

City of Busselton

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

Overview

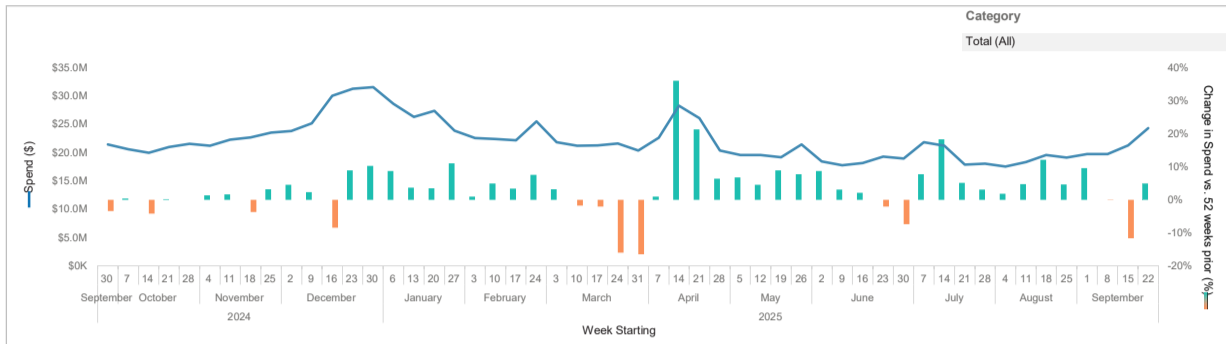
What are some of the key insights for the City of Busselton location for September 2025?

Total spend \$91.6M ↑ 1.4% vs last year ↑ 3.7% Regional WA	Total customers 164K ↓ -0.6% vs last year	Visitor spend \$40.0M 44% of total spend within City of Busselton during September 2025 are from Visitors	Total visitors 130K 79% of total customers within City of Busselton during September 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for September 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

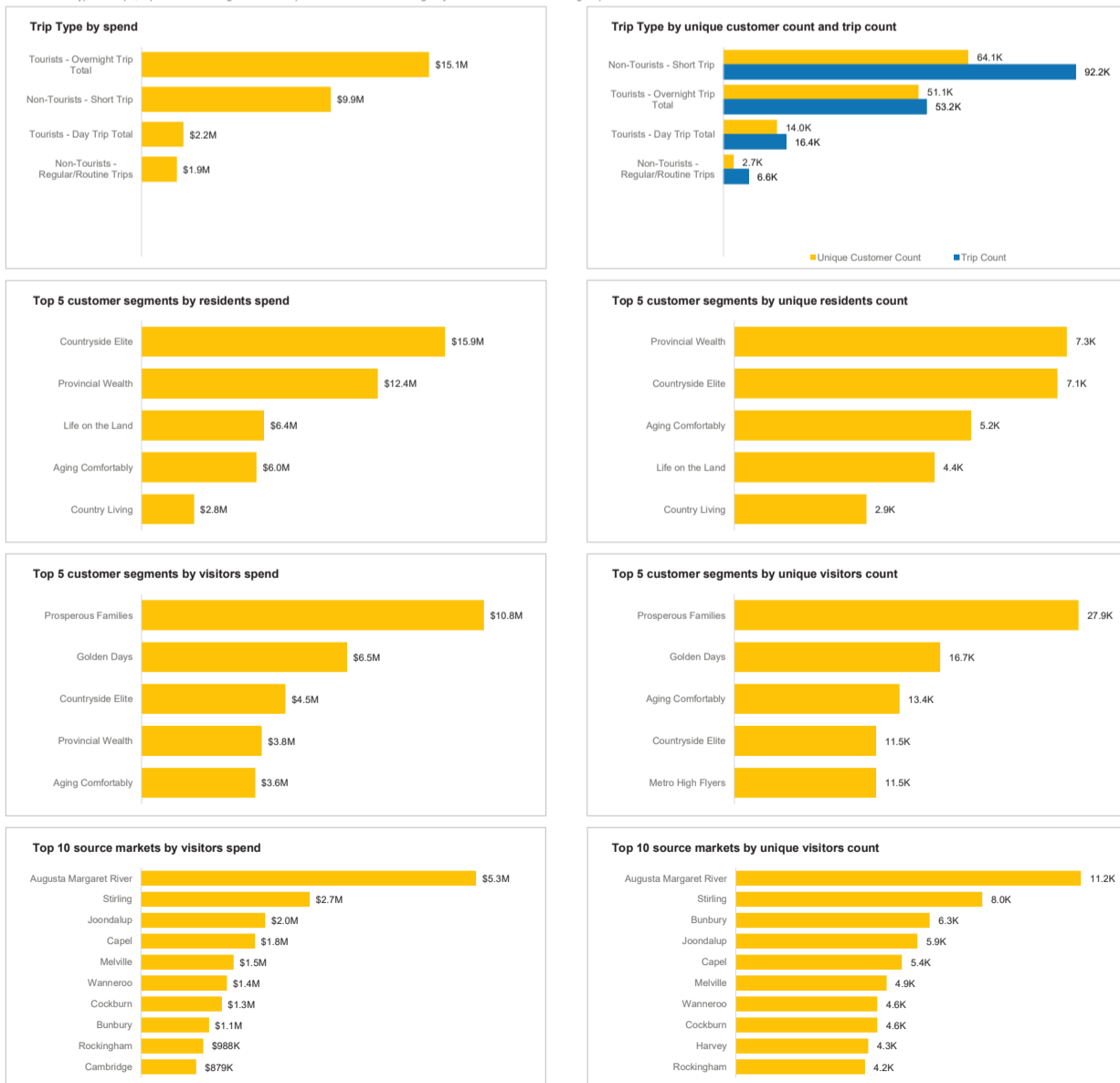
What are the key changes to category spend and visits in September 2025 versus the past year and Regional WA for the City of Busselton location?

Category	Data representing Customer count								
	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
	Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA	
Total	164.4K	↓ -0.6%		130.4K	↓ -1.1%		34.0K	↑ 1.4%	
Tourism and Entertainment	110.5K	↓ -4.9%		82.7K	↓ -6.7%		27.8K	↑ 1.3%	
Restaurants	50.3K	↑ 4.4%		34.1K	↑ 3.1%		16.3K	↑ 7.2%	
Takeaway and Fast Food Outlets	46.2K	↑ 1.4%		27.6K	↑ 2.0%		18.7K	↑ 0.4%	
Cafes	41.1K	↓ -6.2%		26.8K	↓ -9.7%		14.2K	↑ 1.4%	
Pubs, Taverns and Bars	28.4K	↑ 4.2%		17.4K	↑ 1.0%		11.0K	↑ 9.7%	
Attractions, Events and Recreation	20.3K	↓ -15.0%		15.8K	↓ -17.3%		4.6K	↓ -5.8%	
Breweries and Wineries	15.2K	↓ -44.3%		12.3K	↓ -44.6%		2.8K	↓ -42.6%	
Food Retailing	101.6K	↑ 2.3%		69.0K	↑ 2.5%		32.7K	↑ 1.9%	
Groceries and Other Food Retailing	76.3K	↑ 9.5%		50.1K	↑ 10.2%		26.3K	↑ 8.3%	
Supermarkets	72.0K	↓ -4.0%		40.5K	↓ -7.6%		31.4K	↑ 1.1%	
Discretionary Retail	67.6K	↓ -2.5%		37.4K	↓ -4.5%		30.1K	↑ 0.1%	
Other Discretionary Retail	55.2K	↓ -2.7%		27.1K	↓ -4.2%		28.1K	↓ -1.2%	
Department Stores, Clothing & Accessories	37.6K	↓ -2.9%		18.8K	↓ -5.7%		18.9K	→ 0.0%	
Private Transport	55.9K	↑ 1.6%		32.6K	↑ 1.7%		23.3K	↑ 1.3%	
Accommodation - Online	12.8K	↓ -12.8%		12.6K	↓ -13.1%		0.2K	↑ 9.0%	
Accommodation - Instore	9.1K	↓ -13.6%		7.4K	↓ -16.8%		1.7K	↑ 3.5%	

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

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during September 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 September 2025	Region Type Sub-region	Spend location Busselton		

Overview

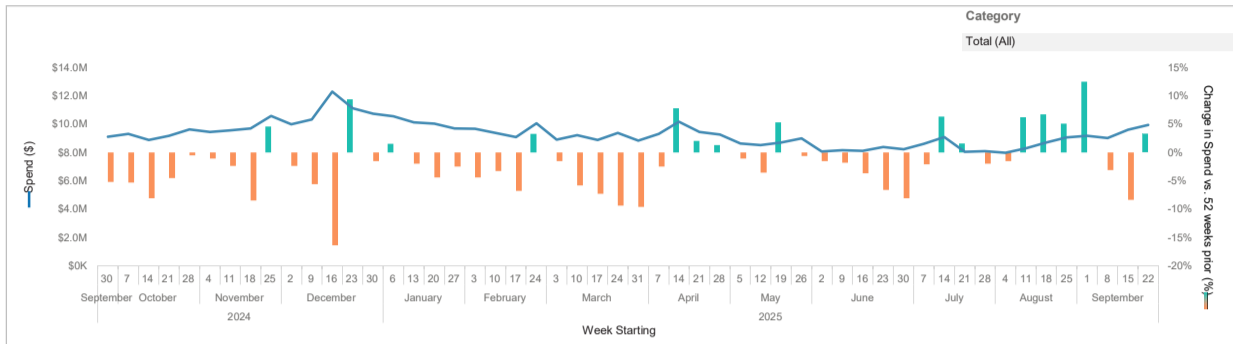
What are some of the key insights for the Busselton location for September 2025?

<p>Total spend \$40.4M</p> <p>↑ 1.5% vs last year ↑ 3.7% Regional WA</p>	<p>Total customers 105K</p> <p>↓ -1.1% vs last year</p>	<p>Visitor spend \$13.2M</p> <p>33% of total spend within Busselton during September 2025 are from Visitors</p>	<p>Total visitors 73K</p> <p>70% of total customers within Busselton during September 2025 are from Visitors</p>
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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 September 2025 versus the past year and Regional WA for the Busselton location?

Category	Data representing Customer count								
	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
Spend location		Regional WA	Spend location		Regional WA	Spend location		Regional WA	
Total	104.9K	↓ -1.1%		73.3K	↓ -1.9%		31.6K	↑ 0.7%	
Tourism and Entertainment	65.4K	↓ -4.6%		44.7K	↓ -7.1%		20.7K	↑ 1.2%	
Restaurants	27.1K	↑ 18.1%		17.0K	↑ 24.5%		10.1K	↑ 8.8%	
Takeaway and Fast Food Outlets	22.6K	↑ 16.6%		11.5K	↑ 17.2%		11.1K	↑ 16.0%	
Cafes	20.8K	↓ -7.0%		12.1K	↓ -8.9%		8.7K	↓ -4.2%	
Pubs, Taverns and Bars	14.2K	↑ 2.0%		7.5K	↑ 1.0%		6.7K	↑ 3.1%	
Food Retailing	49.5K	↓ -2.2%		25.3K	↓ -3.2%		24.2K	↓ -1.0%	
Supermarkets	40.1K	↓ -1.4%		18.1K	↓ -2.9%		22.0K	↓ -0.2%	
Groceries and Other Food Retailing	26.6K	↓ -6.3%		12.6K	↓ -5.1%		14.0K	↓ -7.4%	
Discretionary Retail	47.1K	↓ -1.8%		21.7K	↓ -2.2%		25.4K	↓ -1.4%	
Other Discretionary Retail	41.2K	↓ -1.7%		17.6K	↓ -1.3%		23.7K	↓ -2.0%	
Department Stores, Clothing & Accessories	17.1K	↓ -4.5%		7.2K	↓ -5.1%		10.0K	↓ -4.1%	
Private Transport	32.7K	↑ 15.6%		17.2K	↑ 17.5%		15.6K	↑ 13.5%	
Accommodation - Instore	1.1K	↑ 79.9%		0.7K	↑ 81.5%		0.4K	↑ 77.2%	

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

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

Trip Type, customer segments and source markets

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

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$4.7M Non-Tourists - Short Trip: \$4.6M Tourists - Day Trip Total: \$869K Non-Tourists - Regular/Routine Trips: \$838K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: 34.8K Unique Customer Count, 45.0K Trip Count Tourists - Overnight Trip Total: 28.4K Unique Customer Count, 29.3K Trip Count Tourists - Day Trip Total: 6.3K Unique Customer Count, 6.8K Trip Count Non-Tourists - Regular/Routine Trips: 1.8K Unique Customer Count, 3.9K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$7.2M Provincial Wealth: \$6.4M Aging Comfortably: \$4.0M Life on the Land: \$3.8M Prudent Nostalgia: \$2.0M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Countryside Elite: 6.7K Provincial Wealth: 6.6K Aging Comfortably: 5.0K Life on the Land: 4.3K Country Living: 2.7K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Countryside Elite: \$1.9M Prosperous Families: \$1.9M Provincial Wealth: \$1.9M Aging Comfortably: \$1.7M Golden Days: \$1.4M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 11.9K Aging Comfortably: 8.6K Countryside Elite: 8.2K Golden Days: 7.6K Provincial Wealth: 6.5K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta: \$1.3M Margaret River: \$1.0M Capel: \$963K Pemberton: \$793K South Bunbury - Bunbury: \$270K Bridgetown - Boyup Brook: \$265K Donnybrook - Balingup: \$259K Australind - Leschenault: \$254K Dalyellup: \$164K Eaton - Pelican Point: \$147K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 4.3K Augusta: 3.2K Capel: 2.3K Australind - Leschenault: 2.2K South Bunbury - Bunbury: 2.0K Pemberton: 1.5K Dalyellup: 1.5K Eaton - Pelican Point: 1.4K Donnybrook - Balingup: 1.3K Bridgetown - Boyup Brook: 1.0K

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

City of Busselton

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

Overview

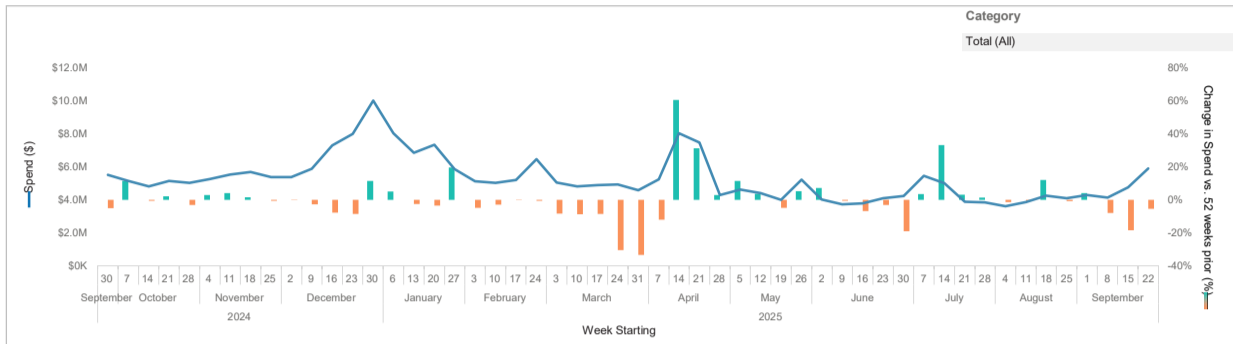
What are some of the key insights for the Dunsborough location for September 2025?

Total spend \$20.7M ↓ -6.3% vs last year ↑ 3.7% Regional WA	Total customers 74K ↓ -8.3% vs last year	Visitor spend \$11.4M 55% of total spend within Dunsborough during September 2025 are from Visitors	Total visitors 58K 79% of total customers within Dunsborough during September 2025 are from Visitors
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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 September 2025 versus the past year and Regional WA for the Dunsborough location?

Category	Data representing Customer count								
	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
Spend location		Regional WA	Spend location		Regional WA	Spend location		Regional WA	
Total	74.0K	↓ -8.3%		58.1K	↓ -9.8%		15.9K	↓ -2.1%	
Tourism and Entertainment	51.3K	↓ -10.7%		39.9K	↓ -12.9%		11.5K	↓ -2.3%	
Restaurants	24.2K	↓ -6.5%		17.6K	↓ -9.6%		6.6K	↑ 3.0%	
Cafes	18.8K	↓ -11.8%		13.5K	↓ -14.1%		5.3K	↓ -5.3%	
Pubs, Taverns and Bars	12.3K	↑ 5.7%		8.4K	↓ -0.6%		4.0K	↑ 22.2%	
Breweries and Wineries	9.7K	↓ -28.1%		8.3K	↓ -29.6%		1.4K	↓ -18.5%	
Takeaway and Fast Food Outlets	9.6K	↓ -12.6%		6.2K	↓ -16.7%		3.4K	↓ -3.9%	
Attractions, Events and Recreation	4.8K	↓ -31.6%		4.4K	↓ -33.3%		0.4K	↓ -7.1%	
Food Retailing	43.5K	↓ -8.6%		31.9K	↓ -11.1%		11.6K	↓ -1.0%	
Discretionary Retail	16.2K	↓ -5.3%		9.3K	↓ -9.9%		6.8K	↑ 1.8%	
Other Discretionary Retail	13.4K	↓ -6.9%		7.1K	↓ -11.7%		6.3K	↓ -0.8%	
Department Stores, Clothing & Accessories	5.0K	↑ 5.1%		3.3K	↓ -4.7%		1.7K	↑ 32.2%	
Private Transport	11.1K	↓ -5.0%		5.5K	↓ -9.0%		5.6K	↓ -0.6%	
Accommodation - Instore	3.6K	↓ -28.2%		3.4K	↓ -27.3%		0.2K	↓ -39.9%	

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

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

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting Dunsborough location during September 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 September 2025	Region Type Sub-region	Spend location West Busselton		

Overview

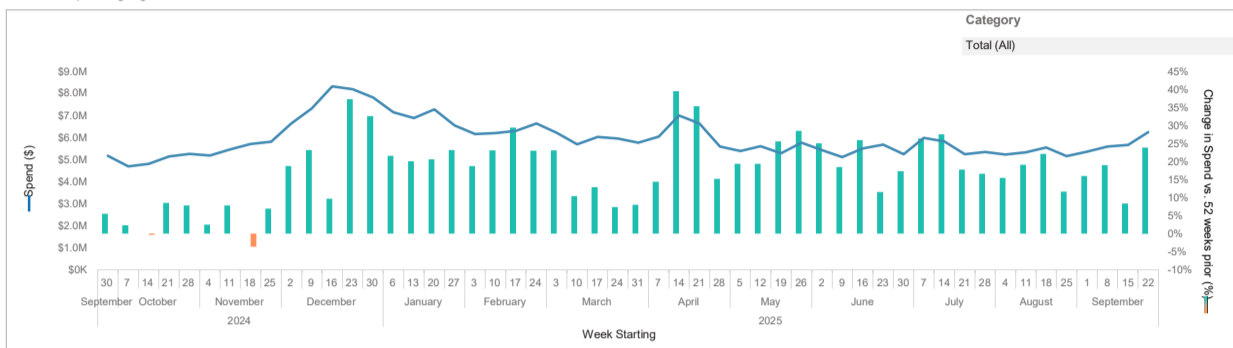
What are some of the key insights for the West Busselton location for September 2025?

<p>Total spend \$24.6M</p> <p>↑ 18.0% vs last year ↑ 3.7% Regional WA</p>	<p>Total customers 93K</p> <p>↑ 9.7% vs last year</p>	<p>Visitor spend \$9.8M</p> <p>40% of total spend within West Busselton during September 2025 are from Visitors</p>	<p>Total visitors 63K</p> <p>67% of total customers within West Busselton during September 2025 are from Visitors</p>
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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

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

Category	Data representing Customer count								
	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
Spend location		Regional WA	Spend location		Regional WA	Spend location		Regional WA	
Total	93.3K	↑ 9.7%		62.9K	↑ 12.8%		30.4K	↑ 3.6%	
Food Retailing	54.2K	↑ 27.8%		29.5K	↑ 43.7%		24.7K	↑ 12.8%	
Groceries and Other Food Retailing	38.1K	↑ 91.6%		20.4K	↑ 129.4%		17.7K	↑ 61.0%	
Supermarkets	34.9K	↓ -0.4%		14.7K	↓ -4.6%		20.2K	↑ 2.9%	
Tourism and Entertainment	37.5K	↑ 3.1%		20.6K	↑ 3.6%		16.8K	↑ 2.5%	
Takeaway and Fast Food Outlets	26.1K	↓ -2.6%		13.5K	↑ 0.4%		12.6K	↓ -5.6%	
Cafes	7.0K	↑ 22.6%		3.2K	↑ 8.0%		3.8K	↑ 38.0%	
Restaurants	6.4K	↑ 31.6%		2.4K	↑ 11.5%		3.9K	↑ 48.1%	
Attractions, Events and Recreation	3.9K	↑ 19.6%		1.9K	↑ 19.1%		1.9K	↑ 20.0%	
Discretionary Retail	35.4K	↓ -3.4%		15.2K	↓ -8.4%		20.1K	↓ -1.0%	
Private Transport	24.3K	↓ -6.6%		13.3K	↓ -7.3%		11.0K	↓ -5.7%	
Accommodation - Instore	4.6K	↓ -9.3%		3.5K	↓ -12.7%		1.1K	↑ 2.8%	

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

Trip Type, customer segments and source markets

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

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: \$3.7M Tourists - Overnight Trip Total: \$3.9M Tourists - Day Trip Total: \$731K Non-Tourists - Regular/Routine Trips: \$548K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: 27.9K Unique Customer Count, 38.6K Trip Count Tourists - Overnight Trip Total: 25.9K Unique Customer Count, 26.9K Trip Count Tourists - Day Trip Total: 6.6K Unique Customer Count, 8.0K Trip Count Non-Tourists - Regular/Routine Trips: 2.1K Unique Customer Count, 4.3K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$4.8M Provincial Wealth: \$3.0M Life on the Land: \$2.2M Aging Comfortably: \$1.7M Country Living: \$889K 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Countryside Elite: 6.8K Provincial Wealth: 6.3K Aging Comfortably: 4.4K Life on the Land: 4.1K Country Living: 2.6K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$2.2M Golden Days: \$1.4M Countryside Elite: \$1.4M Aging Comfortably: \$1.0M Provincial Wealth: \$1.0M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 13.4K Golden Days: 7.9K Aging Comfortably: 6.5K Countryside Elite: 6.3K Provincial Wealth: 5.1K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Margaret River: \$1.0M Augusta: \$966K Capel: \$296K Pemberton: \$167K Innaloo - Doubleview: \$129K Australind - Leschenault: \$128K Nedlands - Dalkelth: \$119K South Bunbury - Bunbury: \$117K Donnybrook - Balingup: \$113K Floreat: \$107K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 5.1K Augusta: 3.4K Capel: 1.7K Australind - Leschenault: 1.2K South Bunbury - Bunbury: 1.2K Pemberton: 1.0K Dalyellup: 0.8K Eaton - Pelican Point: 0.8K Donnybrook - Balingup: 0.8K Bridgetown - Boyup Brook: 0.6K

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

City of Busselton

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

Overview

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

Total spend \$91.6M ↑ 1.4% vs last year ↑ 3.7% Regional WA	Total customers 164K ↓ -0.6% vs last year	Visitor spend \$40.0M 44% of total spend within City of Busselton during September 2025 are from Visitors	Total visitors 130K 79% of total customers within City of Busselton during September 2025 are from Visitors
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Trends

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



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Key categories for Visitors and Residents

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

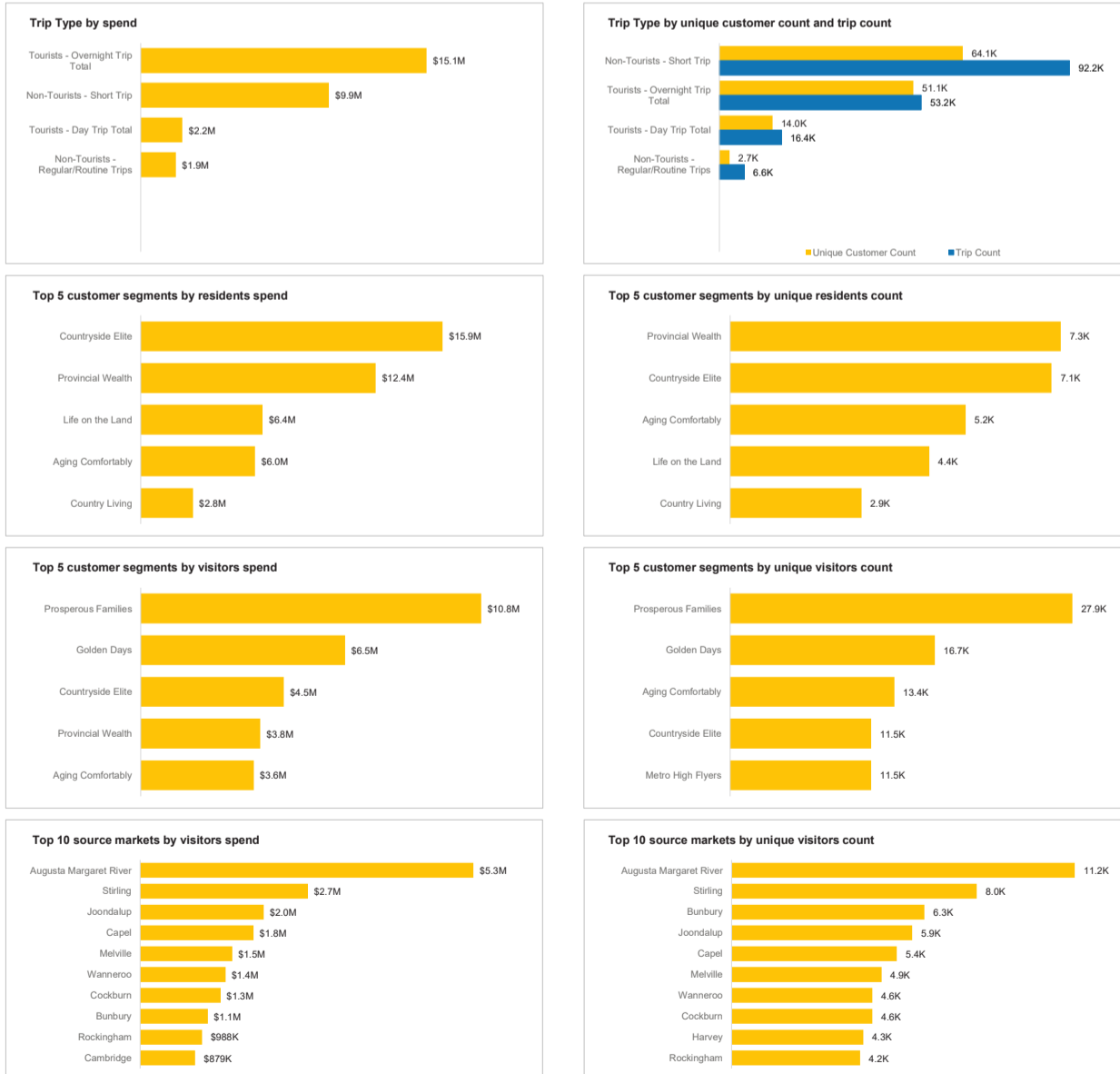
Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$556.70	↑ 2.1%		\$306.60	↓ -2.0%		\$1,514.80	↑ 3.8%	
Food Retailing	\$288.60	↑ 7.8%		\$128.50	↑ 12.2%		\$626.20	↑ 6.3%	
Supermarkets	\$258.10	↑ 0.7%		\$101.60	↑ 0.7%		\$460.00	↓ -3.2%	
Groceries and Other Food Retailing	\$140.90	↑ 32.6%		\$94.70	↑ 31.0%		\$229.00	↑ 34.8%	
Discretionary Retail	\$290.10	↑ 3.5%		\$170.60	↓ -0.9%		\$438.70	↑ 4.2%	
Other Discretionary Retail	\$260.20	↑ 3.1%		\$151.90	↓ -4.6%		\$364.60	↑ 5.6%	
Department Stores, Clothing & Accessories	\$139.20	↑ 5.9%		\$120.80	↑ 7.3%		\$157.50	↑ 4.0%	
Tourism and Entertainment	\$138.30	↓ -1.7%		\$112.60	↓ -6.0%		\$214.80	↑ 3.2%	
Restaurants	\$89.80	↓ -2.8%		\$86.90	↓ -7.2%		\$96.00	↑ 7.0%	
Pubs, Taverns and Bars	\$95.70	↓ -1.4%		\$84.50	↑ 0.4%		\$113.50	↓ -4.9%	
Cafes	\$65.20	↑ 5.4%		\$58.50	↑ 2.7%		\$78.00	↑ 7.8%	
Takeaway and Fast Food Outlets	\$52.30	↑ 5.4%		\$36.50	↑ 3.2%		\$75.50	↑ 7.6%	
Breweries and Wineries	\$122.10	↑ 17.7%		\$125.30	↑ 17.8%		\$108.00	↑ 17.6%	
Attractions, Events and Recreation	\$54.30	↓ -10.8%		\$48.50	↓ -13.5%		\$74.20	↓ -6.9%	
Private Transport	\$134.30	↑ 8.3%		\$87.80	↑ 10.3%		\$199.40	↑ 7.3%	
Accommodation - Online	\$443.10	↓ -11.8%		\$444.70	↓ -10.3%		\$346.50	↓ -64.9%	
Accommodation - Instore	\$251.00	↓ -2.1%		\$263.60	↓ -4.5%		\$196.20	↑ 30.4%	

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

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

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during September 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 September 2025	Region Type Sub-region	Spend location Busselton		

Overview

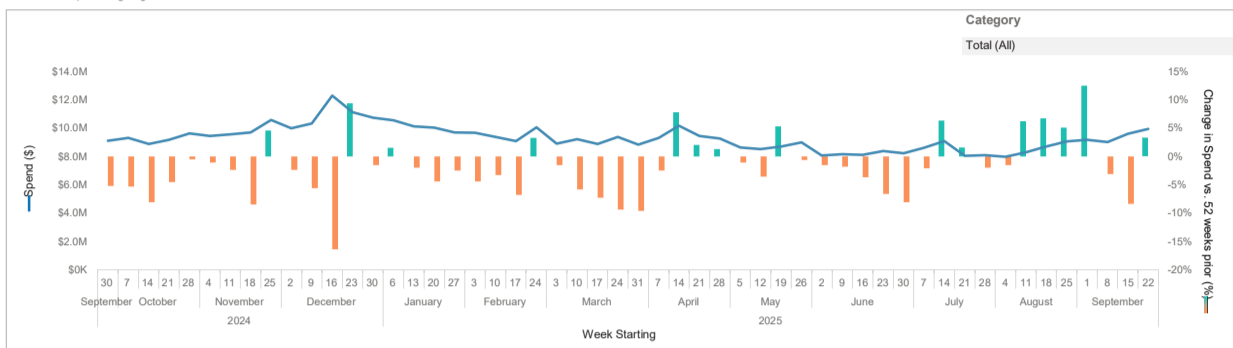
What are some of the key insights for the Busselton location for September 2025?

Total spend \$40.4M ↑ 1.5% vs last year ↑ 3.7% Regional WA	Total customers 105K ↓ -1.1% vs last year	Visitor spend \$13.2M 33% of total spend within Busselton during September 2025 are from Visitors	Total visitors 73K 70% of total customers within Busselton during September 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for September 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 September 2025 versus the past year and Regional WA for the Busselton location?

Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$385.20	↑ 2.6%		\$179.90	↑ 7.0%		\$862.20	↓ -0.9%	
Discretionary Retail	\$251.90	↑ 3.5%		\$159.10	↓ -1.1%		\$331.10	↑ 5.3%	
Other Discretionary Retail	\$238.50	↑ 4.4%		\$152.50	↓ -3.4%		\$302.20	↑ 7.8%	
Department Stores, Clothing & Accessories	\$117.80	↑ 1.5%		\$107.60	↑ 6.8%		\$125.20	↓ -1.6%	
Food Retailing	\$221.60	↓ -3.8%		\$97.30	↓ -4.0%		\$351.40	↓ -4.5%	
Supermarkets	\$211.60	↓ -1.4%		\$91.00	↑ 2.9%		\$310.70	↓ -3.3%	
Groceries and Other Food Retailing	\$93.20	↓ -9.3%		\$64.80	↓ -14.4%		\$118.60	↓ -6.2%	
Tourism and Entertainment	\$89.90	↑ 0.2%		\$70.70	↓ -1.5%		\$131.30	↓ -0.5%	
Restaurants	\$61.20	↑ 7.2%		\$55.90	↑ 7.3%		\$70.00	↑ 8.7%	
Pubs, Taverns and Bars	\$90.70	↓ -2.5%		\$76.20	↑ 4.9%		\$107.10	↓ -8.1%	
Cafes	\$53.10	↓ -1.5%		\$50.40	↓ -0.2%		\$57.00	↓ -3.4%	
Takeaway and Fast Food Outlets	\$40.20	↑ 12.0%		\$29.30	↑ 7.8%		\$51.50	↑ 14.8%	
Private Transport	\$119.00	↑ 14.6%		\$82.80	↑ 17.9%		\$158.90	↑ 13.8%	
Accommodation - Instore	\$229.80	↑ 1.1%		\$263.70	↑ 55.3%		\$171.90	↓ -46.8%	

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

Trip Type, customer segments and source markets

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

Trip Type by spend

Tourists - Overnight Trip Total	\$4.7M
Non-Tourists - Short Trip	\$4.6M
Tourists - Day Trip Total	\$869K
Non-Tourists - Regular/Routine Trips	\$838K

Trip Type by unique customer count and trip count

Non-Tourists - Short Trip	34.8K Unique Customer Count, 45.0K Trip Count
Tourists - Overnight Trip Total	28.4K Unique Customer Count, 29.3K Trip Count
Tourists - Day Trip Total	6.3K Unique Customer Count, 6.8K Trip Count
Non-Tourists - Regular/Routine Trips	1.8K Unique Customer Count, 3.9K Trip Count

Top 5 customer segments by residents spend

Countryside Elite	\$7.2M
Provincial Wealth	\$6.4M
Aging Comfortably	\$4.0M
Life on the Land	\$3.8M
Prudent Nostalgia	\$2.0M

Top 5 customer segments by unique residents count

Countryside Elite	6.7K
Provincial Wealth	6.6K
Aging Comfortably	5.0K
Life on the Land	4.3K
Country Living	2.7K

Top 5 customer segments by visitors spend

Countryside Elite	\$1.9M
Prosperous Families	\$1.9M
Provincial Wealth	\$1.9M
Aging Comfortably	\$1.7M
Golden Days	\$1.4M

Top 5 customer segments by unique visitors count

Prosperous Families	11.9K
Aging Comfortably	8.6K
Countryside Elite	8.2K
Golden Days	7.6K
Provincial Wealth	6.5K

Top 10 source markets by visitors spend

Augusta	\$1.3M
Margaret River	\$1.0M
Capel	\$963K
Pemberton	\$793K
South Bunbury - Bunbury	\$270K
Bridgetown - Boyup Brook	\$265K
Donnybrook - Balingup	\$259K
Australind - Leschenault	\$254K
Dalyellup	\$164K
Eaton - Pelican Point	\$147K

Top 10 source markets by unique visitors count

Margaret River	4.3K
Augusta	3.2K
Capel	2.3K
Australind - Leschenault	2.2K
South Bunbury - Bunbury	2.0K
Pemberton	1.5K
Dalyellup	1.5K
Eaton - Pelican Point	1.4K
Donnybrook - Balingup	1.3K
Bridgetown - Boyup Brook	1.0K

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

City of Busselton

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

Overview

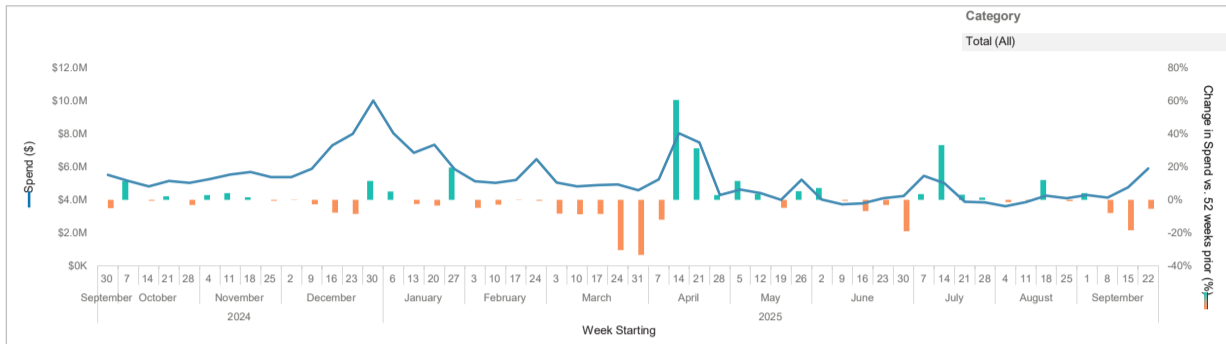
What are some of the key insights for the Dunsborough location for September 2025?

Total spend \$20.7M ↓ -6.3% vs last year ↑ 3.7% Regional WA	Total customers 74K ↓ -8.3% vs last year	Visitor spend \$11.4M 55% of total spend within Dunsborough during September 2025 are from Visitors	Total visitors 58K 79% of total customers within Dunsborough during September 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for September 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 September 2025 versus the past year and Regional WA for the Dunsborough location?

Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$279.90	↑ 2.2%		\$195.30	↓ -3.8%		\$590.20	↑ 6.1%	
Food Retailing	\$163.80	↑ 1.1%		\$88.60	↓ -2.7%		\$371.40	↓ -2.3%	
Tourism and Entertainment	\$134.40	↓ -2.7%		\$127.10	↓ -5.9%		\$159.50	↑ 6.6%	
Restaurants	\$105.00	↓ -6.5%		\$107.00	↓ -8.3%		\$99.60	↑ 0.8%	
Breweries and Wineries	\$140.80	↑ 9.9%		\$143.10	↑ 11.4%		\$127.40	↑ 1.4%	
Cafes	\$69.10	↑ 10.7%		\$62.80	↑ 5.0%		\$85.10	↑ 21.8%	
Pubs, Taverns and Bars	\$87.00	↓ -4.8%		\$82.50	↓ -5.4%		\$96.70	↓ -5.7%	
Takeaway and Fast Food Outlets	\$36.60	↑ 6.6%		\$33.70	↑ 5.4%		\$41.70	↑ 6.7%	
Attractions, Events and Recreation	\$55.40	↓ -26.5%		\$57.10	↓ -22.8%		\$38.10	↓ -60.6%	
Discretionary Retail	\$182.50	↑ 24.4%		\$149.90	↑ 9.9%		\$226.90	↑ 39.7%	
Other Discretionary Retail	\$144.50	↑ 25.4%		\$102.10	↑ 6.4%		\$192.40	↑ 37.7%	
Department Stores, Clothing & Accessories	\$201.40	↑ 14.0%		\$201.40	↑ 10.3%		\$201.50	↑ 25.6%	
Private Transport	\$106.00	↑ 1.8%		\$72.40	↑ 4.4%		\$139.40	↓ -1.8%	
Accommodation - Instore	\$267.20	↑ 9.7%		\$265.20	↑ 6.9%		\$300.30	↑ 62.7%	

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

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

Trip Type, customer segments and source markets

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

Trip Type by spend

Tourists - Overnight Trip Total	\$6.9M
Non-Tourists - Short Trip	\$1.7M
Tourists - Day Trip Total	\$594K
Non-Tourists - Regular/Routine Trips	\$466K

Trip Type by unique customer count and trip count

Tourists - Overnight Trip Total	32.9K Unique Customer Count, 33.7K Trip Count
Non-Tourists - Short Trip	15.0K Unique Customer Count, 19.0K Trip Count
Tourists - Day Trip Total	5.2K Unique Customer Count, 5.0K Trip Count
Non-Tourists - Regular/Routine Trips	1.1K Unique Customer Count, 1.9K Trip Count

Top 5 customer segments by residents spend

Countryside Elite	\$3.9M
Provincial Wealth	\$3.0M
Affluent Adventurers	\$529K
Country Living	\$484K
Life on the Land	\$383K

Top 5 customer segments by unique residents count

Countryside Elite	4.6K
Provincial Wealth	4.4K
Country Living	1.5K
Life on the Land	1.3K
Aging Comfortably	1.3K

Top 5 customer segments by visitors spend

Prosperous Families	\$3.9M
Golden Days	\$2.5M
Countryside Elite	\$981K
Metro High Flyers	\$980K
Provincial Wealth	\$743K

Top 5 customer segments by unique visitors count

Prosperous Families	16.3K
Golden Days	9.9K
Metro High Flyers	6.5K
Countryside Elite	4.5K
Aging Comfortably	4.2K

Top 10 source markets by visitors spend

Margaret River	\$582K
Augusta	\$360K
Nedlands - Dalkeith -	\$220K
Cottesloe	\$190K
Subiaco - Shenton Park	\$169K
City Beach	\$162K
South Bunbury - Bunbury	\$161K
Mosman Park -	\$161K
Trigg - North Beach -	\$160K
South Perth - Kensington	\$157K

Top 10 source markets by unique visitors count

Margaret River	2.8K
Augusta	1.6K
South Bunbury - Bunbury	0.9K
Nedlands - Dalkeith - Crawley	0.8K
Australind - Leschenault	0.8K
Fremantle	0.7K
South Perth - Kensington	0.7K
Cottesloe	0.6K
Subiaco - Shenton Park	0.6K
Karrinyup - Gwelup - Carine	0.6K

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

City of Busselton

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

Overview

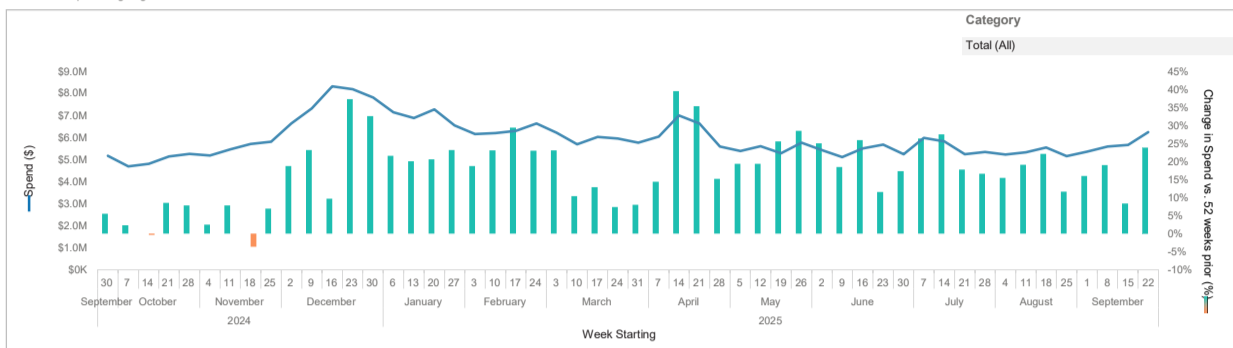
What are some of the key insights for the West Busselton location for September 2025?

Total spend \$24.6M ↑ 18.0% vs last year ↑ 3.7% Regional WA	Total customers 93K ↑ 9.7% vs last year	Visitor spend \$9.8M 40% of total spend within West Busselton during September 2025 are from Visitors	Total visitors 63K 67% of total customers within West Busselton during September 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for September 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 September 2025 versus the past year and Regional WA for the West Busselton location?

Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$263.30	↑ 7.6%		\$155.90	↑ 3.2%		\$485.40	↑ 14.9%	
Food Retailing	\$206.90	↑ 21.4%		\$120.60	↑ 38.9%		\$310.00	↑ 24.6%	
Supermarkets	\$163.50	↑ 0.8%		\$88.70	↑ 4.7%		\$217.70	↓ -2.3%	
Groceries and Other Food Retailing	\$144.80	↑ 85.1%		\$110.70	↑ 103.7%		\$184.20	↑ 88.7%	
Discretionary Retail	\$135.50	↓ -5.5%		\$101.00	↓ -7.1%		\$161.70	↓ -5.5%	
Private Transport	\$100.10	↓ -2.2%		\$78.60	↑ 1.9%		\$126.00	↓ -5.4%	
Tourism and Entertainment	\$63.40	↑ 7.9%		\$51.10	↑ 7.0%		\$78.40	↑ 8.9%	
Takeaway and Fast Food Outlets	\$44.20	↓ -0.2%		\$34.20	↑ 1.6%		\$54.90	↓ -0.1%	
Restaurants	\$50.90	↑ 2.7%		\$51.10	↑ 6.0%		\$50.80	↑ 0.2%	
Cafes	\$39.10	↑ 30.7%		\$35.60	↑ 25.0%		\$42.10	↑ 33.6%	
Attractions, Events and Recreation	\$48.50	↓ -9.8%		\$46.60	↑ 12.8%		\$50.20	↓ -23.9%	
Accommodation - Instore	\$234.90	↓ -11.6%		\$252.60	↓ -18.9%		\$181.00	↑ 78.2%	

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

Trip Type, customer segments and source markets

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

Trip Type by spend Non-Tourists - Short Trip: \$3.7M Tourists - Overnight Trip Total: \$3.9M Tourists - Day Trip Total: \$731K Non-Tourists - Regular/Routine Trips: \$548K	Trip Type by unique customer count and trip count Non-Tourists - Short Trip: 27.9K Unique Customer Count, 38.6K Trip Count Tourists - Overnight Trip Total: 25.9K Unique Customer Count, 26.9K Trip Count Tourists - Day Trip Total: 6.6K Unique Customer Count, 8.0K Trip Count Non-Tourists - Regular/Routine Trips: 2.1K Unique Customer Count, 4.3K Trip Count
Top 5 customer segments by residents spend Countryside Elite: \$4.8M Provincial Wealth: \$3.0M Life on the Land: \$2.2M Aging Comfortably: \$1.7M Country Living: \$889K	Top 5 customer segments by unique residents count Countryside Elite: 6.8K Provincial Wealth: 6.3K Aging Comfortably: 4.4K Life on the Land: 4.1K Country Living: 2.6K
Top 5 customer segments by visitors spend Prosperous Families: \$2.2M Golden Days: \$1.4M Countryside Elite: \$1.4M Aging Comfortably: \$1.0M Provincial Wealth: \$1.0M	Top 5 customer segments by unique visitors count Prosperous Families: 13.4K Golden Days: 7.9K Aging Comfortably: 6.5K Countryside Elite: 6.3K Provincial Wealth: 5.1K
Top 10 source markets by visitors spend Margaret River: \$1.0M Augusta: \$966K Capel: \$296K Pemberton: \$167K Innaloo - Doubleview: \$129K Australind - Leschenault: \$128K Nedlands - Dalketh: \$119K South Bunbury - Bunbury: \$117K Donnybrook - Balingup: \$113K Floreat: \$107K	Top 10 source markets by unique visitors count Margaret River: 5.1K Augusta: 3.4K Capel: 1.7K Australind - Leschenault: 1.2K South Bunbury - Bunbury: 1.2K Pemberton: 1.0K Dalyellup: 0.8K Eaton - Pelican Point: 0.8K Donnybrook - Balingup: 0.8K Bridgetown - Boyup Brook: 0.6K

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

City of Busselton

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

Overview

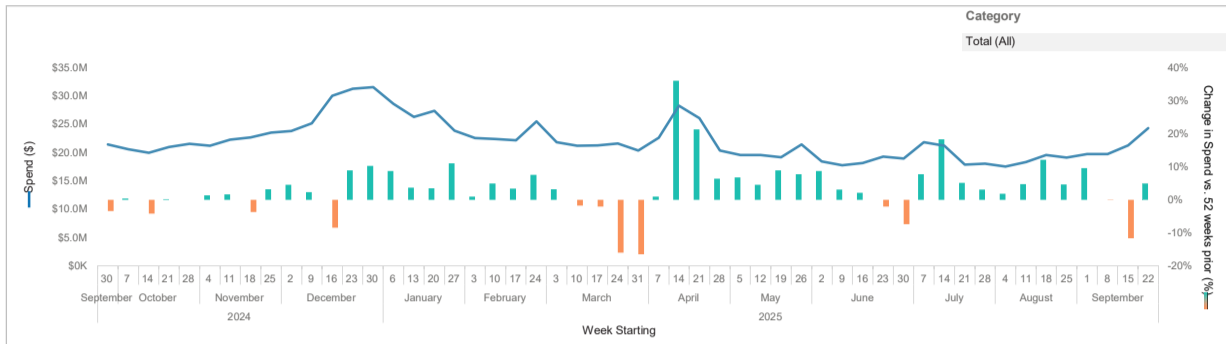
What are some of the key insights for the City of Busselton location for September 2025?

Total spend \$91.6M ↑ 1.4% vs last year ↑ 3.7% Regional WA	Total customers 164K ↓ -0.6% vs last year	Visitor spend \$40.0M 44% of total spend within City of Busselton during September 2025 are from Visitors	Total visitors 130K 79% of total customers within City of Busselton during September 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for September 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 September 2025 versus the past year and Regional WA for the City of Busselton location?

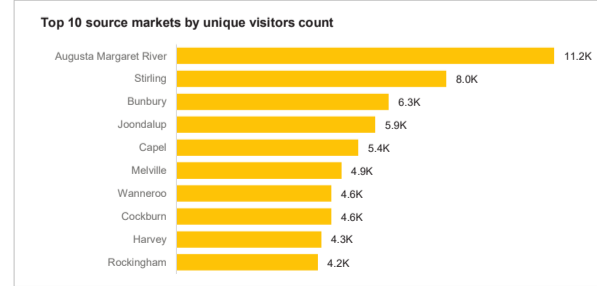
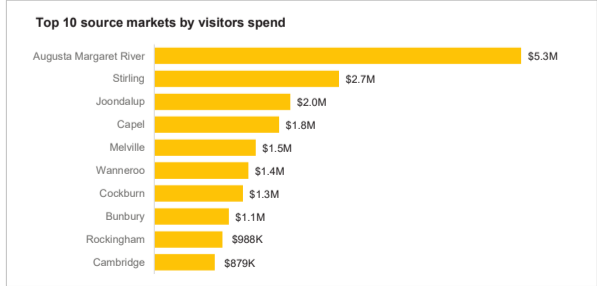
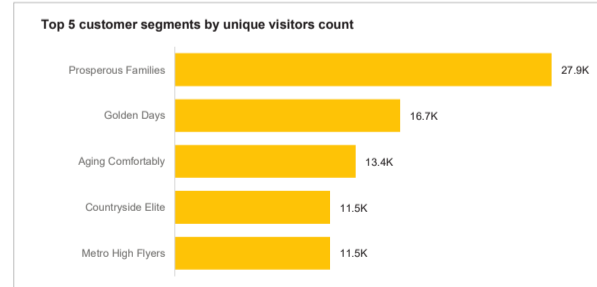
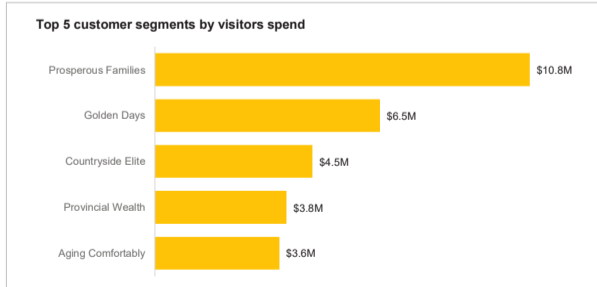
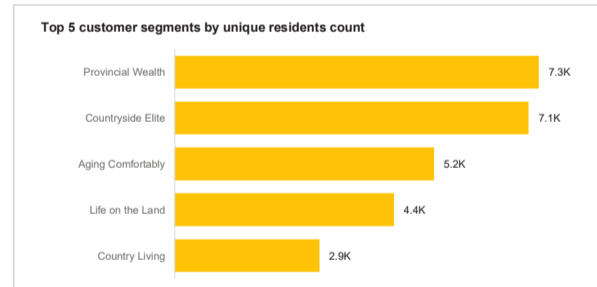
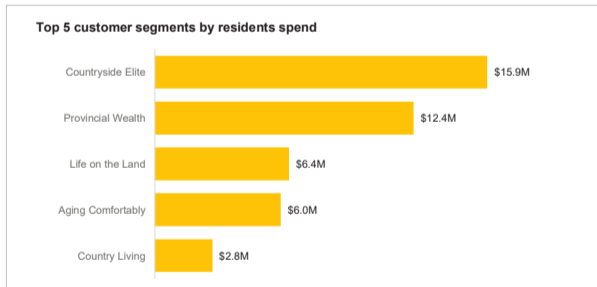
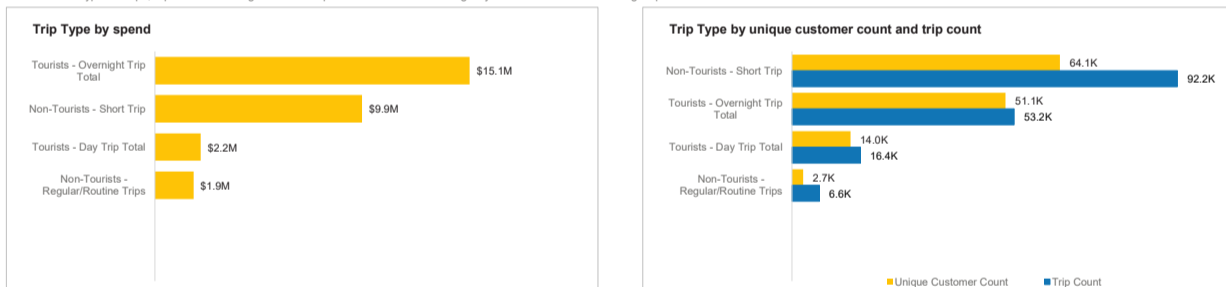
Category	Data representing Spend								
	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
	Spend location	Regional WA	Spend location	Regional WA	Spend location	Regional WA	Spend location	Regional WA	
Total	\$91.6M	↑ 1.4%	↑ 3.7%	\$40.0M	↓ -3.1%	↑ 1.3%	\$51.6M	↑ 5.3%	↑ 3.2%
Food Retailing	\$29.3M	↑ 10.2%	↑ 3.0%	\$8.9M	↑ 14.9%	↑ 0.8%	\$20.5M	↑ 8.3%	↑ 3.8%
Supermarkets	\$18.6M	↓ -3.3%	↑ 1.1%	\$4.1M	↓ -6.9%	↓ -0.9%	\$14.5M	↓ -2.2%	↑ 1.7%
Groceries and Other Food Retailing	\$10.8M	↑ 45.3%	↑ 8.6%	\$4.7M	↑ 44.4%	↑ 4.6%	\$6.0M	↑ 46.0%	↑ 13.0%
Discretionary Retail	\$19.6M	↑ 0.9%	↑ 3.7%	\$6.4M	↓ -5.4%	↑ 2.8%	\$13.2M	↑ 4.3%	↑ 5.8%
Other Discretionary Retail	\$14.4M	↑ 0.3%	↑ 4.2%	\$4.1M	↓ -8.7%	↑ 3.2%	\$10.2M	↑ 4.4%	↑ 6.5%
Department Stores, Clothing & Accessories	\$5.2M	↑ 2.7%	↑ 2.0%	\$2.3M	↑ 1.2%	↑ 1.7%	\$3.0M	↑ 4.0%	↑ 3.2%
Tourism and Entertainment	\$15.3M	↓ -6.5%	↓ -1.7%	\$9.3M	↓ -12.4%	↓ -4.3%	\$6.0M	↑ 4.6%	↑ 0.9%
Restaurants	\$4.5M	↑ 1.5%	↑ 2.5%	\$3.0M	↓ -4.3%	↓ -0.6%	\$1.6M	↑ 14.6%	↑ 5.7%
Pubs, Taverns and Bars	\$2.7M	↑ 2.7%	↓ -2.7%	\$1.5M	↑ 1.4%	↓ -5.1%	\$1.2M	↑ 4.3%	↓ -2.8%
Cafes	\$2.7M	↓ -1.1%	↓ -4.4%	\$1.6M	↓ -7.3%	↓ -6.3%	\$1.1M	↑ 9.3%	↓ -2.5%
Takeaway and Fast Food Outlets	\$2.4M	↑ 6.9%	↓ -1.3%	\$1.0M	↑ 5.3%	↑ 1.6%	\$1.4M	↑ 8.1%	↑ 3.1%
Breweries and Wineries	\$1.9M	↓ -34.4%	↓ -22.3%	\$1.5M	↓ -34.8%	↓ -24.2%	\$305K	↓ -32.5%	↓ -12.9%
Attractions, Events and Recreation	\$1.1M	↓ -24.2%	↑ 0.7%	\$766K	↓ -28.5%	↓ -4.8%	\$339K	↓ -12.2%	↑ 6.8%
Private Transport	\$7.5M	↑ 10.0%	↓ -1.4%	\$2.9M	↑ 12.3%	↑ 3.9%	\$4.6M	↑ 8.7%	↓ -6.5%
Accommodation - Online	\$5.7M	↓ -23.1%	↓ -4.3%	\$5.6M	↓ -22.0%	↓ -4.3%	\$74K	↓ -61.8%	
Accommodation - Instore	\$2.3M	↓ -15.4%	↓ -5.8%	\$2.0M	↓ -20.5%	↓ -9.1%	\$337K	↑ 35.0%	↑ 1.9%

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

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

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during September 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 September 2025	Region Type Sub-region	Spend location Busselton		

Overview

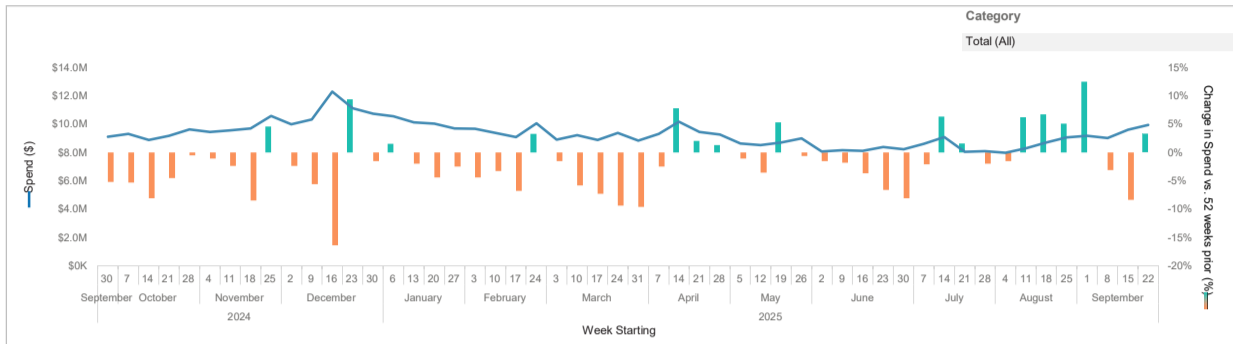
What are some of the key insights for the Busselton location for September 2025?

Total spend \$40.4M ↑ 1.5% vs last year ↑ 3.7% Regional WA	Total customers 105K ↓ -1.1% vs last year	Visitor spend \$13.2M 33% of total spend within Busselton during September 2025 are from Visitors	Total visitors 73K 70% of total customers within Busselton during September 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for September 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 September 2025 versus the past year and Regional WA for the Busselton location?

Category	Data representing 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	Spend location	Regional WA	
Total	\$40.4M	↑ 1.5%	↑ 3.7%	\$13.2M	↑ 5.0%	↑ 1.3%	\$27.2M	↓ -0.2%	↑ 3.2%
Discretionary Retail	\$11.9M	↑ 1.7%	↑ 3.7%	\$3.5M	↓ -3.3%	↑ 2.8%	\$8.4M	↑ 3.9%	↑ 5.8%
Other Discretionary Retail	\$9.8M	↑ 2.7%	↑ 4.2%	\$2.7M	↓ -4.6%	↑ 3.2%	\$7.2M	↑ 5.7%	↑ 6.5%
Department Stores, Clothing & Accessories	\$2.0M	↓ -3.1%	↑ 2.0%	\$772K	↑ 1.4%	↑ 1.7%	\$1.2M	↓ -5.6%	↑ 3.2%
Food Retailing	\$11.0M	↓ -6.9%	↑ 3.0%	\$2.5M	↓ -7.2%	↑ 0.8%	\$8.5M	↓ -5.5%	↑ 3.8%
Supermarkets	\$8.5M	↓ -2.9%	↑ 1.1%	\$1.6M	↓ -0.1%	↓ -0.9%	\$6.8M	↓ -3.5%	↑ 1.7%
Groceries and Other Food Retailing	\$2.5M	↓ -15.1%	↑ 8.6%	\$814K	↓ -18.8%	↑ 4.6%	\$1.7M	↓ -13.1%	↑ 13.0%
Tourism and Entertainment	\$5.9M	↓ -4.4%	↓ -1.7%	\$3.2M	↓ -8.5%	↓ -4.3%	\$2.7M	↑ 0.7%	↑ 0.9%
Restaurants	\$1.7M	↑ 26.6%	↑ 2.5%	\$950K	↑ 33.5%	↓ -0.6%	\$709K	↑ 18.3%	↑ 5.7%
Pubs, Taverns and Bars	\$1.3M	↓ -0.6%	↓ -2.7%	\$575K	↑ 6.0%	↓ -5.1%	\$713K	↓ -5.3%	↓ -2.8%
Cafes	\$1.1M	↓ -8.4%	↓ -4.4%	\$611K	↓ -9.1%	↓ -6.3%	\$495K	↓ -7.5%	↓ -2.5%
Takeaway and Fast Food Outlets	\$909K	↑ 30.5%	↓ -1.3%	\$336K	↑ 26.4%	↑ 1.6%	\$573K	↑ 33.1%	↑ 3.1%
Private Transport	\$3.9M	↑ 32.4%	↓ -1.4%	\$1.4M	↑ 38.5%	↑ 3.9%	\$2.5M	↑ 29.2%	↓ -6.5%
Accommodation - Instore	\$247K	↑ 81.9%	↓ -5.8%	\$179K	↑ 181.8%	↓ -9.1%	\$68K	↓ -5.7%	↑ 1.9%

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

Trip Type, customer segments and source markets

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

Trip Type by spend

Tourists - Overnight Trip Total	\$4.7M
Non-Tourists - Short Trip	\$4.6M
Tourists - Day Trip Total	\$869K
Non-Tourists - Regular/Routine Trips	\$838K

Trip Type by unique customer count and trip count

Non-Tourists - Short Trip	34.8K	45.0K
Tourists - Overnight Trip Total	28.4K	29.3K
Tourists - Day Trip Total	6.3K	6.8K
Non-Tourists - Regular/Routine Trips	1.8K	3.9K

Top 5 customer segments by residents spend

Countryside Elite	\$7.2M
Provincial Wealth	\$6.4M
Aging Comfortably	\$4.0M
Life on the Land	\$3.8M
Prudent Nostalgia	\$2.0M

Top 5 customer segments by unique residents count

Countryside Elite	6.7K
Provincial Wealth	6.6K
Aging Comfortably	5.0K
Life on the Land	4.3K
Country Living	2.7K

Top 5 customer segments by visitors spend

Countryside Elite	\$1.9M
Prosperous Families	\$1.9M
Provincial Wealth	\$1.9M
Aging Comfortably	\$1.7M
Golden Days	\$1.4M

Top 5 customer segments by unique visitors count

Prosperous Families	11.9K
Aging Comfortably	8.6K
Countryside Elite	8.2K
Golden Days	7.6K
Provincial Wealth	6.5K

Top 10 source markets by visitors spend

Augusta	\$1.3M
Margaret River	\$1.0M
Capel	\$963K
Pemberton	\$793K
South Bunbury - Bunbury	\$270K
Bridgetown - Boyup Brook	\$265K
Donnybrook - Balingup	\$259K
Australind - Leschenault	\$254K
Dalyellup	\$164K
Eaton - Pelican Point	\$147K

Top 10 source markets by unique visitors count

Margaret River	4.3K
Augusta	3.2K
Capel	2.3K
Australind - Leschenault	2.2K
South Bunbury - Bunbury	2.0K
Pemberton	1.5K
Dalyellup	1.5K
Eaton - Pelican Point	1.4K
Donnybrook - Balingup	1.3K
Bridgetown - Boyup Brook	1.0K

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

City of Busselton

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

Overview

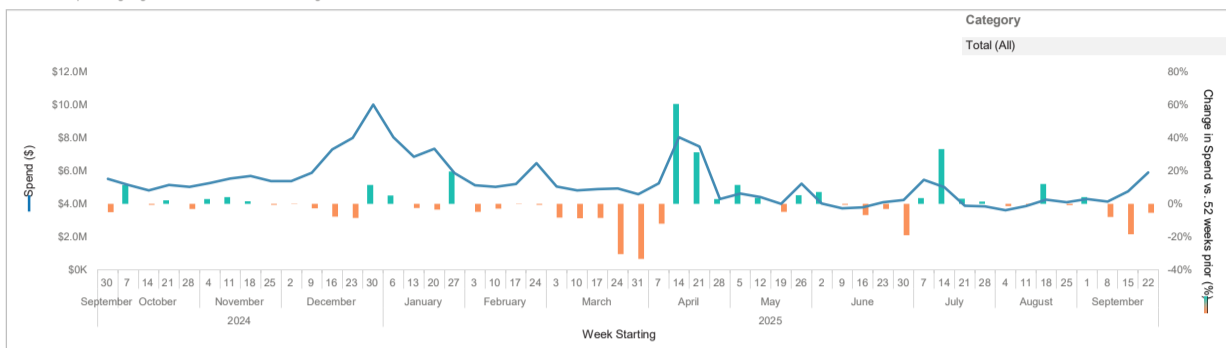
What are some of the key insights for the Dunsborough location for September 2025?

Total spend \$20.7M ↓ -6.3% vs last year ↑ 3.7% Regional WA	Total customers 74K ↓ -8.3% vs last year	Visitor spend \$11.4M 55% of total spend within Dunsborough during September 2025 are from Visitors	Total visitors 58K 79% of total customers within Dunsborough during September 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for September 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 September 2025 versus the past year and Regional WA for the Dunsborough location?

Category	Data representing Spend								
	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
	Spend location	Regional WA	Spend	Spend location	Regional WA	Spend	Spend location	Regional WA	
Total	\$20.7M	↓ -6.3%	↑ 3.7%	\$11.4M	↓ -13.2%	↑ 1.3%	\$9.4M	↑ 3.9%	↑ 3.2%
Food Retailing	\$7.1M	↓ -7.6%	↑ 3.0%	\$2.8M	↓ -13.5%	↑ 0.8%	\$4.3M	↓ -3.2%	↑ 3.8%
Tourism and Entertainment	\$6.9M	↓ -13.1%	↓ -1.7%	\$5.1M	↓ -18.1%	↓ -4.3%	\$1.8M	↑ 4.2%	↑ 0.9%
Restaurants	\$2.5M	↓ -12.6%	↑ 2.5%	\$1.9M	↓ -17.1%	↓ -0.6%	\$653K	↑ 3.9%	↑ 5.7%
Breweries and Wineries	\$1.4M	↓ -21.0%	↓ -22.3%	\$1.2M	↓ -21.6%	↓ -24.2%	\$180K	↓ -17.3%	↓ -12.9%
Cafes	\$1.3M	↓ -2.3%	↓ -4.4%	\$845K	↓ -9.8%	↓ -6.3%	\$454K	↑ 15.4%	↓ -2.5%
Pubs, Taverns and Bars	\$1.1M	↑ 0.6%	↓ -2.7%	\$692K	↓ -6.0%	↓ -5.1%	\$382K	↑ 15.3%	↓ -2.8%
Takeaway and Fast Food Outlets	\$350K	↓ -6.8%	↓ -1.3%	\$208K	↓ -12.3%	↑ 1.6%	\$142K	↑ 2.5%	↑ 3.1%
Attractions, Events and Recreation	\$266K	↓ -49.7%	↑ 0.7%	\$250K	↓ -48.5%	↓ -4.8%	\$16K	↓ -63.4%	↑ 6.8%
Discretionary Retail	\$2.9M	↑ 17.8%	↑ 3.7%	\$1.4M	↓ -1.0%	↑ 2.8%	\$1.6M	↑ 42.1%	↑ 5.8%
Other Discretionary Retail	\$1.9M	↑ 16.8%	↑ 4.2%	\$727K	↓ -6.0%	↑ 3.2%	\$1.2M	↑ 36.7%	↑ 6.5%
Department Stores, Clothing & Accessories	\$1.0M	↑ 19.7%	↑ 2.0%	\$671K	↑ 5.1%	↑ 1.7%	\$336K	↑ 66.2%	↑ 3.2%
Private Transport	\$1.2M	↓ -3.3%	↓ -1.4%	\$401K	↓ -5.0%	↑ 3.9%	\$776K	↓ -2.3%	↓ -6.5%
Accommodation - Instore	\$971K	↓ -21.2%	↓ -5.8%	\$907K	↓ -22.3%	↓ -9.1%	\$64K	↓ -2.2%	↑ 1.9%

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

Trip Type, customer segments and source markets

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

Trip Type by spend Tourists - Overnight Trip Total: \$6.9M Non-Tourists - Short Trip: \$1.7M Tourists - Day Trip Total: \$594K Non-Tourists - Regular/Routine Trips: \$466K	Trip Type by unique customer count and trip count Tourists - Overnight Trip: 32.9K Unique Customer Count, 33.7K Trip Count Non-Tourists - Short Trip: 15.9K Unique Customer Count, 19.0K Trip Count Tourists - Day Trip Total: 5.2K Unique Customer Count, 5.6K Trip Count Non-Tourists - Regular/Routine Trips: 1.1K Unique Customer Count, 1.9K Trip Count
Top 5 customer segments by residents spend Countryside Elite: \$3.9M Provincial Wealth: \$3.0M Affluent Adventurers: \$529K Country Living: \$484K Life on the Land: \$383K	Top 5 customer segments by unique residents count Countryside Elite: 4.6K Provincial Wealth: 4.4K Country Living: 1.5K Life on the Land: 1.3K Aging Comfortably: 1.3K
Top 5 customer segments by visitors spend Prosperous Families: \$3.9M Golden Days: \$2.5M Countryside Elite: \$981K Metro High Flyers: \$980K Provincial Wealth: \$743K	Top 5 customer segments by unique visitors count Prosperous Families: 16.3K Golden Days: 9.9K Metro High Flyers: 6.5K Countryside Elite: 4.5K Aging Comfortably: 4.2K
Top 10 source markets by visitors spend Margaret River: \$582K Augusta: \$360K Nedlands - Dalkeith -: \$220K Cottesloe: \$190K Subiaco - Shenton Park: \$169K City Beach: \$162K South Bunbury - Bunbury: \$161K Mosman Park -: \$161K Trigg - North Beach -: \$160K South Perth - Kensington: \$157K	Top 10 source markets by unique visitors count Margaret River: 2.8K Augusta: 1.6K South Bunbury - Bunbury: 0.9K Nedlands - Dalkeith - Crawley: 0.8K Australind - Leschenault: 0.8K Fremantle: 0.7K South Perth - Kensington: 0.7K Cottesloe: 0.6K Subiaco - Shenton Park: 0.6K Karrinyup - Gwelup - Carine: 0.6K

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

City of Busselton

Resident Business Events Visitor Leakage

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

Overview

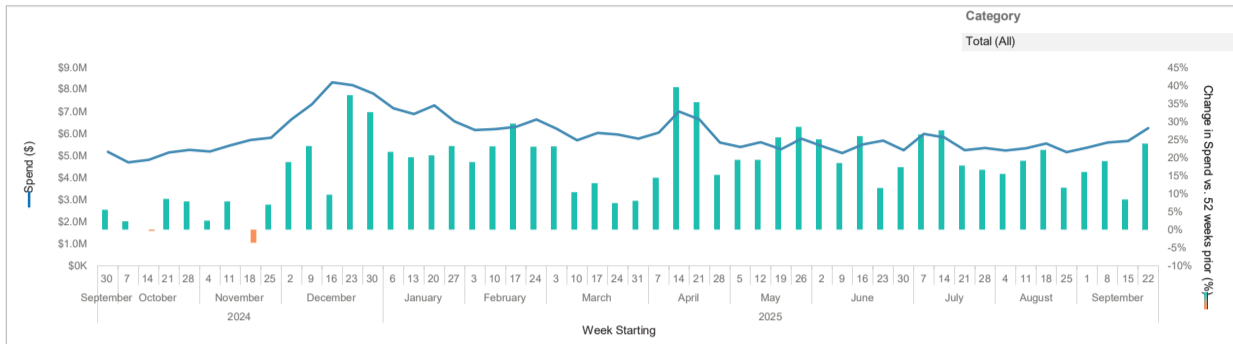
What are some of the key insights for the West Busselton location for September 2025?

Total spend \$24.6M ↑ 18.0% vs last year ↑ 3.7% Regional WA	Total customers 93K ↑ 9.7% vs last year	Visitor spend \$9.8M 40% of total spend within West Busselton during September 2025 are from Visitors	Total visitors 63K 67% of total customers within West Busselton during September 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for September 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 September 2025 versus the past year and Regional WA for the West Busselton location?

Category	Data representing 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	Spend location	Regional WA	
Total	\$24.6M	↑ 18.0%	↑ 3.7%	\$9.8M	↑ 16.4%	↑ 1.3%	\$14.8M	↑ 19.1%	↑ 3.2%
Food Retailing	\$11.2M	↑ 55.1%	↑ 3.0%	\$3.6M	↑ 99.5%	↑ 0.8%	\$7.7M	↑ 40.5%	↑ 3.8%
Supermarkets	\$5.7M	↑ 0.4%	↑ 1.1%	\$1.3M	→ 0.0%	↓ -0.9%	\$4.4M	↑ 0.5%	↑ 1.7%
Groceries and Other Food Retailing	\$5.5M	↑ 254.6%	↑ 8.6%	\$2.3M	↑ 367.3%	↑ 4.6%	\$3.3M	↑ 203.8%	↑ 13.0%
Discretionary Retail	\$4.8M	↓ -8.7%	↑ 3.7%	\$1.5M	↓ -13.0%	↑ 2.8%	\$3.3M	↓ -6.5%	↑ 6.8%
Private Transport	\$2.4M	↓ -8.6%	↓ -1.4%	\$1.0M	↓ -5.5%	↑ 3.9%	\$1.4M	↓ -10.8%	↓ -6.5%
Tourism and Entertainment	\$2.4M	↑ 11.2%	↓ -1.7%	\$1.1M	↑ 10.9%	↓ -4.3%	\$1.3M	↑ 11.5%	↑ 0.9%
Takeaway and Fast Food Outlets	\$1.2M	↓ -2.8%	↓ -1.3%	\$461K	↑ 2.0%	↑ 1.6%	\$693K	↓ -5.7%	↑ 3.1%
Restaurants	\$325K	↑ 35.1%	↑ 2.5%	\$125K	↑ 18.1%	↓ -0.6%	\$200K	↑ 48.4%	↑ 5.7%
Cafes	\$275K	↑ 60.3%	↓ -4.4%	\$113K	↑ 35.0%	↓ -6.3%	\$162K	↑ 84.4%	↓ -2.5%
Attractions, Events and Recreation	\$187K	↑ 7.8%	↑ 0.7%	\$89K	↑ 34.3%	↓ -4.8%	\$97K	↓ -8.7%	↑ 6.8%
Accommodation - Instore	\$1.1M	↓ -19.9%	↓ -5.8%	\$872K	↓ -29.2%	↓ -9.1%	\$205K	↑ 83.2%	↑ 1.9%

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

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

Trip Type, customer segments and source markets

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

Trip Type by spend

- Non-Tourists - Short Trip: \$3.7M
- Tourists - Overnight Trip Total: \$3.5M
- Tourists - Day Trip Total: \$731K
- Non-Tourists - Regular/Routine Trips: \$548K

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 27.9K Unique Customer Count, 38.6K Trip Count
- Tourists - Overnight Trip Total: 25.9K Unique Customer Count, 26.9K Trip Count
- Tourists - Day Trip Total: 6.6K Unique Customer Count, 8.0K Trip Count
- Non-Tourists - Regular/Routine Trips: 2.1K Unique Customer Count, 4.3K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$4.8M
- Provincial Wealth: \$3.0M
- Life on the Land: \$2.2M
- Aging Comfortably: \$1.7M
- Country Living: \$889K

Top 5 customer segments by unique residents count

- Countryside Elite: 6.8K
- Provincial Wealth: 6.3K
- Aging Comfortably: 4.4K
- Life on the Land: 4.1K
- Country Living: 2.6K

Top 5 customer segments by visitors spend

- Prosperous Families: \$2.2M
- Golden Days: \$1.4M
- Countryside Elite: \$1.4M
- Aging Comfortably: \$1.0M
- Provincial Wealth: \$1.0M

Top 5 customer segments by unique visitors count

- Prosperous Families: 13.4K
- Golden Days: 7.9K
- Aging Comfortably: 6.5K
- Countryside Elite: 6.3K
- Provincial Wealth: 5.1K

Top 10 source markets by visitors spend

- Margaret River: \$1.0M
- Augusta: \$966K
- Capel: \$296K
- Pemberton: \$167K
- Innaloo - Doubleview: \$129K
- Australind - Leschenault: \$128K
- Nedlands - Dalkelth: \$119K
- South Bunbury - Bunbury: \$117K
- Donnybrook - Balingup: \$113K
- Floreat: \$107K

Top 10 source markets by unique visitors count

- Margaret River: 5.1K
- Augusta: 3.4K
- Capel: 1.7K
- Australind - Leschenault: 1.2K
- South Bunbury - Bunbury: 1.2K
- Pemberton: 1.0K
- Dalyellup: 0.8K
- Eaton - Pelican Point: 0.8K
- Donnybrook - Balingup: 0.8K
- Bridgetown - Boyup Brook: 0.6K

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

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
LGA	City of Busselton	01-Sep-25	30-Sep-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 September 2025 and 30 September 2025?

<p>Total spend</p> <p>\$91.6M</p> <p>↑ 0.6%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$40.0M</p> <p>↓ -4.2%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$84.4M</p> <p><i>92% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$7.1M</p> <p><i>8% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 September 2025 and 30 September 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Category coverage Score*: 100.0%

Event period: Mon 01-Sep-25 - Tue 30-Sep-25 (30 days)
Benchmark period: Mon 02-Sep-24 - Tue 01-Oct-24 (30 days)

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

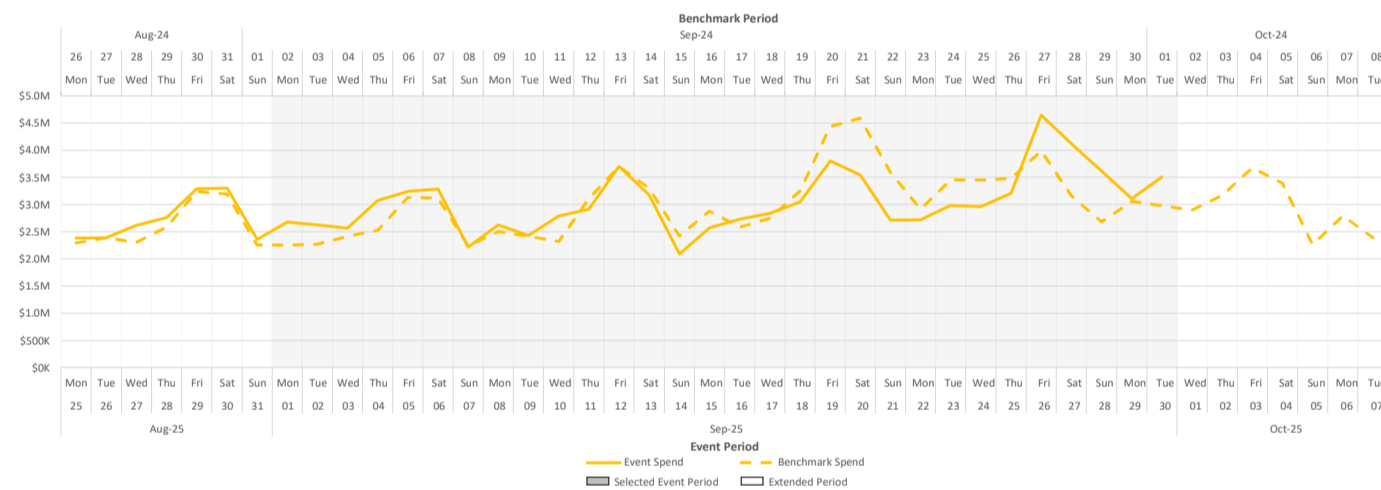
Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$84.4M	\$7.1M	\$40.0M	\$51.6M	\$91.6M	\$91.0M	↑ 0.6%	↑\$564K	↓ -4.2%	↑ 4.7%
Food Retailing	\$27.2M	\$2.1M	\$8.9M	\$20.5M	\$29.3M	\$26.7M	↑ 9.7%	↑\$2.6M	↑ 13.4%	↑ 8.2%
Supermarkets			\$4.1M	\$14.5M	\$18.6M	\$19.3M	↓ -3.6%	-\$685K	↓ -8.4%	↓ -2.1%
Groceries and Other Food Retailing			\$4.7M	\$6.0M	\$10.8M	\$7.5M	↑ 44.0%	↑\$3.3M	↑ 43.2%	↑ 44.7%
Discretionary Retail*	\$19.4M	\$233K	\$6.4M	\$13.2M	\$19.6M	\$19.7M	↓ -0.5%	-\$92K	↓ -7.0%	↑ 3.0%
Other Discretionary Retail			\$4.1M	\$10.2M	\$14.4M	\$14.5M	↓ -1.1%	-\$155K	↓ -10.1%	↑ 3.1%
Department Stores, Clothing & Accessories			\$2.3M	\$3.0M	\$5.2M	\$5.2M	↑ 1.3%	↑\$66K	↓ -0.8%	↑ 2.8%
Tourism and Entertainment	\$12.2M	\$3.0M	\$9.3M	\$6.0M	\$15.3M	\$16.2M	↓ -5.4%	-\$865K	↓ -11.9%	↑ 7.2%
Restaurants*	\$3.4M	\$1.1M	\$3.0M	\$1.6M	\$4.5M	\$4.3M	↑ 4.8%	↑\$209K	↓ -3.4%	↑ 18.1%
Pubs, Taverns and Bars	\$1.6M	\$1.1M	\$1.5M	\$1.2M	\$2.7M					
Cafes			\$1.6M	\$1.1M	\$2.7M					
Takeaway and Fast Food Outlets*	\$1.8M	\$618K	\$1.0M	\$1.4M	\$2.4M	\$2.3M	↑ 7.2%	↑\$162K	↑ 3.6%	↑ 9.2%
Breweries and Wineries*			\$1.6M	\$288K	\$1.9M	\$2.8M	↓ -33.8%	-\$946K	↓ -37.8%	↓ -35.2%
Attractions, Events and Recreation*			\$803K	\$301K	\$1.1M					
Private Transport			\$2.9M	\$4.6M	\$7.5M	\$6.9M	↑ 9.5%	↑\$652K	↑ 11.1%	↑ 8.5%
Accommodation - Online					\$5.7M	\$7.5M	↓ -24.1%	-\$1.8M		
Accommodation - Instore*			\$2.0M	\$325K	\$2.3M	\$2.7M	↓ -16.4%	-\$451K	↓ -34.3%	↑ 9.0%

* 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. Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

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 August 2025 and 30 September 2025 (incl extended dates)

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



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 25-Aug-25	Mon 26-Aug-24	\$2.4M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 26-Aug-25	Tue 27-Aug-24	\$2.4M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 27-Aug-25	Wed 28-Aug-24	\$2.6M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 28-Aug-25	Thu 29-Aug-24	\$2.8M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 29-Aug-25	Fri 30-Aug-24	\$3.3M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 30-Aug-25	Sat 31-Aug-24	\$3.3M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 31-Aug-25	Sun 01-Sep-24	\$2.4M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 01-Sep-25	Mon 02-Sep-24	\$2.7M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 02-Sep-25	Tue 03-Sep-24	\$2.6M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 03-Sep-25	Wed 04-Sep-24	\$2.6M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 04-Sep-25	Thu 05-Sep-24	\$3.1M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 05-Sep-25	Fri 06-Sep-24	\$3.2M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 06-Sep-25	Sat 07-Sep-24	\$3.3M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 07-Sep-25	Sun 08-Sep-24	\$2.2M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 08-Sep-25	Mon 09-Sep-24	\$2.6M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 09-Sep-25	Tue 10-Sep-24	\$2.4M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 10-Sep-25	Wed 11-Sep-24	\$2.8M	\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 11-Sep-25	Thu 12-Sep-24	\$2.9M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 12-Sep-25	Fri 13-Sep-24	\$3.7M	\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 13-Sep-25	Sat 14-Sep-24	\$3.2M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 14-Sep-25	Sun 15-Sep-24	\$2.1M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 15-Sep-25	Mon 16-Sep-24	\$2.6M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 16-Sep-25	Tue 17-Sep-24	\$2.7M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 17-Sep-25	Wed 18-Sep-24	\$2.8M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 18-Sep-25	Thu 19-Sep-24	\$3.1M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 19-Sep-25	Fri 20-Sep-24	\$3.8M	\$4.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 20-Sep-25	Sat 21-Sep-24	\$3.5M	\$4.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 21-Sep-25	Sun 22-Sep-24	\$2.7M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 22-Sep-25	Mon 23-Sep-24	\$2.7M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 23-Sep-25	Tue 24-Sep-24	\$3.0M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 24-Sep-25	Wed 25-Sep-24	\$3.0M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 25-Sep-25	Thu 26-Sep-24	\$3.2M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 26-Sep-25	Fri 27-Sep-24	\$4.6M	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 27-Sep-25	Sat 28-Sep-24	\$4.1M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 28-Sep-25	Sun 29-Sep-24	\$3.6M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 29-Sep-25	Mon 30-Sep-24	\$3.1M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 30-Sep-25	Tue 01-Oct-24	\$3.5M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 01-Oct-25	Wed 02-Oct-24		\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 02-Oct-25	Thu 03-Oct-24		\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 03-Oct-25	Fri 04-Oct-24		\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 04-Oct-25	Sat 05-Oct-24		\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 05-Oct-25	Sun 06-Oct-24		\$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 06-Oct-25	Mon 07-Oct-24		\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 07-Oct-25	Tue 08-Oct-24		\$2.4M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Busselton	01-Sep-25	30-Sep-25	52 weeks prior
Event length: 30 days, Category coverage Score*: 90.0%				

Overview

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

<p>Total spend</p> <p>\$40.4M</p> <p>↑ 0.5%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$13.2M</p> <p>↑ 3.7%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$37.2M</p> <p><i>92% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$3.2M</p> <p><i>8% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 September 2025 and 30 September 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Category coverage Score*: 90.0%

Event period: Mon 01-Sep-25 - Tue 30-Sep-25 (30 days)
Benchmark period: Mon 02-Sep-24 - Tue 01-Oct-24 (30 days)

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

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$37.2M	\$3.2M	\$13.2M	\$27.2M	\$40.4M	\$40.2M	↑ 0.5%	↑\$194K	↑ 3.7%	↓ -1.0%
Discretionary Retail*	\$11.8M	\$96K	\$3.5M	\$8.4M	\$11.9M	\$11.8M	↑ 0.4%	↑\$42K	↓ -4.4%	↑ 2.5%
Other Discretionary Retail			\$2.7M	\$7.2M	\$9.8M	\$9.7M	↑ 1.7%	↑\$163K	↓ -5.3%	↑ 4.5%
Department Stores, Clothing & Accessories			\$772K	\$1.2M	\$2.0M	\$2.1M	↓ -5.3%	-\$114K	↓ -1.2%	↓ -7.9%
Food Retailing	\$10.1M	\$836K	\$2.5M	\$8.5M	\$11.7M	\$11.0M	↓ -6.4%	-\$751K	↓ -8.3%	↓ -5.9%
Supermarkets			\$1.6M	\$6.8M	\$8.5M	\$8.8M	↓ -3.2%	-\$283K	↓ -1.4%	↓ -3.6%
Groceries and Other Food Retailing			\$813K	\$1.7M	\$2.5M	\$2.9M	↓ -16.1%	-\$474K	↓ -20.2%	↓ -14.0%
Tourism and Entertainment	\$4.6M	\$1.3M	\$3.2M	\$2.7M	\$5.9M	\$6.1M	↓ -3.6%	-\$220K	↓ -8.9%	↑ 3.3%
Restaurants*	\$1.2M	\$436K	\$948K	\$709K	\$1.7M	\$1.3M	↑ 29.5%	↑\$377K	↑ 38.3%	↑ 26.4%
Pubs, Taverns and Bars**	\$814K	\$450K	\$566K	\$698K	\$1.3M					
Cafes			\$614K	\$494K	\$1.1M	\$1.2M	↓ -7.0%	-\$84K	↓ -9.3%	↓ -6.3%
Takeaway and Fast Food Outlets**	\$598K	\$209K	\$286K	\$521K	\$807K					
Attractions, Events and Recreation**			\$36K	\$105K	\$141K					
Private Transport			\$1.4M	\$2.5M	\$3.9M	\$2.9M	↑ 32.6%	↑\$957K	↑ 38.4%	↑ 29.5%
Accommodation - Instore*					\$124K					

* 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. Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

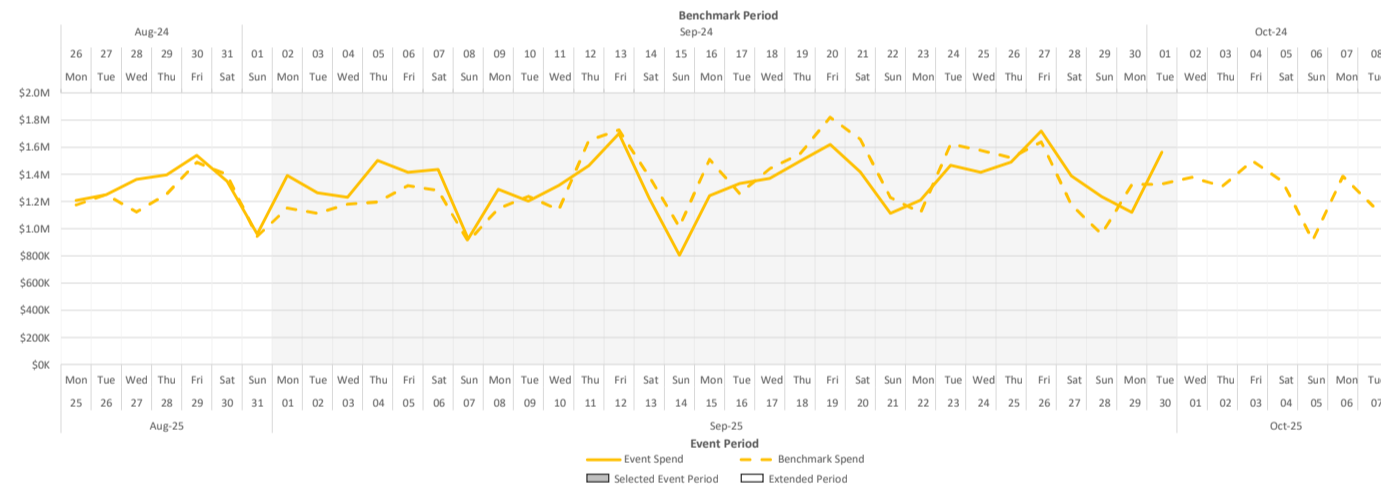
Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Busselton between 25 August 2025 and 30 September 2025 (incl extended dates)

Date Extender (Max 7 Days)
7

Category
Total (All)

Time of Day
Total

Customer Type
All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 25-Aug-25	Mon 26-Aug-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 26-Aug-25	Tue 27-Aug-24	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 27-Aug-25	Wed 28-Aug-24	\$1.4M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 28-Aug-25	Thu 29-Aug-24	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 29-Aug-25	Fri 30-Aug-24	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 30-Aug-25	Sat 31-Aug-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 31-Aug-25	Sun 01-Sep-24	\$961K	\$944K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 01-Sep-25	Mon 02-Sep-24	\$1.4M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 02-Sep-25	Tue 03-Sep-24	\$1.3M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 03-Sep-25	Wed 04-Sep-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 04-Sep-25	Thu 05-Sep-24	\$1.5M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 05-Sep-25	Fri 06-Sep-24	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 06-Sep-25	Sat 07-Sep-24	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 07-Sep-25	Sun 08-Sep-24	\$925K	\$907K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 08-Sep-25	Mon 09-Sep-24	\$1.3M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 09-Sep-25	Tue 10-Sep-24	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 10-Sep-25	Wed 11-Sep-24	\$1.3M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 11-Sep-25	Thu 12-Sep-24	\$1.5M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 12-Sep-25	Fri 13-Sep-24	\$1.7M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 13-Sep-25	Sat 14-Sep-24	\$1.2M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 14-Sep-25	Sun 15-Sep-24	\$805K	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 15-Sep-25	Mon 16-Sep-24	\$1.2M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 16-Sep-25	Tue 17-Sep-24	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 17-Sep-25	Wed 18-Sep-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 18-Sep-25	Thu 19-Sep-24	\$1.5M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 19-Sep-25	Fri 20-Sep-24	\$1.6M	\$1.8M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 20-Sep-25	Sat 21-Sep-24	\$1.4M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 21-Sep-25	Sun 22-Sep-24	\$1.1M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 22-Sep-25	Mon 23-Sep-24	\$1.2M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 23-Sep-25	Tue 24-Sep-24	\$1.5M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 24-Sep-25	Wed 25-Sep-24	\$1.4M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 25-Sep-25	Thu 26-Sep-24	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 26-Sep-25	Fri 27-Sep-24	\$1.7M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 27-Sep-25	Sat 28-Sep-24	\$1.4M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 28-Sep-25	Sun 29-Sep-24	\$1.2M	\$960K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 29-Sep-25	Mon 30-Sep-24	\$1.1M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 30-Sep-25	Tue 01-Oct-24	\$1.8M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 01-Oct-25	Wed 02-Oct-24		\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 02-Oct-25	Thu 03-Oct-24		\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 03-Oct-25	Fri 04-Oct-24		\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 04-Oct-25	Sat 05-Oct-24		\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 05-Oct-25	Sun 06-Oct-24		\$915K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 06-Oct-25	Mon 07-Oct-24		\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 07-Oct-25	Tue 08-Oct-24		\$1.2M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Dunsborough	01-Sep-25	30-Sep-25	52 weeks prior
Event length: 30 days, Category coverage Score*: 98.3%				

Overview

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

Total spend \$20.7M ↓ -6.6% <i>uplift compared to Benchmark Period</i>	Visitor spend \$11.4M ↓ -13.6% <i>uplift compared to Benchmark Period</i>	Day spend \$18.7M 90% of total spend over the event period was during the day (6am-6pm)	Night spend \$2.0M 10% of total spend over the event period was at night (6pm-6am)
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 September 2025 and 30 September 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Category coverage Score*: 98.3%

Event period: Mon 01-Sep-25 - Tue 30-Sep-25 (30 days)
 Benchmark period: Mon 02-Sep-24 - Tue 01-Oct-24 (30 days)

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

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$18.7M	\$2.0M	\$11.4M	\$9.4M	\$20.7M	\$22.2M	↓ -6.6%	-\$1.5M	↓ -13.6%	↑ 3.7%
Food Retailing	\$6.5M	\$604K	\$2.8M	\$4.3M	\$7.1M	\$7.8M	↓ -8.4%	-\$649K	↓ -14.8%	↓ -3.6%
Tourism and Entertainment	\$5.7M	\$1.2M	\$5.1M	\$1.8M	\$6.9M	\$7.8M	↓ -11.7%	-\$916K	↓ -17.1%	↑ 7.8%
Restaurants**	\$2.0M	\$525K	\$1.9M	\$644K	\$2.5M	\$2.8M	↓ -9.1%	-\$255K	↓ -19.7%	↑ 0.8%
Breweries and Wineries*			\$1.2M	\$178K	\$1.4M	\$1.7M	↓ -20.1%	-\$344K	↓ -34.6%	↓ -27.9%
Cafes			\$846K	\$455K	\$1.3M	\$1.3M	↓ -0.8%	-\$111K	↓ -9.1%	↑ 17.6%
Pubs, Taverns and Bars**	\$584K	\$491K	\$706K	\$369K	\$1.1M	\$1.1M	↑ 0.1%	↑\$1K	↓ -7.9%	↑ 4.8%
Takeaway and Fast Food Outlets**	\$254K	\$82K	\$172K	\$164K	\$336K					
Attractions, Events and Recreation**					\$245K					
Discretionary Retail*			\$1.4M	\$1.6M	\$2.9M	\$2.6M	↑ 15.4%	↑\$394K	↓ -6.5%	↑ 35.2%
Other Discretionary Retail**			\$861K	\$985K	\$1.8M					
Department Stores, Clothing & Accessories**			\$676K	\$287K	\$963K					
Private Transport			\$399K	\$776K	\$1.2M	\$1.2M	↓ -3.5%	-\$43K	↓ -6.1%	↓ -1.9%
Accommodation - Instore**					\$948K					

* 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. Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

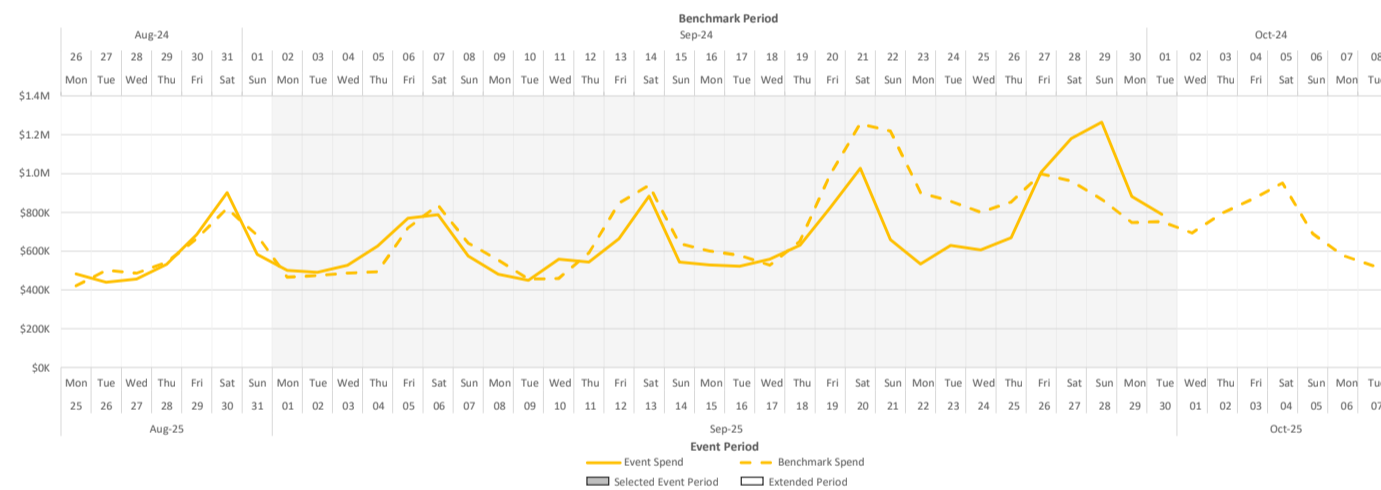
Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Dunsborough between 25 August 2025 and 30 September 2025 (incl extended dates)

Date Extender (Max 7 Days)
7

Category
Total (All)

Time of Day
Total

Customer Type
All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 25-Aug-25	Mon 26-Aug-24	\$482K	\$421K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 26-Aug-25	Tue 27-Aug-24	\$440K	\$501K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 27-Aug-25	Wed 28-Aug-24	\$456K	\$486K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 28-Aug-25	Thu 29-Aug-24	\$531K	\$543K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 29-Aug-25	Fri 30-Aug-24	\$686K	\$664K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 30-Aug-25	Sat 31-Aug-24	\$902K	\$820K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 31-Aug-25	Sun 01-Sep-24	\$584K	\$682K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 01-Sep-25	Mon 02-Sep-24	\$501K	\$466K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 02-Sep-25	Tue 03-Sep-24	\$491K	\$474K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 03-Sep-25	Wed 04-Sep-24	\$527K	\$487K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 04-Sep-25	Thu 05-Sep-24	\$627K	\$494K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 05-Sep-25	Fri 06-Sep-24	\$770K	\$719K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 06-Sep-25	Sat 07-Sep-24	\$788K	\$837K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 07-Sep-25	Sun 08-Sep-24	\$575K	\$641K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 08-Sep-25	Mon 09-Sep-24	\$480K	\$554K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 09-Sep-25	Tue 10-Sep-24	\$449K	\$455K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 10-Sep-25	Wed 11-Sep-24	\$558K	\$459K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 11-Sep-25	Thu 12-Sep-24	\$544K	\$590K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 12-Sep-25	Fri 13-Sep-24	\$664K	\$848K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 13-Sep-25	Sat 14-Sep-24	\$884K	\$939K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 14-Sep-25	Sun 15-Sep-24	\$544K	\$639K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 15-Sep-25	Mon 16-Sep-24	\$528K	\$601K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 16-Sep-25	Tue 17-Sep-24	\$522K	\$578K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 17-Sep-25	Wed 18-Sep-24	\$559K	\$527K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 18-Sep-25	Thu 19-Sep-24	\$631K	\$652K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 19-Sep-25	Fri 20-Sep-24	\$824K	\$995K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 20-Sep-25	Sat 21-Sep-24	\$1.0M	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 21-Sep-25	Sun 22-Sep-24	\$658K	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 22-Sep-25	Mon 23-Sep-24	\$534K	\$900K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 23-Sep-25	Tue 24-Sep-24	\$630K	\$857K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 24-Sep-25	Wed 25-Sep-24	\$606K	\$800K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 25-Sep-25	Thu 26-Sep-24	\$670K	\$853K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 26-Sep-25	Fri 27-Sep-24	\$1.0M	\$999K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 27-Sep-25	Sat 28-Sep-24	\$1.2M	\$961K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 28-Sep-25	Sun 29-Sep-24	\$1.3M	\$968K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 29-Sep-25	Mon 30-Sep-24	\$882K	\$747K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 30-Sep-25	Tue 01-Oct-24	\$790K	\$752K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 01-Oct-25	Wed 02-Oct-24		\$694K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 02-Oct-25	Thu 03-Oct-24		\$796K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 03-Oct-25	Fri 04-Oct-24		\$868K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 04-Oct-25	Sat 05-Oct-24		\$951K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 05-Oct-25	Sun 06-Oct-24		\$691K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 06-Oct-25	Mon 07-Oct-24		\$577K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 07-Oct-25	Tue 08-Oct-24		\$525K

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	West Busselton	01-Sep-25	30-Sep-25	52 weeks prior
Event length: 30 days, Category coverage Score*: 98.3%				

Overview

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

<p>Total spend</p> <p>\$24.6M</p> <p>↑ 17.0%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$9.8M</p> <p>↑ 14.4%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$22.6M</p> <p><i>92% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$1.9M</p> <p><i>8% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 September 2025 and 30 September 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: Mon 01-Sep-25 - Tue 30-Sep-25 (30 days)

Benchmark period: Mon 02-Sep-24 - Tue 01-Oct-24 (30 days)

Category coverage Score*: 98.3%

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					Benchmark period	Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total		Total %	Total \$	Visitors %	Residents %
Total	\$22.6M	\$1.9M	\$9.8M	\$14.8M	\$24.6M	\$21.0M	↑ 17.0%	↑\$3.6M	↑ 14.4%	↑ 18.9%
Food Retailing	\$10.5M	\$680K	\$3.6M	\$7.7M	\$11.2M	\$7.2M	↑ 55.0%	↑\$4.0M	↑ 98.1%	↑ 40.9%
Supermarkets			\$1.3M	\$4.4M	\$5.7M	\$5.7M	↑ 0.5%	↑\$29K	↑ 6.3%	↑ 7.9%
Groceries and Other Food Retailing			\$2.3M	\$3.3M	\$5.5M	\$1.6M	↑ 252.8%	↑\$4.0M	↑ 436.3%	↑ 233.7%
Discretionary Retail**	\$4.6M	\$185K	\$1.5M	\$3.3M	\$4.8M	\$5.3M	↓ -9.9%	-\$529K	↓ -19.1%	↓ -9.8%
Private Transport			\$1.0M	\$1.4M	\$2.4M	\$2.7M	↓ -9.5%	-\$256K	↓ -6.3%	↓ -12.1%
Tourism and Entertainment	\$1.8M	\$593K	\$1.1M	\$1.3M	\$2.4M	\$2.1M	↑ 12.1%	↑\$257K	↑ 12.7%	↑ 23.0%
Takeaway and Fast Food Outlets	\$854K	\$303K	\$459K	\$692K	\$1.2M	\$1.2M	↓ -2.0%	-\$23K	↑ 0.9%	↓ -4.3%
Restaurants**			\$118K	\$201K	\$319K					
Cafes*			\$113K	\$162K	\$275K	\$168K	↑ 63.7%	↑\$107K	↑ 40.5%	↑ 97.4%
Attractions, Events and Recreation**			\$87K	\$91K	\$178K					
Accommodation - Instore**			\$762K	\$209K	\$971K					

* 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. Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

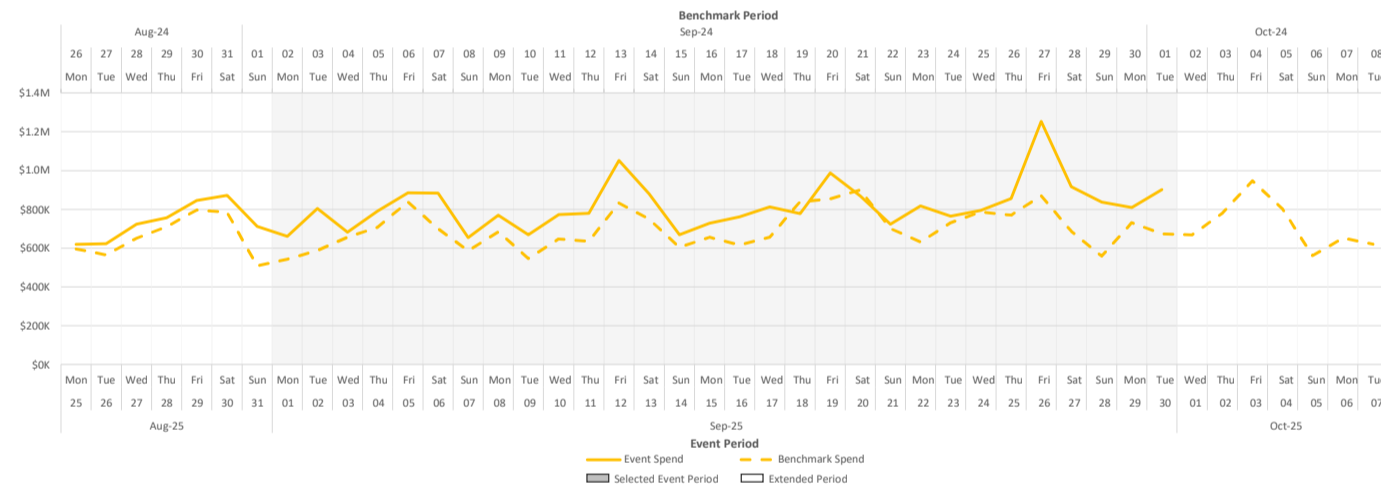
Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to West Busselton between 25 August 2025 and 30 September 2025 (incl extended dates)

Date Extender (Max 7 Days)
7

Category
Total (All)

Time of Day
Total

Customer Type
All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 25-Aug-25	Mon 26-Aug-24	\$619K	\$596K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 26-Aug-25	Tue 27-Aug-24	\$623K	\$565K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 27-Aug-25	Wed 28-Aug-24	\$723K	\$651K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 28-Aug-25	Thu 29-Aug-24	\$756K	\$710K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 29-Aug-25	Fri 30-Aug-24	\$846K	\$797K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 30-Aug-25	Sat 31-Aug-24	\$873K	\$785K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 31-Aug-25	Sun 01-Sep-24	\$712K	\$508K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 01-Sep-25	Mon 02-Sep-24	\$661K	\$543K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 02-Sep-25	Tue 03-Sep-24	\$804K	\$588K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 03-Sep-25	Wed 04-Sep-24	\$82K	\$67K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 04-Sep-25	Thu 05-Sep-24	\$791K	\$708K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 05-Sep-25	Fri 06-Sep-24	\$885K	\$839K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 06-Sep-25	Sat 07-Sep-24	\$833K	\$700K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 07-Sep-25	Sun 08-Sep-24	\$654K	\$586K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 08-Sep-25	Mon 09-Sep-24	\$770K	\$684K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 09-Sep-25	Tue 10-Sep-24	\$669K	\$547K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 10-Sep-25	Wed 11-Sep-24	\$772K	\$647K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 11-Sep-25	Thu 12-Sep-24	\$779K	\$636K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 12-Sep-25	Fri 13-Sep-24	\$1.1M	\$833K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 13-Sep-25	Sat 14-Sep-24	\$881K	\$750K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 14-Sep-25	Sun 15-Sep-24	\$669K	\$604K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 15-Sep-25	Mon 16-Sep-24	\$728K	\$656K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 16-Sep-25	Tue 17-Sep-24	\$762K	\$616K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 17-Sep-25	Wed 18-Sep-24	\$813K	\$657K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 18-Sep-25	Thu 19-Sep-24	\$777K	\$639K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 19-Sep-25	Fri 20-Sep-24	\$988K	\$854K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 20-Sep-25	Sat 21-Sep-24	\$899K	\$900K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 21-Sep-25	Sun 22-Sep-24	\$723K	\$701K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 22-Sep-25	Mon 23-Sep-24	\$817K	\$632K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 23-Sep-25	Tue 24-Sep-24	\$765K	\$731K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 24-Sep-25	Wed 25-Sep-24	\$794K	\$787K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 25-Sep-25	Thu 26-Sep-24	\$855K	\$770K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 26-Sep-25	Fri 27-Sep-24	\$1.3M	\$870K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 27-Sep-25	Sat 28-Sep-24	\$917K	\$687K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 28-Sep-25	Sun 29-Sep-24	\$838K	\$559K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 29-Sep-25	Mon 30-Sep-24	\$810K	\$731K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 30-Sep-25	Tue 01-Oct-24	\$902K	\$674K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 01-Oct-25	Wed 02-Oct-24		\$668K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 02-Oct-25	Thu 03-Oct-24		\$780K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 03-Oct-25	Fri 04-Oct-24		\$947K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 04-Oct-25	Sat 05-Oct-24		\$802K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 05-Oct-25	Sun 06-Oct-24		\$561K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 06-Oct-25	Mon 07-Oct-24		\$652K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 07-Oct-25	Tue 08-Oct-24		\$620K

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

September 2025

Filter

Resident location

Region Type

LGA

Resident location

City of Busselton

Overview

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

Total spend

\$143.6M

↑ 8.5% .vs last year
↑ 6.6% .vs Regional WA

Top category

Other Discretionary Retail

\$18.7M of spend for City of Busselton residents is within this category during September 2025

Top lifestage

Retiree

28.5% of City of Busselton residents are within this lifestage

Proportion of spend into the LGA

35.9%

of spend for City of Busselton residents during September 2025

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (October 2024 - September 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

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

Category	Monthly			Annual (Last 12 months up to September 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$143.6M	↑ 8.5%	↑ 6.6%	\$1.59B	↑ 4.5%		
Discretionary Retail	\$28.9M	↑ 10.2%	↑ 5.0%	\$347.1M	↑ 2.7%	1.00x	99.4%
Other Discretionary Retail	\$18.7M	↑ 11.6%	↑ 5.3%	\$217.3M	↑ 0.7%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$7.6M	↑ 7.3%	↑ 2.4%	\$98.3M	↑ 4.5%	0.99x	97.0%
Buy Now Pay Later	\$2.2M	↑ 8.8%	↑ 9.1%	\$26.8M	↑ 14.2%	0.72x	18.3%
Print Media and Books	\$288K	↑ 1.0%	↑ 17.0%	\$3.6M	↓ -1.9%	1.02x	39.5%
Children and Baby Stores	\$99K	↑ 28.1%	↑ 11.0%	\$1.2M	↑ 11.8%	0.60x	9.3%
Household	\$26.2M	↑ 16.4%	↑ 15.3%	\$302.5M	↑ 5.5%	1.00x	99.0%
Insurance	\$8.8M	↑ 12.8%	↑ 11.5%	\$104.3M	↑ 9.0%	0.98x	64.7%
Electricity, Gas and Water Supply	\$4.9M	↑ 50.9%	↑ 51.0%	\$45.7M	↑ 4.7%	1.02x	51.1%
Telecommunication Services	\$3.8M	↑ 9.6%	↑ 8.6%	\$44.4M	↑ 7.7%	0.99x	79.2%
Personal Services	\$2.2M	↑ 13.7%	↑ 10.3%	\$27.3M	↑ 7.6%	0.99x	79.3%
Motor Vehicle Services	\$2.1M	↑ 14.0%	↑ 12.0%	\$25.0M	↑ 9.2%	1.10x	63.1%
Pet Care	\$1.6M	↑ 13.6%	↑ 6.2%	\$18.9M	↓ -2.1%	1.20x	45.1%
Public Services	\$792K	↓ -29.6%	↑ 6.0%	\$10.9M	↓ -27.6%	1.04x	57.5%
Fitness	\$708K	↑ 30.7%	↓ -1.9%	\$8.6M	↑ 25.1%	0.70x	41.9%
School Education	\$629K	↑ 17.9%	↑ 21.4%	\$9.0M	↑ 14.6%	0.65x	21.6%
Childcare Services	\$278K	↑ 19.6%	↑ 7.6%	\$3.8M	↓ -1.0%	0.66x	4.3%
Charities	\$211K	↑ 18.5%	↑ 4.3%	\$2.8M	↓ -5.3%	1.05x	33.0%
Computer Services	\$112K	↓ -19.9%	↓ -7.5%	\$1.6M	↓ -5.5%	0.79x	8.5%
Food Retailing	\$25.7M	↑ 5.7%	↑ 4.5%	\$320.5M	↑ 5.0%	1.00x	99.3%
Supermarkets	\$17.6M	↓ -1.3%	↑ 2.5%	\$223.4M	↑ 0.2%	1.00x	98.8%
Groceries and Other Food Retailing	\$8.1M	↑ 25.0%	↑ 11.1%	\$97.1M	↑ 18.2%	1.00x	97.6%
Tourism and Entertainment	\$15.3M	↑ 6.0%	↑ 6.7%	\$185.1M	↑ 7.0%	1.00x	98.8%
Restaurants	\$3.5M	↑ 14.2%	↑ 6.6%	\$42.6M	↑ 16.0%	0.99x	93.0%
Takeaway and Fast Food Outlets	\$2.7M	↑ 5.2%	↑ 3.1%	\$32.2M	↑ 2.0%	0.98x	93.8%
Pubs, Taverns and Bars	\$2.3M	↑ 3.7%	↓ -1.7%	\$27.6M	↑ 2.4%	1.03x	82.1%
Online Entertainment	\$1.8M	↑ 8.7%	↑ 32.3%	\$20.8M	↑ 13.1%	0.99x	69.5%
Cafes	\$1.8M	↑ 6.1%	↓ -4.0%	\$22.1M	↑ 2.3%	1.01x	88.6%
Attractions, Events and Recreation	\$1.7M	↓ -5.3%	↓ -3.6%	\$23.7M	↑ 7.8%	0.95x	75.0%
Food Delivery Services	\$894K	↑ 39.5%	↑ 46.7%	\$9.0M	↑ 17.0%	0.67x	28.5%
Breweries and Wineries	\$497K	↓ -27.6%	↓ -20.1%	\$7.2M	↓ -12.0%	2.81x	49.3%
Private Transport	\$9.4M	↓ -0.6%	↓ -5.9%	\$124.9M	↑ 1.4%	1.00x	96.6%
Accommodation	\$3.3M	↑ 14.4%	↑ 4.7%	\$39.3M	↑ 5.8%	1.09x	65.6%

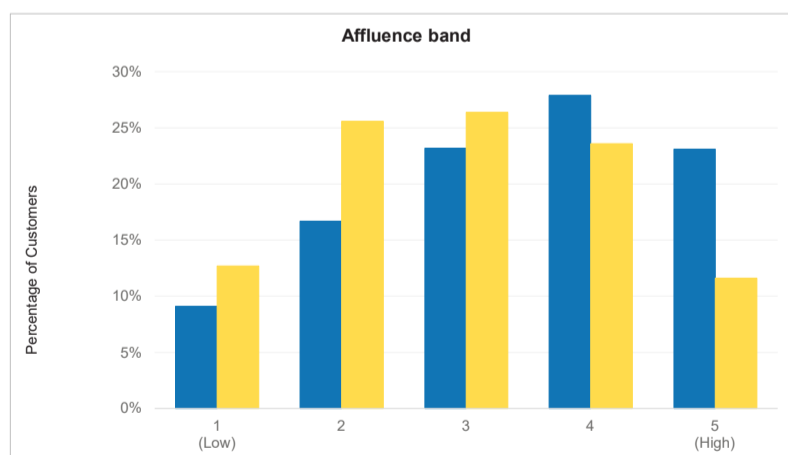
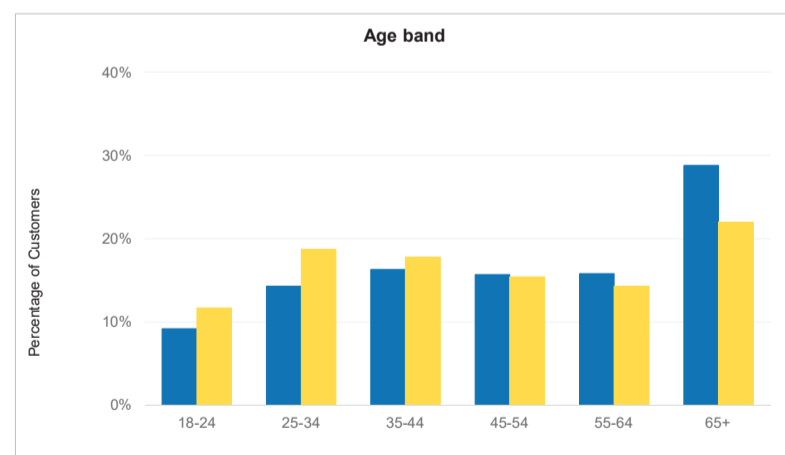
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

City of Busselton

Australian Average Population



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

Brand preference

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

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Rockmans	3.47x	4.8%
Ghanda Clothing	2.54x	13.4%
Angus And Coote	2.09x	4.3%
Gazman	2.06x	4.4%
Just Jeans	2.02x	11.9%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	11.38x	45.0%
Perth Duty Free	7.78x	7.9%
Kmart	1.07x	84.0%
Temu	1.02x	23.8%
The Reject Shop	0.99x	37.3%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	67.1%
Liquor Stax	20.51x	35.5%
Liquor Barons	7.19x	11.4%
The Good Grocer	3.59x	6.7%
The Spud Shed	2.40x	12.1%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	2.81x	20.3%
The Good Guys	2.20x	27.9%
Beacon Lighting	2.06x	5.0%
Harvey Norman	1.97x	4.6%
Adairs	1.83x	10.9%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	10.83x	22.9%
Dome Cafe	9.77x	37.4%
Royal Automobile Club Of Austr	9.41x	11.8%
Sushi Sushi	2.74x	28.2%
Miss Maud	2.68x	5.2%

Top 5 Personal Services

Brand	Affinity	Penetration
Priceline	3.64x	26.7%
Price Attack	3.54x	7.2%
Essential Beauty	0.71x	0.7%
The Body Shop	0.70x	2.9%
Adore Beauty	0.70x	1.4%

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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

September 2025

Filter

Resident location

Region Type

Sub-region

Resident location

Busselton

Overview

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

Total spend

\$35.6M

↑ 11.1% .vs last year
↑ 6.6% .vs Regional WA

Top category

Other Discretionary Retail

\$4.8M of spend for Busselton residents is within
this category during September 2025

Top lifestage

Retiree

26.2% of Busselton residents are within this lifestage

Proportion of spend into the LGA

35.6%

of spend for Busselton residents during September
2025

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (October 2024 - September 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

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

Category	Monthly			Annual (Last 12 months up to September 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$35.6M	↑ 11.1%	↑ 6.6%	\$399.1M	↑ 6.2%		
Discretionary Retail	\$7.4M	↑ 10.5%	↑ 5.0%	\$88.5M	↑ 4.0%	1.00x	99.5%
Other Discretionary Retail	\$4.8M	↑ 12.2%	↑ 5.3%	\$54.6M	↑ 0.8%	1.00x	99.0%
Department Stores, Clothing & Accessories	\$1.8M	↑ 4.0%	↑ 2.4%	\$25.0M	↑ 6.2%	0.98x	96.3%
Buy Now Pay Later	\$651K	↑ 18.2%	↑ 9.1%	\$7.8M	↑ 24.2%	0.76x	19.4%
Print Media and Books	\$62K	↑ 12.5%	↑ 17.0%	\$827K	↑ 0.1%	0.88x	34.1%
Children and Baby Stores	\$23K	↑ 25.4%	↑ 11.0%	\$281K	↑ 13.5%	0.48x	7.5%
Food Retailing	\$6.6M	↑ 10.0%	↑ 4.5%	\$80.3M	↑ 6.3%	1.00x	99.5%
Supermarkets	\$4.6M	↑ 5.1%	↑ 2.5%	\$57.7M	↑ 2.8%	1.00x	99.0%
Groceries and Other Food Retailing	\$2.0M	↑ 23.7%	↑ 11.1%	\$22.7M	↑ 16.6%	1.00x	97.9%
Household	\$6.3M	↑ 17.8%	↑ 15.3%	\$73.7M	↑ 7.3%	1.00x	98.9%
Insurance	\$2.2M	↑ 21.6%	↑ 11.5%	\$25.4M	↑ 11.2%	0.94x	61.8%
Electricity, Gas and Water Supply	\$1.1M	↑ 31.5%	↑ 51.0%	\$11.1M	↑ 9.1%	0.94x	47.0%
Telecommunication Services	\$945K	↑ 9.3%	↑ 8.6%	\$11.3M	↑ 7.9%	1.00x	80.2%
Motor Vehicle Services	\$557K	↑ 28.2%	↑ 12.0%	\$6.0M	↑ 14.4%	1.00x	57.4%
Personal Services	\$545K	↑ 28.0%	↑ 10.3%	\$6.5M	↑ 7.5%	0.96x	76.5%
Pet Care	\$402K	↑ 27.5%	↑ 6.2%	\$4.6M	↓ -3.2%	1.05x	39.3%
School Education	\$192K	↑ 64.1%	↑ 21.4%	\$2.2M	↑ 19.8%	0.56x	18.9%
Public Services	\$181K	↓ -51.8%	↑ 6.0%	\$2.7M	↓ -28.5%	0.93x	51.5%
Fitness	\$132K	↓ -3.5%	↓ -1.9%	\$2.1M	↑ 19.2%	0.67x	40.1%
Childcare Services	\$69K	↑ 24.2%	↑ 7.6%	\$830K	↑ 14.5%	0.48x	3.2%
Charities	\$58K	↑ 42.6%	↑ 4.3%	\$612K	↓ -0.5%	0.95x	30.0%
Computer Services	\$35K	↑ 9.8%	↓ -7.5%	\$292K	↓ -14.6%	0.75x	8.1%
Tourism and Entertainment	\$4.1M	↑ 14.0%	↑ 6.7%	\$49.0M	↑ 11.5%	1.00x	99.0%
Restaurants	\$833K	↑ 15.5%	↑ 6.6%	\$10.1M	↑ 18.3%	0.98x	92.1%
Takeaway and Fast Food Outlets	\$799K	↑ 16.1%	↑ 3.1%	\$9.1M	↑ 7.3%	0.99x	94.2%
Pubs, Taverns and Bars	\$616K	↑ 6.2%	↓ -1.7%	\$7.7M	↑ 4.9%	1.01x	80.3%
Online Entertainment	\$504K	↑ 16.4%	↑ 32.3%	\$5.5M	↑ 16.8%	0.98x	69.2%
Cafes	\$488K	↑ 11.3%	↓ -4.0%	\$5.6M	↑ 7.5%	0.98x	86.3%
Attractions, Events and Recreation	\$477K	↑ 20.9%	↓ -3.6%	\$6.6M	↑ 21.0%	0.91x	71.8%
Food Delivery Services	\$309K	↑ 66.0%	↑ 46.7%	\$2.8M	↑ 20.4%	0.74x	31.3%
Breweries and Wineries	\$93K	↓ -45.5%	↓ -20.1%	\$1.6M	↓ -16.1%	2.49x	43.7%
Private Transport	\$2.3M	↑ 1.8%	↓ -5.9%	\$31.0M	↑ 4.4%	0.99x	96.1%
Accommodation	\$832K	↑ 23.5%	↑ 4.7%	\$9.9M	↑ 11.3%	1.01x	61.1%

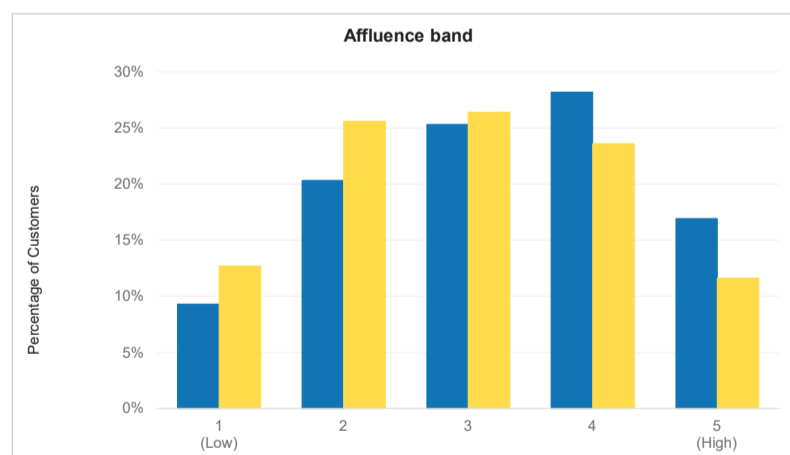
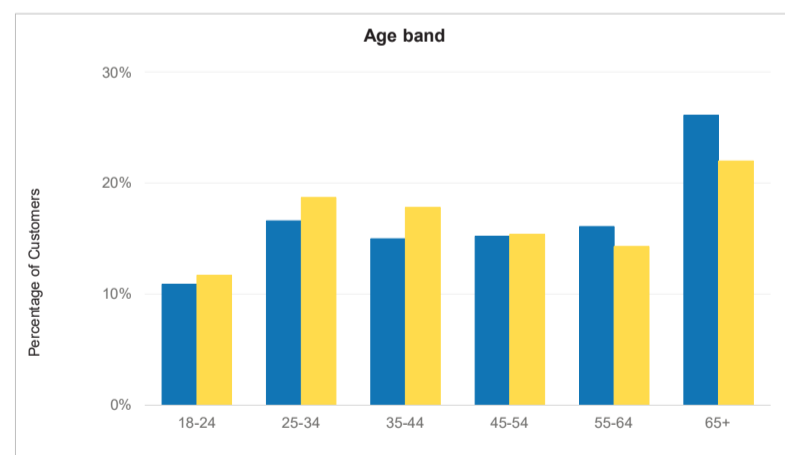
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

■ Busselton

■ Australian Average Population



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

Brand preference

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

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Rockmans	3.58x	4.9%
Ghanda Clothing	2.09x	11.0%
Just Jeans	1.98x	11.7%
Angus And Coote	1.97x	4.0%
Best And Less	1.49x	31.3%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	11.11x	43.9%
Perth Duty Free	6.18x	6.3%
Kmart	1.07x	83.6%
The Reject Shop	1.06x	40.0%
Temu	0.94x	21.9%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	62.0%
Liquor Stax	11.52x	20.0%
Liquor Barons	5.91x	9.3%
The Good Grocer	3.08x	5.8%
The Spud Shed	3.05x	15.4%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	2.67x	19.3%
The Good Guys	2.01x	25.5%
Beacon Lighting	1.97x	4.8%
Barbeques Galore	1.73x	3.0%
Harvey Norman	1.62x	3.8%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	9.34x	19.8%
Dome Cafe	9.29x	35.6%
Royal Automobile Club Of Austr	9.12x	11.4%
Miss Maud	2.76x	5.3%
Sushi Sushi	2.69x	27.7%

Top 5 Personal Services

Brand	Affinity	Penetration
Priceline	3.66x	26.9%
Price Attack	3.51x	7.2%
Essential Beauty	0.66x	0.7%
The Body Shop	0.66x	2.7%
Adore Beauty	0.61x	1.2%

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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

September 2025

Filter

Resident location

Region Type

Sub-region

Resident location

Dunsborough

Overview

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

Total spend

\$43.0M

↑ 4.5% .vs last year
↑ 6.6% .vs Regional WA

Top category

Other Discretionary Retail

\$5.5M of spend for Dunsborough residents is within this category during September 2025

Top lifestage

Retiree

25.1% of Dunsborough residents are within this lifestage

Proportion of spend into the LGA

33.4%

of spend for Dunsborough residents during September 2025

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (October 2024 - September 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

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

Category	Monthly			Annual (Last 12 months up to September 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$43.0M	↑ 4.5%	↑ 6.6%	\$492.4M	↑ 2.7%		
Discretionary Retail	\$8.6M	↑ 12.3%	↑ 5.0%	\$106.3M	↑ 3.4%	1.00x	99.4%
Other Discretionary Retail	\$5.5M	↑ 10.7%	↑ 5.3%	\$68.7M	↑ 2.3%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$2.5M	↑ 20.8%	↑ 2.4%	\$29.5M	↑ 4.1%	0.99x	97.2%
Buy Now Pay Later	\$472K	↓ -4.3%	↑ 9.1%	\$6.5M	↑ 14.4%	0.65x	16.7%
Print Media and Books	\$103K	↑ 3.9%	↑ 17.0%	\$1.2M	↓ -1.9%	1.11x	43.0%
Children and Baby Stores	\$27K	↓ -8.6%	↑ 11.0%	\$389K	↓ -5.5%	0.70x	10.8%
Household	\$8.1M	↑ 18.5%	↑ 15.3%	\$93.2M	↑ 3.1%	1.00x	99.2%
Insurance	\$2.8M	↑ 10.9%	↑ 11.5%	\$32.9M	↑ 5.4%	1.01x	66.2%
Electricity, Gas and Water Supply	\$1.5M	↑ 75.1%	↑ 51.0%	\$13.7M	↑ 2.5%	1.01x	50.9%
Telecommunication Services	\$1.0M	↑ 2.8%	↑ 8.6%	\$12.1M	↑ 7.6%	0.97x	77.6%
Personal Services	\$750K	↑ 15.6%	↑ 10.3%	\$9.5M	↑ 8.2%	1.01x	80.9%
Motor Vehicle Services	\$742K	↑ 12.8%	↑ 12.0%	\$8.7M	↑ 7.6%	1.20x	69.3%
Pet Care	\$437K	↓ -0.4%	↑ 6.2%	\$5.2M	↓ -11.0%	1.08x	40.6%
Fitness	\$279K	↑ 63.9%	↓ -1.9%	\$2.8M	↑ 20.6%	0.73x	43.6%
Public Services	\$214K	↑ 3.4%	↑ 6.0%	\$2.6M	↓ -28.1%	1.11x	61.1%
School Education	\$202K	↑ 12.2%	↑ 21.4%	\$3.1M	↑ 7.3%	0.68x	23.0%
Childcare Services	\$92K	↑ 9.7%	↑ 7.6%	\$1.1M	↓ -20.2%	0.81x	5.3%
Charities	\$54K	↓ -1.7%	↑ 4.3%	\$852K	↓ -22.5%	1.05x	33.1%
Computer Services	\$29K	↓ -22.1%	↓ -7.5%	\$848K	↑ 16.2%	0.91x	9.8%
Food Retailing	\$7.1M	↑ 3.2%	↑ 4.5%	\$92.5M	↑ 4.9%	1.00x	99.4%
Supermarkets	\$4.7M	↓ -5.0%	↑ 2.5%	\$61.4M	↓ -0.8%	1.00x	98.8%
Groceries and Other Food Retailing	\$2.5M	↑ 23.1%	↑ 11.1%	\$31.1M	↑ 18.4%	1.00x	98.2%
Tourism and Entertainment	\$4.4M	↑ 0.7%	↑ 6.7%	\$55.8M	↑ 1.9%	1.00x	99.1%
Restaurants	\$1.3M	↑ 10.6%	↑ 6.6%	\$17.0M	↑ 14.6%	1.01x	95.3%
Pubs, Taverns and Bars	\$643K	↑ 8.0%	↓ -1.7%	\$7.9M	↓ -3.6%	1.07x	85.2%
Cafes	\$623K	↑ 5.8%	↓ -4.0%	\$7.6M	↓ -0.5%	1.05x	92.4%
Takeaway and Fast Food Outlets	\$546K	↓ -4.9%	↑ 3.1%	\$7.2M	↓ -3.0%	0.98x	93.8%
Attractions, Events and Recreation	\$540K	↓ -19.8%	↓ -3.6%	\$6.6M	↓ -6.2%	0.99x	78.2%
Online Entertainment	\$425K	↓ -1.6%	↑ 32.3%	\$5.3M	↑ 0.8%	1.03x	72.9%
Breweries and Wineries	\$210K	↓ -6.7%	↓ -20.1%	\$3.0M	↓ -5.9%	3.31x	58.1%
Food Delivery Services	\$108K	↑ 5.8%	↑ 46.7%	\$1.3M	↑ 3.1%	0.54x	23.0%
Private Transport	\$2.8M	↓ -2.6%	↓ -5.9%	\$38.4M	↓ -0.5%	1.01x	98.1%
Accommodation	\$1.1M	↓ -4.3%	↑ 4.7%	\$14.1M	↓ -1.0%	1.18x	71.1%

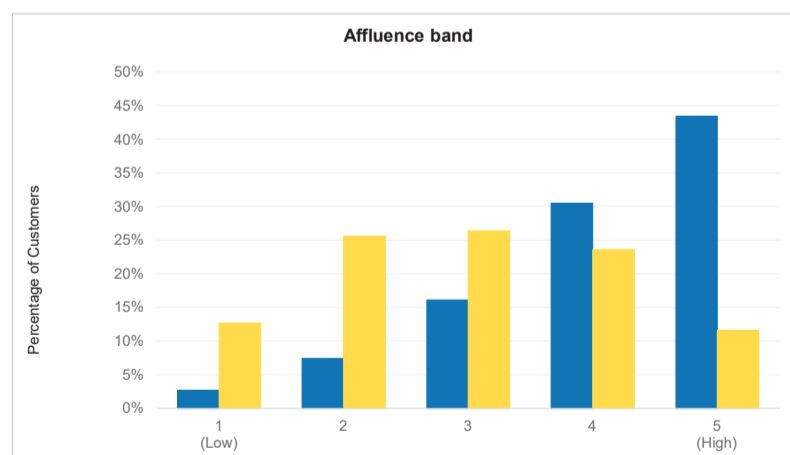
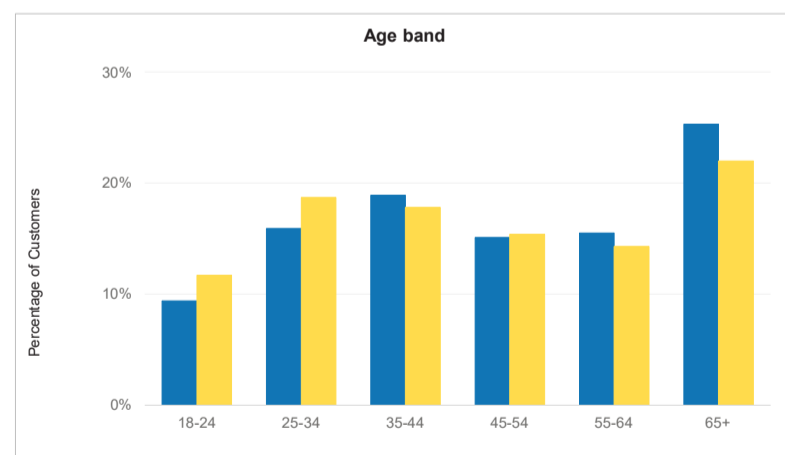
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

■ Dunsborough

■ Australian Average Population



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

Brand preference

What are the top brand preferences of Dunsborough residents during the recent static period (October 2024 - September 2025)?

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Gazman	4.39x	9.4%
Ghanda Clothing	3.43x	18.1%
Rockmans	1.65x	2.3%
Sportsgirl	1.60x	11.1%
Just Jeans	1.59x	9.4%

Top 5 General Retail

Brand	Affinity	Penetration
Perth Duty Free	9.79x	9.9%
Red Dot	7.90x	31.2%
Temu	1.04x	24.2%
Kmart	1.02x	80.0%
David Jones	0.97x	14.2%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	67.4%
Liquor Stax	27.00x	46.8%
Liquor Barons	9.18x	14.5%
The Good Grocer	5.22x	9.8%
The Jerky Co	2.10x	2.4%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
Beacon Lighting	2.34x	5.7%
House	2.19x	15.8%
Adairs	2.18x	13.0%
The Good Guys	2.08x	26.4%
Barbeques Galore	1.57x	2.7%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	9.86x	20.9%
Dome Cafe	8.53x	32.7%
Royal Automobile Club Of Austr	7.87x	9.9%
Miss Maud	3.11x	6.0%
Sushi Sushi	2.34x	24.1%

Top 5 Personal Services

Brand	Affinity	Penetration
Priceline	2.62x	19.2%
Price Attack	2.40x	4.9%
Adore Beauty	0.96x	1.9%
Mecca	0.80x	11.9%
Essential Beauty	0.71x	0.7%

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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Filter

Region Type

Resident location

September 2025

Resident location

Sub-region

West Busselton

Overview

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

Total spend

\$57.1M

↑ 9.3% .vs last year
↑ 6.6% .vs Regional WA

Top category

Supermarkets

\$7.4M of spend for West Busselton residents is within this category during September 2025

Top lifestage

Retiree

32.1% of West Busselton residents are within this lifestage

Proportion of spend into the LGA

37.8%

of spend for West Busselton residents during September 2025

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (October 2024 - September 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

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

Category	Monthly			Annual (Last 12 months up to September 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$57.1M	↑ 9.3%	↑ 6.6%	\$618.7M	↑ 4.9%		
Discretionary Retail	\$11.1M	↑ 6.7%	↑ 5.0%	\$132.7M	↑ 0.7%	1.00x	99.4%
Other Discretionary Retail	\$7.1M	↑ 10.3%	↑ 5.3%	\$80.7M	↓ -1.7%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$2.9M	↓ -1.9%	↑ 2.4%	\$38.6M	↑ 3.9%	0.99x	97.4%
Buy Now Pay Later	\$1.0M	↑ 9.8%	↑ 9.1%	\$11.5M	↑ 8.1%	0.77x	19.7%
Print Media and Books	\$110K	↓ -8.5%	↑ 17.0%	\$1.4M	↓ -3.5%	1.06x	41.1%
Children and Baby Stores	\$40K	↑ 53.5%	↑ 11.0%	\$457K	↑ 27.5%	0.61x	9.4%
Food Retailing	\$10.7M	↑ 4.8%	↑ 4.5%	\$131.8M	↑ 4.3%	1.00x	99.1%
Supermarkets	\$7.4M	↓ -2.8%	↑ 2.5%	\$93.3M	↓ -0.7%	1.00x	98.8%
Groceries and Other Food Retailing	\$3.2M	↑ 27.5%	↑ 11.1%	\$38.6M	↑ 18.7%	0.99x	97.2%
Household	\$10.5M	↑ 15.4%	↑ 15.3%	\$121.1M	↑ 6.6%	1.00x	99.1%
Insurance	\$3.4M	↑ 10.4%	↑ 11.5%	\$41.2M	↑ 10.6%	1.01x	66.3%
Electricity, Gas and Water Supply	\$2.2M	↑ 47.0%	↑ 51.0%	\$18.9M	↑ 4.5%	1.08x	54.3%
Telecommunication Services	\$1.7M	↑ 14.4%	↑ 8.6%	\$18.8M	↑ 6.9%	1.01x	80.8%
Personal Services	\$794K	↑ 3.6%	↑ 10.3%	\$10.2M	↑ 6.9%	1.01x	80.6%
Motor Vehicle Services	\$749K	↑ 10.6%	↑ 12.0%	\$9.0M	↑ 4.9%	1.10x	63.3%
Pet Care	\$696K	↑ 18.8%	↑ 6.2%	\$7.9M	↑ 7.7%	1.34x	50.4%
Public Services	\$353K	↓ -25.8%	↑ 6.0%	\$5.1M	↓ -24.1%	1.07x	58.9%
Fitness	\$258K	↑ 22.4%	↓ -1.9%	\$3.4M	↑ 32.4%	0.71x	42.7%
School Education	\$214K	↑ 0.4%	↑ 21.4%	\$3.2M	↑ 19.1%	0.68x	22.9%
Childcare Services	\$105K	↑ 23.4%	↑ 7.6%	\$1.7M	↑ 5.4%	0.69x	4.5%
Charities	\$91K	↑ 25.6%	↑ 4.3%	\$1.2M	↑ 7.7%	1.14x	36.0%
Computer Services	\$47K	↑ 43.1%	↓ -7.5%	\$403K	↓ -7.7%	0.73x	7.8%
Tourism and Entertainment	\$6.0M	↑ 3.9%	↑ 6.7%	\$71.5M	↑ 7.5%	0.99x	98.5%
Restaurants	\$1.2M	↑ 18.1%	↑ 6.6%	\$13.7M	↑ 16.3%	0.98x	92.4%
Takeaway and Fast Food Outlets	\$1.2M	↑ 0.6%	↑ 3.1%	\$14.2M	↑ 0.2%	0.98x	93.5%
Pubs, Taverns and Bars	\$891K	↓ -1.0%	↓ -1.7%	\$10.7M	↑ 5.3%	1.02x	81.4%
Online Entertainment	\$828K	↑ 8.6%	↑ 32.3%	\$9.0M	↑ 18.7%	0.97x	68.1%
Attractions, Events and Recreation	\$652K	↓ -5.7%	↓ -3.6%	\$9.2M	↑ 10.8%	0.96x	75.5%
Cafes	\$622K	↑ 0.8%	↓ -4.0%	\$7.9M	↑ 0.2%	1.00x	88.0%
Food Delivery Services	\$420K	↑ 28.5%	↑ 46.7%	\$4.5M	↑ 16.2%	0.75x	31.5%
Breweries and Wineries	\$179K	↓ -32.8%	↓ -20.1%	\$2.3M	↓ -17.1%	2.77x	48.5%
Private Transport	\$3.7M	↑ 0.3%	↓ -5.9%	\$47.7M	↑ 1.0%	0.99x	96.1%
Accommodation	\$1.2M	↑ 23.3%	↑ 4.7%	\$13.5M	↑ 6.9%	1.08x	65.2%

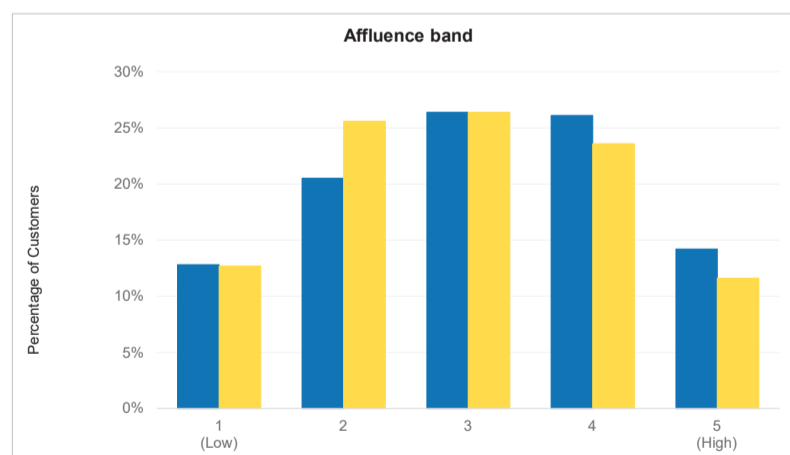
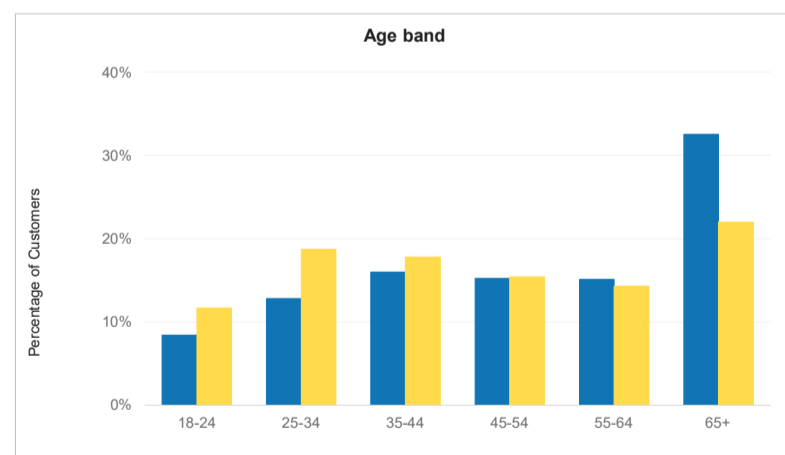
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

■ West Busselton

■ Australian Average Population



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

Brand preference

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

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Rockmans	4.69x	6.4%
Angus And Coote	2.89x	5.9%
Ghanda Clothing	2.36x	12.5%
Just Jeans	2.35x	13.9%
Sportsgirl	1.99x	13.8%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	13.99x	55.3%
Perth Duty Free	7.88x	8.0%
The Reject Shop	1.20x	45.5%
Kmart	1.12x	87.6%
Temu	1.07x	25.0%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	71.8%
Liquor Stax	23.46x	40.6%
Liquor Barons	6.66x	10.5%
The Good Grocer	2.83x	5.3%
The Spud Shed	2.65x	13.4%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	3.36x	24.2%
Harvey Norman	2.54x	5.9%
The Good Guys	2.40x	30.5%
Beacon Lighting	2.03x	4.9%
Spotlight	1.93x	54.9%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	12.88x	27.3%
Dome Cafe	10.89x	41.7%
Royal Automobile Club Of Austr	10.89x	13.7%
Sushi Sushi	3.14x	32.4%
Red Rooster	2.54x	43.8%

Top 5 Personal Services

Brand	Affinity	Penetration
Priceline	4.42x	32.5%
Price Attack	4.20x	8.6%
The Body Shop	0.84x	3.5%
Essential Beauty	0.76x	0.8%
Adore Beauty	0.68x	1.4%

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

City of Busselton

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

Overview

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

Top category Accommodation - Online <i>\$5.6M of City of Busselton Visitors spend during September 2025</i>	Top age band 65+ <i>19.6% of City of Busselton Visitors are within this age band</i>	Top lifestage Young Families <i>20.9% of City of Busselton Visitors are within this lifestage</i>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (October 2024 - September 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 (October 2024 - September 2025)?

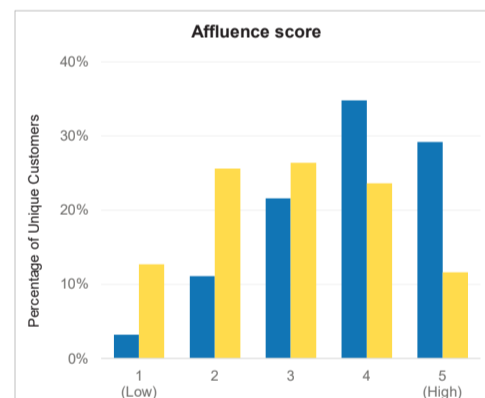
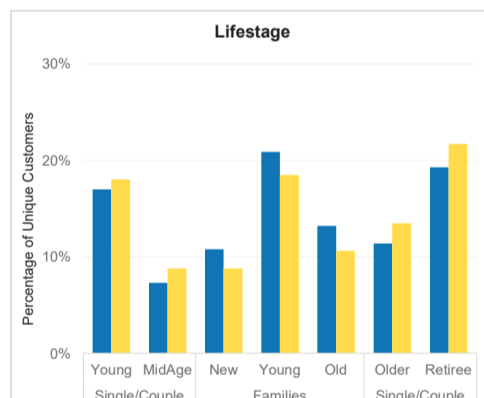
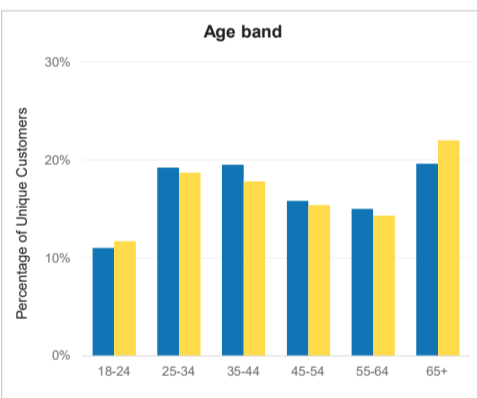
Category	Monthly			Annual (Last 12 months up to September 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$40.0M	↓ -3.1%	↑ 1.3%	\$525.2M	↑ 3.7%		
Tourism and Entertainment	\$9.3M	↓ -12.4%	↓ -4.3%	\$129.4M	↑ 0.4%	0.99x	75.3%
Restaurants	\$3.0M	↓ -4.3%	↓ -0.6%	\$41.6M	↑ 20.4%	0.95x	38.6%
Cafes	\$1.6M	↓ -7.3%	↓ -6.3%	\$21.1M	↑ 6.4%	0.93x	30.1%
Breweries and Wineries	\$1.5M	↓ -34.8%	↓ -24.2%	\$23.7M	↓ -17.4%	0.94x	19.4%
Pubs, Taverns and Bars	\$1.5M	↑ 1.4%	↓ -5.1%	\$19.5M	↓ -6.8%	0.90x	20.4%
Takeaway and Fast Food Outlets	\$1.0M	↑ 5.3%	↑ 1.6%	\$13.1M	↓ -1.1%	0.92x	27.9%
Attractions, Events and Recreation	\$766K	↓ -28.5%	↓ -4.8%	\$10.3M	↓ -11.0%	0.93x	19.2%
Food Retailing	\$8.9M	↑ 14.9%	↑ 0.8%	\$114.0M	↑ 20.6%	0.98x	60.8%
Groceries and Other Food Retailing	\$4.7M	↑ 44.4%	↑ 4.6%	\$57.9M	↑ 48.0%	0.96x	47.1%
Supermarkets	\$4.1M	↓ -6.9%	↓ -0.9%	\$56.2M	↑ 1.2%	0.94x	39.6%
Discretionary Retail	\$6.4M	↓ -5.4%	↑ 2.8%	\$86.2M	↑ 0.8%	0.93x	32.9%
Other Discretionary Retail	\$4.1M	↓ -8.7%	↑ 3.2%	\$54.5M	↓ -1.5%	0.89x	23.9%
Department Stores, Clothing & Accessories	\$2.3M	↑ 1.2%	↑ 1.7%	\$31.7M	↑ 4.9%	0.86x	19.5%
Accommodation - Online	\$5.6M	↓ -22.0%	↓ -4.3%	\$77.9M	↓ -0.5%	1.03x	
Private Transport	\$2.9M	↑ 12.3%	↑ 3.9%	\$37.6M	↑ 17.4%	0.92x	30.7%
Accommodation - Instore	\$2.0M	↓ -20.5%	↓ -9.1%	\$28.0M	↓ -21.3%	0.93x	9.9%

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

■ All Visitors ■ Australian Average Population



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

Brand preference

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

How to read: 6.3% of Visitors to City of Busselton have transacted with St John Of God in City of Busselton. This is 1.03x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.03x	6.3%
Tasman Holiday Parks	Travel	1.02x	1.1%
Busselton Jetty	Attractions	1.01x	11.0%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.7%
Ngilgi Cave	Attractions	1.00x	2.4%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.2%
Pullman	Travel	0.97x	1.5%
Abbey Beach Resort	Travel	0.96x	1.1%
Meelup Farmhouse	Eating And Drinking Out	0.94x	1.4%
Dunsborough Bakery	Food Retailing	0.94x	5.7%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.6%
Beerfarm Metricup	Eating And Drinking Out	0.93x	4.6%
Shelter Brewing Co	Eating And Drinking Out	0.93x	6.1%
Yallingup Gugelhupf	Food Retailing	0.92x	1.1%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.6%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.4%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	3.9%
Caves House Hotel	Eating And Drinking Out	0.91x	5.0%
Margaret Double Bay	Eating And Drinking Out	0.90x	3.1%
Yallingup Woodfred Bakery	Food Retailing	0.90x	2.1%
Aravina Estate	Eating And Drinking Out	0.90x	2.4%
The Goose	Eating And Drinking Out	0.90x	9.6%
Coles	Food Retailing	0.90x	25.3%
Merchant And Maker	Eating And Drinking Out	0.90x	5.0%
Wild And Woods	Eating And Drinking Out	0.89x	1.3%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.88x	1.2%
Cafe Evviva	Eating And Drinking Out	0.88x	1.4%
Kyst	Eating And Drinking Out	0.88x	7.2%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.5%
La Lah	Eating And Drinking Out	0.88x	1.7%

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 September 2025	Region Type Sub-region	Spend location Busselton		

Overview

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

Top category Other Discretionary Retail <i>\$2.7M of Busselton Visitors spend during September 2025</i>	Top age band 25-34 <i>19.4% of Busselton Visitors are within this age band</i>	Top lifestage Young Families <i>20.9% of Busselton Visitors are within this lifestage</i>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (October 2024 - September 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 (October 2024 - September 2025)?

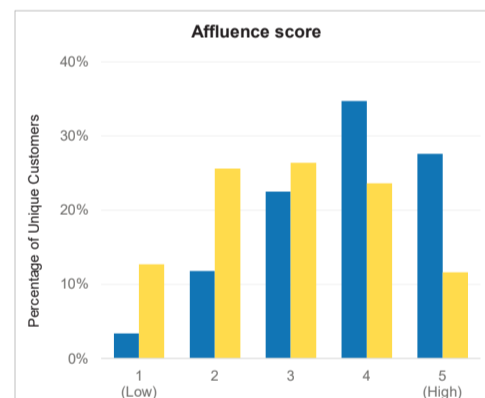
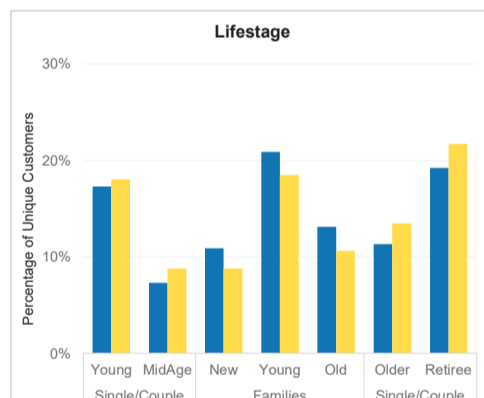
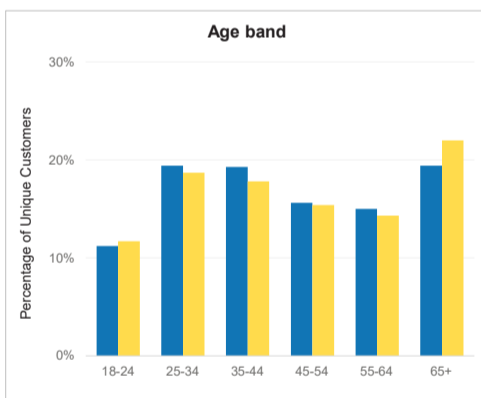
Category	Monthly			Annual (Last 12 months up to September 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$13.2M	↑ 5.0%	↑ 1.3%	\$162.9M	↑ 3.7%		
Discretionary Retail	\$3.5M	↓ -3.3%	↑ 2.8%	\$44.5M	↓ -0.6%	0.85x	30.4%
Other Discretionary Retail	\$2.7M	↓ -4.6%	↑ 3.2%	\$33.3M	↓ -1.8%	0.86x	23.2%
Department Stores, Clothing & Accessories	\$72K	↑ 1.4%	↑ 1.7%	\$11.2M	↑ 3.0%	0.64x	14.5%
Tourism and Entertainment	\$3.2M	↓ -8.5%	↓ -4.3%	\$42.4M	↑ 4.2%	0.97x	74.2%
Restaurants	\$950K	↑ 33.5%	↓ -0.6%	\$11.9M	↑ 59.3%	0.79x	32.1%
Cafes	\$611K	↓ -9.1%	↓ -6.3%	\$8.2M	↑ 3.0%	0.72x	23.1%
Pubs, Taverns and Bars	\$575K	↑ 6.0%	↓ -5.1%	\$7.1M	↑ 2.3%	0.63x	14.2%
Takeaway and Fast Food Outlets	\$336K	↑ 26.4%	↑ 1.6%	\$4.2M	↑ 2.7%	0.63x	19.1%
Food Retailing	\$2.5M	↓ -7.2%	↑ 0.8%	\$32.7M	↓ -0.9%	0.62x	38.8%
Supermarkets	\$1.6M	↓ -0.1%	↓ -0.9%	\$21.5M	↑ 1.8%	0.70x	29.3%
Groceries and Other Food Retailing	\$814K	↓ -18.8%	↑ 4.6%	\$11.2M	↓ -5.6%	0.41x	20.4%
Private Transport	\$1.4M	↑ 38.5%	↑ 3.9%	\$17.4M	↑ 12.5%	0.76x	25.2%
Accommodation - Instore	\$179K	↑ 181.8%	↓ -9.1%	\$1.3M	↑ 14.2%	0.11x	1.2%

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

■ All Visitors ■ Australian Average Population



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

Brand preference

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

How to read: 17.7% of Visitors to Busselton have transacted with Busselton Jetty in Busselton. This is 1.62x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.62x	17.7%
Shelter Brewing Co	Eating And Drinking Out	1.49x	9.8%
The Goose	Eating And Drinking Out	1.44x	15.5%
Kyst	Eating And Drinking Out	1.41x	11.6%
Mano Wraps	Eating And Drinking Out	1.28x	3.0%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.27x	3.8%
Esplanade Hotel	Eating And Drinking Out	1.20x	6.1%
Hungry Jacks	Eating And Drinking Out	1.14x	4.5%
Ship Inn	Eating And Drinking Out	1.13x	2.7%
Caltex	Private Transport	1.13x	12.2%
Baked Busselton	Food Retailing	1.12x	4.8%
The Vasse Tavern	Eating And Drinking Out	1.09x	2.3%
The Fire Station	Eating And Drinking Out	1.09x	2.6%
Timezone	Recreation	1.08x	1.5%
Dan Murphys	Food Retailing	1.08x	6.6%
Liberty Petrol	Private Transport	1.08x	6.6%
Benesse Cafe	Eating And Drinking Out	1.05x	3.1%
The Tav	Eating And Drinking Out	1.04x	2.2%
Geographe Restauranty	Eating And Drinking Out	1.04x	1.6%
Bunnings Warehouse	Hardware And Garden Retailing	1.01x	9.1%
Zambrero	Eating And Drinking Out	1.01x	1.1%
Busselton Pavilion	Eating And Drinking Out	0.99x	1.7%
Bcf	Recreational Goods	0.96x	2.7%
Best And Less	Clothing And Accessories	0.95x	3.2%
Kwik Koffee	Eating And Drinking Out	0.93x	2.7%
Sushi Sushi	Eating And Drinking Out	0.89x	2.3%
Cotton On	Clothing And Accessories	0.89x	1.6%
Reading Cinemas	Films And Videos	0.89x	1.8%
Pharmacy 777	Personal Goods Retailing	0.86x	3.2%
City Of Busselton	Government Administration	0.84x	2.9%

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

City of Busselton

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

Overview

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

Top category Restaurants <i>\$1.9M of Dunsborough Visitors spend during September 2025</i>	Top age band 35-44 <i>20.1% of Dunsborough Visitors are within this age band</i>	Top lifestage Young Families <i>22% of Dunsborough Visitors are within this lifestage</i>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (October 2024 - September 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 (October 2024 - September 2025)?

Category	Monthly			Annual (Last 12 months up to September 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$11.4M	↓ -13.2%	↑ 1.3%	\$156.4M	↓ -3.0%		
Tourism and Entertainment	\$5.1M	↓ -18.1%	↓ -4.3%	\$73.3M	↓ -4.2%	0.99x	75.1%
Restaurants	\$1.9M	↓ -17.1%	↓ -0.6%	\$28.0M	↑ 7.8%	0.95x	38.5%
Breweries and Wineries	\$1.2M	↓ -21.6%	↓ -24.2%	\$17.4M	↓ -10.1%	1.05x	21.6%
Cafes	\$845K	↓ -9.8%	↓ -6.3%	\$11.9M	↑ 8.5%	0.89x	28.7%
Pubs, Taverns and Bars	\$692K	↓ -6.0%	↓ -5.1%	\$9.9M	↓ -17.3%	0.80x	18.2%
Attractions, Events and Recreation	\$250K	↓ -48.5%	↓ -4.8%	\$3.1M	↓ -37.8%	0.46x	9.4%
Takeaway and Fast Food Outlets	\$208K	↓ -12.3%	↑ 1.6%	\$3.0M	↓ -9.2%	0.52x	15.8%
Food Retailing	\$2.8M	↓ -13.5%	↑ 0.8%	\$38.6M	↑ 1.3%	0.99x	61.6%
Discretionary Retail	\$1.4M	↓ -1.0%	↑ 2.8%	\$18.5M	↑ 3.5%	0.55x	19.6%
Other Discretionary Retail	\$727K	↓ -6.0%	↑ 3.2%	\$9.5M	↑ 1.1%	0.55x	14.9%
Department Stores, Clothing & Accessories	\$671K	↑ 5.1%	↑ 1.7%	\$8.9M	↑ 6.2%	0.36x	8.1%
Accommodation - Instore	\$907K	↓ -22.3%	↓ -9.1%	\$12.8M	↓ -19.3%	0.70x	7.4%
Private Transport	\$401K	↓ -5.0%	↑ 3.9%	\$5.9M	↓ -6.4%	0.38x	12.7%

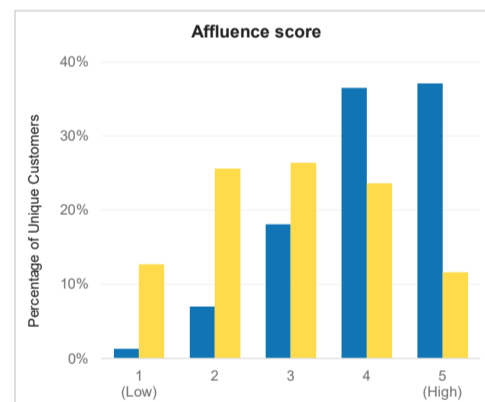
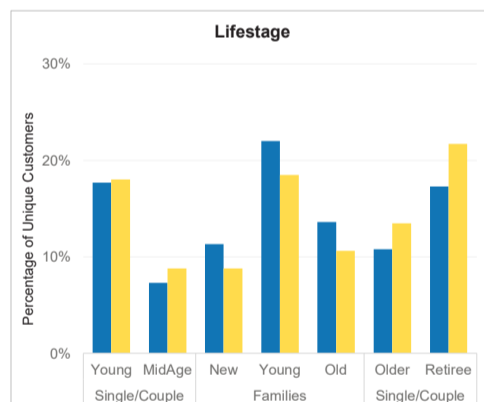
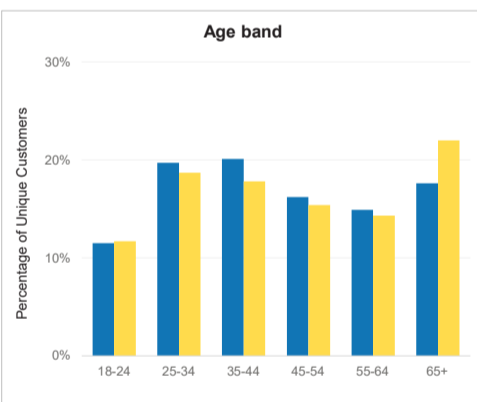
Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (October 2024 - September 2025). Spend and Penetration is based on aggregated spend 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 (October 2024 - September 2025)?

■ All Visitors

■ Australian Average Population



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

Brand preference

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

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

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.71x	1.8%
Cullen Wines	Eating And Drinking Out	1.70x	1.1%
Cape Naturaliste Lighthouse	Attractions	1.70x	4.5%
Ngilgi Cave	Attractions	1.70x	4.1%
Bettenays Margaret River	Travel	1.69x	1.4%
The Margaret River Chocolate Company	Food Retailing	1.68x	17.3%
Hay Shed Hill Wines	Eating And Drinking Out	1.67x	1.0%
Pullman	Travel	1.64x	2.6%
Wise Wine	Eating And Drinking Out	1.64x	1.7%
Swings And Roundabouts	Eating And Drinking Out	1.64x	1.3%
Gabriel Chocolate	Food Retailing	1.63x	1.2%
Lamonts	Eating And Drinking Out	1.61x	1.2%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.59x	1.4%
Meelup Farmhouse	Eating And Drinking Out	1.59x	2.3%
Dunsborough Bakery	Food Retailing	1.59x	9.5%
Vasse Virgin	Personal Services	1.59x	1.6%
Eagle Bay Brewing Co	Eating And Drinking Out	1.58x	6.1%
Beerfarm Metricup	Eating And Drinking Out	1.57x	7.8%
Yallingup Gugelhupf	Food Retailing	1.55x	1.8%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.55x	2.7%
Wild Hop Brewing Company	Eating And Drinking Out	1.55x	5.7%
Yallingup General Store And Cafe	Eating And Drinking Out	1.53x	6.5%
Caves House Hotel	Eating And Drinking Out	1.53x	8.4%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.53x	1.1%
Yallingup Woodfired Bakery	Food Retailing	1.52x	3.6%
Aravina Estate	Eating And Drinking Out	1.52x	4.0%
Woody Nook Wines	Eating And Drinking Out	1.51x	1.7%
Merchant And Maker	Eating And Drinking Out	1.51x	8.5%
Wild And Woods	Eating And Drinking Out	1.49x	2.1%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.49x	2.1%

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

City of Busselton

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

Overview

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

<p>Top category</p> <p>Groceries and Other Food Retailing</p> <p><i>\$2.3M of West Busselton Visitors spend during September 2025</i></p>	<p>Top age band</p> <p>65+</p> <p><i>20.7% of West Busselton Visitors are within this age band</i></p>	<p>Top lifestage</p> <p>Young Families</p> <p><i>22.1% of West Busselton Visitors are within this lifestage</i></p>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (October 2024 - September 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 (October 2024 - September 2025)?

Category	Monthly			Annual (Last 12 months up to September 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$9.8M	↑ 16.4%	↑ 1.3%	\$127.2M	↑ 16.5%		
Food Retailing	\$3.6M	↑ 99.5%	↑ 0.8%	\$42.6M	↑ 82.6%	0.81x	50.2%
Groceries and Other Food Retailing	\$2.3M	↑ 367.3%	↑ 4.6%	\$25.6M	↑ 293.9%	0.73x	35.7%
Supermarkets	\$1.3M	→ 0.0%	↓ -0.9%	\$17.0M	↑ 0.9%	0.67x	28.3%
Discretionary Retail	\$1.5M	↓ -13.0%	↑ 2.8%	\$23.2M	↑ 1.4%	0.79x	27.9%
Tourism and Entertainment	\$1.1M	↑ 10.9%	↓ -4.3%	\$13.3M	↑ 17.6%	0.53x	40.3%
Takeaway and Fast Food Outlets	\$461K	↑ 2.0%	↑ 1.6%	\$5.8M	↑ 0.9%	0.88x	26.7%
Restaurants	\$125K	↑ 18.1%	↓ -0.6%	\$1.7M	↑ 51.4%	0.15x	5.9%
Cafes	\$113K	↑ 35.0%	↓ -6.3%	\$1.0M	↑ 10.4%	0.20x	6.4%
Attractions, Events and Recreation	\$89K	↑ 34.3%	↓ -4.8%	\$1.3M	↑ 109.1%	0.23x	4.7%
Private Transport	\$1.0M	↓ -5.5%	↑ 3.9%	\$14.3M	↑ 39.7%	0.82x	27.1%
Accommodation - Instore	\$872K	↓ -29.2%	↓ -9.1%	\$13.9M	↓ -25.2%	0.94x	10.0%

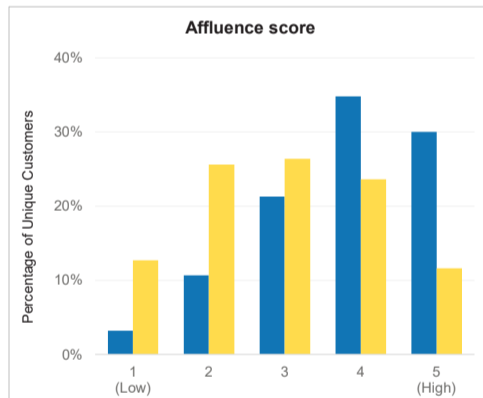
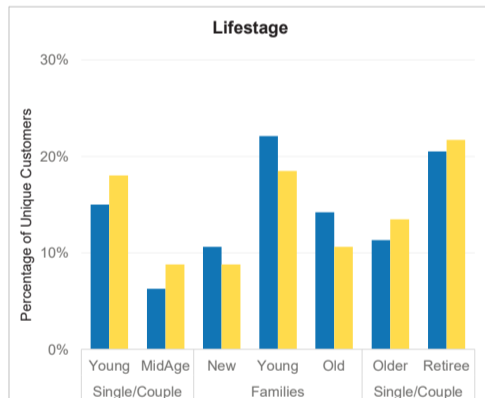
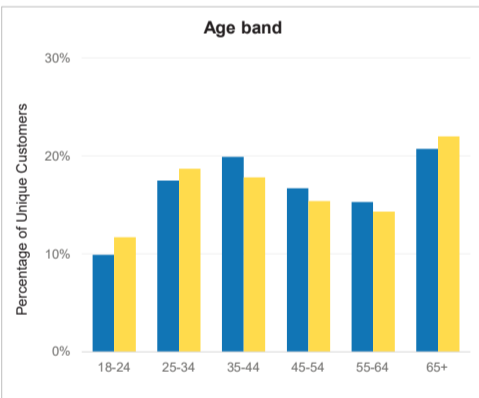
Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (October 2024 - September 2025). Spend and Penetration is based on aggregated spend 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 (October 2024 - September 2025)?

■ All Visitors

■ Australian Average Population



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

Brand preference

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

How to read: 12.3% of Visitors to West Busselton have transacted with St John Of God in West Busselton. This is 2.00x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	2.00x	12.3%
Mandalay Resort	Travel	1.94x	1.3%
Abbey Beach Resort	Travel	1.88x	2.1%
Flametree Wines	Eating And Drinking Out	1.73x	1.1%
Subzero Gelato	Food Retailing	1.60x	2.4%
Bunbury Farmers Market	Food Retailing	1.59x	22.5%
Vibe Petroleum	Private Transport	1.56x	12.2%
Broadwater Village Grocer	Food Retailing	1.50x	5.0%
Tonic By The Bay	Eating And Drinking Out	1.50x	6.1%
Kmart	General Retail	1.46x	18.4%
United Petrol	Private Transport	1.45x	4.2%
Obison Coffee Roasters	Eating And Drinking Out	1.35x	1.8%
Aldi	Food Retailing	1.30x	9.6%
Dusty Buns	Eating And Drinking Out	1.28x	2.1%
Gropers Fish And Chips	Eating And Drinking Out	1.28x	1.6%
Kfc	Eating And Drinking Out	1.27x	4.7%
The Vietnamese Kitchen	Eating And Drinking Out	1.21x	1.7%
Leeuwin Way Takeaway	Eating And Drinking Out	1.20x	1.3%
The Urban Coffee House	Eating And Drinking Out	1.18x	1.9%
Anaconda	Recreational Goods	1.16x	3.7%
Coffee Head Co	Eating And Drinking Out	1.16x	1.5%
Chicken Treat	Eating And Drinking Out	1.13x	2.1%
Broadwater Pharmacy	Personal Goods Retailing	1.11x	1.2%
Vasse Bakery	Food Retailing	1.11x	3.2%
The Par 3	Recreation	1.10x	1.0%
Amelia Park Lodge	Travel	1.09x	1.7%
3 Par Golf Course	Recreation	1.08x	2.0%
Red Rooster	Eating And Drinking Out	1.06x	3.0%
Boost Juice	Eating And Drinking Out	1.05x	1.6%
Brewplus	Food Retailing	1.04x	1.7%

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

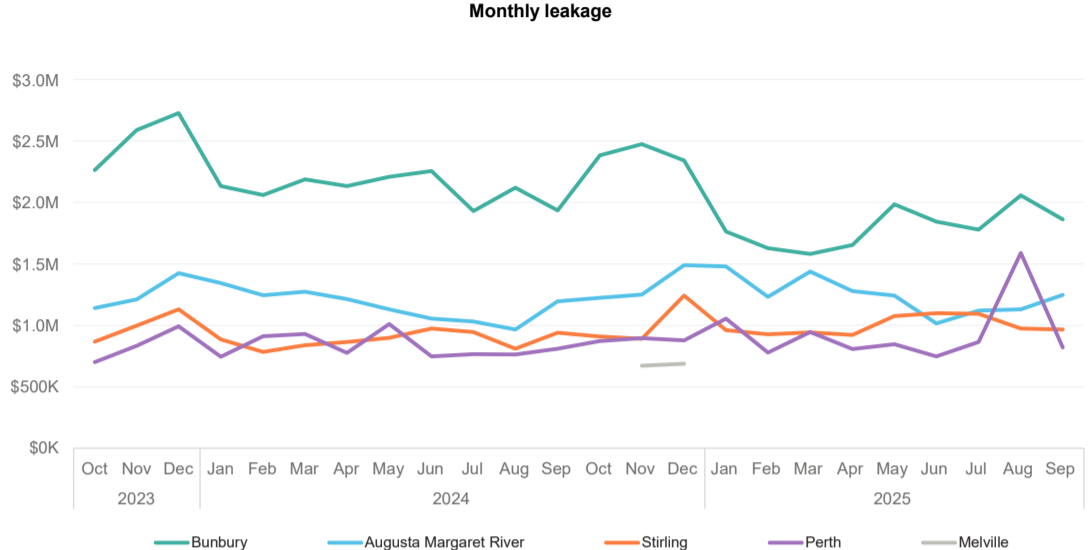
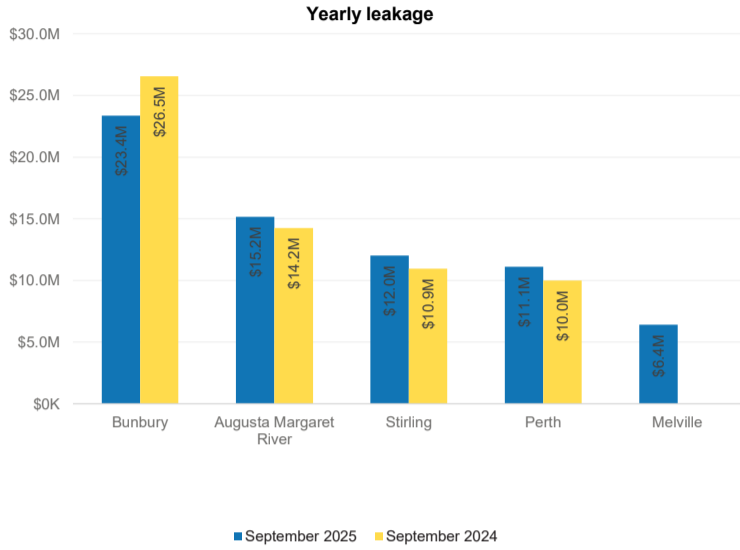
LGA Total (excl. Other)

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 September 2025, there was \$23.4m of spend by residents to Bunbury in Total (excl. Other), this was \$3.2m less than the previous 12 months

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



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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to September 2025, residents spent \$23.4m on Total (excl. Other) in Bunbury. This was \$3.2m or -13.6% decrease compared to September 2024.

LGA	Total (excl. Other)			
	September 2025 Spend	September 2024 Spend	Spend Change	Spend % Change
IN LGA	\$553.4M	\$537.6M	↑\$15.9M	↑ 2.9%
Online	\$177.7M	\$160.9M	↑\$16.8M	↑ 9.5%
Bunbury	\$23.4M	\$26.5M	-\$3.2M	↓ -13.6%
Augusta Margaret River	\$15.2M	\$14.2M	↑\$916K	↑ 6.0%
Stirling	\$12.0M	\$10.9M	↑\$1.1M	↑ 8.9%
Perth	\$11.1M	\$10.0M	↑\$1.1M	↑ 10.0%
Melville	\$6.4M	\$0M		

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Annual leakage by sub-region and crowd

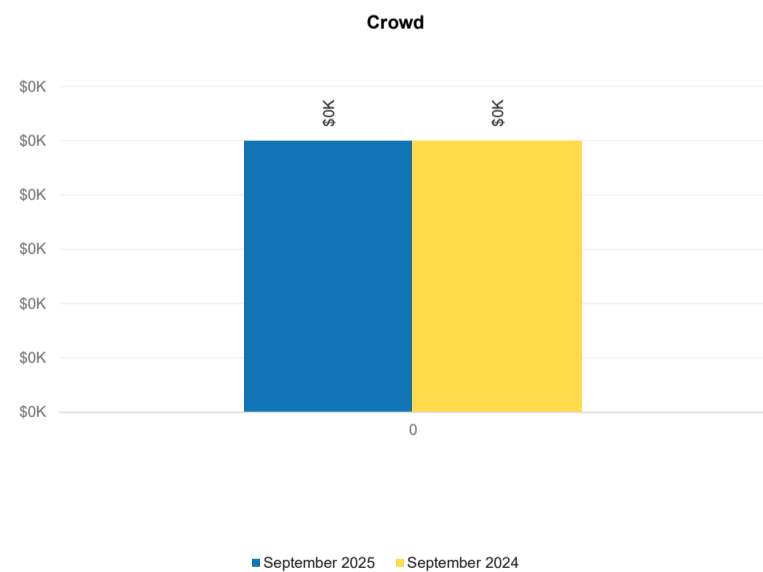
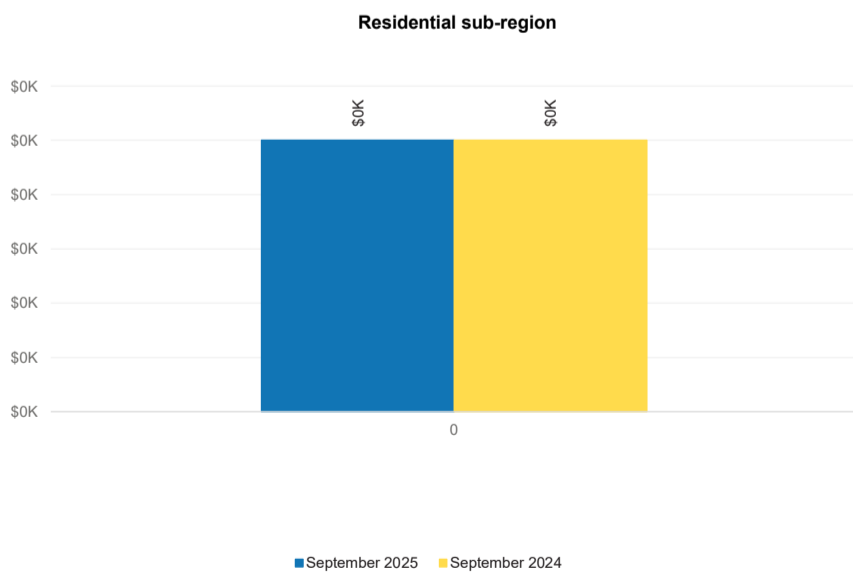
Location

Bunbury (WA)

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

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



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

City of Busselton

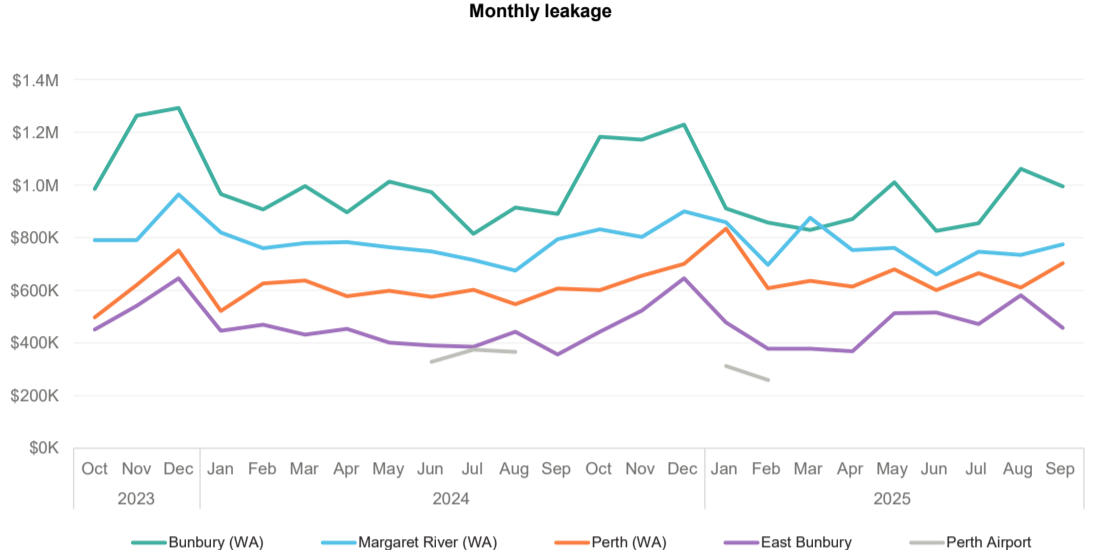
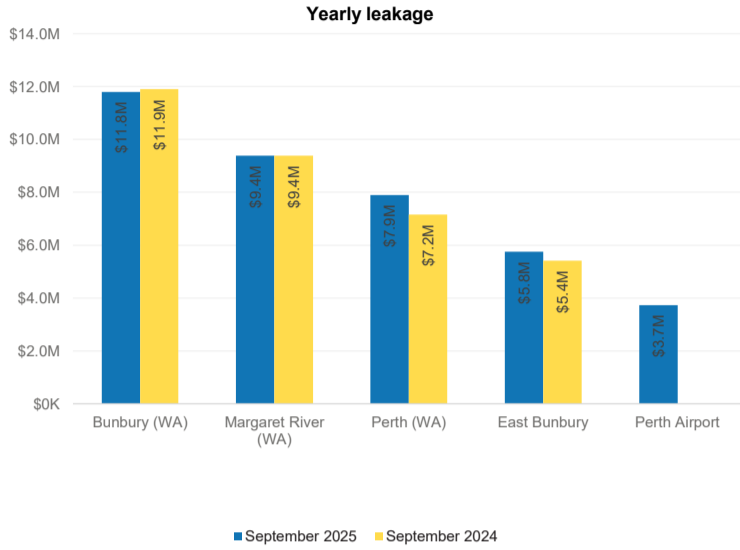
Resident	Business	Events	Visitor	Leakage
Region Type	Category			
Locality	Total (excl. Other)			

Leakage trends by location and category

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

How to read: In the 12 months to September 2025, there was \$11.8m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$114k less than the previous 12 months

How to read: In the month of September 2025, there was \$994k of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$890k in the month of September 2024



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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to September 2025, residents spent \$11.8m on Total (excl. Other) in Bunbury (WA). This was \$114k or -1.0% decrease compared to September 2024.

Locality	Total (excl. Other)			
	September 2025 Spend	September 2024 Spend	Spend Change	Spend % Change
IN LGA	\$553.4M	\$537.6M	↑\$15.9M	↑ 2.9%
Online	\$177.7M	\$160.9M	↑\$16.8M	↑ 9.5%
Bunbury (WA)	\$11.8M	\$11.9M	-\$114K	↓ -1.0%
Margaret River (WA)	\$9.4M	\$9.4M	↑\$10K	↑ 0.1%
Perth (WA)	\$7.9M	\$7.2M	↑\$746K	↑ 9.4%
East Bunbury	\$5.8M	\$5.4M	↑\$338K	↑ 5.9%
Perth Airport	\$3.7M			

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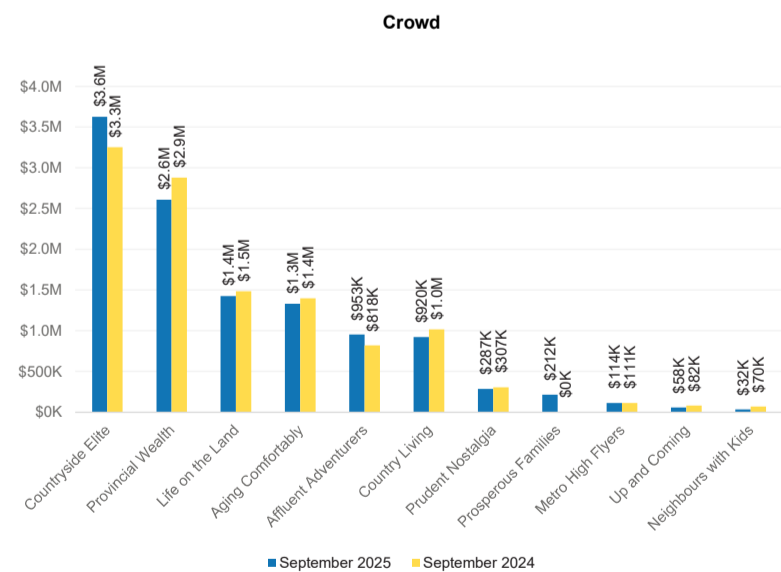
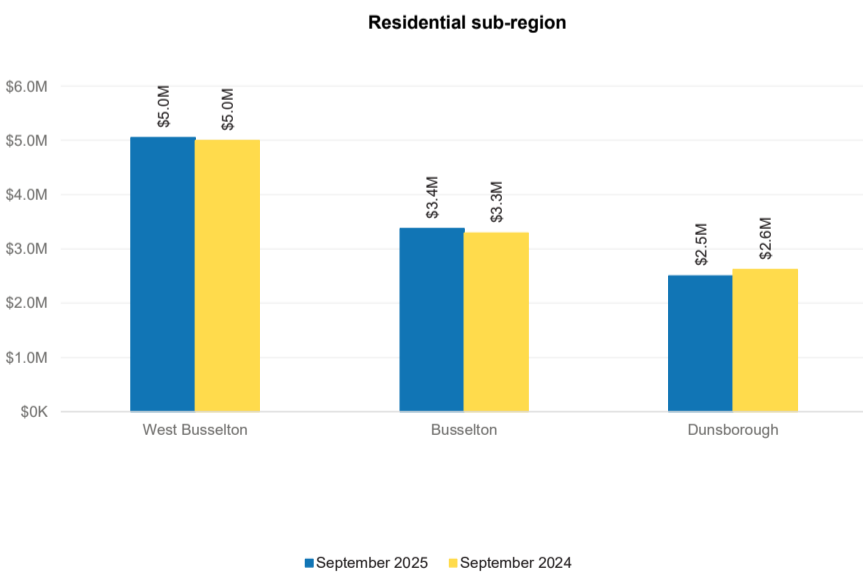
Annual leakage by sub-region and crowd

Location: Bunbury (WA)

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

How to read: In the 12 months to September 2025, there was \$5.0m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$53k more than the previous 12 months.

How to read: In the 12 months to September 2025, there was \$3.6m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$373k more than the previous 12 months.



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

City of Busselton

Resident

Business

Events

Visitor

Leakage

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