

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
April 2025	LGA	City of Busselton		

Overview

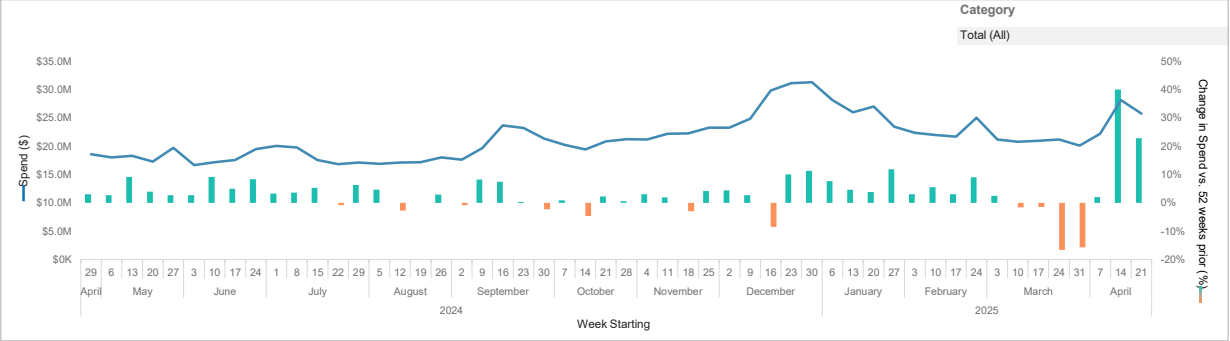
What are some of the key insights for the City of Busselton location for April 2025?

Total spend \$101.6M ↑ 11.0% .vs last year ↑ 5.4% Regional WA	Total customers 188K ↑ 9.0% .vs last year	Visitor spend \$50.4M 50% of total spend within City of Busselton during April 2025 are from Visitors	Total visitors 153K 82% of total customers within City of Busselton during April 2025 are from Visitors
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for April 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 April 2025 versus the past year and Regional WA for the City of Busselton location?

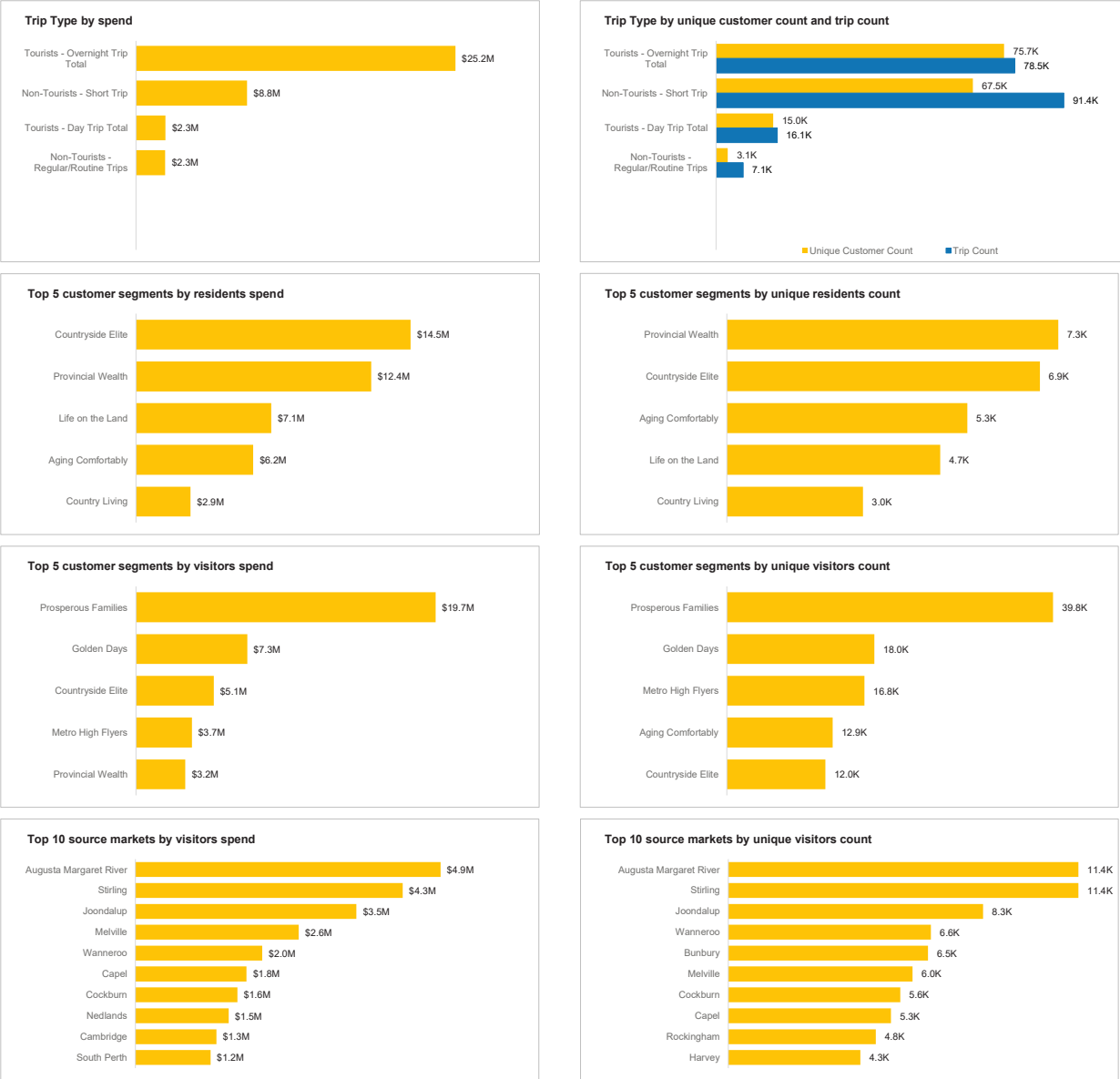
							Data representing		
							Spend		
Category	Total			Visitors			Residents		
	% Change vs last year			% Change vs last year			% Change vs last year		
	Spend	Spend location	Regional WA	Spend	Spend location	Regional WA	Spend	Spend location	Regional WA
Total	\$101.6M	↑ 11.0%	↑ 5.4%	\$50.4M	↑ 18.8%	↑ 7.2%	\$51.3M	↑ 4.3%	↑ 4.3%
Food Retailing	\$32.7M	↑ 21.8%	↑ 8.2%	\$11.6M	↑ 46.7%	↑ 12.2%	\$21.1M	↑ 11.4%	↑ 6.6%
Supermarkets	\$20.6M	↑ 3.8%	↑ 6.4%	\$5.5M	↑ 16.5%	↑ 10.6%	\$15.0M	↓ -0.3%	↑ 5.0%
Groceries and Other Food Retailing	\$12.1M	↑ 72.7%	↑ 14.6%	\$6.1M	↑ 92.3%	↑ 15.6%	\$6.1M	↑ 56.8%	↑ 13.9%
Discretionary Retail	\$21.1M	↑ 4.4%	↑ 5.4%	\$7.9M	↑ 13.4%	↑ 5.5%	\$13.2M	↓ -0.3%	↑ 5.3%
Other Discretionary Retail	\$14.8M	↓ -1.0%	↑ 3.5%	\$4.8M	↑ 5.0%	↑ 2.3%	\$10.1M	↓ -3.7%	↑ 4.1%
Department Stores, Clothing & Accessories	\$6.3M	↑ 20.1%	↑ 12.1%	\$3.1M	↑ 28.8%	↑ 14.4%	\$3.1M	↑ 12.4%	↑ 10.1%
Tourism and Entertainment	\$19.2M	↑ 8.7%	↑ 9.6%	\$13.1M	↑ 11.6%	↑ 13.5%	\$6.0M	↑ 2.9%	↑ 5.5%
Restaurants	\$6.0M	↑ 45.3%	↑ 22.9%	\$4.3M	↑ 50.3%	↑ 26.9%	\$1.7M	↑ 34.1%	↑ 17.2%
Cafes	\$3.4M	↑ 9.9%	↑ 2.5%	\$2.3M	↑ 18.4%	↑ 7.9%	\$1.1M	↓ -4.6%	↓ -3.9%
Pubs, Taverns and Bars	\$3.3M	↓ -2.6%	↑ 10.0%	\$2.0M	↓ -0.4%	↑ 13.8%	\$1.2M	↓ -6.2%	↑ 6.8%
Takeaway and Fast Food Outlets	\$2.6M	↑ 3.2%	↑ 4.3%	\$1.3M	↑ 5.8%	↑ 8.5%	\$1.3M	↑ 0.8%	↑ 1.9%
Breweries and Wineries	\$2.4M	↓ -14.4%	↑ 0.3%	\$2.1M	↓ -13.0%	↑ 2.1%	\$329K	↓ -22.3%	↓ -9.4%
Attractions, Events and Recreation	\$1.5M	↓ -13.2%	↑ 7.2%	\$1.1M	↓ -14.1%	↑ 8.2%	\$374K	↓ -10.7%	↑ 4.8%
Private Transport	\$8.9M	↑ 14.7%	↓ -0.4%	\$3.7M	↑ 17.9%	↑ 1.8%	\$5.2M	↑ 12.5%	↓ -2.4%
Accommodation - Online	\$8.2M	↑ 25.9%	↑ 34.3%	\$8.0M	↑ 25.4%	↑ 34.3%	\$144K	↑ 62.0%	
Accommodation - Instore	\$3.5M	↑ 4.6%	↑ 3.6%	\$3.2M	↑ 2.0%	↑ 0.8%	\$350K	↑ 36.0%	↑ 13.0%

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 City of Busselton location during April 2025?



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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
April 2025

Region Type
Sub-region

Spend location
Busselton

Overview

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

Total spend
\$41.2M

↑ 1.4% .vs last year
↑ 5.4% Regional WA

Total customers
122K

↑ 10.2% .vs last year

Visitor spend
\$14.8M

36% of total spend
within Busselton during April 2025 are from
Visitors

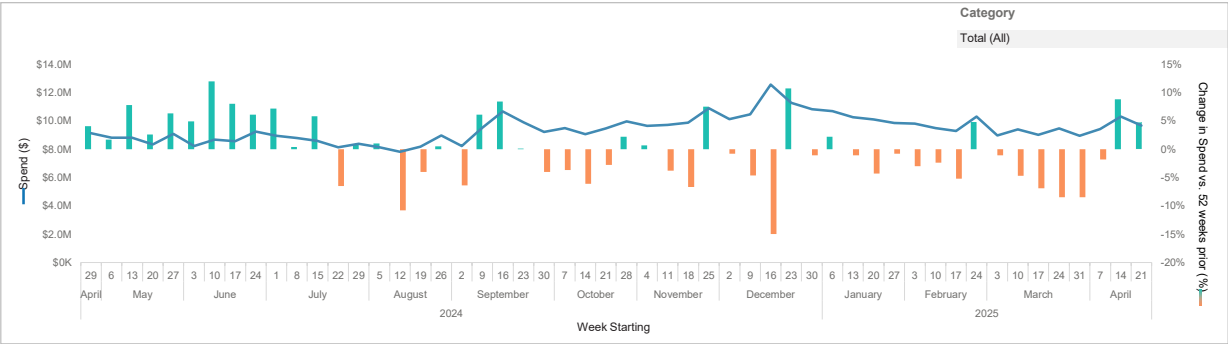
Total visitors
90K

74% of total customers
within Busselton during April 2025 are from
Visitors

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

							Data representing		
							Spend		
Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$41.2M	↑ 1.4%	↑ 5.4%	\$14.8M	↑ 11.1%	↑ 7.2%	\$26.4M	↓ -3.4%	↑ 4.3%
Discretionary Retail	\$12.0M	↑ 1.7%	↑ 5.4%	\$4.0M	↑ 10.9%	↑ 5.5%	\$8.0M	↓ -2.3%	↑ 5.3%
Other Discretionary Retail	\$9.4M	↓ -2.3%	↑ 3.5%	\$2.8M	↑ 4.8%	↑ 2.3%	\$6.6M	↓ -5.0%	↑ 4.1%
Department Stores, Clothing & Accessories	\$2.6M	↑ 19.9%	↑ 12.1%	\$1.2M	↑ 28.9%	↑ 14.4%	\$1.4M	↑ 13.3%	↑ 10.1%
Food Retailing	\$11.8M	↓ -0.2%	↑ 8.2%	\$2.9M	↑ 12.7%	↑ 12.2%	\$8.9M	↓ -3.7%	↑ 6.6%
Supermarkets	\$9.1M	↓ -2.8%	↑ 6.4%	\$2.0M	↑ 8.4%	↑ 10.6%	\$7.1M	↓ -5.5%	↑ 5.0%
Groceries and Other Food Retailing	\$2.7M	↑ 10.1%	↑ 14.6%	\$938K	↑ 22.8%	↑ 15.6%	\$1.7M	↑ 4.3%	↑ 13.9%
Tourism and Entertainment	\$7.2M	↑ 9.1%	↑ 9.6%	\$4.2M	↑ 14.3%	↑ 13.5%	\$3.0M	↑ 2.6%	↑ 5.5%
Restaurants	\$1.9M	↑ 77.2%	↑ 22.9%	\$1.1M	↑ 120.8%	↑ 26.9%	\$832K	↑ 41.4%	↑ 17.2%
Pubs, Taverns and Bars	\$1.8M	↑ 3.4%	↑ 10.0%	\$948K	↑ 7.6%	↑ 13.8%	\$820K	↓ -1.0%	↑ 6.8%
Cafes	\$1.5M	↑ 0.8%	↑ 2.5%	\$905K	↑ 9.9%	↑ 7.9%	\$577K	↓ -10.8%	↓ -3.9%
Takeaway and Fast Food Outlets	\$939K	↑ 15.2%	↑ 4.3%	\$438K	↑ 21.5%	↑ 8.5%	\$501K	↑ 10.2%	↑ 1.9%
Attractions, Events and Recreation	\$822K	↓ -6.7%	↑ 7.2%	\$628K	↑ 1.4%	↑ 8.2%	\$194K	↓ -25.8%	↑ 4.8%
Breweries and Wineries	\$307K	↓ -53.9%	↑ 0.3%	\$223K	↓ -56.6%	↑ 2.1%	\$84K	↓ -44.9%	↓ -9.4%
Private Transport	\$4.3M	↑ 15.9%	↓ -0.4%	\$1.7M	↑ 28.5%	↑ 1.8%	\$2.7M	↑ 9.1%	↓ -2.4%
Accommodation - Instore	\$161K	↑ 31.9%	↑ 3.6%	\$101K	↑ 77.4%	↑ 0.8%	\$60K	↓ -8.2%	↑ 13.0%

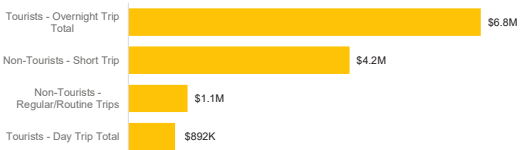
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.

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

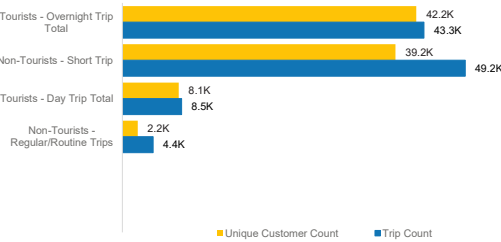
Trip Type, customer segments and source markets

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

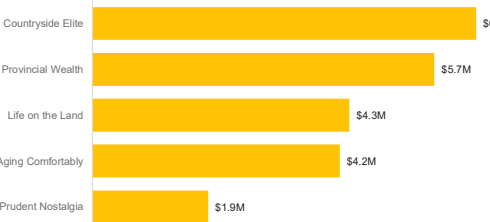
Trip Type by spend



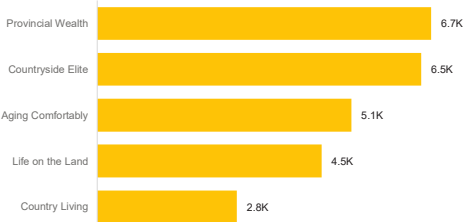
Trip Type by unique customer count and trip count



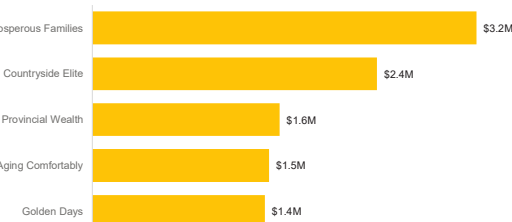
Top 5 customer segments by residents spend



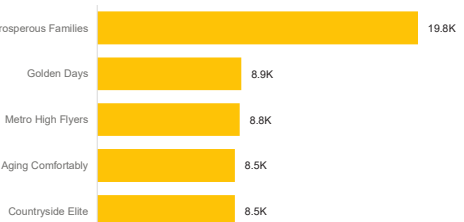
Top 5 customer segments by unique residents count



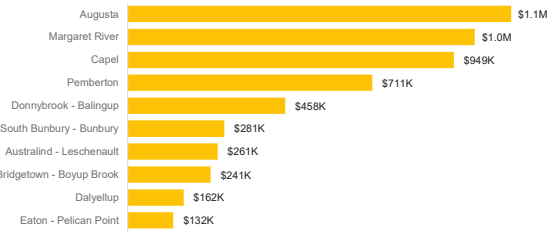
Top 5 customer segments by visitors spend



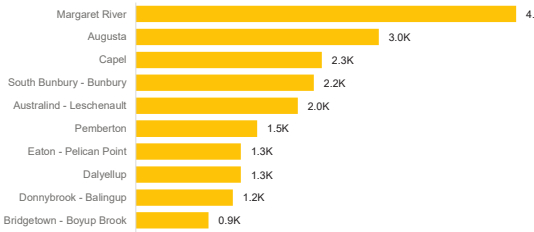
Top 5 customer segments by unique visitors count



Top 10 source markets by visitors spend



Top 10 source markets by unique visitors count



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

City of Busselton

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

Overview

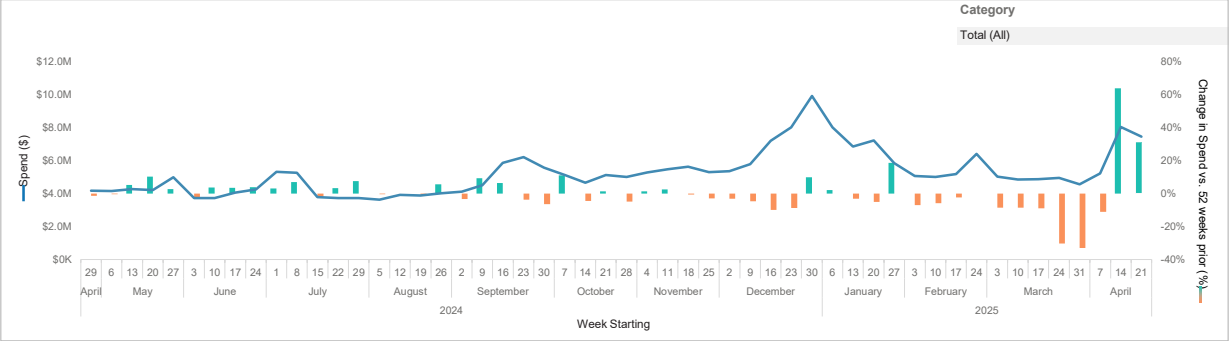
What are some of the key insights for the Dunsborough location for April 2025?

Total spend \$26.3M ↑ 8.0% .vs last year ↑ 5.4% Regional WA	Total customers 93K ↑ 3.4% .vs last year	Visitor spend \$16.4M 62% of total spend within Dunsborough during April 2025 are from Visitors	Total visitors 77K 83% of total customers within Dunsborough during April 2025 are from Visitors
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for April 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

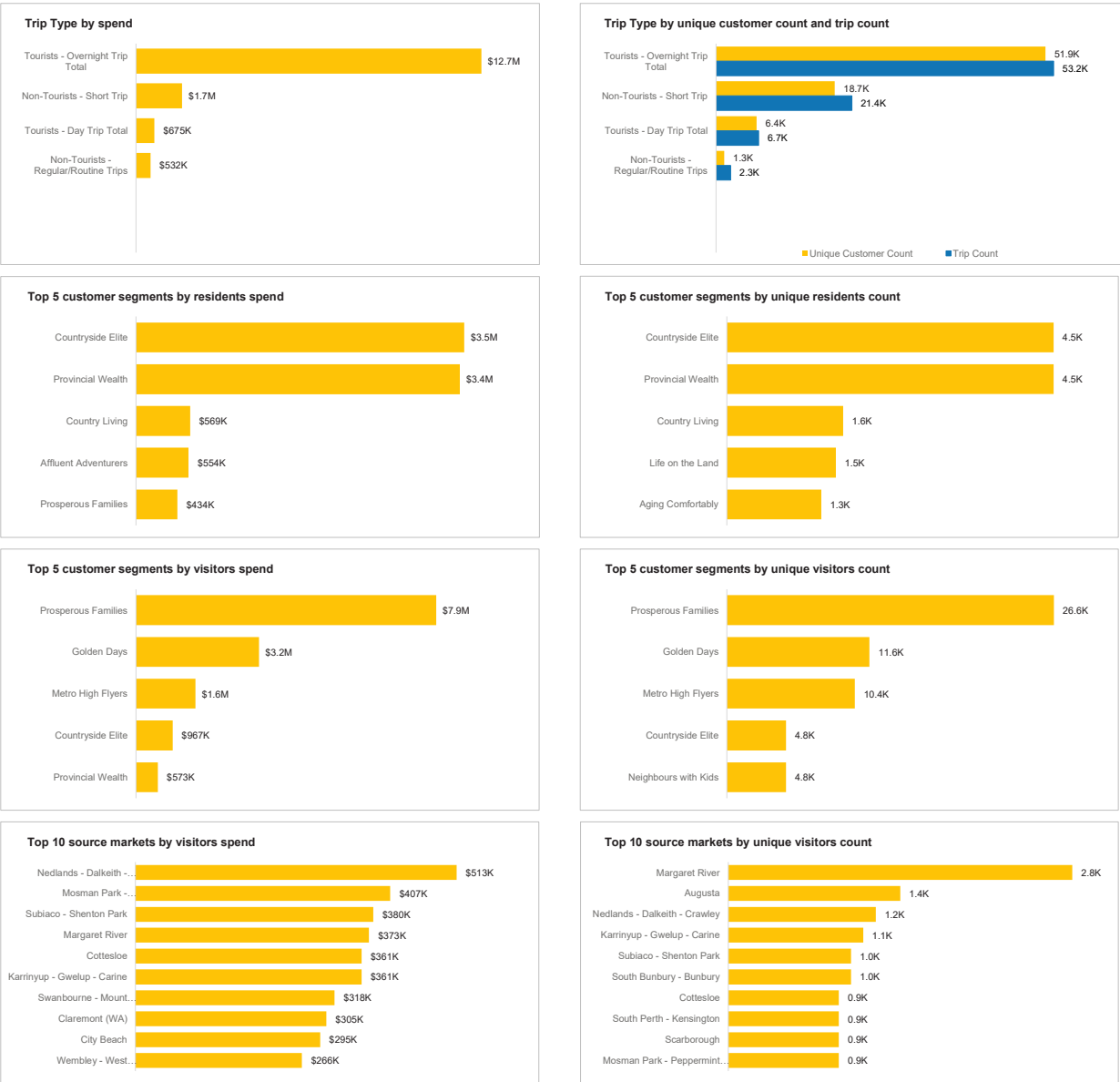
What are the key changes to category spend and visits in April 2025 versus the past year and Regional WA for the Dunsborough location?

							Data representing		
Category							Spend		
	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$26.3M	↑ 8.0%	↑ 5.4%	\$16.4M	↑ 10.7%	↑ 7.2%	\$9.9M	↑ 3.8%	↑ 4.3%
Tourism and Entertainment	\$9.5M	↑ 7.0%	↑ 9.6%	\$7.7M	↑ 8.8%	↑ 13.5%	\$1.8M	→ 0.0%	↑ 5.5%
Restaurants	\$3.8M	↑ 32.6%	↑ 22.9%	\$3.1M	↑ 35.3%	↑ 26.9%	\$706K	↑ 22.0%	↑ 17.2%
Breweries and Wineries	\$2.0M	↓ -3.2%	↑ 0.3%	\$1.8M	↓ -1.9%	↑ 2.1%	\$231K	↓ -11.8%	↓ -9.4%
Cafes	\$1.7M	↑ 17.6%	↑ 2.5%	\$1.3M	↑ 23.5%	↑ 7.9%	\$413K	↑ 2.2%	↓ -3.9%
Pubs, Taverns and Bars	\$1.2M	↓ -14.9%	↑ 10.0%	\$861K	↓ -13.6%	↑ 13.8%	\$311K	↓ -18.2%	↑ 6.8%
Takeaway and Fast Food Outlets	\$480K	↓ -5.4%	↑ 4.3%	\$328K	↓ -7.3%	↑ 8.5%	\$152K	↓ -1.2%	↑ 1.9%
Attractions, Events and Recreation	\$354K	↓ -42.7%	↑ 7.2%	\$325K	↓ -41.4%	↑ 8.2%	\$30K	↓ -54.1%	↑ 4.8%
Food Retailing	\$8.9M	↑ 15.8%	↑ 8.2%	\$4.3M	↑ 27.8%	↑ 12.2%	\$4.6M	↑ 6.5%	↑ 6.6%
Discretionary Retail	\$3.3M	↑ 14.9%	↑ 5.4%	\$1.8M	↑ 20.1%	↑ 5.5%	\$1.5M	↑ 9.1%	↑ 5.3%
Other Discretionary Retail	\$2.2M	↑ 11.6%	↑ 3.5%	\$965K	↑ 14.2%	↑ 2.3%	\$1.3M	↑ 9.7%	↑ 4.1%
Department Stores, Clothing & Accessories	\$1.1M	↑ 22.3%	↑ 12.1%	\$882K	↑ 27.4%	↑ 14.4%	\$228K	↑ 5.9%	↑ 10.1%
Private Transport	\$1.6M	↓ -3.2%	↓ -0.4%	\$630K	↓ -3.6%	↑ 1.8%	\$983K	↓ -2.9%	↓ -2.4%
Accommodation - Instore	\$1.4M	↓ -9.1%	↑ 3.6%	\$1.3M	↓ -13.0%	↑ 0.8%	\$132K	↑ 57.9%	↑ 13.0%

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 Dunsborough location during April 2025?



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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
April 2025

Region Type
Sub-region

Spend location
West Busselton

Overview

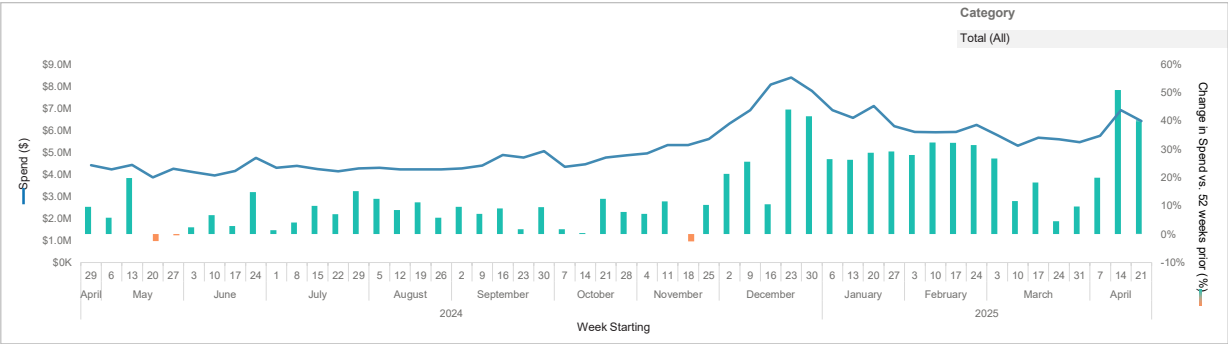
What are some of the key insights for the West Busselton location for April 2025?



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

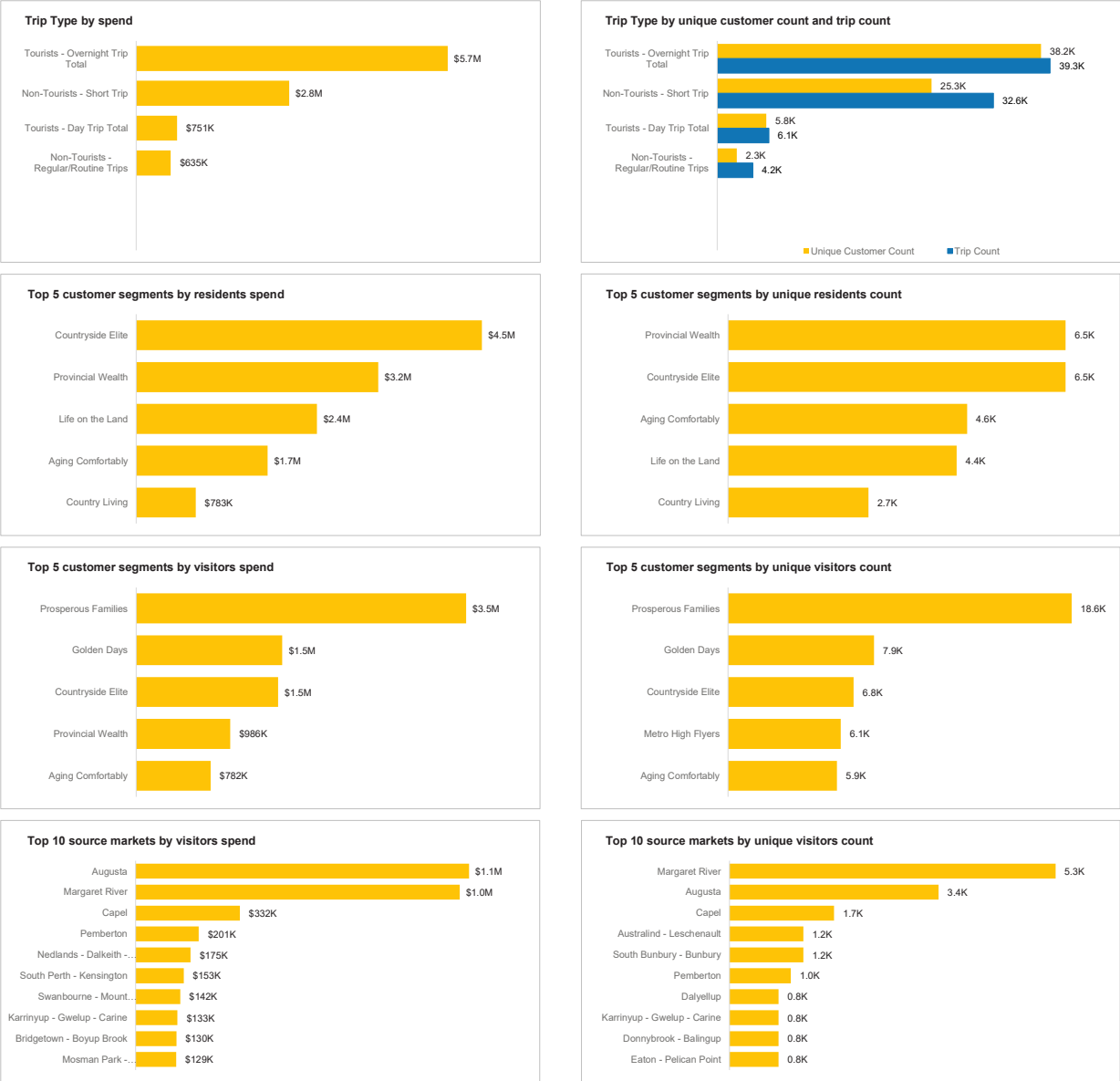
What are the key changes to category spend and visits in April 2025 versus the past year and Regional WA for the West Busselton location?

							Data representing		
Category	Total			Visitors			Spend		
	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	\$25.9M	↑ 29.6%	↑ 5.4%	\$11.2M	↑ 41.9%	↑ 7.2%	\$14.7M	↑ 21.6%	↑ 4.3%
Food Retailing	\$12.0M	↑ 63.9%	↑ 8.2%	\$4.4M	↑ 124.3%	↑ 12.2%	\$7.6M	↑ 41.7%	↑ 6.6%
Supermarkets	\$6.0M	↑ 3.7%	↑ 6.4%	\$1.6M	↑ 11.4%	↑ 10.6%	\$4.4M	↑ 1.2%	↑ 5.0%
Groceries and Other Food Retailing	\$6.0M	↑ 290.7%	↑ 14.6%	\$2.8M	↑ 437.5%	↑ 15.6%	\$3.2M	↑ 215.2%	↑ 13.9%
Discretionary Retail	\$5.8M	↑ 4.6%	↑ 5.4%	\$2.1M	↑ 12.7%	↑ 5.5%	\$3.7M	↑ 0.6%	↑ 5.3%
Private Transport	\$3.0M	↑ 25.3%	↓ -0.4%	\$1.4M	↑ 18.2%	↑ 1.8%	\$1.6M	↑ 32.4%	↓ -2.4%
Tourism and Entertainment	\$2.4M	↑ 15.3%	↑ 9.6%	\$1.2M	↑ 23.0%	↑ 13.5%	\$1.1M	↑ 8.0%	↑ 5.5%
Takeaway and Fast Food Outlets	\$1.2M	↓ -1.2%	↑ 4.3%	\$555K	↑ 3.8%	↑ 8.5%	\$656K	↓ -5.1%	↑ 1.9%
Restaurants	\$326K	↑ 54.6%	↑ 22.9%	\$160K	↑ 49.6%	↑ 26.9%	\$166K	↑ 59.8%	↑ 17.2%
Attractions, Events and Recreation	\$210K	↑ 94.7%	↑ 7.2%	\$111K	↑ 99.9%	↑ 8.2%	\$99K	↑ 89.1%	↑ 4.8%
Cafes	\$204K	↑ 21.7%	↑ 2.5%	\$98K	↑ 39.6%	↑ 7.9%	\$106K	↑ 8.9%	↓ -3.9%
Accommodation - Instore	\$1.9M	↑ 15.1%	↑ 3.6%	\$1.8M	↑ 13.0%	↑ 0.8%	\$159K	↑ 45.5%	↑ 13.0%

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 West Busselton location during April 2025?



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

Council iQ

Home

Definitions

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City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Spend Location

Start Date

End Date

Benchmark Type

LGA

City of Busselton

01-Apr-25

30-Apr-25

52 weeks prior

Event length: 30 days, Category coverage Score*: 100.0%

Overview

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

Total spend

\$101.6M

↑ 11.9%

uplift compared to Benchmark Period

Visitor spend

\$50.4M

↑ 22.2%

uplift compared to Benchmark Period

Day spend

\$93.8M

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

Night spend

\$7.9M

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

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 April 2025 and 30 April 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Event period: Tue 01-Apr-25 - Wed 30-Apr-25 (30 days)

Benchmark period: Tue 02-Apr-24 - Wed 01-May-24 (30 days)

Category coverage Score*: 100.0%

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

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$93.8M	\$7.9M	\$50.4M	\$51.3M	\$101.6M	\$90.8M	↑ 11.9%	↑\$10.8M	↑ 22.2%	↑ 3.3%
Food Retailing	\$30.6M	\$2.2M	\$11.6M	\$21.1M	\$32.7M	\$26.8M	↑ 22.1%	↑\$5.9M	↑ 60.3%	↑ 10.7%
Supermarkets			\$5.5M	\$15.0M	\$20.6M	\$19.8M	↑ 3.8%	↑\$745K	↑ 18.4%	↓ -0.8%
Groceries and Other Food Retailing			\$6.1M	\$6.1M	\$12.1M	\$7.0M	↑ 74.3%	↑\$5.2M	↑ 99.0%	↑ 55.0%
Discretionary Retail^	\$20.8M	\$277K	\$7.9M	\$13.2M	\$21.1M	\$20.3M	↑ 4.1%	↑\$839K	↑ 14.3%	↓ -1.1%
Other Discretionary Retail			\$4.8M	\$10.1M	\$14.8M	\$15.0M	↓ -1.3%	- ↓\$190K	↑ 5.8%	↓ -4.3%
Department Stores, Clothing & Accessories			\$3.1M	\$3.1M	\$6.3M	\$5.2M	↑ 19.6%	↑\$1.0M	↑ 30.2%	↑ 10.5%
Tourism and Entertainment	\$15.5M	\$3.7M	\$13.1M	\$6.0M	\$19.2M	\$17.2M	↑ 11.8%	↑\$2.0M	↑ 16.1%	↑ 3.4%
Restaurants	\$4.4M	\$1.5M	\$4.3M	\$1.7M	\$6.0M	\$4.0M	↑ 51.6%	↑\$2.0M	↑ 59.7%	↑ 34.8%
Cafes			\$2.3M	\$1.1M	\$3.4M	\$3.0M	↑ 14.3%	↑\$427K	↑ 25.0%	↓ -3.1%
Pubs, Taverns and Bars*	\$2.1M	\$1.2M	\$2.0M	\$1.2M	\$3.3M	\$3.3M	↓ -0.7%	- ↓\$22K	↓ -0.6%	↓ -7.0%
Takeaway and Fast Food Outlets*	\$1.9M	\$690K	\$1.3M	\$1.3M	\$2.6M					
Breweries and Wineries*			\$2.1M	\$326K	\$2.4M	\$2.7M	↓ -11.4%	- ↓\$311K	↓ -6.0%	↓ -15.4%
Attractions, Events and Recreation*			\$1.1M	\$383K	\$1.5M					
Private Transport			\$3.7M	\$5.2M	\$8.9M	\$7.7M	↑ 15.8%	↑\$1.2M	↑ 23.0%	↑ 11.2%
Accommodation - Online					\$8.2M	\$6.2M	↑ 32.7%	↑\$2.0M		
Accommodation - Instore*			\$3.2M	\$319K	\$3.5M	\$3.3M	↑ 6.3%	↑\$209K	↑ 4.0%	↑ 22.2%

* 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 March 2025 and 30 April 2025 (incl extended dates)

Date Extender (Max 7 Days)

Category

Time of Day

Customer Type

7

Total (All)

Total

All Customers

Mar-24

Apr-24

May-24

26

27

28

29

30

31

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

01

02

03

04

05

06

07

08

\$6.0M

\$5.0M

\$4.0M

\$3.0M

\$2.0M

\$1.0M

\$0K

Tue

Wed

Thu

Fri

Sat

Sun

Mon

Tue

Wed

Thu

Fri

Sat

Sun

Mon

Tue

Wed

Thu

Fri

Sat

Sun

Mon

Tue

Wed

Thu

Fri

Sat

Sun

Mon

Tue

Wed

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Fri

Sat

Sun

Mon

Tue

Wed

Thu

Fri

Sat

Sun

Mon

Tue

Wed

Mar-25

Apr-25

May-25

25

26

27

28

29

30

31

01

02

03

04

05

06

07

08

09

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19

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21

22

23

24

25

26

27

28

29

30

01

02

03

04

05

06

07

Event Spend

Benchmark Spend

Selected Event Period

Extended Period

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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 25-Mar-25	Tue 26-Mar-24	\$2.8M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 26-Mar-25	Wed 27-Mar-24	\$2.8M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 27-Mar-25	Thu 28-Mar-24	\$3.0M	\$5.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 28-Mar-25	Fri 29-Mar-24	\$3.9M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 29-Mar-25	Sat 30-Mar-24	\$3.5M	\$5.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 30-Mar-25	Sun 31-Mar-24	\$2.5M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 31-Mar-25	Mon 01-Apr-24	\$2.7M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 01-Apr-25	Tue 02-Apr-24	\$2.6M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 02-Apr-25	Wed 03-Apr-24	\$2.6M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 03-Apr-25	Thu 04-Apr-24	\$3.0M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 04-Apr-25	Fri 05-Apr-24	\$3.5M	\$4.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 05-Apr-25	Sat 06-Apr-24	\$3.3M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 06-Apr-25	Sun 07-Apr-24	\$2.4M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 07-Apr-25	Mon 08-Apr-24	\$2.7M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 08-Apr-25	Tue 09-Apr-24	\$2.5M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 09-Apr-25	Wed 10-Apr-24	\$3.0M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 10-Apr-25	Thu 11-Apr-24	\$3.0M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 11-Apr-25	Fri 12-Apr-24	\$3.9M	\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 12-Apr-25	Sat 13-Apr-24	\$4.2M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 13-Apr-25	Sun 14-Apr-24	\$3.1M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 14-Apr-25	Mon 15-Apr-24	\$3.5M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 15-Apr-25	Tue 16-Apr-24	\$3.4M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 16-Apr-25	Wed 17-Apr-24	\$3.9M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 17-Apr-25	Thu 18-Apr-24	\$5.7M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 18-Apr-25	Fri 19-Apr-24	\$3.0M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 19-Apr-25	Sat 20-Apr-24	\$5.5M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 20-Apr-25	Sun 21-Apr-24	\$3.3M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 21-Apr-25	Mon 22-Apr-24	\$3.5M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 22-Apr-25	Tue 23-Apr-24	\$4.2M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 23-Apr-25	Wed 24-Apr-24	\$4.0M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 24-Apr-25	Thu 25-Apr-24	\$4.4M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 25-Apr-25	Fri 26-Apr-24	\$3.1M	\$4.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 26-Apr-25	Sat 27-Apr-24	\$3.9M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 27-Apr-25	Sun 28-Apr-24	\$2.6M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 28-Apr-25	Mon 29-Apr-24	\$2.7M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 29-Apr-25	Tue 30-Apr-24	\$2.5M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 30-Apr-25	Wed 01-May-24	\$2.8M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 01-May-25	Thu 02-May-24		\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 02-May-25	Fri 03-May-24		\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 03-May-25	Sat 04-May-24		\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 04-May-25	Sun 05-May-24		\$2.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 05-May-25	Mon 06-May-24		\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 06-May-25	Tue 07-May-24		\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 07-May-25	Wed 08-May-24		\$2.4M

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City of Busselton

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Region Type

Spend Location

Start Date

End Date

Benchmark Type

Sub-region

Dunsborough

01-Apr-25

30-Apr-25

52 weeks prior

Event length: 30 days, Category coverage Score*: 100.0%

Overview

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

Total spend

\$26.3M

↑ 10.4%

uplift compared to Benchmark Period

Visitor spend

\$16.4M

↑ 15.0%

uplift compared to Benchmark Period

Day spend

\$23.7M

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

Night spend

\$2.6M

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 April 2025 and 30 April 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Event period: Tue 01-Apr-25 - Wed 30-Apr-25 (30 days)

Benchmark period: Tue 02-Apr-24 - Wed 01-May-24 (30 days)

Category coverage Score*: 100.0%

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

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$23.7M	\$2.6M	\$16.4M	\$9.9M	\$26.3M	\$23.8M	↑ 10.4%	↑\$2.5M	↑ 15.0%	↑ 3.4%
Tourism and Entertainment	\$8.0M	\$1.5M	\$7.7M	\$1.8M	\$9.5M	\$8.6M	↑ 10.9%	↑\$934K	↑ 13.6%	↑ 1.0%
Restaurants^o	\$2.9M	\$880K	\$3.1M	\$698K	\$3.8M	\$2.7M	↑ 39.4%	↑\$1.1M	↑ 41.9%	↑ 19.1%
Breweries and Wineries*			\$1.8M	\$229K	\$2.0M	\$2.0M	↑ 0.3%	↑\$7K	↑ 10.3%	↓ -14.5%
Cafes			\$1.3M	\$412K	\$1.7M	\$1.4M	↑ 23.9%	↑\$332K	↑ 32.3%	↑ 4.3%
Pubs, Taverns and Bars	\$684K	\$487K	\$865K	\$313K	\$1.2M	\$1.3M	↓ -13.1%	- ↓\$176K	↓ -10.7%	↓ -17.0%
Takeaway and Fast Food Outlets^o	\$356K	\$125K			\$481K					
Attractions, Events and Recreation*					\$354K					
Food Retailing	\$8.3M	\$672K	\$4.3M	\$4.6M	\$8.9M	\$7.6M	↑ 17.8%	↑\$1.4M	↑ 33.8%	↑ 6.1%
Discretionary Retail			\$1.8M	\$1.5M	\$3.3M	\$2.9M	↑ 15.8%	↑\$453K	↑ 28.3%	↑ 18.7%
Other Discretionary Retail*			\$948K	\$1.3M	\$2.2M					
Department Stores, Clothing & Accessories*			\$889K	\$219K	\$1.1M					
Private Transport			\$629K	\$985K	\$1.6M	\$1.6M	↓ -0.8%	- ↓\$13K	↑ 2.6%	↓ -3.1%
Accommodation - Instore*			\$1.2M	\$200K	\$1.4M	\$1.5M	↓ -7.1%	- ↓\$106K	↓ -18.5%	↑ 150.0%

* 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 March 2025 and 30 April 2025 (incl extended dates)

Date Extender (Max 7 Days)

Category

Time of Day

Customer Type

7

Total (All)

Total

All Customers

Mar-24

Apr-24

May-24

Tue 26

Wed 27

Thu 28

Fri 29

Sat 30

Sun 31

Mon 01

Tue 02

Wed 03

Thu 04

Fri 05

Sat 06

Sun 07

Mon 08

Tue 09

Wed 10

Thu 11

Fri 12

Sat 13

Sun 14

Mon 15

Tue 16

Wed 17

Thu 18

Fri 19

Sat 20

Sun 21

Mon 22

Tue 23

Wed 24

Thu 25

Fri 26

Sat 27

Sun 28

Mon 29

Tue 30

Wed 01

Thu 02

Fri 03

Sat 04

Sun 05

Mon 06

Tue 07

Wed 08

Mar-25

Apr-25

May-25

Tue 25

Wed 26

Thu 27

Fri 28

Sat 29

Sun 30

Mon 31

Tue 01

Wed 02

Thu 03

Fri 04

Sat 05

Sun 06

Mon 07

Tue 08

Wed 09

Thu 10

Fri 11

Sat 12

Sun 13

Mon 14

Tue 15

Wed 16

Thu 17

Fri 18

Sat 19

Sun 20

Mon 21

Tue 22

Wed 23

Thu 24

Fri 25

Sat 26

Sun 27

Mon 28

Tue 29

Wed 30

Thu 01

Fri 02

Sat 03

Sun 04

Mon 05

Tue 06

Wed 07

Event Spend

Benchmark Spend

Selected Event Period

Extended Period

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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 25-Mar-25	Tue 26-Mar-24	\$504K	\$679K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 26-Mar-25	Wed 27-Mar-24	\$638K	\$752K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 27-Mar-25	Thu 28-Mar-24	\$639K	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 28-Mar-25	Fri 29-Mar-24	\$856K	\$801K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 29-Mar-25	Sat 30-Mar-24	\$1.0M	\$1.9M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 30-Mar-25	Sun 31-Mar-24	\$694K	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 31-Mar-25	Mon 01-Apr-24	\$529K	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 01-Apr-25	Tue 02-Apr-24	\$565K	\$993K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 02-Apr-25	Wed 03-Apr-24	\$549K	\$902K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 03-Apr-25	Thu 04-Apr-24	\$662K	\$945K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 04-Apr-25	Fri 05-Apr-24	\$706K	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 05-Apr-25	Sat 06-Apr-24	\$850K	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 06-Apr-25	Sun 07-Apr-24	\$693K	\$824K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 07-Apr-25	Mon 08-Apr-24	\$632K	\$800K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 08-Apr-25	Tue 09-Apr-24	\$518K	\$827K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 09-Apr-25	Wed 10-Apr-24	\$722K	\$813K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 10-Apr-25	Thu 11-Apr-24	\$657K	\$816K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 11-Apr-25	Fri 12-Apr-24	\$803K	\$951K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 12-Apr-25	Sat 13-Apr-24	\$1.0M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 13-Apr-25	Sun 14-Apr-24	\$862K	\$642K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 14-Apr-25	Mon 15-Apr-24	\$866K	\$522K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 15-Apr-25	Tue 16-Apr-24	\$857K	\$567K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 16-Apr-25	Wed 17-Apr-24	\$976K	\$577K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 17-Apr-25	Thu 18-Apr-24	\$1.3M	\$699K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 18-Apr-25	Fri 19-Apr-24	\$901K	\$802K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 19-Apr-25	Sat 20-Apr-24	\$1.8M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 20-Apr-25	Sun 21-Apr-24	\$1.3M	\$889K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 21-Apr-25	Mon 22-Apr-24	\$1.2M	\$740K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 22-Apr-25	Tue 23-Apr-24	\$1.0M	\$611K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 23-Apr-25	Wed 24-Apr-24	\$1.1M	\$623K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 24-Apr-25	Thu 25-Apr-24	\$1.2M	\$741K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 25-Apr-25	Fri 26-Apr-24	\$1.0M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 26-Apr-25	Sat 27-Apr-24	\$1.2M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 27-Apr-25	Sun 28-Apr-24	\$709K	\$666K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 28-Apr-25	Mon 29-Apr-24	\$547K	\$519K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 29-Apr-25	Tue 30-Apr-24	\$532K	\$551K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 30-Apr-25	Wed 01-May-24	\$487K	\$520K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 01-May-25	Thu 02-May-24		\$509K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 02-May-25	Fri 03-May-24		\$710K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 03-May-25	Sat 04-May-24		\$758K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 04-May-25	Sun 05-May-24		\$597K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 05-May-25	Mon 06-May-24		\$528K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 06-May-25	Tue 07-May-24		\$491K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 07-May-25	Wed 08-May-24		\$436K

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Region Type

Spend Location

Start Date

End Date

Benchmark Type

Sub-region

West Busselton

01-Apr-25

30-Apr-25

52 weeks prior

Event length: 30 days, Category coverage Score*: 99.4%

Overview

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

Total spend

\$25.9M

↑ 29.5%

uplift compared to Benchmark Period

Visitor spend

\$11.2M

↑ 43.9%

uplift compared to Benchmark Period

Day spend

\$24.0M

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

Night spend

\$1.9M

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

All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 April 2025 and 30 April 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Event period: Tue 01-Apr-25 - Wed 30-Apr-25 (30 days)

Benchmark period: Tue 02-Apr-24 - Wed 01-May-24 (30 days)

Category coverage Score*: 99.4%

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

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$24.0M	\$1.9M	\$11.2M	\$14.7M	\$25.9M	\$20.0M	↑ 29.5%	↑\$5.9M	↑ 43.9%	↑ 20.3%
Food Retailing	\$11.3M	\$643K	\$4.4M	\$7.6M	\$12.0M	\$7.3M	↑ 63.2%	↑\$4.6M	↑ 126.7%	↑ 40.3%
Supermarkets			\$1.6M	\$4.4M	\$6.0M	\$5.8M	↑ 3.3%	↑\$190K	↑ 16.9%	↑ 4.0%
Groceries and Other Food Retailing			\$2.8M	\$3.2M	\$6.0M	\$1.5M	↑ 290.3%	↑\$4.4M	↑ 488.4%	↑ 229.2%
Discretionary Retail^*	\$5.6M	\$201K	\$2.1M	\$3.7M	\$5.8M	\$5.6M	↑ 3.8%	↑\$211K	↑ 3.8%	↓ -7.1%
Private Transport			\$1.4M	\$1.6M	\$3.0M	\$2.4M	↑ 26.3%	↑\$622K	↑ 22.8%	↑ 30.0%
Tourism and Entertainment	\$1.8M	\$585K	\$1.2M	\$1.1M	\$2.4M	\$2.0M	↑ 17.4%	↑\$352K	↑ 27.7%	↑ 8.9%
Takeaway and Fast Food Outlets	\$894K	\$319K	\$554K	\$656K	\$1.2M	\$1.2M	↑ 0.6%	↑\$7K	↑ 7.4%	↓ -5.3%
Restaurants**			\$157K	\$166K	\$323K					
Cafes*			\$91K	\$113K	\$204K	\$170K	↑ 20.0%	↑\$34K	↑ 4.3%	↓ -1.1%
Attractions, Events and Recreation**			\$107K	\$92K	\$199K					
Accommodation - Instore*			\$1.7M	\$205K	\$1.9M					

* 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 March 2025 and 30 April 2025 (incl extended dates)

Date Extender (Max 7 Days)

Category

Time of Day

Customer Type

7

Total (All)

Total

All Customers

Mar-24

Apr-24

May-24

Tue 26

Wed 27

Thu 28

Fri 29

Sat 30

Sun 31

Mon 01

Tue 02

Wed 03

Thu 04

Fri 05

Sat 06

Sun 07

Mon 08

Tue 09

Wed 10

Thu 11

Fri 12

Sat 13

Sun 14

Mon 15

Tue 16

Wed 17

Thu 18

Fri 19

Sat 20

Sun 21

Tue 22

Wed 23

Thu 24

Fri 25

Sat 26

Sun 27

Mon 28

Tue 29

Wed 30

Thu 01

Fri 02

Sat 03

Sun 04

Mon 05

Tue 06

Wed 07

Thu 08

\$1.6M

\$1.4M

\$1.2M

\$1.0M

\$800K

\$600K

\$400K

\$200K

\$0K

Event Spend

Benchmark Spend

Selected Event Period

Extended Period

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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 25-Mar-25	Tue 26-Mar-24	\$681K	\$756K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 26-Mar-25	Wed 27-Mar-24	\$746K	\$859K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 27-Mar-25	Thu 28-Mar-24	\$806K	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 28-Mar-25	Fri 29-Mar-24	\$983K	\$488K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 29-Mar-25	Sat 30-Mar-24	\$881K	\$972K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 30-Mar-25	Sun 31-Mar-24	\$738K	\$541K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 31-Mar-25	Mon 01-Apr-24	\$741K	\$589K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 01-Apr-25	Tue 02-Apr-24	\$732K	\$724K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 02-Apr-25	Wed 03-Apr-24	\$676K	\$672K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 03-Apr-25	Thu 04-Apr-24	\$753K	\$720K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 04-Apr-25	Fri 05-Apr-24	\$1.0M	\$922K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 05-Apr-25	Sat 06-Apr-24	\$846K	\$745K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 06-Apr-25	Sun 07-Apr-24	\$717K	\$611K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 07-Apr-25	Mon 08-Apr-24	\$689K	\$680K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 08-Apr-25	Tue 09-Apr-24	\$699K	\$636K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 09-Apr-25	Wed 10-Apr-24	\$803K	\$661K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 10-Apr-25	Thu 11-Apr-24	\$744K	\$772K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 11-Apr-25	Fri 12-Apr-24	\$996K	\$820K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 12-Apr-25	Sat 13-Apr-24	\$1.0M	\$711K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 13-Apr-25	Sun 14-Apr-24	\$815K	\$522K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 14-Apr-25	Mon 15-Apr-24	\$835K	\$631K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 15-Apr-25	Tue 16-Apr-24	\$911K	\$601K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 16-Apr-25	Wed 17-Apr-24	\$1.1M	\$577K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 17-Apr-25	Thu 18-Apr-24	\$1.5M	\$712K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 18-Apr-25	Fri 19-Apr-24	\$672K	\$795K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 19-Apr-25	Sat 20-Apr-24	\$1.2M	\$709K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 20-Apr-25	Sun 21-Apr-24	\$708K	\$555K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 21-Apr-25	Mon 22-Apr-24	\$846K	\$527K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 22-Apr-25	Tue 23-Apr-24	\$960K	\$684K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 23-Apr-25	Wed 24-Apr-24	\$945K	\$767K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 24-Apr-25	Thu 25-Apr-24	\$1.1M	\$515K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 25-Apr-25	Fri 26-Apr-24	\$749K	\$807K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 26-Apr-25	Sat 27-Apr-24	\$1.0M	\$799K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 27-Apr-25	Sun 28-Apr-24	\$811K	\$489K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 28-Apr-25	Mon 29-Apr-24	\$708K	\$527K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 29-Apr-25	Tue 30-Apr-24	\$672K	\$517K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 30-Apr-25	Wed 01-May-24	\$715K	\$609K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 01-May-25	Thu 02-May-24		\$664K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 02-May-25	Fri 03-May-24		\$821K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 03-May-25	Sat 04-May-24		\$783K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 04-May-25	Sun 05-May-24		\$490K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 05-May-25	Mon 06-May-24		\$509K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 06-May-25	Tue 07-May-24		\$559K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 07-May-25	Wed 08-May-24		\$544K

City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

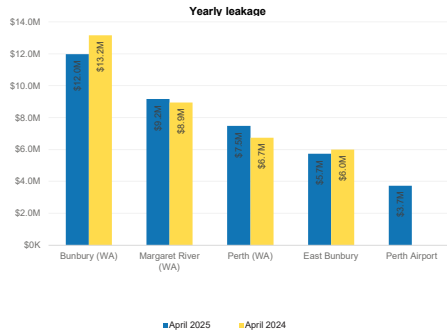
Locality

Total (excl. Other)

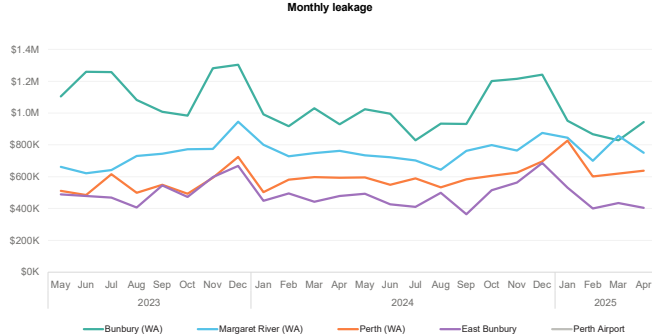
Leakage trends by location and category

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

How to read: In the 12 months to April 2025, there was \$12.0m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$1.2m less than the previous 12 months



How to read: In the month of April 2025, there was \$943k of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$929k in the month of April 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 April 2025, residents spent \$12.0m on Total (excl. Other) in Bunbury (WA). This was \$1.2m or -9.9% decrease compared to April 2024.

Locality	Total (excl. Other)			
	April 2025 Spend	April 2024 Spend	Spend Change	Spend % Change
IN LGA	\$550.9M	\$528.7M	↑\$22.2M	↑ 4.0%
Online	\$162.2M	\$144.1M	↑\$18.1M	↑ 11.2%
Bunbury (WA)	\$12.0M	\$13.2M	-\$1.2M	↓ -9.9%
Margaret River (WA)	\$9.2M	\$8.9M	↑\$224K	↑ 2.4%
Perth (WA)	\$7.5M	\$6.7M	↑\$722K	↑ 9.7%
East Bunbury	\$5.7M	\$6.0M	-\$265K	↓ -4.6%
Perth Airport	\$3.7M			

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

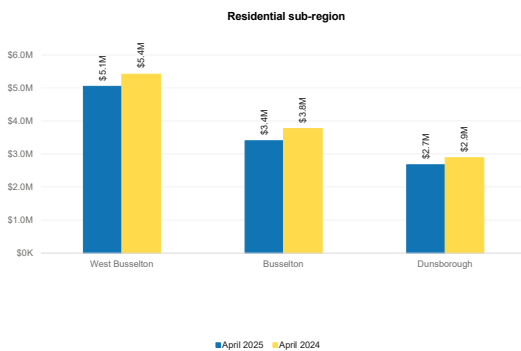
Annual leakage by sub-region and crowd

Location

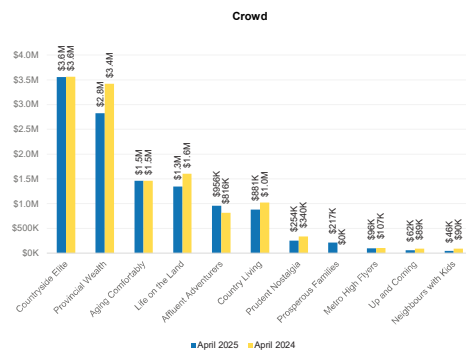
Bunbury (WA)

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

How to read: In the 12 months to April 2025, there was \$5.1m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$374k less than the previous 12 months.



How to read: In the 12 months to April 2025, there was \$3.6m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$11k less than the previous 12 months.



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

City of Busselton

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

Overview

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

Total spend \$126.2M ↑ 3.9% .vs last year ↑ 4.6% .vs Regional WA	Top category Supermarkets \$18.2M of spend for City of Busselton residents is within this category during April 2025	Top lifestage Retiree 28.9% of spend for City of Busselton residents are within this lifestage during April 2025	Proportion of spend into the LGA 40.6% of spend for City of Busselton residents during April 2025
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for April 2025. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

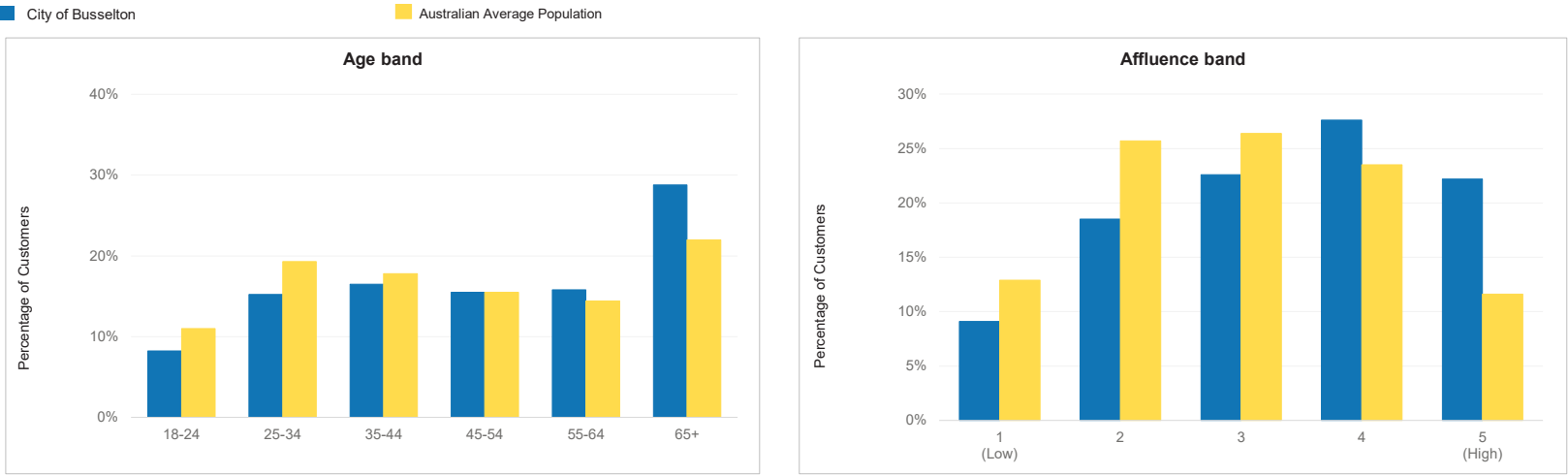
What are the highest performing categories for City of Busselton residents during the past 12 months (May 2024 - April 2025)?

Category	Monthly			Annual (Last 12 months up to April 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$126.2M	↑ 3.9%	↑ 4.6%	\$1.56B	↑ 5.5%		
Discretionary Retail	\$27.5M	↑ 4.0%	↑ 6.4%	\$345.7M	↑ 5.7%	1.00x	99.2%
Other Discretionary Retail	\$17.4M	↑ 0.4%	↑ 4.5%	\$219.4M	↑ 3.7%	1.00x	98.8%
Department Stores, Clothing & Accessories	\$7.7M	↑ 11.4%	↑ 7.2%	\$95.8M	↑ 7.1%	0.99x	96.5%
Buy Now Pay Later	\$2.0M	↑ 9.8%	↑ 16.9%	\$25.6M	↑ 18.7%	0.72x	18.2%
Print Media and Books	\$279K	↑ 6.7%	↑ 0.5%	\$3.8M	↑ 6.9%	1.03x	39.8%
Children and Baby Stores	\$91K	↑ 16.1%	↑ 8.8%	\$1.1M	↑ 6.2%	0.57x	8.8%
Food Retailing	\$26.6M	↑ 9.9%	↑ 8.5%	\$314.0M	↑ 4.4%	1.00x	99.3%
Supermarkets	\$18.2M	↑ 1.2%	↑ 6.9%	\$224.9M	↑ 1.7%	1.00x	98.9%
Groceries and Other Food Retailing	\$8.4M	↑ 35.2%	↑ 13.9%	\$89.0M	↑ 11.8%	1.00x	97.5%
Household	\$23.4M	↓ -3.5%	↑ 1.2%	\$294.1M	↑ 5.6%	0.99x	98.7%
Insurance	\$8.6M	↓ -0.3%	↑ 2.3%	\$101.6M	↑ 9.6%	0.98x	64.5%
Telecommunication Services	\$3.6M	↑ 4.8%	↑ 8.1%	\$43.2M	↑ 7.9%	0.97x	78.2%
Electricity, Gas and Water Supply	\$2.9M	↓ -11.5%	↓ -9.6%	\$43.0M	↓ -3.2%	1.04x	52.0%
Personal Services	\$2.1M	↑ 3.4%	↑ 5.8%	\$26.2M	↑ 8.7%	0.98x	78.4%
Motor Vehicle Services	\$2.0M	↓ -8.9%	↑ 2.1%	\$23.5M	↑ 3.4%	1.10x	62.9%
Pet Care	\$1.4M	↓ -15.8%	↑ 2.2%	\$18.8M	↑ 2.3%	1.20x	45.3%
Fitness	\$769K	↑ 36.8%	↑ 8.2%	\$8.0M	↑ 29.1%	0.71x	42.8%
Public Services	\$747K	↓ -35.8%	↓ -7.2%	\$13.3M	↓ -7.9%	1.09x	61.3%
School Education	\$728K	↓ -4.4%	↑ 5.9%	\$8.2M	↑ 11.6%	0.61x	20.1%
Childcare Services	\$314K	↑ 38.4%	↑ 5.3%	\$3.7M	↑ 1.7%	0.92x	6.0%
Charities	\$193K	↓ -36.8%	↓ -4.6%	\$2.6M	↓ -13.8%	0.94x	28.4%
Computer Services	\$128K	↑ 46.6%	↓ -4.4%	\$1.9M	↑ 37.7%	0.75x	10.4%
Tourism and Entertainment	\$15.4M	↑ 5.4%	↑ 7.5%	\$181.0M	↑ 8.9%	1.00x	99.3%
Restaurants	\$3.6M	↑ 23.3%	↑ 13.8%	\$39.8M	↑ 14.2%	0.99x	92.8%
Takeaway and Fast Food Outlets	\$2.7M	↑ 1.9%	↑ 4.9%	\$31.8M	↑ 4.7%	0.98x	93.5%
Pubs, Taverns and Bars	\$2.4M	↓ -3.6%	↑ 6.7%	\$29.2M	↑ 4.5%	1.06x	84.9%
Cafes	\$1.8M	↓ -2.4%	↓ -9.3%	\$21.7M	↑ 4.3%	1.00x	88.2%
Attractions, Events and Recreation	\$1.8M	↑ 0.9%	↑ 8.2%	\$21.8M	↑ 4.7%	0.94x	73.7%
Online Entertainment	\$1.7M	↑ 3.6%	↑ 12.5%	\$20.4M	↑ 22.8%	0.97x	68.0%
Food Delivery Services	\$789K	↑ 25.6%	↑ 29.8%	\$8.3M	↑ 22.0%	0.63x	26.4%
Breweries and Wineries	\$606K	↓ -6.2%	↓ -5.4%	\$8.0M	↑ 0.4%	2.98x	52.6%
Private Transport	\$10.6M	↑ 1.3%	↓ -1.0%	\$123.1M	↑ 0.1%	1.00x	96.8%
Accommodation	\$3.4M	↑ 8.0%	↑ 3.6%	\$38.3M	↑ 6.7%	1.08x	64.0%

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 (May 2024 - April 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 (May 2024 - April 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>3.04x</td><td>7.0%</td></tr><tr><td>Ghanda Clothing</td><td>2.56x</td><td>13.6%</td></tr><tr><td>Angus And Coote</td><td>2.36x</td><td>5.0%</td></tr><tr><td>Just Jeans</td><td>2.08x</td><td>12.4%</td></tr><tr><td>Gazman</td><td>1.75x</td><td>3.8%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	3.04x	7.0%	Ghanda Clothing	2.56x	13.6%	Angus And Coote	2.36x	5.0%	Just Jeans	2.08x	12.4%	Gazman	1.75x	3.8%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>60.0%</td></tr><tr><td>Liquor Stax</td><td>19.71x</td><td>33.8%</td></tr><tr><td>Liquor Barons</td><td>5.91x</td><td>8.8%</td></tr><tr><td>The Good Grocer</td><td>3.59x</td><td>5.8%</td></tr><tr><td>The Jerky Co</td><td>2.15x</td><td>2.3%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	60.0%	Liquor Stax	19.71x	33.8%	Liquor Barons	5.91x	8.8%	The Good Grocer	3.59x	5.8%	The Jerky Co	2.15x	2.3%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>10.79x</td><td>23.5%</td></tr><tr><td>Dome Cafe</td><td>10.00x</td><td>38.4%</td></tr><tr><td>Sushi Sushi</td><td>2.80x</td><td>28.2%</td></tr><tr><td>Miss Maud</td><td>2.54x</td><td>4.9%</td></tr><tr><td>Red Rooster</td><td>2.03x</td><td>36.4%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	10.79x	23.5%	Dome Cafe	10.00x	38.4%	Sushi Sushi	2.80x	28.2%	Miss Maud	2.54x	4.9%	Red Rooster	2.03x	36.4%
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City of Busselton

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

Overview

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

Total spend \$32.6M ↑ 5.6% .vs last year ↑ 4.6% .vs Regional WA	Top category Supermarkets \$4.8M of spend for Busselton residents is within this category during April 2025	Top lifestage Retiree 26.6% of spend for Busselton residents are within this lifestage during April 2025	Proportion of spend into the LGA 39.2% of spend for Busselton residents during April 2025
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for April 2025. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

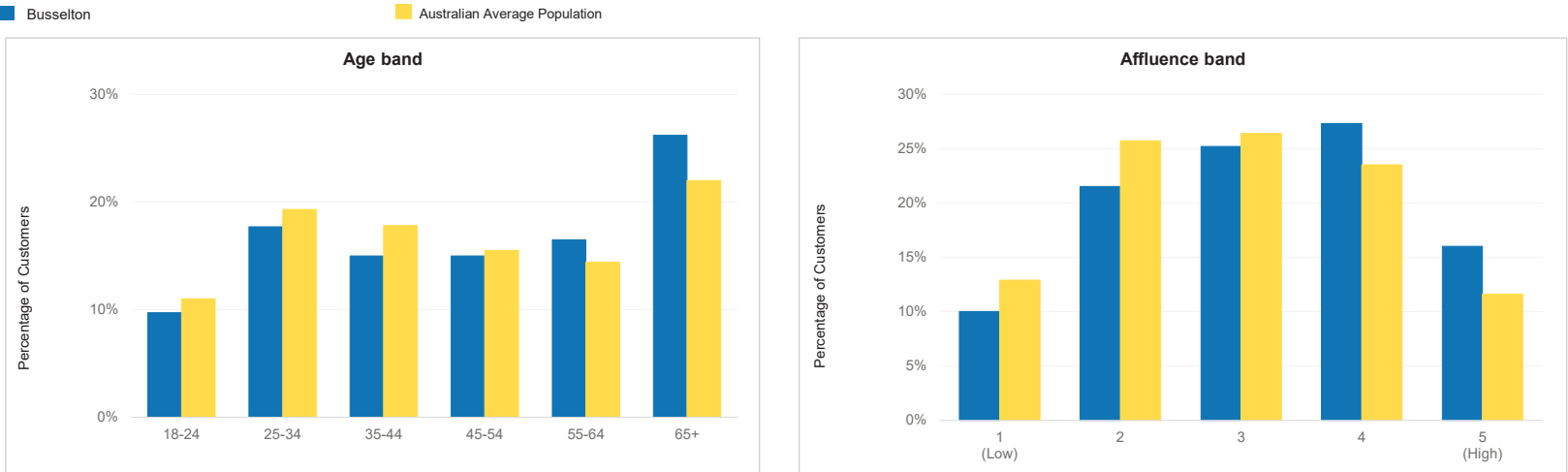
What are the highest performing categories for Busselton residents during the past 12 months (May 2024 - April 2025)?

Category	Monthly			Annual (Last 12 months up to April 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$32.6M	↑ 5.6%	↑ 4.6%	\$389.7M	↑ 5.7%		
Discretionary Retail	\$7.3M	↑ 7.1%	↑ 6.4%	\$88.2M	↑ 5.2%	1.00x	99.1%
Other Discretionary Retail	\$4.6M	↑ 4.5%	↑ 4.5%	\$55.9M	↑ 4.0%	0.99x	98.7%
Department Stores, Clothing & Accessories	\$2.0M	↑ 11.7%	↑ 7.2%	\$24.0M	↑ 4.2%	0.98x	95.8%
Buy Now Pay Later	\$598K	↑ 7.4%	↑ 16.9%	\$7.2M	↑ 19.4%	0.73x	18.4%
Print Media and Books	\$73K	↑ 75.9%	↑ 0.5%	\$845K	↓ -0.4%	0.90x	35.1%
Children and Baby Stores	\$19K	↓ -1.6%	↑ 8.8%	\$257K	↑ 17.4%	0.50x	7.7%
Food Retailing	\$6.7M	↑ 11.9%	↑ 8.5%	\$77.8M	↑ 4.3%	1.00x	99.3%
Supermarkets	\$4.8M	↑ 4.1%	↑ 6.9%	\$57.2M	↑ 1.2%	1.00x	99.0%
Groceries and Other Food Retailing	\$1.9M	↑ 37.2%	↑ 13.9%	\$20.6M	↑ 14.1%	0.99x	97.3%
Household	\$5.8M	↓ -1.1%	↑ 1.2%	\$70.9M	↑ 4.7%	0.99x	98.1%
Insurance	\$2.2M	↑ 12.3%	↑ 2.3%	\$24.4M	↑ 9.1%	0.92x	60.7%
Telecommunication Services	\$925K	↑ 4.1%	↑ 8.1%	\$11.0M	↑ 7.5%	0.97x	77.7%
Electricity, Gas and Water Supply	\$744K	↓ -12.7%	↓ -9.6%	\$10.4M	↓ -3.2%	0.94x	47.0%
Personal Services	\$528K	↓ -1.6%	↑ 5.8%	\$6.2M	↑ 5.7%	0.94x	74.6%
Motor Vehicle Services	\$396K	↓ -29.9%	↑ 2.1%	\$5.5M	↑ 1.5%	1.00x	57.1%
Pet Care	\$349K	↓ -25.7%	↑ 2.2%	\$4.6M	↑ 1.2%	1.03x	38.9%
Public Services	\$221K	↓ -10.3%	↓ -7.2%	\$3.4M	↓ -8.3%	0.97x	54.3%
Fitness	\$171K	↑ 49.6%	↑ 8.2%	\$2.0M	↑ 23.3%	0.66x	39.7%
School Education	\$146K	↓ -1.6%	↑ 5.9%	\$2.0M	↑ 10.4%	0.54x	17.8%
Childcare Services	\$62K	↑ 97.3%	↑ 5.3%	\$774K	↑ 22.7%	0.61x	4.0%
Charities	\$43K	↓ -1.9%	↓ -4.6%	\$558K	↓ -11.9%	0.84x	25.5%
Computer Services	\$25K	↑ 52.6%	↓ -4.4%	\$270K	↓ -17.1%	0.68x	9.4%
Tourism and Entertainment	\$4.4M	↑ 18.9%	↑ 7.5%	\$47.3M	↑ 11.3%	1.00x	99.3%
Restaurants	\$1.0M	↑ 52.1%	↑ 13.8%	\$9.5M	↑ 13.4%	0.98x	92.0%
Takeaway and Fast Food Outlets	\$750K	↑ 10.5%	↑ 4.9%	\$8.7M	↑ 6.2%	0.98x	93.5%
Pubs, Taverns and Bars	\$694K	↓ -8.5%	↑ 6.7%	\$8.2M	↑ 7.5%	1.04x	83.6%
Attractions, Events and Recreation	\$560K	↑ 47.6%	↑ 8.2%	\$5.8M	↑ 15.8%	0.90x	70.6%
Cafes	\$475K	↑ 9.6%	↓ -9.3%	\$5.4M	↑ 6.5%	0.98x	85.7%
Online Entertainment	\$457K	↑ 14.5%	↑ 12.5%	\$5.3M	↑ 23.8%	0.95x	66.9%
Food Delivery Services	\$255K	↑ 34.2%	↑ 29.8%	\$2.6M	↑ 22.7%	0.67x	27.9%
Breweries and Wineries	\$141K	↓ -8.0%	↓ -5.4%	\$1.8M	↓ -0.7%	2.73x	48.3%
Private Transport	\$2.6M	↑ 2.8%	↓ -1.0%	\$30.3M	↑ 2.4%	0.99x	96.4%
Accommodation	\$926K	↑ 34.3%	↑ 3.6%	\$9.8M	↑ 11.5%	1.01x	60.2%

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

Demographic profiles

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

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>3.01x</td><td>6.9%</td></tr><tr><td>Angus And Coote</td><td>2.22x</td><td>4.7%</td></tr><tr><td>Ghanda Clothing</td><td>2.00x</td><td>10.7%</td></tr><tr><td>Just Jeans</td><td>1.96x</td><td>11.7%</td></tr><tr><td>Spendless Shoes</td><td>1.44x</td><td>10.0%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	3.01x	6.9%	Angus And Coote	2.22x	4.7%	Ghanda Clothing	2.00x	10.7%	Just Jeans	1.96x	11.7%	Spendless Shoes	1.44x	10.0%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>54.4%</td></tr><tr><td>Liquor Stax</td><td>10.96x</td><td>18.8%</td></tr><tr><td>Liquor Barons</td><td>4.65x</td><td>6.9%</td></tr><tr><td>The Good Grocer</td><td>2.68x</td><td>4.3%</td></tr><tr><td>The Spud Shed</td><td>2.32x</td><td>11.6%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	54.4%	Liquor Stax	10.96x	18.8%	Liquor Barons	4.65x	6.9%	The Good Grocer	2.68x	4.3%	The Spud Shed	2.32x	11.6%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Dome Cafe</td><td>9.41x</td><td>36.2%</td></tr><tr><td>Chicken Treat</td><td>9.37x</td><td>20.4%</td></tr><tr><td>Sushi Sushi</td><td>2.75x</td><td>27.7%</td></tr><tr><td>Miss Maud</td><td>2.58x</td><td>5.0%</td></tr><tr><td>Red Rooster</td><td>2.06x</td><td>36.8%</td></tr></table>	Brand	Affinity	Penetration	Dome Cafe	9.41x	36.2%	Chicken Treat	9.37x	20.4%	Sushi Sushi	2.75x	27.7%	Miss Maud	2.58x	5.0%	Red Rooster	2.06x	36.8%
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City of Busselton

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

Overview

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

Total spend \$39.1M ↑ 3.8% .vs last year ↑ 4.6% .vs Regional WA	Top category Other Discretionary Retail \$5.5M of spend for Dunsborough residents is within this category during April 2025	Top lifestage Retiree 25.7% of spend for Dunsborough residents are within this lifestage during April 2025	Proportion of spend into the LGA 37.6% of spend for Dunsborough residents during April 2025
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for April 2025. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

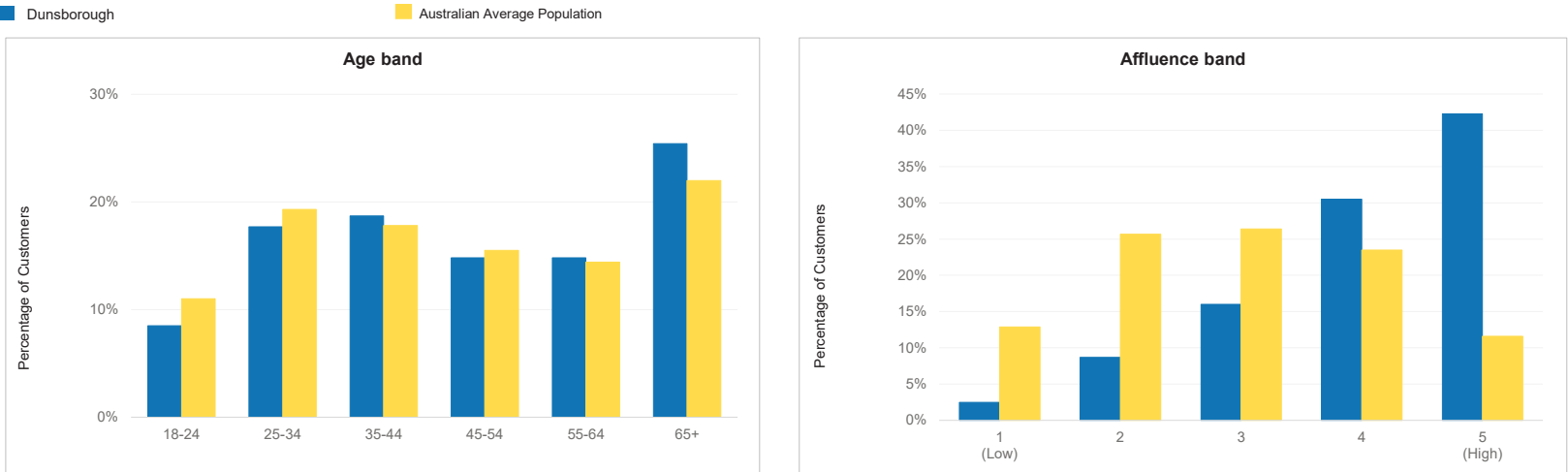
What are the highest performing categories for Dunsborough residents during the past 12 months (May 2024 - April 2025)?

Category	Monthly			Annual (Last 12 months up to April 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$39.1M	↑ 3.8%	↑ 4.6%	\$487.7M	↑ 6.3%		
Discretionary Retail	\$8.4M	↑ 8.0%	↑ 6.4%	\$105.7M	↑ 8.8%	1.00x	99.2%
Other Discretionary Retail	\$5.5M	↑ 7.4%	↑ 4.5%	\$68.8M	↑ 7.4%	0.99x	98.7%
Department Stores, Clothing & Accessories	\$2.3M	↑ 10.2%	↑ 7.2%	\$28.9M	↑ 7.4%	0.98x	96.0%
Buy Now Pay Later	\$500K	↑ 9.3%	↑ 16.9%	\$6.5M	↑ 34.6%	0.66x	16.6%
Print Media and Books	\$85K	↓ -2.0%	↑ 0.5%	\$1.2M	↑ 10.9%	1.10x	42.7%
Children and Baby Stores	\$32K	↓ -11.7%	↑ 8.8%	\$362K	↓ -8.1%	0.64x	10.0%
Food Retailing	\$7.9M	↑ 10.7%	↑ 8.5%	\$91.5M	↑ 7.4%	1.00x	99.5%
Supermarkets	\$5.1M	↑ 2.0%	↑ 6.9%	\$62.5M	↑ 4.5%	1.00x	99.1%
Groceries and Other Food Retailing	\$2.8M	↑ 31.8%	↑ 13.9%	\$29.1M	↑ 14.2%	1.00x	98.3%
Household	\$7.5M	↓ -3.3%	↑ 1.2%	\$92.5M	↑ 6.1%	1.00x	98.9%
Insurance	\$2.6M	↓ -7.3%	↑ 2.3%	\$32.6M	↑ 8.0%	0.99x	65.6%
Telecommunication Services	\$1.0M	↑ 11.5%	↑ 8.1%	\$11.9M	↑ 9.6%	0.97x	77.7%
Electricity, Gas and Water Supply	\$915K	↓ -10.8%	↓ -9.6%	\$13.0M	↓ -3.5%	1.03x	51.5%
Personal Services	\$835K	↑ 19.7%	↑ 5.8%	\$9.3M	↑ 9.9%	1.01x	80.3%
Motor Vehicle Services	\$790K	↑ 7.4%	↑ 2.1%	\$8.5M	↑ 6.5%	1.17x	67.2%
Pet Care	\$377K	↓ -19.7%	↑ 2.2%	\$5.5M	↑ 2.7%	1.15x	43.7%
School Education	\$341K	↑ 14.2%	↑ 5.9%	\$2.8M	↑ 8.4%	0.67x	22.1%
Fitness	\$236K	↑ 11.3%	↑ 8.2%	\$2.5M	↑ 25.8%	0.75x	45.2%
Public Services	\$159K	↓ -42.7%	↓ -7.2%	\$3.2M	↓ -1.6%	1.13x	63.2%
Childcare Services	\$94K	↑ 6.3%	↑ 5.3%	\$1.2M	↓ -6.7%	1.43x	9.3%
Charities	\$47K	↓ -65.9%	↓ -4.6%	\$866K	↓ -25.3%	0.99x	29.8%
Computer Services	\$38K	↓ -9.5%	↓ -4.4%	\$1.1M	↑ 91.6%	0.89x	12.4%
Tourism and Entertainment	\$4.5M	↓ -4.6%	↑ 7.5%	\$55.8M	↑ 5.7%	1.00x	99.4%
Restaurants	\$1.3M	↑ 7.1%	↑ 13.8%	\$16.3M	↑ 16.3%	1.02x	95.5%
Pubs, Taverns and Bars	\$694K	↓ -7.2%	↑ 6.7%	\$8.2M	↓ -5.1%	1.08x	86.7%
Cafes	\$627K	↓ -4.9%	↓ -9.3%	\$7.5M	↑ 3.5%	1.05x	92.2%
Takeaway and Fast Food Outlets	\$618K	↓ -0.9%	↑ 4.9%	\$7.3M	↑ 0.4%	0.99x	94.2%
Online Entertainment	\$459K	↓ -1.4%	↑ 12.5%	\$5.4M	↑ 12.7%	1.02x	71.3%
Attractions, Events and Recreation	\$426K	↓ -34.4%	↑ 8.2%	\$6.6M	↓ -0.5%	0.97x	76.6%
Breweries and Wineries	\$249K	↑ 1.4%	↓ -5.4%	\$3.2M	↑ 4.2%	3.42x	60.4%
Food Delivery Services	\$114K	↑ 13.3%	↑ 29.8%	\$1.3M	↑ 15.4%	0.52x	21.9%
Private Transport	\$3.3M	↑ 0.8%	↓ -1.0%	\$38.5M	↑ 1.2%	1.01x	98.5%
Accommodation	\$1.4M	↑ 5.5%	↑ 3.6%	\$14.3M	↑ 8.7%	1.17x	69.8%

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 (May 2024 - April 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 (May 2024 - April 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Gazman</td><td>3.74x</td><td>8.1%</td></tr><tr><td>Ghanda Clothing</td><td>3.49x</td><td>18.6%</td></tr><tr><td>Vans</td><td>1.92x</td><td>2.0%</td></tr><tr><td>Just Jeans</td><td>1.69x</td><td>10.1%</td></tr><tr><td>Sportsgirl</td><td>1.61x</td><td>11.2%</td></tr></table>	Brand	Affinity	Penetration	Gazman	3.74x	8.1%	Ghanda Clothing	3.49x	18.6%	Vans	1.92x	2.0%	Just Jeans	1.69x	10.1%	Sportsgirl	1.61x	11.2%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>61.0%</td></tr><tr><td>Liquor Stax</td><td>26.35x</td><td>45.2%</td></tr><tr><td>Liquor Barons</td><td>8.86x</td><td>13.2%</td></tr><tr><td>The Good Grocer</td><td>5.40x</td><td>8.8%</td></tr><tr><td>The Jerky Co</td><td>2.12x</td><td>2.2%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	61.0%	Liquor Stax	26.35x	45.2%	Liquor Barons	8.86x	13.2%	The Good Grocer	5.40x	8.8%	The Jerky Co	2.12x	2.2%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>9.29x</td><td>20.2%</td></tr><tr><td>Dome Cafe</td><td>8.95x</td><td>34.4%</td></tr><tr><td>Miss Maud</td><td>3.14x</td><td>6.1%</td></tr><tr><td>Sushi Sushi</td><td>2.44x</td><td>24.5%</td></tr><tr><td>Alh Group</td><td>1.75x</td><td>13.4%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	9.29x	20.2%	Dome Cafe	8.95x	34.4%	Miss Maud	3.14x	6.1%	Sushi Sushi	2.44x	24.5%	Alh Group	1.75x	13.4%
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City of Busselton

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

Overview

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

Total spend \$47.7M ↑ 2.0% .vs last year ↑ 4.6% .vs Regional WA	Top category Supermarkets \$7.4M of spend for West Busselton residents is within this category during April 2025	Top lifestage Retiree 32.5% of spend for West Busselton residents are within this lifestage during April 2025	Proportion of spend into the LGA 44.1% of spend for West Busselton residents during April 2025
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for April 2025. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

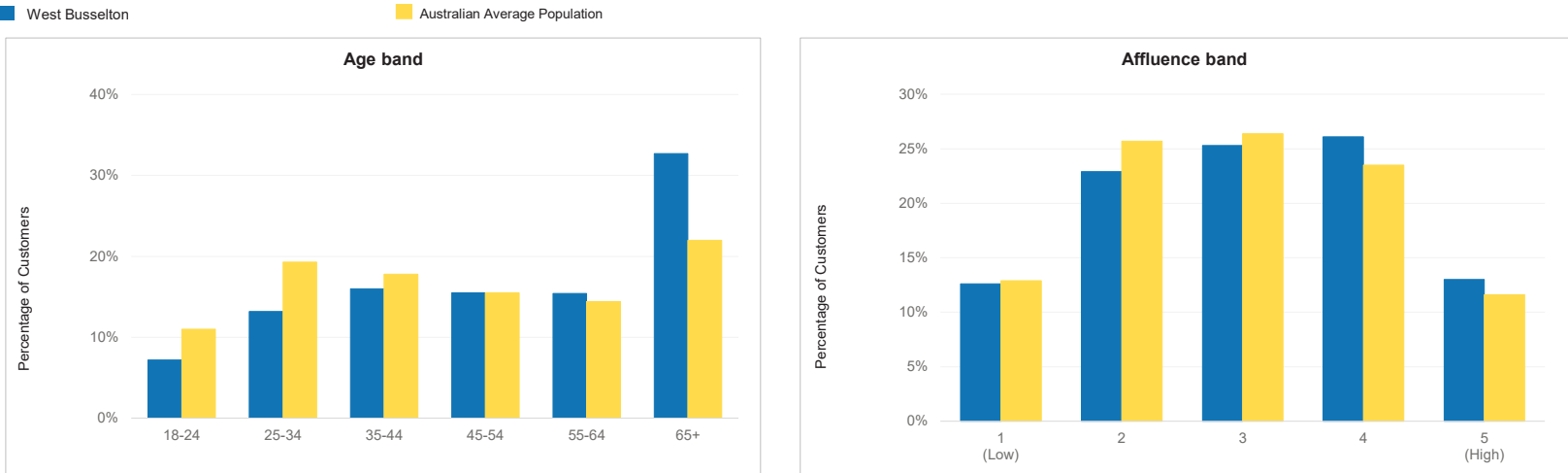
What are the highest performing categories for West Busselton residents during the past 12 months (May 2024 - April 2025)?

Category	Monthly			Annual (Last 12 months up to April 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$47.7M	↑ 2.0%	↑ 4.6%	\$603.7M	↑ 4.6%		
Food Retailing	\$10.7M	↑ 7.3%	↑ 8.5%	\$129.4M	↑ 2.7%	1.00x	99.2%
Supermarkets	\$7.4M	↓ -1.7%	↑ 6.9%	\$94.1M	↑ 0.7%	1.00x	98.8%
Groceries and Other Food Retailing	\$3.3M	↑ 35.3%	↑ 13.9%	\$35.2M	↑ 8.6%	0.99x	97.2%
Discretionary Retail	\$10.3M	↓ -2.0%	↑ 6.4%	\$133.1M	↑ 3.6%	1.00x	99.3%
Other Discretionary Retail	\$6.3M	↓ -9.2%	↑ 4.5%	\$81.9M	↑ 0.1%	1.00x	99.0%
Department Stores, Clothing & Accessories	\$3.0M	↑ 12.4%	↑ 7.2%	\$38.2M	↑ 9.7%	0.99x	97.4%
Buy Now Pay Later	\$861K	↑ 10.7%	↑ 16.9%	\$11.1M	↑ 10.4%	0.80x	20.2%
Print Media and Books	\$106K	↓ -7.1%	↑ 0.5%	\$1.5M	↑ 7.7%	1.07x	41.6%
Children and Baby Stores	\$38K	↑ 67.8%	↑ 8.8%	\$405K	↑ 16.6%	0.58x	9.0%
Household	\$9.0M	↓ -4.6%	↑ 1.2%	\$116.4M	↑ 5.6%	1.00x	99.2%
Insurance	\$3.3M	↓ -3.0%	↑ 2.3%	\$39.8M	↑ 11.3%	1.01x	67.0%
Telecommunication Services	\$1.5M	↑ 0.2%	↑ 8.1%	\$18.3M	↑ 6.6%	1.00x	80.6%
Electricity, Gas and Water Supply	\$1.1M	↓ -12.2%	↓ -9.6%	\$17.6M	↓ -3.9%	1.12x	56.0%
Personal Services	\$706K	↓ -8.9%	↑ 5.8%	\$9.7M	↑ 7.7%	1.01x	80.2%
Motor Vehicle Services	\$684K	↓ -9.6%	↑ 2.1%	\$8.4M	↑ 0.7%	1.13x	64.6%
Pet Care	\$597K	↑ 3.2%	↑ 2.2%	\$7.4M	↑ 3.3%	1.32x	49.8%
Fitness	\$332K	↑ 54.3%	↑ 8.2%	\$3.2M	↑ 35.9%	0.73x	44.0%
Public Services	\$332K	↓ -40.4%	↓ -7.2%	\$6.1M	↓ -7.4%	1.16x	65.3%
School Education	\$215K	↓ -2.5%	↑ 5.9%	\$3.0M	↑ 14.3%	0.62x	20.6%
Childcare Services	\$141K	↑ 43.8%	↑ 5.3%	\$1.5M	↑ 2.4%	0.79x	5.1%
Charities	\$86K	↓ -24.3%	↓ -4.6%	\$1.1M	↓ -4.5%	1.00x	30.1%
Computer Services	\$60K	↑ 116.8%	↓ -4.4%	\$418K	↓ -7.3%	0.72x	10.0%
Tourism and Entertainment	\$5.8M	↑ 3.2%	↑ 7.5%	\$69.8M	↑ 10.0%	1.00x	99.2%
Takeaway and Fast Food Outlets	\$1.1M	↓ -5.0%	↑ 4.9%	\$14.3M	↑ 6.4%	0.98x	93.4%
Restaurants	\$1.1M	↑ 22.4%	↑ 13.8%	\$12.4M	↑ 12.4%	0.98x	91.7%
Pubs, Taverns and Bars	\$905K	↓ -0.2%	↑ 6.7%	\$11.4M	↑ 9.8%	1.06x	85.3%
Online Entertainment	\$722K	↓ -0.6%	↑ 12.5%	\$8.8M	↑ 29.0%	0.96x	67.4%
Attractions, Events and Recreation	\$711K	↑ 10.5%	↑ 8.2%	\$8.4M	↑ 3.0%	0.95x	75.0%
Cafes	\$629K	↓ -8.6%	↓ -9.3%	\$7.8M	↑ 2.7%	1.00x	87.9%
Food Delivery Services	\$377K	↑ 22.2%	↑ 29.8%	\$4.1M	↑ 22.6%	0.70x	29.5%
Breweries and Wineries	\$178K	↓ -18.2%	↓ -5.4%	\$2.6M	↓ -3.4%	2.94x	52.0%
Private Transport	\$4.0M	↓ -0.2%	↓ -1.0%	\$46.7M	↓ -1.9%	0.99x	96.2%
Accommodation	\$966K	↓ -14.0%	↑ 3.6%	\$12.4M	↓ -0.3%	1.06x	63.3%

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 (May 2024 - April 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 (May 2024 - April 2025)?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Rockmans</td><td>4.11x</td><td>9.4%</td></tr><tr><td>Angus And Coote</td><td>3.30x</td><td>6.9%</td></tr><tr><td>Just Jeans</td><td>2.46x</td><td>14.7%</td></tr><tr><td>Ghanda Clothing</td><td>2.35x</td><td>12.6%</td></tr><tr><td>Sportsgirl</td><td>1.93x</td><td>13.4%</td></tr></table>	Brand	Affinity	Penetration	Rockmans	4.11x	9.4%	Angus And Coote	3.30x	6.9%	Just Jeans	2.46x	14.7%	Ghanda Clothing	2.35x	12.6%	Sportsgirl	1.93x	13.4%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>64.7%</td></tr><tr><td>Liquor Stax</td><td>22.59x</td><td>38.8%</td></tr><tr><td>Liquor Barons</td><td>4.96x</td><td>7.4%</td></tr><tr><td>The Good Grocer</td><td>2.92x</td><td>4.7%</td></tr><tr><td>The Jerky Co</td><td>2.41x</td><td>2.5%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	64.7%	Liquor Stax	22.59x	38.8%	Liquor Barons	4.96x	7.4%	The Good Grocer	2.92x	4.7%	The Jerky Co	2.41x	2.5%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>13.35x</td><td>29.1%</td></tr><tr><td>Dome Cafe</td><td>11.21x</td><td>43.1%</td></tr><tr><td>Sushi Sushi</td><td>3.19x</td><td>32.1%</td></tr><tr><td>Red Rooster</td><td>2.43x</td><td>43.5%</td></tr><tr><td>Miss Maud</td><td>2.16x</td><td>4.2%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	13.35x	29.1%	Dome Cafe	11.21x	43.1%	Sushi Sushi	3.19x	32.1%	Red Rooster	2.43x	43.5%	Miss Maud	2.16x	4.2%
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City of Busselton

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

Overview

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

Top category Accommodation - Online \$8M of City of Busselton Visitors spend during April 2025	Top age band 25-34 20.5% of City of Busselton Visitors are within this age band	Top lifestage Young Families 21.3% of City of Busselton Visitors are within this lifestage
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (May 2024 - April 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 (May 2024 - April 2025)?

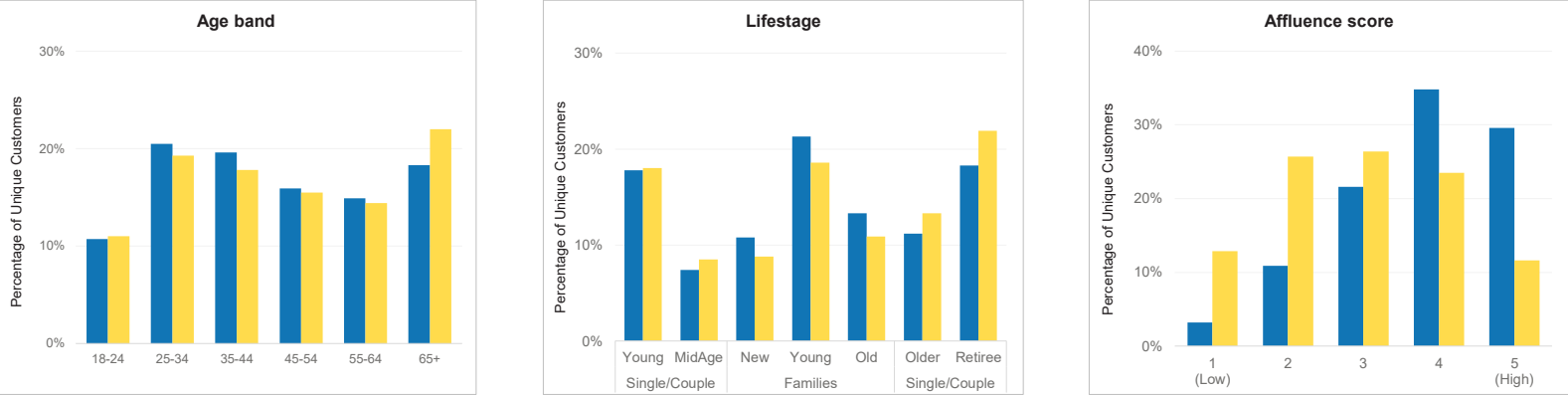
Category	Monthly			Annual (Last 12 months up to April 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$50.4M	↑ 18.8%	↑ 7.2%	\$493.3M	↑ 2.7%		
Tourism and Entertainment	\$13.1M	↑ 11.6%	↑ 13.5%	\$125.0M	↓ -1.3%	0.99x	78.6%
Restaurants	\$4.3M	↑ 50.3%	↑ 26.9%	\$36.1M	↑ 9.1%	0.94x	34.0%
Cafes	\$2.3M	↑ 18.4%	↑ 7.9%	\$20.8M	↑ 7.8%	0.94x	32.0%
Breweries and Wineries	\$2.1M	↓ -13.0%	↑ 2.1%	\$23.2M	↓ -15.3%	0.94x	21.0%
Pubs, Taverns and Bars	\$2.0M	↓ -0.4%	↑ 13.8%	\$21.5M	↓ -5.0%	0.92x	26.6%
Takeaway and Fast Food Outlets	\$1.3M	↑ 5.8%	↑ 8.5%	\$12.4M	↓ -5.3%	0.92x	28.5%
Attractions, Events and Recreation	\$1.1M	↓ -14.1%	↑ 8.2%	\$11.0M	↓ -1.9%	0.94x	20.8%
Food Retailing	\$11.6M	↑ 46.7%	↑ 12.2%	\$104.3M	↑ 13.1%	0.98x	62.4%
Groceries and Other Food Retailing	\$6.1M	↑ 92.3%	↑ 15.6%	\$47.9M	↑ 28.8%	0.96x	47.0%
Supermarkets	\$5.5M	↑ 16.5%	↑ 10.6%	\$56.4M	↑ 2.4%	0.95x	42.0%
Accommodation - Online	\$8.0M	↑ 25.4%	↑ 34.3%	\$74.6M	↑ 2.6%	1.03x	
Discretionary Retail	\$7.9M	↑ 13.4%	↑ 5.5%	\$88.5M	↑ 3.9%	0.93x	35.1%
Other Discretionary Retail	\$4.8M	↑ 5.0%	↑ 2.3%	\$57.6M	↑ 4.5%	0.89x	25.9%
Department Stores, Clothing & Accessories	\$3.1M	↑ 28.8%	↑ 14.4%	\$30.9M	↑ 2.8%	0.86x	20.6%
Private Transport	\$3.7M	↑ 17.9%	↑ 1.8%	\$35.1M	↑ 11.7%	0.92x	32.1%
Accommodation - Instore	\$3.2M	↑ 2.0%	↑ 0.8%	\$32.5M	↓ -15.1%	0.94x	10.8%

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

All VisitorsAustralian Average Population



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

Brand preference

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

How to read: 1.1% of Visitors to City of Busselton have transacted with Tasman Holiday Parks in City of Busselton. This is 1.02x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.02x	1.1%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.8%
Ngilgi Cave	Attractions	1.01x	2.6%
Busselton Jetty	Attractions	1.00x	11.7%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.9%
Abbey Beach Resort	Travel	0.98x	1.5%
Wise Wine	Eating And Drinking Out	0.98x	1.0%
Pullman	Travel	0.98x	1.7%
Cheeky Monkey Brewing Co	Eating And Drinking Out	0.96x	1.7%
Meelup Farmhouse	Eating And Drinking Out	0.95x	1.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.95x	4.8%
Dunsborough Bakery	Food Retailing	0.95x	5.9%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.8%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.6%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.8%
Aravina Estate	Eating And Drinking Out	0.91x	2.2%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	4.1%
Yallingup Gugelhupf	Food Retailing	0.91x	1.1%
Beerfarm Metricup	Eating And Drinking Out	0.91x	2.2%
Caves House Hotel	Eating And Drinking Out	0.91x	5.3%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.2%
Woody Nook Wines	Eating And Drinking Out	0.91x	1.1%
The Goose	Eating And Drinking Out	0.90x	10.4%
Coles	Food Retailing	0.90x	27.0%
Merchant And Maker	Eating And Drinking Out	0.90x	5.3%
La Lah	Eating And Drinking Out	0.89x	1.9%
Shelter Brewing Co	Eating And Drinking Out	0.89x	6.2%
Simmos Ice Creamery	Eating And Drinking Out	0.89x	5.0%
Wise Vineyard Restaurant	Eating And Drinking Out	0.89x	1.2%
Cafe Evviva	Eating And Drinking Out	0.88x	1.6%

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

City of Busselton

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

Overview

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

Top category Other Discretionary Retail \$2.8M of Busselton Visitors spend during April 2025	Top age band 25-34 20.4% of Busselton Visitors are within this age band	Top lifestage Young Families 21.2% of Busselton Visitors are within this lifestage
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (May 2024 - April 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 (May 2024 - April 2025)?

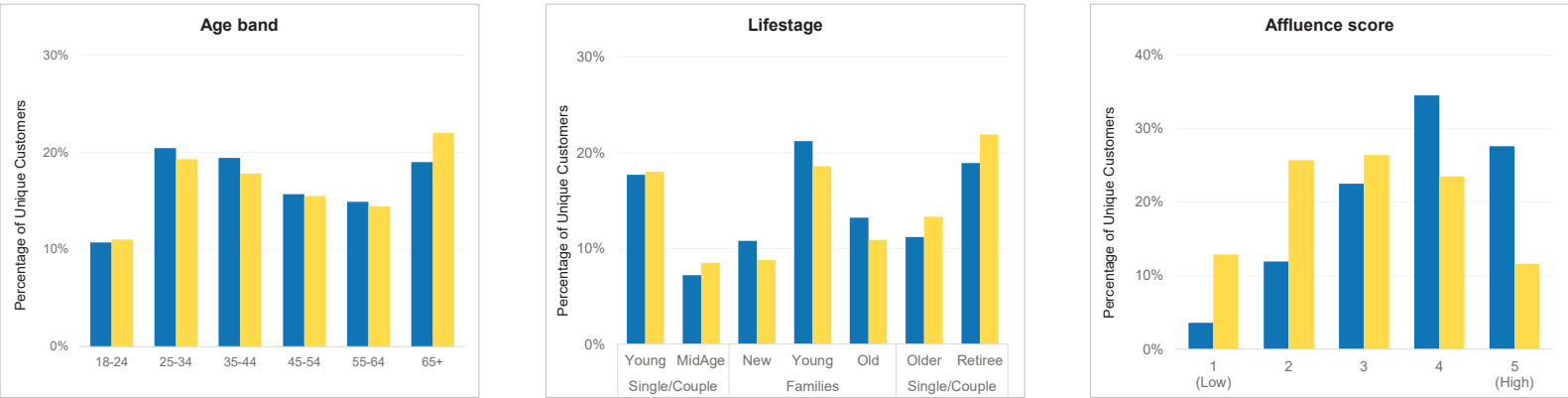
Category	Monthly			Annual (Last 12 months up to April 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$14.8M	↑ 11.1%	↑ 7.2%	\$159.0M	↑ 2.4%		
Tourism and Entertainment	\$4.2M	↑ 14.3%	↑ 13.5%	\$40.6M	↑ 9.0%	0.93x	73.7%
Restaurants	\$1.1M	↑ 120.8%	↑ 26.9%	\$7.8M	↑ 36.9%	0.56x	20.2%
Pubs, Taverns and Bars	\$948K	↑ 7.6%	↑ 13.8%	\$10.0M	↑ 16.1%	0.84x	24.3%
Cafes	\$905K	↑ 9.9%	↑ 7.9%	\$8.5M	↑ 9.0%	0.70x	23.9%
Attractions, Events and Recreation	\$628K	↑ 1.4%	↑ 8.2%	\$6.3M	↑ 11.6%	1.00x	22.1%
Takeaway and Fast Food Outlets	\$438K	↑ 21.5%	↑ 8.5%	\$3.8M	↓ -3.5%	0.57x	17.7%
Breweries and Wineries	\$223K	↓ -56.6%	↑ 2.1%	\$4.1M	↓ -24.8%	0.56x	12.6%
Discretionary Retail	\$4.0M	↑ 10.9%	↑ 5.5%	\$46.4M	↑ 7.5%	0.84x	31.7%
Other Discretionary Retail	\$2.8M	↑ 4.8%	↑ 2.3%	\$35.3M	↑ 7.1%	0.85x	24.6%
Department Stores, Clothing & Accessories	\$1.2M	↑ 28.9%	↑ 14.4%	\$11.2M	↑ 9.0%	0.62x	14.7%
Food Retailing	\$2.9M	↑ 12.7%	↑ 12.2%	\$31.6M	↓ -2.2%	0.60x	38.2%
Supermarkets	\$2.0M	↑ 8.4%	↑ 10.6%	\$21.5M	↓ -1.8%	0.67x	29.8%
Groceries and Other Food Retailing	\$938K	↑ 22.8%	↑ 15.6%	\$10.1M	↓ -3.0%	0.39x	19.1%
Private Transport	\$1.7M	↑ 28.5%	↑ 1.8%	\$15.6M	↓ -6.3%	0.72x	25.2%
Accommodation - Instore	\$101K	↑ 77.4%	↑ 0.8%	\$1.0M	↓ -21.4%		

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 (May 2024 - April 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 (May 2024 - April 2025)?

All VisitorsAustralian Average Population



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

Brand preference

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

How to read: 17.9% of Visitors to Busselton have transacted with Busselton Jetty in Busselton. This is 1.54x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.54x	17.9%
The Goose	Eating And Drinking Out	1.38x	15.9%
Shelter Brewing Co	Eating And Drinking Out	1.36x	9.5%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.22x	3.7%
Mano Wraps	Eating And Drinking Out	1.19x	3.0%
Esplanade Hotel	Eating And Drinking Out	1.14x	6.0%
Hungry Jacks	Eating And Drinking Out	1.09x	4.4%
The Vasse Tavern	Eating And Drinking Out	1.09x	2.5%
Ship Inn	Eating And Drinking Out	1.09x	2.8%
Caltex	Private Transport	1.07x	12.4%
Baked Busselton	Food Retailing	1.07x	4.7%
The Fire Station	Eating And Drinking Out	1.04x	2.3%
Dan Murphys	Food Retailing	1.04x	6.7%
Timezone	Recreation	1.02x	1.5%
Benesse Cafe	Eating And Drinking Out	1.01x	3.2%
The Tav	Eating And Drinking Out	1.00x	2.2%
Geographe Restauranty	Eating And Drinking Out	0.97x	2.8%
Liberty Petrol	Private Transport	0.96x	5.3%
Bunnings Warehouse	Hardware And Garden Retailing	0.96x	8.9%
Busselton Pavilion	Eating And Drinking Out	0.93x	1.5%
Bcf	Recreational Goods	0.91x	2.6%
Best And Less	Clothing And Accessories	0.90x	3.1%
Kwik Koffee	Eating And Drinking Out	0.89x	2.7%
The Salvation Army	Personal Goods Retailing	0.88x	1.1%
Cotton On	Clothing And Accessories	0.87x	1.7%
City Of Busselton	Government Administration	0.86x	3.3%
Sushi Sushi	Eating And Drinking Out	0.84x	2.3%
Reading Cinemas	Films And Videos	0.84x	1.8%
Pharmacy 777	Personal Goods Retailing	0.83x	3.2%
Mcdonalds	Eating And Drinking Out	0.79x	9.1%

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

City of Busselton

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

Overview

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

Top category Restaurants \$3.1M of Dunsborough Visitors spend during April 2025	Top age band 25-34 20.5% of Dunsborough Visitors are within this age band	Top lifstage Young Families 22.1% of Dunsborough Visitors are within this lifstage
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (May 2024 - April 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 (May 2024 - April 2025)?

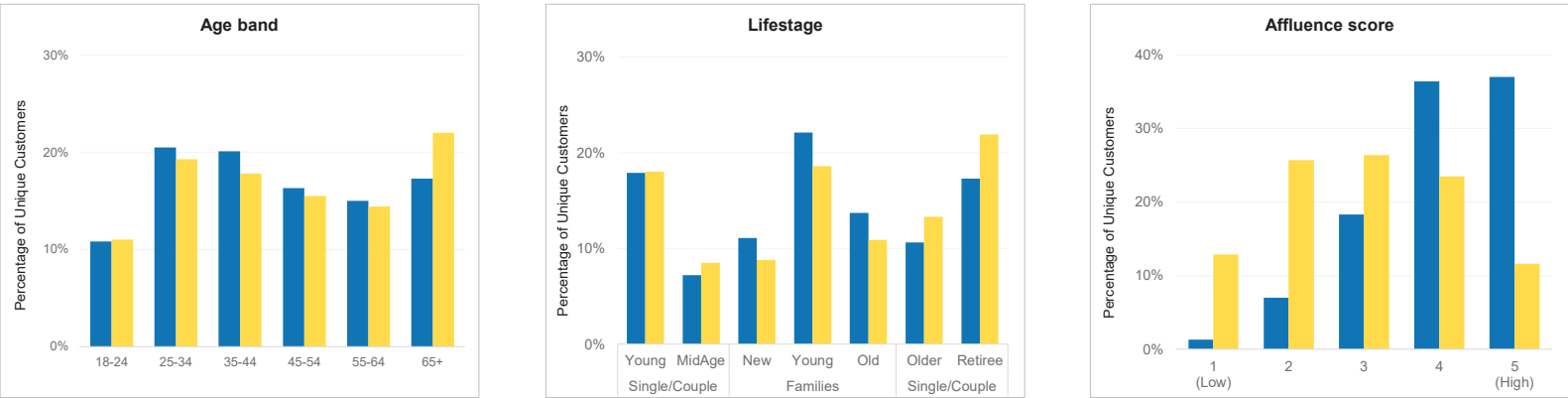
Category	Monthly			Annual (Last 12 months up to April 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$16.4M	↑ 10.7%	↑ 7.2%	\$155.6M	↓ -5.4%		
Tourism and Entertainment	\$7.7M	↑ 8.8%	↑ 13.5%	\$72.3M	↓ -7.9%	0.94x	74.9%
Restaurants	\$3.1M	↑ 35.3%	↑ 26.9%	\$26.7M	↑ 2.2%	1.02x	37.2%
Breweries and Wineries	\$1.8M	↓ -1.9%	↑ 2.1%	\$18.4M	↓ -13.6%	1.03x	23.0%
Cafes	\$1.3M	↑ 23.5%	↑ 7.9%	\$11.4M	↑ 7.2%	0.85x	29.0%
Pubs, Taverns and Bars	\$861K	↓ -13.6%	↑ 13.8%	\$9.4M	↓ -22.5%	0.62x	17.9%
Takeaway and Fast Food Outlets	\$328K	↓ -7.3%	↑ 8.5%	\$2.8M	↓ -19.6%	0.50x	15.5%
Attractions, Events and Recreation	\$325K	↓ -41.4%	↑ 8.2%	\$3.5M	↓ -25.4%	0.47x	10.4%
Food Retailing	\$4.3M	↑ 27.8%	↑ 12.2%	\$39.0M	↑ 3.7%	0.98x	62.8%
Discretionary Retail	\$1.8M	↑ 20.1%	↑ 5.5%	\$18.0M	↓ -2.2%	0.53x	19.9%
Other Discretionary Retail	\$965K	↑ 14.2%	↑ 2.3%	\$9.6M	↑ 1.6%	0.52x	15.2%
Department Stores, Clothing & Accessories	\$882K	↑ 27.4%	↑ 14.4%			0.34x	8.2%
Accommodation - Instore	\$1.3M	↓ -13.0%	↑ 0.8%	\$13.9M	↓ -21.4%	0.70x	8.0%
Private Transport	\$630K	↓ -3.6%	↑ 1.8%	\$5.9M	↓ -21.4%	0.37x	13.0%

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 (May 2024 - April 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 (May 2024 - April 2025)?

All VisitorsAustralian Average Population



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

Brand preference

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

How to read: 1.8% of Visitors to Dunsborough have transacted with Tasman Holiday Parks in Dunsborough. This is 1.65x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.65x	1.8%
Cape Naturaliste Lighthouse	Attractions	1.63x	4.5%
Ngilgi Cave	Attractions	1.63x	4.3%
Cullen Wines	Eating And Drinking Out	1.63x	1.2%
Bettenays Margaret River	Travel	1.62x	1.5%
The Margaret River Chocolate Company	Food Retailing	1.62x	17.6%
Hay Shed Hill Wines	Eating And Drinking Out	1.59x	1.0%
Wise Wine	Eating And Drinking Out	1.58x	1.7%
Pullman	Travel	1.56x	2.8%
Meelup Farmhouse	Eating And Drinking Out	1.55x	2.6%
Cheeky Monkey Brewing Co	Eating And Drinking Out	1.54x	2.7%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.54x	7.7%
Dunsborough Bakery	Food Retailing	1.53x	9.6%
Vasse Virgin	Personal Services	1.53x	1.6%
Lamonts	Eating And Drinking Out	1.52x	1.4%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.52x	1.3%
Yallingup Maze	Attractions	1.52x	1.3%
Eagle Bay Brewing Co	Eating And Drinking Out	1.52x	6.2%
Wild Hop Brewing Company	Eating And Drinking Out	1.50x	5.8%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.49x	2.8%
Aravina Estate	Eating And Drinking Out	1.48x	3.6%
Yallingup General Store And Cafe	Eating And Drinking Out	1.48x	6.7%
Yallingup Gugelhupf	Food Retailing	1.48x	1.8%
Beerfarm Metricup	Eating And Drinking Out	1.47x	3.6%
Caves House Hotel	Eating And Drinking Out	1.47x	8.6%
Yallingup Woodfired Bakery	Food Retailing	1.47x	3.5%
Woody Nook Wines	Eating And Drinking Out	1.47x	1.7%
Merchant And Maker	Eating And Drinking Out	1.46x	8.7%
La Lah	Eating And Drinking Out	1.45x	3.1%
Bootleg Brewery	Eating And Drinking Out	1.44x	1.1%

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

City of Busselton

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

Overview

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

Top category Groceries and Other Food Retailing \$2.8M of West Busselton Visitors spend during April 2025	Top age band 35-44 20.4% of West Busselton Visitors are within this age band	Top lifestyle Young Families 22.9% of West Busselton Visitors are within this lifestyle
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the period (May 2024 - April 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 (May 2024 - April 2025)?

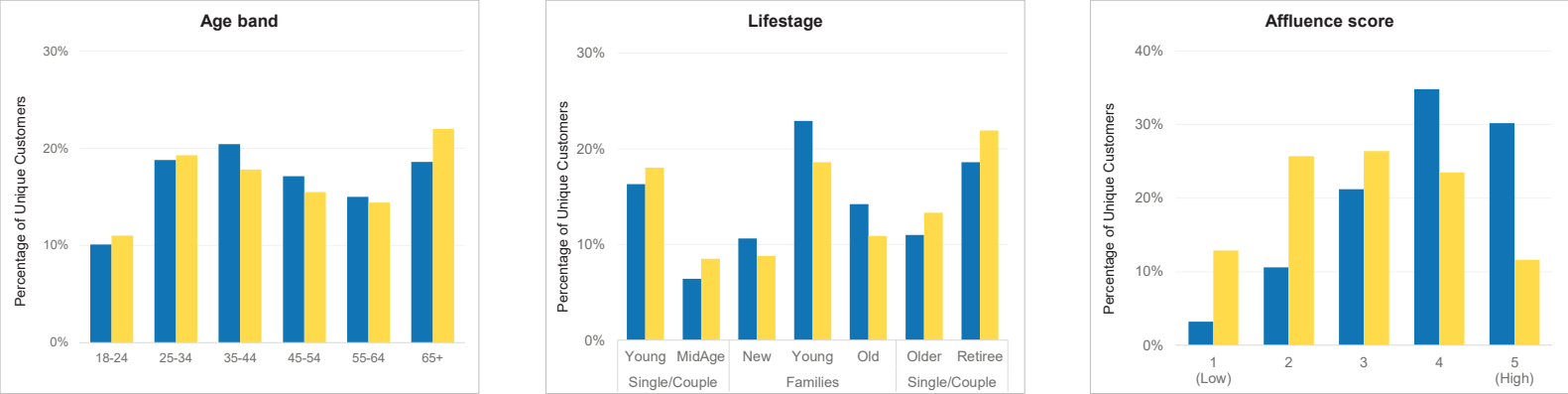
Category	Monthly			Annual (Last 12 months up to April 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$11.2M	↑ 41.9%	↑ 7.2%	\$103.6M	↑ 18.7%		
Food Retailing	\$4.4M	↑ 124.3%	↑ 12.2%	\$33.7M	↑ 51.1%	0.81x	51.5%
Groceries and Other Food Retailing	\$2.8M	↑ 437.5%	↑ 15.6%	\$16.7M	↑ 188.4%	0.67x	33.0%
Supermarkets	\$1.6M	↑ 11.4%	↑ 10.6%	\$17.0M	↑ 2.8%	0.74x	32.9%
Discretionary Retail	\$2.1M	↑ 12.7%	↑ 5.5%	\$24.0M	↑ 2.0%	0.86x	32.6%
Accommodation - Instore	\$1.8M	↑ 13.0%	↑ 0.8%	\$17.6M	↓ -9.0%	1.06x	12.2%
Private Transport	\$1.4M	↑ 18.2%	↑ 1.8%	\$13.6M	↑ 10.2%	0.89x	30.8%
Tourism and Entertainment	\$1.2M	↑ 23.0%	↑ 13.5%			0.58x	46.1%
Takeaway and Fast Food Outlets	\$555K	↑ 3.8%	↑ 8.5%	\$5.8M	↑ 10.2%	1.01x	31.4%
Restaurants	\$160K	↑ 49.6%	↑ 26.9%	\$1.5M	↑ 26.9%	0.20x	7.1%
Attractions, Events and Recreation	\$111K	↑ 99.9%	↑ 8.2%	\$958K	↑ 50.9%	0.21x	4.7%
Cafes	\$98K	↑ 39.6%	↑ 7.9%	\$904K	↑ 4.1%	0.21x	7.1%

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 (May 2024 - April 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 (May 2024 - April 2025)?

All VisitorsAustralian Average Population



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

Brand preference

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

How to read: 1.2% of Visitors to West Busselton have transacted with Bayview Geographe Resort in West Busselton. This is 2.21x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Bayview Geographe Resort	Travel	2.21x	1.2%
Mandalay Resort	Travel	2.17x	1.5%
Abbey Beach Resort	Travel	2.12x	3.3%
Flametree Wines	Eating And Drinking Out	1.94x	1.3%
Vibe Petroleum	Private Transport	1.71x	13.6%
Broadwater Village Grocer	Food Retailing	1.67x	6.0%
Bunbury Farmers Market	Food Retailing	1.66x	17.9%
Tonic By The Bay	Eating And Drinking Out	1.65x	6.3%
United Petrol	Private Transport	1.63x	5.4%
Kmart	General Retail	1.63x	21.5%
Uptown	Eating And Drinking Out	1.51x	1.0%
Obison Coffee Roasters	Eating And Drinking Out	1.49x	2.0%
Subzero Gelato	Food Retailing	1.47x	1.4%
Aldi	Food Retailing	1.45x	11.5%
Gropers Fish And Chips	Eating And Drinking Out	1.45x	1.9%
Kfc	Eating And Drinking Out	1.41x	5.6%
Dusty Buns	Eating And Drinking Out	1.39x	2.3%
The Vietnamese Kitchen	Eating And Drinking Out	1.35x	1.9%
The Urban Coffee House	Eating And Drinking Out	1.34x	2.3%
Leeuwin Way Takeaway	Eating And Drinking Out	1.32x	1.5%
Coffee Head Co	Eating And Drinking Out	1.30x	1.7%
Anaconda	Recreational Goods	1.27x	4.2%
Broadwater Pharmacy	Personal Goods Retailing	1.26x	1.5%
Vasse Bakery	Food Retailing	1.26x	3.8%
Chicken Treat	Eating And Drinking Out	1.24x	2.5%
Amelia Park Lodge	Travel	1.22x	1.9%
Boost Juice	Eating And Drinking Out	1.21x	2.1%
3 Par Golf Course	Recreation	1.19x	3.0%
Red Rooster	Eating And Drinking Out	1.19x	3.6%
Brewplus	Food Retailing	1.14x	2.0%

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

Region Type

Category

LGA

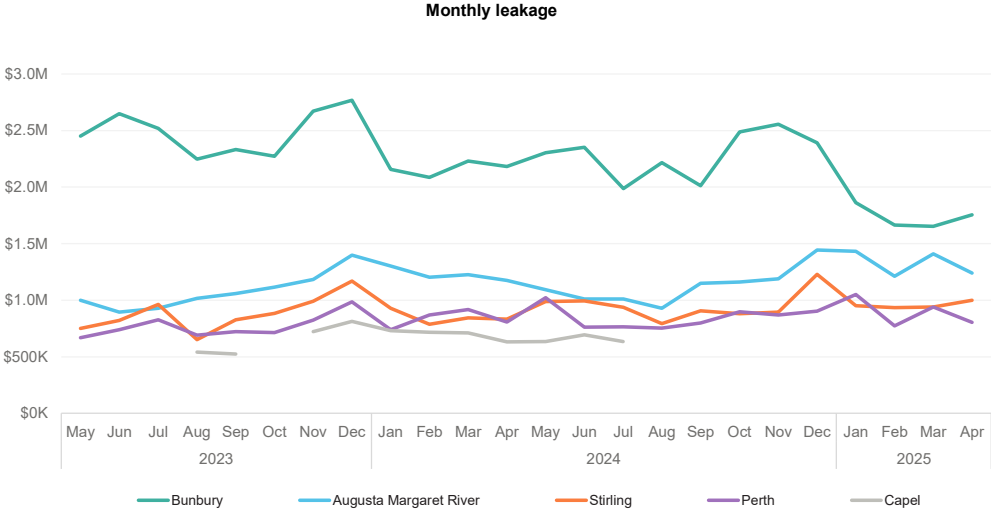
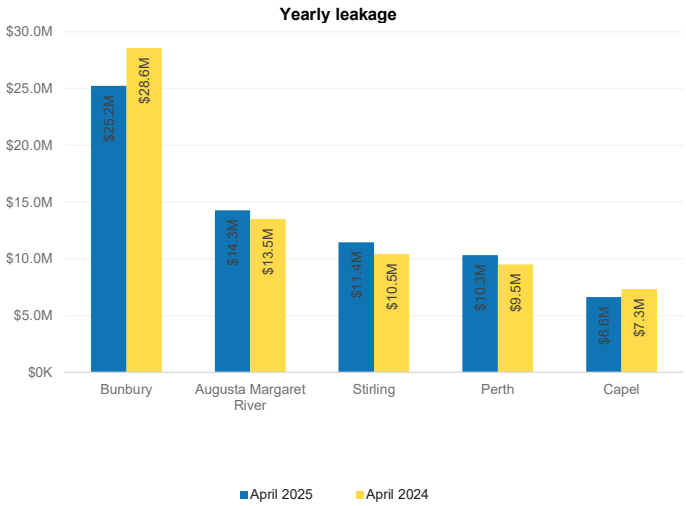
Total (excl. Other)

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 April 2025, there was \$25.2m of spend by residents to Bunbury in Total (excl. Other), this was \$3.3m less than the previous 12 months

How to read: In the month of April 2025, there was \$1.8m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.2m in the month of April 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 April 2025, residents spent \$25.2m on Total (excl. Other) in Bunbury. This was \$3.3m or -13.2% decrease compared to April 2024.

LGA	Total (excl. Other)			
	April 2025 Spend	April 2024 Spend	Spend Change	Spend % Change
IN LGA	\$550.9M	\$528.7M	↑\$22.2M	↑ 4.0%
Online	\$162.2M	\$144.1M	↑\$18.1M	↑ 11.2%
Bunbury	\$25.2M	\$28.6M	-\$3.3M	↓ -13.2%
Augusta Margaret River	\$14.3M	\$13.5M	↑\$778K	↑ 5.4%
Stirling	\$11.4M	\$10.5M	↑\$994K	↑ 8.7%
Perth	\$10.3M	\$9.5M	↑\$822K	↑ 8.0%
Capel	\$6.6M	\$7.3M	-\$691K	↓ -10.4%

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Annual leakage by sub-region and crowd

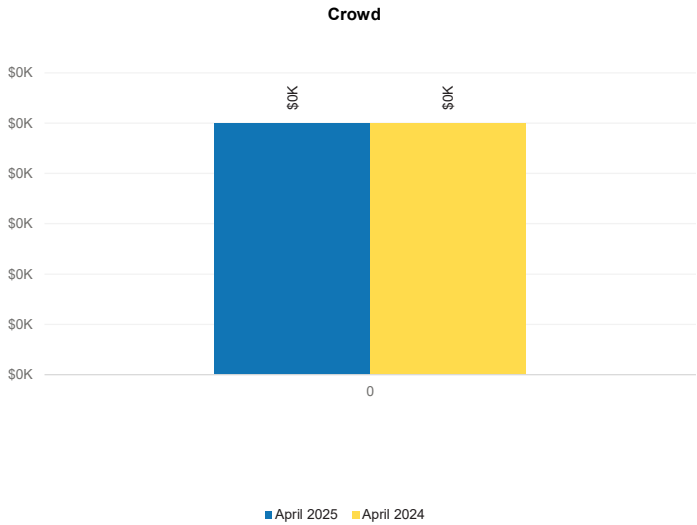
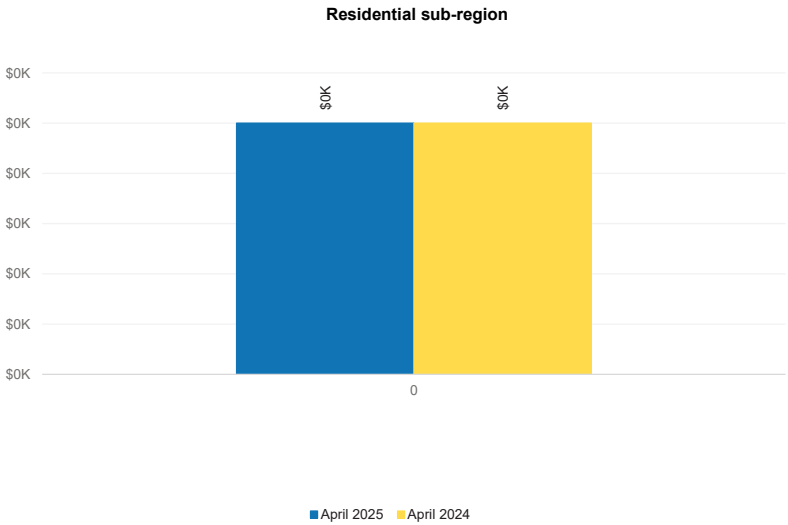
Location

Bunbury (WA)

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

How to read: In the 12 months to April 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 April 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.



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City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

Region

Total (excl. Other)

Leakage trends by location and category

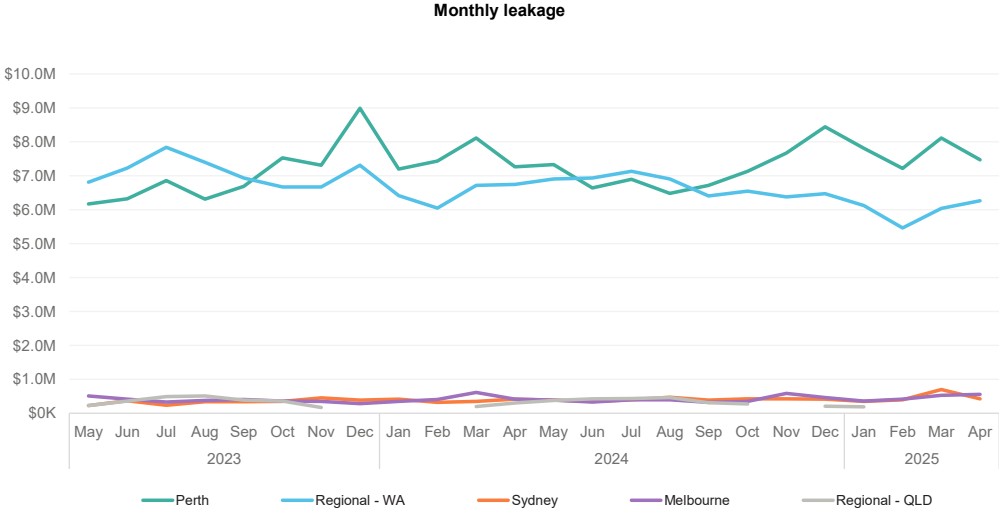
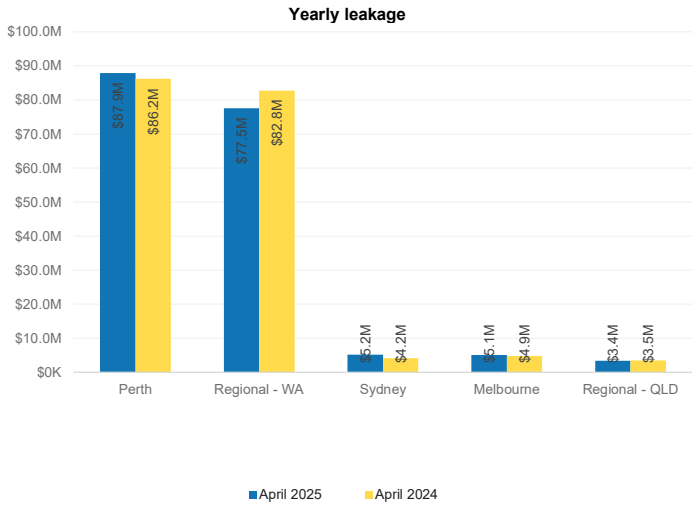
What are the top 5 locations where the residents spend money and how has this changed over time?

How to read:

In the 12 months to April 2025, there was \$87.9m of spend by residents to Perth in Total (excl. Other), this was \$1.7m more than the previous 12 months

How to read:

In the month of April 2025, there was \$7.5m of spend by residents to Perth in Total (excl. Other), this was compared to \$7.3m in the month of April 2024



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Annual leakage by category

How does the Leakage compare across categories?

How to read:

In the 12 months to April 2025, residents spent \$87.9m on Total (excl. Other) in Perth. This was \$1.7m or 2.0% increase compared to April 2024.

	Total (excl. Other)			
Region	April 2025 Spend	April 2024 Spend	Spend Change	Spend % Change
IN LGA	\$550.9M	\$528.7M	↑\$22.2M	↑ 4.0%
Online	\$162.2M	\$144.1M	↑\$18.1M	↑ 11.2%
Perth	\$87.9M	\$86.2M	↑\$1.7M	↑ 2.0%
Regional - WA	\$77.5M	\$82.8M	-\$5.2M	↓ -6.7%
Sydney	\$5.2M	\$4.2M	↑\$961K	↑ 18.5%
Melbourne	\$5.1M	\$4.9M	↑\$282K	↑ 5.5%
Regional - QLD	\$3.4M	\$3.5M	-\$47K	↓ -1.4%

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Annual leakage by sub-region and crowd

Location

Bunbury (WA)

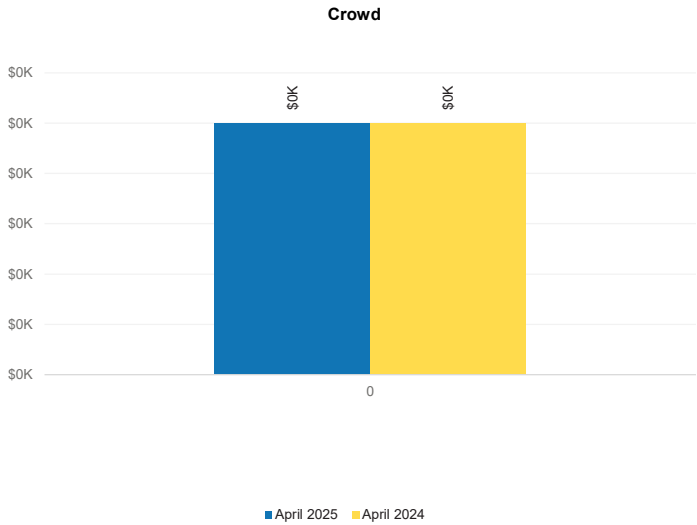
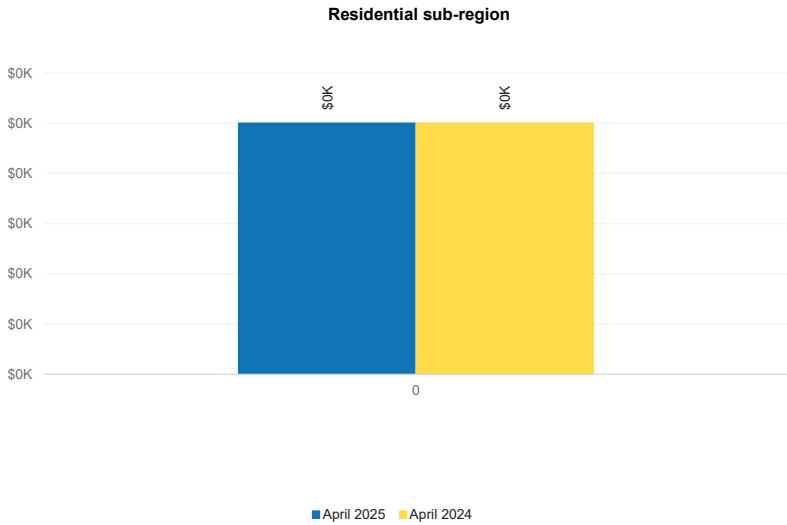
How does the proportion of expenditure change by sub-region and Crowd?

How to read:

In the 12 months to April 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 April 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.



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