

City of Busselton

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

Overview

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

<p>Total spend \$126.1M</p> <p>↑ 5.3% .vs last year ↑ 7.5% .vs Regional WA</p>	<p>Top category Other Discretionary Retail</p> <p>\$17.9M of spend for City of Busselton residents is within this category during June 2025</p>	<p>Top lifestyle Retiree</p> <p>28.6% of spend for City of Busselton residents are within this lifestyle during June 2025</p>	<p>Proportion of spend into the LGA 38.2%</p> <p>of spend for City of Busselton residents during June 2025</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 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 Lifestyle categories.

Category performance

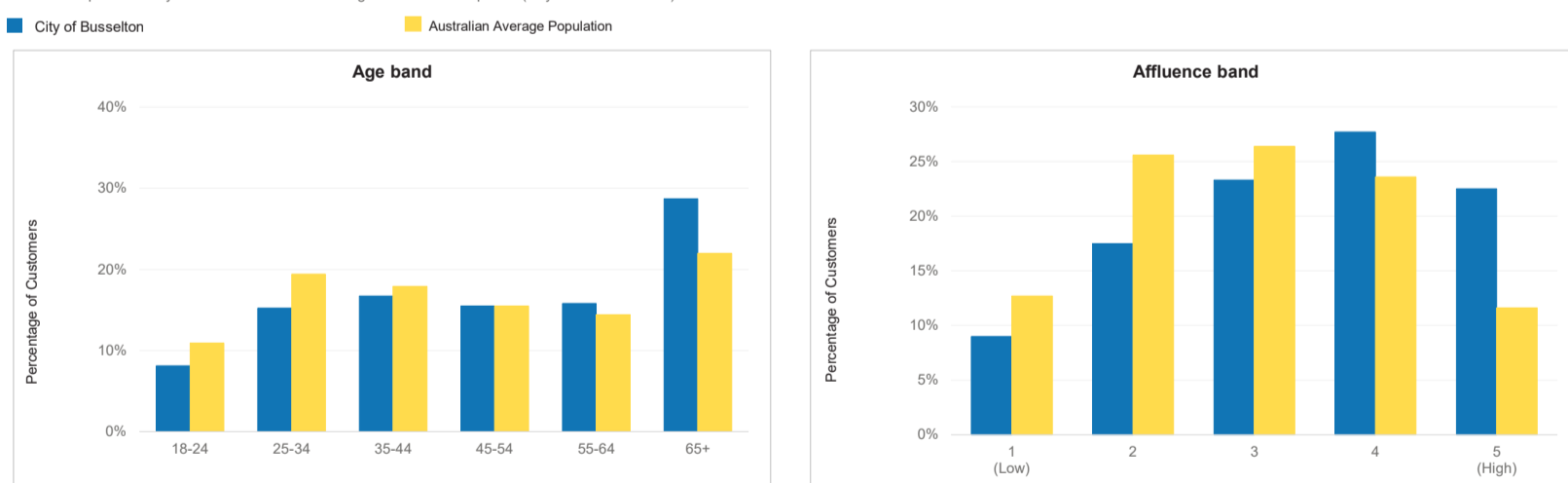
What are the highest performing categories for City of Busselton residents during the past 12 months (July 2024 - June 2025)?

Category	Monthly			Annual (Last 12 months up to June 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$126.1M	↑ 5.3%	↑ 7.5%	\$1.57B	↑ 4.8%		
Discretionary Retail	\$27.9M	↑ 3.5%	↑ 8.2%	\$341.8M	↑ 3.0%	1.00x	99.4%
Other Discretionary Retail	\$17.9M	↑ 2.4%	↑ 7.4%	\$214.8M	↑ 0.6%	1.00x	99.0%
Department Stores, Clothing & Accessories	\$7.5M	↑ 5.6%	↑ 7.3%	\$96.4M	↑ 5.2%	0.99x	96.7%
Buy Now Pay Later	\$2.1M	↑ 8.3%	↑ 15.9%	\$26.0M	↑ 16.5%	0.72x	18.5%
Print Media and Books	\$263K	↓ -15.8%	↓ -2.6%	\$3.6M	↑ 1.3%	1.05x	40.5%
Children and Baby Stores	\$107K	↑ 12.0%	↑ 6.5%	\$1.1M	↑ 8.6%	0.59x	9.1%
Food Retailing	\$24.7M	↑ 4.8%	↑ 4.3%	\$316.7M	↑ 5.0%	1.00x	99.3%
Supermarkets	\$17.4M	↓ -1.4%	↑ 3.5%	\$225.1M	↑ 1.2%	1.00x	98.8%
Groceries and Other Food Retailing	\$7.3M	↑ 23.3%	↑ 7.2%	\$91.5M	↑ 15.9%	1.00x	97.4%
Household	\$23.8M	↑ 6.0%	↑ 9.3%	\$294.9M	↑ 5.1%	1.00x	99.0%
Insurance	\$8.6M	↑ 12.8%	↑ 10.5%	\$102.3M	↑ 10.0%	0.99x	64.9%
Telecommunication Services	\$3.6M	↑ 8.9%	↑ 13.8%	\$43.7M	↑ 8.4%	0.98x	78.9%
Electricity, Gas and Water Supply	\$3.1M	↑ 1.2%	↑ 4.1%	\$42.3M	↓ -4.0%	1.02x	50.8%
Motor Vehicle Services	\$2.2M	↑ 27.5%	↑ 14.3%	\$24.2M	↑ 7.2%	1.09x	62.9%
Personal Services	\$2.1M	↑ 3.8%	↑ 7.8%	\$26.6M	↑ 7.1%	0.99x	79.2%
Pet Care	\$1.5M	↑ 3.5%	↑ 6.7%	\$18.8M	↑ 0.7%	1.22x	46.0%
Public Services	\$727K	↓ -47.3%	↓ -0.7%	\$12.2M	↓ -17.8%	1.07x	59.9%
School Education	\$678K	↑ 6.6%	↑ 16.7%	\$8.6M	↑ 13.1%	0.64x	21.3%
Fitness	\$628K	↑ 27.3%	↑ 10.2%	\$8.2M	↑ 27.5%	0.70x	42.0%
Childcare Services	\$302K	↓ -3.8%	↓ -0.7%	\$3.6M	↓ -7.1%	0.80x	5.3%
Charities	\$284K	↑ 18.4%	↑ 9.7%	\$2.8M	↓ -7.2%	1.03x	31.7%
Computer Services	\$103K	↓ -48.7%	↓ -18.5%	\$1.8M	↑ 22.4%	0.80x	9.4%
Tourism and Entertainment	\$14.4M	↑ 4.3%	↑ 8.9%	\$181.9M	↑ 7.6%	1.00x	99.0%
Restaurants	\$3.1M	↑ 8.2%	↑ 9.8%	\$41.3M	↑ 17.8%	0.99x	93.2%
Takeaway and Fast Food Outlets	\$2.5M	↓ -2.2%	↑ 1.4%	\$31.8M	↑ 2.2%	0.98x	93.8%
Pubs, Taverns and Bars	\$2.3M	↑ 4.2%	↑ 1.7%	\$28.0M	↑ 2.1%	1.04x	83.0%
Attractions, Events and Recreation	\$1.8M	↑ 9.4%	↑ 28.5%	\$22.3M	↑ 4.4%	0.95x	74.8%
Online Entertainment	\$1.8M	↑ 15.7%	↑ 18.2%	\$20.9M	↑ 20.0%	0.98x	69.4%
Cafes	\$1.7M	↑ 1.3%	↓ -2.4%	\$21.6M	↑ 1.0%	1.01x	88.5%
Food Delivery Services	\$783K	↑ 24.7%	↑ 39.1%	\$8.5M	↑ 18.7%	0.65x	27.3%
Breweries and Wineries	\$446K	↓ -35.7%	↓ -14.8%	\$7.5M	↓ -7.3%	2.92x	51.4%
Private Transport	\$10.5M	↑ 2.9%	→ 0.0%	\$123.8M	↑ 0.1%	1.00x	96.9%
Accommodation	\$3.5M	↑ 21.0%	↑ 10.3%	\$38.6M	↑ 6.4%	1.09x	64.7%

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 City of Busselton residents during the recent static period (July 2024 - June 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 (July 2024 - June 2025)?

Top 5 Clothing & Accessories			Top 5 Food Retailing			Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Rockmans	3.16x	6.1%	Bunbury Farmers Market	>30x	63.5%	Chicken Treat	10.98x	23.8%
Ghanda Clothing	2.50x	13.3%	Liquor Stax	19.94x	34.3%	Dome Cafe	10.06x	38.7%
Angus And Cootie	2.22x	4.6%	Liquor Barons	5.77x	8.7%	Sushi Sushi	2.80x	28.5%
Just Jeans	2.06x	12.4%	The Good Grocer	3.71x	6.1%	Miss Maud	2.63x	5.1%
Gazman	1.91x	4.1%	The Spud Shed	2.12x	10.7%	Red Rooster	2.09x	36.7%
Top 5 General Retail			Top 5 Homewares and Appliances			Top 5 Personal Services		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Red Dot	11.23x	45.2%	House	2.86x	20.9%	Price Attack	3.60x	7.4%
Perth Duty Free	7.55x	7.6%	Beacon Lighting	2.15x	5.2%	Priceline	3.51x	26.5%
Kmart	1.07x	84.0%	The Good Guys	2.12x	27.7%	Adore Beauty	0.77x	1.5%
The Reject Shop	1.00x	37.9%	Harvey Norman	1.91x	4.4%	Essential Beauty	0.72x	0.7%
Temu	1.00x	23.4%	Adairs	1.78x	10.7%	The Body Shop	0.70x	3.0%

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

City of Busselton

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

Overview

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

Total spend \$30.9M ↑ 6.6% .vs last year ↑ 7.5% .vs Regional WA	Top category Supermarkets \$4.5M of spend for Busselton residents is within this category during June 2025	Top lifestyle Retiree 26.3% of spend for Busselton residents are within this lifestyle during June 2025	Proportion of spend into the LGA 38.0% of spend for Busselton residents during June 2025
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Category performance

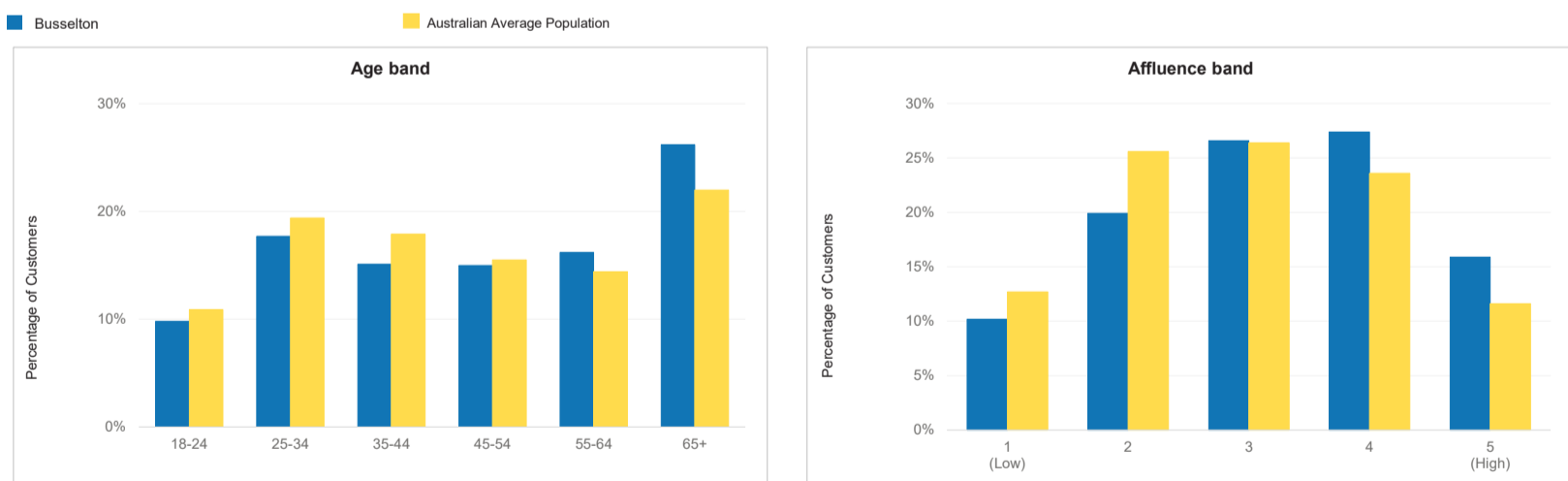
What are the highest performing categories for Busselton residents during the past 12 months (July 2024 - June 2025)?

Category	Monthly			Annual (Last 12 months up to June 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$30.9M	↑ 6.6%	↑ 7.5%	\$390.6M	↑ 5.7%		
Discretionary Retail	\$6.8M	↑ 5.8%	↑ 8.2%	\$86.5M	↑ 2.7%	1.00x	99.2%
Other Discretionary Retail	\$4.2M	↑ 1.5%	↑ 7.4%	\$53.8M	↑ 0.1%	0.99x	98.7%
Department Stores, Clothing & Accessories	\$2.0M	↑ 12.4%	↑ 7.3%	\$24.2M	↑ 4.3%	0.97x	95.4%
Buy Now Pay Later	\$606K	↑ 20.5%	↑ 15.9%	\$7.4M	↑ 19.1%	0.74x	18.9%
Print Media and Books	\$60K	↓ -12.1%	↓ -2.6%	\$826K	↑ 0.5%	0.90x	34.9%
Children and Baby Stores	\$24K	↑ 9.7%	↑ 6.5%	\$266K	↑ 16.9%	0.48x	7.5%
Food Retailing	\$6.2M	↑ 6.1%	↑ 4.3%	\$79.2M	↑ 6.1%	1.00x	99.3%
Supermarkets	\$4.5M	↑ 1.4%	↑ 3.5%	\$57.8M	↑ 1.8%	1.00x	98.9%
Groceries and Other Food Retailing	\$1.7M	↑ 21.4%	↑ 7.2%	\$21.4M	↑ 19.6%	1.00x	97.5%
Household	\$5.7M	↑ 8.9%	↑ 9.3%	\$71.6M	↑ 5.7%	0.99x	98.5%
Insurance	\$2.0M	↑ 12.8%	↑ 10.5%	\$24.7M	↑ 10.7%	0.93x	61.2%
Telecommunication Services	\$919K	↑ 7.6%	↑ 13.8%	\$11.1M	↑ 7.8%	0.99x	79.2%
Electricity, Gas and Water Supply	\$759K	↑ 16.2%	↑ 4.1%	\$10.3M	↓ -1.1%	0.91x	45.0%
Personal Services	\$499K	↑ 12.5%	↑ 7.8%	\$6.3M	↑ 4.7%	0.95x	75.6%
Motor Vehicle Services	\$485K	↑ 18.9%	↑ 14.3%	\$5.7M	↑ 10.3%	0.98x	56.6%
Pet Care	\$374K	↑ 13.3%	↑ 6.7%	\$4.6M	↓ -0.3%	1.07x	40.3%
Public Services	\$175K	↓ -40.1%	↓ -0.7%	\$3.2M	↓ -14.3%	0.95x	52.8%
Fitness	\$157K	↑ 48.0%	↑ 10.2%	\$2.0M	↑ 24.6%	0.67x	40.0%
School Education	\$143K	↓ -30.3%	↑ 16.7%	\$2.0M	↑ 8.4%	0.56x	18.8%
Childcare Services	\$98K	↑ 27.0%	↓ -0.7%	\$761K	↑ 11.7%	0.52x	3.4%
Charities	\$50K	↓ -16.3%	↑ 9.7%	\$572K	↓ -8.0%	0.91x	27.9%
Computer Services	\$35K	↑ 27.4%	↓ -18.5%	\$287K	↓ -15.8%	0.71x	8.4%
Tourism and Entertainment	\$3.8M	↑ 10.2%	↑ 8.9%	\$47.6M	↑ 10.5%	1.00x	98.9%
Restaurants	\$751K	↑ 18.7%	↑ 9.8%	\$9.9M	↑ 19.8%	0.98x	92.3%
Takeaway and Fast Food Outlets	\$713K	↑ 2.0%	↑ 1.4%	\$8.8M	↑ 4.3%	0.98x	93.9%
Pubs, Taverns and Bars	\$658K	↑ 9.8%	↑ 1.7%	\$7.9M	↑ 6.7%	1.02x	81.3%
Online Entertainment	\$485K	↑ 22.7%	↑ 18.2%	\$5.4M	↑ 21.9%	0.97x	68.4%
Cafes	\$442K	↑ 8.9%	↓ -2.4%	\$5.4M	↑ 5.0%	0.98x	85.8%
Attractions, Events and Recreation	\$419K	↑ 15.9%	↑ 28.5%	\$5.8M	↑ 11.0%	0.90x	71.1%
Food Delivery Services	\$234K	↑ 15.8%	↑ 39.1%	\$2.6M	↑ 17.2%	0.71x	29.7%
Breweries and Wineries	\$97K	↓ -36.5%	↓ -14.8%	\$1.7M	↓ -8.3%	2.59x	45.5%
Private Transport	\$2.6M	↑ 8.7%	→ 0.0%	\$30.7M	↑ 3.4%	0.99x	96.1%
Accommodation	\$905K	↑ 23.1%	↑ 10.3%	\$9.4M	↑ 6.4%	1.00x	59.8%

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

Demographic profiles

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

Brand	Affinity	Penetration
Top 5 Clothing & Accessories		
Rockmans	3.10x	5.9%
Angus And Coote	2.03x	4.3%
Ghanda Clothing	2.01x	10.8%
Just Jeans	1.91x	11.5%
Sportsgirl	1.45x	10.2%
Top 5 Food Retailing		
Bunbury Farmers Market	>30x	58.2%
Liquor Stax	10.97x	18.9%
Liquor Barons	4.67x	7.1%
The Good Grocer	2.90x	4.8%
The Spud Shed	2.56x	12.9%
Top 5 Eating and Drinking Out		
Dome Cafe	9.51x	36.6%
Chicken Treat	9.24x	20.0%
Sushi Sushi	2.72x	27.6%
Miss Maud	2.71x	5.3%
Foodhub	2.30x	2.5%
Top 5 General Retail		
Red Dot	11.07x	44.5%
Perth Duty Free	6.33x	6.3%
The Reject Shop	1.09x	41.3%
Kmart	1.05x	82.4%
Temu	0.87x	20.5%
Top 5 Homewares and Appliances		
House	2.72x	19.9%
Beacon Lighting	2.14x	5.2%
The Good Guys	1.97x	25.7%
Harvey Norman	1.68x	3.9%
Barbeques Galore	1.67x	2.9%
Top 5 Personal Services		
Price Attack	3.66x	7.5%
Priceline	3.56x	26.9%
Essential Beauty	0.85x	0.9%
Adore Beauty	0.65x	1.3%
The Body Shop	0.61x	2.6%

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

City of Busselton

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

Overview

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

<p>Total spend \$39.2M</p> <p>↑ 1.2% .vs last year ↑ 7.5% .vs Regional WA</p>	<p>Top category Other Discretionary Retail</p> <p>\$5.9M of spend for Dunsborough residents is within this category during June 2025</p>	<p>Top lifestyle Retiree</p> <p>25.6% of spend for Dunsborough residents are within this lifestyle during June 2025</p>	<p>Proportion of spend into the LGA 34.5%</p> <p>of spend for Dunsborough residents during June 2025</p>
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Category performance

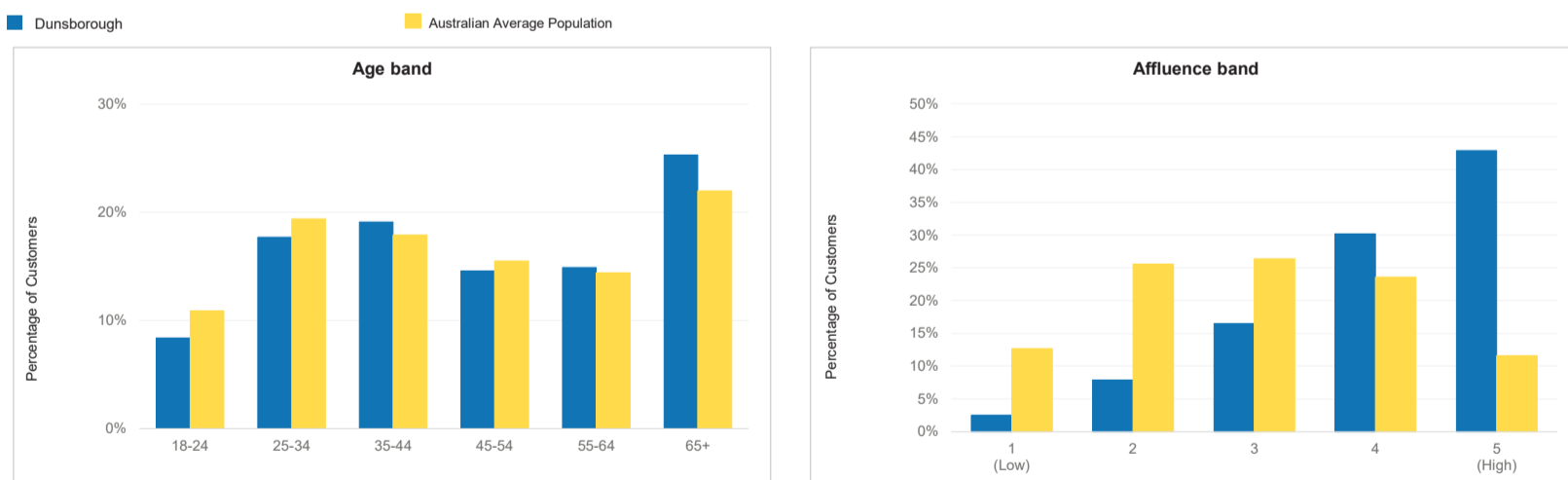
What are the highest performing categories for Dunsborough residents during the past 12 months (July 2024 - June 2025)?

Category	Monthly			Annual (Last 12 months up to June 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$39.2M	↑ 1.2%	↑ 7.5%	\$489.1M	↑ 4.9%		
Discretionary Retail	\$8.7M	↑ 0.7%	↑ 8.2%	\$105.5M	↑ 6.3%	1.00x	99.5%
Other Discretionary Retail	\$5.9M	↑ 2.1%	↑ 7.4%	\$68.7M	↑ 5.2%	1.00x	99.1%
Department Stores, Clothing & Accessories	\$2.2M	↓ -2.5%	↑ 7.3%	\$28.8M	↑ 5.1%	0.99x	96.7%
Buy Now Pay Later	\$522K	↑ 3.4%	↑ 15.9%	\$6.5M	↑ 27.5%	0.67x	17.1%
Print Media and Books	\$90K	↓ -21.0%	↓ -2.6%	\$1.2M	↑ 1.1%	1.13x	43.9%
Children and Baby Stores	\$43K	↑ 4.1%	↑ 6.5%	\$390K	↓ -3.1%	0.66x	10.2%
Household	\$7.4M	↓ -1.9%	↑ 9.3%	\$91.2M	↑ 3.2%	1.00x	99.3%
Insurance	\$2.7M	↑ 4.9%	↑ 10.5%	\$32.5M	↑ 6.8%	1.01x	66.4%
Telecommunication Services	\$978K	↑ 8.3%	↑ 13.8%	\$12.0M	↑ 9.8%	0.97x	77.6%
Electricity, Gas and Water Supply	\$933K	↓ -14.0%	↑ 4.1%	\$12.5M	↓ -6.8%	1.03x	51.1%
Motor Vehicle Services	\$750K	↑ 30.6%	↑ 14.3%	\$8.5M	↑ 6.6%	1.19x	68.3%
Personal Services	\$728K	↑ 2.9%	↑ 7.8%	\$9.3M	↑ 8.6%	1.02x	81.5%
Pet Care	\$389K	↓ -17.8%	↑ 6.7%	\$5.3M	↓ -4.5%	1.15x	43.2%
School Education	\$252K	↑ 16.1%	↑ 16.7%	\$2.9M	↑ 7.3%	0.68x	22.9%
Fitness	\$198K	↓ -0.2%	↑ 10.2%	\$2.6M	↑ 21.4%	0.74x	44.7%
Public Services	\$196K	↓ -56.2%	↓ -0.7%	\$2.8M	↓ -23.0%	1.12x	62.5%
Charities	\$105K	↑ 21.7%	↑ 9.7%	\$885K	↓ -19.2%	1.08x	33.3%
Childcare Services	\$97K	↓ -7.5%	↓ -0.7%	\$1.1M	↓ -21.6%	1.20x	7.9%
Computer Services	\$35K	↓ -74.0%	↓ -18.5%	\$971K	↑ 46.7%	0.98x	11.6%
Food Retailing	\$7.0M	↑ 3.6%	↑ 4.3%	\$91.9M	↑ 6.6%	1.00x	99.3%
Supermarkets	\$4.7M	↓ -2.9%	↑ 3.5%	\$62.2M	↑ 2.6%	1.00x	98.7%
Groceries and Other Food Retailing	\$2.3M	↑ 20.3%	↑ 7.2%	\$29.7M	↑ 16.1%	1.00x	98.1%
Tourism and Entertainment	\$4.1M	↓ -9.2%	↑ 8.9%	\$55.5M	↑ 3.6%	1.00x	99.4%
Restaurants	\$1.2M	↓ -3.2%	↑ 9.8%	\$16.6M	↑ 16.5%	1.02x	95.8%
Pubs, Taverns and Bars	\$591K	↓ -2.8%	↑ 1.7%	\$8.0M	↓ -6.2%	1.08x	86.1%
Cafes	\$565K	↓ -6.2%	↓ -2.4%	\$7.5M	↓ -0.4%	1.06x	92.9%
Takeaway and Fast Food Outlets	\$557K	↓ -5.7%	↑ 1.4%	\$7.2M	↓ -0.9%	0.99x	94.7%
Attractions, Events and Recreation	\$468K	↓ -30.2%	↑ 28.5%	\$6.6M	↓ -2.9%	0.99x	78.1%
Online Entertainment	\$468K	↑ 7.3%	↑ 18.2%	\$5.5M	↑ 9.1%	1.04x	73.4%
Breweries and Wineries	\$178K	↓ -42.5%	↓ -14.8%	\$3.0M	↓ -5.5%	3.41x	59.9%
Food Delivery Services	\$108K	↑ 15.1%	↑ 39.1%	\$1.3M	↑ 10.2%	0.53x	22.2%
Private Transport	\$3.1M	↓ -4.6%	→ 0.0%	\$38.4M	↓ -0.8%	1.01x	98.5%
Accommodation	\$1.3M	↑ 18.2%	↑ 10.3%	\$14.4M	↑ 7.4%	1.19x	70.8%

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

Demographic profiles

What is the profile of Dunsborough residents during the recent static period (July 2024 - June 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 (July 2024 - June 2025)?

Top 5 Clothing & Accessories			Top 5 Food Retailing			Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Gazman	4.10x	8.9%	Bunbury Farmers Market	>30x	63.4%	Chicken Treat	10.02x	21.7%
Ghanda Clothing	3.46x	18.5%	Liquor Stax	26.88x	46.3%	Dome Cafe	9.25x	35.6%
Vans	1.79x	1.8%	Liquor Barons	8.71x	13.2%	Miss Maud	2.97x	5.8%
Sportsgirl	1.68x	11.7%	The Good Grocer	5.67x	9.4%	Sushi Sushi	2.46x	25.0%
Just Jeans	1.63x	9.8%	Brumbys	2.12x	8.0%	Varsity Bar	2.07x	3.1%

Top 5 General Retail			Top 5 Homewares and Appliances			Top 5 Personal Services		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Perth Duty Free	9.43x	9.5%	Beacon Lighting	2.26x	5.5%	Price Attack	2.59x	5.3%
Red Dot	7.91x	31.8%	House	2.23x	16.3%	Priceline	2.57x	19.4%
Kmart	1.03x	80.7%	Adairs	2.13x	12.9%	Adore Beauty	1.01x	2.0%
Temu	0.99x	23.2%	The Good Guys	1.97x	25.6%	Aesop	0.82x	1.1%
David Jones	0.91x	13.5%	Harvey Norman	1.55x	3.6%	Mecca	0.78x	11.5%

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

City of Busselton

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

Overview

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

<p>Total spend \$48.9M</p> <p>↑ 7.8% .vs last year ↑ 7.5% .vs Regional WA</p>	<p>Top category Supermarkets</p> <p>\$7.3M of spend for West Busselton residents is within this category during June 2025</p>	<p>Top lifestyle Retiree</p> <p>32.3% of spend for West Busselton residents are within this lifestyle during June 2025</p>	<p>Proportion of spend into the LGA 41.2%</p> <p>of spend for West Busselton residents during June 2025</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 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 Lifestyle categories.

Category performance

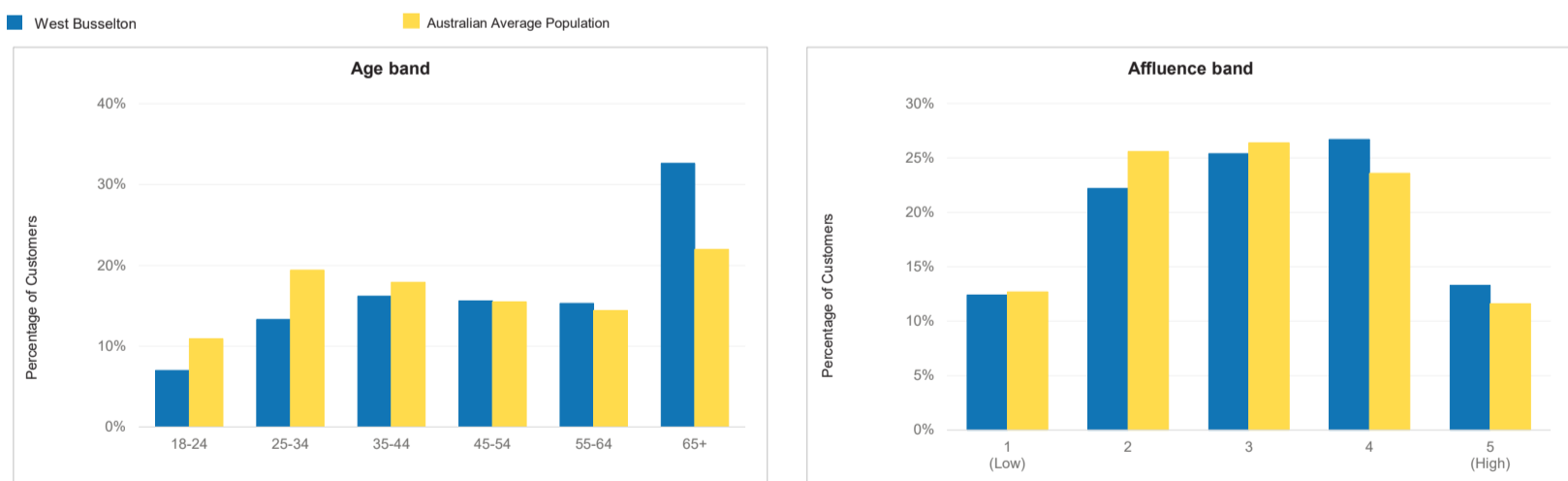
What are the highest performing categories for West Busselton residents during the past 12 months (July 2024 - June 2025)?

Category	Monthly			Annual (Last 12 months up to June 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$48.9M	↑ 7.8%	↑ 7.5%	\$605.3M	↑ 4.0%		
Discretionary Retail	\$10.7M	↑ 2.6%	↑ 8.2%	\$131.2M	↑ 0.7%	1.00x	99.4%
Other Discretionary Retail	\$6.6M	↑ 0.5%	↑ 7.4%	\$79.7M	↓ -3.1%	1.00x	99.2%
Department Stores, Clothing & Accessories	\$3.1M	↑ 8.2%	↑ 7.3%	\$38.4M	↑ 6.9%	1.00x	97.7%
Buy Now Pay Later	\$873K	↑ 2.6%	↑ 15.9%	\$11.2M	↑ 8.9%	0.78x	19.9%
Print Media and Books	\$101K	↓ -13.4%	↓ -2.6%	\$1.4M	↑ 1.8%	1.10x	42.4%
Children and Baby Stores	\$31K	↑ 18.5%	↑ 6.5%	\$418K	↑ 17.2%	0.62x	9.5%
Food Retailing	\$10.2M	↑ 4.7%	↑ 4.3%	\$130.2M	↑ 3.4%	1.00x	99.2%
Supermarkets	\$7.3M	↓ -2.1%	↑ 3.5%	\$94.0M	↑ 0.1%	1.00x	98.8%
Groceries and Other Food Retailing	\$2.9M	↑ 26.3%	↑ 7.2%	\$36.2M	↑ 13.3%	0.99x	96.9%
Household	\$9.8M	↑ 13.0%	↑ 9.3%	\$117.9M	↑ 6.1%	1.00x	99.2%
Insurance	\$3.6M	↑ 19.2%	↑ 10.5%	\$40.4M	↑ 11.9%	1.02x	66.8%
Telecommunication Services	\$1.5M	↑ 10.0%	↑ 13.8%	\$18.5M	↑ 7.2%	1.01x	80.9%
Electricity, Gas and Water Supply	\$1.3M	↑ 6.7%	↑ 4.1%	\$17.5M	↓ -3.7%	1.10x	54.4%
Motor Vehicle Services	\$841K	↑ 38.3%	↑ 14.3%	\$8.8M	↑ 5.4%	1.12x	64.5%
Personal Services	\$799K	↑ 6.8%	↑ 7.8%	\$10.0M	↑ 6.7%	1.01x	80.6%
Pet Care	\$671K	↑ 30.2%	↑ 6.7%	\$7.6M	↑ 7.2%	1.34x	50.5%
Public Services	\$322K	↓ -44.8%	↓ -0.7%	\$5.6M	↓ -14.1%	1.12x	62.7%
School Education	\$263K	↑ 40.1%	↑ 16.7%	\$3.2M	↑ 17.8%	0.68x	22.7%
Fitness	\$235K	↑ 43.3%	↑ 10.2%	\$3.2M	↑ 34.8%	0.70x	42.2%
Charities	\$115K	↑ 39.9%	↑ 9.7%	\$1.2M	↑ 3.3%	1.10x	33.8%
Childcare Services	\$97K	↓ -19.5%	↓ -0.7%	\$1.5M	↓ -4.2%	0.75x	4.9%
Computer Services	\$26K	↓ -25.5%	↓ -18.5%	\$416K	↓ -2.9%	0.74x	8.7%
Tourism and Entertainment	\$5.8M	↑ 10.2%	↑ 8.9%	\$70.4M	↑ 8.6%	1.00x	98.9%
Takeaway and Fast Food Outlets	\$1.1M	↓ -6.4%	↑ 1.4%	\$14.2M	↑ 2.2%	0.98x	93.5%
Restaurants	\$1.0M	↑ 13.9%	↑ 9.8%	\$13.2M	↑ 17.6%	0.98x	92.2%
Pubs, Taverns and Bars	\$903K	↑ 6.1%	↑ 1.7%	\$10.8M	↑ 5.1%	1.04x	82.7%
Attractions, Events and Recreation	\$805K	↑ 49.2%	↑ 28.5%	\$8.9M	↑ 7.0%	0.96x	76.0%
Online Entertainment	\$727K	↑ 16.4%	↑ 18.2%	\$9.0M	↑ 25.8%	0.97x	68.1%
Cafes	\$627K	↑ 3.5%	↓ -2.4%	\$7.7M	↓ -1.3%	1.00x	88.2%
Food Delivery Services	\$406K	↑ 31.9%	↑ 39.1%	\$4.3M	↑ 20.6%	0.73x	30.7%
Breweries and Wineries	\$151K	↓ -27.8%	↓ -14.8%	\$2.4M	↓ -9.5%	2.89x	50.8%
Private Transport	\$4.2M	↑ 5.1%	→ 0.0%	\$47.0M	↓ -1.4%	0.99x	96.5%
Accommodation	\$1.1M	↑ 20.3%	↑ 10.3%	\$12.9M	↑ 2.9%	1.08x	64.5%

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



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

Brand preference

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

Brand	Affinity	Penetration
Top 5 Clothing & Accessories		
Rockmans	4.34x	8.3%
Angus And Coote	3.02x	6.3%
Just Jeans	2.43x	14.6%
Ghanda Clothing	2.29x	12.2%
Sportsgirl	1.95x	13.6%
Top 5 Food Retailing		
Bunbury Farmers Market	>30x	68.6%
Liquor Stax	22.55x	38.8%
Liquor Barons	4.69x	7.1%
The Good Grocer	2.92x	4.8%
The Spud Shed	2.37x	12.0%
Top 5 Eating and Drinking Out		
Chicken Treat	13.37x	29.0%
Dome Cafe	11.11x	42.8%
Sushi Sushi	3.25x	33.0%
Red Rooster	2.51x	44.1%
Miss Maud	2.42x	4.7%
Top 5 General Retail		
Red Dot	13.73x	55.2%
Perth Duty Free	7.53x	7.6%
The Reject Shop	1.21x	45.9%
Kmart	1.12x	88.2%
Temu	1.09x	25.8%
Top 5 Homewares and Appliances		
House	3.44x	25.2%
The Good Guys	2.35x	30.6%
Harvey Norman	2.34x	5.4%
Beacon Lighting	2.11x	5.1%
Spotlight	1.94x	54.9%
Top 5 Personal Services		
Priceline	4.18x	31.6%
Price Attack	4.18x	8.6%
The Body Shop	0.84x	3.6%
Essential Beauty	0.82x	0.8%
Adore Beauty	0.76x	1.5%

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

City of Busselton

Resident Business Events Visitor Leakage

Month: June 2025
 Region Type: LGA
 Spend location: City of Busselton

Overview

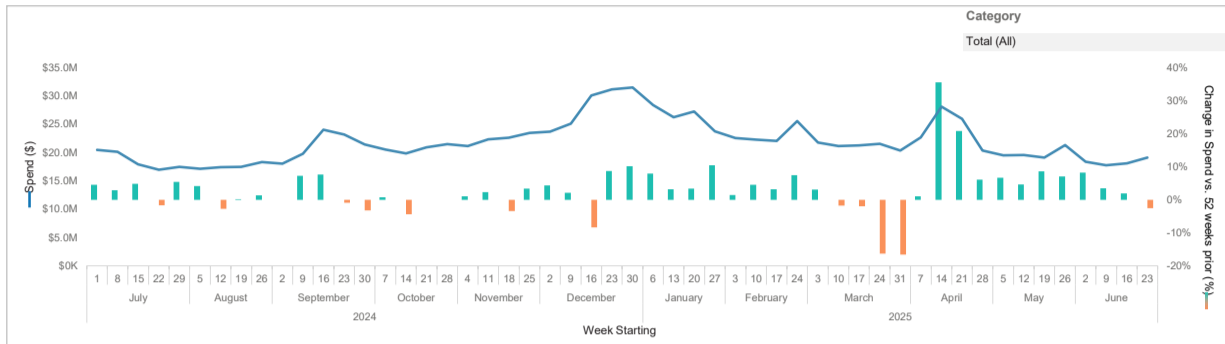
What are some of the key insights for the City of Busselton location for June 2025?

<p>Total spend \$78.6M ↑ 1.0% vs last year ↑ 2.2% Regional WA</p>	<p>Total customers 143K ↑ 3.3% vs last year</p>	<p>Visitor spend \$30.3M 39% of total spend within City of Busselton during June 2025 are from Visitors</p>	<p>Total visitors 109K 77% of total customers within City of Busselton during June 2025 are from Visitors</p>
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All insights are based on ComBank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the City of Busselton location?

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	\$78.6M	↑ 1.0%	↑ 2.2%	\$30.3M	→ 0.0%	↑ 0.7%	\$48.3M	↑ 1.6%	↑ 3.1%
Food Retailing	\$26.1M	↑ 8.0%	↑ 2.4%	\$6.6M	↑ 17.5%	↑ 1.4%	\$19.5M	↑ 5.1%	↑ 2.8%
Supermarkets	\$17.2M	↓ -5.3%	↑ 2.0%	\$3.0M	↓ -10.5%	↑ 1.5%	\$14.2M	↓ -4.1%	↑ 2.1%
Groceries and Other Food Retailing	\$8.9M	↑ 47.8%	↑ 4.1%	\$3.6M	↑ 59.6%	↑ 1.1%	\$5.3M	↑ 40.8%	↑ 6.0%
Discretionary Retail	\$18.4M	↓ -3.0%	↑ 4.0%	\$5.8M	→ 0.0%	↑ 2.8%	\$12.6M	↓ -4.3%	↑ 4.9%
Other Discretionary Retail	\$13.5M	↓ -5.0%	↑ 4.4%	\$3.8M	↓ -2.4%	↑ 3.1%	\$9.7M	↓ -6.0%	↑ 5.1%
Department Stores, Clothing & Accessories	\$5.0M	↑ 2.9%	↑ 2.8%	\$2.0M	↑ 4.6%	↑ 0.9%	\$2.9M	↑ 1.7%	↑ 4.3%
Tourism and Entertainment	\$12.7M	↓ -1.8%	↑ 1.5%	\$7.4M	↓ -1.3%	↑ 0.9%	\$5.3M	↓ -2.3%	↑ 2.0%
Restaurants	\$3.7M	↑ 16.2%	↑ 5.9%	\$2.4M	↑ 22.0%	↑ 5.8%	\$1.3M	↑ 6.6%	↑ 6.0%
Cafes	\$2.2M	↑ 1.6%	↑ 0.2%	\$1.1M	→ 0.0%	↓ -0.3%	\$1.1M	↑ 3.2%	↑ 0.7%
Pubs, Taverns and Bars	\$2.1M	↓ -4.7%	↑ 1.5%	\$1.0M	↓ -8.8%	↑ 1.7%	\$1.1M	↓ -0.7%	↑ 1.2%
Takeaway and Fast Food Outlets	\$2.1M	↓ -2.3%	↓ -1.4%	\$782K	↓ -1.3%	↓ -3.4%	\$1.3M	↓ -2.9%	↓ -0.3%
Breweries and Wineries	\$1.8M	↓ -22.3%	↓ -12.9%	\$1.5M	↓ -17.6%	↓ -10.6%	\$262K	↓ -41.7%	↓ -22.4%
Attractions, Events and Recreation	\$788K	↓ -11.9%	↑ 8.5%	\$512K	↓ -16.3%	↑ 3.6%	\$276K	↓ -2.3%	↑ 21.0%
Private Transport	\$7.3M	↑ 16.3%	↓ -2.7%	\$2.4M	↑ 24.9%	↓ -2.7%	\$4.9M	↑ 12.4%	↓ -2.7%
Accommodation - Online	\$3.3M	↓ -22.6%	↓ -4.7%	\$3.1M	↓ -23.3%	↓ -4.7%	\$153K	↓ -4.6%	
Accommodation - Instore	\$1.6M	↓ -11.2%	↓ -3.8%	\$1.3M	↓ -19.0%	↓ -8.0%	\$338K	↑ 40.0%	↑ 10.2%

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

Trip Type, customer segments and source markets

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

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$13.8M Non-Tourists - Short Trip: \$8.6M Non-Tourists - Regular/Routine Trips: \$1.9M Tourists - Day Trip Total: \$1.9M 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: 56.7K Unique Customer Count, 81.3K Trip Count Tourists - Overnight Trip Total: 46.5K Unique Customer Count, 48.7K Trip Count Tourists - Day Trip Total: 12.9K Unique Customer Count, 15.1K Trip Count Non-Tourists - Regular/Routine Trips: 2.8K Unique Customer Count, 7.0K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$14.5M Provincial Wealth: \$11.2M Life on the Land: \$6.6M Aging Comfortably: \$5.8M Country Living: \$2.8M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 7.1K Countryside Elite: 6.9K Aging Comfortably: 5.1K Life on the Land: 4.6K Country Living: 2.8K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$7.0M Golden Days: \$4.9M Countryside Elite: \$4.2M Provincial Wealth: \$2.9M Aging Comfortably: \$2.5M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 23.3K Golden Days: 13.4K Metro High Flyers: 10.6K Aging Comfortably: 10.4K Countryside Elite: 10.2K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta Margaret River: \$4.9M Stirling: \$1.9M Capel: \$1.8M Joondalup: \$1.4M Melville: \$1.2M Bunbury: \$956K Cockburn: \$866K Wanneroo: \$813K Rockingham: \$730K Nannup: \$659K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Augusta Margaret River: 11.0K Stirling: 6.7K Joondalup: 5.6K Bunbury: 5.5K Capel: 4.8K Melville: 4.4K Cockburn: 3.8K Wanneroo: 3.8K Harvey: 3.6K Rockingham: 3.6K

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

City of Busselton

Resident Business Events Visitor Leakage

Month: June 2025
 Region Type: Sub-region
 Spend location: Busselton

Overview

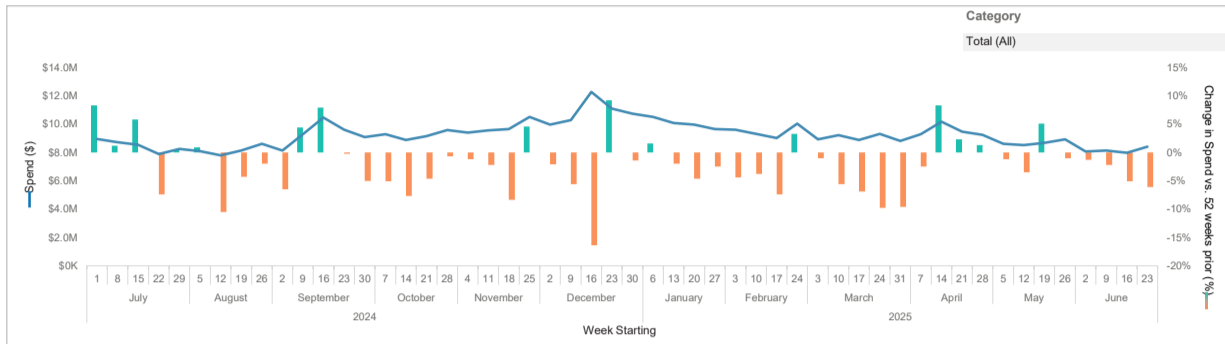
What are some of the key insights for the Busselton location for June 2025?

<p>Total spend \$34.7M ↓ -4.1% vs last year ↑ 2.2% Regional WA</p>	<p>Total customers 91K ↑ 2.6% vs last year</p>	<p>Visitor spend \$10.3M 30% of total spend within Busselton during June 2025 are from Visitors</p>	<p>Total visitors 60K 66% of total customers within Busselton during June 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the Busselton location?

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	\$34.7M	↓ -4.1%	↑ 2.2%	\$10.3M	↑ 0.3%	↑ 0.7%	\$24.4M	↓ -5.9%	↑ 3.1%
Discretionary Retail	\$10.2M	↓ -6.8%	↑ 4.0%	\$3.1M	↓ -6.2%	↑ 2.5%	\$7.2M	↓ -7.0%	↑ 4.9%
Other Discretionary Retail	\$8.2M	↓ -6.2%	↑ 4.4%	\$2.3M	↓ -3.4%	↑ 3.1%	\$5.9M	↓ -7.3%	↑ 5.1%
Department Stores, Clothing & Accessories	\$2.0M	↓ -9.0%	↑ 2.8%	\$742K	↓ -14.2%	↑ 0.9%	\$1.3M	↓ -5.6%	↑ 4.3%
Food Retailing	\$10.1M	↓ -7.5%	↑ 2.4%	\$2.0M	↓ -4.1%	↑ 1.4%	\$8.2M	↓ -8.3%	↑ 2.8%
Supermarkets	\$8.1M	↓ -6.1%	↑ 2.0%	\$1.3M	↓ -5.1%	↑ 1.5%	\$6.8M	↓ -6.3%	↑ 2.1%
Groceries and Other Food Retailing	\$2.1M	↓ -12.7%	↑ 4.1%	\$648K	↓ -1.9%	↑ 1.1%	\$1.4M	↓ -16.9%	↑ 6.0%
Tourism and Entertainment	\$4.8M	↓ -4.0%	↑ 1.5%	\$2.3M	↓ -3.4%	↑ 0.9%	\$2.5M	↓ -4.6%	↑ 2.0%
Pubs, Taverns and Bars	\$1.1M	↓ -5.1%	↑ 1.5%	\$424K	↓ -6.8%	↑ 1.7%	\$724K	↓ -4.1%	↑ 1.2%
Restaurants	\$1.1M	↑ 25.3%	↑ 5.9%	\$607K	↑ 54.7%	↑ 5.8%	\$542K	↑ 3.3%	↑ 6.0%
Cafes	\$975K	↓ -1.8%	↑ 0.2%	\$423K	↓ -8.7%	↓ -0.3%	\$552K	↑ 4.3%	↑ 0.7%
Takeaway and Fast Food Outlets	\$800K	↑ 0.4%	↓ -1.4%	\$281K	↓ -4.7%	↓ -3.4%	\$520K	↑ 3.4%	↓ -0.3%
Private Transport	\$3.8M	↑ 16.5%	↓ -2.7%	\$1.2M	↑ 28.1%	↓ -2.7%	\$2.6M	↑ 11.8%	↓ -2.7%
Accommodation - Instore	\$172K	↑ 67.8%	↓ -3.8%	\$84K	↑ 85.1%	↓ -9.0%	\$88K	↑ 53.9%	↑ 10.2%

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

Trip Type, customer segments and source markets

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

Trip Type by spend

Tourists - Overnight Trip Total	\$4.1M
Non-Tourists - Short Trip	\$3.8M
Non-Tourists - Regular/Routine Trips	\$944K
Tourists - Day Trip Total	\$715K

Trip Type by unique customer count and trip count

Non-Tourists - Short Trip	30.6K	39.9K
Tourists - Overnight Trip Total	24.9K	25.8K
Tourists - Day Trip Total	5.9K	6.4K
Non-Tourists - Regular/Routine Trips	2.0K	4.2K

Top 5 customer segments by residents spend

Countryside Elite	\$6.4M
Provincial Wealth	\$5.3M
Life on the Land	\$3.7M
Aging Comfortably	\$3.6M
Prudent Nostalgia	\$1.8M

Top 5 customer segments by unique residents count

Countryside Elite	6.5K
Provincial Wealth	6.4K
Aging Comfortably	4.8K
Life on the Land	4.4K
Country Living	2.5K

Top 5 customer segments by visitors spend

Countryside Elite	\$1.9M
Provincial Wealth	\$1.4M
Prosperous Families	\$1.3M
Aging Comfortably	\$1.2M
Life on the Land	\$1.0M

Top 5 customer segments by unique visitors count

Prosperous Families	9.7K
Countryside Elite	6.9K
Aging Comfortably	6.4K
Golden Days	5.6K
Life on the Land	5.3K

Top 10 source markets by visitors spend

Augusta	\$997K
Margaret River	\$973K
Capel	\$935K
Pemberton	\$645K
South Bunbury - Bunbury	\$282K
Donnybrook - Balingup	\$221K
Bridgetown - Boyup Brook	\$190K
Australind - Leschenault	\$177K
Dalyellup	\$147K
Eaton - Pelican Point	\$146K

Top 10 source markets by unique visitors count

Margaret River	4.5K
Augusta	2.9K
Capel	2.2K
Australind - Leschenault	1.8K
South Bunbury - Bunbury	1.7K
Pemberton	1.4K
Eaton - Pelican Point	1.2K
Dalyellup	1.2K
Donnybrook - Balingup	1.0K
College Grove - Carey Park	0.8K

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: June 2025 Region Type: Sub-region Spend location: Dunsborough

Overview

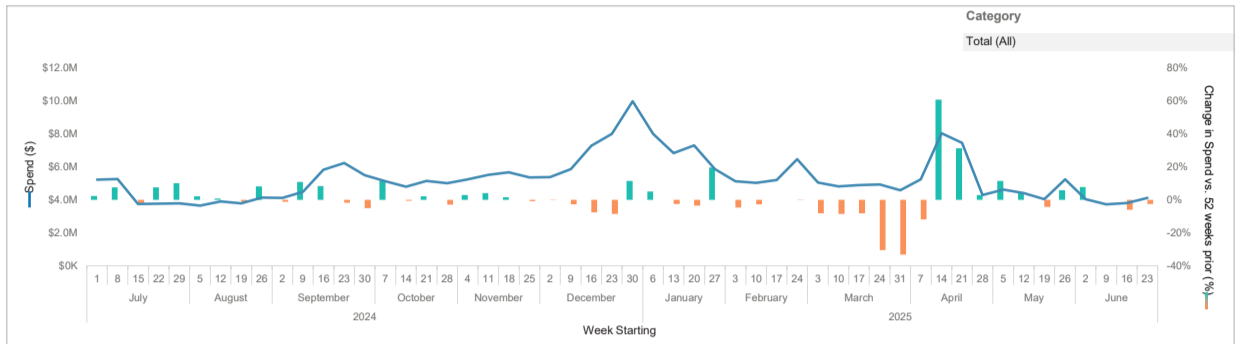
What are some of the key insights for the Dunsborough location for June 2025?

Total spend \$17.3M ↓ -3.4% vs last year ↑ 2.2% Regional WA	Total customers 62K ↓ -4.4% vs last year	Visitor spend \$8.4M 49% of total spend within Dunsborough during June 2025 are from Visitors	Total visitors 47K 75% of total customers within Dunsborough during June 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the Dunsborough location?

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	\$17.3M	↓ -3.4%	↑ 2.2%	\$8.4M	↓ -5.3%	↑ 0.7%	\$8.8M	↓ -1.4%	↑ 3.1%
Food Retailing	\$6.1M	↓ -5.9%	↑ 2.4%	\$1.9M	↓ -13.1%	↑ 1.4%	\$4.3M	↓ -2.4%	↑ 2.8%
Tourism and Entertainment	\$5.9M	↓ -2.9%	↑ 1.5%	\$4.3M	↓ -2.4%	↑ 0.9%	\$1.6M	↓ -4.4%	↑ 2.0%
Restaurants	\$2.3M	↑ 9.3%	↑ 5.9%	\$1.7M	↑ 12.4%	↑ 5.8%	\$584K	↑ 0.9%	↑ 6.0%
Breweries and Wineries	\$1.3M	↓ -17.6%	↓ -12.9%	\$1.1M	↓ -13.7%	↓ -10.6%	\$154K	↓ -38.3%	↓ -22.4%
Cafes	\$1.1M	↑ 5.3%	↑ 0.2%	\$653K	↑ 6.8%	↓ -0.3%	\$411K	↑ 3.1%	↑ 0.7%
Pubs, Taverns and Bars	\$802K	↓ -8.0%	↑ 1.7%	\$495K	↓ -11.5%	↑ 1.7%	\$307K	↓ -1.7%	↑ 1.2%
Takeaway and Fast Food Outlets	\$268K	↑ 0.5%	↓ -1.4%	\$124K	↓ -7.9%	↓ -3.4%	\$145K	↑ 8.9%	↓ -0.3%
Attractions, Events and Recreation	\$205K	↓ -29.4%	↑ 8.5%	\$184K	↓ -30.9%	↑ 3.6%	\$21K	↓ -13.7%	↑ 21.0%
Discretionary Retail	\$2.2M	↑ 10.2%	↑ 4.0%	\$1.0M	↑ 20.4%	↑ 2.5%	\$1.2M	↑ 2.8%	↑ 4.9%
Other Discretionary Retail	\$1.5M	↓ -1.7%	↑ 4.4%	\$500K	↓ -1.4%	↑ 3.1%	\$965K	↓ -1.9%	↑ 5.1%
Department Stores, Clothing & Accessories	\$723K	↑ 46.0%	↑ 2.8%	\$504K	↑ 54.3%	↑ 0.9%	\$219K	↑ 30.0%	↑ 4.3%
Private Transport	\$1.1M	↓ -10.9%	↓ -2.7%	\$280K	↓ -10.3%	↓ -2.7%	\$834K	↓ -11.2%	↓ -2.7%
Accommodation - Instore	\$625K	↓ -29.8%	↓ -3.8%	\$558K	↓ -30.2%	↓ -9.0%	\$67K	↓ -26.5%	↑ 10.2%

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

Trip Type, customer segments and source markets

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

Trip Type by spend Tourists - Overnight Trip Total: \$6.4M Non-Tourists - Short Trip: \$1.5M Tourists - Day Trip Total: \$470K Non-Tourists - Regular/Routine Trips: \$380K	Trip Type by unique customer count and trip count Tourists - Overnight Trip Total: 29.9K Unique Customer Count, 30.6K Trip Count Non-Tourists - Short Trip: 13.9K Unique Customer Count, 16.4K Trip Count Tourists - Day Trip Total: 4.1K Unique Customer Count, 4.4K Trip Count Non-Tourists - Regular/Routine Trips: 1.1K Unique Customer Count, 1.9K Trip Count
Top 5 customer segments by residents spend Countryside Elite: \$3.5M Provincial Wealth: \$2.9M Affluent Adventurers: \$525K Country Living: \$491K Life on the Land: \$415K	Top 5 customer segments by unique residents count Countryside Elite: 4.4K Provincial Wealth: 4.1K Country Living: 1.5K Life on the Land: 1.4K Aging Comfortably: 1.1K
Top 5 customer segments by visitors spend Prosperous Families: \$2.8M Golden Days: \$1.9M Metro High Flyers: \$930K Countryside Elite: \$695K Provincial Wealth: \$483K	Top 5 customer segments by unique visitors count Prosperous Families: 12.9K Golden Days: 7.7K Metro High Flyers: 6.2K Countryside Elite: 3.5K Aging Comfortably: 2.9K
Top 10 source markets by visitors spend Margaret River: \$473K Augusta: \$305K Subiaco - Shenton Park: \$177K Nedlands - Dalketh: \$166K Fremantle: \$162K Cottesloe: \$152K South Perth - Kensington: \$143K Mosman Park: \$131K Melville: \$120K Swanbourne - Mount: \$118K	Top 10 source markets by unique visitors count Margaret River: 2.7K Augusta: 1.6K South Bunbury - Bunbury: 0.7K Nedlands - Dalketh - Crawley: 0.7K Australind - Leschenault: 0.7K Subiaco - Shenton Park: 0.7K Fremantle: 0.6K Cottesloe: 0.6K Mosman Park - Peppermint: 0.5K Melville: 0.5K

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

City of Busselton

Resident Business Events Visitor Leakage

Month: June 2025
 Region Type: Sub-region
 Spend location: West Busselton

Overview

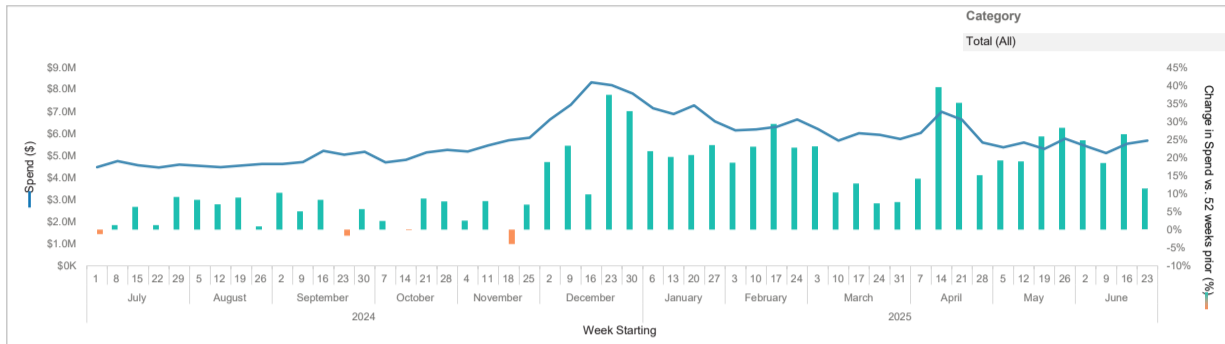
What are some of the key insights for the West Busselton location for June 2025?

<p>Total spend \$23.2M ↑ 19.6% vs last year ↑ 2.2% Regional WA</p>	<p>Total customers 82K ↑ 11.8% vs last year</p>	<p>Visitor spend \$8.4M 36% of total spend within West Busselton during June 2025 are from Visitors</p>	<p>Total visitors 53K 64% of total customers within West Busselton during June 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the West Busselton location?

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	\$23.2M	↑ 19.6%	↑ 2.2%	\$8.4M	↑ 19.7%	↑ 0.7%	\$14.8M	↑ 19.5%	↑ 3.1%
Food Retailing	\$9.9M	↑ 46.6%	↑ 2.4%	\$2.8M	↑ 91.5%	↑ 1.4%	\$7.1M	↑ 34.0%	↑ 2.8%
Supermarkets	\$5.1M	↓ -3.8%	↑ 2.0%	\$967K	↓ -11.4%	↑ 1.5%	\$4.1M	↓ -1.8%	↑ 2.1%
Groceries and Other Food Retailing	\$4.8M	↑ 235.1%	↑ 4.1%	\$1.9M	↑ 384.8%	↑ 1.1%	\$2.9M	↑ 179.9%	↑ 6.0%
Discretionary Retail	\$6.0M	↓ -0.4%	↑ 4.0%	\$1.7M	↑ 2.0%	↑ 2.8%	\$4.3M	↓ -1.4%	↑ 4.9%
Private Transport	\$2.3M	↑ 35.4%	↓ -2.7%	\$899K	↑ 36.9%	↓ -2.7%	\$1.4M	↑ 34.5%	↓ -2.7%
Tourism and Entertainment	\$1.9M	↑ 8.2%	↑ 1.5%	\$763K	↑ 12.7%	↑ 0.9%	\$1.1M	↑ 5.2%	↑ 2.0%
Takeaway and Fast Food Outlets	\$1.0M	↓ -5.0%	↓ -1.4%	\$378K	↑ 3.9%	↓ -3.4%	\$655K	↓ -9.5%	↓ -0.3%
Restaurants	\$253K	↑ 52.9%	↑ 5.9%	\$94K	↑ 48.7%	↑ 5.8%	\$158K	↑ 55.6%	↑ 6.0%
Cafes	\$165K	↓ -1.4%	↑ 0.2%	\$59K	↓ -0.4%	↓ -0.3%	\$106K	↓ -2.0%	↑ 0.7%
Attractions, Events and Recreation	\$163K	↑ 180.7%	↑ 8.5%	\$91K	↑ 207.3%	↑ 3.6%	\$73K	↑ 153.3%	↑ 21.0%
Accommodation - Instore	\$833K	↓ -1.2%	↓ -3.8%	\$650K	↓ -13.3%	↓ -9.0%	\$183K	↑ 96.5%	↑ 10.2%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.

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

Trip Type, customer segments and source markets

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

Trip Type by spend

- Non-Tourists - Short Trip: \$3.3M
- Tourists - Overnight Trip Total: \$3.2M
- Tourists - Day Trip Total: \$694K
- Non-Tourists - Regular/Routine Trips: \$577K

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 25.1K Unique Customer Count, 34.3K Trip Count
- Tourists - Overnight Trip Total: 23.5K Unique Customer Count, 24.5K Trip Count
- Tourists - Day Trip Total: 6.3K Unique Customer Count, 7.7K Trip Count
- Non-Tourists - Regular/Routine Trips: 2.2K Unique Customer Count, 4.4K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$4.6M
- Provincial Wealth: \$3.0M
- Life on the Land: \$2.4M
- Aging Comfortably: \$1.9M
- Country Living: \$830K

Top 5 customer segments by unique residents count

- Countryside Elite: 6.5K
- Provincial Wealth: 6.2K
- Aging Comfortably: 4.5K
- Life on the Land: 4.3K
- Country Living: 2.5K

Top 5 customer segments by visitors spend

- Prosperous Families: \$1.6M
- Countryside Elite: \$1.4M
- Golden Days: \$1.2M
- Provincial Wealth: \$951K
- Aging Comfortably: \$859K

Top 5 customer segments by unique visitors count

- Prosperous Families: 10.3K
- Golden Days: 6.1K
- Countryside Elite: 5.8K
- Aging Comfortably: 5.4K
- Provincial Wealth: 4.4K

Top 10 source markets by visitors spend

- Margaret River: \$1.1M
- Augusta: \$997K
- Capel: \$427K
- Pemberton: \$165K
- Innaloo - Doubleview: \$149K
- Nedlands - Dalkeith -: \$98K
- South Bunbury - Bunbury: \$95K
- Bridgetown - Boyup Brook: \$90K
- Australind - Leschenault: \$89K
- Floreat: \$88K

Top 10 source markets by unique visitors count

- Margaret River: 5.1K
- Augusta: 3.3K
- Capel: 1.6K
- South Bunbury - Bunbury: 1.0K
- Australind - Leschenault: 1.0K
- Pemberton: 0.9K
- Dalyellup: 0.7K
- Eaton - Pelican Point: 0.7K
- Donnybrook - Balingup: 0.6K
- Bridgetown - Boyup Brook: 0.6K

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

City of Busselton

Resident Business Events Visitor Leakage

Month: June 2025
 Region Type: LGA
 Spend location: City of Busselton

Overview

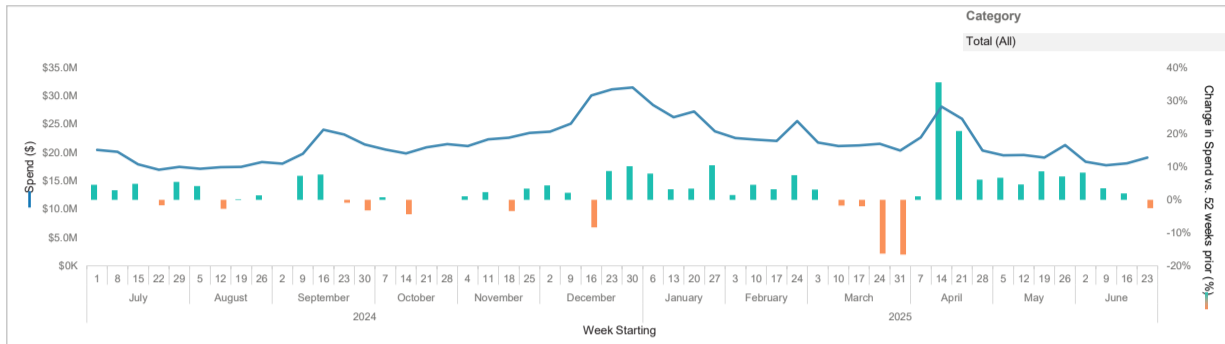
What are some of the key insights for the City of Busselton location for June 2025?

<p>Total spend \$78.6M ↑ 1.0% vs last year ↑ 2.2% Regional WA</p>	<p>Total customers 143K ↑ 3.3% vs last year</p>	<p>Visitor spend \$30.3M 39% of total spend within City of Busselton during June 2025 are from Visitors</p>	<p>Total visitors 109K 77% of total customers within City of Busselton during June 2025 are from Visitors</p>
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All insights are based on Commbank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the City of Busselton location?

Category	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	142.8K	↑ 3.3%		109.4K	↑ 4.2%		33.4K	↑ 0.2%	
Tourism and Entertainment	95.1K	↑ 1.3%		68.2K	↑ 1.7%		26.9K	↑ 0.1%	
Restaurants	40.6K	↑ 14.2%		26.4K	↑ 18.3%		14.3K	↑ 7.3%	
Takeaway and Fast Food Outlets	40.6K	↑ 1.4%		22.7K	↑ 3.3%		17.9K	↓ -0.9%	
Cafes	35.4K	↓ -3.0%		21.1K	↓ -4.4%		14.3K	↓ -1.0%	
Pubs, Taverns and Bars	23.1K	↓ -3.1%		12.9K	↓ -7.6%		10.2K	↑ 3.4%	
Breweries and Wineries	14.4K	↓ -33.5%		12.0K	↓ -29.7%		2.5K	↓ -47.5%	
Attractions, Events and Recreation	13.3K	↓ -4.9%		9.8K	↓ -7.8%		3.5K	↑ 4.4%	
Food Retailing	87.4K	↑ 2.9%		55.4K	↑ 4.6%		32.0K	↑ 0.1%	
Groceries and Other Food Retailing	64.8K	↑ 12.3%		39.8K	↑ 16.2%		25.1K	↑ 6.5%	
Supermarkets	62.5K	↓ -4.8%		31.7K	↓ -8.2%		30.8K	↓ -1.0%	
Discretionary Retail	60.6K	↓ -2.3%		31.1K	↓ -2.3%		29.5K	↓ -2.3%	
Other Discretionary Retail	49.0K	↓ -5.0%		21.5K	↓ -7.5%		27.4K	↓ -2.9%	
Department Stores, Clothing & Accessories	36.1K	↑ 1.1%		17.2K	↑ 5.0%		19.0K	↓ -2.2%	
Private Transport	50.5K	↑ 9.7%		26.6K	↑ 16.9%		23.8K	↑ 2.7%	
Accommodation - Online	8.2K	↓ -11.9%		7.9K	↓ -12.5%		0.3K	↑ 9.2%	
Accommodation - Instore	6.9K	↓ -13.3%		5.4K	↓ -15.7%		1.5K	↓ -3.8%	

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 June 2025?

Trip Type by spend

- Tourists - Overnight Trip Total: \$13.8M
- Non-Tourists - Short Trip: \$8.6M
- Non-Tourists - Regular/Routine Trips: \$1.9M
- Tourists - Day Trip Total: \$1.9M

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 56.7K Unique Customer Count, 81.3K Trip Count
- Tourists - Overnight Trip Total: 46.5K Unique Customer Count, 48.7K Trip Count
- Tourists - Day Trip Total: 12.9K Unique Customer Count, 15.1K Trip Count
- Non-Tourists - Regular/Routine Trips: 2.8K Unique Customer Count, 7.0K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$14.5M
- Provincial Wealth: \$11.2M
- Life on the Land: \$6.6M
- Aging Comfortably: \$5.8M
- Country Living: \$2.8M

Top 5 customer segments by unique residents count

- Provincial Wealth: 7.1K
- Countryside Elite: 6.9K
- Aging Comfortably: 5.1K
- Life on the Land: 4.6K
- Country Living: 2.8K

Top 5 customer segments by visitors spend

- Prosperous Families: \$7.0M
- Golden Days: \$4.9M
- Countryside Elite: \$4.2M
- Provincial Wealth: \$2.9M
- Aging Comfortably: \$2.5M

Top 5 customer segments by unique visitors count

- Prosperous Families: 23.3K
- Golden Days: 13.4K
- Metro High Flyers: 10.6K
- Aging Comfortably: 10.4K
- Countryside Elite: 10.2K

Top 10 source markets by visitors spend

- Augusta Margaret River: \$4.9M
- Stirling: \$1.9M
- Capel: \$1.8M
- Joondalup: \$1.4M
- Melville: \$1.2M
- Bunbury: \$956K
- Cockburn: \$866K
- Wanneroo: \$813K
- Rockingham: \$730K
- Nannup: \$659K

Top 10 source markets by unique visitors count

- Augusta Margaret River: 11.0K
- Stirling: 6.7K
- Joondalup: 5.6K
- Bunbury: 5.5K
- Capel: 4.8K
- Melville: 4.4K
- Cockburn: 3.8K
- Wanneroo: 3.8K
- Harvey: 3.6K
- Rockingham: 3.6K

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

City of Busselton

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

Overview

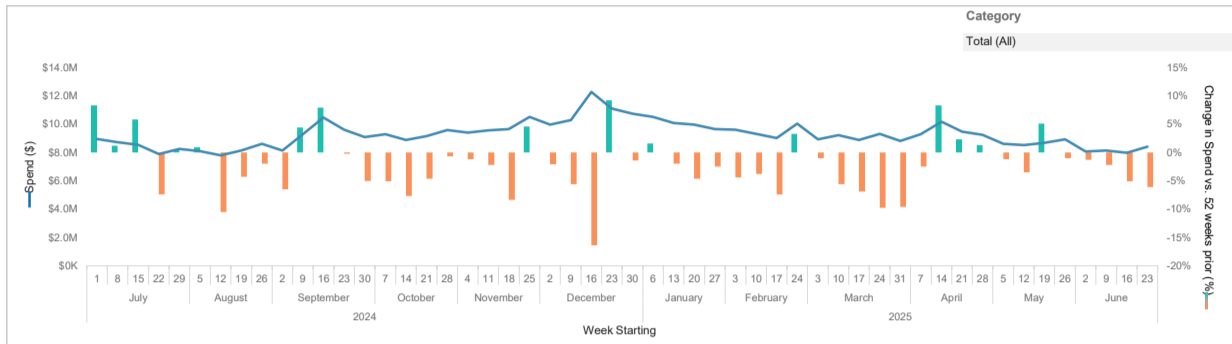
What are some of the key insights for the Busselton location for June 2025?

Total spend \$34.7M ↓ 4.1% vs last year ↑ 2.2% Regional WA	Total customers 91K ↑ 2.6% vs last year	Visitor spend \$10.3M 30% of total spend within Busselton during June 2025 are from Visitors	Total visitors 60K 66% of total customers within Busselton during June 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the Busselton location?

Category	Total		Visitors			Residents			
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	90.8K	↑ 2.6%		59.8K	↑ 4.1%		30.9K	↓ -0.3%	
Tourism and Entertainment	55.2K	↑ 0.3%		35.3K	↑ 1.5%		19.9K	↓ -1.8%	
Takeaway and Fast Food Outlets	19.7K	↑ 4.7%		9.5K	↑ 6.1%		10.3K	↑ 3.4%	
Restaurants	19.4K	↑ 11.8%		11.3K	↑ 27.5%		8.1K	↓ -4.5%	
Cafes	18.4K	↓ -4.9%		9.2K	↓ -7.0%		9.2K	↓ -2.6%	
Pubs, Taverns and Bars	12.3K	↓ -5.9%		5.8K	↓ -11.3%		6.5K	↓ -0.7%	
Discretionary Retail	43.6K	↓ -3.7%		19.0K	↓ -2.7%		24.6K	↓ -4.4%	
Other Discretionary Retail	37.3K	↓ -6.0%		14.6K	↓ -8.1%		22.7K	↓ -4.7%	
Department Stores, Clothing & Accessories	17.6K	↑ 0.5%		7.2K	↑ 8.1%		10.4K	↓ -4.1%	
Food Retailing	42.9K	↓ -2.2%		19.4K	↓ -0.6%		23.5K	↓ -3.5%	
Supermarkets	36.2K	↓ -2.7%		14.5K	↓ -2.1%		21.7K	↓ -3.2%	
Groceries and Other Food Retailing	21.3K	↓ -8.9%		8.8K	↓ -2.4%		12.4K	↓ -13.0%	
Private Transport	29.9K	↑ 8.2%		14.1K	↑ 16.2%		15.8K	↑ 2.0%	
Accommodation - Instore	0.9K	↑ 94.9%		0.5K	↑ 99.6%		0.3K	↑ 88.0%	

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 June 2025?

Trip Type by spend

- Tourists - Overnight Trip Total: \$4.1M
- Non-Tourists - Short Trip: \$3.8M
- Non-Tourists - Regular/Routine Trips: \$944K
- Tourists - Day Trip Total: \$715K

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 30.6K Unique Customer Count, 39.9K Trip Count
- Tourists - Overnight Trip Total: 24.9K Unique Customer Count, 25.8K Trip Count
- Tourists - Day Trip Total: 5.9K Unique Customer Count, 6.4K Trip Count
- Non-Tourists - Regular/Routine Trips: 2.0K Unique Customer Count, 4.2K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$6.4M
- Provincial Wealth: \$5.3M
- Life on the Land: \$3.7M
- Aging Comfortably: \$3.6M
- Prudent Nostalgia: \$1.8M

Top 5 customer segments by unique residents count

- Countryside Elite: 6.5K
- Provincial Wealth: 6.4K
- Aging Comfortably: 4.8K
- Life on the Land: 4.4K
- Country Living: 2.5K

Top 5 customer segments by visitors spend

- Countryside Elite: \$1.9M
- Provincial Wealth: \$1.4M
- Prosperous Families: \$1.3M
- Aging Comfortably: \$1.2M
- Life on the Land: \$1.0M

Top 5 customer segments by unique visitors count

- Prosperous Families: 9.7K
- Countryside Elite: 6.9K
- Aging Comfortably: 6.4K
- Golden Days: 5.6K
- Life on the Land: 5.3K

Top 10 source markets by visitors spend

- Augusta: \$997K
- Margaret River: \$973K
- Capel: \$935K
- Pemberton: \$645K
- South Bunbury - Bunbury: \$282K
- Donnybrook - Balingup: \$221K
- Bridgetown - Boyup Brook: \$190K
- Australind - Leschenault: \$177K
- Dalyellup: \$147K
- Eaton - Pelican Point: \$146K

Top 10 source markets by unique visitors count

- Margaret River: 4.5K
- Augusta: 2.9K
- Capel: 2.2K
- Australind - Leschenault: 1.8K
- South Bunbury - Bunbury: 1.7K
- Pemberton: 1.4K
- Eaton - Pelican Point: 1.2K
- Dalyellup: 1.2K
- Donnybrook - Balingup: 1.0K
- College Grove - Carey Park: 0.8K

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: June 2025
 Region Type: Sub-region
 Spend location: Dunsborough

Overview

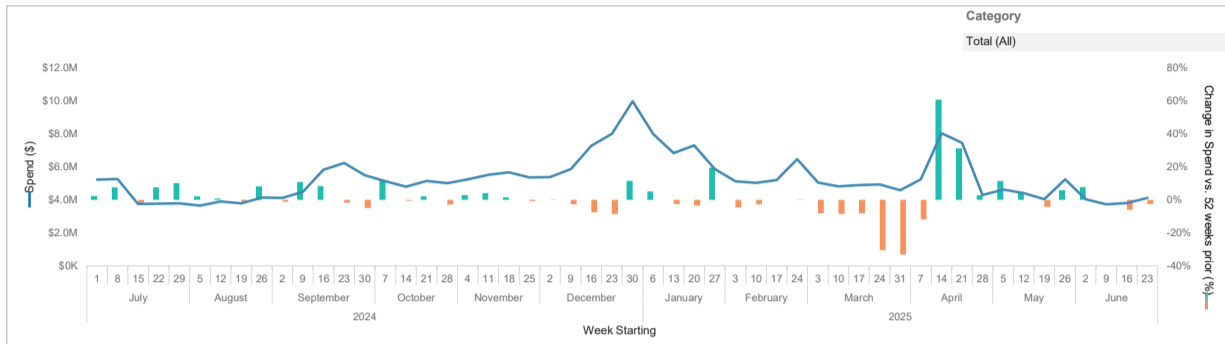
What are some of the key insights for the Dunsborough location for June 2025?

<p>Total spend \$17.3M ↓ -3.4% vs last year ↑ 2.2% Regional WA</p>	<p>Total customers 62K ↓ -4.4% vs last year</p>	<p>Visitor spend \$8.4M 49% of total spend within Dunsborough during June 2025 are from Visitors</p>	<p>Total visitors 47K 75% of total customers within Dunsborough during June 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the Dunsborough location?

Category	Total		Visitors			Residents			
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	61.7K	↓ -4.4%		46.5K	↓ -5.2%		15.1K	↓ -1.9%	
Tourism and Entertainment	43.4K	↓ -3.8%		32.4K	↓ -4.9%		11.0K	↓ -0.2%	
Restaurants	21.2K	↑ 13.4%		15.1K	↑ 13.2%		6.1K	↑ 13.8%	
Cafes	16.4K	↓ -1.4%		10.9K	↓ -3.2%		5.5K	↑ 2.4%	
Pubs, Taverns and Bars	9.7K	↓ -2.0%		6.3K	↓ -6.5%		3.4K	↑ 7.4%	
Breweries and Wineries	8.5K	↓ -31.3%		7.2K	↓ -29.9%		1.3K	↓ -38.2%	
Takeaway and Fast Food Outlets	7.3K	↓ -11.9%		4.2K	↓ -14.7%		3.1K	↓ -7.8%	
Attractions, Events and Recreation	3.3K	↓ -23.9%		2.9K	↓ -27.0%		0.4K	↑ 8.7%	
Food Retailing	35.5K	↓ -9.0%		24.4K	↓ -10.8%		11.0K	↓ -4.8%	
Discretionary Retail	13.6K	↓ -1.4%		6.9K	↓ -1.4%		6.7K	↓ -1.5%	
Other Discretionary Retail	11.4K	↓ -4.7%		5.1K	↓ -8.2%		6.3K	↓ -1.6%	
Department Stores, Clothing & Accessories	3.6K	↑ 14.6%		2.4K	↑ 16.6%		1.2K	↑ 10.9%	
Private Transport	9.7K	↓ -7.1%		4.1K	↓ -5.2%		5.6K	↓ -8.4%	
Accommodation - Instore	2.5K	↓ -31.5%		2.3K	↓ -28.9%		0.2K	↓ -53.4%	

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 June 2025?

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$6.4M Non-Tourists - Short Trip: \$1.5M Tourists - Day Trip Total: \$470K Non-Tourists - Regular/Routine Trips: \$380K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: 29.9K Unique Customer Count, 30.6K Trip Count Non-Tourists - Short Trip: 13.9K Unique Customer Count, 16.4K Trip Count Tourists - Day Trip Total: 4.1K Unique Customer Count, 4.4K Trip Count Non-Tourists - Regular/Routine Trips: 1.1K Unique Customer Count, 1.9K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$3.5M Provincial Wealth: \$2.9M Affluent Adventurers: \$525K Country Living: \$491K Life on the Land: \$415K 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Countryside Elite: 4.4K Provincial Wealth: 4.1K Country Living: 1.5K Life on the Land: 1.4K Aging Comfortably: 1.1K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$2.8M Golden Days: \$1.9M Metro High Flyers: \$930K Countryside Elite: \$695K Provincial Wealth: \$483K 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 12.9K Golden Days: 7.7K Metro High Flyers: 6.2K Countryside Elite: 3.5K Aging Comfortably: 2.9K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Margaret River: \$473K Augusta: \$305K Subiaco - Shenton Park: \$177K Nedlands - Dalketh: \$166K Fremantle: \$162K Cottesloe: \$152K South Perth - Kensington: \$143K Mosman Park: \$131K Melville: \$120K Swanbourne - Mount: \$118K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 2.7K Augusta: 1.6K South Bunbury - Bunbury: 0.7K Nedlands - Dalketh - Crawley: 0.7K Australind - Leschenault: 0.7K Subiaco - Shenton Park: 0.7K Fremantle: 0.6K Cottesloe: 0.6K Mosman Park - Peppermint: 0.5K Melville: 0.5K

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

City of Busselton

Resident Business Events Visitor Leakage

Month: June 2025
 Region Type: Sub-region
 Spend location: West Busselton

Overview

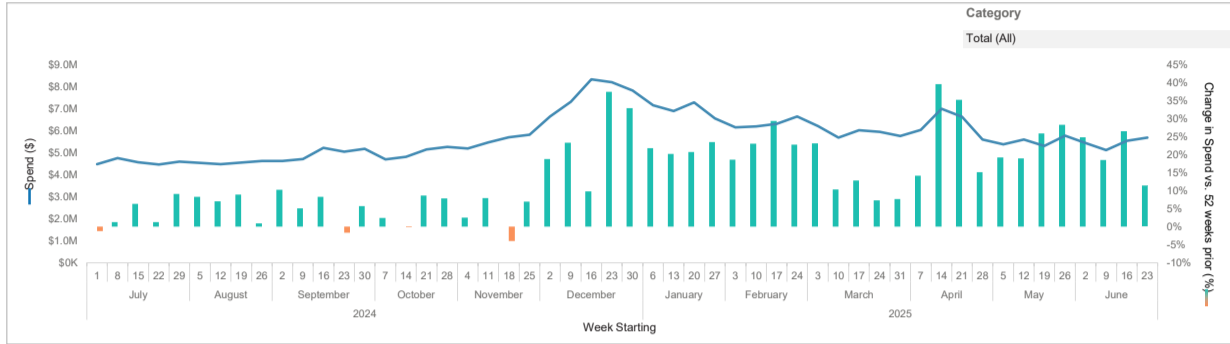
What are some of the key insights for the West Busselton location for June 2025?

<p>Total spend \$23.2M ↑ 19.6% vs last year ↑ 2.2% Regional WA</p>	<p>Total customers 82K ↑ 11.8% vs last year</p>	<p>Visitor spend \$8.4M 36% of total spend within West Busselton during June 2025 are from Visitors</p>	<p>Total visitors 53K 64% of total customers within West Busselton during June 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the West Busselton location?

Category	Total		Visitors			Residents			
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	82.4K	↑ 11.8%		52.6K	↑ 17.8%		29.8K	↑ 2.7%	
Food Retailing	48.5K	↑ 26.5%		24.5K	↑ 43.7%		24.0K	↑ 12.7%	
Groceries and Other Food Retailing	34.3K	↑ 90.8%		17.4K	↑ 142.7%		16.9K	↑ 56.3%	
Supermarkets	31.2K	↓ -1.8%		11.5K	↓ -8.5%		19.7K	↑ 2.5%	
Discretionary Retail	33.8K	↓ -2.0%		13.2K	↓ -2.3%		20.7K	↓ -1.8%	
Tourism and Entertainment	32.2K	↑ 4.6%		16.8K	↑ 9.0%		15.3K	↑ 0.1%	
Takeaway and Fast Food Outlets	23.8K	↓ -1.0%		11.7K	↑ 5.2%		12.1K	↓ -6.3%	
Cafes	5.3K	↓ -7.0%		2.2K	↓ -4.6%		3.0K	↓ -8.7%	
Restaurants	4.9K	↑ 80.0%		2.0K	↑ 78.8%		3.0K	↑ 80.7%	
Attractions, Events and Recreation	2.9K	↑ 108.6%		1.4K	↑ 63.4%		1.5K	↑ 177.6%	
Private Transport	22.4K	↑ 26.4%		11.2K	↑ 32.7%		11.3K	↑ 20.7%	
Accommodation - Instore	3.5K	↓ -7.4%		2.6K	↓ -10.1%		1.0K	↑ 0.4%	

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 June 2025?

Trip Type by spend

- Non-Tourists - Short Trip: \$3.3M
- Tourists - Overnight Trip Total: \$3.2M
- Tourists - Day Trip Total: \$694K
- Non-Tourists - Regular/Routine Trips: \$577K

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 25.1K Unique Customer Count, 34.3K Trip Count
- Tourists - Overnight Trip Total: 23.5K Unique Customer Count, 24.5K Trip Count
- Tourists - Day Trip Total: 6.3K Unique Customer Count, 7.7K Trip Count
- Non-Tourists - Regular/Routine Trips: 2.2K Unique Customer Count, 4.4K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$4.6M
- Provincial Wealth: \$3.0M
- Life on the Land: \$2.4M
- Aging Comfortably: \$1.9M
- Country Living: \$830K

Top 5 customer segments by unique residents count

- Countryside Elite: 6.5K
- Provincial Wealth: 6.2K
- Aging Comfortably: 4.5K
- Life on the Land: 4.3K
- Country Living: 2.5K

Top 5 customer segments by visitors spend

- Prosperous Families: \$1.6M
- Countryside Elite: \$1.4M
- Golden Days: \$1.2M
- Provincial Wealth: \$951K
- Aging Comfortably: \$859K

Top 5 customer segments by unique visitors count

- Prosperous Families: 10.3K
- Golden Days: 6.1K
- Countryside Elite: 5.8K
- Aging Comfortably: 5.4K
- Provincial Wealth: 4.4K

Top 10 source markets by visitors spend

- Margaret River: \$1.1M
- Augusta: \$997K
- Capel: \$427K
- Pemberton: \$165K
- Innaloo - Doubleview: \$149K
- Nedlands - Dalkeith -: \$98K
- South Bunbury - Bunbury: \$95K
- Bridgetown - Boyup Brook: \$90K
- Australind - Leschenault: \$89K
- Floreat: \$88K

Top 10 source markets by unique visitors count

- Margaret River: 5.1K
- Augusta: 3.3K
- Capel: 1.6K
- South Bunbury - Bunbury: 1.0K
- Australind - Leschenault: 1.0K
- Pemberton: 0.9K
- Dalyellup: 0.7K
- Eaton - Pelican Point: 0.7K
- Donnybrook - Balingup: 0.6K
- Bridgetown - Boyup Brook: 0.6K

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

City of Busselton

Resident Business Events Visitor Leakage

Month: June 2025
 Region Type: LGA
 Spend location: City of Busselton

Overview

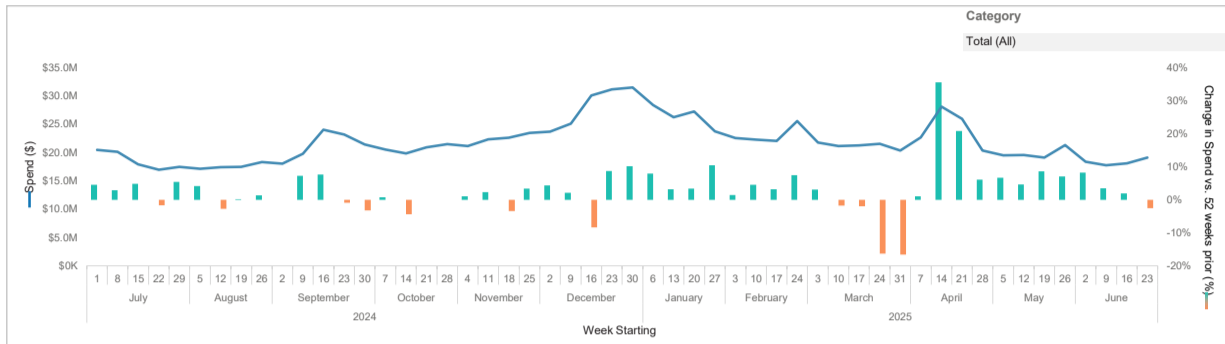
What are some of the key insights for the City of Busselton location for June 2025?

<p>Total spend \$78.6M ↑ 1.0% vs last year ↑ 2.2% Regional WA</p>	<p>Total customers 143K ↑ 3.3% vs last year</p>	<p>Visitor spend \$30.3M 39% of total spend within City of Busselton during June 2025 are from Visitors</p>	<p>Total visitors 109K 77% of total customers within City of Busselton during June 2025 are from Visitors</p>
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All insights are based on Commbank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the City of Busselton location?

Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$550.60	↓ -2.2%		\$276.90	↓ -4.0%		\$1,448.20	↑ 1.4%	
Food Retailing	\$299.10	↑ 5.0%		\$119.80	↑ 12.3%		\$610.20	↑ 5.1%	
Supermarkets	\$275.40	↓ -0.5%		\$96.00	↓ -2.5%		\$459.90	↓ -3.1%	
Groceries and Other Food Retailing	\$137.90	↑ 31.7%		\$90.60	↑ 37.3%		\$213.00	↑ 32.2%	
Discretionary Retail	\$304.30	↓ -0.7%		\$186.80	↑ 2.3%		\$428.20	↓ -2.0%	
Other Discretionary Retail	\$274.80	→ 0.0%		\$174.90	↑ 5.6%		\$353.10	↓ -3.1%	
Department Stores, Clothing & Accessories	\$138.10	↑ 1.7%		\$119.10	↓ -0.4%		\$155.40	↑ 4.0%	
Tourism and Entertainment	\$133.60	↓ -3.0%		\$108.10	↓ -3.0%		\$198.40	↓ -2.5%	
Restaurants	\$90.80	↑ 1.7%		\$91.20	↑ 3.1%		\$90.00	↓ -0.7%	
Cafes	\$62.30	↑ 4.7%		\$53.80	↑ 4.6%		\$74.80	↑ 4.2%	
Pubs, Taverns and Bars	\$93.20	↓ -1.6%		\$78.60	↓ -1.2%		\$111.70	↓ -3.9%	
Takeaway and Fast Food Outlets	\$51.80	↓ -3.7%		\$34.50	↓ -4.5%		\$73.70	↓ -2.0%	
Breweries and Wineries	\$123.60	↑ 16.9%		\$127.10	↑ 17.3%		\$106.80	↑ 11.1%	
Attractions, Events and Recreation	\$59.20	↓ -7.4%		\$52.30	↓ -9.2%		\$78.50	↓ -6.4%	
Private Transport	\$143.80	↑ 6.0%		\$89.60	↑ 6.8%		\$204.40	↑ 9.5%	
Accommodation - Online	\$397.30	↓ -12.1%		\$391.70	↓ -12.3%		\$559.90	↓ -12.7%	
Accommodation - Instore	\$237.80	↑ 2.4%		\$240.80	↓ -4.0%		\$227.30	↑ 45.6%	

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

Trip Type, customer segments and source markets

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

Trip Type by spend

Tourists - Overnight Trip Total	\$13.8M
Non-Tourists - Short Trip	\$8.6M
Non-Tourists - Regular/Routine Trips	\$1.9M
Tourists - Day Trip Total	\$1.9M

Trip Type by unique customer count and trip count

Non-Tourists - Short Trip	56.7K	81.3K
Tourists - Overnight Trip Total	46.5K	48.7K
Tourists - Day Trip Total	12.9K	15.1K
Non-Tourists - Regular/Routine Trips	2.8K	7.0K

Top 5 customer segments by residents spend

Countryside Elite	\$14.5M
Provincial Wealth	\$11.2M
Life on the Land	\$6.6M
Aging Comfortably	\$5.8M
Country Living	\$2.8M

Top 5 customer segments by unique residents count

Provincial Wealth	7.1K
Countryside Elite	6.9K
Aging Comfortably	5.1K
Life on the Land	4.6K
Country Living	2.8K

Top 5 customer segments by visitors spend

Prosperous Families	\$7.0M
Golden Days	\$4.9M
Countryside Elite	\$4.2M
Provincial Wealth	\$2.9M
Aging Comfortably	\$2.5M

Top 5 customer segments by unique visitors count

Prosperous Families	23.3K
Golden Days	13.4K
Metro High Flyers	10.6K
Aging Comfortably	10.4K
Countryside Elite	10.2K

Top 10 source markets by visitors spend

Augusta Margaret River	\$4.9M
Stirling	\$1.9M
Capel	\$1.8M
Joondalup	\$1.4M
Melville	\$1.2M
Bunbury	\$956K
Cockburn	\$866K
Wanneroo	\$813K
Rockingham	\$730K
Nannup	\$659K

Top 10 source markets by unique visitors count

Augusta Margaret River	11.0K
Stirling	6.7K
Joondalup	5.6K
Bunbury	5.5K
Capel	4.8K
Melville	4.4K
Cockburn	3.8K
Wanneroo	3.8K
Harvey	3.6K
Rockingham	3.6K

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

City of Busselton

Resident Business Events Visitor Leakage

Month: June 2025
 Region Type: Sub-region
 Spend location: Busselton

Overview

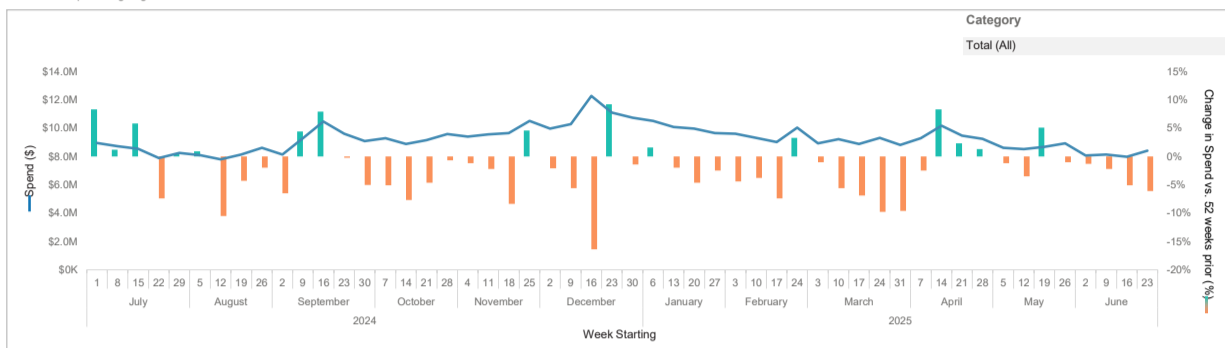
What are some of the key insights for the Busselton location for June 2025?

<p>Total spend \$34.7M ↓ -4.1% vs last year ↑ 2.2% Regional WA</p>	<p>Total customers 91K ↑ 2.6% vs last year</p>	<p>Visitor spend \$10.3M 30% of total spend within Busselton during June 2025 are from Visitors</p>	<p>Total visitors 60K 66% of total customers within Busselton during June 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the Busselton location?

Category	Total			Visitors			Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$382.20	↓ -6.5%		\$172.40	↓ -3.6%		\$787.90	↓ -5.6%	
Discretionary Retail	\$234.70	↓ -3.2%		\$161.40	↓ -3.7%		\$291.40	↓ -2.7%	
Other Discretionary Retail	\$219.90	↓ -0.2%		\$159.20	↑ 5.1%		\$259.00	↓ -2.7%	
Department Stores, Clothing & Accessories	\$115.10	↓ -9.5%		\$102.90	↓ -20.7%		\$123.50	↓ -1.8%	
Food Retailing	\$236.20	↓ -6.5%		\$100.70	↓ -3.5%		\$348.20	↓ -5.0%	
Supermarkets	\$222.90	↓ -3.5%		\$90.20	↓ -3.1%		\$311.50	↓ -3.2%	
Groceries and Other Food Retailing	\$96.80	↓ -4.2%		\$73.50	↑ 0.5%		\$113.40	↓ -4.5%	
Tourism and Entertainment	\$87.50	↓ -4.3%		\$65.30	↓ -4.9%		\$126.90	↓ -2.8%	
Pubs, Taverns and Bars	\$93.60	↑ 0.9%		\$73.60	↑ 5.0%		\$111.00	↓ -3.4%	
Restaurants	\$59.10	↑ 12.1%		\$53.70	↑ 21.3%		\$66.60	↑ 8.2%	
Cafes	\$53.00	↑ 3.2%		\$46.00	↓ -1.9%		\$60.10	↑ 7.2%	
Takeaway and Fast Food Outlets	\$40.50	↓ -4.1%		\$29.60	↓ -10.2%		\$50.60	→ 0.0%	
Private Transport	\$126.80	↑ 7.7%		\$85.60	↑ 10.3%		\$163.50	↑ 9.6%	
Accommodation - Instore	\$193.90	↓ -13.9%		\$155.10	↓ -7.2%		\$255.00	↓ -18.1%	

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

Trip Type, customer segments and source markets

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

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$4.1M Non-Tourists - Short Trip: \$3.8M Non-Tourists - Regular/Routine Trips: \$944K Tourists - Day Trip Total: \$715K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: 30.6K Unique Customer Count, 39.9K Trip Count Tourists - Overnight Trip Total: 24.9K Unique Customer Count, 25.8K Trip Count Tourists - Day Trip Total: 5.9K Unique Customer Count, 6.4K Trip Count Non-Tourists - Regular/Routine Trips: 2.0K Unique Customer Count, 4.2K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$6.4M Provincial Wealth: \$5.3M Life on the Land: \$3.7M Aging Comfortably: \$3.6M Prudent Nostalgia: \$1.8M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Countryside Elite: 6.5K Provincial Wealth: 6.4K Aging Comfortably: 4.8K Life on the Land: 4.4K Country Living: 2.5K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Countryside Elite: \$1.9M Provincial Wealth: \$1.4M Prosperous Families: \$1.3M Aging Comfortably: \$1.2M Life on the Land: \$1.0M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 9.7K Countryside Elite: 6.9K Aging Comfortably: 6.4K Golden Days: 5.6K Life on the Land: 5.3K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta: \$997K Margaret River: \$973K Capel: \$935K Pemberton: \$645K South Bunbury - Bunbury: \$282K Donnybrook - Balingup: \$221K Bridgetown - Boyup Brook: \$190K Australind - Leschenault: \$177K Dalyellup: \$147K Eaton - Pelican Point: \$146K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 4.5K Augusta: 2.9K Capel: 2.2K Australind - Leschenault: 1.8K South Bunbury - Bunbury: 1.7K Pemberton: 1.4K Eaton - Pelican Point: 1.2K Dalyellup: 1.2K Donnybrook - Balingup: 1.0K College Grove - Carey Park: 0.8K

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: June 2025
 Region Type: Sub-region
 Spend location: Dunsborough

Overview

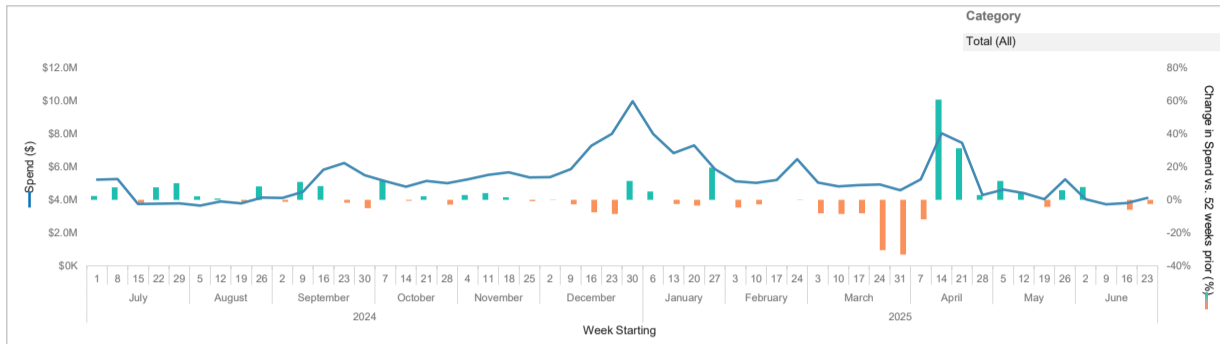
What are some of the key insights for the Dunsborough location for June 2025?

<p>Total spend \$17.3M ↓ -3.4% vs last year ↑ 2.2% Regional WA</p>	<p>Total customers 62K ↓ -4.4% vs last year</p>	<p>Visitor spend \$8.4M 49% of total spend within Dunsborough during June 2025 are from Visitors</p>	<p>Total visitors 47K 75% of total customers within Dunsborough during June 2025 are from Visitors</p>
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All insights are based on Commbank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the Dunsborough location?

Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$280.00	↑ 1.1%		\$181.00	↓ -0.2%		\$583.90	↑ 0.5%	
Food Retailing	\$172.20	↑ 3.4%		\$76.00	↓ -2.5%		\$385.40	↑ 2.6%	
Tourism and Entertainment	\$136.00	↑ 0.9%		\$132.20	↑ 2.7%		\$147.10	↓ -4.2%	
Restaurants	\$108.00	↓ -3.6%		\$112.90	↓ -0.7%		\$96.00	↓ -11.3%	
Breweries and Wineries	\$150.40	↑ 19.9%		\$155.80	↑ 23.1%		\$119.90	↓ -0.2%	
Cafes	\$64.90	↑ 6.8%		\$59.80	↑ 10.3%		\$74.80	↑ 0.7%	
Pubs, Taverns and Bars	\$82.40	↓ -6.1%		\$78.70	↓ -5.4%		\$89.10	↓ -8.5%	
Takeaway and Fast Food Outlets	\$36.50	↑ 14.0%		\$29.20	↑ 7.9%		\$46.50	↑ 18.2%	
Attractions, Events and Recreation	\$62.60	↓ -7.2%		\$63.90	↓ -5.3%		\$52.50	↓ -20.6%	
Discretionary Retail	\$161.40	↑ 11.8%		\$145.40	↑ 22.1%		\$178.00	↑ 4.3%	
Other Discretionary Retail	\$128.10	↑ 3.1%		\$97.10	↑ 7.4%		\$153.40	↓ -0.2%	
Department Stores, Clothing & Accessories	\$200.90	↑ 27.4%		\$213.20	↑ 32.3%		\$177.30	↑ 17.2%	
Private Transport	\$114.70	↓ -4.1%		\$68.00	↓ -5.3%		\$149.00	↓ -3.0%	
Accommodation - Instore	\$247.00	↑ 2.4%		\$237.70	↓ -1.9%		\$366.20	↑ 57.7%	

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 June 2025?

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$6.4M Non-Tourists - Short Trip: \$1.5M Tourists - Day Trip Total: \$470K Non-Tourists - Regular/Routine Trips: \$380K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: 29.9K Unique Customer Count, 30.6K Trip Count Non-Tourists - Short Trip: 13.9K Unique Customer Count, 16.4K Trip Count Tourists - Day Trip Total: 4.1K Unique Customer Count, 4.4K Trip Count Non-Tourists - Regular/Routine Trips: 1.1K Unique Customer Count, 1.9K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$3.5M Provincial Wealth: \$2.9M Affluent Adventurers: \$525K Country Living: \$491K Life on the Land: \$415K 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Countryside Elite: 4.4K Provincial Wealth: 4.1K Country Living: 1.5K Life on the Land: 1.4K Aging Comfortably: 1.1K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$2.8M Golden Days: \$1.9M Metro High Flyers: \$930K Countryside Elite: \$695K Provincial Wealth: \$483K 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 12.9K Golden Days: 7.7K Metro High Flyers: 6.2K Countryside Elite: 3.5K Aging Comfortably: 2.9K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Margaret River: \$473K Augusta: \$305K Subiaco - Shenton Park: \$177K Nedlands - Dalketh: \$166K Fremantle: \$162K Cottesloe: \$152K South Perth - Kensington: \$143K Mosman Park: \$131K Melville: \$120K Swanbourne - Mount: \$118K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 2.7K Augusta: 1.6K South Bunbury - Bunbury: 0.7K Nedlands - Dalketh - Crawley: 0.7K Australind - Leschenault: 0.7K Subiaco - Shenton Park: 0.7K Fremantle: 0.6K Cottesloe: 0.6K Mosman Park - Peppermint: 0.5K Melville: 0.5K

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

City of Busselton

Resident Business Events Visitor Leakage

Month: June 2025
 Region Type: Sub-region
 Spend location: West Busselton

Overview

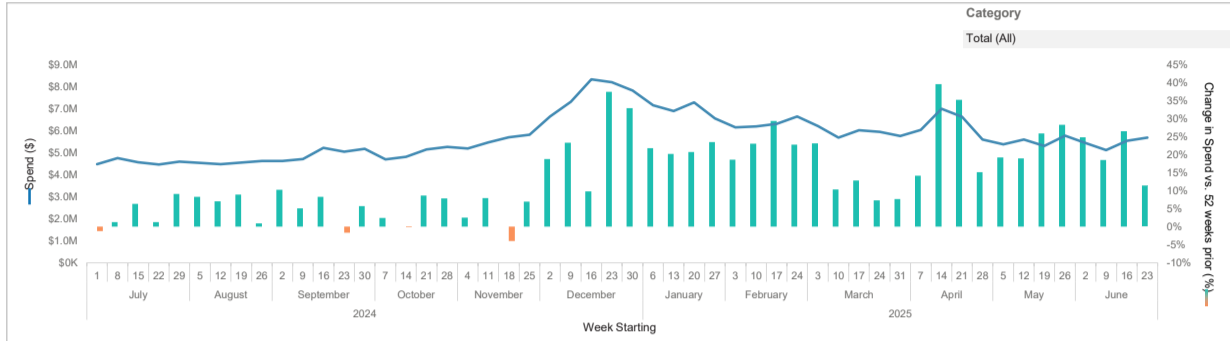
What are some of the key insights for the West Busselton location for June 2025?

<p>Total spend \$23.2M ↑ 19.6% vs last year ↑ 2.2% Regional WA</p>	<p>Total customers 82K ↑ 11.8% vs last year</p>	<p>Visitor spend \$8.4M 36% of total spend within West Busselton during June 2025 are from Visitors</p>	<p>Total visitors 53K 64% of total customers within West Busselton during June 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for June 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 June 2025 versus the past year and Regional WA for the West Busselton location?

Category	Total		Visitors				Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$281.80	↑ 6.9%		\$159.90	↑ 1.6%		\$497.30	↑ 16.4%	
Food Retailing	\$203.60	↑ 15.9%		\$115.30	↑ 33.3%		\$293.70	↑ 18.9%	
Supermarkets	\$164.10	↓ -2.0%		\$84.30	↓ -3.2%		\$210.60	↓ -4.3%	
Groceries and Other Food Retailing	\$138.90	↑ 75.7%		\$106.70	↑ 99.8%		\$172.10	↑ 79.0%	
Discretionary Retail	\$178.20	↑ 1.6%		\$132.30	↑ 4.5%		\$207.40	↑ 0.4%	
Private Transport	\$104.60	↑ 7.1%		\$80.50	↑ 3.2%		\$128.60	↑ 11.4%	
Tourism and Entertainment	\$58.10	↑ 3.4%		\$45.40	↑ 3.4%		\$72.10	↑ 5.1%	
Takeaway and Fast Food Outlets	\$43.40	↓ -4.1%		\$32.20	↓ -1.2%		\$54.30	↓ -3.4%	
Restaurants	\$51.10	↓ -15.0%		\$48.20	↓ -16.9%		\$52.90	↓ -13.9%	
Cafes	\$31.30	↑ 6.0%		\$26.60	↑ 4.4%		\$34.80	↑ 7.4%	
Attractions, Events and Recreation	\$56.40	↑ 34.6%		\$66.00	↑ 88.0%		\$47.70	↓ -8.8%	
Accommodation - Instore	\$235.20	↑ 6.7%		\$254.60	↓ -3.6%		\$185.20	↑ 95.6%	

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

Trip Type, customer segments and source markets

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

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: \$3.3M Tourists - Overnight Trip Total: \$3.2M Tourists - Day Trip Total: \$694K Non-Tourists - Regular/Routine Trips: \$577K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: 25.1K Unique Customer Count, 34.3K Trip Count Tourists - Overnight Trip Total: 23.5K Unique Customer Count, 24.5K Trip Count Tourists - Day Trip Total: 6.3K Unique Customer Count, 7.7K Trip Count Non-Tourists - Regular/Routine Trips: 2.2K Unique Customer Count, 4.4K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$4.6M Provincial Wealth: \$3.0M Life on the Land: \$2.4M Aging Comfortably: \$1.9M Country Living: \$830K 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Countryside Elite: 6.5K Provincial Wealth: 6.2K Aging Comfortably: 4.5K Life on the Land: 4.3K Country Living: 2.5K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$1.6M Countryside Elite: \$1.4M Golden Days: \$1.2M Provincial Wealth: \$951K Aging Comfortably: \$859K 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 10.3K Golden Days: 6.1K Countryside Elite: 5.8K Aging Comfortably: 5.4K Provincial Wealth: 4.4K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Margaret River: \$1.1M Augusta: \$997K Capel: \$427K Pemberton: \$165K Innaloo - Doubleview: \$149K Nedlands - Dalkeith -: \$98K South Bunbury - Bunbury: \$95K Bridgetown - Boyup Brook: \$90K Australind - Leschenault: \$89K Floreat: \$88K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 5.1K Augusta: 3.3K Capel: 1.6K South Bunbury - Bunbury: 1.0K Australind - Leschenault: 1.0K Pemberton: 0.9K Dalyellup: 0.7K Eaton - Pelican Point: 0.7K Donnybrook - Balingup: 0.6K Bridgetown - Boyup Brook: 0.6K

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

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
LGA	City of Busselton	01-Jun-25	30-Jun-25	52 weeks prior

Event length: 30 days, Category coverage Score*: 99.2%

Overview

What are some of the key insights for City of Busselton for all categories between 1 June 2025 and 30 June 2025?

Total spend

\$78.6M

↑ 2.2%

uplift compared to Benchmark Period

Visitor spend

\$30.3M

↑ 3.0%

uplift compared to Benchmark Period

Day spend

\$72.6M

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

Night spend

\$6.0M

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 June 2025 and 30 June 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?

Category coverage Score*: 99.2%

Event period: Sun 01-Jun-25 - Mon 30-Jun-25 (30 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: Sun 02-Jun-24 - Mon 01-Jul-24 (30 days)

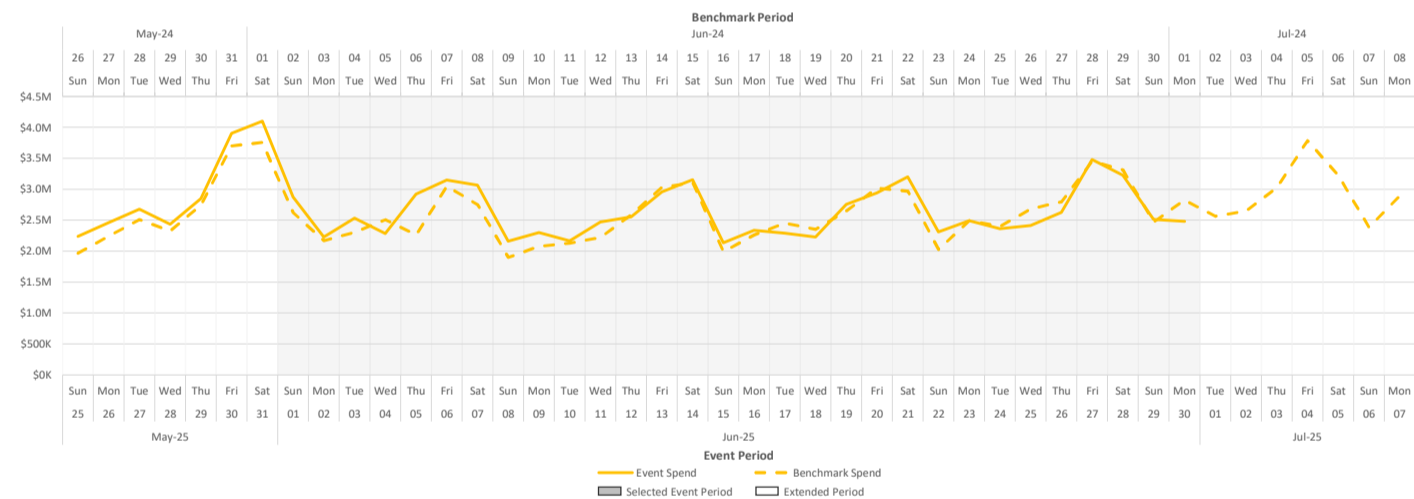
Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$72.6M	\$6.0M	\$30.3M	\$48.3M	\$78.6M	\$76.9M	↑ 2.2%	↑\$1.7M	↑ 3.0%	↑ 1.7%
Food Retailing	\$24.5M	\$1.6M	\$6.6M	\$19.5M	\$26.1M	\$23.9M	↑ 9.2%	↑\$2.2M	↑ 21.7%	↑ 5.5%
Supermarkets			\$3.0M	\$14.2M	\$17.2M	\$18.1M	↓ -4.8%	-\$859K	↓ -8.2%	↓ -4.0%
Groceries and Other Food Retailing			\$3.6M	\$5.3M	\$8.9M	\$5.9M	↑ 51.8%	↑\$3.1M	↑ 67.9%	↑ 42.5%
Discretionary Retail*	\$18.2M	\$240K	\$5.8M	\$12.6M	\$18.4M	\$18.7M	↓ -1.4%	↓\$271K	↑ 2.5%	↓ -3.1%
Other Discretionary Retail			\$3.8M	\$9.7M	\$13.5M	\$14.0M	↓ -3.6%	↓\$499K	↓ -0.6%	↓ -4.7%
Department Stores, Clothing & Accessories			\$2.0M	\$2.9M	\$5.0M	\$4.8M	↑ 4.9%	↑\$232K	↑ 8.4%	↑ 2.6%
Tourism and Entertainment	\$10.1M	\$2.6M	\$7.4M	\$5.3M	\$12.7M	\$12.5M	↑ 1.6%	↑\$206K	↑ 4.4%	↓ -1.9%
Restaurants	\$2.7M	\$986K	\$2.4M	\$1.3M	\$3.7M	\$3.0M	↑ 21.6%	↑\$655K	↑ 29.5%	↑ 8.9%
Cafes			\$1.1M	\$1.1M	\$2.2M	\$2.1M	↑ 3.8%	↑\$80K	↑ 3.8%	↑ 3.9%
Pubs, Taverns and Bars*	\$1.3M	\$858K	\$1.0M	\$1.1M	\$2.1M	\$2.1M	↑ 0.9%	↑\$20K	↑ 0.1%	↑ 0.4%
Takeaway and Fast Food Outlets*	\$1.6M	\$525K	\$791K	\$1.3M	\$2.1M	\$2.1M	↓ -0.3%	-\$66K	↑ 0.9%	↓ -0.6%
Breweries and Wineries**			\$1.3M	\$254K	\$1.6M					
Attractions, Events and Recreation**			\$488K	\$256K	\$744K					
Private Transport			\$2.4M	\$4.9M	\$7.3M	\$6.2M	↑ 16.2%	↑\$1.0M	↑ 25.7%	↑ 12.1%
Accommodation - Online					\$3.3M	\$4.0M	↓ -18.6%	↓\$745K		
Accommodation - Instore*			\$1.3M	\$347K	\$1.6M					

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to City of Busselton between 25 May 2025 and 30 June 2025 (incl extended dates)

Date Extender (Max 7 Days) Category Time of Day Customer Type



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

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Busselton	01-Jun-25	30-Jun-25	52 weeks prior
Event length: 30 days, Category coverage Score*: 88.7%				

Overview

What are some of the key insights for Busselton for all categories between 1 June 2025 and 30 June 2025?

<p>Total spend</p> <p>\$34.7M</p> <p>↓ -4.1%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$10.3M</p> <p>↑ 1.2%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$32.0M</p> <p><i>92% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$2.7M</p> <p><i>8% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 June 2025 and 30 June 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*: 88.7%

Event period: Sun 01-Jun-25 - Mon 30-Jun-25 (30 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: Sun 02-Jun-24 - Mon 01-Jul-24 (30 days)

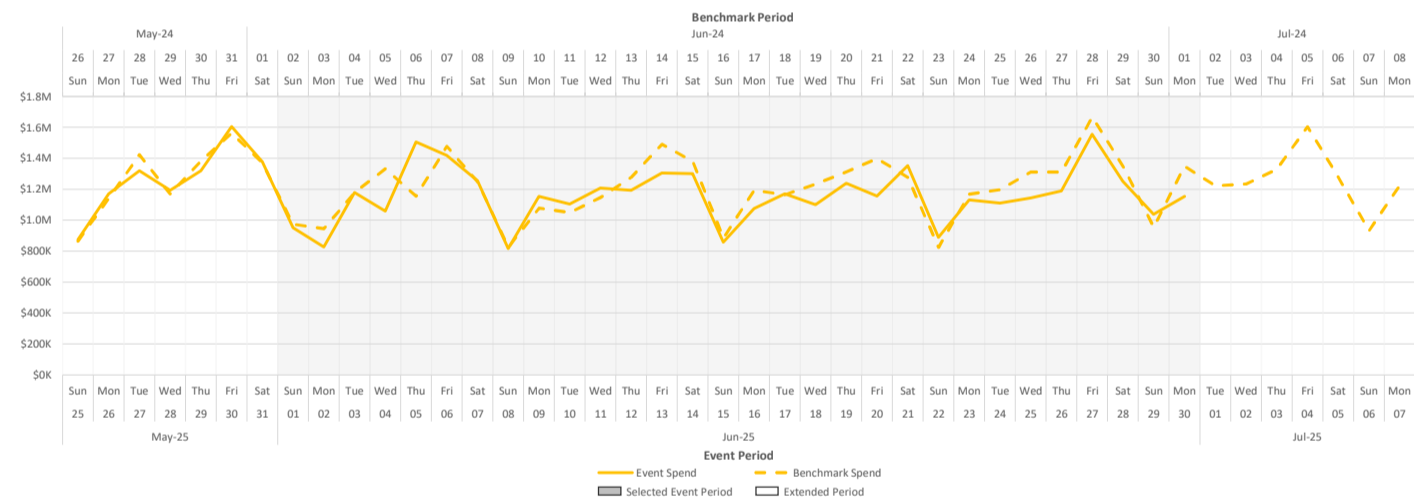
Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$32.0M	\$2.7M	\$10.3M	\$24.4M	\$34.7M	\$36.2M	↓ -4.1%	-\$1.5M	↑ 1.2%	↓ -6.2%
Discretionary Retail*	\$10.1M	\$100K	\$3.1M	\$7.2M	\$10.2M	\$10.9M	↓ -6.3%	-\$687K	↓ -5.8%	↓ -6.4%
Other Discretionary Retail*			\$2.2M	\$5.9M	\$8.2M	\$8.7M	↓ -5.7%	-\$494K	↓ -3.8%	↑ 0.5%
Department Stores, Clothing & Accessories*			\$725K	\$1.3M	\$2.0M	\$2.2M	↓ -8.5%	-\$189K	↑ 0.4%	↑ 1.5%
Food Retailing	\$9.5M	\$658K	\$2.0M	\$8.2M	\$10.1M	\$10.9M	↓ -6.6%	-\$716K	↓ -1.7%	↓ -7.7%
Supermarkets			\$1.3M	\$6.8M	\$8.1M	\$8.5M	↓ -5.4%	-\$458K	↓ -3.1%	↓ -5.7%
Groceries and Other Food Retailing			\$647K	\$1.4M	\$2.1M	\$2.3M	↓ -11.2%	-\$260K	↑ 0.9%	↓ -15.6%
Tourism and Entertainment	\$3.7M	\$1.2M	\$2.3M	\$2.5M	\$4.8M	\$5.0M	↓ -3.7%	-\$187K	↓ -1.2%	↓ -5.8%
Restaurants	\$773K	\$376K	\$606K	\$544K	\$1.1M	\$903K	↑ 27.2%	↑\$246K	↑ 61.6%	↑ 8.4%
Pub, Taverns and Bars*	\$725K	\$425K	\$423K	\$725K	\$1.1M	\$1.2M	↓ -0.9%	-\$111K	↑ 7.0%	↑ 7.8%
Cafes*			\$421K	\$553K	\$974K	\$981K	↓ -0.7%	-\$77K	↓ -10.1%	↑ 1.9%
Takeaway and Fast Food Outlets**	\$586K	\$195K	\$270K	\$512K	\$782K					
Attractions, Events and Recreation*					\$22K					
Private Transport			\$1.2M	\$2.6M	\$3.8M	\$3.3M	↑ 16.5%	↑\$536K	↑ 29.0%	↑ 11.4%
Accommodation - Instore*					\$76K					

* 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 25 May 2025 and 30 June 2025 (incl extended dates)

Date Extender (Max 7 Days) Category Time of Day Customer Type



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	Sun 25-May-25	Sun 26-May-24	\$874K	\$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	\$952K	\$973K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 02-Jun-25	Mon 03-Jun-24	\$827K	\$946K
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 03-Jun-25	Tue 04-Jun-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 04-Jun-25	Wed 05-Jun-24	\$1.1M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 05-Jun-25	Thu 06-Jun-24	\$1.5M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 06-Jun-25	Fri 07-Jun-24	\$1.4M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 07-Jun-25	Sat 08-Jun-24	\$1.3M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 08-Jun-25	Sun 09-Jun-24	\$817K	\$825K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 09-Jun-25	Mon 10-Jun-24	\$1.2M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 10-Jun-25	Tue 11-Jun-24	\$1.1M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 11-Jun-25	Wed 12-Jun-24	\$1.2M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 12-Jun-25	Thu 13-Jun-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 13-Jun-25	Fri 14-Jun-24	\$1.3M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 14-Jun-25	Sat 15-Jun-24	\$1.3M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 15-Jun-25	Sun 16-Jun-24	\$859K	\$885K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 16-Jun-25	Mon 17-Jun-24	\$1.1M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 17-Jun-25	Tue 18-Jun-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 18-Jun-25	Wed 19-Jun-24	\$1.1M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 19-Jun-25	Thu 20-Jun-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 20-Jun-25	Fri 21-Jun-24	\$1.2M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 21-Jun-25	Sat 22-Jun-24	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 22-Jun-25	Sun 23-Jun-24	\$889K	\$825K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 23-Jun-25	Mon 24-Jun-24	\$1.1M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 24-Jun-25	Tue 25-Jun-24	\$1.1M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 25-Jun-25	Wed 26-Jun-24	\$1.1M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 26-Jun-25	Thu 27-Jun-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 27-Jun-25	Fri 28-Jun-24	\$1.6M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 28-Jun-25	Sat 29-Jun-24	\$1.3M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 29-Jun-25	Sun 30-Jun-24	\$1.0M	\$955K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 30-Jun-25	Mon 01-Jul-24	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 01-Jul-25	Tue 02-Jul-24		\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 02-Jul-25	Wed 03-Jul-24		\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 03-Jul-25	Thu 04-Jul-24		\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 04-Jul-25	Fri 05-Jul-24		\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 05-Jul-25	Sat 06-Jul-24		\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 06-Jul-25	Sun 07-Jul-24		\$932K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 07-Jul-25	Mon 08-Jul-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-Jun-25	30-Jun-25	52 weeks prior
Event length: 30 days, Category coverage Score*: 97.4%				

Overview

What are some of the key insights for Dunsborough for all categories between 1 June 2025 and 30 June 2025?

Total spend

\$17.3M

↓ -0.5%

uplift compared to Benchmark Period

Visitor spend

\$8.4M

↑ 0.7%

uplift compared to Benchmark Period

Day spend

\$15.6M

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

Night spend

\$1.7M

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 June 2025 and 30 June 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?

Category coverage Score*: 97.4%

Event period: Sun 01-Jun-25 - Mon 30-Jun-25 (30 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: Sun 02-Jun-24 - Mon 01-Jul-24 (30 days)

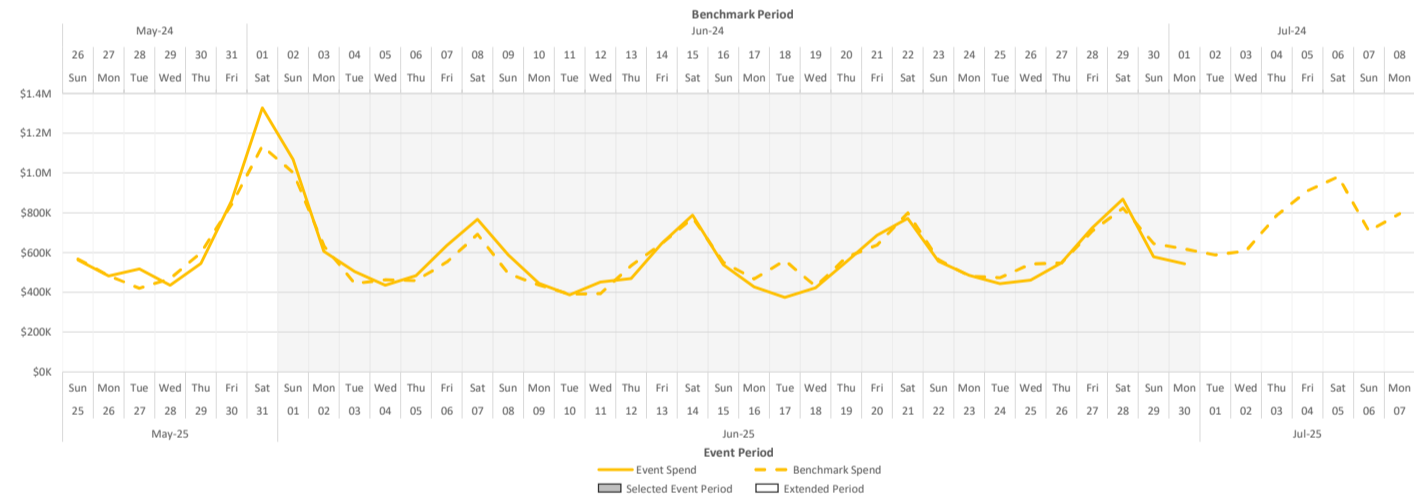
Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$15.6M	\$1.7M	\$8.4M	\$8.8M	\$17.3M	\$17.4M	↓ -0.5%	- ↓\$88K	↑ 0.7%	↓ -1.5%
Food Retailing	\$5.6M	\$465K	\$1.9M	\$4.3M	\$6.1M	\$6.4M	↓ -4.3%	- ↓\$275K	↓ -8.0%	↓ -2.6%
Tourism and Entertainment*	\$4.9M	\$967K	\$4.3M	\$1.6M	\$5.9M	\$5.7M	↑ 3.3%	↑\$186K	↑ 5.4%	↓ -1.9%
Restaurants*	\$1.8M	\$503K	\$1.7M	\$585K	\$2.3M	\$2.0M	↑ 15.7%	↑\$311K	↑ 25.1%	↑ 6.0%
Breweries and Wineries**			\$964K	\$170K	\$1.1M					
Cafes			\$650K	\$409K	\$1.1M	\$978K	↑ 8.8%	↑\$86K	↑ 11.7%	↑ 3.8%
Pubs, Taverns and Bars*	\$435K	\$368K	\$495K	\$308K	\$803K	\$800K	↑ 0.4%	↑\$3K	↓ -1.4%	↑ 4.1%
Takeaway and Fast Food Outlets**	\$176K	\$66K	\$85K	\$157K	\$242K					
Attractions, Events and Recreation**					\$157K					
Discretionary Retail*	\$117K		\$1.0M	\$1.2M	\$2.2M					
Other Discretionary Retail**			\$580K	\$822K	\$1.4M					
Department Stores, Clothing & Accessories**			\$503K	\$181K	\$684K					
Private Transport			\$277K	\$835K	\$1.1M	\$1.2M	↓ -10.8%	- ↓\$135K	↓ -9.5%	↓ -11.2%
Accommodation - Instore*					\$599K					

* 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 25 May 2025 and 30 June 2025 (incl extended dates)

Date Extender (Max 7 Days) Category Time of Day Customer Type



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	Sun 25-May-25	Sun 26-May-24	\$562K	\$568K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 26-May-25	Mon 27-May-24	\$483K	\$484K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 27-May-25	Tue 28-May-24	\$517K	\$421K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 28-May-25	Wed 29-May-24	\$436K	\$469K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 29-May-25	Thu 30-May-24	\$545K	\$599K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 30-May-25	Fri 31-May-24	\$860K	\$842K
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	\$1.1M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 02-Jun-25	Mon 03-Jun-24	\$606K	\$634K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 03-Jun-25	Tue 04-Jun-24	\$505K	\$445K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 04-Jun-25	Wed 05-Jun-24	\$436K	\$463K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 05-Jun-25	Thu 06-Jun-24	\$484K	\$459K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 06-Jun-25	Fri 07-Jun-24	\$635K	\$553K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 07-Jun-25	Sat 08-Jun-24	\$767K	\$692K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 08-Jun-25	Sun 09-Jun-24	\$588K	\$494K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 09-Jun-25	Mon 10-Jun-24	\$446K	\$437K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 10-Jun-25	Tue 11-Jun-24	\$387K	\$391K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 11-Jun-25	Wed 12-Jun-24	\$452K	\$394K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 12-Jun-25	Thu 13-Jun-24	\$469K	\$535K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 13-Jun-25	Fri 14-Jun-24	\$647K	\$646K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 14-Jun-25	Sat 15-Jun-24	\$788K	\$774K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 15-Jun-25	Sun 16-Jun-24	\$538K	\$551K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 16-Jun-25	Mon 17-Jun-24	\$428K	\$467K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 17-Jun-25	Tue 18-Jun-24	\$374K	\$561K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 18-Jun-25	Wed 19-Jun-24	\$422K	\$430K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 19-Jun-25	Thu 20-Jun-24	\$553K	\$577K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 20-Jun-25	Fri 21-Jun-24	\$687K	\$638K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 21-Jun-25	Sat 22-Jun-24	\$772K	\$800K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 22-Jun-25	Sun 23-Jun-24	\$566K	\$564K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 23-Jun-25	Mon 24-Jun-24	\$486K	\$482K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 24-Jun-25	Tue 25-Jun-24	\$444K	\$474K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 25-Jun-25	Wed 26-Jun-24	\$461K	\$543K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 26-Jun-25	Thu 27-Jun-24	\$548K	\$548K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 27-Jun-25	Fri 28-Jun-24	\$723K	\$706K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 28-Jun-25	Sat 29-Jun-24	\$869K	\$824K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 29-Jun-25	Sun 30-Jun-24	\$579K	\$645K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 30-Jun-25	Mon 01-Jul-24	\$544K	\$619K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 01-Jul-25	Tue 02-Jul-24		\$588K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 03-Jul-25	Wed 04-Jul-24		\$609K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 03-Jul-25	Thu 04-Jul-24		\$788K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 04-Jul-25	Fri 05-Jul-24		\$911K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 05-Jul-25	Sat 06-Jul-24		\$982K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 06-Jul-25	Sun 07-Jul-24		\$708K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 07-Jul-25	Mon 08-Jul-24		\$796K

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	West Busselton	01-Jun-25	30-Jun-25	52 weeks prior

Event length: 30 days, Category coverage Score*: 98.3%

Overview

What are some of the key insights for West Busselton for all categories between 1 June 2025 and 30 June 2025?

<p>Total spend</p> <p>\$23.2M</p> <p>↑ 20.8%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$8.4M</p> <p>↑ 20.8%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$21.7M</p> <p><i>93% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$1.5M</p> <p><i>7% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 June 2025 and 30 June 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Category coverage Score*: 98.3%

Event period: Sun 01-Jun-25 - Mon 30-Jun-25 (30 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: Sun 02-Jun-24 - Mon 01-Jul-24 (30 days)

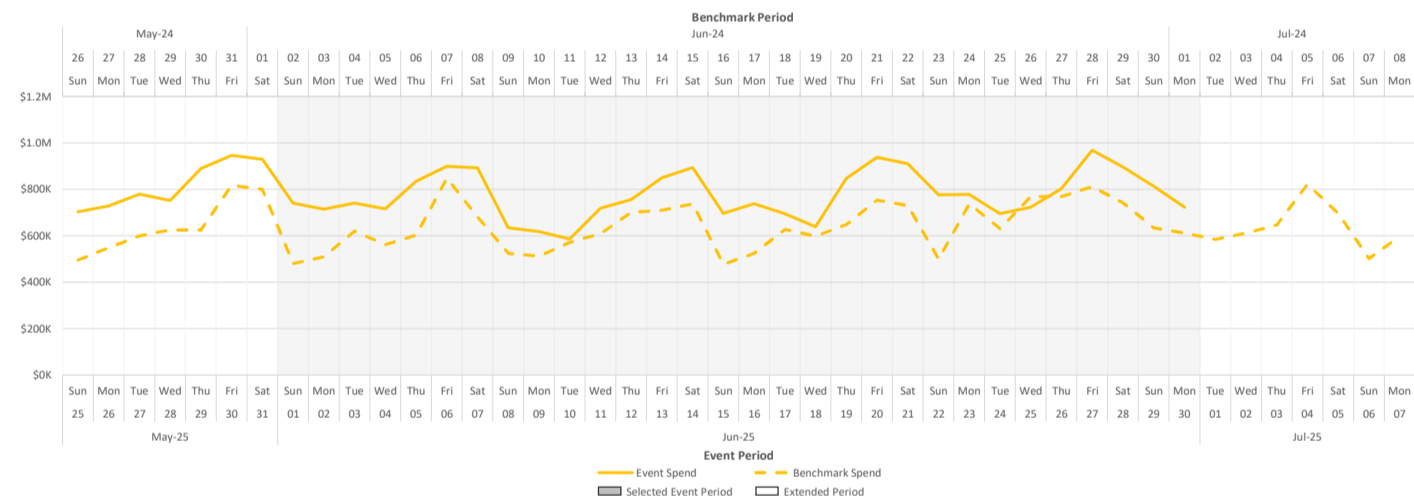
Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$21.7M	\$1.5M	\$8.4M	\$14.8M	\$23.2M	\$19.2M	↑ 20.8%	↑\$4.0M	↑ 20.8%	↑ 20.7%
Food Retailing	\$9.4M	\$491K	\$2.8M	\$7.1M	\$9.9M	\$6.7M	↑ 47.5%	↑\$3.2M	↑ 96.0%	↑ 34.2%
Supermarkets			\$968K	\$4.2M	\$5.1M	\$5.3M	↓ -3.7%	-\$194K	↑ 1.6%	↑ 9.1%
Groceries and Other Food Retailing			\$1.9M	\$2.9M	\$4.8M	\$1.4M	↑ 242.1%	↑\$3.4M	↑ 570.4%	↑ 234.5%
Discretionary Retail*	\$5.9M	\$159K	\$1.7M	\$4.3M	\$6.0M	\$5.9M	↑ 3.0%	↑\$176K	↑ 11.7%	↑ 3.3%
Private Transport			\$898K	\$1.4M	\$2.3M	\$1.7M	↑ 35.0%	↑\$608K	↑ 36.7%	↑ 33.9%
Tourism and Entertainment*	\$1.4M	\$456K	\$758K	\$1.1M	\$1.9M	\$1.7M	↑ 11.6%	↑\$195K	↑ 12.7%	↑ 3.4%
Takeaway and Fast Food Outlets*	\$779K	\$255K	\$377K	\$655K	\$1.0M	\$1.1M	↓ -2.2%	-\$23K	↑ 8.3%	↓ -7.7%
Restaurants**			\$89K	\$154K	\$243K					
Cafes*			\$59K	\$104K	\$163K	\$163K	→ 0.0%	→\$0K	↓ -15.5%	↓ -18.9%
Attractions, Events and Recreation**			\$63K	\$67K	\$130K					
Accommodation - Instore**			\$653K	\$173K	\$826K					

* 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 25 May 2025 and 30 June 2025 (incl extended dates)

Date Extender (Max 7 Days) Category Time of Day Customer Type



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	Sun 25-May-25	Sun 26-May-24	\$703K	\$495K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 26-May-25	Mon 27-May-24	\$728K	\$548K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 27-May-25	Tue 28-May-24	\$779K	\$599K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 28-May-25	Wed 29-May-24	\$752K	\$625K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 29-May-25	Thu 30-May-24	\$890K	\$625K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 30-May-25	Fri 31-May-24	\$946K	\$817K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 31-May-25	Sat 01-Jun-24	\$930K	\$800K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 01-Jun-25	Sun 02-Jun-24	\$714K	\$480K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 02-Jun-25	Mon 03-Jun-24	\$714K	\$509K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 03-Jun-25	Tue 04-Jun-24	\$740K	\$620K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 04-Jun-25	Wed 05-Jun-24	\$715K	\$561K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 05-Jun-25	Thu 06-Jun-24	\$834K	\$603K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 06-Jun-25	Fri 07-Jun-24	\$899K	\$848K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 07-Jun-25	Sat 08-Jun-24	\$892K	\$681K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 08-Jun-25	Sun 09-Jun-24	\$634K	\$524K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 09-Jun-25	Mon 10-Jun-24	\$618K	\$512K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 10-Jun-25	Tue 11-Jun-24	\$586K	\$572K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 11-Jun-25	Wed 12-Jun-24	\$718K	\$609K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 12-Jun-25	Thu 13-Jun-24	\$755K	\$701K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 13-Jun-25	Fri 14-Jun-24	\$850K	\$710K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 14-Jun-25	Sat 15-Jun-24	\$894K	\$737K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 15-Jun-25	Sun 16-Jun-24	\$696K	\$477K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 16-Jun-25	Mon 17-Jun-24	\$737K	\$524K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 17-Jun-25	Tue 18-Jun-24	\$695K	\$627K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 18-Jun-25	Wed 19-Jun-24	\$638K	\$598K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 19-Jun-25	Thu 20-Jun-24	\$847K	\$648K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 20-Jun-25	Fri 21-Jun-24	\$937K	\$754K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 21-Jun-25	Sat 22-Jun-24	\$910K	\$730K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 22-Jun-25	Sun 23-Jun-24	\$776K	\$499K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 23-Jun-25	Mon 24-Jun-24	\$777K	\$738K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 24-Jun-25	Tue 25-Jun-24	\$695K	\$630K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 25-Jun-25	Wed 26-Jun-24	\$723K	\$769K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 26-Jun-25	Thu 27-Jun-24	\$802K	\$769K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 27-Jun-25	Fri 28-Jun-24	\$968K	\$811K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 28-Jun-25	Sat 29-Jun-24	\$896K	\$742K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 29-Jun-25	Sun 30-Jun-24	\$814K	\$634K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 30-Jun-25	Mon 01-Jul-24	\$723K	\$612K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 01-Jul-25	Tue 02-Jul-24		\$584K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 02-Jul-25	Wed 03-Jul-24		\$611K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 03-Jul-25	Thu 04-Jul-24		\$646K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 04-Jul-25	Fri 05-Jul-24		\$822K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 05-Jul-25	Sat 06-Jul-24		\$696K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 06-Jul-25	Sun 07-Jul-24		\$501K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 07-Jul-25	Mon 08-Jul-24		\$598K

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month June 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?

<p>Top category</p> <p>Other Discretionary Retail</p> <p><i>\$3.8M of City of Busselton Visitors spend during June 2025</i></p>	<p>Top age band</p> <p>25-34</p> <p><i>20.1% of City of Busselton Visitors are within this age band</i></p>	<p>Top lifestage</p> <p>Young Families</p> <p><i>20.8% of City of Busselton Visitors are within this lifestage</i></p>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the period (July 2024 - June 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 (July 2024 - June 2025)?

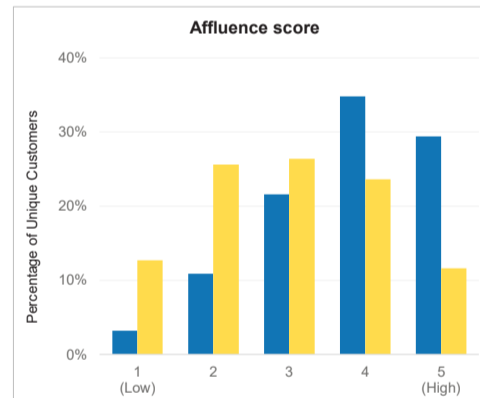
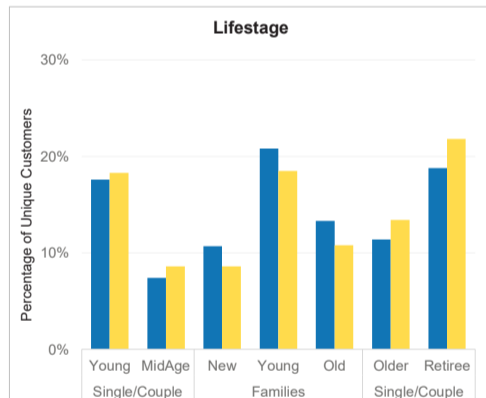
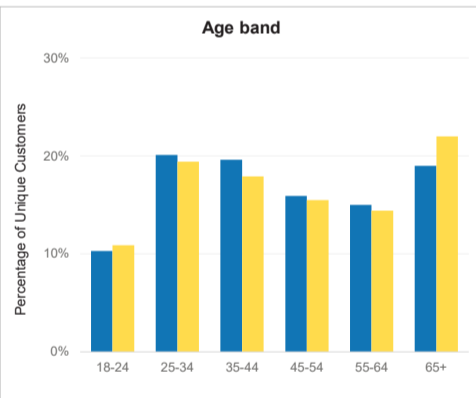
Category	Monthly			Annual (Last 12 months up to June 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$30.3M	→ 0.0%	↑ 0.7%	\$518.3M	↑ 2.3%		
Tourism and Entertainment	\$7.4M	↓ -1.3%	↑ 0.9%	\$130.8M	↑ 2.1%	0.99x	76.2%
Restaurants	\$2.4M	↑ 22.0%	↑ 5.8%	\$41.5M	↑ 24.2%	0.95x	38.0%
Breweries and Wineries	\$1.5M	↓ -17.6%	↓ -10.6%	\$25.9M	↓ -11.7%	0.95x	22.0%
Cafes	\$1.1M	→ 0.0%	↓ -0.3%	\$21.0M	↑ 7.7%	0.93x	30.4%
Pubs, Taverns and Bars	\$1.0M	↓ -8.8%	↑ 1.7%	\$19.1M	↓ -10.0%	0.90x	20.2%
Takeaway and Fast Food Outlets	\$782K	↓ -1.3%	↓ -3.4%	\$12.6M	↓ -4.5%	0.92x	27.5%
Attractions, Events and Recreation	\$512K	↓ -16.3%	↑ 3.6%	\$10.7M	↓ -5.8%	0.94x	19.6%
Food Retailing	\$6.6M	↑ 17.5%	↑ 1.4%	\$108.5M	↑ 16.0%	0.98x	60.3%
Groceries and Other Food Retailing	\$3.6M	↑ 59.6%	↑ 1.1%	\$52.2M	↑ 37.5%	0.96x	46.0%
Supermarkets	\$3.0M	↓ -10.5%	↑ 1.5%	\$56.3M	↑ 1.3%	0.95x	40.0%
Discretionary Retail	\$5.8M	→ 0.0%	↑ 2.5%	\$85.7M	↑ 1.1%	0.93x	33.1%
Other Discretionary Retail	\$3.8M	↓ -2.4%	↑ 3.1%	\$54.6M	↓ -0.7%	0.89x	24.1%
Department Stores, Clothing & Accessories	\$2.0M	↑ 4.6%	↑ 0.9%	\$31.1M	↑ 4.4%	0.86x	19.7%
Accommodation - Online	\$3.1M	↓ -23.3%	↓ -4.7%	\$80.0M	↑ 2.1%	1.03x	
Private Transport	\$2.4M	↑ 24.9%	↓ -2.7%	\$36.0M	↑ 13.1%	0.92x	30.5%
Accommodation - Instore	\$1.3M	↓ -19.0%	↓ -9.0%	\$28.9M	↓ -22.9%	0.93x	10.1%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (July 2024 - June 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 (July 2024 - June 2025)?

■ All Visitors ■ Australian Average Population



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

Brand preference

What are the top brand preferences for Visitors to City of Busselton during the recent static period (July 2024 - June 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	2.6%
Ngilgi Cave	Attractions	1.01x	2.5%
Busselton Jetty	Attractions	1.00x	11.2%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.3%
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	0.96x	1.2%
Meelup Farmhouse	Eating And Drinking Out	0.94x	1.5%
Dunsborough Bakery	Food Retailing	0.94x	5.6%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.7%
Beerfarm Metricup	Eating And Drinking Out	0.93x	4.7%
Shelter Brewing Co	Eating And Drinking Out	0.92x	7.8%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.4%
Yallingup Gugelhupf	Food Retailing	0.92x	1.1%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.7%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	3.9%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.0%
Woody Nook Wines	Eating And Drinking Out	0.91x	1.0%
Caves House Hotel	Eating And Drinking Out	0.90x	5.0%
Margaret Double Bay	Eating And Drinking Out	0.90x	3.3%
Aravina Estate	Eating And Drinking Out	0.90x	2.2%
The Goose	Eating And Drinking Out	0.90x	9.8%
Coles	Food Retailing	0.90x	25.6%
Merchant And Maker	Eating And Drinking Out	0.89x	5.0%
La Lah	Eating And Drinking Out	0.89x	1.8%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.88x	1.2%
Wild And Woods	Eating And Drinking Out	0.88x	1.3%

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

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month June 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 June 2025

Top age band
25-34
20.3% of Busselton Visitors are within this age band

Top lifestyle
Young Families
20.9% of Busselton Visitors are within this lifestyle

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the period (July 2024 - June 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 (July 2024 - June 2025)?

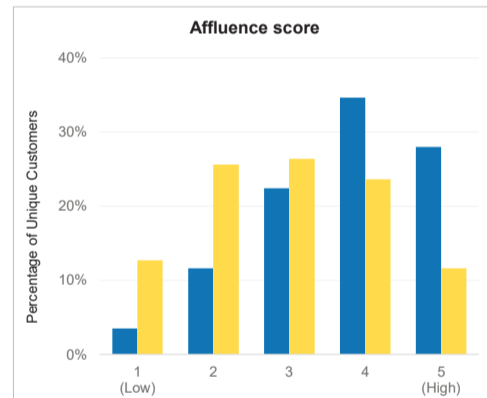
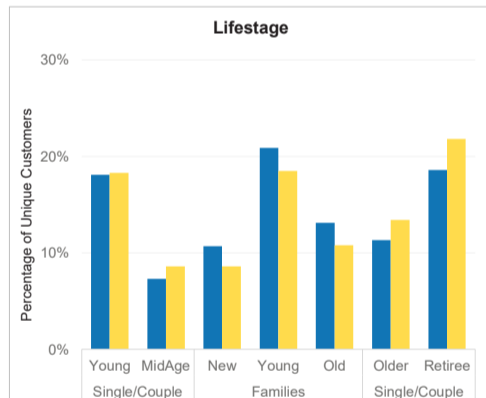
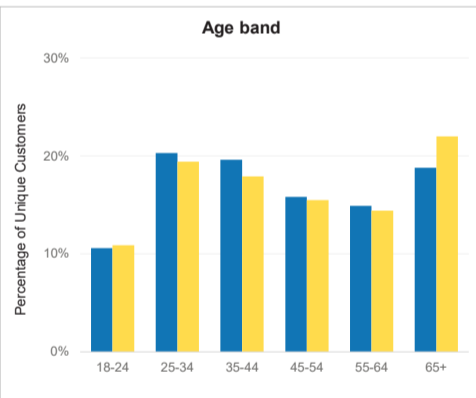
Category	Monthly			Annual (Last 12 months up to June 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$10.3M	↑ 0.3%	↑ 0.7%	\$158.6M	↑ 1.0%		
Discretionary Retail	\$3.1M	↓ -6.2%	↑ 2.5%	\$44.5M	↑ 0.3%	0.85x	30.5%
Other Discretionary Retail	\$2.3M	↓ -3.4%	↑ 3.1%	\$33.4M	↓ -0.6%	0.85x	23.2%
Department Stores, Clothing & Accessories	\$742K	↓ -14.2%	↑ 0.9%	\$11.1M	↑ 2.9%	0.64x	14.6%
Tourism and Entertainment	\$2.3M	↓ -3.4%	↑ 0.9%	\$43.2M	↑ 8.7%	0.98x	75.4%
Restaurants	\$607K	↑ 54.7%	↑ 5.8%	\$11.2M	↑ 61.7%	0.76x	30.3%
Pubs, Taverns and Bars	\$424K	↓ -6.8%	↑ 1.7%	\$7.0M	↑ 1.8%	0.63x	14.1%
Cafes	\$423K	↓ -8.7%	↓ -0.3%	\$8.2M	↑ 4.9%	0.71x	23.3%
Takeaway and Fast Food Outlets	\$281K	↓ -4.7%	↓ -3.4%	\$4.0M	↑ 3.4%	0.61x	18.4%
Food Retailing	\$2.0M	↓ -4.1%	↑ 1.4%	\$32.7M	↓ -4.4%	0.62x	38.2%
Supermarkets	\$1.3M	↓ -5.1%	↑ 1.5%	\$21.5M	↓ -1.0%	0.70x	29.6%
Groceries and Other Food Retailing	\$648K	↓ -1.9%	↑ 1.1%	\$11.1M	↑ 0.8%	0.40x	19.3%
Private Transport	\$1.2M	↑ 28.1%	↓ -2.7%	\$16.1M	↓ -2.7%	0.74x	24.4%
Accommodation - Instore	\$84K	↑ 85.1%	↓ -9.0%	\$1.0M	↓ -17.9%		

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 (July 2024 - June 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 (July 2024 - June 2025)?

■ All Visitors ■ Australian 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 (July 2024 - June 2025)?

How to read: 17.8% 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	17.8%
Shelter Brewing Co	Eating And Drinking Out	1.47x	12.4%
The Goose	Eating And Drinking Out	1.43x	15.6%
Kyst	Eating And Drinking Out	1.40x	12.0%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.36x	5.3%
Mano Wraps	Eating And Drinking Out	1.25x	3.0%
Esplanade Hotel	Eating And Drinking Out	1.18x	5.9%
Hungry Jacks	Eating And Drinking Out	1.14x	4.4%
Ship Inn	Eating And Drinking Out	1.12x	2.7%
The Vasse Tavern	Eating And Drinking Out	1.12x	2.4%
Caltex	Private Transport	1.11x	12.2%
Baked Busselton	Food Retailing	1.11x	4.7%
Dan Murphys	Food Retailing	1.08x	6.7%
The Fire Station	Eating And Drinking Out	1.08x	2.4%
Timezone	Recreation	1.06x	1.5%
Benesse Cafe	Eating And Drinking Out	1.05x	3.1%
The Tav	Eating And Drinking Out	1.04x	2.1%
Liberty Petrol	Private Transport	1.03x	5.8%
Geographe Restauranty	Eating And Drinking Out	1.03x	1.6%
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	3.2%
Kwik Koffee	Eating And Drinking Out	0.92x	2.7%
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%
The Salvation Army	Personal Goods Retailing	0.85x	1.1%
City Of Busselton	Government Administration	0.83x	2.9%

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 June 2025	Region Type Sub-region	Spend location Dunsborough		

Overview

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

<p>Top category</p> <p>Restaurants</p> <p><i>\$1.7M of Dunsborough Visitors spend during June 2025</i></p>	<p>Top age band</p> <p>25-34</p> <p><i>20.7% of Dunsborough Visitors are within this age band</i></p>	<p>Top lifestage</p> <p>Young Families</p> <p><i>21.7% of Dunsborough Visitors are within this lifestage</i></p>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the period (July 2024 - June 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

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

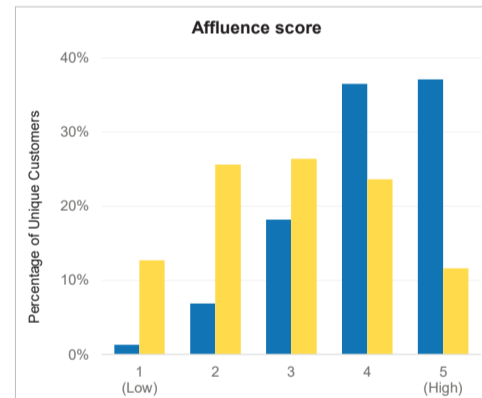
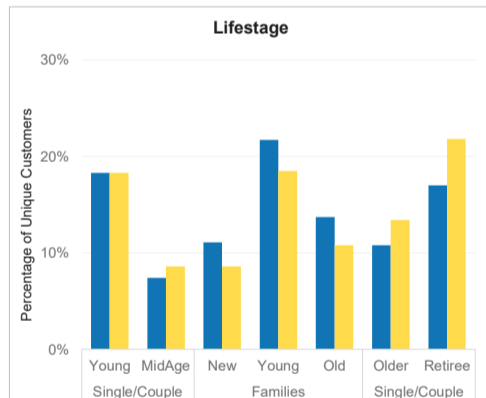
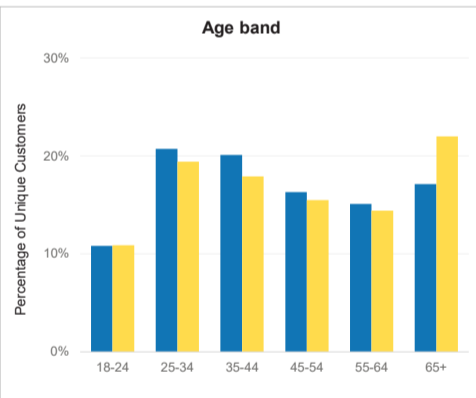
Category	Monthly			Annual (Last 12 months up to June 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$8.4M	↓ -5.3%	↑ 0.7%	\$157.0M	↓ -2.6%		
Tourism and Entertainment	\$4.3M	↓ -2.4%	↑ 0.9%	\$74.3M	↓ -3.3%	0.98x	75.5%
Restaurants	\$1.7M	↑ 12.4%	↑ 5.8%	\$28.6M	↑ 12.9%	0.95x	38.2%
Breweries and Wineries	\$1.1M	↓ -13.7%	↓ -10.6%	\$17.8M	↓ -11.3%	0.97x	22.5%
Cafes	\$653K	↑ 6.8%	↓ -0.3%	\$11.9M	↑ 10.1%	0.89x	29.0%
Pubs, Taverns and Bars	\$495K	↓ -11.5%	↑ 1.7%	\$9.7M	↓ -21.6%	0.80x	17.9%
Attractions, Events and Recreation	\$184K	↓ -30.9%	↑ 3.6%	\$3.4M	↓ -29.6%	0.48x	10.1%
Takeaway and Fast Food Outlets	\$124K	↓ -7.9%	↓ -3.4%	\$2.8M	↓ -14.4%	0.51x	15.3%
Food Retailing	\$1.9M	↓ -13.1%	↑ 1.4%	\$38.7M	↑ 2.9%	1.00x	61.5%
Discretionary Retail	\$1.0M	↑ 20.4%	↑ 2.5%	\$18.0M	↑ 2.8%	0.55x	19.6%
Department Stores, Clothing & Accessories	\$504K	↑ 54.3%	↑ 0.9%	\$8.6M	↑ 0.6%	0.36x	8.1%
Other Discretionary Retail	\$500K	↓ -1.4%	↑ 3.1%			0.55x	14.9%
Accommodation - Instore	\$558K	↓ -30.2%	↓ -9.0%			0.72x	7.8%
Private Transport	\$280K	↓ -10.3%	↓ -2.7%	\$5.9M	↓ -21.3%	0.39x	12.7%

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 (July 2024 - June 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 (July 2024 - June 2025)?

■ All Visitors ■ Australian 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 (July 2024 - June 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	4.4%
Ngilgi Cave	Attractions	1.69x	4.2%
Cullen Wines	Eating And Drinking Out	1.69x	1.1%
Bettenays Margaret River	Travel	1.68x	1.4%
The Margaret River Chocolate Company	Food Retailing	1.67x	17.3%
Hay Shed Hill Wines	Eating And Drinking Out	1.65x	1.0%
Swings And Roundabouts	Eating And Drinking Out	1.64x	1.3%
Wise Wine	Eating And Drinking Out	1.64x	1.7%
Pullman	Travel	1.64x	2.7%
Cheeky Monkey Brewing Co	Eating And Drinking Out	1.61x	2.1%
Lamonts	Eating And Drinking Out	1.60x	1.3%
Yallingup Maze	Attractions	1.59x	1.0%
Meelup Farmhouse	Eating And Drinking Out	1.59x	2.5%
Vasse Virgin	Personal Services	1.58x	1.6%
Dunsborough Bakery	Food Retailing	1.58x	9.4%
Eagle Bay Brewing Co	Eating And Drinking Out	1.57x	6.2%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.57x	1.4%
Beerfarm Metricup	Eating And Drinking Out	1.56x	8.0%
Wild Hop Brewing Company	Eating And Drinking Out	1.55x	5.7%
Yallingup Gugelhupf	Food Retailing	1.55x	1.8%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.54x	2.8%
Yallingup General Store And Cafe	Eating And Drinking Out	1.53x	6.6%
Yallingup Woodfired Bakery	Food Retailing	1.53x	3.4%
Woody Nook Wines	Eating And Drinking Out	1.52x	1.7%
Caves House Hotel	Eating And Drinking Out	1.52x	8.4%
Aravina Estate	Eating And Drinking Out	1.52x	3.7%
Merchant And Maker	Eating And Drinking Out	1.50x	8.4%
Bootleg Brewery	Eating And Drinking Out	1.49x	1.1%
La Lah	Eating And Drinking Out	1.49x	3.0%

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 June 2025	Region Type Sub-region	Spend location West Busselton		

Overview

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

<p>Top category</p> <p>Groceries and Other Food Retailing</p> <p><i>\$1.9M of West Busselton Visitors spend during June 2025</i></p>	<p>Top age band</p> <p>35-44</p> <p><i>20.1% of West Busselton Visitors are within this age band</i></p>	<p>Top lifestage</p> <p>Young Families</p> <p><i>22.2% of West Busselton Visitors are within this lifestage</i></p>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the period (July 2024 - June 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 (July 2024 - June 2025)?

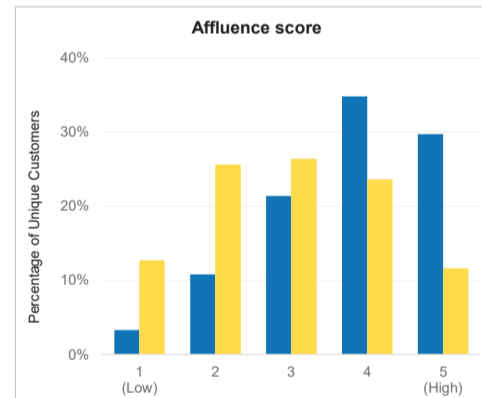
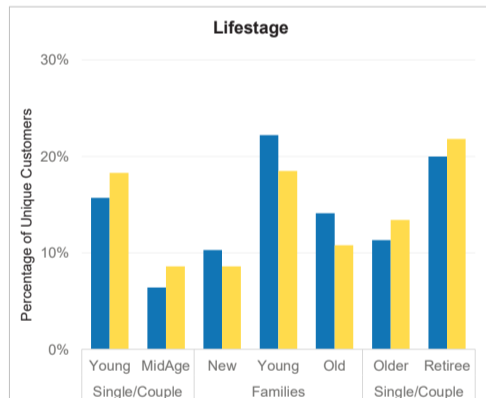
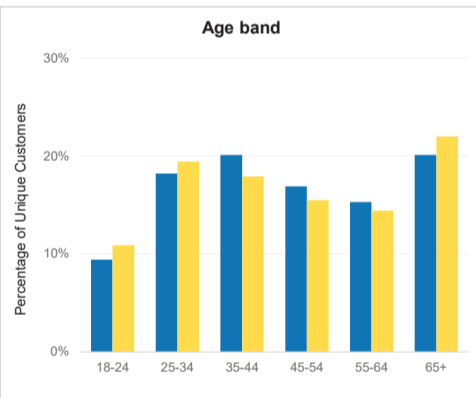
Category	Monthly			Annual (Last 12 months up to June 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$8.4M	↑ 19.7%	↑ 0.7%	\$122.0M	↑ 11.5%		
Food Retailing	\$2.8M	↑ 91.5%	↑ 1.4%	\$37.2M	↑ 62.0%	0.79x	48.6%
Groceries and Other Food Retailing	\$1.9M	↑ 384.8%	↑ 1.1%	\$20.3M	↑ 222.7%	0.69x	33.2%
Supermarkets	\$967K	↓ -11.4%	↑ 1.5%	\$16.9M	↑ 1.3%	0.68x	28.8%
Discretionary Retail	\$1.7M	↑ 2.0%	↑ 2.5%	\$23.3M	↑ 1.6%	0.80x	28.7%
Private Transport	\$899K	↑ 36.9%	↓ -2.7%	\$14.1M	↑ 55.1%	0.84x	27.7%
Tourism and Entertainment	\$763K	↑ 12.7%	↑ 0.9%	\$12.9M	↑ 16.5%	0.53x	40.9%
Takeaway and Fast Food Outlets	\$378K	↑ 3.9%	↓ -3.4%	\$5.8M	↑ 1.0%	0.91x	27.3%
Restaurants	\$94K	↑ 48.7%	↑ 5.8%	\$1.7M	↑ 49.1%	0.16x	6.3%
Attractions, Events and Recreation	\$91K	↑ 207.3%	↑ 3.6%	\$1.2M	↑ 97.1%	0.21x	4.5%
Cafes	\$59K	↓ -0.4%	↓ -0.3%	\$915K	↓ -24.6%	0.19x	6.3%
Accommodation - Instore	\$650K	↓ -13.3%	↓ -9.0%	\$14.7M	↓ -1.9%	0.96x	10.4%

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 (July 2024 - June 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 West Busselton during the recent static period (July 2024 - June 2025)?

■ All Visitors ■ Australian 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 (July 2024 - June 2025)?

How to read: 12.2% of Visitors to West Busselton have transacted with St John Of God in West Busselton. This is 2.04x 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	2.04x	12.2%
Bayview Geographe Resort	Travel	2.02x	1.0%
Mandalay Resort	Travel	1.99x	1.3%
Abbey Beach Resort	Travel	1.91x	2.2%
Flametre Wines	Eating And Drinking Out	1.77x	1.2%
Subzero Gelato	Food Retailing	1.65x	2.6%
Vibe Petroleum	Private Transport	1.58x	12.2%
Bunbury Farmers Market	Food Retailing	1.57x	18.7%
Tonic By The Bay	Eating And Drinking Out	1.53x	6.1%
Broadwater Village Grocer	Food Retailing	1.52x	5.2%
United Petrol	Private Transport	1.50x	4.6%
Kmart	General Retail	1.49x	18.8%
Obison Coffee Roasters	Eating And Drinking Out	1.37x	1.8%
Aldi	Food Retailing	1.33x	9.9%
Gropers Fish And Chips	Eating And Drinking Out	1.30x	1.6%
Kfc	Eating And Drinking Out	1.30x	4.9%
Dusty Buns	Eating And Drinking Out	1.28x	2.1%
The Vietnamese Kitchen	Eating And Drinking Out	1.24x	1.7%
The Urban Coffee House	Eating And Drinking Out	1.22x	2.0%
Leeuwin Way Takeaway	Eating And Drinking Out	1.22x	1.3%
Coffee Head Co	Eating And Drinking Out	1.18x	1.5%
Anaconda	Recreational Goods	1.17x	3.7%
Chicken Treat	Eating And Drinking Out	1.14x	2.2%
Vasse Bakery	Food Retailing	1.14x	3.3%
Broadwater Pharmacy	Personal Goods Retailing	1.13x	1.2%
Amelia Park Lodge	Travel	1.13x	1.7%
3 Par Golf Course	Recreation	1.11x	2.5%
Boost Juice	Eating And Drinking Out	1.10x	1.8%
Red Rooster	Eating And Drinking Out	1.09x	3.1%
Brewplus	Food Retailing	1.06x	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**

Region Type Category

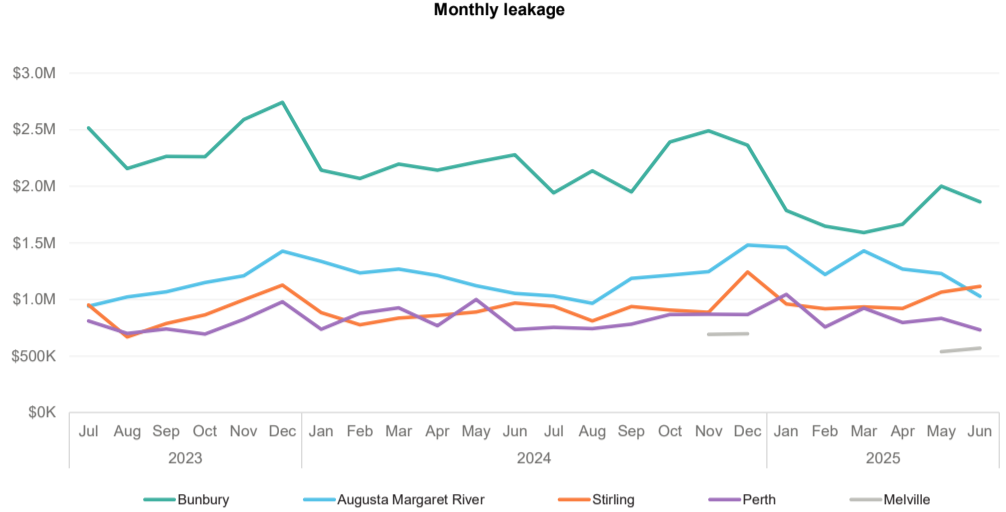
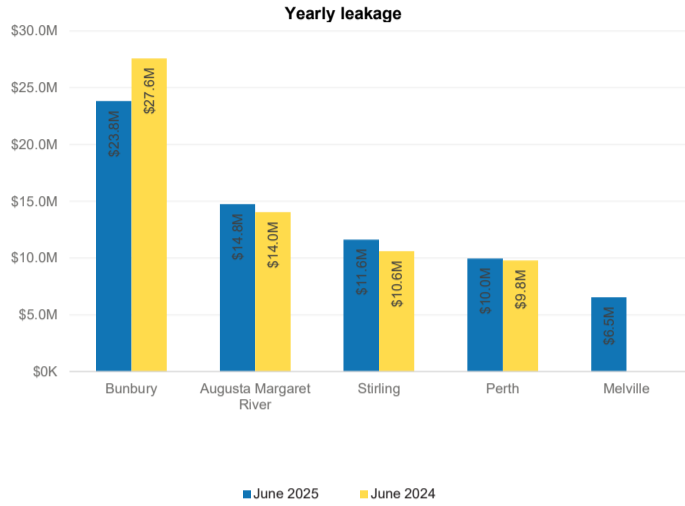
LGA Total (excl. Other)

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 June 2025, there was \$23.8m of spend by residents to Bunbury in Total (excl. Other), this was \$3.8m less than the previous 12 months

How to read: In the month of June 2025, there was \$1.9m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.3m in the month of June 2024



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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to June 2025, residents spent \$23.8m on Total (excl. Other) in Bunbury. This was \$3.8m or -15.8% decrease compared to June 2024.

LGA	Total (excl. Other)			
	June 2025 Spend	June 2024 Spend	Spend Change	Spend % Change
IN LGA	\$548.0M	\$530.8M	↑\$17.2M	↑ 3.1%
Online	\$172.8M	\$155.9M	↑\$16.9M	↑ 9.8%
Bunbury	\$23.8M	\$27.6M	-\$3.8M	↓ -15.8%
Augusta Margaret River	\$14.8M	\$14.0M	↑\$721K	↑ 4.9%
Stirling	\$11.6M	\$10.6M	↑\$1.0M	↑ 8.9%
Perth	\$10.0M	\$9.8M	↑\$170K	↑ 1.7%
Melville	\$6.5M			

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

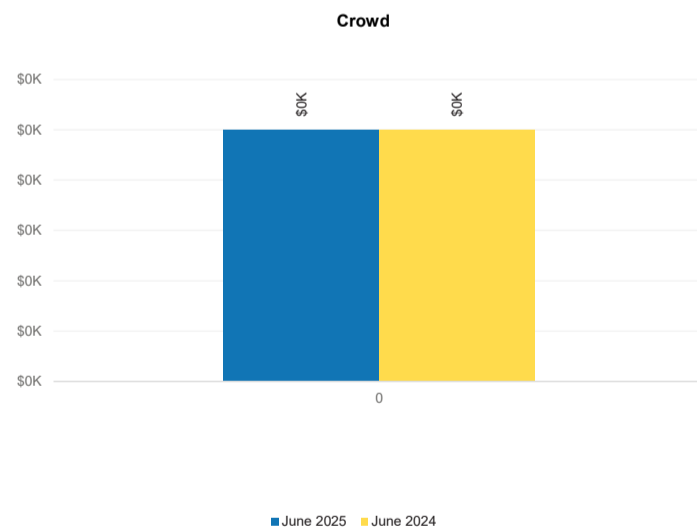
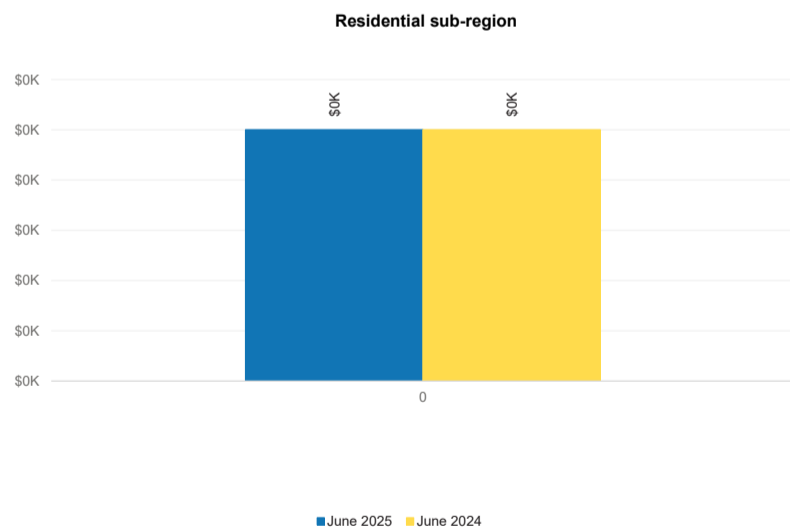
Location

Bunbury (WA)

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

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

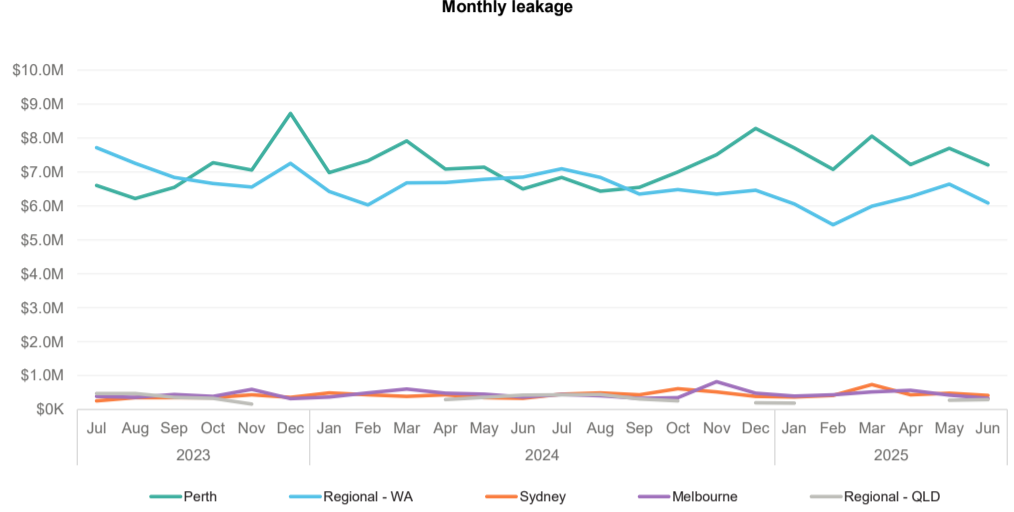
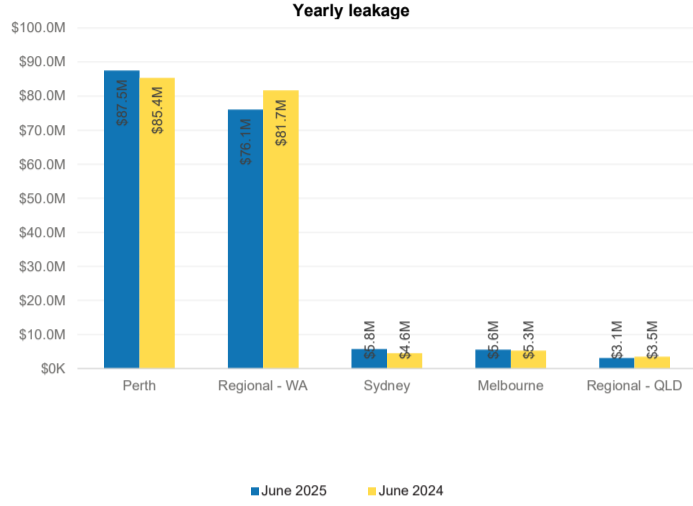
What are the top 5 locations where the residents spend money and how has this changed over time?

How to read:

In the 12 months to June 2025, there was \$87.5m of spend by residents to Perth in Total (excl. Other), this was \$2.2m more than the previous 12 months

How to read:

In the month of June 2025, there was \$7.2m of spend by residents to Perth in Total (excl. Other), this was compared to \$6.5m in the month of June 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 June 2025, residents spent \$87.5m on Total (excl. Other) in Perth. This was \$2.2m or 2.5% increase compared to June 2024.

Region	Total (excl. Other)			
	June 2025 Spend	June 2024 Spend	Spend Change	Spend % Change
IN LGA	\$548.0M	\$530.8M	↑\$17.2M	↑ 3.1%
Online	\$172.8M	\$155.9M	↑\$16.9M	↑ 9.8%
Perth	\$87.5M	\$85.4M	↑\$2.2M	↑ 2.5%
Regional - WA	\$76.1M	\$81.7M	-\$5.6M	↓ -7.4%
Sydney	\$5.8M	\$4.6M	↑\$1.2M	↑ 21.0%
Melbourne	\$5.6M	\$5.3M	↑\$270K	↑ 4.8%
Regional - QLD	\$3.1M	\$3.5M	-\$364K	↓ -11.6%

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Annual leakage by sub-region and crowd

Location

Bunbury (WA)

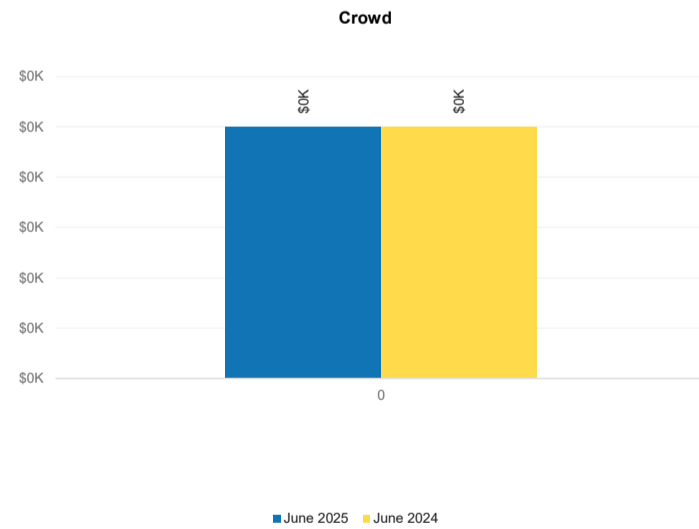
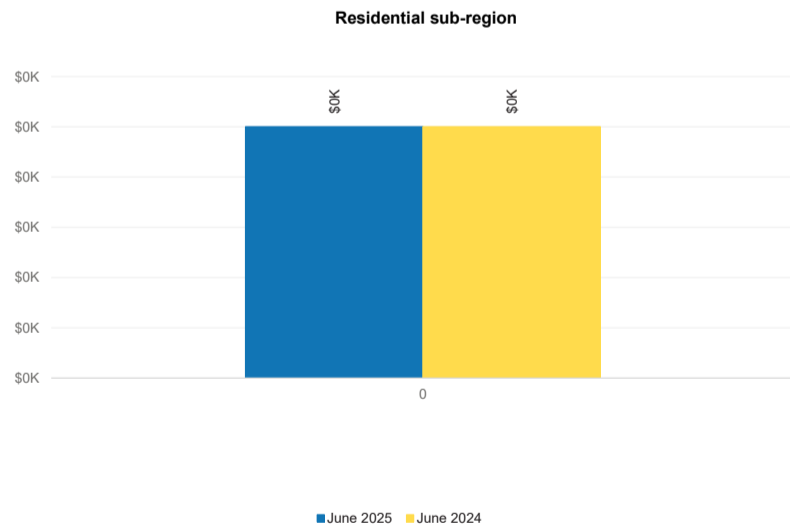
How does the proportion of expenditure change by sub-region and Crowd?

How to read:

In the 12 months to June 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 June 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 June 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

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