City of Busselton

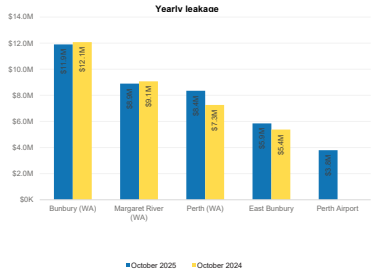
Region Type	Category
Locality	Total (excl. Other)

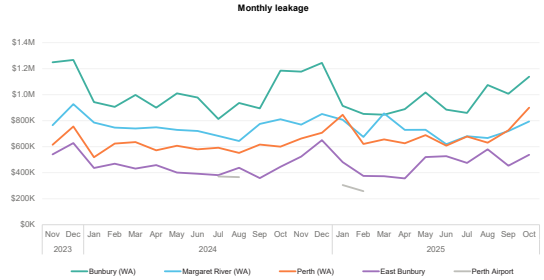
Leakage trends by location and category

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 October 2025, there was $11.9m of spend by residents to Bunbury (WA) in Total (excl. Other), this was $176k less than the previous 12 months

How to read: In the month of October 2025, there was $1.1m of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to $1.2m in the month of October 2024





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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to October 2025, residents spent $11.9m on Total (excl. Other) in Bunbury (WA). This was $176k or -1.5% decrease compared to October 2024.

	Total (excl. Other)			
Locality	**October 2025 Spend**	**October 2024 Spend**	**Spend Change**	**Spend % Change**
IN LGA	$559.0M	$537.3M	↑$21.7M	↑ 3.9%
Online	$177.5M	$161.1M	↑$16.4M	↑ 9.3%
Bunbury (WA)	$11.9M	$12.1M	- $176K	↓ -1.5%
Margaret River (WA)	$8.9M	$9.1M	- $177K	↓ -2.0%
Perth (WA)	$8.4M	$7.3M	↑$1.1M	↑ 13.0%
East Bunbury	$5.9M	$5.4M	↑$473K	↑ 8.1%
Perth Airport	$3.8M			

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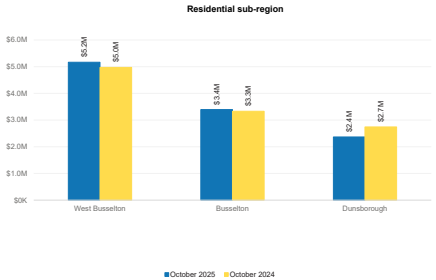
Annual leakage by sub-region and crowd

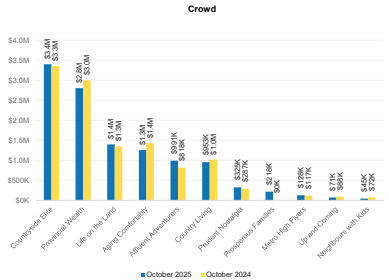
Location
Bunbury (WA)

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

How to read: In the 12 months to October 2025, there was $5.2m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was $193k more than the previous 12 months.

How to read: In the 12 months to October 2025, there was $3.4m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was $50k more than the previous 12 months.





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City of Busselton

Resident | Business | Events | Visitor | Leakage

Month	Filter	Region Type	Resident location
October 2025	Resident location	Sub-region	West Busselton

Overview

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

Total spend
$54.2M
↑ 8.1% vs last year
↑ 8.0% vs Regional WA

Top category
Supermarkets
$7.8M of spend for West Busselton residents is within this category during October 2025

Top lifestage
Retiree
32.7% of West Busselton residents are within this lifestage

Proportion of spend into the LGA
42.2%
of spend for West Busselton residents during October 2025

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (November 2024 - October 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 (November 2024 - October 2025)?

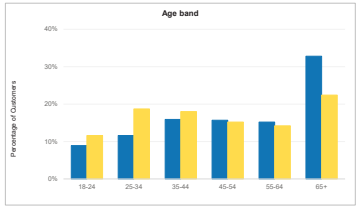
Category	Monthly			Annual (Last 12 months up to October 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	**$54.2M**	**↑ 8.1%**	**↑ 8.0%**	**$620.7M**	**↑ 5.3%**		
Discretionary Retail	**$12.1M**	**↑ 7.9%**	**↑ 7.8%**	**$132.8M**	**↑ 1.4%**	**1.00x**	**99.4%**
Other Discretionary Retail	$7.7M	↑ 13.3%	↑ 8.5%	$81.2M	↓ -0.4%	1.00x	98.8%
Department Stores, Clothing & Accessories	$3.1M	↓ -4.8%	↑ 6.4%	$38.1M	↑ 3.1%	1.00x	97.7%
Buy Now Pay Later	$1.1M	↑ 11.3%	↑ 7.8%	$11.6M	↑ 8.7%	0.78x	19.3%
Print Media and Books	$138K	↑ 18.8%	↑ 11.7%	$1.4M	↓ -2.8%	1.07x	41.3%
Children and Baby Stores	$52K	↑ 38.3%	↑ 6.7%	$464K	↑ 28.2%	0.60x	9.1%
Food Retailing	**$11.2M**	**↑ 2.7%**	**↑ 4.9%**	**$131.5M**	**↑ 4.2%**	**1.00x**	**99.0%**
Supermarkets	$7.8M	↓ -4.9%	↑ 2.6%	$92.4M	↓ -1.8%	1.00x	98.8%
Groceries and Other Food Retailing	$3.4M	↑ 26.3%	↑ 12.8%	$39.2M	↑ 22.0%	0.99x	97.2%
Household	**$10.7M**	**↑ 8.6%**	**↑ 8.9%**	**$121.8M**	**↑ 6.6%**	**1.00x**	**99.0%**
Insurance	$3.7M	↑ 8.8%	↑ 7.3%	$41.4M	↑ 10.3%	1.01x	66.1%
Telecommunication Services	$1.7M	↑ 8.7%	↑ 7.1%	$18.9M	↑ 6.9%	1.01x	80.5%
Electricity, Gas and Water Supply	$1.5M	↑ 34.0%	↑ 11.6%	$19.3M	↑ 7.2%	1.07x	53.5%
Personal Services	$956K	↑ 7.4%	↑ 10.6%	$10.3M	↑ 7.8%	1.01x	81.0%
Motor Vehicle Services	$911K	↑ 2.6%	↑ 13.6%	$9.0M	↑ 2.6%	1.12x	63.5%
Pet Care	$710K	↑ 2.0%	↑ 6.7%	$7.9M	↑ 6.8%	1.35x	49.7%
Public Services	$468K	↓ -13.0%	↓ -0.3%	$5.0M	↓ -25.7%	1.07x	58.3%
Fitness	$265K	↑ 0.1%	↑ 17.4%	$3.4M	↑ 32.2%	0.72x	42.9%
School Education	$201K	↓ -13.1%	↑ 24.1%	$3.2M	↑ 18.5%	0.69x	22.9%
Charities	$147K	↑ 35.5%	↑ 3.9%	$1.3M	↑ 14.4%	1.15x	35.9%
Childcare Services	$99K	↓ -18.2%	↑ 2.6%	$1.7M	↑ 4.2%	0.68x	4.4%
Computer Services	$49K	↑ 21.7%	↓ -7.6%	$412K	↓ -22.3%	0.69x	7.4%
Tourism and Entertainment	**$6.7M**	**↑ 7.9%**	**↑ 12.8%**	**$71.8M**	**↑ 7.3%**	**0.99x**	**98.4%**
Restaurants	$1.3M	↑ 19.9%	↑ 15.9%	$13.9M	↑ 16.1%	0.98x	92.2%
Takeaway and Fast Food Outlets	$1.3M	↑ 9.7%	↑ 8.2%	$14.4M	↑ 1.3%	0.98x	93.4%
Attractions, Events and Recreation	$978K	↑ 5.8%	↑ 15.8%	$9.2M	↑ 10.8%	0.97x	75.7%
Pubs, Taverns and Bars	$930K	↑ 1.3%	↑ 4.1%	$10.7M	↑ 4.4%	1.03x	81.5%
Online Entertainment	$797K	↑ 3.9%	↑ 26.2%	$9.0M	↑ 15.1%	0.97x	68.0%
Cafes	$705K	↑ 3.2%	↑ 2.1%	$7.9M	↑ 1.2%	1.01x	88.3%
Food Delivery Services	$455K	↑ 28.2%	↑ 43.3%	$4.5M	↑ 17.7%	0.75x	31.3%
Breweries and Wineries	$146K	↓ -31.5%	↓ -1.5%	$2.2M	↓ -19.5%	2.72x	47.1%
Private Transport	**$3.2M**	**↓ -14.2%**	**↓ -11.8%**	**$47.1M**	**↑ 1.2%**	**0.99x**	**95.9%**
Accommodation	**$1.1M**	**↓ -7.9%**	**↑ 9.9%**	**$13.2M**	**↑ 3.9%**	**1.08x**	**64.4%**

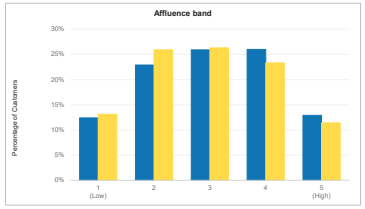
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Rockmans	5.10x	5.9%
Angus And Coote	2.78x	5.6%
Ghanda Clothing	2.38x	12.5%
Just Jeans	2.37x	13.9%
Sportsgirl	1.96x	13.4%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	72.6%
Liquor Stax	24.41x	41.2%
Liquor Barons	6.59x	10.5%
The Good Grocer	2.82x	6.1%
The Spud Shed	2.73x	14.3%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	12.51x	26.2%
Dome Cafe	10.49x	41.1%
Royal Automobile Club Of Austra	10.35x	13.3%
Sushi Sushi	3.10x	31.7%
Red Rooster	2.56x	43.1%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	13.72x	55.3%
Perth Duty Free	7.65x	7.9%
The Reject Shop	1.21x	45.1%
Kmart	1.12x	87.7%
Temu	1.09x	25.2%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	3.18x	24.7%
Harvey Norman	2.51x	5.8%
The Good Guys	2.33x	30.1%
Beacon Lighting	2.02x	4.9%
Spotlight	1.94x	55.1%

Top 5 Personal Services

Brand	Affinity	Penetration
Price Attack	4.48x	8.8%
Priceline	4.46x	32.4%
The Body Shop	0.79x	3.2%
Adore Beauty	0.70x	1.4%
Mecca	0.51x	7.6%

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City of Busselton

Resident | Business | Events | Visitor | Leakage

Month	Filter	Region Type	Resident location
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Category performance

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

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Children and Baby Stores	$52K	↑ 38.3%	↑ 6.7%	$464K	↑ 28.2%	0.60x	9.1%
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Private Transport	**$3.2M**	**↓ -14.2%**	**↓ -11.8%**	**$47.1M**	**↑ 1.2%**	**0.99x**	**95.9%**
Accommodation	**$1.1M**	**↓ -7.9%**	**↑ 9.9%**	**$13.2M**	**↑ 3.9%**	**1.08x**	**64.4%**

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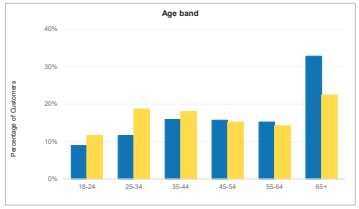

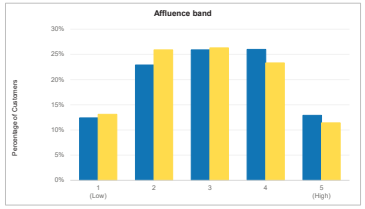

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Brand preference

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

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Rockmans	5.10x	5.9%
Angus And Coote	2.78x	5.6%
Ohanda Clothing	2.38x	12.5%
Just Jeans	2.37x	13.9%
Sportsgirl	1.96x	13.4%

Top 5 Food Retailing

Brand	Affinity	Penetration
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Sushi Sushi	3.10x	31.7%
Red Rooster	2.56x	43.1%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	13.72x	55.3%
Perth Duty Free	7.65x	7.9%
The Reject Shop	1.21x	45.1%
Kmart	1.12x	87.7%
Temu	1.09x	25.2%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	3.18x	24.7%
Harvey Norman	2.51x	5.8%
The Good Guys	2.33x	30.1%
Beacon Lighting	2.02x	4.9%
Spotlight	1.94x	55.1%

Top 5 Personal Services

Brand	Affinity	Penetration
Price Attack	4.48x	8.8%
Priceline	4.46x	32.4%
The Body Shop	0.79x	3.2%
Adore Beauty	0.70x	1.4%
Mecca	0.51x	7.6%

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City of Busselton

Resident | Business | Events | Visitor | Leakage

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Category performance

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

Category	Monthly			Annual (Last 12 months up to October 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	**$54.2M**	**↑ 8.1%**	**↑ 8.0%**	**$620.7M**	**↑ 5.3%**		
Discretionary Retail	**$12.1M**	**↑ 7.9%**	**↑ 7.8%**	**$132.8M**	**↑ 1.4%**	**1.00x**	**99.4%**
Other Discretionary Retail	$7.7M	↑ 13.3%	↑ 8.5%	$81.2M	↓ -0.4%	1.00x	98.8%
Department Stores, Clothing & Accessories	$3.1M	↓ -4.8%	↑ 6.4%	$38.1M	↑ 3.1%	1.00x	97.7%
Buy Now Pay Later	$1.1M	↑ 11.3%	↑ 7.8%	$11.6M	↑ 8.7%	0.78x	19.3%
Print Media and Books	$138K	↑ 18.8%	↑ 11.7%	$1.4M	↓ -2.8%	1.07x	41.3%
Children and Baby Stores	$52K	↑ 38.3%	↑ 6.7%	$464K	↑ 28.2%	0.60x	9.1%
Food Retailing	**$11.2M**	**↑ 2.7%**	**↑ 4.9%**	**$131.5M**	**↑ 4.2%**	**1.00x**	**99.0%**
Supermarkets	$7.8M	↓ -4.9%	↑ 2.6%	$92.4M	↓ -1.8%	1.00x	98.8%
Groceries and Other Food Retailing	$3.4M	↑ 26.3%	↑ 12.8%	$39.2M	↑ 22.0%	0.99x	97.2%
Household	**$10.7M**	**↑ 8.6%**	**↑ 8.9%**	**$121.8M**	**↑ 6.6%**	**1.00x**	**99.0%**
Insurance	$3.7M	↑ 8.8%	↑ 7.3%	$41.4M	↑ 10.3%	1.01x	66.1%
Telecommunication Services	$1.7M	↑ 8.7%	↑ 7.1%	$18.9M	↑ 6.9%	1.01x	80.5%
Electricity, Gas and Water Supply	$1.5M	↑ 34.0%	↑ 11.6%	$19.3M	↑ 7.2%	1.07x	53.5%
Personal Services	$956K	↑ 7.4%	↑ 10.6%	$10.3M	↑ 7.8%	1.01x	81.0%
Motor Vehicle Services	$911K	↑ 2.6%	↑ 13.6%	$9.0M	↑ 2.6%	1.12x	63.5%
Pet Care	$710K	↑ 2.0%	↑ 6.7%	$7.9M	↑ 6.8%	1.35x	49.7%
Public Services	$468K	↓ -13.0%	↓ -0.3%	$5.0M	↓ -25.7%	1.07x	58.3%
Fitness	$265K	↑ 0.1%	↑ 17.4%	$3.4M	↑ 32.2%	0.72x	42.9%
School Education	$201K	↓ -13.1%	↑ 24.1%	$3.2M	↑ 18.5%	0.69x	22.9%
Charities	$147K	↑ 35.5%	↑ 3.9%	$1.3M	↑ 14.4%	1.15x	35.9%
Childcare Services	$99K	↓ -18.2%	↑ 2.6%	$1.7M	↑ 4.2%	0.68x	4.4%
Computer Services	$49K	↑ 21.7%	↓ -7.6%	$412K	↓ -22.3%	0.69x	7.4%
Tourism and Entertainment	**$6.7M**	**↑ 7.9%**	**↑ 12.8%**	**$71.8M**	**↑ 7.3%**	**0.99x**	**98.4%**
Restaurants	$1.3M	↑ 19.9%	↑ 15.9%	$13.9M	↑ 16.1%	0.98x	92.2%
Takeaway and Fast Food Outlets	$1.3M	↑ 9.7%	↑ 8.2%	$14.4M	↑ 1.3%	0.98x	93.4%
Attractions, Events and Recreation	$978K	↑ 5.8%	↑ 15.8%	$9.2M	↑ 10.8%	0.97x	75.7%
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Food Delivery Services	$455K	↑ 28.2%	↑ 43.3%	$4.5M	↑ 17.7%	0.75x	31.3%
Breweries and Wineries	$146K	↓ -31.5%	↓ -1.5%	$2.2M	↓ -19.5%	2.72x	47.1%
Private Transport	**$3.2M**	**↓ -14.2%**	**↓ -11.8%**	**$47.1M**	**↑ 1.2%**	**0.99x**	**95.9%**
Accommodation	**$1.1M**	**↓ -7.9%**	**↑ 9.9%**	**$13.2M**	**↑ 3.9%**	**1.08x**	**64.4%**

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

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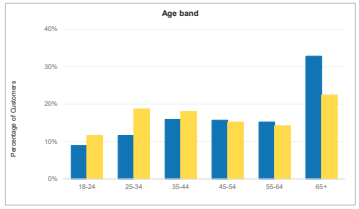
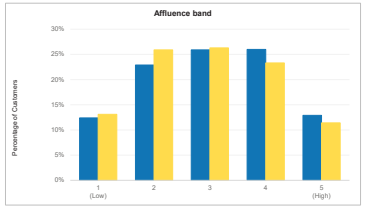
What is the profile of West Busselton residents during the recent static period (November 2024 - October 2025)?

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 (November 2024 - October 2025)?

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Rockmans	5.10x	5.9%
Angus And Coote	2.78x	5.6%
Ghanda Clothing	2.38x	12.5%
Just Jeans	2.37x	13.9%
Sportsgirl	1.96x	13.4%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	72.6%
Liquor Stax	24.41x	41.2%
Liquor Barons	6.59x	10.5%
The Good Grocer	2.82x	6.1%
The Spud Shed	2.73x	14.3%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	12.51x	26.2%
Dome Cafe	10.49x	41.1%
Royal Automobile Club Of Austra	10.35x	13.3%
Sushi Sushi	3.10x	31.7%
Red Rooster	2.56x	43.1%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	13.72x	55.3%
Perth Duty Free	7.65x	7.9%
The Reject Shop	1.21x	45.1%
Kmart	1.12x	87.7%
Temu	1.09x	25.2%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	3.18x	24.7%
Harvey Norman	2.51x	5.8%
The Good Guys	2.33x	30.1%
Beacon Lighting	2.02x	4.9%
Spotlight	1.94x	55.1%

Top 5 Personal Services

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Price Attack	4.48x	8.8%
Priceline	4.46x	32.4%
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City of Busselton

Resident | Business | Events | Visitor | Leakage

Month	Filter	Region Type	Resident location
October 2025	Resident location	Sub-region	West Busselton

Overview

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

Total spend
$54.2M
↑ 8.1% vs last year
↑ 8.0% vs Regional WA

Top category
Supermarkets
$7.8M of spend for West Busselton residents is within this category during October 2025

Top lifestage
Retiree
32.7% of West Busselton residents are within this lifestage

Proportion of spend into the LGA
42.2%
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (November 2024 - October 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 (November 2024 - October 2025)?

Category	Monthly			Annual (Last 12 months up to October 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	**$54.2M**	**↑ 8.1%**	**↑ 8.0%**	**$620.7M**	**↑ 5.3%**		
Discretionary Retail	**$12.1M**	**↑ 7.9%**	**↑ 7.8%**	**$132.8M**	**↑ 1.4%**	**1.00x**	**99.4%**
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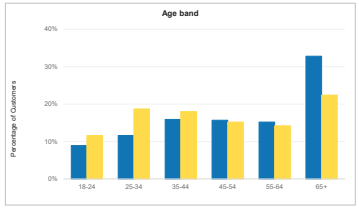
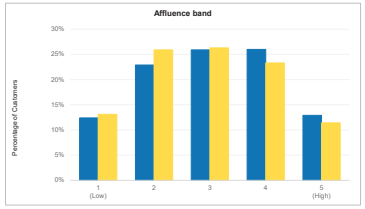
West Busselton | Australian Average Population





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

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Top 5 Food Retailing

Brand	Affinity	Penetration
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Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	13.72x	55.3%
Perth Duty Free	7.65x	7.9%
The Reject Shop	1.21x	45.1%
Kmart	1.12x	87.7%
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City of Busselton

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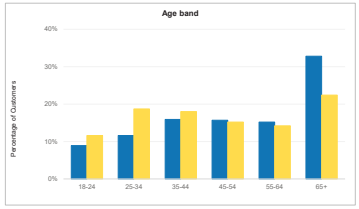
Private Transport	**$3.2M**	**↓ -14.2%**	**↓ -11.8%**	**$47.1M**	**↑ 1.2%**	**0.99x**	**95.9%**
Accommodation	**$1.1M**	**↓ -7.9%**	**↑ 9.9%**	**$13.2M**	**↑ 3.9%**	**1.08x**	**64.4%**

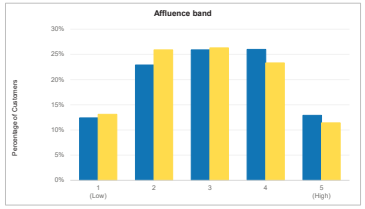
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Rockmans	5.10x	5.9%
Angus And Coote	2.78x	5.6%
Ohanda Clothing	2.38x	12.5%
Just Jeans	2.37x	13.9%
Sportsgirl	1.96x	13.4%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	72.6%
Liquor Stax	24.41x	41.2%
Liquor Barons	6.59x	10.5%
The Good Grocer	2.82x	6.1%
The Spud Shed	2.73x	14.3%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	12.51x	26.2%
Dome Cafe	10.49x	41.1%
Royal Automobile Club Of Austra	10.35x	13.3%
Sushi Sushi	3.10x	31.7%
Red Rooster	2.56x	43.1%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	13.72x	55.3%
Perth Duty Free	7.65x	7.9%
The Reject Shop	1.21x	45.1%
Kmart	1.12x	87.7%
Temu	1.09x	25.2%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	3.18x	24.7%
Harvey Norman	2.51x	5.8%
The Good Guys	2.33x	30.1%
Beacon Lighting	2.02x	4.9%
Spotlight	1.94x	55.1%

Top 5 Personal Services

Brand	Affinity	Penetration
Price Attack	4.48x	8.8%
Priceline	4.46x	32.4%
The Body Shop	0.79x	3.2%
Adore Beauty	0.70x	1.4%
Mecca	0.51x	7.6%

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

City of Busselton

Resident | Business | Events | Visitor | Leakage

Month	Filter	Region Type	Resident location
October 2025	Resident location	Sub-region	Dunsborough

Overview

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

Total spend
$44.1M
↑ 9.5% vs last year
↑ 8.0% vs Regional WA

Top category
Other Discretionary Retail
$6M of spend for Dunsborough residents is within this category during October 2025

Top lifestage
Retiree
27.7% of Dunsborough residents are within this lifestage

Proportion of spend into the LGA
35.4%
of spend for Dunsborough residents during October 2025

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (November 2024 - October 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 (November 2024 - October 2025)?

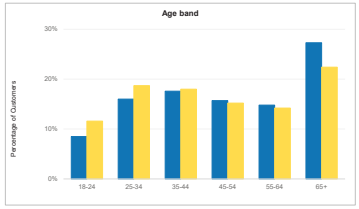
Category	Monthly			Annual (Last 12 months up to October 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	**$44.1M**	**↑ 9.5%**	**↑ 8.0%**	**$504.1M**	**↑ 4.3%**		
Discretionary Retail	**$9.4M**	→ 0.0%	**↑ 7.8%**	**$107.7M**	**↑ 3.8%**	**1.00x**	**99.4%**
Other Discretionary Retail	$6.0M	↓ -5.5%	↑ 8.5%	$69.7M	↑ 2.3%	1.00x	99.0%
Department Stores, Clothing & Accessories	$2.7M	↑ 14.4%	↑ 6.4%	$30.0M	↑ 6.4%	0.99x	97.1%
Buy Now Pay Later	$566K	↓ -4.3%	↑ 7.8%	$6.4M	↑ 10.3%	0.62x	15.5%
Print Media and Books	$119K	↑ 30.2%	↑ 11.7%	$1.2M	↑ 1.9%	1.11x	42.7%
Children and Baby Stores	$42K	↓ -0.8%	↑ 6.7%	$382K	↓ -7.6%	0.69x	10.4%
Household	**$8.6M**	**↑ 3.5%**	**↑ 8.9%**	**$95.4M**	**↑ 3.8%**	**1.00x**	**99.2%**
Insurance	$3.1M	↑ 7.0%	↑ 7.3%	$33.9M	↑ 7.0%	1.00x	65.3%
Electricity, Gas and Water Supply	$1.1M	↓ -10.4%	↑ 11.6%	$13.8M	↑ 1.8%	1.00x	50.1%
Telecommunication Services	$1.1M	↑ 5.2%	↑ 7.1%	$12.4M	↑ 8.2%	0.98x	76.8%
Personal Services	$899K	↑ 16.1%	↑ 10.6%	$9.7M	↑ 10.7%	1.02x	81.7%
Motor Vehicle Services	$819K	↑ 14.2%	↑ 13.6%	$9.0M	↑ 9.9%	1.20x	68.3%
Pet Care	$485K	↓ -3.1%	↑ 6.7%	$5.2M	↓ -11.5%	1.09x	40.1%
Fitness	$319K	↑ 29.3%	↑ 17.4%	$2.9M	↑ 21.7%	0.73x	43.3%
School Education	$308K	↑ 16.9%	↑ 24.1%	$3.1M	↑ 6.1%	0.67x	22.2%
Public Services	$172K	↓ -41.8%	↓ -0.3%	$2.6M	↓ -32.0%	1.10x	59.9%
Charities	$103K	↑ 19.6%	↑ 3.9%	$879K	↓ -15.9%	1.05x	32.9%
Childcare Services	$93K	↑ 6.8%	↑ 2.6%	$1.0M	↓ -21.1%	0.62x	4.0%
Computer Services	$32K	↓ -68.9%	↓ -7.6%	$788K	↓ -1.0%	0.94x	9.9%
Food Retailing	**$8.2M**	**↑ 7.9%**	**↑ 4.9%**	**$94.2M**	**↑ 6.0%**	**1.00x**	**99.4%**
Supermarkets	$5.3M	↓ -0.3%	↑ 2.6%	$62.3M	↓ -0.4%	1.00x	98.6%
Groceries and Other Food Retailing	$2.8M	↑ 27.7%	↑ 12.8%	$31.9M	↑ 21.4%	1.00x	98.2%
Tourism and Entertainment	**$4.9M**	**↑ 4.3%**	**↑ 12.8%**	**$56.6M**	**↑ 2.2%**	**1.00x**	**99.1%**
Restaurants	$1.4M	↑ 6.3%	↑ 15.9%	$17.3M	↑ 13.9%	1.02x	95.4%
Pubs, Taverns and Bars	$771K	↑ 20.1%	↑ 4.1%	$8.2M	↓ -1.0%	1.08x	85.4%
Cafes	$683K	↑ 12.0%	↑ 2.1%	$7.7M	↑ 0.7%	1.05x	92.0%
Takeaway and Fast Food Outlets	$660K	↑ 10.0%	↑ 8.2%	$7.3M	↓ -1.9%	0.98x	93.5%
Attractions, Events and Recreation	$555K	↓ -25.7%	↑ 15.8%	$6.5M	↓ -9.5%	0.98x	76.8%
Online Entertainment	$466K	↑ 8.8%	↑ 26.2%	$5.4M	↑ 0.7%	1.02x	71.4%
Breweries and Wineries	$253K	↓ -5.3%	↓ -1.5%	$3.0M	↓ -4.4%	3.28x	56.7%
Food Delivery Services	$125K	↑ 23.9%	↑ 43.3%	$1.3M	↑ 3.7%	0.54x	22.6%
Private Transport	**$2.6M**	**↓ -6.9%**	**↓ -11.8%**	**$39.1M**	**↑ 1.0%**	**1.01x**	**97.7%**
Accommodation	**$1.3M**	**↑ 30.5%**	**↑ 9.9%**	**$14.6M**	**↑ 4.0%**	**1.19x**	**70.6%**

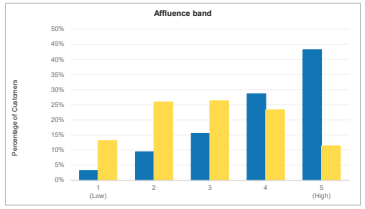
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Gazman	4.52x	9.7%
Ghanda Clothing	3.37x	17.8%
Vans	1.98x	2.1%
Rockmans	1.76x	2.1%
Just Jeans	1.64x	9.7%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	68.2%
Liquor Stax	27.85x	47.0%
Liquor Barons	8.91x	14.2%
The Good Grocer	5.78x	12.5%
The Jerky Co	2.00x	2.3%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	9.33x	19.6%
Dome Cafe	8.31x	32.5%
Royal Automobile Club Of Austra	7.61x	9.8%
Miss Maud	3.23x	6.4%
Sushi Sushi	2.36x	24.1%

Top 5 General Retail

Brand	Affinity	Penetration
Perth Duty Free	9.59x	9.9%
Red Dot	7.70x	31.0%
Temu	1.06x	24.5%
Kmart	1.03x	80.3%
David Jones	0.99x	14.6%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
Beacon Lighting	2.44x	5.9%
Adairs	2.24x	13.3%
House	2.19x	17.0%
The Good Guys	2.05x	26.4%
Barbeques Galore	1.73x	2.9%

Top 5 Personal Services

Brand	Affinity	Penetration
Priceline	2.60x	18.9%
Price Attack	2.41x	4.8%
Adore Beauty	0.91x	1.9%
Mecca	0.81x	12.1%
Aesop	0.77x	1.0%

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

City of Busselton

Month	Filter	Region Type	Resident location
October 2025	Resident location	Sub-region	Busselton

Overview

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

Total spend
$35.6M
↑ 14.6% vs last year
↑ 8.0% vs Regional WA

Top category
Other Discretionary Retail
$5.2M of spend for Busselton residents is within this category during October 2025

Top lifestage
Retiree
28.2% of Busselton residents are within this lifestage

Proportion of spend into the LGA
37.9%
of spend for Busselton residents during October 2025

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (November 2024 - October 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 (November 2024 - October 2025)?

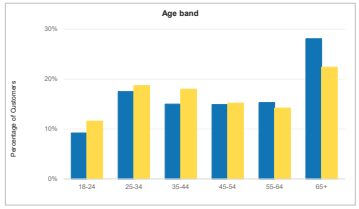
Category	Monthly			Annual (Last 12 months up to October 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	**$35.6M**	**↑ 14.6%**	**↑ 8.0%**	**$400.3M**	**↑ 7.5%**		
Discretionary Retail	**$8.3M**	**↑ 14.3%**	**↑ 7.8%**	**$88.5M**	**↑ 5.5%**	**1.00x**	**99.4%**
Other Discretionary Retail	$5.2M	↑ 13.1%	↑ 8.5%	$54.6M	↑ 2.2%	1.00x	98.9%
Department Stores, Clothing & Accessories	$2.3M	↑ 18.8%	↑ 6.4%	$25.0M	↑ 8.9%	0.98x	96.1%
Buy Now Pay Later	$668K	↑ 8.4%	↑ 7.8%	$7.8M	↑ 19.9%	0.75x	18.6%
Print Media and Books	$55K	↓ -11.1%	↑ 11.7%	$814K	↑ 0.4%	0.89x	34.2%
Children and Baby Stores	$48K	↑ 66.6%	↑ 6.7%	$301K	↑ 32.2%	0.51x	7.7%
Food Retailing	**$7.0M**	**↑ 14.7%**	**↑ 4.9%**	**$80.4M**	**↑ 8.0%**	**1.00x**	**99.4%**
Supermarkets	$5.0M	↑ 8.5%	↑ 2.6%	$57.7M	↑ 3.9%	1.00x	99.0%
Groceries and Other Food Retailing	$2.0M	↑ 33.6%	↑ 12.8%	$22.8M	↑ 19.8%	1.00x	97.8%
Household	**$6.6M**	**↑ 10.6%**	**↑ 8.9%**	**$73.8M**	**↑ 7.7%**	**1.00x**	**98.9%**
Insurance	$2.2M	↑ 8.4%	↑ 7.3%	$25.5M	↑ 11.4%	0.95x	61.8%
Telecommunication Services	$1.1M	↑ 14.2%	↑ 7.1%	$11.4M	↑ 9.2%	1.00x	79.8%
Electricity, Gas and Water Supply	$860K	↑ 15.2%	↑ 11.6%	$11.1M	↑ 10.1%	0.93x	46.3%
Personal Services	$652K	↑ 12.6%	↑ 10.6%	$6.5M	↑ 7.0%	0.97x	77.3%
Motor Vehicle Services	$541K	↑ 18.6%	↑ 13.6%	$6.1M	↑ 15.1%	1.01x	57.5%
Pet Care	$410K	↓ -0.8%	↑ 6.7%	$4.5M	↓ -3.6%	1.06x	39.2%
Public Services	$255K	↓ -16.6%	↓ -0.3%	$2.7M	↓ -29.4%	0.93x	50.7%
School Education	$207K	↑ 12.5%	↑ 24.1%	$2.1M	↑ 15.0%	0.56x	18.8%
Fitness	$190K	↑ 37.9%	↑ 17.4%	$2.1M	↑ 20.7%	0.68x	40.5%
Charities	$82K	↑ 19.6%	↑ 3.9%	$624K	↑ 3.2%	0.95x	29.6%
Childcare Services	$72K	↑ 18.0%	↑ 2.6%	$756K	↑ 20.8%	0.49x	3.2%
Computer Services	$28K	↑ 36.7%	↓ -7.6%	$304K	↓ -8.3%	0.71x	7.5%
Tourism and Entertainment	**$4.5M**	**↑ 21.0%**	**↑ 12.8%**	**$48.8M**	**↑ 11.2%**	**1.00x**	**98.9%**
Restaurants	$1.0M	↑ 33.8%	↑ 15.9%	$10.3M	↑ 21.1%	0.99x	92.5%
Takeaway and Fast Food Outlets	$871K	↑ 25.5%	↑ 8.2%	$9.3M	↑ 9.5%	0.98x	93.9%
Pubs, Taverns and Bars	$703K	↑ 19.7%	↑ 4.1%	$7.8M	↑ 6.1%	1.02x	80.5%
Online Entertainment	$519K	↑ 26.0%	↑ 26.2%	$5.5M	↑ 16.2%	0.98x	68.5%
Attractions, Events and Recreation	$514K	↓ -0.8%	↑ 15.8%	$5.7M	↑ 7.0%	0.92x	71.8%
Cafes	$505K	↑ 14.6%	↑ 2.1%	$5.6M	↑ 9.2%	0.98x	86.0%
Food Delivery Services	$301K	↑ 52.0%	↑ 43.3%	$3.0M	↑ 26.1%	0.73x	30.4%
Breweries and Wineries	$112K	↓ -22.0%	↓ -1.5%	$1.5M	↓ -19.3%	2.47x	42.6%
Private Transport	**$2.3M**	**↓ -2.2%**	**↓ -11.8%**	**$30.9M**	**↑ 4.8%**	**0.99x**	**96.2%**
Accommodation	**$926K**	**↑ 40.4%**	**↑ 9.9%**	**$10.1M**	**↑ 16.3%**	**1.03x**	**61.3%**

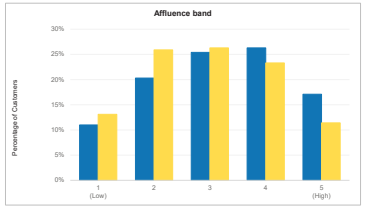
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Rockmans	3.40x	4.0%
Angus And Coote	2.12x	4.2%
Ohanda Clothing	2.03x	10.7%
Just Jeans	1.92x	11.3%
Best And Less	1.48x	30.7%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	62.7%
Liquor Stax	11.60x	19.6%
Liquor Barons	5.78x	9.2%
The Good Grocer	3.32x	7.2%
The Spud Shed	2.92x	15.3%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	8.98x	18.8%
Dome Cafe	8.88x	34.8%
Royal Automobile Club Of Austra	8.57x	11.0%
Bakehouse	3.01x	7.5%
Miss Maud	2.76x	5.5%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	10.76x	43.4%
Perth Duty Free	6.29x	6.5%
Kmart	1.06x	82.7%
The Reject Shop	1.05x	39.3%
Temu	0.96x	22.1%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	2.63x	20.4%
Beacon Lighting	2.05x	5.0%
The Good Guys	1.98x	25.5%
Barbeques Galore	1.87x	3.2%
Harvey Norman	1.60x	3.7%

Top 5 Personal Services

Brand	Affinity	Penetration
Price Attack	3.76x	7.4%
Priceline	3.65x	26.5%
Adore Beauty	0.67x	1.4%
The Body Shop	0.66x	2.7%
Mecca	0.42x	6.3%

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

Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	West Busselton	01-Oct-25	31-Oct-25	52 weeks prior

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

Overview

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

Total spend
$27.7M
↑ 24.1%
uplift compared to Benchmark Period

Visitor spend
$11.9M
↑ 38.1%
uplift compared to Benchmark Period

Day spend
$25.4M
91% of total spend over the event period was during the day (6am-6pm)

Night spend
$2.4M
9% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 October 2025 and 31 October 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: Wed 01-Oct-25 - Fri 31-Oct-25 (31 days)

Benchmark period: Wed 02-Oct-24 - Fri 01-Nov-24 (31 days)

Category coverage Score*: 100.0%

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

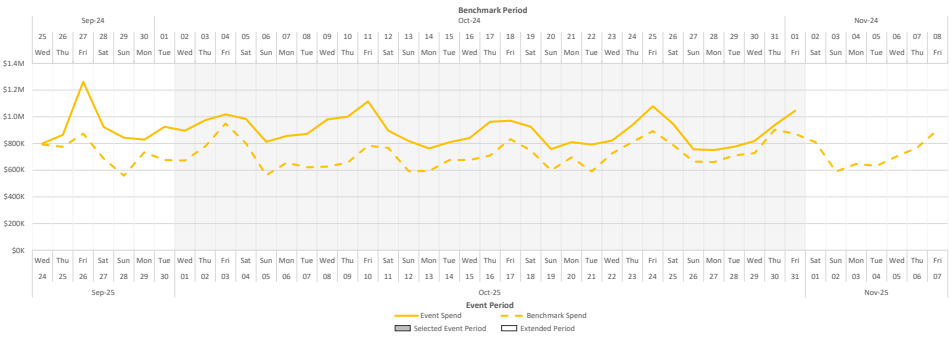
Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total $	Visitors %	Residents %
Total	**$25.4M**	**$2.4M**	**$11.9M**	**$15.8M**	**$27.7M**	**$22.3M**	↑ 24.1%	↑$5.4M	↑ 38.1%	↑ 15.2%
Food Retailing	**$11.4M**	**$781K**	**$4.0M**	**$8.1M**	**$12.2M**	**$7.7M**	↑ 57.8%	↑$4.5M	↑ 127.5%	↑ 37.1%
Supermarkets			$1.5M	$4.7M	$6.2M	$6.0M	↑ 2.8%	↑$167K	↑ 24.3%	↑ 6.9%
Groceries and Other Food Retailing			$2.6M	$3.4M	$5.9M	$1.7M	↑ 258.5%	↑$4.3M	↑ 518.4%	↑ 222.6%
Discretionary Retail^*	**$5.6M**	**$232K**	**$2.1M**	**$3.8M**	**$5.8M**	**$5.8M**	↑ 0.5%	↑$29K	↑ 12.3%	↓ -11.1%
Tourism and Entertainment	**$2.1M**	**$808K**	**$1.4M**	**$1.5M**	**$2.9M**	**$2.3M**	↑ 23.0%	↑$539K	↑ 30.6%	↑ 16.9%
Takeaway and Fast Food Outlets^	$935K	$419K	$555K	$795K	$1.4M	$1.2M	↑ 9.3%	↑$115K	↑ 20.7%	↑ 1.9%
Restaurants*			$189K	$251K	$440K	$309K	↑ 42.4%	↑$131K	↑ 40.7%	↑ 24.1%
Cafes*			$163K	$173K	$336K	$177K	↑ 89.8%	↑$159K	↑ 138.5%	↑ 96.4%
Attractions, Events and Recreation*			$148K	$127K	$275K					
Private Transport			**$1.2M**	**$1.4M**	**$2.6M**	**$2.7M**	↓ -1.9%	- ↓$52K	↑ 16.5%	↓ -13.8%
Accommodation - Instore*			**$1.3M**	**$215K**	**$1.5M**					

** 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 contraints. 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 24 September 2025 and 31 October 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
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 24-Sep-25	Wed 25-Sep-24	$800K	$792K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 25-Sep-25	Thu 26-Sep-24	$865K	$775K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 26-Sep-25	Fri 27-Sep-24	$1.3M	$874K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 27-Sep-25	Sat 28-Sep-24	$924K	$688K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 28-Sep-25	Sun 29-Sep-24	$844K	$559K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 29-Sep-25	Mon 30-Sep-24	$829K	$734K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 30-Sep-25	Tue 01-Oct-24	$925K	$676K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 01-Oct-25	Wed 02-Oct-24	$896K	$672K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 02-Oct-25	Thu 03-Oct-24	$975K	$778K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 03-Oct-25	Fri 04-Oct-24	$1.0M	$950K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 04-Oct-25	Sat 05-Oct-24	$984K	$801K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 05-Oct-25	Sun 06-Oct-24	$813K	$562K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 06-Oct-25	Mon 07-Oct-24	$857K	$656K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 07-Oct-25	Tue 08-Oct-24	$871K	$622K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 08-Oct-25	Wed 09-Oct-24	$981K	$627K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 09-Oct-25	Thu 10-Oct-24	$1.0M	$657K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 10-Oct-25	Fri 11-Oct-24	$1.1M	$783K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 11-Oct-25	Sat 12-Oct-24	$896K	$767K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 12-Oct-25	Sun 13-Oct-24	$818K	$592K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 13-Oct-25	Mon 14-Oct-24	$763K	$594K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 14-Oct-25	Tue 15-Oct-24	$809K	$676K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 15-Oct-25	Wed 16-Oct-24	$841K	$676K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 16-Oct-25	Thu 17-Oct-24	$963K	$710K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 17-Oct-25	Fri 18-Oct-24	$971K	$833K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 18-Oct-25	Sat 19-Oct-24	$926K	$748K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 19-Oct-25	Sun 20-Oct-24	$758K	$599K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 20-Oct-25	Mon 21-Oct-24	$810K	$696K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 21-Oct-25	Tue 22-Oct-24	$792K	$591K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 22-Oct-25	Wed 23-Oct-24	$822K	$726K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 23-Oct-25	Thu 24-Oct-24	$939K	$811K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 24-Oct-25	Fri 25-Oct-24	$1.1M	$893K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 25-Oct-25	Sat 26-Oct-24	$946K	$788K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 26-Oct-25	Sun 27-Oct-24	$756K	$665K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 27-Oct-25	Mon 28-Oct-24	$751K	$661K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 28-Oct-25	Tue 29-Oct-24	$776K	$711K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 29-Oct-25	Wed 30-Oct-24	$818K	$728K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 30-Oct-25	Thu 31-Oct-24	$939K	$904K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 31-Oct-25	Fri 01-Nov-24	$1.0M	$872K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 01-Nov-25	Sat 02-Nov-24		$809K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 02-Nov-25	Sun 03-Nov-24		$590K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 03-Nov-25	Mon 04-Nov-24		$647K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 04-Nov-25	Tue 05-Nov-24		$632K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 05-Nov-25	Wed 06-Nov-24		$704K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 06-Nov-25	Thu 07-Nov-24		$769K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 07-Nov-25	Fri 08-Nov-24		$902K

City of Busselton

Resident | Business | **Events** | Visitor | Leakage

Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Dunsborough	01-Oct-25	31-Oct-25	52 weeks prior

Event length: 31 days, Category coverage Score*: 98.2%

Overview

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

Total spend
$23.9M
↑ 5.0%
uplift compared to Benchmark Period

Visitor spend
$13.6M
↑ 8.6%
uplift compared to Benchmark Period

Day spend
$21.3M
89% of total spend over the event period was during the day (6am-6pm)

Night spend
$2.6M
11% of total spend over the event period was at night (6pm-6am)

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

Category Summary

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

Event period: Wed 01-Oct-25 - Fri 31-Oct-25 (31 days)

Benchmark period: Wed 02-Oct-24 - Fri 01-Nov-24 (31 days)

Category coverage Score*: 98.2%

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

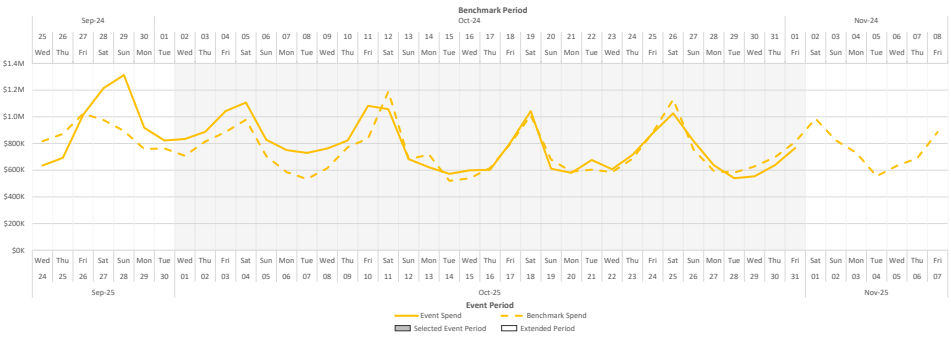
Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total $	Visitors %	Residents %
Total	**$21.3M**	**$2.6M**	**$13.6M**	**$10.3M**	**$23.9M**	**$22.7M**	↑ 5.0%	↑$1.1M	↑ 8.6%	↑ 0.6%
Food Retailing	**$7.4M**	**$719K**	**$3.3M**	**$4.9M**	**$8.1M**	**$7.6M**	↑ 6.9%	↑$520K	↑ 18.6%	↑ 0.2%
Tourism and Entertainment	**$6.5M**	**$1.6M**	**$6.1M**	**$1.9M**	**$8.0M**	**$8.1M**	↓ -0.9%	- ↓$70K	↓ -0.8%	↓ -1.1%
Restaurants^*	$2.2M	$769K	$2.3M	$673K	$3.0M	$3.0M	↑ 0.2%	↑$6K	↑ 2.5%	↓ -3.3%
Breweries and Wineries*			$1.4M	$218K	$1.6M	$1.8M	↓ -10.5%	- ↓$189K	↓ -33.8%	↓ -43.0%
Cafes			$996K	$450K	$1.4M	$1.3M	↑ 11.3%	↑$147K	↑ 11.5%	↑ 9.8%
Pubs, Taverns and Bars^	$644K	$637K	$852K	$428K	$1.3M	$1.2M	↑ 5.8%	↑$70K	↑ 5.3%	↑ 7.5%
Takeaway and Fast Food Outlets^*	$319K	$105K			$424K					
Attractions, Events and Recreation					$291K					
Discretionary Retail*			**$1.6M**	**$1.5M**	**$3.1M**	**$2.9M**	↑ 5.4%	↑$160K	↑ 23.1%	↓ -3.6%
Other Discretionary Retail**			$684K	$1.1M	$1.7M					
Department Stores, Clothing & Accessories**			$609K	$177K	$786K					
Accommodation - Instore					**$1.5M**	**$1.5M**	↓ -0.1%	- ↓$2K		
Private Transport			**$517K**	**$893K**	**$1.4M**	**$1.3M**	↑ 10.0%	↑$128K	↑ 28.3%	↑ 2.5%

** 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 contraints. 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 24 September 2025 and 31 October 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
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 24-Sep-25	Wed 25-Sep-24	$635K	$817K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 25-Sep-25	Thu 26-Sep-24	$693K	$872K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 26-Sep-25	Fri 27-Sep-24	$1.0M	$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 27-Sep-25	Sat 28-Sep-24	$1.2M	$976K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 28-Sep-25	Sun 29-Sep-24	$1.3M	$894K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 29-Sep-25	Mon 30-Sep-24	$918K	$759K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 30-Sep-25	Tue 01-Oct-24	$822K	$763K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 01-Oct-25	Wed 02-Oct-24	$834K	$708K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 02-Oct-25	Thu 03-Oct-24	$888K	$814K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 03-Oct-25	Fri 04-Oct-24	$1.0M	$886K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 04-Oct-25	Sat 05-Oct-24	$1.1M	$978K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 05-Oct-25	Sun 06-Oct-24	$828K	$706K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 06-Oct-25	Mon 07-Oct-24	$751K	$586K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 07-Oct-25	Tue 08-Oct-24	$729K	$534K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 08-Oct-25	Wed 09-Oct-24	$763K	$615K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 09-Oct-25	Thu 10-Oct-24	$822K	$772K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 10-Oct-25	Fri 11-Oct-24	$1.1M	$838K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 11-Oct-25	Sat 12-Oct-24	$1.1M	$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 12-Oct-25	Sun 13-Oct-24	$683K	$682K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 13-Oct-25	Mon 14-Oct-24	$622K	$717K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 14-Oct-25	Tue 15-Oct-24	$573K	$520K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 15-Oct-25	Wed 16-Oct-24	$599K	$539K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 16-Oct-25	Thu 17-Oct-24	$603K	$616K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 17-Oct-25	Fri 18-Oct-24	$807K	$798K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 18-Oct-25	Sat 19-Oct-24	$1.0M	$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 19-Oct-25	Sun 20-Oct-24	$611K	$680K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 20-Oct-25	Mon 21-Oct-24	$580K	$589K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 21-Oct-25	Tue 22-Oct-24	$676K	$604K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 22-Oct-25	Wed 23-Oct-24	$607K	$586K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 23-Oct-25	Thu 24-Oct-24	$715K	$685K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 24-Oct-25	Fri 25-Oct-24	$878K	$883K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 25-Oct-25	Sat 26-Oct-24	$1.0M	$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 26-Oct-25	Sun 27-Oct-24	$818K	$755K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 27-Oct-25	Mon 28-Oct-24	$636K	$594K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 28-Oct-25	Tue 29-Oct-24	$540K	$582K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 29-Oct-25	Wed 30-Oct-24	$554K	$628K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 30-Oct-25	Thu 31-Oct-24	$637K	$697K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 31-Oct-25	Fri 01-Nov-24	$766K	$812K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 01-Nov-25	Sat 02-Nov-24		$986K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 02-Nov-25	Sun 03-Nov-24		$823K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 03-Nov-25	Mon 04-Nov-24		$731K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 04-Nov-25	Tue 05-Nov-24		$555K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 05-Nov-25	Wed 06-Nov-24		$633K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 06-Nov-25	Thu 07-Nov-24		$690K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 07-Nov-25	Fri 08-Nov-24		$886K

City of Busselton

Resident | Business | **Events** | Visitor | Leakage

Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Busselton	01-Oct-25	31-Oct-25	52 weeks prior

Event length: 31 days, Category coverage Score*: 90.1%

Overview

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

Total spend
$44.5M
↑ 8.4%
uplift compared to Benchmark Period

Visitor spend
$15.6M
↑ 18.6%
uplift compared to Benchmark Period

Day spend
$40.7M
91% of total spend over the event period was during the day (6am-6pm)

Night spend
$3.8M
9% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 October 2025 and 31 October 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?

Event period: Wed 01-Oct-25 - Fri 31-Oct-25 (31 days)

Benchmark period: Wed 02-Oct-24 - Fri 01-Nov-24 (31 days)

Category coverage Score*: 90.1%

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

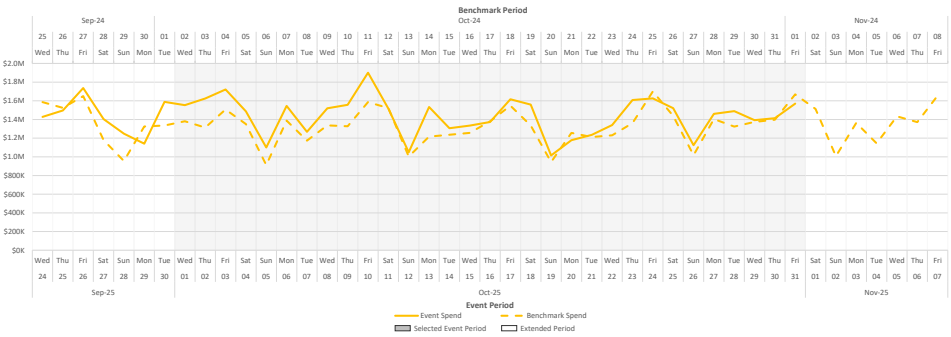
Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total $	Visitors %	Residents %
Total	**$40.7M**	**$3.8M**	**$15.6M**	**$28.9M**	**$44.5M**	**$41.1M**	↑ 8.4%	↑$3.4M	↑ 18.6%	↑ 3.5%
Discretionary Retail^	**$13.4M**	**$190K**	**$4.4M**	**$9.2M**	**$13.6M**	**$12.5M**	↑ 8.9%	↑$1.1M	↑ 14.2%	↑ 6.5%
Other Discretionary Retail°			$3.3M	$7.9M	$11.2M	$10.0M	↑ 12.0%	↑$1.2M	↑ 9.6%	↑ 6.2%
Department Stores, Clothing & Accessories°			$976K	$1.4M	$2.4M	$2.5M	↓ -4.0%	- ↓$98K	↓ -2.5%	↓ -9.3%
Food Retailing	**$10.8M**	**$953K**	**$2.8M**	**$9.0M**	**$11.8M**	**$12.2M**	↓ -3.3%	- ↓$396K	↑ 5.0%	↓ -5.5%
Supermarkets			$1.8M	$7.3M	$9.1M	$9.2M	↓ -1.3%	- ↓$120K	↑ 9.7%	↓ -3.7%
Groceries and Other Food Retailing			$941K	$1.7M	$2.7M	$3.0M	↓ -9.1%	- ↓$270K	↓ -2.8%	↓ -12.1%
Tourism and Entertainment	**$5.4M**	**$1.7M**	**$4.1M**	**$3.0M**	**$7.1M**	**$6.2M**	↑ 14.1%	↑$875K	↑ 19.3%	↑ 7.7%
Restaurants	$1.3M	$568K	$1.1M	$788K	$1.9M	$1.3M	↑ 48.8%	↑$629K	↑ 73.0%	↑ 29.2%
Pubs, Taverns and Bars*°	$848K	$551K	$625K	$771K	$1.4M					
Cafes°			$702K	$546K	$1.2M	$1.2M	↑ 3.8%	↑$46K	↑ 6.9%	↓ -7.4%
Takeaway and Fast Food Outlets*°	$697K	$226K	$361K	$564K	$925K					
Attractions, Events and Recreation*°					$329K					
Private Transport			**$1.6M**	**$2.5M**	**$4.0M**	**$3.3M**	↑ 22.9%	↑$753K	↑ 33.0%	↑ 17.5%
Accommodation - Instore*°					**$213K**					

** 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 contraints. 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 24 September 2025 and 31 October 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
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	$1.7M
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	$956K
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	$1.6M	$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 01-Oct-25	Wed 02-Oct-24	$1.6M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 02-Oct-25	Thu 03-Oct-24	$1.6M	$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 03-Oct-25	Fri 04-Oct-24	$1.7M	$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 04-Oct-25	Sat 05-Oct-24	$1.5M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 05-Oct-25	Sun 06-Oct-24	$1.1M	$912K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 06-Oct-25	Mon 07-Oct-24	$1.5M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 07-Oct-25	Tue 08-Oct-24	$1.3M	$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 08-Oct-25	Wed 09-Oct-24	$1.5M	$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 09-Oct-25	Thu 10-Oct-24	$1.6M	$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 10-Oct-25	Fri 11-Oct-24	$1.9M	$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 11-Oct-25	Sat 12-Oct-24	$1.5M	$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 12-Oct-25	Sun 13-Oct-24	$1.0M	$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 13-Oct-25	Mon 14-Oct-24	$1.5M	$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 14-Oct-25	Tue 15-Oct-24	$1.3M	$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 15-Oct-25	Wed 16-Oct-24	$1.3M	$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 16-Oct-25	Thu 17-Oct-24	$1.4M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 17-Oct-25	Fri 18-Oct-24	$1.6M	$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 18-Oct-25	Sat 19-Oct-24	$1.6M	$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 19-Oct-25	Sun 20-Oct-24	$1.0M	$944K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 20-Oct-25	Mon 21-Oct-24	$1.2M	$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 21-Oct-25	Tue 22-Oct-24	$1.2M	$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 22-Oct-25	Wed 23-Oct-24	$1.3M	$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 23-Oct-25	Thu 24-Oct-24	$1.6M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 24-Oct-25	Fri 25-Oct-24	$1.6M	$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 25-Oct-25	Sat 26-Oct-24	$1.5M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 26-Oct-25	Sun 27-Oct-24	$1.1M	$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 27-Oct-25	Mon 28-Oct-24	$1.5M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 28-Oct-25	Tue 29-Oct-24	$1.5M	$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 29-Oct-25	Wed 30-Oct-24	$1.4M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 30-Oct-25	Thu 31-Oct-24	$1.4M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 31-Oct-25	Fri 01-Nov-24	$1.6M	$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 01-Nov-25	Sat 02-Nov-24		$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 02-Nov-25	Sun 03-Nov-24		$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 03-Nov-25	Mon 04-Nov-24		$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 04-Nov-25	Tue 05-Nov-24		$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 05-Nov-25	Wed 06-Nov-24		$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 06-Nov-25	Thu 07-Nov-24		$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 07-Nov-25	Fri 08-Nov-24		$1.7M

City of Busselton

Resident | Business | **Events** | Visitor | Leakage

Region Type	Spend Location	Start Date	End Date	Benchmark Type
LGA	City of Busselton	01-Oct-25	31-Oct-25	52 weeks prior

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

Overview

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

Total spend
$103.2M
↑ 11.2%
uplift compared to Benchmark Period

Visitor spend
$47.8M
↑ 17.7%
uplift compared to Benchmark Period

Day spend
$94.4M
91% of total spend over the event period was during the day (6am-6pm)

Night spend
$8.8M
9% of total spend over the event period was at night (6pm-6am)

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

Category Summary

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

Event period: Wed 01-Oct-25 - Fri 31-Oct-25 (31 days)
Benchmark period: Wed 02-Oct-24 - Fri 01-Nov-24 (31 days)

Category coverage Score*: 100.0%
*Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.*

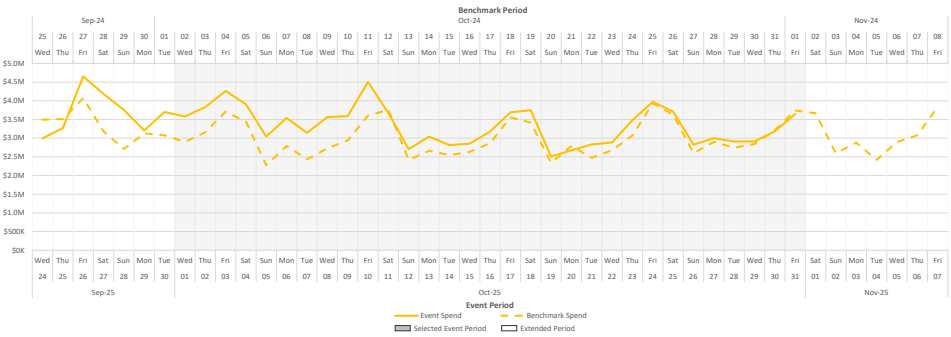
Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total $	Visitors %	Residents %
Total	**$94.4M**	**$8.8M**	**$47.8M**	**$55.4M**	**$103.2M**	**$92.8M**	**↑ 11.2%**	**↑$10.4M**	**↑ 17.7%**	**↑ 6.2%**
Food Retailing	**$29.6M**	**$2.5M**	**$10.1M**	**$22.0M**	**$32.1M**	**$27.5M**	**↑ 16.7%**	**↑$4.6M**	**↑ 40.8%**	**↑ 8.3%**
Supermarkets			$4.7M	$15.7M	$20.4M	$20.1M	↑ 1.2%	↑$241K	↑ 14.1%	↓ -2.2%
Groceries and Other Food Retailing			$5.3M	$6.3M	$11.7M	$7.3M	↑ 59.2%	↑$4.3M	↑ 76.5%	↑ 46.8%
Discretionary Retail^	**$22.2M**	**$380K**	**$8.1M**	**$14.4M**	**$22.5M**	**$21.2M**	**↑ 6.1%**	**↑$1.3M**	**↑ 16.3%**	**↑ 1.1%**
Other Discretionary Retail°			$5.3M	$11.2M	$16.5M	$15.5M	↑ 6.9%	↑$1.1M	↑ 13.8%	↓ -0.1%
Department Stores, Clothing & Accessories°			$2.8M	$3.2M	$6.0M	$5.8M	↑ 4.1%	↑$236K	↑ 9.8%	↓ -8.2%
Tourism and Entertainment	**$14.1M**	**$4.1M**	**$11.6M**	**$6.5M**	**$18.1M**	**$16.8M**	**↑ 8.0%**	**↑$1.3M**	**↑ 8.8%**	**↑ 6.5%**
Restaurants	$3.8M	$1.5M	$3.6M	$1.7M	$5.3M	$4.6M	↑ 16.7%	↑$763K	↑ 19.5%	↑ 11.5%
Pubs, Taverns and Bars	$1.8M	$1.3M	$1.7M	$1.4M	$3.1M	$2.9M	↑ 9.2%	↑$261K	↑ 10.0%	↑ 8.5%
Cafes			$1.9M	$1.2M	$3.0M	$2.7M	↑ 13.1%	↑$350K	↑ 15.6%	↑ 9.5%
Takeaway and Fast Food Outlets	$2.0M	$777K	$1.2M	$1.6M	$2.8M	$2.3M	↑ 21.5%	↑$498K	↑ 44.5%	↑ 27.3%
Breweries and Wineries			$1.9M	$304K	$2.2M	$2.8M	↓ -20.7%	- ↓$588K	↓ -10.8%	↓ -26.7%
Attractions, Events and Recreation			$1.2M	$380K	$1.6M	$1.5M	↑ 2.7%	↑$42K	↑ 17.5%	↑ 15.5%
Private Transport			**$3.3M**	**$4.8M**	**$8.1M**	**$7.3M**	**↑ 11.3%**	**↑$824K**	**↑ 25.4%**	**↑ 3.5%**
Accommodation - Online					**$6.9M**	**$6.4M**	**↑ 6.9%**	**↑$447K**		
Accommodation - Instore			**$2.9M**	**$374K**	**$3.3M**	**$2.8M**	**↑ 16.0%**	**↑$450K**	**↑ 43.0%**	**↑ 50.8%**

** Total sales not available for all days in selected range. ^ Day/night sales have been proportioned to total spend based on available days. ° Visitors/Residents sales have been proportioned to total spend based on available days.*
Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy contraints. 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 24 September 2025 and 31 October 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	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	$3.3M	$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 26-Sep-25	Fri 27-Sep-24	$4.7M	$4.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 27-Sep-25	Sat 28-Sep-24	$4.2M	$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 28-Sep-25	Sun 29-Sep-24	$3.8M	$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 29-Sep-25	Mon 30-Sep-24	$3.2M	$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 30-Sep-25	Tue 01-Oct-24	$3.7M	$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 01-Oct-25	Wed 02-Oct-24	$3.6M	$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 02-Oct-25	Thu 03-Oct-24	$3.8M	$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 03-Oct-25	Fri 04-Oct-24	$4.3M	$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 04-Oct-25	Sat 05-Oct-24	$3.9M	$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 05-Oct-25	Sun 06-Oct-24	$3.0M	$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 06-Oct-25	Mon 07-Oct-24	$3.5M	$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 07-Oct-25	Tue 08-Oct-24	$3.1M	$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 08-Oct-25	Wed 09-Oct-24	$3.6M	$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 09-Oct-25	Thu 10-Oct-24	$3.6M	$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 10-Oct-25	Fri 11-Oct-24	$4.5M	$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 11-Oct-25	Sat 12-Oct-24	$3.7M	$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 12-Oct-25	Sun 13-Oct-24	$2.7M	$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 13-Oct-25	Mon 14-Oct-24	$3.0M	$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 14-Oct-25	Tue 15-Oct-24	$2.8M	$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 15-Oct-25	Wed 16-Oct-24	$2.9M	$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 16-Oct-25	Thu 17-Oct-24	$3.2M	$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 17-Oct-25	Fri 18-Oct-24	$3.7M	$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 18-Oct-25	Sat 19-Oct-24	$3.7M	$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 19-Oct-25	Sun 20-Oct-24	$2.5M	$2.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 20-Oct-25	Mon 21-Oct-24	$2.7M	$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 21-Oct-25	Tue 22-Oct-24	$2.8M	$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 22-Oct-25	Wed 23-Oct-24	$2.9M	$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 23-Oct-25	Thu 24-Oct-24	$3.5M	$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 24-Oct-25	Fri 25-Oct-24	$4.0M	$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 25-Oct-25	Sat 26-Oct-24	$3.7M	$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 26-Oct-25	Sun 27-Oct-24	$2.8M	$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 27-Oct-25	Mon 28-Oct-24	$3.0M	$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 28-Oct-25	Tue 29-Oct-24	$2.9M	$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 29-Oct-25	Wed 30-Oct-24	$2.9M	$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 30-Oct-25	Thu 31-Oct-24	$3.2M	$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 31-Oct-25	Fri 01-Nov-24	$3.6M	$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 01-Nov-25	Sat 02-Nov-24		$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 02-Nov-25	Sun 03-Nov-24		$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 03-Nov-25	Mon 04-Nov-24		$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 04-Nov-25	Tue 05-Nov-24		$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 05-Nov-25	Wed 06-Nov-24		$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 06-Nov-25	Thu 07-Nov-24		$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 07-Nov-25	Fri 08-Nov-24		$3.8M

City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month	Region Type	Spend location
October 2025	Sub-region	West Busselton

Overview

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

Total spend
$27.7M
↑ 25.2% .vs last year
↑ 5.4% Regional WA

Total customers
105K
↑ 20.8% .vs last year

Visitor spend
$11.9M
43% of total spend within West Busselton during October 2025 are from Visitors

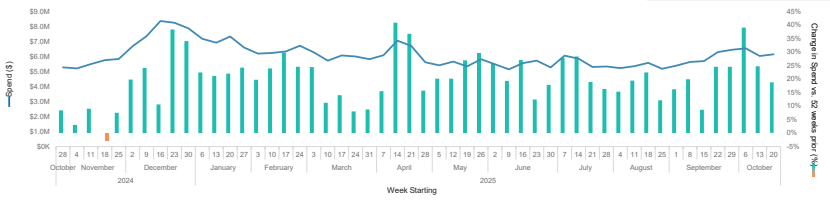
Total visitors
73K
70% of total customers within West Busselton during October 2025 are from Visitors

All insights are based on CommBank iQ's nationally representative retail customer transaction data for October 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?

Category: Total (All)



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 October 2025 versus the past year and Regional WA for the West Busselton location?

Data representing: Spend

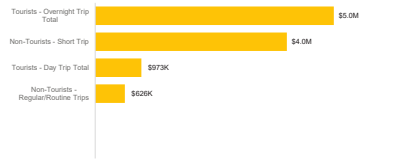
Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	**$27.7M**	↑ 25.2%	↑ 5.4%	**$11.9M**	↑ 38.7%	↑ 8.8%	**$15.8M**	↑ 16.6%	↑ 3.7%
Food Retailing	**$12.2M**	↑ 59.6%	↑ 4.9%	**$4.0M**	↑ 131.1%	↑ 9.4%	**$8.1M**	↑ 38.4%	↑ 2.9%
Supermarkets	$6.2M	↑ 3.3%	↑ 2.0%	$1.5M	↑ 15.5%	↑ 5.9%	$4.7M	↑ 0.1%	↑ 0.7%
Groceries and Other Food Retailing	$5.9M	↑ 270.6%	↑ 14.0%	$2.6M	↑ 441.8%	↑ 17.1%	$3.4M	↑ 199.1%	↑ 13.4%
Discretionary Retail	**$5.8M**	↑ 1.5%	↑ 6.6%	**$2.1M**	↑ 20.2%	↑ 9.9%	**$3.7M**	↓ -6.8%	↑ 5.7%
Tourism and Entertainment	**$2.9M**	↑ 26.1%	↑ 6.5%	**$1.4M**	↑ 32.8%	↑ 10.9%	**$1.5M**	↑ 20.4%	↑ 3.0%
Takeaway and Fast Food Outlets	$1.4M	↑ 11.3%	↑ 4.1%	$555K	↑ 22.6%	↑ 14.8%	$797K	↑ 4.5%	↑ 2.2%
Restaurants	$438K	↑ 43.8%	↑ 12.6%	$195K	↑ 59.7%	↑ 20.7%	$243K	↑ 33.1%	↑ 10.1%
Cafes	$338K	↑ 93.5%	↑ 5.2%	$160K	↑ 98.4%	↑ 10.0%	$178K	↑ 89.3%	↑ 0.8%
Attractions, Events and Recreation	$274K	↑ 40.7%	↑ 12.1%	$163K	↑ 42.2%	↑ 8.6%	$112K	↑ 38.6%	↑ 9.2%
Private Transport	**$2.6M**	↓ -2.3%	↑ 2.4%	**$1.2M**	↑ 15.3%	↑ 9.6%	**$1.4M**	↓ -13.4%	↓ -3.4%
Accommodation - Instore	**$1.5M**	↑ 26.4%	↑ 6.9%	**$1.3M**	↑ 26.0%	↑ 7.5%	**$193K**	↑ 29.1%	↑ 7.0%

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

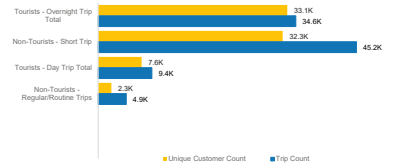
Trip Type, customer segments and source markets

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

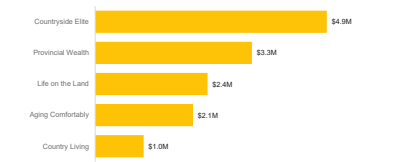
Trip Type by spend



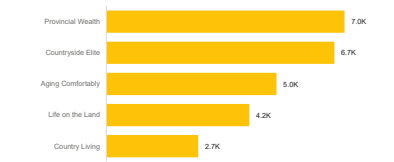
Trip Type by unique customer count and trip count



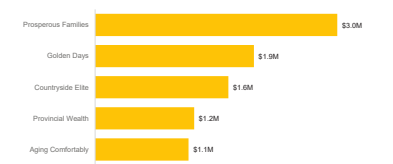
Top 5 customer segments by residents spend



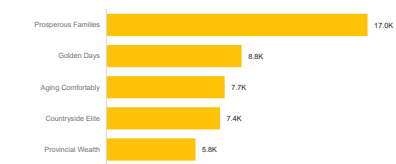
Top 5 customer segments by unique residents count



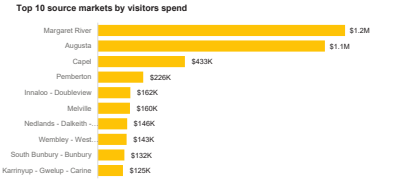
Top 5 customer segments by visitors spend



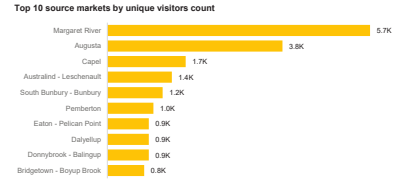
Top 5 customer segments by unique visitors count



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

Month	Region Type	Spend location
October 2025	Sub-region	Dunsborough

Overview

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

Total spend
$23.9M
↑ 5.2% .vs last year
↑ 5.4% Regional WA

Total customers
87K
↑ 8.3% .vs last year

Visitor spend
$13.6M
57% of total spend within Dunsborough during October 2025 are from Visitors

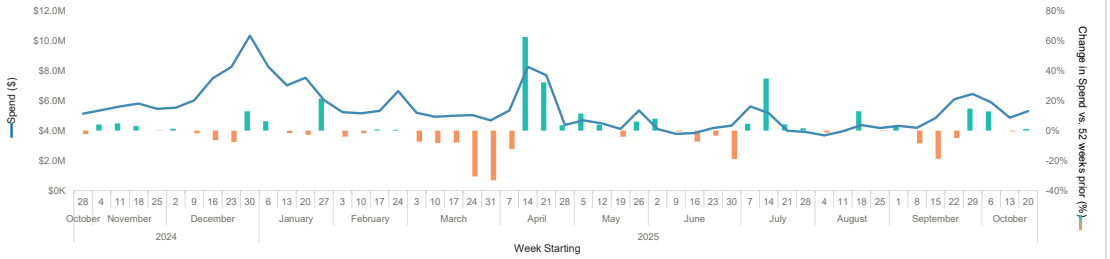
Total visitors
70K
81% of total customers within Dunsborough during October 2025 are from Visitors

All insights are based on CommBank iQ's nationally representative retail customer transaction data for October 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?

Category: Total (All)



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 October 2025 versus the past year and Regional WA for the Dunsborough location?

Data representing: Spend

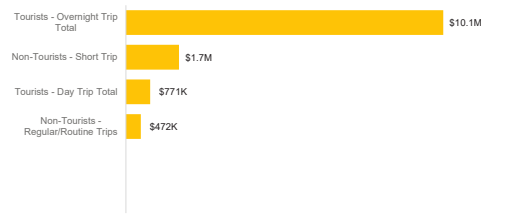
Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	**$23.9M**	**↑ 5.2%**	**↑ 5.4%**	**$13.6M**	**↑ 8.9%**	**↑ 8.8%**	**$10.3M**	**↑ 0.9%**	**↑ 3.7%**
Food Retailing	**$8.1M**	**↑ 7.1%**	**↑ 4.9%**	**$3.3M**	**↑ 19.3%**	**↑ 9.4%**	**$4.9M**	**↑ 0.3%**	**↑ 2.9%**
Tourism and Entertainment	**$8.0M**	**↓ -0.3%**	**↑ 6.5%**	**$6.1M**	**↓ -0.4%**	**↑ 10.9%**	**$1.9M**	**↓ -0.2%**	**↑ 3.0%**
Restaurants	$3.0M	↑ 2.0%	↑ 12.6%	$2.3M	↑ 4.1%	↑ 20.7%	$667K	↓ -4.8%	↑ 10.1%
Breweries and Wineries	$1.6M	↓ -10.7%	↓ -6.5%	$1.4M	↓ -7.8%	↓ -5.7%	$183K	↓ -28.2%	↓ -10.1%
Cafes	$1.4M	↑ 11.2%	↑ 5.2%	$997K	↑ 11.2%	↑ 10.0%	$450K	↑ 11.2%	↑ 0.8%
Pubs, Taverns and Bars	$1.3M	↑ 7.0%	↑ 4.1%	$851K	↑ 7.7%	↑ 6.5%	$430K	↑ 5.6%	↑ 0.2%
Takeaway and Fast Food Outlets	$426K	↑ 22.2%	↑ 4.1%	$263K	↑ 22.5%	↑ 14.8%	$163K	↑ 21.7%	↑ 2.2%
Attractions, Events and Recreation	$292K	↓ -40.3%	↑ 12.1%	$260K	↓ -43.7%	↑ 8.6%	$32K	↑ 17.3%	↑ 9.2%
Discretionary Retail	**$3.1M**	**↑ 5.0%**	**↑ 6.6%**	**$1.6M**	**↑ 16.5%**	**↑ 9.9%**	**$1.5M**	**↓ -4.8%**	**↑ 5.7%**
Other Discretionary Retail	$2.0M	↑ 2.1%	↑ 7.0%	$759K	↑ 2.6%	↑ 9.4%	$1.3M	↑ 1.8%	↑ 6.3%
Department Stores, Clothing & Accessories	$1.1M	↑ 11.2%	↑ 5.4%	$826K	↑ 32.9%	↑ 11.2%	$227K	↓ -30.3%	↑ 3.2%
Accommodation - Instore	**$1.5M**	**↑ 1.5%**	**↑ 6.9%**	**$1.4M**	**↑ 2.7%**	**↑ 7.5%**	**$99K**	**↓ -13.3%**	**↑ 7.0%**
Private Transport	**$1.4M**	**↑ 10.3%**	**↑ 2.4%**	**$513K**	**↑ 24.7%**	**↑ 9.6%**	**$891K**	**↑ 3.5%**	**↓ -3.4%**

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

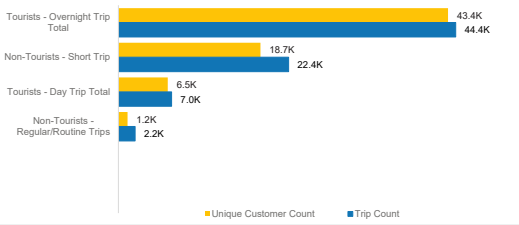
Trip Type, customer segments and source markets

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

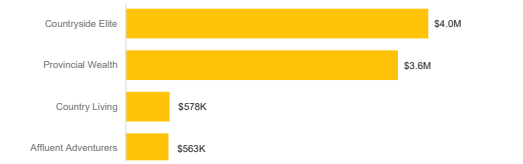
Trip Type by spend



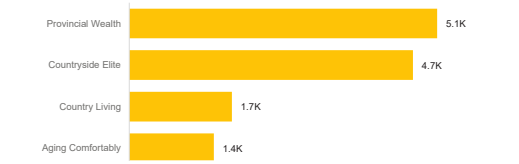
Trip Type by unique customer count and trip count

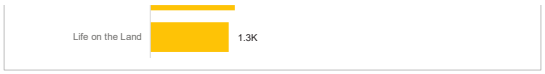


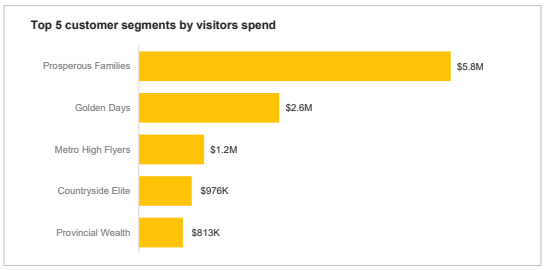
Top 5 customer segments by residents spend

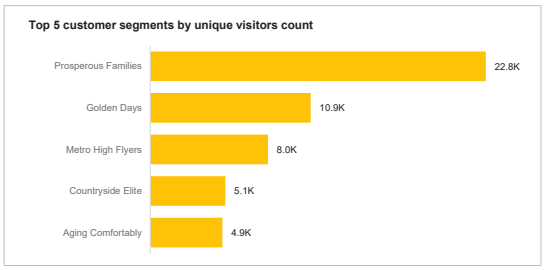


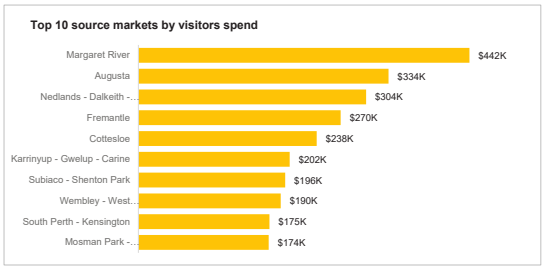
Top 5 customer segments by unique residents count

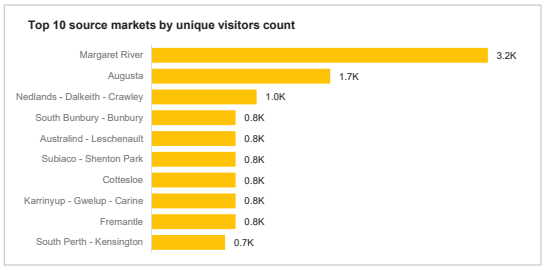












See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

City of Busselton

Month	Region Type	Spend location
October 2025	Sub-region	Busselton

Overview

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

Total spend
$44.5M
↑ 9.2% .vs last year
↑ 5.4% Regional WA

Total customers
117K
↑ 13.4% .vs last year

Visitor spend
$15.6M
35% of total spend within Busselton during October 2025 are from Visitors

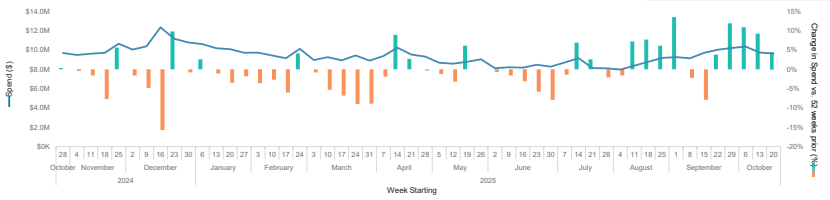
Total visitors
84K
72% of total customers within Busselton during October 2025 are from Visitors

All insights are based on CommBank iQ's nationally representative retail customer transaction data for October 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?

Category: Total (All)



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 October 2025 versus the past year and Regional WA for the Busselton location?

Data representing: Spend

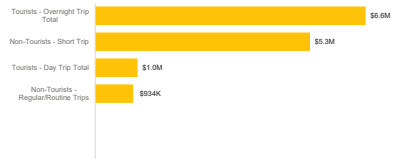
Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	**$44.5M**	↑ 9.2%	↑ 5.4%	**$15.6M**	↑ 19.0%	↑ 8.8%	**$28.9M**	↑ 4.6%	↑ 3.7%
Discretionary Retail	**$13.6M**	↑ 10.3%	↑ 6.6%	**$4.4M**	↑ 15.2%	↑ 9.9%	**$9.2M**	↑ 8.1%	↑ 5.7%
Other Discretionary Retail	$11.2M	↑ 13.4%	↑ 7.0%	$3.5M	↑ 19.2%	↑ 9.4%	$7.8M	↑ 11.1%	↑ 6.3%
Department Stores, Clothing & Accessories	$2.4M	↓ -2.4%	↑ 5.4%	$981K	↑ 3.0%	↑ 11.2%	$1.4M	↓ -5.8%	↑ 3.2%
Food Retailing	**$11.8M**	↓ -2.7%	↑ 4.9%	**$2.8M**	↑ 5.5%	↑ 9.4%	**$9.0M**	↓ -4.9%	↑ 2.9%
Supermarkets	$9.1M	↓ -1.0%	↑ 2.0%	$1.8M	↑ 10.2%	↑ 5.9%	$7.3M	↓ -3.4%	↑ 0.7%
Groceries and Other Food Retailing	$2.7M	↓ -8.1%	↑ 14.0%	$942K	↓ -2.5%	↑ 17.1%	$1.7M	↓ -11.0%	↑ 13.4%
Tourism and Entertainment	**$7.1M**	↑ 15.8%	↑ 6.5%	**$4.1M**	↑ 20.6%	↑ 10.9%	**$3.0M**	↑ 9.9%	↑ 3.0%
Restaurants	$1.9M	↑ 51.4%	↑ 12.6%	$1.1M	↑ 72.9%	↑ 20.7%	$790K	↑ 28.5%	↑ 10.1%
Pubs, Taverns and Bars	$1.4M	↑ 11.6%	↑ 4.1%	$647K	↑ 16.7%	↑ 6.5%	$800K	↑ 7.8%	↑ 0.2%
Cafes	$1.2M	↑ 4.3%	↑ 5.2%	$700K	↑ 11.3%	↑ 10.0%	$547K	↓ -3.4%	↑ 0.8%
Takeaway and Fast Food Outlets	$1.0M	↑ 45.6%	↑ 4.1%	$423K	↑ 61.4%	↑ 14.8%	$605K	↑ 36.2%	↑ 2.2%
Private Transport	**$4.0M**	↑ 23.9%	↑ 2.4%	**$1.6M**	↑ 32.4%	↑ 9.6%	**$2.5M**	↑ 19.1%	↓ -3.4%
Accommodation - Instore	**$306K**	↑ 100.7%	↑ 6.9%	**$223K**	↑ 148.4%	↑ 7.5%	**$83K**	↑ 32.2%	↑ 7.0%

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

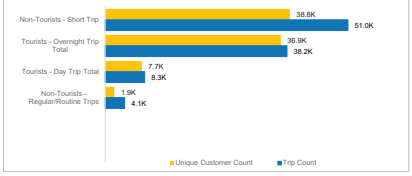
Trip Type, customer segments and source markets

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

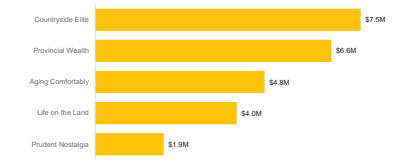
Trip Type by spend



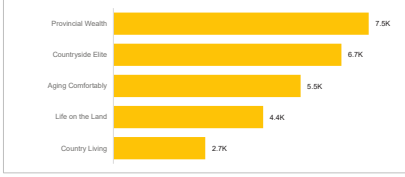
Trip Type by unique customer count and trip count



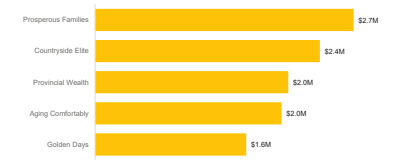
Top 5 customer segments by residents spend



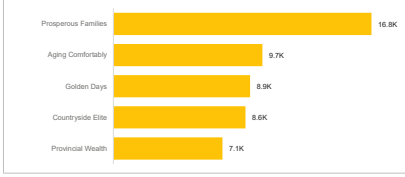
Top 5 customer segments by unique residents count



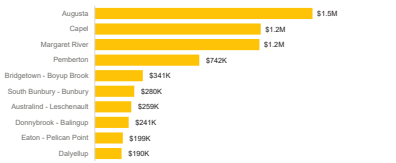
Top 5 customer segments by visitors spend



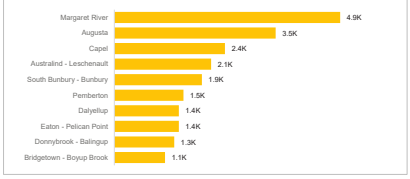
Top 5 customer segments by unique visitors count



Top 10 source markets by visitors spend



Top 10 source markets by unique visitors count



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

City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month	Region Type	Spend location
October 2025	LGA	City of Busselton

Overview

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

Total spend
$103.2M
↑ 12.0% .vs last year
↑ 5.4% Regional WA

Total customers
186K
↑ 14.1% .vs last year

Visitor spend
$47.8M
46% of total spend within City of Busselton during October 2025 are from Visitors

Total visitors
151K
81% of total customers within City of Busselton during October 2025 are from Visitors

All insights are based on CommBank iQ's nationally representative retail customer transaction data for October 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?

Category: Total (All)

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 October 2025 versus the past year and Regional WA for the City of Busselton location?

Data representing: Spend

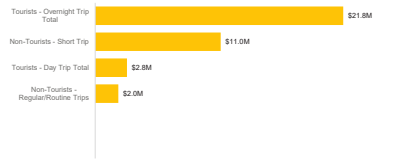
Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	**$103.2M**	↑ 12.0%	↑ 5.4%	**$47.8M**	↑ 18.4%	↑ 8.8%	**$55.4M**	↑ 7.0%	↑ 3.7%
Food Retailing	**$32.1M**	↑ 17.4%	↑ 4.9%	**$10.1M**	↑ 41.7%	↑ 9.4%	**$22.0M**	↑ 8.9%	↑ 2.9%
Supermarkets	$20.4M	↑ 1.6%	↑ 2.0%	$4.7M	↑ 14.6%	↑ 5.9%	$15.7M	↓ -1.7%	↑ 0.7%
Groceries and Other Food Retailing	$11.7M	↑ 61.2%	↑ 14.0%	$5.3M	↑ 79.1%	↑ 17.1%	$6.3M	↑ 48.8%	↑ 13.4%
Discretionary Retail	**$22.5M**	↑ 7.2%	↑ 6.6%	**$8.1M**	↑ 16.7%	↑ 9.9%	**$14.4M**	↑ 2.4%	↑ 5.7%
Other Discretionary Retail	$16.5M	↑ 7.9%	↑ 7.0%	$5.3M	↑ 16.8%	↑ 9.4%	$11.2M	↑ 4.2%	↑ 6.3%
Department Stores, Clothing & Accessories	$6.0M	↑ 5.1%	↑ 5.4%	$2.9M	↑ 16.4%	↑ 11.2%	$3.2M	↓ -3.3%	↑ 3.2%
Tourism and Entertainment	**$18.1M**	↑ 9.2%	↑ 6.5%	**$11.6M**	↑ 9.6%	↑ 10.9%	**$6.5M**	↑ 8.4%	↑ 3.0%
Restaurants	$5.3M	↑ 18.8%	↑ 12.6%	$3.6M	↑ 21.4%	↑ 20.7%	$1.7M	↑ 13.5%	↑ 10.1%
Pubs, Taverns and Bars	$3.1M	↑ 11.4%	↑ 4.1%	$1.7M	↑ 12.6%	↑ 6.5%	$1.4M	↑ 9.9%	↑ 0.2%
Cafes	$3.0M	↑ 13.5%	↑ 5.2%	$1.9M	↑ 15.6%	↑ 10.0%	$1.2M	↑ 10.3%	↑ 0.8%
Takeaway and Fast Food Outlets	$2.8M	↑ 23.7%	↑ 4.1%	$1.2M	↑ 33.5%	↑ 14.8%	$1.6M	↑ 16.9%	↑ 2.2%
Breweries and Wineries	$2.2M	↓ -20.2%	↓ -6.5%	$1.9M	↓ -17.9%	↓ -5.7%	$304K	↓ -32.3%	↓ -10.1%
Attractions, Events and Recreation	$1.6M	↑ 2.2%	↑ 12.1%	$1.2M	↑ 4.0%	↑ 8.6%	$379K	↓ -3.1%	↑ 9.2%
Private Transport	**$8.1M**	↑ 11.7%	↑ 2.4%	**$3.3M**	↑ 24.4%	↑ 9.6%	**$4.8M**	↑ 4.5%	↓ -3.4%
Accommodation - Online	**$6.9M**	↑ 8.4%	↑ 27.7%	**$6.7M**	↑ 8.4%	↑ 27.7%	**$206K**	↑ 8.5%	
Accommodation - Instore	**$3.3M**	↑ 17.6%	↑ 6.9%	**$2.9M**	↑ 17.9%	↑ 7.5%	**$375K**	↑ 14.9%	↑ 7.0%

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

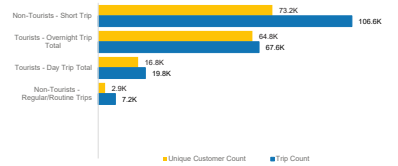
Trip Type, customer segments and source markets

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

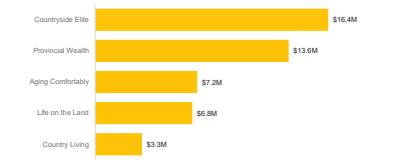
Trip Type by spend



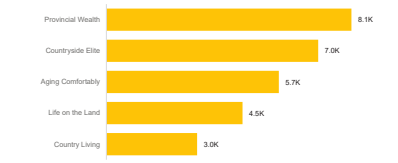
Trip Type by unique customer count and trip count



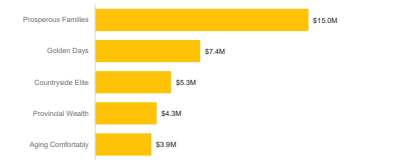
Top 5 customer segments by residents spend



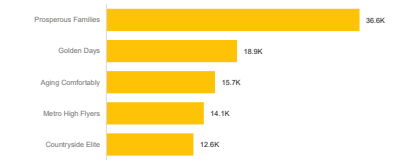
Top 5 customer segments by unique residents count



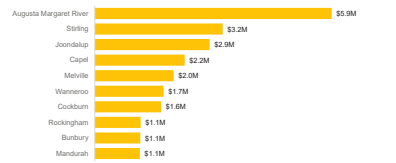
Top 5 customer segments by visitors spend



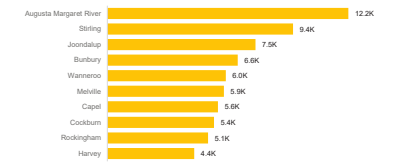
Top 5 customer segments by unique visitors count



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

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