$478K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 20-May-25	Tue 21-May-24	\$687K	\$568K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 21-May-25	Wed 22-May-24	\$742K	\$535K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 22-May-25	Thu 23-May-24	\$789K	\$641K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 23-May-25	Fri 24-May-24	\$875K	\$868K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 24-May-25	Sat 25-May-24	\$861K	\$630K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 25-May-25	Sun 26-May-24	\$702K	\$495K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 26-May-25	Mon 27-May-24	\$726K	\$548K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 27-May-25	Tue 28-May-24	\$778K	\$599K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 28-May-25	Wed 29-May-24	\$750K	\$625K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 29-May-25	Thu 30-May-24	\$888K	\$625K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 30-May-25	Fri 31-May-24	\$944K	\$817K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 31-May-25	Sat 01-Jun-24	\$928K	\$800K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 01-Jun-25	Sun 02-Jun-24		\$481K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 02-Jun-25	Mon 03-Jun-24		\$509K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 03-Jun-25	Tue 04-Jun-24		\$620K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 04-Jun-25	Wed 05-Jun-24		\$561K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 05-Jun-25	Thu 06-Jun-24		\$603K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 06-Jun-25	Fri 07-Jun-24		\$848K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 07-Jun-25	Sat 08-Jun-24		\$682K



City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

LGA

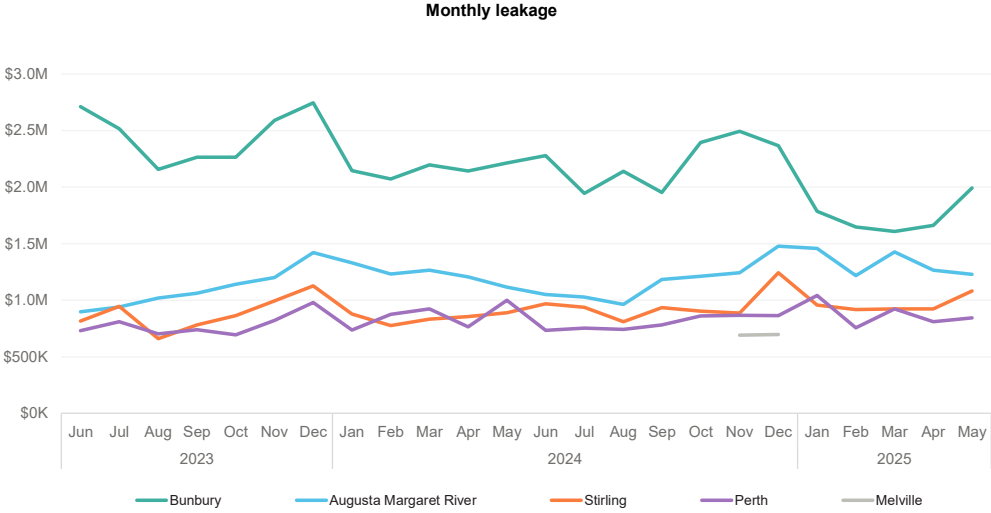
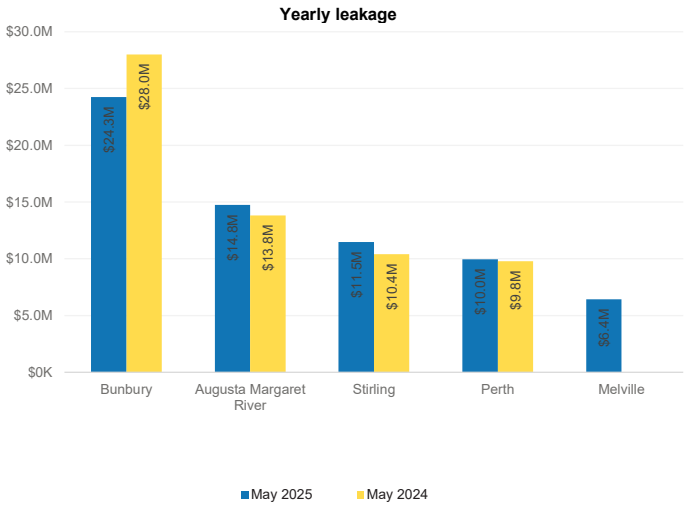
Total (excl. Other)

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 May 2025, there was \$24.3m of spend by residents to Bunbury in Total (excl. Other), this was \$3.7m less than the previous 12 months

How to read: In the month of May 2025, there was \$2.0m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.2m in the month of May 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 May 2025, residents spent \$24.3m on Total (excl. Other) in Bunbury. This was \$3.7m or -15.4% decrease compared to May 2024.

LGA	Total (excl. Other)			
	May 2025 Spend	May 2024 Spend	Spend Change	Spend % Change
IN LGA	\$547.0M	\$528.6M	↑\$18.4M	↑ 3.4%
Online	\$169.3M	\$153.6M	↑\$15.7M	↑ 9.3%
Bunbury	\$24.3M	\$28.0M	-\$3.7M	↓ -15.4%
Augusta Margaret River	\$14.8M	\$13.8M	↑\$918K	↑ 6.2%
Stirling	\$11.5M	\$10.4M	↑\$1.1M	↑ 9.3%
Perth	\$10.0M	\$9.8M	↑\$204K	↑ 2.0%
Melville	\$6.4M			

All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to May 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

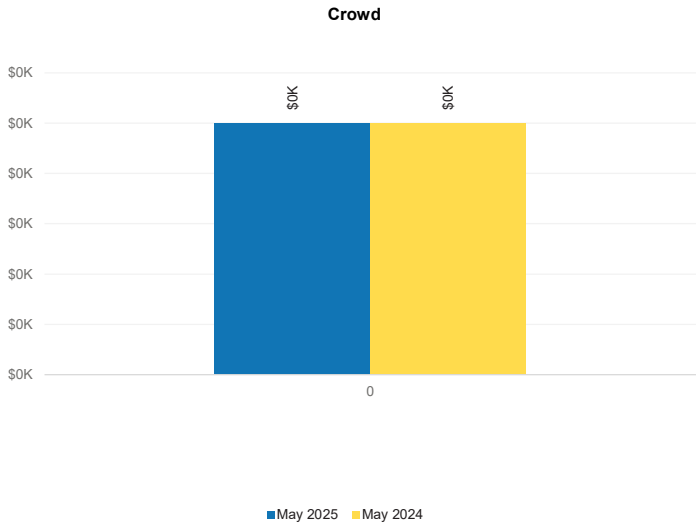
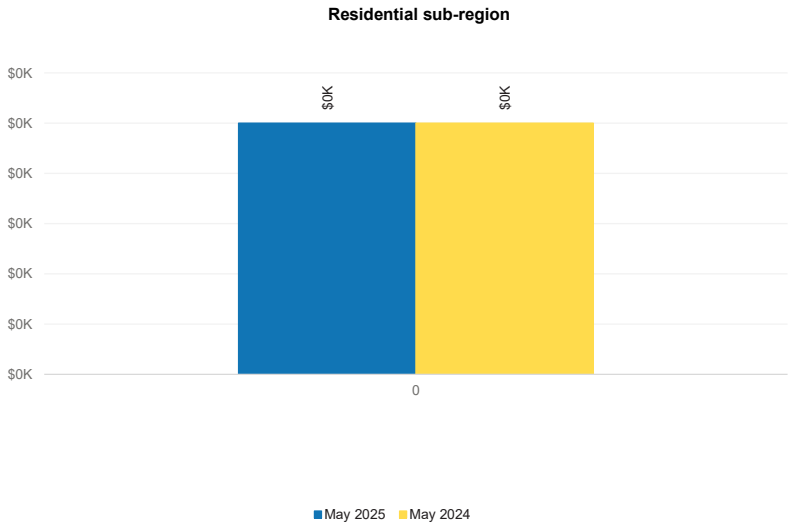
Location

Bunbury (WA)

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

How to read: In the 12 months to May 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 May 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 May 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

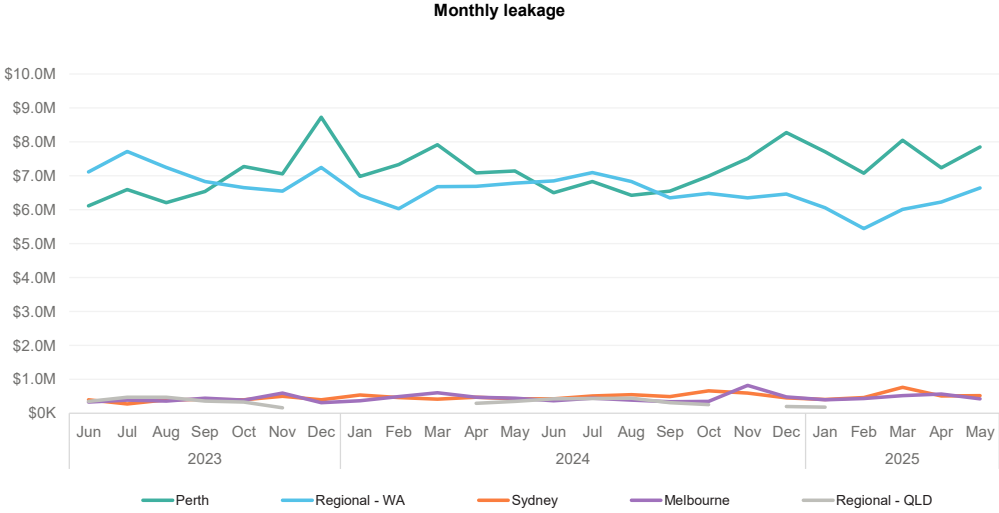
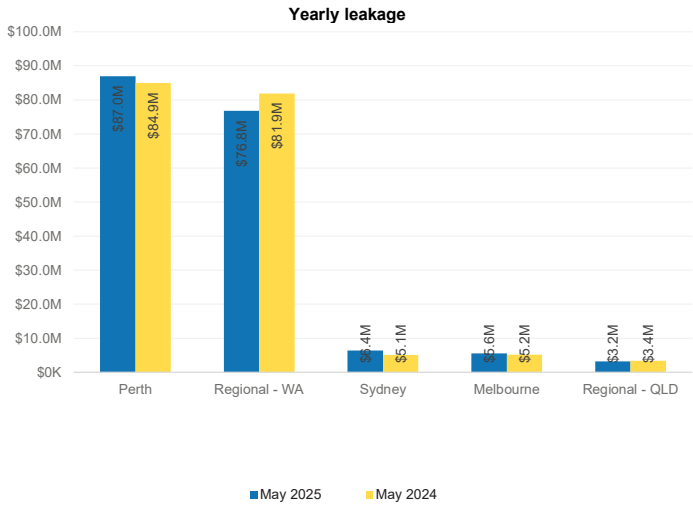
What are the top 5 locations where the residents spend money and how has this changed over time?

How to read:

In the 12 months to May 2025, there was \$87.0m of spend by residents to Perth in Total (excl. Other), this was \$2.0m more than the previous 12 months

How to read:

In the month of May 2025, there was \$7.8m of spend by residents to Perth in Total (excl. Other), this was compared to \$7.1m in the month of May 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 May 2025, residents spent \$87.0m on Total (excl. Other) in Perth. This was \$2.0m or 2.3% increase compared to May 2024.

	Total (excl. Other)			
Region	May 2025 Spend	May 2024 Spend	Spend Change	Spend % Change
IN LGA	\$547.0M	\$528.6M	↑\$18.4M	↑ 3.4%
Online	\$169.3M	\$153.6M	↑\$15.7M	↑ 9.3%
Perth	\$87.0M	\$84.9M	↑\$2.0M	↑ 2.3%
Regional - WA	\$76.8M	\$81.9M	-\$5.1M	↓ -6.7%
Sydney	\$6.4M	\$5.1M	↑\$1.2M	↑ 19.6%
Melbourne	\$5.6M	\$5.2M	↑\$338K	↑ 6.1%
Regional - QLD	\$3.2M	\$3.4M	-\$160K	↓ -4.9%

All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to May 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)

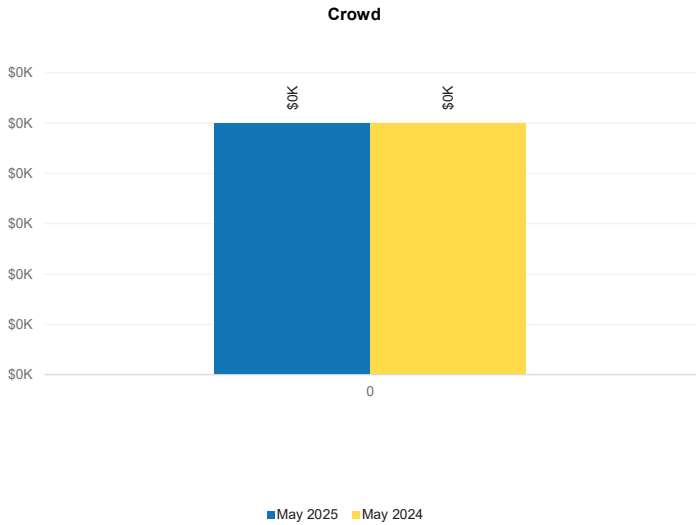
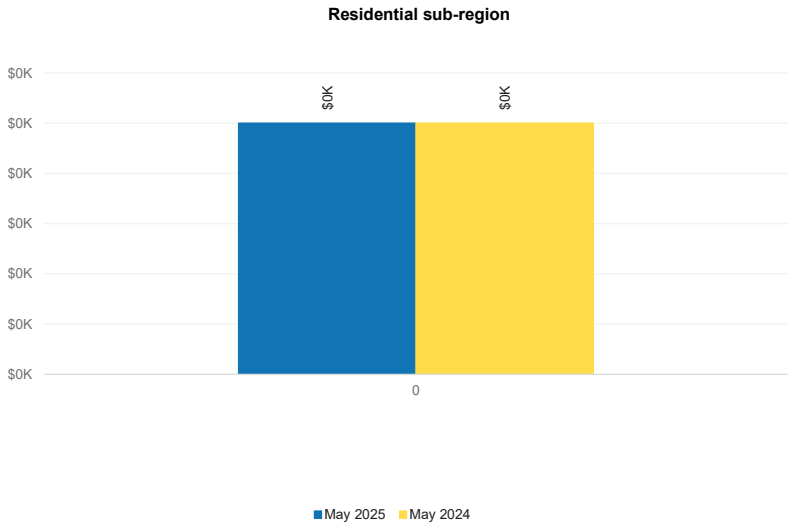
How does the proportion of expenditure change by sub-region and Crowd?

How to read:

In the 12 months to May 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 May 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 May 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	
May 2025	Resident location	LGA	City of Busselton	

Overview

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

Total spend \$133.2M ↑ 4.2% .vs last year ↑ 5.5% .vs Regional WA	Top category Supermarkets \$18.5M of spend for City of Busselton residents is within this category during May 2025	Top lifestage Retiree 28.7% of spend for City of Busselton residents are within this lifestage during May 2025	Proportion of spend into the LGA 39.2% of spend for City of Busselton residents during May 2025
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for May 2025. 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

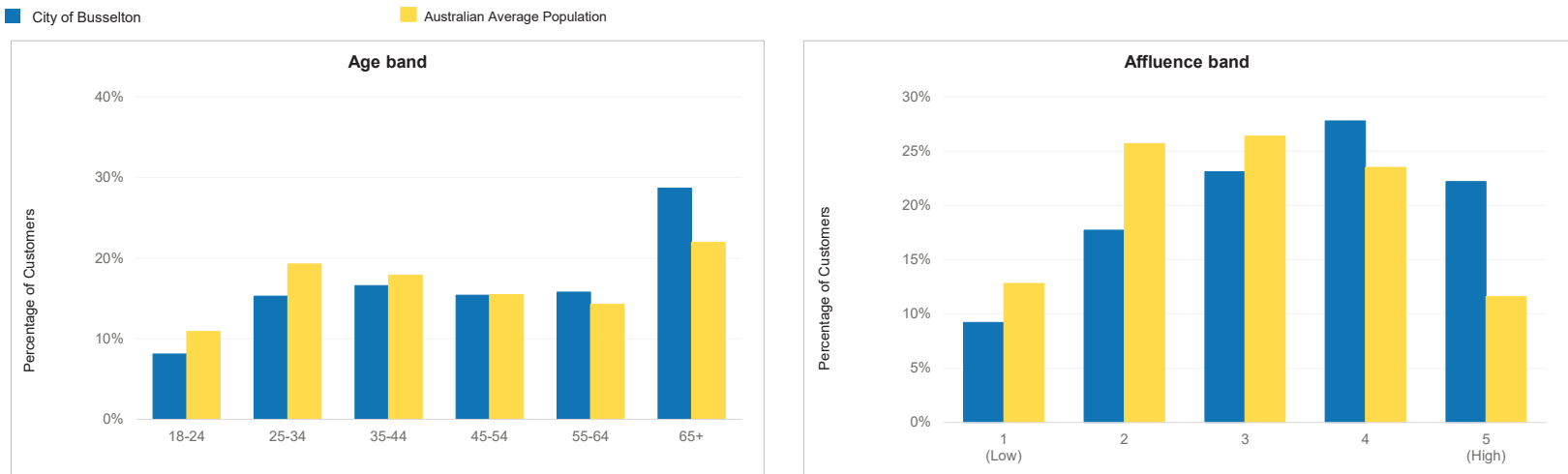
What are the highest performing categories for City of Busselton residents during the past 12 months (June 2024 - May 2025)?

Category	Monthly			Annual (Last 12 months up to May 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$133.2M	↑ 4.2%	↑ 5.5%	\$1.56B	↑ 4.9%		
Discretionary Retail	\$29.3M	↓ -0.5%	↑ 7.5%	\$340.9M	↑ 3.4%	1.00x	99.3%
Other Discretionary Retail	\$18.4M	↓ -1.5%	↑ 5.9%	\$214.3M	↑ 1.2%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$8.3M	↓ -0.8%	↑ 8.4%	\$96.0M	↑ 5.1%	0.99x	96.6%
Buy Now Pay Later	\$2.2M	↑ 10.7%	↑ 15.4%	\$25.8M	↑ 17.1%	0.72x	18.3%
Print Media and Books	\$278K	↓ -13.4%	↑ 2.6%	\$3.6M	↑ 3.3%	1.04x	40.0%
Children and Baby Stores	\$137K	↑ 52.0%	↑ 19.5%	\$1.1M	↑ 8.4%	0.58x	9.0%
Food Retailing	\$26.6M	↑ 7.7%	↑ 5.2%	\$315.6M	↑ 4.9%	1.00x	99.2%
Supermarkets	\$18.5M	↑ 0.1%	↑ 4.1%	\$225.4M	↑ 1.6%	1.00x	98.8%
Groceries and Other Food Retailing	\$8.1M	↑ 30.6%	↑ 9.2%	\$90.2M	↑ 14.3%	0.99x	97.3%
Household	\$25.9M	↑ 0.1%	↑ 3.9%	\$294.1M	↑ 4.9%	0.99x	98.8%
Insurance	\$8.6M	↑ 7.2%	↑ 5.4%	\$102.0M	↑ 9.4%	0.98x	64.5%
Electricity, Gas and Water Supply	\$4.3M	↓ -8.8%	↓ -4.1%	\$42.2M	↓ -4.7%	1.02x	50.7%
Telecommunication Services	\$3.8M	↑ 4.7%	↑ 8.2%	\$43.4M	↑ 7.9%	0.98x	78.5%
Motor Vehicle Services	\$2.3M	↑ 5.3%	↑ 5.8%	\$23.7M	↑ 4.2%	1.09x	62.6%
Personal Services	\$2.3M	→ 0.0%	↑ 9.4%	\$26.5M	↑ 7.4%	0.99x	79.0%
Pet Care	\$1.6M	↓ -9.2%	↑ 3.6%	\$18.7M	↑ 0.7%	1.20x	45.3%
Public Services	\$967K	↓ -33.0%	↓ -12.0%	\$12.9M	↓ -12.1%	1.09x	60.7%
School Education	\$790K	↑ 24.8%	↑ 16.5%	\$8.6M	↑ 14.7%	0.63x	21.0%
Fitness	\$668K	↑ 36.8%	↑ 18.4%	\$8.0M	↑ 27.7%	0.69x	41.7%
Childcare Services	\$388K	↓ -14.2%	↓ -5.7%	\$3.6M	↓ -6.3%	0.85x	5.6%
Charities	\$211K	↓ -15.6%	↓ -1.4%	\$2.6M	↓ -14.2%	0.94x	28.2%
Computer Services	\$86K	↓ -26.6%	↓ -8.4%	\$1.9M	↑ 35.8%	0.77x	10.4%
Tourism and Entertainment	\$15.5M	↑ 10.8%	↑ 10.0%	\$181.4M	↑ 8.5%	1.00x	99.2%
Restaurants	\$3.5M	↑ 25.6%	↑ 18.0%	\$39.6M	↑ 17.1%	0.99x	92.6%
Takeaway and Fast Food Outlets	\$2.7M	↑ 5.6%	↑ 4.4%	\$31.9M	↑ 3.2%	0.98x	93.7%
Pubs, Taverns and Bars	\$2.5M	↑ 10.1%	↑ 11.0%	\$29.5M	↑ 4.3%	1.06x	84.9%
Cafes	\$1.9M	↑ 0.1%	↓ -0.8%	\$21.6M	↑ 2.5%	1.01x	88.5%
Online Entertainment	\$1.8M	↑ 16.9%	↑ 13.9%	\$20.6M	↑ 21.2%	0.97x	68.4%
Attractions, Events and Recreation	\$1.7M	↑ 13.1%	↑ 6.0%	\$22.2M	↑ 4.2%	0.94x	74.3%
Food Delivery Services	\$775K	↑ 11.1%	↑ 32.3%	\$8.4M	↑ 19.8%	0.64x	26.8%
Breweries and Wineries	\$543K	↓ -18.2%	↓ -7.9%	\$7.7M	↓ -2.5%	2.96x	51.9%
Private Transport	\$11.0M	↑ 4.3%	↓ -2.4%	\$123.5M	↑ 0.2%	1.00x	96.8%
Accommodation	\$3.5M	↑ 1.9%	↑ 9.0%	\$37.9M	↑ 4.4%	1.09x	64.4%

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 (June 2024 - May 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 (June 2024 - May 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>3.07x</td><td>6.4%</td></tr><tr><td>Ghanda Clothing</td><td>2.56x</td><td>13.7%</td></tr><tr><td>Angus And Coote</td><td>2.30x</td><td>4.8%</td></tr><tr><td>Just Jeans</td><td>2.09x</td><td>12.6%</td></tr><tr><td>Gazman</td><td>1.82x</td><td>3.9%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	3.07x	6.4%	Ghanda Clothing	2.56x	13.7%	Angus And Coote	2.30x	4.8%	Just Jeans	2.09x	12.6%	Gazman	1.82x	3.9%	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>61.6%</td></tr><tr><td>Liquor Stax</td><td>19.57x</td><td>33.7%</td></tr><tr><td>Liquor Barons</td><td>5.83x</td><td>8.8%</td></tr><tr><td>The Good Grocer</td><td>3.63x</td><td>6.0%</td></tr><tr><td>The Jerky Co</td><td>2.15x</td><td>2.3%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	61.6%	Liquor Stax	19.57x	33.7%	Liquor Barons	5.83x	8.8%	The Good Grocer	3.63x	6.0%	The Jerky Co	2.15x	2.3%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>11.00x</td><td>23.8%</td></tr><tr><td>Dome Cafe</td><td>10.03x</td><td>38.6%</td></tr><tr><td>Sushi Sushi</td><td>2.79x</td><td>28.2%</td></tr><tr><td>Miss Maud</td><td>2.57x</td><td>5.0%</td></tr><tr><td>Red Rooster</td><td>2.05x</td><td>36.3%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	11.00x	23.8%	Dome Cafe	10.03x	38.6%	Sushi Sushi	2.79x	28.2%	Miss Maud	2.57x	5.0%	Red Rooster	2.05x	36.3%
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City of Busselton

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

Overview

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

Total spend \$33.2M ↑ 6.8% .vs last year ↑ 5.5% .vs Regional WA	Top category Supermarkets \$4.9M of spend for Busselton residents is within this category during May 2025	Top lifestage Retiree 26% of spend for Busselton residents are within this lifestage during May 2025	Proportion of spend into the LGA 38.8% of spend for Busselton residents during May 2025
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Category performance

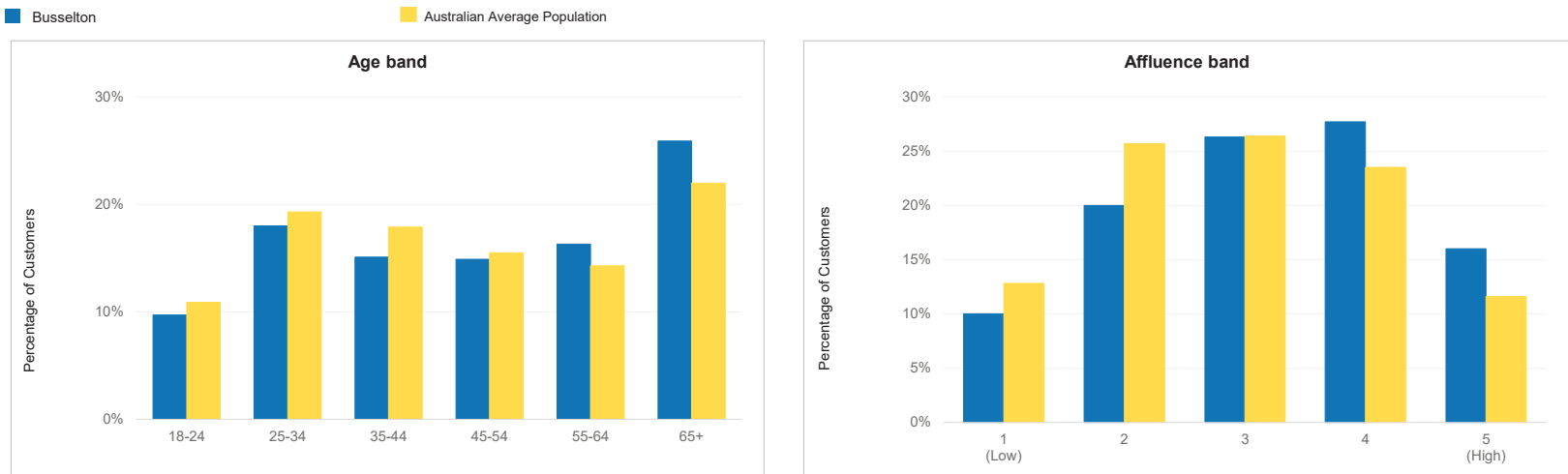
What are the highest performing categories for Busselton residents during the past 12 months (June 2024 - May 2025)?

Category	Monthly			Annual (Last 12 months up to May 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$33.2M	↑ 6.8%	↑ 5.5%	\$389.8M	↑ 5.7%		
Discretionary Retail	\$7.2M	↓ -1.2%	↑ 7.5%	\$86.3M	↑ 2.6%	0.99x	99.1%
Other Discretionary Retail	\$4.5M	↓ -4.4%	↑ 5.9%	\$53.9M	↑ 0.7%	0.99x	98.6%
Department Stores, Clothing & Accessories	\$2.0M	↑ 1.3%	↑ 8.4%	\$24.1M	↑ 2.9%	0.98x	95.5%
Buy Now Pay Later	\$623K	↑ 12.2%	↑ 15.4%	\$7.3M	↑ 17.6%	0.73x	18.7%
Print Media and Books	\$68K	↑ 14.9%	↑ 2.6%	\$835K	↑ 0.8%	0.90x	34.6%
Children and Baby Stores	\$40K	↑ 45.0%	↑ 19.5%	\$269K	↑ 17.5%	0.48x	7.5%
Food Retailing	\$6.8M	↑ 12.1%	↑ 5.2%	\$78.9M	↑ 5.9%	1.00x	99.2%
Supermarkets	\$4.9M	↑ 4.1%	4.1%	\$57.8M	↑ 1.9%	1.00x	98.9%
Groceries and Other Food Retailing	\$2.0M	↑ 38.8%	↑ 9.2%	\$21.1M	↑ 18.5%	0.99x	97.3%
Household	\$6.3M	↑ 6.4%	↑ 3.9%	\$71.2M	↑ 5.0%	0.99x	98.4%
Insurance	\$2.1M	↑ 12.1%	↑ 5.4%	\$24.6M	↑ 9.7%	0.93x	61.0%
Electricity, Gas and Water Supply	\$1.0M	↑ 9.9%	↓ -4.1%	\$10.2M	↓ -3.1%	0.91x	45.2%
Telecommunication Services	\$950K	↑ 4.8%	↑ 8.2%	\$11.1M	↑ 7.5%	0.98x	78.9%
Motor Vehicle Services	\$609K	↑ 29.7%	↑ 5.8%	\$5.6M	↑ 8.8%	0.98x	56.4%
Personal Services	\$553K	↑ 1.4%	↑ 9.4%	\$6.3M	↑ 3.8%	0.95x	75.6%
Pet Care	\$381K	↓ -16.6%	↑ 3.6%	\$4.5M	↓ -2.0%	1.05x	39.4%
Public Services	\$277K	↓ -28.3%	↓ -12.0%	\$3.3M	↓ -11.1%	0.96x	53.5%
Fitness	\$195K	↑ 63.5%	↑ 18.4%	\$2.0M	↑ 23.8%	0.66x	39.4%
School Education	\$177K	↑ 12.4%	↑ 16.5%	\$2.1M	↑ 14.8%	0.55x	18.5%
Childcare Services	\$53K	↓ -38.4%	↓ -5.7%	\$740K	↑ 9.3%	0.58x	3.8%
Charities	\$44K	↓ -4.5%	↓ -1.4%	\$557K	↓ -11.0%	0.83x	24.8%
Computer Services	\$18K	↓ -3.7%	↓ -8.4%	\$280K	↓ -14.9%	0.69x	9.3%
Tourism and Entertainment	\$4.3M	↑ 18.0%	↑ 10.0%	\$47.3M	↑ 10.8%	1.00x	99.2%
Restaurants	\$931K	↑ 54.3%	↑ 18.0%	\$9.3M	↑ 18.2%	0.98x	91.8%
Takeaway and Fast Food Outlets	\$820K	↑ 16.9%	↑ 4.4%	\$8.9M	↑ 4.9%	0.98x	93.9%
Pubs, Taverns and Bars	\$730K	↑ 18.4%	↑ 11.0%	\$8.3M	↑ 8.0%	1.05x	83.8%
Online Entertainment	\$526K	↑ 29.8%	↑ 13.9%	\$5.3M	↑ 22.6%	0.96x	67.5%
Cafes	\$486K	↑ 13.7%	↓ -0.8%	\$5.4M	↑ 6.3%	0.98x	86.1%
Attractions, Events and Recreation	\$440K	↓ -14.9%	↑ 6.0%	\$5.8M	↑ 9.3%	0.90x	70.7%
Food Delivery Services	\$242K	↑ 11.1%	↑ 32.3%	\$2.6M	↑ 20.3%	0.69x	28.8%
Breweries and Wineries	\$113K	↓ -21.7%	↓ -7.9%	\$1.8M	↓ -4.3%	2.65x	46.5%
Private Transport	\$2.7M	↑ 11.5%	↓ -2.4%	\$30.6M	↑ 3.0%	0.99x	96.3%
Accommodation	\$759K	↓ -7.4%	↑ 9.0%	\$9.3M	↑ 5.0%	1.02x	60.5%

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 Busselton residents during the recent static period (June 2024 - May 2025)?



Brand preference

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

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City of Busselton

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

Overview

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

Total spend \$41.8M ↑ 3.7% .vs last year ↑ 5.5% .vs Regional WA	Top category Other Discretionary Retail \$6.1M of spend for Dunsborough residents is within this category during May 2025	Top lifestage Retiree 25.6% of spend for Dunsborough residents are within this lifestage during May 2025	Proportion of spend into the LGA 35.4% of spend for Dunsborough residents during May 2025
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for May 2025. 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

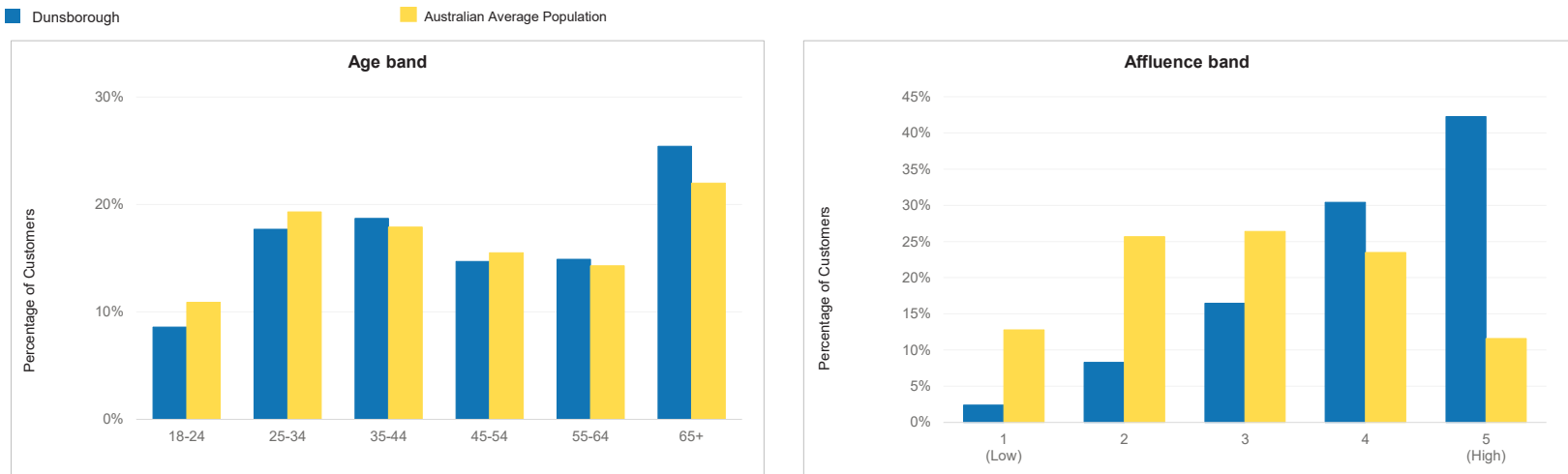
What are the highest performing categories for Dunsborough residents during the past 12 months (June 2024 - May 2025)?

Category	Monthly			Annual (Last 12 months up to May 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$41.8M	↑ 3.7%	↑ 5.5%	\$488.7M	↑ 5.7%		
Discretionary Retail	\$9.2M	↑ 1.5%	↑ 7.5%	\$105.5M	↑ 7.5%	1.00x	99.4%
Other Discretionary Retail	\$6.1M	↑ 2.8%	↑ 5.9%	\$68.5M	↑ 6.3%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$2.4M	↓ -2.9%	↑ 8.4%	\$28.8M	↑ 6.0%	0.98x	96.4%
Buy Now Pay Later	\$520K	↑ 6.7%	↑ 15.4%	\$6.5M	↑ 31.0%	0.65x	16.6%
Print Media and Books	\$86K	↓ -21.5%	↑ 2.6%	\$1.2M	↑ 5.3%	1.11x	42.8%
Children and Baby Stores	\$45K	↑ 148.7%	↑ 19.5%	\$390K	↑ 0.5%	0.68x	10.6%
Household	\$7.9M	↓ -9.3%	↑ 3.9%	\$91.6M	↑ 3.9%	1.00x	98.9%
Insurance	\$2.7M	↑ 1.3%	↑ 5.4%	\$32.6M	↑ 7.2%	1.00x	65.6%
Electricity, Gas and Water Supply	\$1.4M	↓ -16.6%	↓ -4.1%	\$12.7M	↓ -6.3%	1.02x	50.8%
Telecommunication Services	\$1.0M	↑ 5.4%	↑ 8.2%	\$11.9M	↑ 9.6%	0.97x	77.7%
Personal Services	\$779K	↓ -4.4%	↑ 9.4%	\$9.2M	↑ 8.6%	1.01x	80.8%
Motor Vehicle Services	\$715K	↓ -18.2%	↑ 5.8%	\$8.4M	↑ 2.1%	1.17x	67.4%
Pet Care	\$424K	↓ -21.2%	↑ 3.6%	\$5.4M	↓ -1.3%	1.15x	43.5%
School Education	\$236K	↑ 1.3%	↑ 16.5%	\$2.9M	↑ 9.2%	0.69x	22.9%
Public Services	\$210K	↓ -47.1%	↓ -12.0%	\$3.0M	↓ -11.3%	1.12x	62.6%
Fitness	\$201K	↑ 30.6%	↑ 18.4%	\$2.5M	↑ 24.9%	0.74x	44.3%
Childcare Services	\$83K	↓ -58.1%	↓ -5.7%	\$1.1M	↓ -21.9%	1.30x	8.5%
Charities	\$74K	↓ -23.2%	↓ -1.4%	\$843K	↓ -26.6%	1.01x	30.1%
Computer Services	\$35K	↓ -44.1%	↓ -8.4%	\$1.1M	↑ 78.3%	0.92x	12.4%
Food Retailing	\$7.6M	↑ 5.4%	↑ 5.2%	\$91.6M	↑ 6.9%	1.00x	99.3%
Supermarkets	\$5.0M	↓ -2.2%	↑ 4.1%	\$62.3M	↑ 3.5%	1.00x	98.9%
Groceries and Other Food Retailing	\$2.6M	↑ 24.1%	↑ 9.2%	\$29.3M	↑ 14.9%	1.00x	97.9%
Tourism and Entertainment	\$4.6M	↑ 7.6%	↑ 10.0%	\$56.0M	↑ 5.9%	1.00x	99.4%
Restaurants	\$1.4M	↑ 17.7%	↑ 18.0%	\$16.4M	↑ 18.2%	1.02x	95.5%
Pubs, Taverns and Bars	\$686K	↓ -0.1%	↑ 11.0%	\$8.2M	↓ -5.5%	1.08x	86.6%
Cafes	\$635K	↓ -5.9%	↓ -0.8%	\$7.5M	↑ 1.6%	1.06x	92.7%
Takeaway and Fast Food Outlets	\$602K	↑ 5.2%	↑ 4.4%	\$7.3M	↑ 0.3%	0.99x	94.7%
Attractions, Events and Recreation	\$495K	↑ 42.8%	↑ 6.0%	\$6.7M	↑ 3.4%	0.99x	77.6%
Online Entertainment	\$472K	↑ 7.1%	↑ 13.9%	\$5.4M	↑ 10.5%	1.03x	72.5%
Breweries and Wineries	\$232K	↓ -14.5%	↓ -7.9%	\$3.1M	↑ 2.2%	3.45x	60.5%
Food Delivery Services	\$102K	↓ -10.4%	↑ 32.3%	\$1.2M	↑ 11.7%	0.53x	22.3%
Private Transport	\$3.3M	↑ 1.9%	↓ -2.4%	\$38.6M	↑ 0.6%	1.01x	98.3%
Accommodation	\$1.2M	↓ -1.8%	↑ 9.0%	\$14.2M	↑ 6.1%	1.18x	69.7%

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 Dunsborough residents during the recent static period (June 2024 - May 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 Dunsborough residents during the recent static period (June 2024 - May 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Gazman</td><td>3.82x</td><td>8.3%</td></tr><tr><td>Ghanda Clothing</td><td>3.50x</td><td>18.8%</td></tr><tr><td>Vans</td><td>1.91x</td><td>2.0%</td></tr><tr><td>Sportsgirl</td><td>1.68x</td><td>11.7%</td></tr><tr><td>Just Jeans</td><td>1.65x</td><td>9.9%</td></tr></table>	Brand	Affinity	Penetration	Gazman	3.82x	8.3%	Ghanda Clothing	3.50x	18.8%	Vans	1.91x	2.0%	Sportsgirl	1.68x	11.7%	Just Jeans	1.65x	9.9%	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>61.1%</td></tr><tr><td>Liquor Stax</td><td>26.44x</td><td>45.6%</td></tr><tr><td>Liquor Barons</td><td>8.93x</td><td>13.5%</td></tr><tr><td>The Good Grocer</td><td>5.42x</td><td>8.9%</td></tr><tr><td>The Jerky Co</td><td>2.27x</td><td>2.4%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	61.1%	Liquor Stax	26.44x	45.6%	Liquor Barons	8.93x	13.5%	The Good Grocer	5.42x	8.9%	The Jerky Co	2.27x	2.4%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>9.67x</td><td>21.0%</td></tr><tr><td>Dome Cafe</td><td>9.10x</td><td>35.0%</td></tr><tr><td>Miss Maud</td><td>3.05x</td><td>5.9%</td></tr><tr><td>Sushi Sushi</td><td>2.47x</td><td>25.0%</td></tr><tr><td>Varsity Bar</td><td>2.19x</td><td>3.2%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	9.67x	21.0%	Dome Cafe	9.10x	35.0%	Miss Maud	3.05x	5.9%	Sushi Sushi	2.47x	25.0%	Varsity Bar	2.19x	3.2%
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City of Busselton

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

Overview

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

Total spend \$51.2M ↑ 2.6% .vs last year ↑ 5.5% .vs Regional WA	Top category Supermarkets \$7.7M of spend for West Busselton residents is within this category during May 2025	Top lifestage Retiree 32.6% of spend for West Busselton residents are within this lifestage during May 2025	Proportion of spend into the LGA 42.3% of spend for West Busselton residents during May 2025
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for May 2025. 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

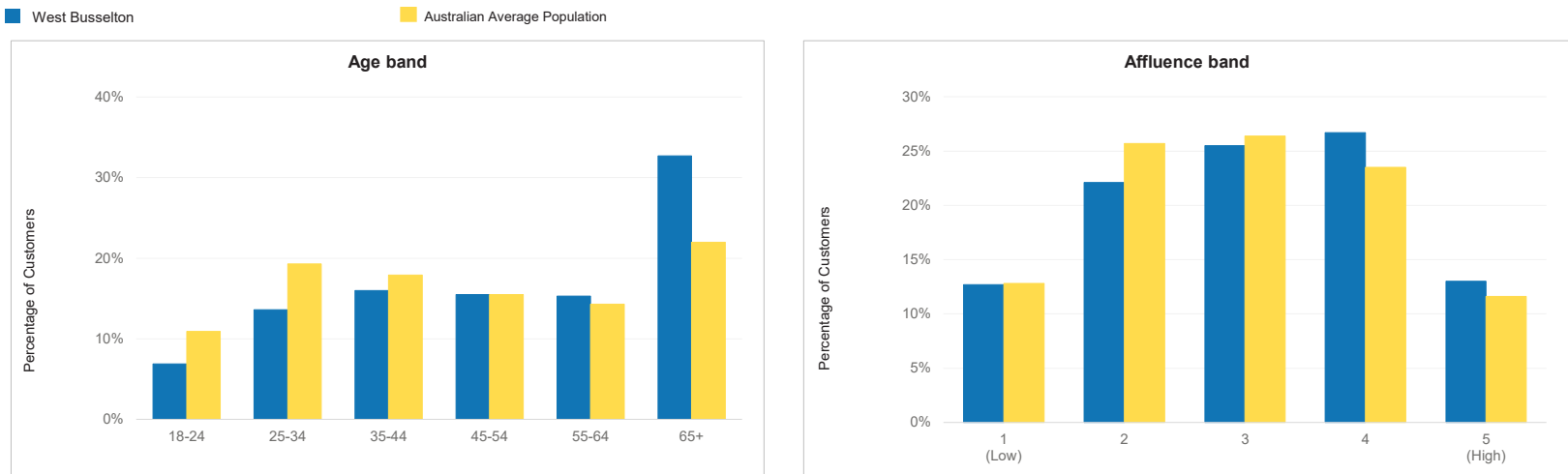
What are the highest performing categories for West Busselton residents during the past 12 months (June 2024 - May 2025)?

Category	Monthly			Annual (Last 12 months up to May 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$51.2M	↑ 2.6%	↑ 5.5%	\$601.7M	↑ 3.7%		
Discretionary Retail	\$11.3M	↓ -1.1%	↑ 7.5%	\$130.8M	↑ 0.9%	1.00x	99.4%
Other Discretionary Retail	\$6.8M	↓ -1.4%	↑ 5.9%	\$79.6M	↓ -2.8%	1.00x	99.1%
Department Stores, Clothing & Accessories	\$3.4M	↓ -2.7%	↑ 8.4%	\$38.2M	↑ 6.7%	1.00x	97.7%
Buy Now Pay Later	\$949K	↑ 11.0%	↑ 15.4%	\$11.1M	↑ 9.7%	0.78x	20.0%
Print Media and Books	\$113K	↓ -18.2%	↑ 2.6%	\$1.5M	↑ 3.5%	1.10x	42.5%
Children and Baby Stores	\$50K	↑ 13.4%	↑ 19.5%	\$413K	↑ 11.6%	0.59x	9.1%
Food Retailing	\$10.9M	↑ 6.3%	↑ 5.2%	\$129.7M	↑ 3.1%	1.00x	99.2%
Supermarkets	\$7.7M	↓ -1.2%	↑ 4.1%	\$94.2M	↑ 0.4%	1.00x	98.8%
Groceries and Other Food Retailing	\$3.2M	↑ 30.1%	↑ 9.2%	\$35.5M	↑ 11.1%	0.99x	96.9%
Household	\$10.4M	↑ 3.2%	↑ 3.9%	\$116.9M	↑ 5.2%	1.00x	99.3%
Insurance	\$3.5M	↑ 8.8%	↑ 5.4%	\$40.0M	↑ 10.9%	1.02x	66.8%
Electricity, Gas and Water Supply	\$1.7M	↓ -7.4%	↓ -4.1%	\$17.4M	↓ -4.7%	1.10x	54.9%
Telecommunication Services	\$1.6M	↑ 3.1%	↑ 8.2%	\$18.3M	↑ 6.4%	1.00x	80.6%
Motor Vehicle Services	\$902K	↑ 15.4%	↑ 5.8%	\$8.6M	↑ 2.4%	1.13x	64.8%
Personal Services	\$840K	↑ 3.3%	↑ 9.4%	\$9.9M	↑ 7.1%	1.01x	80.6%
Pet Care	\$708K	↑ 4.9%	↑ 3.6%	\$7.5M	↑ 3.7%	1.32x	49.7%
Public Services	\$423K	↓ -27.5%	↓ -12.0%	\$5.9M	↓ -9.5%	1.15x	64.2%
School Education	\$250K	↑ 15.5%	↑ 16.5%	\$3.1M	↑ 15.9%	0.66x	22.2%
Fitness	\$245K	↑ 26.3%	↑ 18.4%	\$3.1M	↑ 33.1%	0.71x	42.5%
Childcare Services	\$191K	↑ 20.4%	↓ -5.7%	\$1.6M	↓ -1.1%	0.76x	5.0%
Charities	\$84K	↓ -12.5%	↓ -1.4%	\$1.1M	↓ -4.9%	1.00x	30.0%
Computer Services	\$28K	↓ -2.5%	↓ -8.4%	\$425K	↑ 0.1%	0.74x	10.1%
Tourism and Entertainment	\$5.9M	↑ 7.3%	↑ 10.0%	\$69.9M	↑ 8.9%	1.00x	99.0%
Takeaway and Fast Food Outlets	\$1.2M	↓ -2.4%	↑ 4.4%	\$14.2M	↑ 3.7%	0.98x	93.2%
Restaurants	\$1.1M	↑ 17.3%	↑ 18.0%	\$12.3M	↑ 15.2%	0.98x	91.6%
Pubs, Taverns and Bars	\$962K	↑ 8.2%	↑ 11.0%	\$11.5M	↑ 8.5%	1.07x	85.4%
Online Entertainment	\$716K	↑ 12.5%	↑ 13.9%	\$8.9M	↑ 27.3%	0.96x	67.4%
Attractions, Events and Recreation	\$710K	↑ 28.1%	↑ 6.0%	\$8.6M	↑ 3.3%	0.96x	75.6%
Cafes	\$651K	↓ -5.7%	↓ -0.8%	\$7.7M	↓ -0.3%	1.00x	88.1%
Food Delivery Services	\$390K	↑ 14.2%	↑ 32.3%	\$4.2M	↑ 20.4%	0.71x	29.9%
Breweries and Wineries	\$175K	↓ -22.3%	↓ -7.9%	\$2.5M	↓ -7.1%	2.92x	51.2%
Private Transport	\$4.2M	↑ 2.0%	↓ -2.4%	\$46.7M	↓ -1.7%	0.99x	96.3%
Accommodation	\$1.3M	↑ 8.4%	↑ 9.0%	\$12.7M	↑ 0.1%	1.09x	64.1%

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 (June 2024 - May 2025)?



Brand preference

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

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>4.14x</td><td>8.6%</td></tr><tr><td>Angus And Coote</td><td>3.23x</td><td>6.8%</td></tr><tr><td>Just Jeans</td><td>2.48x</td><td>14.9%</td></tr><tr><td>Ghanda Clothing</td><td>2.39x</td><td>12.8%</td></tr><tr><td>Sportsgirl</td><td>2.00x</td><td>13.9%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	4.14x	8.6%	Angus And Coote	3.23x	6.8%	Just Jeans	2.48x	14.9%	Ghanda Clothing	2.39x	12.8%	Sportsgirl	2.00x	13.9%	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>67.2%</td></tr><tr><td>Liquor Stax</td><td>22.32x</td><td>38.5%</td></tr><tr><td>Liquor Barons</td><td>4.79x</td><td>7.2%</td></tr><tr><td>The Good Grocer</td><td>2.98x</td><td>4.9%</td></tr><tr><td>The Jerky Co</td><td>2.28x</td><td>2.4%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	67.2%	Liquor Stax	22.32x	38.5%	Liquor Barons	4.79x	7.2%	The Good Grocer	2.98x	4.9%	The Jerky Co	2.28x	2.4%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>13.50x</td><td>29.2%</td></tr><tr><td>Dome Cafe</td><td>11.17x</td><td>43.0%</td></tr><tr><td>Sushi Sushi</td><td>3.17x</td><td>32.1%</td></tr><tr><td>Red Rooster</td><td>2.47x</td><td>43.8%</td></tr><tr><td>Miss Maud</td><td>2.34x</td><td>4.5%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	13.50x	29.2%	Dome Cafe	11.17x	43.0%	Sushi Sushi	3.17x	32.1%	Red Rooster	2.47x	43.8%	Miss Maud	2.34x	4.5%
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City of Busselton

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

Overview

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

Top category Accommodation - Online \$4.9M of City of Busselton Visitors spend during May 2025	Top age band 25-34 20.1% of City of Busselton Visitors are within this age band	Top lifestyle Young Families 20.8% of City 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 period (June 2024 - May 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

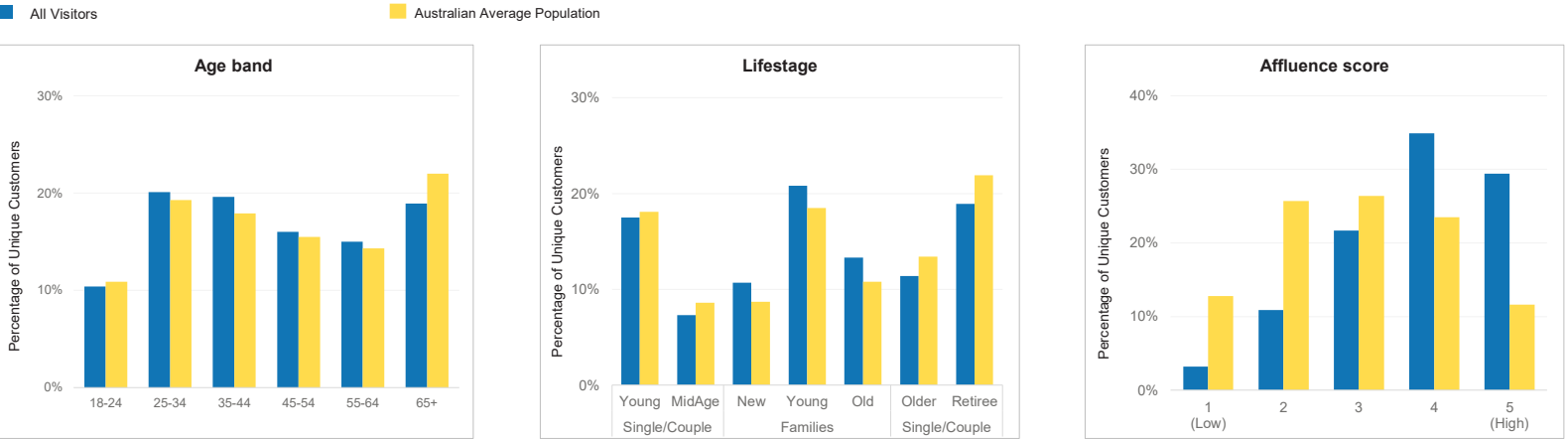
What are the highest performing categories for Visitors to City of Busselton during the past 12 months (June 2024 - May 2025)?

Category	Monthly			Annual (Last 12 months up to May 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$36.2M	↑ 16.5%	↑ 4.7%	\$516.5M	↑ 2.4%		
Tourism and Entertainment	\$8.9M	↑ 21.0%	↑ 12.9%	\$129.2M	↑ 2.2%	0.99x	76.0%
Restaurants	\$2.7M	↑ 66.1%	↑ 22.2%	\$36.2M	↑ 19.9%	0.93x	32.0%
Breweries and Wineries	\$1.7M	↓ -3.3%	↑ 2.8%	\$26.2M	↓ -11.3%	0.95x	22.4%
Pubs, Taverns and Bars	\$1.4M	↑ 11.4%	↑ 15.0%	\$22.3M	↓ -3.0%	0.92x	25.8%
Cafes	\$1.4M	↑ 23.7%	↑ 9.6%	\$21.0M	↑ 9.5%	0.94x	30.6%
Takeaway and Fast Food Outlets	\$916K	↑ 12.3%	↑ 7.1%	\$12.6M	↓ -4.3%	0.92x	27.5%
Attractions, Events and Recreation	\$669K	↓ -2.5%	↑ 8.2%	\$10.8M	↓ -3.9%	0.94x	19.8%
Food Retailing	\$7.9M	↑ 37.0%	↑ 5.6%	\$107.5M	↑ 15.2%	0.98x	60.4%
Groceries and Other Food Retailing	\$4.3M	↑ 89.2%	↑ 7.8%	\$50.9M	↑ 33.9%	0.96x	46.0%
Supermarkets	\$3.7M	↑ 3.7%	↑ 4.7%	\$56.7M	↑ 2.3%	0.95x	40.3%
Discretionary Retail	\$6.1M	↑ 1.3%	↑ 4.5%	\$85.7M	↑ 1.6%	0.93x	33.3%
Other Discretionary Retail	\$3.7M	↓ -12.9%	↑ 1.8%	\$54.7M	↓ -0.2%	0.89x	24.3%
Department Stores, Clothing & Accessories	\$2.4M	↑ 33.8%	↑ 11.6%	\$31.0M	↑ 5.0%	0.86x	19.6%
Accommodation - Online	\$4.9M	↑ 20.6%	↑ 14.8%	\$81.0M	↑ 3.7%	1.03x	
Private Transport	\$2.7M	↑ 19.0%	↓ -3.7%	\$35.6M	↑ 11.8%	0.92x	30.4%
Accommodation - Instore	\$1.6M	↓ -3.2%	↑ 4.8%	\$29.2M	↓ -22.8%	0.93x	10.2%

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 (June 2024 - May 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 (June 2024 - May 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 for Visitors to City of Busselton during the recent static period (June 2024 - May 2025)?

How to read: 6.1% 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	6.1%
Tasman Holiday Parks	Travel	1.01x	1.1%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.7%
Ngilgi Cave	Attractions	1.01x	2.5%
Busselton Jetty	Attractions	1.00x	11.2%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.4%
Wise Wine	Eating And Drinking Out	0.97x	1.0%
Pullman	Travel	0.97x	1.6%
Abbey Beach Resort	Travel	0.96x	1.1%
Cheeky Monkey Brewing Co	Eating And Drinking Out	0.95x	1.4%
Meelup Farmhouse	Eating And Drinking Out	0.95x	1.5%
Dunsborough Bakery	Food Retailing	0.94x	5.7%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.7%
Shelter Brewing Co	Eating And Drinking Out	0.92x	8.2%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.4%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.7%
Yallingup Gugelhupf	Food Retailing	0.91x	1.1%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	3.9%
Beerfarm Metricup	Eating And Drinking Out	0.91x	2.2%
Caves House Hotel	Eating And Drinking Out	0.91x	5.0%
Woody Nook Wines	Eating And Drinking Out	0.91x	1.0%
Yallingup Woodfired Bakery	Food Retailing	0.90x	2.0%
Aravina Estate	Eating And Drinking Out	0.90x	2.2%
The Goose	Eating And Drinking Out	0.90x	9.8%
Margaret Double Bay	Eating And Drinking Out	0.90x	3.3%
Coles	Food Retailing	0.90x	25.7%
Merchant And Maker	Eating And Drinking Out	0.90x	5.1%
La Lah	Eating And Drinking Out	0.89x	1.8%
Wise Vineyard Restaurant	Eating And Drinking Out	0.88x	1.2%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.8%

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
Month May 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 \$2.3M of Busselton Visitors spend during May 2025	Top age band 25-34 20.3% of Busselton Visitors are within this age band	Top lifestage Young Families 20.9% of Busselton 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 period (June 2024 - May 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 (June 2024 - May 2025)?

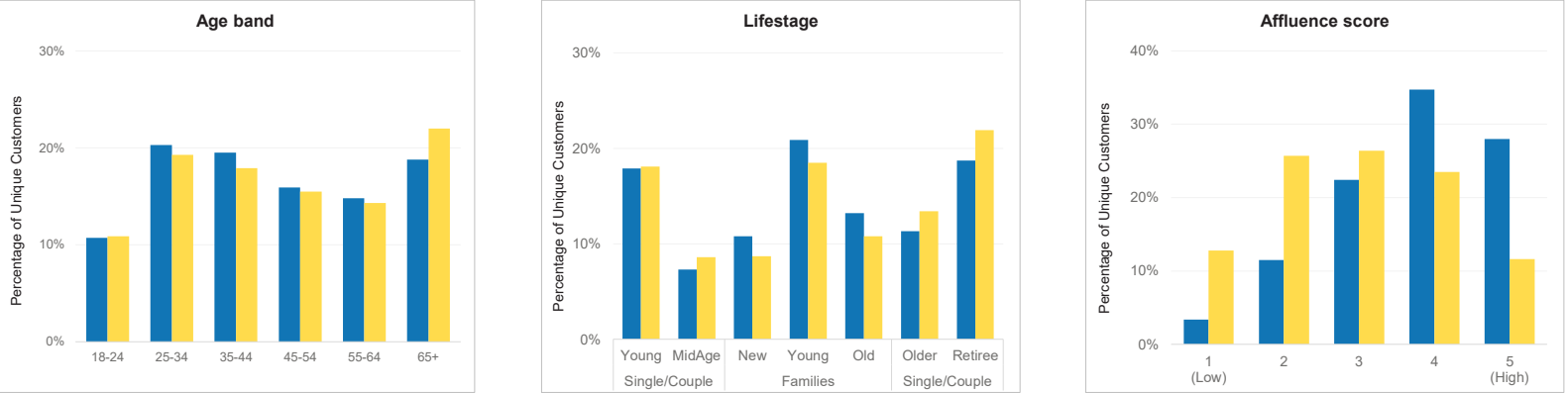
Category	Monthly			Annual (Last 12 months up to May 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$12.1M	↑ 9.4%	↑ 4.7%	\$158.8M	↑ 1.7%		
Tourism and Entertainment	\$3.3M	↑ 26.3%	↑ 12.9%	\$43.5M	↑ 11.1%	0.98x	75.3%
Restaurants	\$719K	↑ 153.1%	↑ 22.2%	\$7.9M	↑ 58.7%	0.61x	20.8%
Pubs, Taverns and Bars	\$702K	↑ 11.1%	↑ 15.0%	\$10.0M	↑ 17.3%	0.86x	24.1%
Cafes	\$632K	↑ 19.4%	↑ 9.6%	\$8.3M	↑ 9.0%	0.71x	23.4%
Takeaway and Fast Food Outlets	\$364K	↑ 20.4%	↑ 7.1%	\$4.0M	↓ -3.6%	0.60x	18.2%
Discretionary Retail	\$3.1M	↓ -10.2%	↑ 4.5%	\$44.7M	↑ 1.9%	0.85x	30.6%
Other Discretionary Retail	\$2.3M	↓ -17.2%	↑ 1.8%	\$33.5M	↑ 0.4%	0.86x	23.5%
Department Stores, Clothing & Accessories	\$853K	↑ 15.8%	↑ 11.6%	\$11.2M	↑ 6.8%	0.64x	14.5%
Food Retailing	\$2.4M	↑ 5.3%	↑ 5.6%	\$32.7M	↓ -1.5%	0.62x	38.2%
Supermarkets	\$1.5M	↑ 0.7%	↑ 4.7%	\$21.6M	→ 0.0%	0.70x	29.7%
Groceries and Other Food Retailing	\$833K	↑ 15.0%	↑ 7.8%	\$11.1M	↓ -4.9%	0.40x	19.2%
Private Transport	\$1.4M	↑ 23.7%	↓ -3.7%			0.74x	24.3%
Accommodation - Instore	\$122K	↑ 145.1%	↑ 4.8%	\$998K	↓ -22.3%		

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 (June 2024 - May 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 (June 2024 - May 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 (June 2024 - May 2025)?

How to read: 17.9% 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	17.9%
Shelter Brewing Co	Eating And Drinking Out	1.47x	13.0%
The Goose	Eating And Drinking Out	1.43x	15.6%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.36x	5.1%
Mano Wraps	Eating And Drinking Out	1.24x	3.0%
Esplanade Hotel	Eating And Drinking Out	1.18x	5.9%
Hungry Jacks	Eating And Drinking Out	1.14x	4.4%
The Vasse Tavern	Eating And Drinking Out	1.13x	2.5%
Ship Inn	Eating And Drinking Out	1.13x	2.8%
Baked Busselton	Food Retailing	1.11x	4.7%
Caltex	Private Transport	1.11x	12.3%
The Fire Station	Eating And Drinking Out	1.08x	2.4%
Dan Murphys	Food Retailing	1.08x	6.7%
Timezone	Recreation	1.06x	1.5%
Benesse Cafe	Eating And Drinking Out	1.05x	3.2%
Geographe Restauranty	Eating And Drinking Out	1.04x	1.6%
The Tav	Eating And Drinking Out	1.03x	2.2%
Liberty Petrol	Private Transport	1.02x	5.5%
Bunnings Warehouse	Hardware And Garden Retailing	1.00x	8.9%
Busselton Pavilion	Eating And Drinking Out	0.99x	1.7%
Bcf	Recreational Goods	0.95x	2.6%
Best And Less	Clothing And Accessories	0.94x	3.1%
Kwik Koffee	Eating And Drinking Out	0.92x	2.7%
The Salvation Army	Personal Goods Retailing	0.90x	1.1%
Cotton On	Clothing And Accessories	0.90x	1.7%
Sushi Sushi	Eating And Drinking Out	0.88x	2.3%
Reading Cinemas	Films And Videos	0.87x	1.8%
Pharmacy 777	Personal Goods Retailing	0.86x	3.2%
City Of Busselton	Government Administration	0.84x	2.9%
Mcdonalds	Eating And Drinking Out	0.82x	9.1%

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		
May 2025	Sub-region	Dunsborough		

Overview

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

Top category

Restaurants

\$1.9M of Dunsborough Visitors spend during May 2025

Top age band

25-34

20.6% of Dunsborough Visitors are within this age band

Top lifestyle

Young Families

21.7% of Dunsborough Visitors are within this lifestyle

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Category performance

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

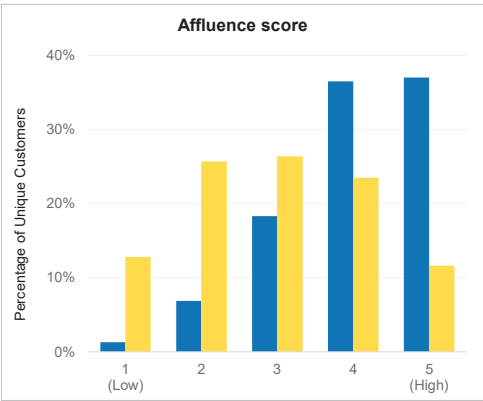
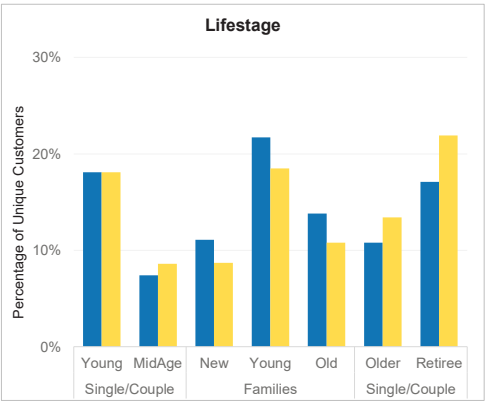
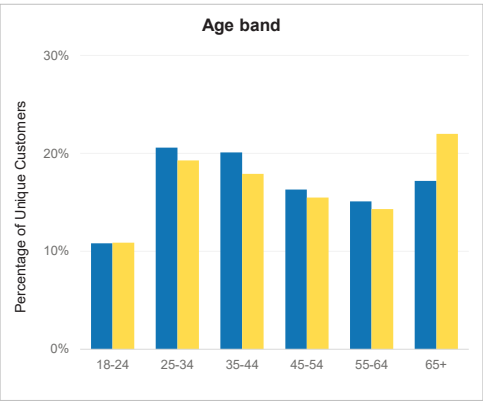
Category	Monthly			Annual (Last 12 months up to May 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$9.9M	↑ 17.4%	↑ 4.7%	\$155.7M	↓ -2.8%		
Tourism and Entertainment	\$4.7M	↑ 16.5%	↑ 12.9%	\$72.6M	↓ -4.1%	0.97x	74.9%
Restaurants	\$1.9M	↑ 46.2%	↑ 22.2%	\$26.7M	↑ 10.6%	1.03x	35.5%
Breweries and Wineries	\$1.1M	↓ -3.6%	↑ 2.8%	\$18.0M	↓ -11.6%	0.97x	23.0%
Cafes	\$738K	↑ 28.3%	↑ 9.6%	\$11.8M	↑ 10.2%	0.89x	29.2%
Pubs, Taverns and Bars	\$581K	↑ 1.3%	↑ 15.0%	\$9.8M	↓ -21.1%	0.64x	18.0%
Attractions, Events and Recreation	\$194K	↓ -33.5%	↑ 8.2%	\$3.5M	↓ -27.3%	0.49x	10.4%
Takeaway and Fast Food Outlets	\$154K	↑ 30.2%	↑ 7.1%	\$2.9M	↓ -15.0%	0.52x	15.5%
Food Retailing	\$2.2M	↑ 13.6%	↑ 5.6%	\$38.9M	↑ 4.2%	1.00x	62.2%
Discretionary Retail	\$1.3M	↑ 57.4%	↑ 4.5%			0.55x	19.7%
Department Stores, Clothing & Accessories	\$721K	↑ 129.5%	↑ 11.6%	\$8.4M	↓ -21.0%	0.36x	8.1%
Other Discretionary Retail	\$608K	↑ 14.6%	↑ 1.8%	\$9.4M	↑ 1.8%	0.55x	15.1%
Accommodation - Instore	\$730K	↓ -11.8%	↑ 4.8%			0.72x	7.9%
Private Transport	\$354K	↓ -3.2%	↓ -3.7%	\$5.9M	↓ -21.0%	0.39x	12.8%

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 (June 2024 - May 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 Dunsborough during the recent static period (June 2024 - May 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 (June 2024 - May 2025)?

How to read: 1.8% of Visitors to Dunsborough have transacted with Tasman Holiday Parks in Dunsborough. This is 1.70x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.70x	1.8%
Cape Naturaliste Lighthouse	Attractions	1.69x	4.5%
Cullen Wines	Eating And Drinking Out	1.69x	1.1%
Ngilgi Cave	Attractions	1.69x	4.2%
The Margaret River Chocolate Company	Food Retailing	1.68x	17.5%
Bettenays Margaret River	Travel	1.67x	1.4%
Hay Shed Hill Wines	Eating And Drinking Out	1.65x	1.0%
Swings And Roundabouts	Eating And Drinking Out	1.64x	1.2%
Wise Wine	Eating And Drinking Out	1.64x	1.7%
Pullman	Travel	1.63x	2.7%
Cheeky Monkey Brewing Co	Eating And Drinking Out	1.60x	2.4%
Meelup Farmhouse	Eating And Drinking Out	1.60x	2.6%
Lamonts	Eating And Drinking Out	1.59x	1.4%
Dunsborough Bakery	Food Retailing	1.59x	9.5%
Vasse Virgin	Personal Services	1.59x	1.6%
Yallingup Maze	Attractions	1.58x	1.2%
Eagle Bay Brewing Co	Eating And Drinking Out	1.58x	6.2%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.57x	1.3%
Wild Hop Brewing Company	Eating And Drinking Out	1.55x	5.8%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.54x	2.8%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.54x	1.0%
Yallingup Gugelhupf	Food Retailing	1.54x	1.8%
Yallingup General Store And Cafe	Eating And Drinking Out	1.53x	6.6%
Beerfarm Metricup	Eating And Drinking Out	1.52x	3.6%
Caves House Hotel	Eating And Drinking Out	1.52x	8.5%
Woody Nook Wines	Eating And Drinking Out	1.52x	1.7%
Yallingup Woodfired Bakery	Food Retailing	1.52x	3.4%
Aravina Estate	Eating And Drinking Out	1.52x	3.6%
Merchant And Maker	Eating And Drinking Out	1.51x	8.5%
Bootleg Brewery	Eating And Drinking Out	1.51x	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		
May 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 \$2.2M of West Busselton Visitors spend during May 2025	Top age band 35-44 20.2% of West Busselton Visitors are within this age band	Top lifestage Young Families 22.3% of West Busselton 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 period (June 2024 - May 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 West Busselton during the past 12 months (June 2024 - May 2025)?

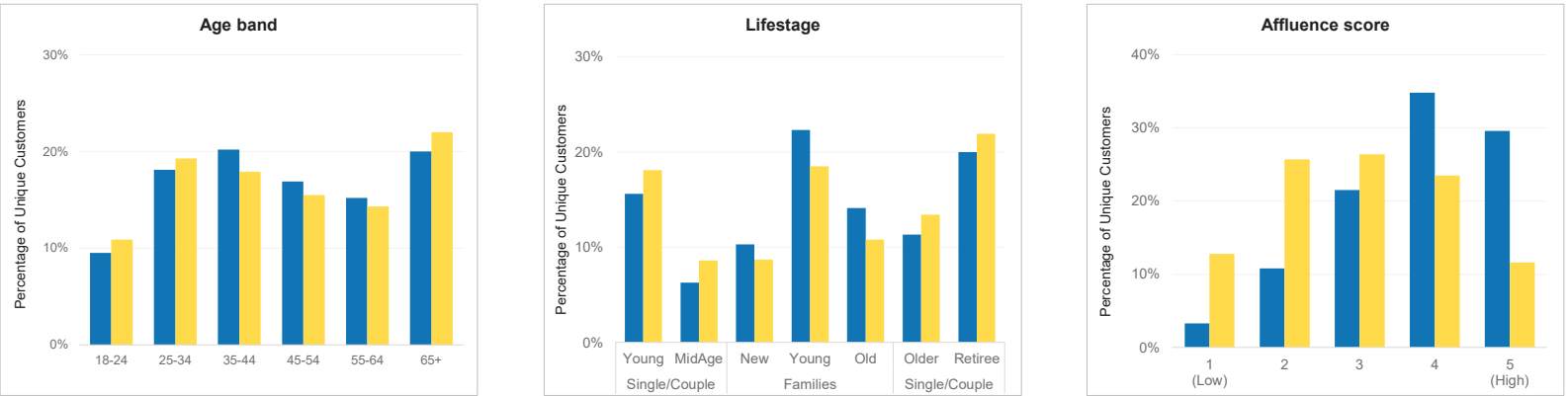
Category	Monthly			Annual (Last 12 months up to May 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$9.3M	↑ 24.1%	↑ 4.7%	\$120.4M	↑ 9.9%		
Food Retailing	\$3.3M	↑ 112.1%	↑ 5.6%	\$35.8M	↑ 56.8%	0.78x	48.1%
Groceries and Other Food Retailing	\$2.2M	↑ 407.9%	↑ 7.8%	\$18.8M	↑ 201.4%	0.67x	32.4%
Supermarkets	\$1.2M	↑ 1.8%	↑ 4.7%	\$17.0M	↑ 2.4%	0.68x	29.0%
Discretionary Retail	\$1.6M	↓ -3.0%	↑ 4.5%	\$23.2M	↑ 1.2%	0.81x	28.9%
Private Transport	\$996K	↑ 22.7%	↓ -3.7%	\$13.8M	↑ 54.9%	0.84x	27.5%
Tourism and Entertainment	\$883K	↑ 27.5%	↑ 12.9%	\$12.7M	↑ 14.2%	0.53x	41.0%
Takeaway and Fast Food Outlets	\$397K	↑ 0.8%	↑ 7.1%			0.92x	27.6%
Restaurants	\$123K	↑ 81.4%	↑ 22.2%	\$1.6M	↑ 46.5%	0.18x	6.2%
Cafes	\$74K	↑ 18.4%	↑ 9.6%			0.19x	6.3%
Attractions, Events and Recreation	\$60K	↑ 109.5%	↑ 8.2%	\$995K	↑ 46.5%	0.20x	4.3%
Accommodation - Instore	\$758K	↓ -3.4%	↑ 4.8%	\$14.8M	↓ -24.5%	0.96x	10.5%

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Demographic profile

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

How to read: 12.3% of Visitors to West Busselton have transacted with St John Of God in West Busselton. This is 2.05x 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	2.05x	12.3%
Bayview Geographe Resort	Travel	2.03x	1.1%
Mandalay Resort	Travel	2.00x	1.3%
Abbey Beach Resort	Travel	1.93x	2.2%
Fiametree Wines	Eating And Drinking Out	1.77x	1.2%
Subzero Gelato	Food Retailing	1.67x	2.6%
Vibe Petroleum	Private Transport	1.58x	12.2%
Bunbury Farmers Market	Food Retailing	1.56x	17.5%
Tonic By The Bay	Eating And Drinking Out	1.55x	6.1%
Broadwater Village Grocer	Food Retailing	1.53x	5.2%
United Petrol	Private Transport	1.51x	4.6%
Kmart	General Retail	1.50x	19.0%
Obison Coffee Roasters	Eating And Drinking Out	1.38x	1.8%
Aldi	Food Retailing	1.34x	10.1%
Gropers Fish And Chips	Eating And Drinking Out	1.32x	1.7%
Kfc	Eating And Drinking Out	1.31x	5.0%
Dusty Buns	Eating And Drinking Out	1.30x	2.0%
The Vietnamese Kitchen	Eating And Drinking Out	1.25x	1.7%
The Urban Coffee House	Eating And Drinking Out	1.23x	2.0%
Leeuwin Way Takeaway	Eating And Drinking Out	1.22x	1.3%
Coffee Head Co	Eating And Drinking Out	1.20x	1.5%
Anaconda	Recreational Goods	1.18x	3.7%
Broadwater Pharmacy	Personal Goods Retailing	1.15x	1.3%
Vasse Bakery	Food Retailing	1.15x	3.3%
Chicken Treat	Eating And Drinking Out	1.14x	2.2%
Amelia Park Lodge	Travel	1.13x	1.7%
Boost Juice	Eating And Drinking Out	1.11x	1.8%
3 Par Golf Course	Recreation	1.10x	2.5%
Red Rooster	Eating And Drinking Out	1.09x	3.1%
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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