



City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Filter

Region Type

Resident location

October 2025

Resident location

LGA

City of Busselton

Overview

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

Total spend

\$141.6M

↑ 10.6% .vs last year
↑ 8.0% .vs Regional WA

Top category

Other Discretionary Retail

\$20.1M of spend for City of Busselton residents is
within this category during October 2025

Top lifestage

Retiree

30% of City of Busselton residents are within this
lifestage

Proportion of spend into the LGA

39.0%

of spend for City of 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 City of 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	\$141.6M	↑ 10.6%	↑ 8.0%	\$1.61B	↑ 5.8%		
Discretionary Retail	\$31.6M	↑ 7.5%	↑ 7.8%	\$350.1M	↑ 3.7%	1.00x	99.4%
Other Discretionary Retail	\$20.1M	↑ 7.1%	↑ 8.5%	\$219.8M	↑ 1.7%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$8.7M	↑ 8.2%	↑ 6.4%	\$98.7M	↑ 6.2%	0.99x	97.0%
Buy Now Pay Later	\$2.4M	↑ 5.8%	↑ 7.8%	\$26.7M	↑ 12.4%	0.71x	17.6%
Print Media and Books	\$326K	↑ 15.3%	↑ 11.7%	\$3.6M	↑ 0.4%	1.02x	39.5%
Children and Baby Stores	\$158K	↑ 40.1%	↑ 6.7%	\$1.2M	↑ 15.4%	0.60x	9.0%
Food Retailing	\$27.8M	↑ 7.6%	↑ 4.9%	\$322.8M	↑ 6.0%	1.00x	99.2%
Supermarkets	\$19.1M	↑ 0.3%	↑ 2.6%	\$224.0M	↑ 0.4%	1.00x	98.8%
Groceries and Other Food Retailing	\$8.6M	↑ 28.4%	↑ 12.8%	\$98.8M	↑ 21.6%	1.00x	97.6%
Household	\$27.3M	↑ 8.0%	↑ 8.9%	\$305.9M	↑ 6.1%	1.00x	99.0%
Insurance	\$9.5M	↑ 9.0%	↑ 7.3%	\$105.7M	↑ 9.6%	0.99x	64.5%
Telecommunication Services	\$4.1M	↑ 9.8%	↑ 7.1%	\$45.0M	↑ 8.4%	0.99x	78.7%
Electricity, Gas and Water Supply	\$3.7M	↑ 11.4%	↑ 11.6%	\$46.3M	↑ 5.9%	1.01x	50.4%
Personal Services	\$2.6M	↑ 11.1%	↑ 10.6%	\$27.6M	↑ 8.8%	1.00x	79.9%
Motor Vehicle Services	\$2.5M	↑ 16.4%	↑ 13.6%	\$25.7M	↑ 10.3%	1.11x	62.9%
Pet Care	\$1.7M	↓ -1.7%	↑ 6.7%	\$18.9M	↓ -2.7%	1.20x	44.4%
Public Services	\$940K	↓ -22.2%	↓ -0.3%	\$10.8M	↓ -29.5%	1.04x	56.6%
Fitness	\$811K	↑ 20.7%	↑ 17.4%	\$8.7M	↑ 25.9%	0.71x	42.2%
School Education	\$754K	↑ 3.9%	↑ 24.1%	\$9.0M	↑ 13.0%	0.64x	21.4%
Charities	\$346K	↑ 26.3%	↑ 3.9%	\$2.9M	↑ 0.6%	1.06x	33.0%
Childcare Services	\$272K	↓ -2.2%	↑ 2.6%	\$3.7M	↓ -0.9%	0.60x	3.9%
Computer Services	\$109K	↓ -33.7%	↓ -7.6%	\$1.6M	↓ -10.3%	0.78x	8.3%
Tourism and Entertainment	\$17.0M	↑ 11.1%	↑ 12.8%	\$187.3M	↑ 7.6%	1.00x	98.8%
Restaurants	\$3.9M	↑ 18.3%	↑ 15.9%	\$43.3M	↑ 16.6%	0.99x	93.1%

Takeaway and Fast Food Outlets	\$3.0M	↑ 15.4%	↑ 8.2%	\$32.7M	↑ 3.6%	0.98x	93.5%
Pubs, Taverns and Bars	\$2.5M	↑ 12.0%	↑ 4.1%	\$28.1M	↑ 3.5%	1.04x	82.1%
Attractions, Events and Recreation	\$2.2M	↓ -4.0%	↑ 15.8%	\$23.6M	↑ 6.9%	0.95x	74.5%
Cafes	\$2.0M	↑ 9.3%	↑ 2.1%	\$22.3M	↑ 3.6%	1.01x	88.5%
Online Entertainment	\$1.9M	↑ 12.9%	↑ 26.2%	\$20.9M	↑ 11.6%	0.98x	68.8%
Food Delivery Services	\$923K	↑ 36.2%	↑ 43.3%	\$9.3M	↑ 19.9%	0.67x	28.0%
Breweries and Wineries	\$534K	↓ -18.0%	↓ -1.5%	\$7.1M	↓ -13.1%	2.79x	48.3%
Private Transport	\$8.9M	↓ -8.6%	↓ -11.8%	\$125.3M	↑ 2.1%	0.99x	96.5%
Accommodation	\$3.4M	↑ 16.1%	↑ 9.9%	\$40.1M	↑ 8.1%	1.10x	65.3%

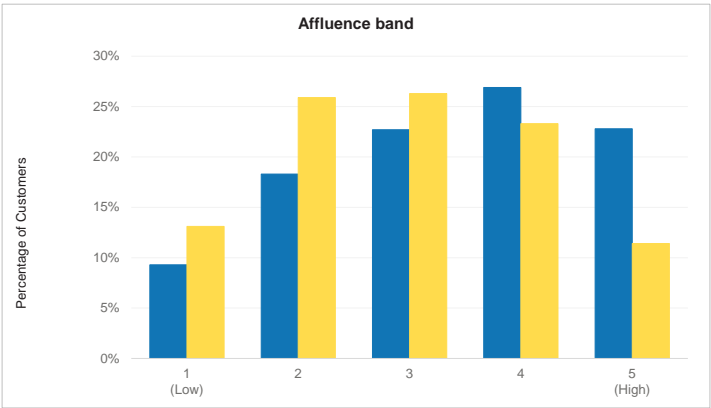
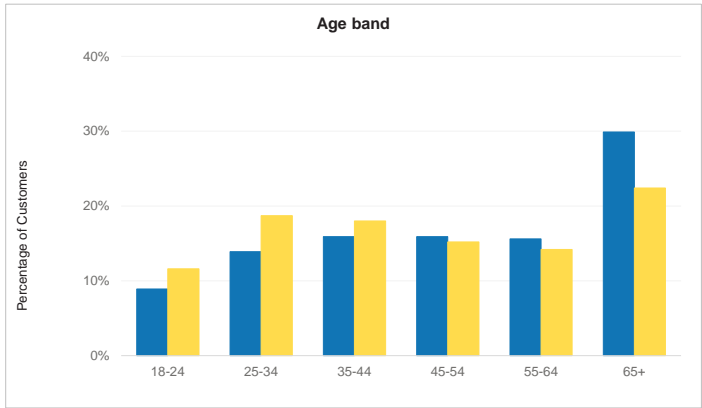
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category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

Demographic profiles

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

■ City of Busselton

■ Australian Average Population



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

Brand preference

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

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Rockmans	3.60x	4.2%
Ghanda Clothing	2.51x	13.2%
Gazman	2.11x	4.5%
Angus And Coote	2.09x	4.2%
Just Jeans	2.02x	11.9%

Top 5 General Retail		
Brand	Affinity	Penetration
Red Dot	11.09x	44.7%
Perth Duty Free	7.68x	8.0%
Kmart	1.07x	83.8%
Temu	1.04x	24.0%
The Reject Shop	0.99x	36.9%

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	68.0%
Liquor Stax	21.18x	35.8%
Liquor Barons	7.07x	11.3%
The Good Grocer	3.74x	8.1%
The Spud Shed	2.36x	12.4%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
House	2.72x	21.1%
The Good Guys	2.16x	27.8%
Beacon Lighting	2.11x	5.1%
Harvey Norman	1.99x	4.6%
Adairs	1.86x	11.0%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	10.44x	21.9%
Dome Cafe	9.41x	36.9%
Royal Automobile Club Of Austr	8.96x	11.5%
Sushi Sushi	2.74x	28.1%
Miss Maud	2.68x	5.3%

Top 5 Personal Services		
Brand	Affinity	Penetration
Price Attack	3.72x	7.3%
Priceline	3.64x	26.5%
Adore Beauty	0.72x	1.5%
The Body Shop	0.69x	2.8%
Mecca	0.56x	8.4%

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



City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	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?

<p>Total spend</p> <p>\$35.6M</p> <p>↑ 14.6% .vs last year ↑ 8.0% .vs Regional WA</p>	<p>Top category</p> <p>Other Discretionary Retail</p> <p>\$5.2M of spend for Busselton residents is within this category during October 2025</p>	<p>Top lifestage</p> <p>Retiree</p> <p>28.2% of Busselton residents are within this lifestage</p>	<p>Proportion of spend into the LGA</p> <p>37.9%</p> <p>of spend for Busselton residents during October 2025</p>
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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%

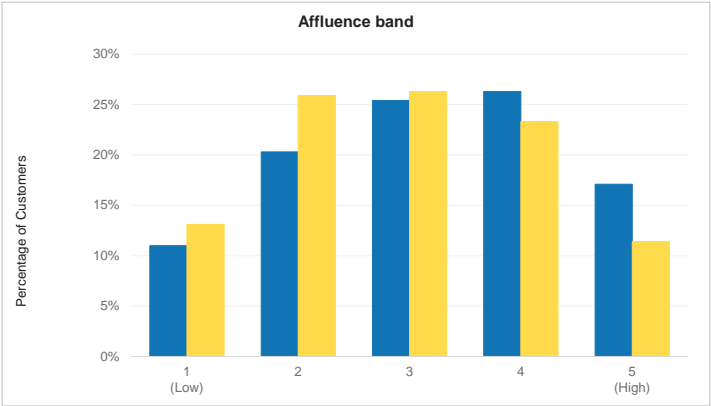
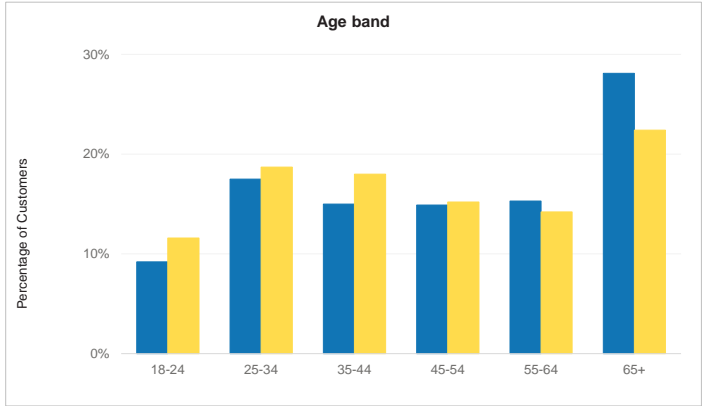
Takeaway and Fast Food Outlets	\$871K	↑ 25.5%	↑ 8.2%	\$9.3M	↑ 9.5%	0.98x	93.9%
Pubs, Taverns and Bars	\$703K	↑ 19.7%	↑ 4.1%	\$7.8M	↑ 6.1%	1.02x	80.5%
Online Entertainment	\$519K	↑ 26.0%	↑ 26.2%	\$5.5M	↑ 16.2%	0.98x	68.5%
Attractions, Events and Recreation	\$514K	↓ -0.8%	↑ 15.8%	\$5.7M	↑ 7.0%	0.92x	71.8%
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%
Ghanda Clothing	2.03x	10.7%
Just Jeans	1.92x	11.3%
Best And Less	1.48x	30.7%

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 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 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 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	8.96x	18.8%
Dome Cafe	8.88x	34.8%
Royal Automobile Club Of Austr	8.57x	11.0%
Bakehouse	3.01x	7.5%
Miss Maud	2.76x	5.5%

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
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?

<p>Total spend</p> <p>\$44.1M</p> <p>↑ 9.5% .vs last year ↑ 8.0% .vs Regional WA</p>	<p>Top category</p> <p>Other Discretionary Retail</p> <p>\$6M of spend for Dunsborough residents is within this category during October 2025</p>	<p>Top lifestyle</p> <p>Retiree</p> <p>27.7% of Dunsborough residents are within this lifestyle</p>	<p>Proportion of spend into the LGA</p> <p>35.4%</p> <p>of spend for Dunsborough residents during October 2025</p>
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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%	0.96x	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	\$2.8M	↓ -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%

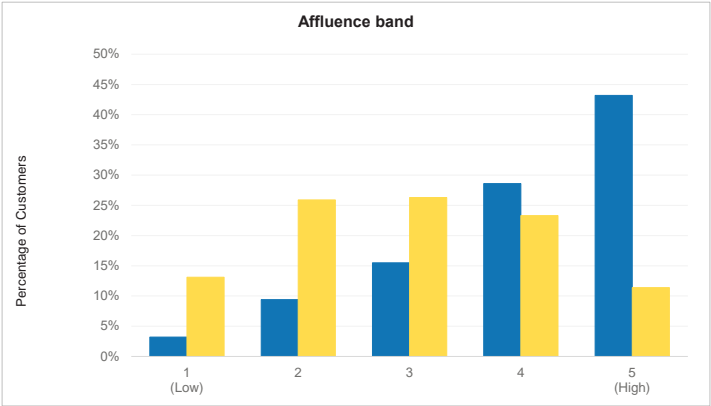
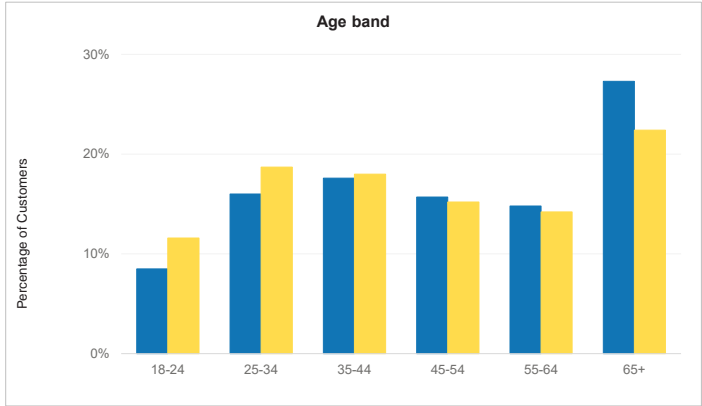
Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australian's shopping with the category. Spend and Penetration is based on the aggregated spend and the proportion of the customer group shopping within the category (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 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 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 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 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	9.33x	19.6%
Dome Cafe	8.31x	32.5%
Royal Automobile Club Of Austr	7.61x	9.8%
Miss Maud	3.23x	6.4%
Sushi Sushi	2.36x	24.1%

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

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?

<p>Total spend</p> <p>\$54.2M</p> <p>↑ 8.1% .vs last year ↑ 8.0% .vs Regional WA</p>	<p>Top category</p> <p>Supermarkets</p> <p>\$7.8M of spend for West Busselton residents is within this category during October 2025</p>	<p>Top lifestage</p> <p>Retiree</p> <p>32.7% of West Busselton residents are within this lifestage</p>	<p>Proportion of spend into the LGA</p> <p>42.2%</p> <p>of spend for West Busselton residents during October 2025</p>
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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%
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%

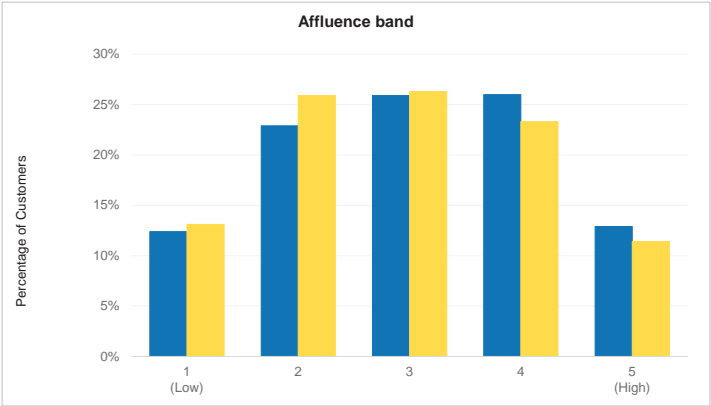
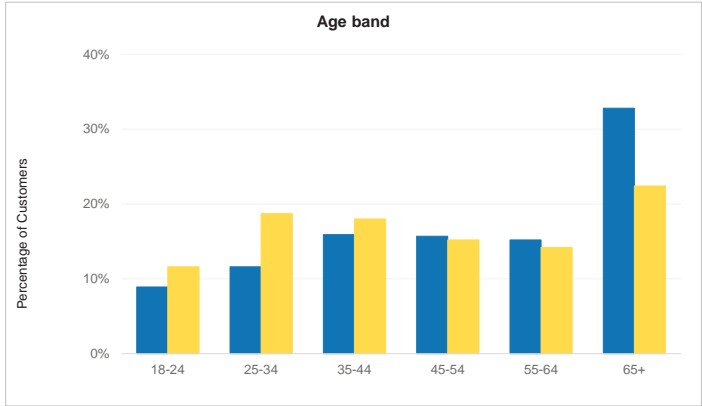
Takeaway and Fast Food Outlets	\$1.3M	↑ 9.7%	↑ 8.2%	\$14.4M	↑ 1.3%	0.98x	93.4%
Attractions, Events and Recreation	\$978K	↑ 5.8%	↑ 15.8%	\$9.2M	↑ 10.8%	0.97x	75.7%
Pubs, Taverns and Bars	\$930K	↑ 1.3%	↑ 4.1%	\$10.7M	↑ 4.4%	1.03x	81.5%
Online Entertainment	\$797K	↑ 3.9%	↑ 26.2%	\$9.0M	↑ 15.1%	0.97x	68.0%
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 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 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 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 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	12.51x	26.2%
Dome Cafe	10.49x	41.1%
Royal Automobile Club Of Austr	10.35x	13.3%
Sushi Sushi	3.10x	31.7%
Red Rooster	2.56x	43.1%

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	Region Type	Spend location		
October 2025	LGA	City of Busselton		

Overview

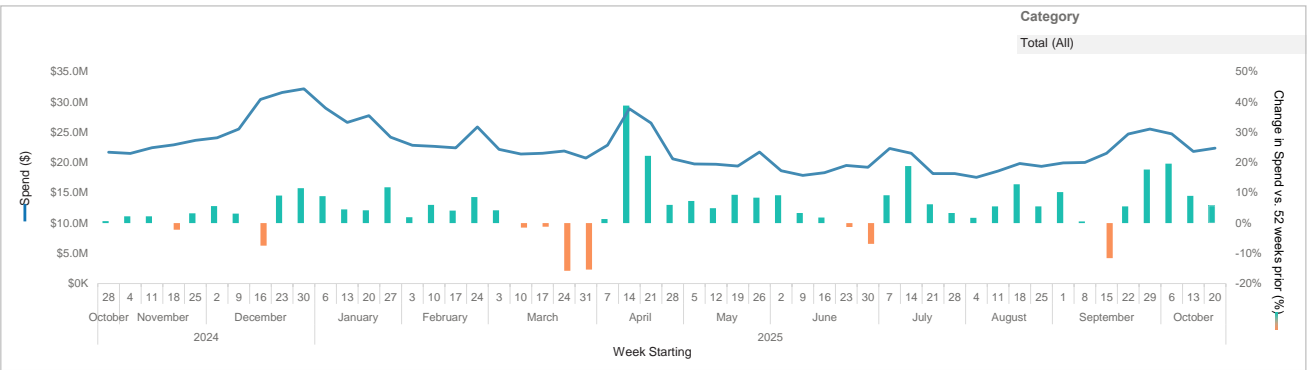
What are some of the key insights for the City of Busselton location for October 2025?

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
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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?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

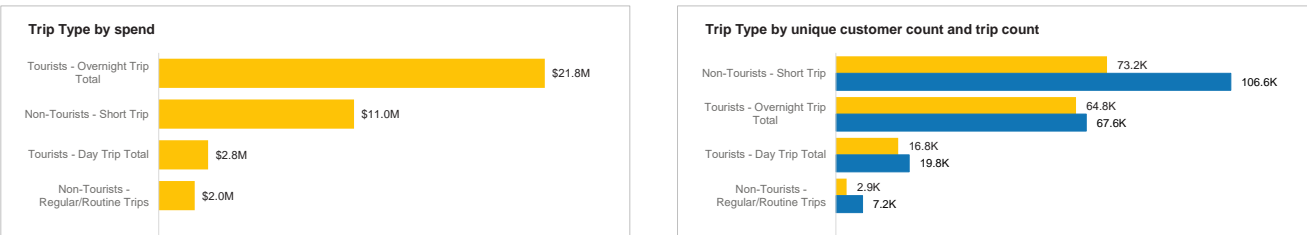
What are the key changes to category spend and visits in October 2025 versus the past year and Regional WA for the City of Busselton location?

								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

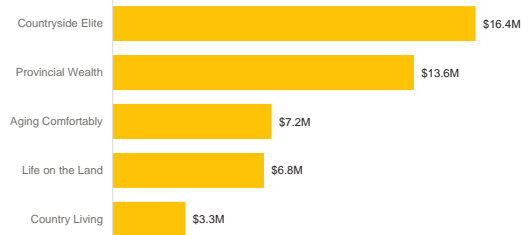
Trip Type, customer segments and source markets

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

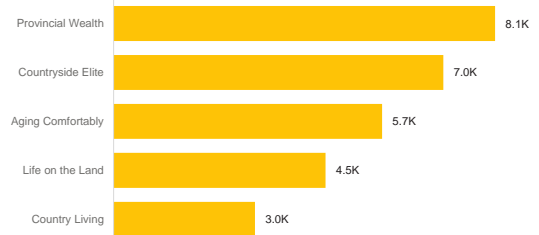


■ Unique Customer Count ■ Trip Count

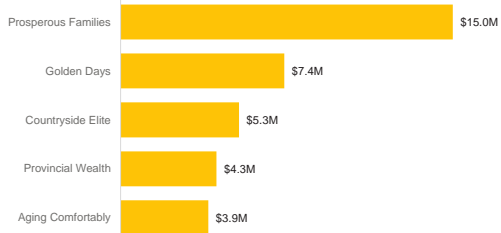
Top 5 customer segments by residents spend



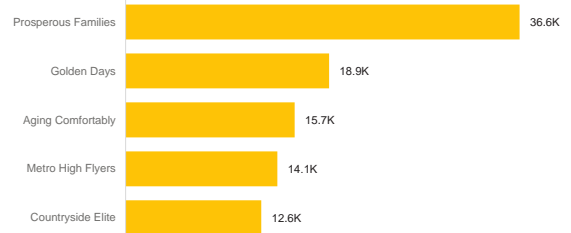
Top 5 customer segments by unique residents count



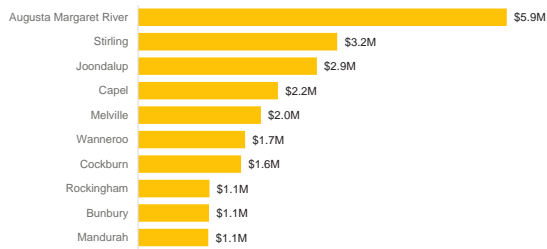
Top 5 customer segments by visitors spend



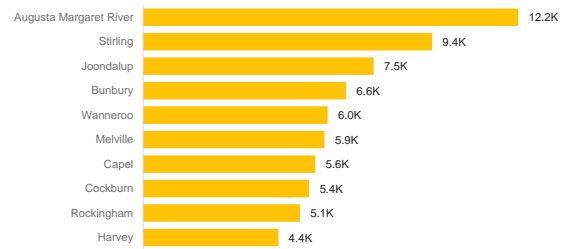
Top 5 customer segments by unique visitors count



Top 10 source markets by visitors spend



Top 10 source markets by unique visitors count

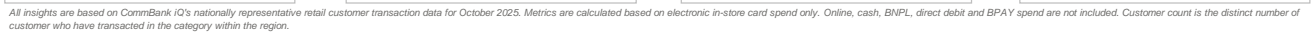


See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

Leakage

Spend location
City of Busselton

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



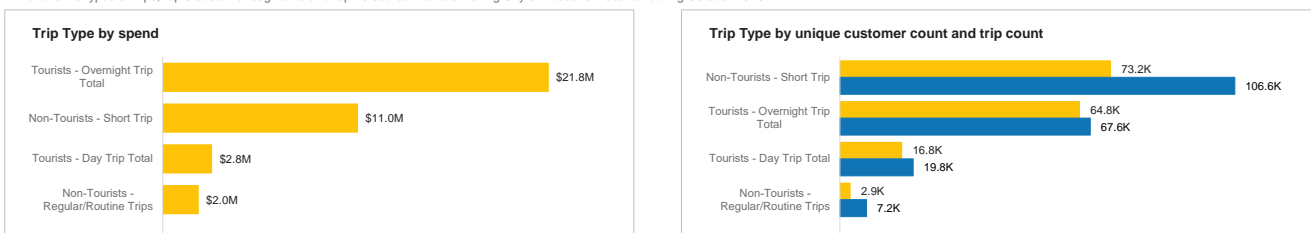
How much spend is going to businesses in the City of Busselton location over time?



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?

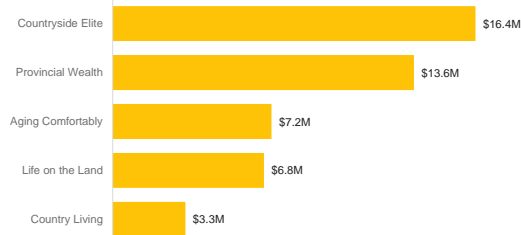
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.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

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

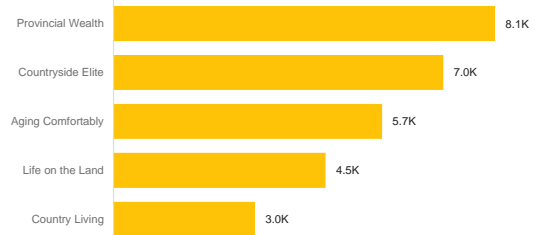


■ Unique Customer Count ■ Trip Count

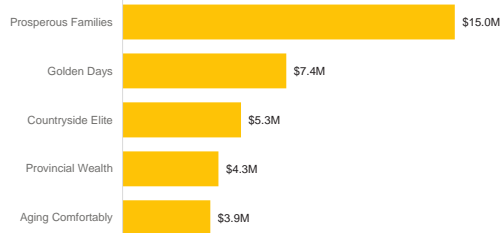
Top 5 customer segments by residents spend



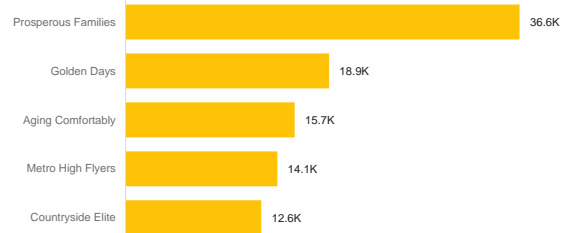
Top 5 customer segments by unique residents count



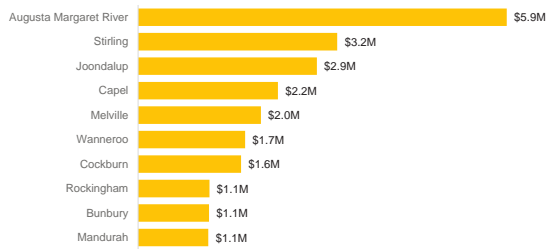
Top 5 customer segments by visitors spend



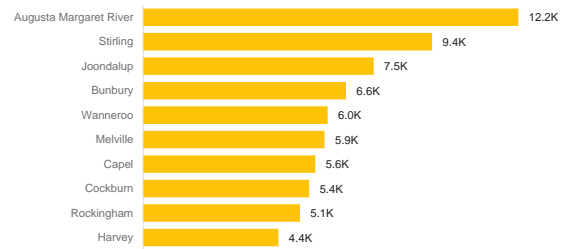
Top 5 customer segments by unique visitors count



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	Sub-region	Busselton		

Overview

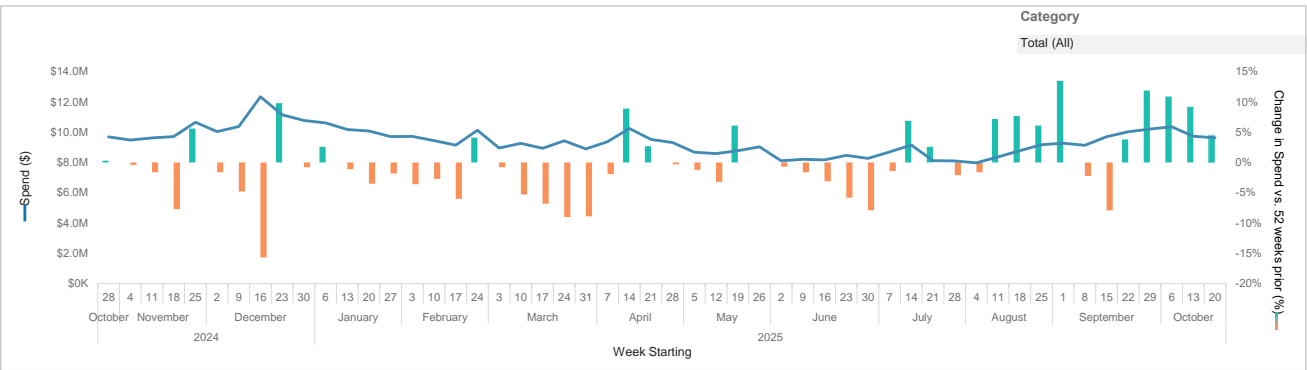
What are some of the key insights for the Busselton location for October 2025?

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
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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?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

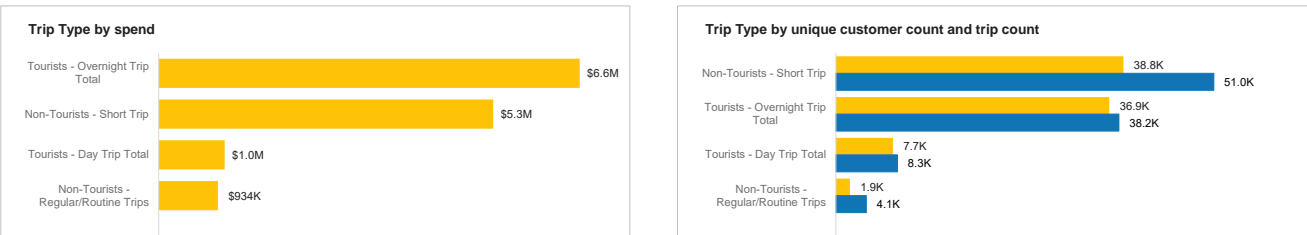
What are the key changes to category spend and visits in October 2025 versus the past year and Regional WA for the Busselton location?

								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

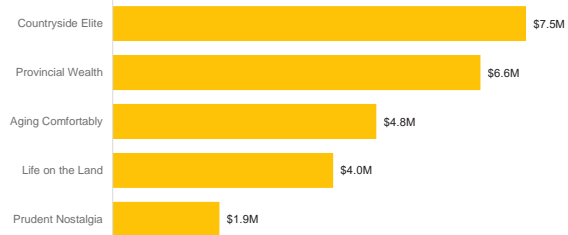
Trip Type, customer segments and source markets

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

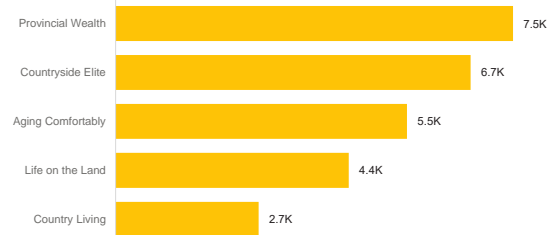


■ Unique Customer Count ■ Trip Count

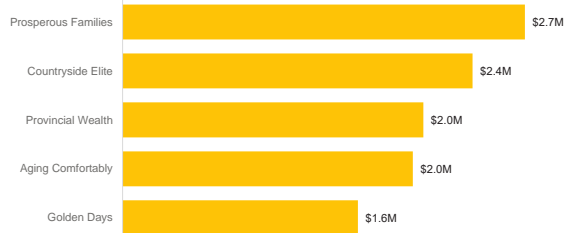
Top 5 customer segments by residents spend



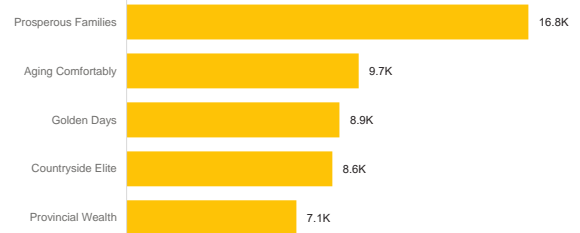
Top 5 customer segments by unique residents count



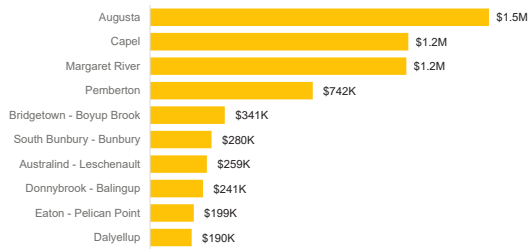
Top 5 customer segments by visitors spend



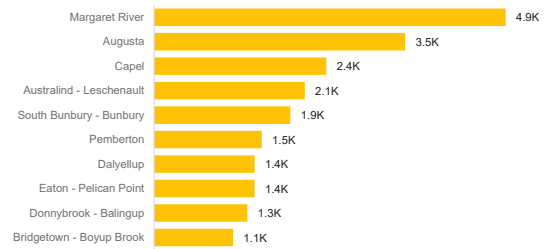
Top 5 customer segments by unique visitors count



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	Sub-region	Busselton		

Overview

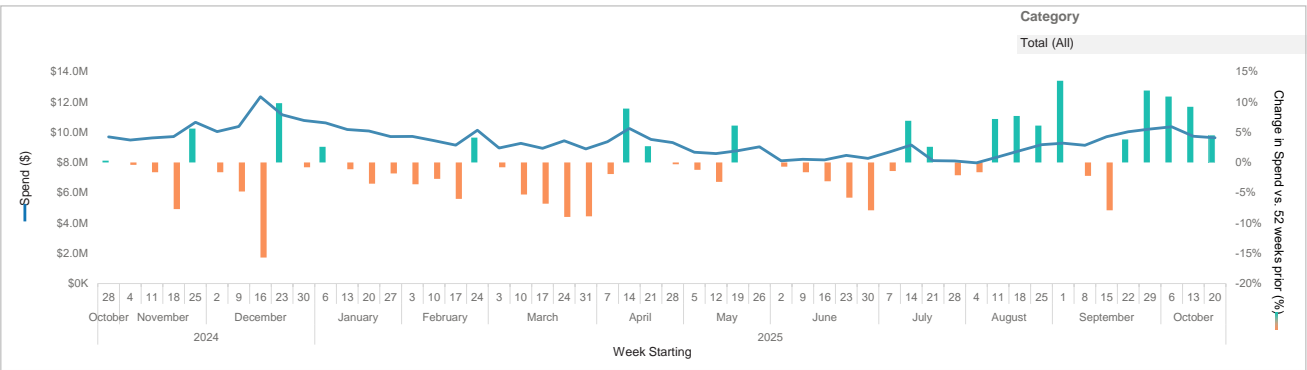
What are some of the key insights for the Busselton location for October 2025?

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
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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?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

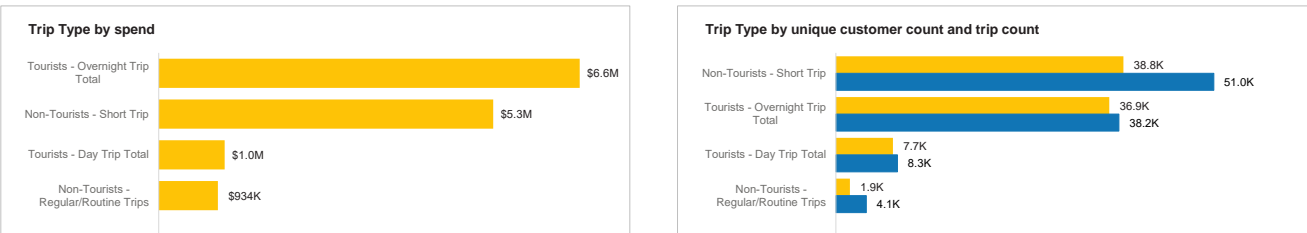
What are the key changes to category spend and visits in October 2025 versus the past year and Regional WA for the Busselton location?

								Data representing	
								Customer count	
Category	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	117.1K	↑ 13.4%		83.8K	↑ 18.2%		33.3K	↑ 3.0%	
Tourism and Entertainment	73.8K	↑ 13.0%		52.0K	↑ 17.6%		21.8K	↑ 3.3%	
Restaurants	30.9K	↑ 44.1%		19.6K	↑ 59.9%		11.3K	↑ 23.2%	
Takeaway and Fast Food Outlets	25.0K	↑ 31.2%		13.7K	↑ 46.8%		11.3K	↑ 16.2%	
Cafes	23.3K	↑ 3.1%		13.8K	↑ 6.7%		9.5K	↓ -1.7%	
Pubs, Taverns and Bars	15.0K	↑ 9.8%		8.1K	↑ 16.5%		6.9K	↑ 2.9%	
Food Retailing	54.4K	↑ 8.8%		29.3K	↑ 18.0%		25.1K	↓ -0.3%	
Supermarkets	43.6K	↑ 7.2%		20.7K	↑ 14.9%		22.9K	↑ 1.0%	
Groceries and Other Food Retailing	29.0K	↑ 4.6%		14.6K	↑ 18.8%		14.4K	↓ -6.6%	
Discretionary Retail	53.6K	↑ 9.2%		26.3K	↑ 17.8%		27.2K	↑ 2.1%	
Other Discretionary Retail	46.8K	↑ 9.2%		21.2K	↑ 19.2%		25.7K	↑ 2.2%	
Department Stores, Clothing & Accessories	19.9K	↑ 5.5%		9.0K	↑ 14.6%		10.9K	↓ -1.0%	
Private Transport	34.7K	↑ 15.8%		18.3K	↑ 19.7%		16.4K	↑ 11.7%	
Accommodation - Instore	1.3K	↑ 88.5%		0.8K	↑ 88.9%		0.4K	↑ 87.6%	

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

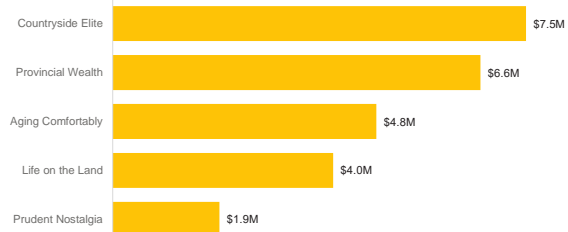
Trip Type, customer segments and source markets

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

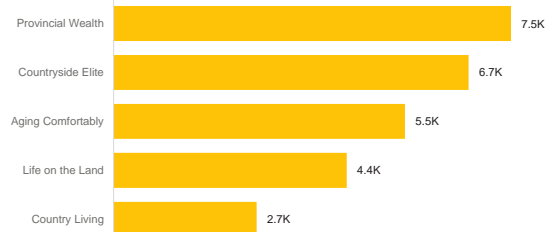


■ Unique Customer Count ■ Trip Count

Top 5 customer segments by residents spend



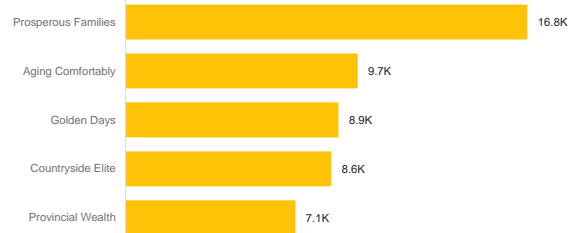
Top 5 customer segments by unique residents count



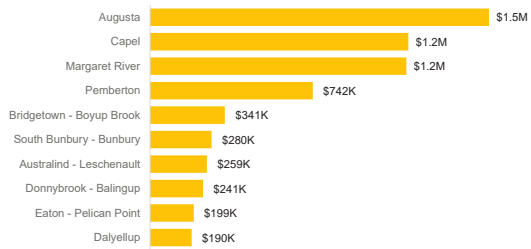
Top 5 customer segments by visitors spend



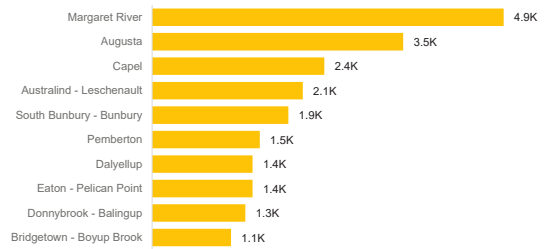
Top 5 customer segments by unique visitors count



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	Sub-region	Dunsborough		

Overview

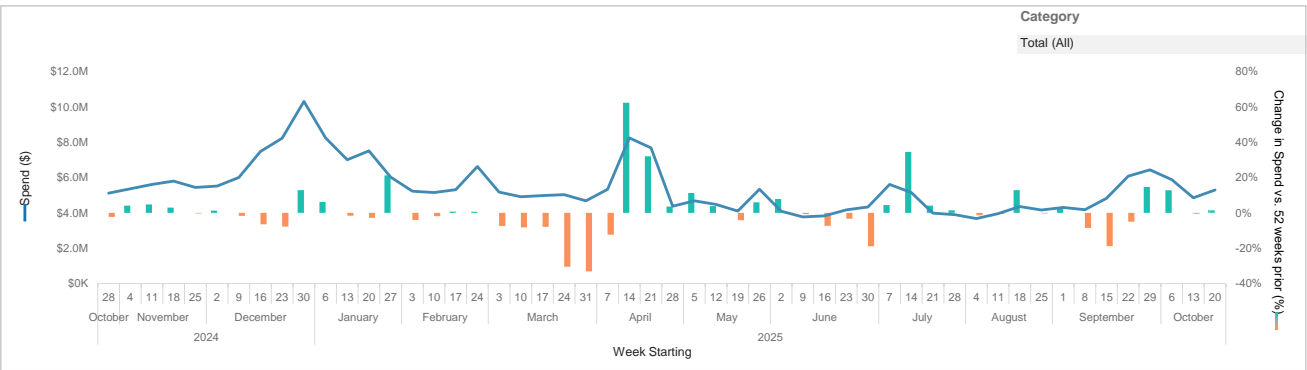
What are some of the key insights for the Dunsborough location for October 2025?

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
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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?



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

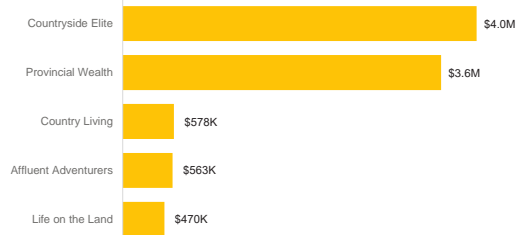
Trip Type, customer segments and source markets

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

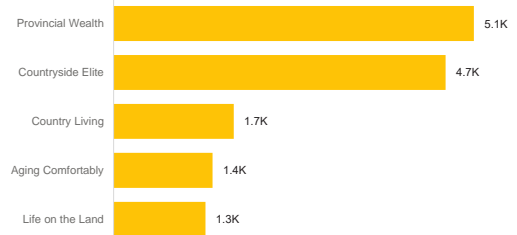
Trip Type by spend	Trip Type by unique customer count and trip count
Tourists - Overnight Trip Total \$10.1M	Tourists - Overnight Trip Total 43.4K 44.4K
Non-Tourists - Short Trip \$1.7M	Non-Tourists - Short Trip 18.7K 22.4K
Tourists - Day Trip Total \$771K	Tourists - Day Trip Total 6.5K 7.0K
Non-Tourists - Regular/Routine Trips \$472K	Non-Tourists - Regular/Routine Trips 1.2K 2.2K

■ Unique Customer Count ■ Trip Count

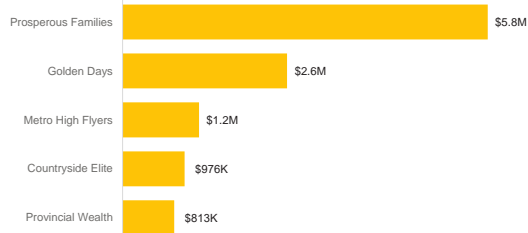
Top 5 customer segments by residents spend



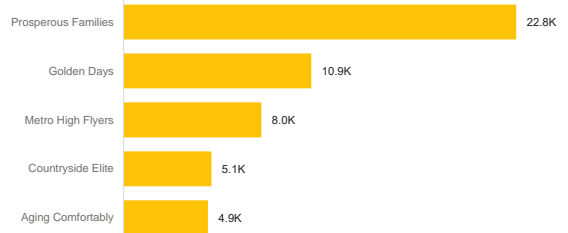
Top 5 customer segments by unique residents count



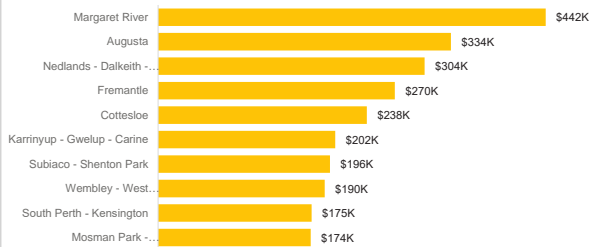
Top 5 customer segments by visitors spend



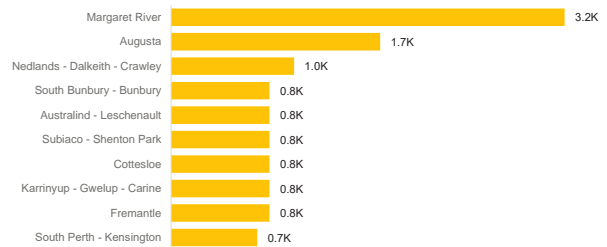
Top 5 customer segments by unique visitors count



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	Sub-region	Dunsborough		

Overview

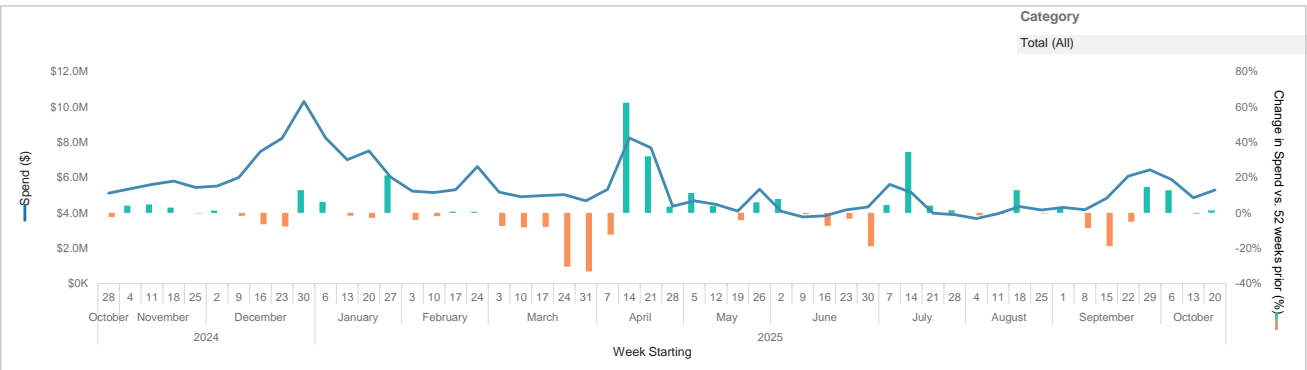
What are some of the key insights for the Dunsborough location for October 2025?

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
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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?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

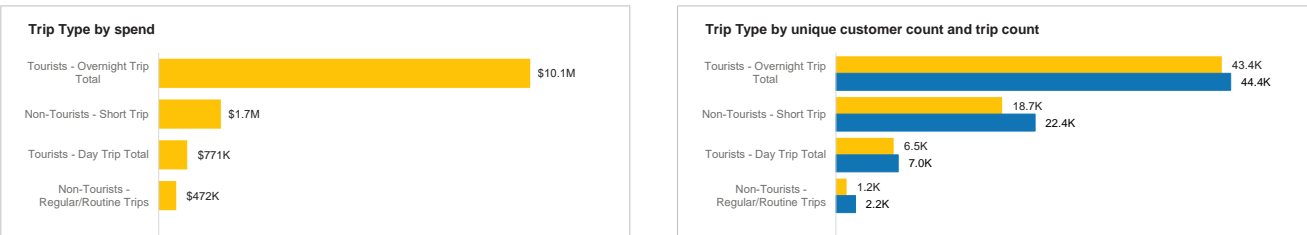
What are the key changes to category spend and visits in October 2025 versus the past year and Regional WA for the Dunsborough location?

								Data representing	
								Customer count	
Category	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	86.9K	↑ 8.3%		70.1K	↑ 10.9%		16.8K	↓ -1.5%	
Tourism and Entertainment	61.4K	↑ 5.7%		48.9K	↑ 7.4%		12.5K	↓ -0.6%	
Restaurants	30.3K	↑ 6.7%		23.4K	↑ 7.7%		7.0K	↑ 3.4%	
Cafes	21.8K	↑ 3.6%		16.1K	↑ 6.2%		5.7K	↓ -3.2%	
Pubs, Taverns and Bars	14.1K	↑ 8.3%		9.8K	↑ 9.8%		4.3K	↑ 5.1%	
Breweries and Wineries	12.9K	↓ -8.4%		11.2K	↓ -6.5%		1.7K	↓ -19.1%	
Takeaway and Fast Food Outlets	11.9K	↑ 16.5%		7.9K	↑ 20.3%		4.0K	↑ 9.6%	
Attractions, Events and Recreation	5.5K	↓ -6.9%		5.0K	↓ -7.9%		0.4K	↑ 7.7%	
Food Retailing	51.5K	↑ 11.4%		39.1K	↑ 15.5%		12.4K	↑ 0.2%	
Discretionary Retail	19.2K	↑ 6.5%		11.5K	↑ 11.3%		7.7K	→ 0.0%	
Other Discretionary Retail	16.0K	↑ 6.7%		8.7K	↑ 11.3%		7.3K	↑ 1.6%	
Department Stores, Clothing & Accessories	5.4K	↓ -0.7%		4.0K	↑ 9.3%		1.5K	↓ -20.3%	
Private Transport	12.7K	↑ 8.1%		6.7K	↑ 14.3%		6.0K	↑ 1.9%	
Accommodation - Instore	4.5K	↓ -1.3%		4.2K	↓ -0.4%		0.3K	↓ -11.2%	

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

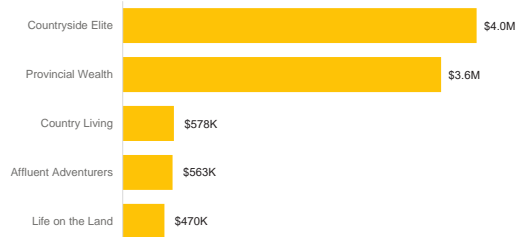
Trip Type, customer segments and source markets

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

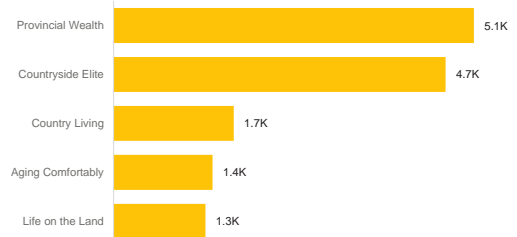


■ Unique Customer Count ■ Trip Count

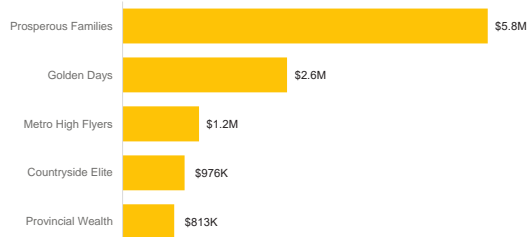
Top 5 customer segments by residents spend



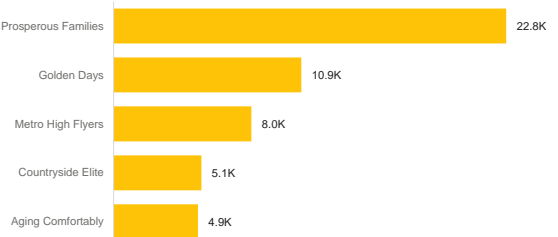
Top 5 customer segments by unique residents count



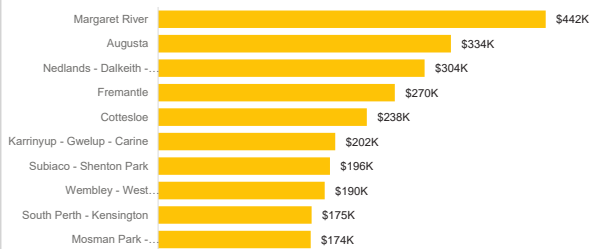
Top 5 customer segments by visitors spend



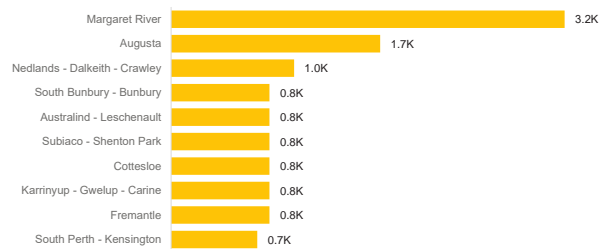
Top 5 customer segments by unique visitors count



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	Sub-region	West Busselton		

Overview

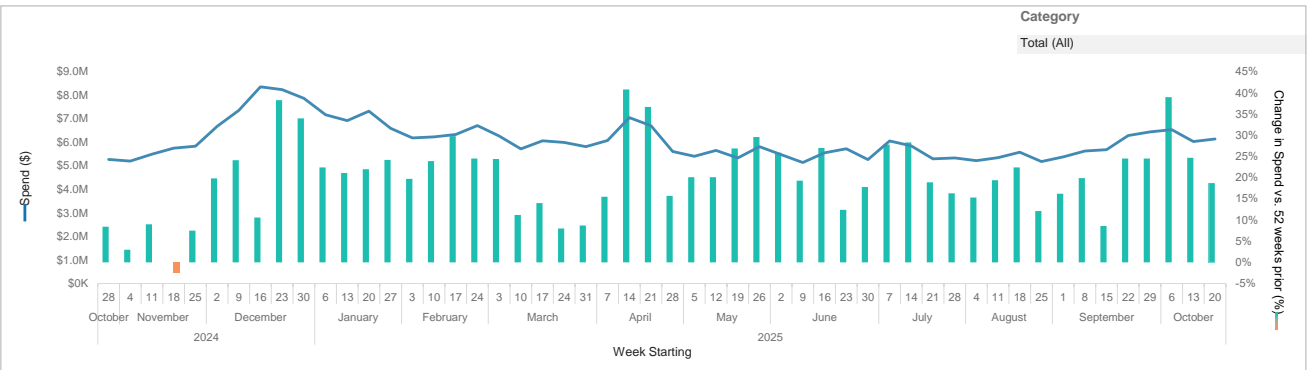
What are some of the key insights for the West Busselton location for October 2025?

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
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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?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

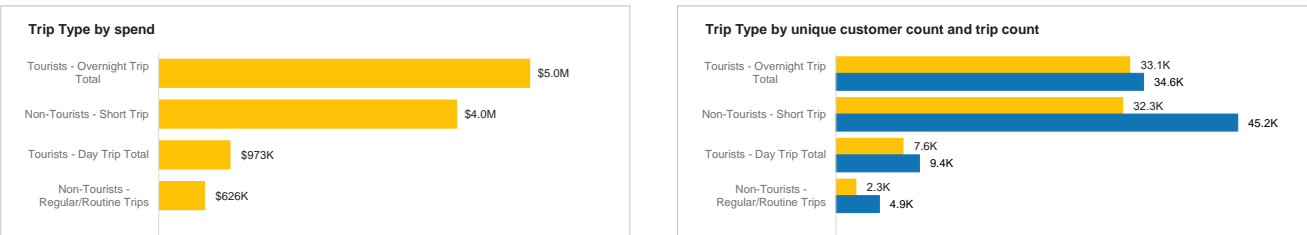
What are the key changes to category spend and visits in October 2025 versus the past year and Regional WA for the West Busselton location?

								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

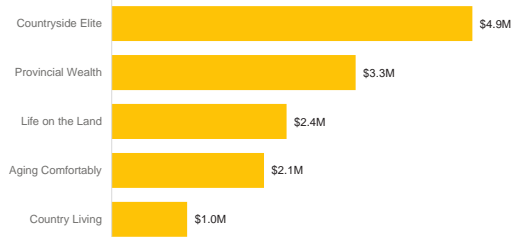
Trip Type, customer segments and source markets

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

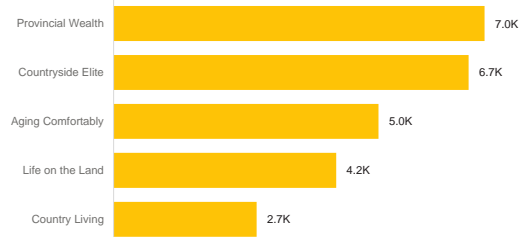


■ Unique Customer Count ■ Trip Count

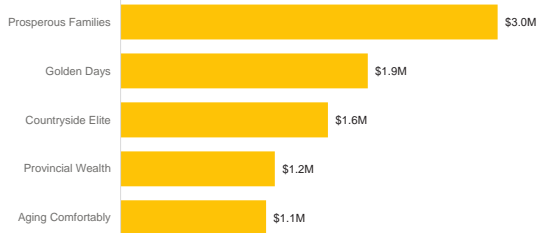
Top 5 customer segments by residents spend



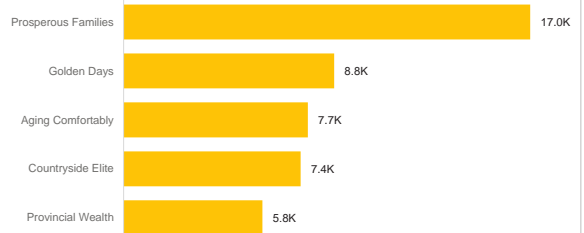
Top 5 customer segments by unique residents count



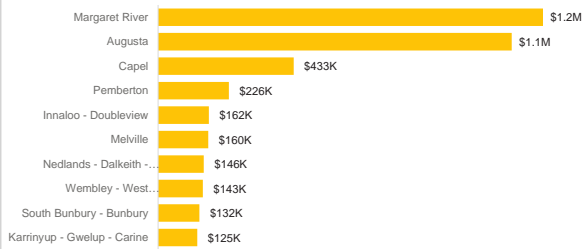
Top 5 customer segments by visitors spend



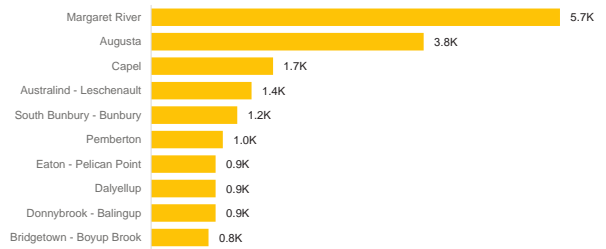
Top 5 customer segments by unique visitors count



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	Sub-region	West Busselton		

Overview

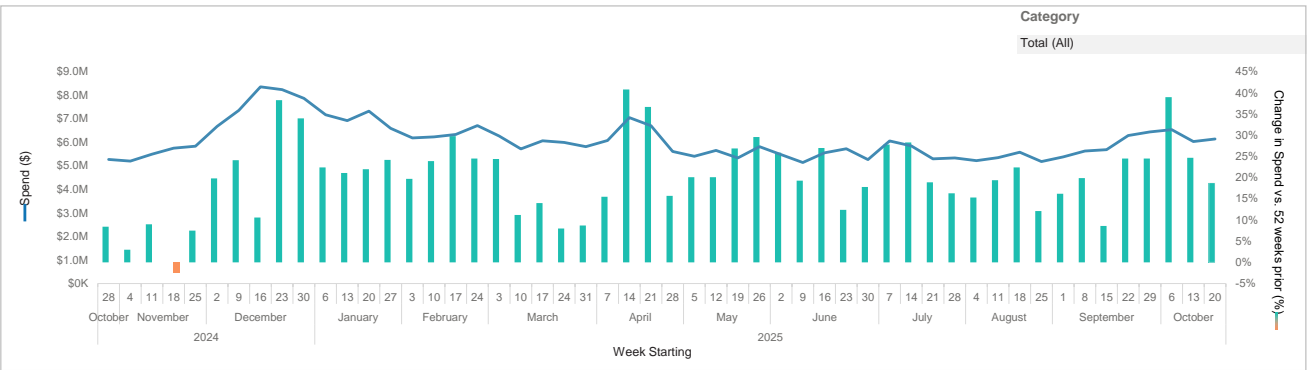
What are some of the key insights for the West Busselton location for October 2025?

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
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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?



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									
Customer count									
Category	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	105.0K	↑ 20.8%		73.1K	↑ 28.8%		31.8K	↑ 5.6%	
Food Retailing	59.5K	↑ 39.3%		33.6K	↑ 67.1%		25.9K	↑ 14.6%	
Groceries and Other Food Retailing	41.1K	↑ 108.3%		22.8K	↑ 166.1%		18.4K	↑ 64.0%	
Supermarkets	38.5K	↑ 8.4%		17.3K	↑ 14.4%		21.2K	↑ 4.0%	
Tourism and Entertainment	44.2K	↑ 15.5%		26.1K	↑ 22.3%		18.1K	↑ 6.9%	
Takeaway and Fast Food Outlets	30.2K	↑ 10.4%		16.7K	↑ 20.9%		13.5K	↓ -0.3%	
Cafes	8.3K	↑ 43.3%		4.1K	↑ 45.9%		4.2K	↑ 40.9%	
Restaurants	7.8K	↑ 37.6%		3.3K	↑ 38.1%		4.6K	↑ 37.3%	
Attractions, Events and Recreation	5.6K	↑ 35.7%		3.3K	↑ 46.5%		2.3K	↑ 22.7%	
Discretionary Retail	39.9K	↑ 6.0%		18.2K	↑ 10.7%		21.7K	↑ 2.4%	
Private Transport	26.3K	↑ 3.8%		14.9K	↑ 11.4%		11.4K	↓ -4.7%	
Accommodation - Instore	5.8K	↑ 9.9%		4.6K	↑ 9.4%		1.2K	↑ 11.8%	

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

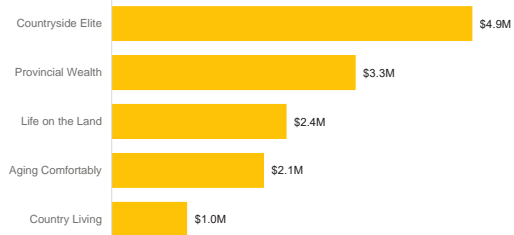
Trip Type, customer segments and source markets

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

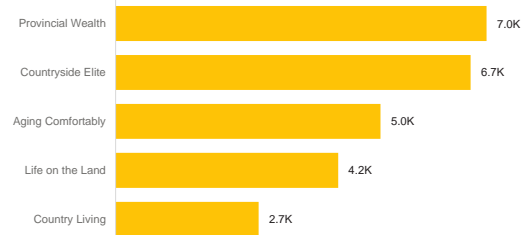
Trip Type by spend	Trip Type by unique customer count and trip count
Tourists - Overnight Trip Total \$5.0M	Tourists - Overnight Trip Total 33.1K 34.6K
Non-Tourists - Short Trip \$4.0M	Non-Tourists - Short Trip 32.3K 45.2K
Tourists - Day Trip Total \$973K	Tourists - Day Trip Total 7.6K 9.4K
Non-Tourists - Regular/Routine Trips \$626K	Non-Tourists - Regular/Routine Trips 2.3K 4.9K

■ Unique Customer Count ■ Trip Count

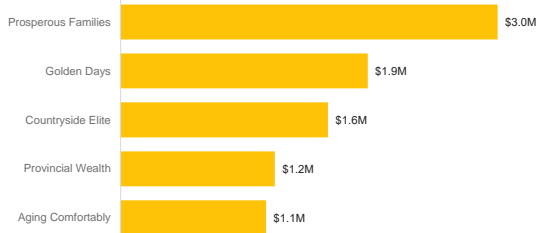
Top 5 customer segments by residents spend



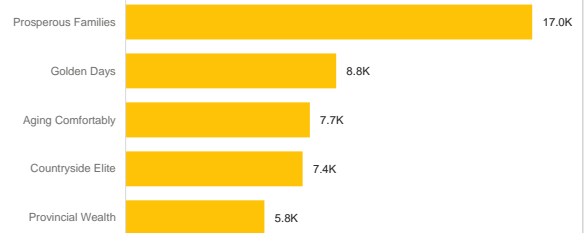
Top 5 customer segments by unique residents count



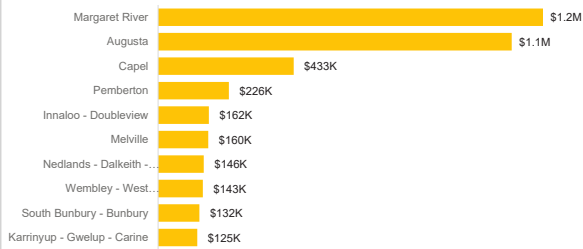
Top 5 customer segments by visitors spend



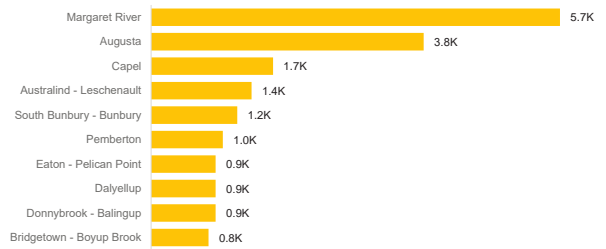
Top 5 customer segments by unique visitors count



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
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% <i>uplift compared to Benchmark Period</i>	Visitor spend \$47.8M ↑ 17.7% <i>uplift compared to Benchmark Period</i>	Day spend \$94.4M <i>91% of total spend over the event period was during the day (6am-6pm)</i>	Night spend \$8.8M <i>9% of total spend over the event period was at night (6pm-6am)</i>
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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%

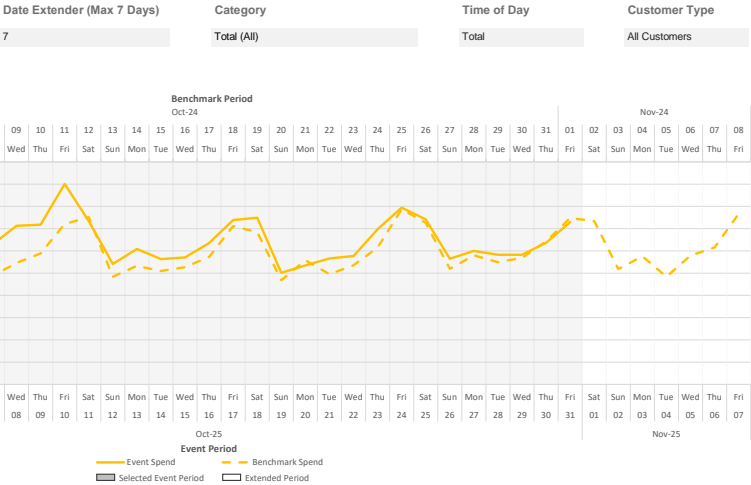
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

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 constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to City of Busselton between 24 September 2025 and 31 October 2025 (incl extended dates)



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	\$3.9M	\$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	\$3.6M
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 Busseton	Total (All)	Total	All Customers	Sun 19-Oct-25	Sun 20-Oct-24	\$2.5M	\$2.3M
LGA	City of Busseton	Total (All)	Total	All Customers	Mon 20-Oct-25	Mon 21-Oct-24	\$2.7M	\$2.8M
LGA	City of Busseton	Total (All)	Total	All Customers	Tue 21-Oct-25	Tue 22-Oct-24	\$2.8M	\$2.5M
LGA	City of Busseton	Total (All)	Total	All Customers	Wed 22-Oct-25	Wed 23-Oct-24	\$2.9M	\$2.7M
LGA	City of Busseton	Total (All)	Total	All Customers	Thu 23-Oct-25	Thu 24-Oct-24	\$3.1M	\$3.1M
LGA	City of Busseton	Total (All)	Total	All Customers	Fri 24-Oct-25	Fri 25-Oct-24	\$4.0M	\$3.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Sat 25-Oct-25	Sat 26-Oct-24	\$3.7M	\$3.6M
LGA	City of Busseton	Total (All)	Total	All Customers	Sun 26-Oct-25	Sun 27-Oct-24	\$2.8M	\$2.6M
LGA	City of Busseton	Total (All)	Total	All Customers	Mon 27-Oct-25	Mon 28-Oct-24	\$3.0M	\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Tue 28-Oct-25	Tue 29-Oct-24	\$2.9M	\$2.7M
LGA	City of Busseton	Total (All)	Total	All Customers	Wed 29-Oct-25	Wed 30-Oct-24	\$2.9M	\$2.8M
LGA	City of Busseton	Total (All)	Total	All Customers	Thu 30-Oct-25	Thu 31-Oct-24	\$3.2M	\$3.2M
LGA	City of Busseton	Total (All)	Total	All Customers	Fri 31-Oct-25	Fri 01-Nov-24	\$3.6M	\$3.7M
LGA	City of Busseton	Total (All)	Total	All Customers	Sat 01-Nov-25	Sat 02-Nov-24		\$3.7M
LGA	City of Busseton	Total (All)	Total	All Customers	Sun 02-Nov-25	Sun 03-Nov-24		\$2.6M
LGA	City of Busseton	Total (All)	Total	All Customers	Mon 03-Nov-25	Mon 04-Nov-24		\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Tue 04-Nov-25	Tue 05-Nov-24		\$2.4M
LGA	City of Busseton	Total (All)	Total	All Customers	Wed 05-Nov-25	Wed 06-Nov-24		\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Thu 06-Nov-25	Thu 07-Nov-24		\$3.1M
LGA	City of Busseton	Total (All)	Total	All Customers	Fri 07-Nov-25	Fri 08-Nov-24		\$3.8M

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% <i>uplift compared to Benchmark Period</i>	Visitor spend \$15.6M ↑ 18.6% <i>uplift compared to Benchmark Period</i>	Day spend \$40.7M <i>91% of total spend over the event period was during the day (6am-6pm)</i>	Night spend \$3.8M <i>9% of total spend over the event period was at night (6pm-6am)</i>
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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)

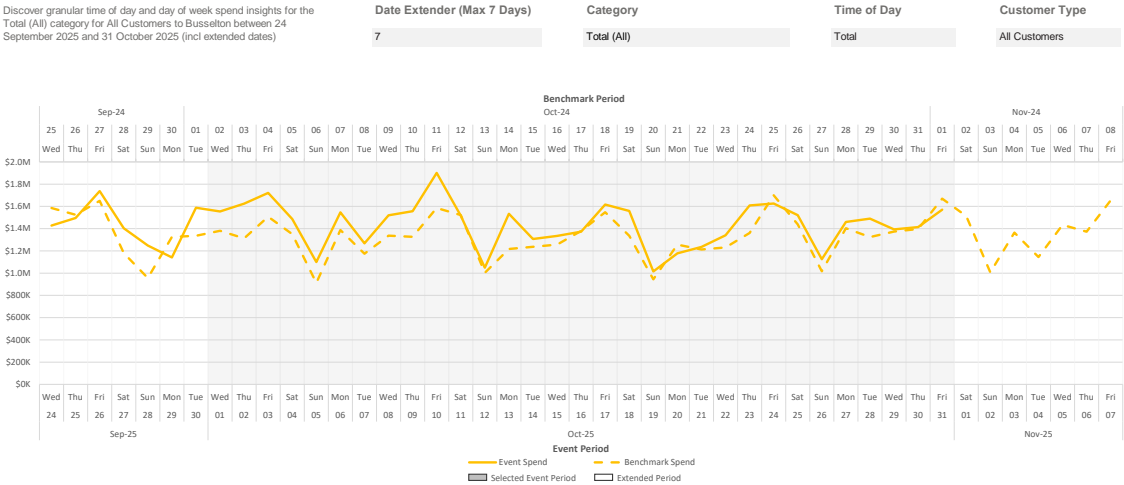
Category coverage Score*: 90.1%
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

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 constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Busselton between 24 September 2025 and 31 October 2025 (incl extended dates)



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	\$1.6M	\$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	Busseton	Total (All)	Total	All Customers	Sun 19-Oct-25	Sun 20-Oct-24	\$1.0M	\$944K
Sub-region	Busseton	Total (All)	Total	All Customers	Mon 20-Oct-25	Mon 21-Oct-24	\$1.2M	\$1.3M
Sub-region	Busseton	Total (All)	Total	All Customers	Tue 21-Oct-25	Tue 22-Oct-24	\$1.2M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Wed 22-Oct-25	Wed 23-Oct-24	\$1.3M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Thu 23-Oct-25	Thu 24-Oct-24	\$1.6M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Fri 24-Oct-25	Fri 25-Oct-24	\$1.6M	\$1.7M
Sub-region	Busseton	Total (All)	Total	All Customers	Sat 25-Oct-25	Sat 26-Oct-24	\$1.5M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Sun 26-Oct-25	Sun 27-Oct-24	\$1.1M	\$1.0M
Sub-region	Busseton	Total (All)	Total	All Customers	Mon 27-Oct-25	Mon 28-Oct-24	\$1.5M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Tue 28-Oct-25	Tue 29-Oct-24	\$1.5M	\$1.3M
Sub-region	Busseton	Total (All)	Total	All Customers	Wed 29-Oct-25	Wed 30-Oct-24	\$1.4M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Thu 30-Oct-25	Thu 31-Oct-24	\$1.4M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Fri 31-Oct-25	Fri 01-Nov-24	\$1.6M	\$1.7M
Sub-region	Busseton	Total (All)	Total	All Customers	Sat 01-Nov-25	Sat 02-Nov-24		\$1.5M
Sub-region	Busseton	Total (All)	Total	All Customers	Sun 02-Nov-25	Sun 03-Nov-24		\$1.0M
Sub-region	Busseton	Total (All)	Total	All Customers	Mon 03-Nov-25	Mon 04-Nov-24		\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Tue 04-Nov-25	Tue 05-Nov-24		\$1.1M
Sub-region	Busseton	Total (All)	Total	All Customers	Wed 05-Nov-25	Wed 06-Nov-24		\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Thu 06-Nov-25	Thu 07-Nov-24		\$1.4M
Sub-region	Busseton	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
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?

<p>Total spend</p> <p>\$23.9M</p> <p>↑ 5.0%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$13.6M</p> <p>↑ 8.6%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$21.3M</p> <p><i>89% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$2.6M</p> <p><i>11% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 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.

[illegible]

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

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Dunsborough between 24 September 2025 and 31 October 2025 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

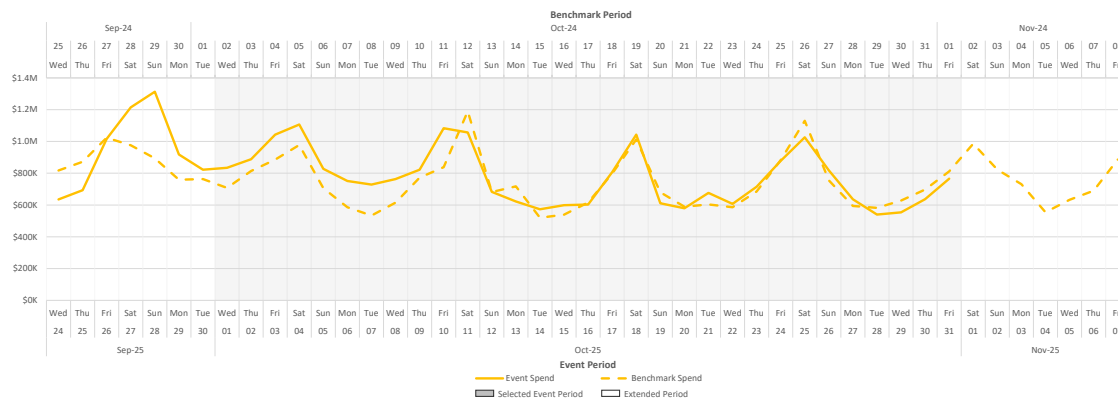
Total (All)

Time of Day

Total

Customer Type

All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	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	\$952K	\$763K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 01-Oct-25	Wed 02-Oct-24	\$934K	\$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	\$975K
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	\$907K	\$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	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?

<p>Total spend</p> <p>\$27.7M</p> <p>↑ 24.1%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$11.9M</p> <p>↑ 38.1%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$25.4M</p> <p>91% of total spend over the event period was during the day (6am-6pm)</p>	<p>Night spend</p> <p>\$2.4M</p> <p>9% of total spend over the event period was at night (6pm-6am)</p>
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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.

[illegible]

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

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to West Busselton between 24 September 2025 and 31 October 2025 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

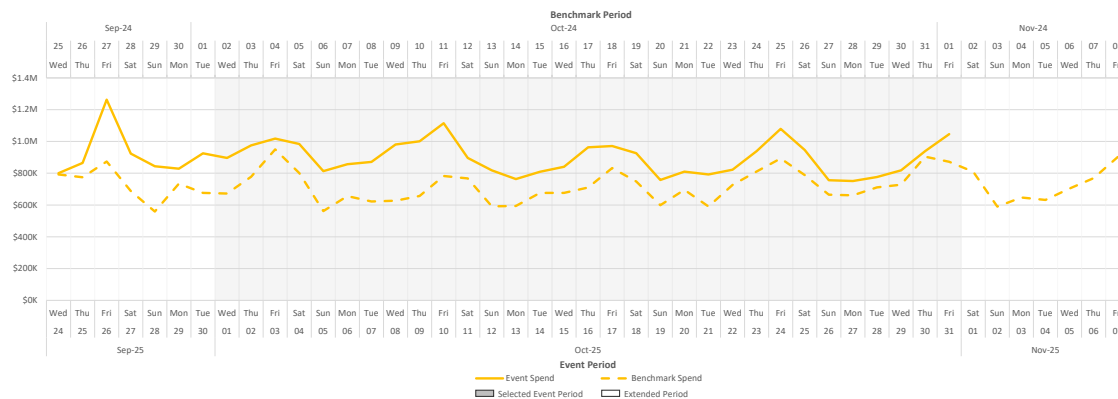
Total (All

Time of Day

Total

Customer Type

All Customers



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

Chart Data

Region Type		Spend Location		Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Wed 24-Sep-25	Wed 25-Sep-24	\$800K	\$792K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Thu 25-Sep-25	Thu 26-Sep-24	\$865K	\$775K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Fri 26-Sep-25	Fri 27-Sep-24	\$1.3M	\$874K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Sat 27-Sep-25	Sat 28-Sep-24	\$924K	\$688K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Sun 28-Sep-25	Sun 29-Sep-24	\$844K	\$559K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Mon 29-Sep-25	Mon 30-Sep-24	\$829K	\$734K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Tue 30-Sep-25	Tue 01-Oct-24	\$905K	\$670K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Wed 01-Oct-25	Wed 02-Oct-24	\$896K	\$672K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Thu 02-Oct-25	Thu 03-Oct-24	\$975K	\$778K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Fri 03-Oct-25	Fri 04-Oct-24	\$1.0M	\$850K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Sat 04-Oct-25	Sat 05-Oct-24	\$984K	\$801K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Sun 05-Oct-25	Sun 06-Oct-24	\$813K	\$562K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Mon 06-Oct-25	Mon 07-Oct-24	\$857K	\$656K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Tue 07-Oct-25	Tue 08-Oct-24	\$871K	\$622K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Wed 08-Oct-25	Wed 09-Oct-24	\$981K	\$627K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Thu 09-Oct-25	Thu 10-Oct-24	\$1.0M	\$657K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Fri 10-Oct-25	Fri 11-Oct-24	\$1.1M	\$783K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Sat 11-Oct-25	Sat 12-Oct-24	\$996K	\$767K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Sun 12-Oct-25	Sun 13-Oct-24	\$818K	\$592K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Mon 13-Oct-25	Mon 14-Oct-24	\$763K	\$564K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Tue 14-Oct-25	Tue 15-Oct-24	\$809K	\$678K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Wed 15-Oct-25	Wed 16-Oct-24	\$841K	\$676K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Thu 16-Oct-25	Thu 17-Oct-24	\$963K	\$710K	
Sub-region	West Bussellton	Total	(All)	Total	All Customers	Fri 17-Oct-25	Fri 18-Oct-24	\$971K	\$833K	
Sub-region	West Bussellton	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	\$804K
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
Month	Region Type	Spend location	Filter	
October 2025	LGA	City of Busselton	All Visitors	

Overview

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

<div>Top category</div> <div>Accommodation - Online</div> <div>\$6.7M of City of Busselton Visitors spend during October 2025</div>	<div>Top age band</div> <div>25-34</div> <div>20.4% of City of Busselton Visitors are within this age band</div>	<div>Top lifestage</div> <div>Young Families</div> <div>20.8% of City of Busselton Visitors are within this lifestage</div>
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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 card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

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

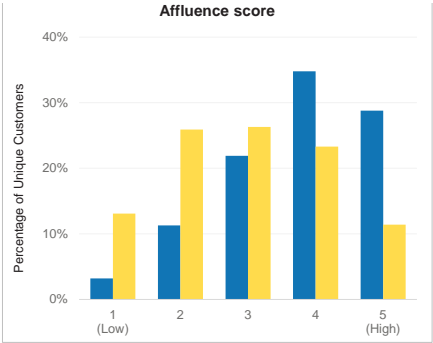
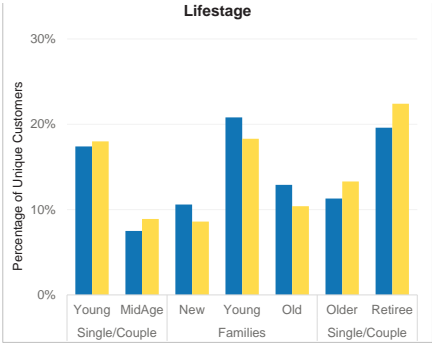
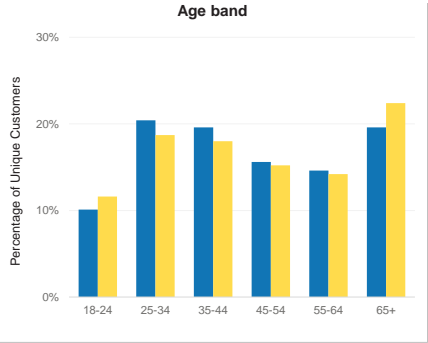
Category	Monthly			Annual (Last 12 months up to October 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$47.8M	↑ 18.4%	↑ 8.8%	\$545.0M	↑ 6.2%		
Tourism and Entertainment	\$11.6M	↑ 9.6%	↑ 10.9%	\$135.1M	↑ 1.8%	0.99x	75.3%
Restaurants	\$3.6M	↑ 21.4%	↑ 20.7%	\$45.3M	↑ 20.8%	0.95x	40.0%
Breweries and Wineries	\$1.9M	↓ -17.9%	↓ -5.7%	\$23.6M	↓ -18.4%	0.94x	18.5%
Cafes	\$1.9M	↑ 15.6%	↑ 10.0%	\$21.7M	↑ 8.4%	0.93x	29.7%
Pubs, Taverns and Bars	\$1.7M	↑ 12.6%	↑ 6.5%	\$20.0M	↓ -5.6%	0.90x	20.1%
Takeaway and Fast Food Outlets	\$1.2M	↑ 33.5%	↑ 14.8%	\$13.5M	↑ 2.6%	0.92x	27.9%
Attractions, Events and Recreation	\$1.2M	↑ 4.0%	↑ 8.6%	\$11.1M	↓ -7.8%	0.94x	19.3%
Food Retailing	\$10.1M	↑ 41.7%	↑ 9.4%	\$118.1M	↑ 24.9%	0.98x	60.6%
Groceries and Other Food Retailing	\$5.3M	↑ 79.1%	↑ 17.1%	\$60.9M	↑ 56.0%	0.96x	47.1%
Supermarkets	\$4.7M	↑ 14.6%	↑ 5.9%	\$57.2M	↑ 3.1%	0.94x	39.2%
Discretionary Retail	\$8.1M	↑ 16.7%	↑ 9.9%	\$88.3M	↑ 2.7%	0.93x	32.6%
Other Discretionary Retail	\$5.3M	↑ 16.8%	↑ 9.4%	\$55.9M	↑ 0.5%	0.89x	23.7%
Department Stores, Clothing & Accessories	\$2.9M	↑ 16.4%	↑ 11.2%	\$32.3M	↑ 6.8%	0.86x	19.3%
Accommodation - Online	\$6.7M	↑ 8.4%	↑ 27.7%	\$82.4M	↑ 2.1%	1.03x	
Private Transport	\$3.3M	↑ 24.4%	↑ 9.6%	\$38.9M	↑ 20.2%	0.92x	30.4%
Accommodation - Instore	\$2.9M	↑ 17.9%	↑ 7.5%	\$28.8M	↓ -17.5%	0.93x	9.7%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (November 2024 - October 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
Benchmark definition is based on all visitors.
See FAQ for more information

Demographic profile

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

 All Visitors  Australian Average Population



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

Brand preference

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

How to read: 6.3% of Visitors to City of Busselton have transacted with St John Of God in City of Busselton. This is 1.02x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.02x	6.3%
Tasman Holiday Parks	Travel	1.01x	1.1%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.6%
Busselton Jetty	Attractions	1.01x	11.0%
Ngilgi Cave	Attractions	1.00x	2.4%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.3%
Pullman	Travel	0.97x	1.5%
Abbey Beach Resort	Travel	0.96x	1.1%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.95x	4.5%
Dunsborough Bakery	Food Retailing	0.94x	5.6%
Meelup Farmhouse	Eating And Drinking Out	0.94x	1.2%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.6%
Shelter Brewing Co	Eating And Drinking Out	0.93x	5.4%
Beerfarm Metricup	Eating And Drinking Out	0.93x	4.5%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.6%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.3%
Yallingup Gugelhupf	Food Retailing	0.92x	1.0%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	3.8%
Aravina Estate	Eating And Drinking Out	0.91x	2.4%
Caves House Hotel	Eating And Drinking Out	0.91x	4.9%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.1%
Margaret Double Bay	Eating And Drinking Out	0.90x	3.0%
The Goose	Eating And Drinking Out	0.90x	9.5%
Coles	Food Retailing	0.90x	25.1%
Merchant And Maker	Eating And Drinking Out	0.89x	5.0%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.5%
Kyst	Eating And Drinking Out	0.88x	7.1%
Wild And Woods	Eating And Drinking Out	0.88x	1.2%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.88x	1.2%
Cafe Evviva	Eating And Drinking Out	0.88x	1.3%

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

City of Busselton

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

Overview

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

<div>Top category</div> <div>Other Discretionary Retail</div> <div>\$3.5M of Busselton Visitors spend during October 2025</div>	<div>Top age band</div> <div>25-34</div> <div>20.6% of Busselton Visitors are within this age band</div>	<div>Top lifestage</div> <div>Young Families</div> <div>21% of Busselton Visitors are within this lifestage</div>
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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 card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

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

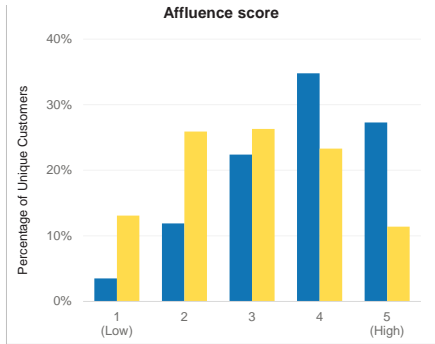
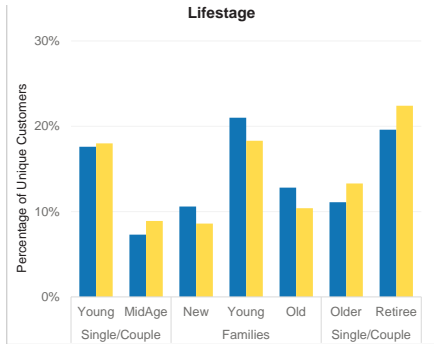
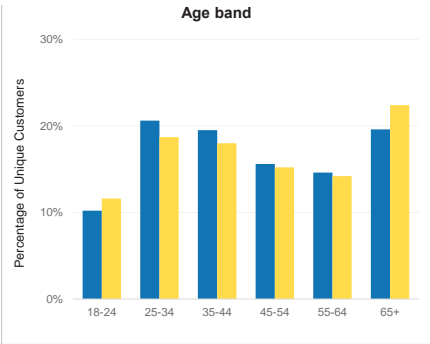
Category	Monthly			Annual (Last 12 months up to October 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$15.6M	↑ 19.0%	↑ 8.8%	\$167.0M	↑ 5.5%		
Discretionary Retail	\$4.4M	↑ 15.2%	↑ 9.9%	\$45.4M	↑ 0.6%	0.86x	30.1%
Other Discretionary Retail	\$3.5M	↑ 19.2%	↑ 9.4%	\$34.1M	↓ -0.1%	0.86x	23.0%
Department Stores, Clothing & Accessories	\$981K	↑ 3.0%	↑ 11.2%	\$11.3M	↑ 2.6%	0.65x	14.4%
Tourism and Entertainment	\$4.1M	↑ 20.6%	↑ 10.9%	\$43.5M	↑ 4.8%	0.97x	74.0%
Restaurants	\$1.1M	↑ 72.9%	↑ 20.7%	\$12.5M	↑ 60.6%	0.77x	32.5%
Cafes	\$700K	↑ 11.3%	↑ 10.0%	\$8.3M	↑ 6.2%	0.72x	22.9%
Pubs, Taverns and Bars	\$647K	↑ 16.7%	↑ 6.5%	\$7.3M	↑ 3.4%	0.63x	14.0%
Takeaway and Fast Food Outlets	\$423K	↑ 61.4%	↑ 14.8%	\$4.4M	↑ 7.3%	0.63x	19.2%
Food Retailing	\$2.8M	↑ 5.5%	↑ 9.4%	\$33.2M	↑ 0.8%	0.63x	38.8%
Supermarkets	\$1.8M	↑ 10.2%	↑ 5.9%	\$21.9M	↑ 3.6%	0.70x	29.1%
Groceries and Other Food Retailing	\$942K	↓ -2.5%	↑ 17.1%	\$11.3M	↓ -4.3%	0.42x	20.4%
Private Transport	\$1.6M	↑ 32.4%	↑ 9.6%	\$18.2M	↑ 18.6%	0.76x	25.2%
Accommodation - Instore	\$223K	↑ 148.4%	↑ 7.5%	\$1.4M	↑ 26.3%	0.12x	1.2%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (November 2024 - October 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
Benchmark definition is based on all visitors.
See FAQ for more information

Demographic profile

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

 All Visitors  Australian Average Population



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

Brand preference

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

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

Brand	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.62x	17.7%
Shelter Brewing Co	Eating And Drinking Out	1.50x	8.8%
The Goose	Eating And Drinking Out	1.45x	15.3%
Kyst	Eating And Drinking Out	1.42x	11.5%
Mano Wraps	Eating And Drinking Out	1.29x	2.9%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.27x	3.6%
Esplanade Hotel	Eating And Drinking Out	1.21x	6.1%
Caltex	Private Transport	1.15x	12.0%
Hungry Jacks	Eating And Drinking Out	1.14x	4.4%
Ship Inn	Eating And Drinking Out	1.14x	2.7%
Baked Busselton	Food Retailing	1.12x	4.7%
The Vasse Tavern	Eating And Drinking Out	1.11x	2.2%
Timezone	Recreation	1.09x	1.4%
The Fire Station	Eating And Drinking Out	1.09x	2.5%
Liberty Petrol	Private Transport	1.09x	6.6%
Dan Murphys	Food Retailing	1.08x	6.4%
Benesse Cafe	Eating And Drinking Out	1.05x	3.1%
The Tav	Eating And Drinking Out	1.05x	2.1%
Geographe Restauranty	Eating And Drinking Out	1.04x	1.6%
Zambrero	Eating And Drinking Out	1.04x	1.1%
Bunnings Warehouse	Hardware And Garden Retailing	1.02x	9.0%
Busselton Pavilion	Eating And Drinking Out	1.01x	1.7%
Best And Less	Clothing And Accessories	0.96x	3.2%
Bcf	Recreational Goods	0.96x	2.6%
Kwik Koffee	Eating And Drinking Out	0.94x	2.6%
Cotton On	Clothing And Accessories	0.91x	1.6%
Sushi Sushi	Eating And Drinking Out	0.90x	2.3%
Reading Cinemas	Films And Videos	0.89x	1.7%
Pharmacy 777	Personal Goods Retailing	0.87x	3.2%
Dome Cafe	Eating And Drinking Out	0.85x	4.1%

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

City of Busselton

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

Overview

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

Top category

Restaurants

\$2.3M of Dunsborough Visitors spend during October 2025

Top age band

25-34

20.8% of Dunsborough Visitors are within this age band

Top lifestage

Young Families

22% of Dunsborough Visitors are within this lifestage

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 card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

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

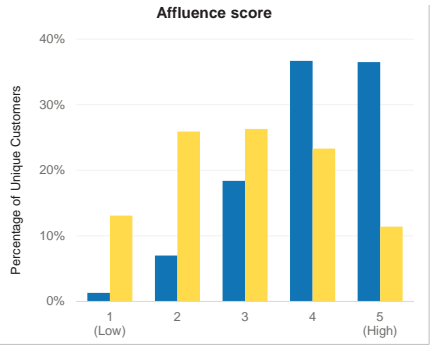
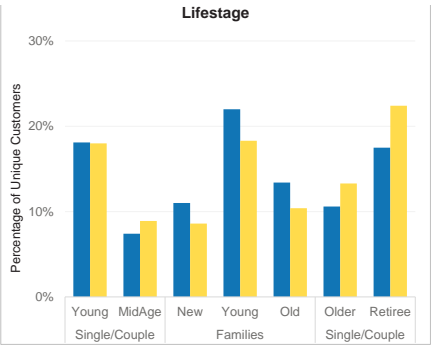
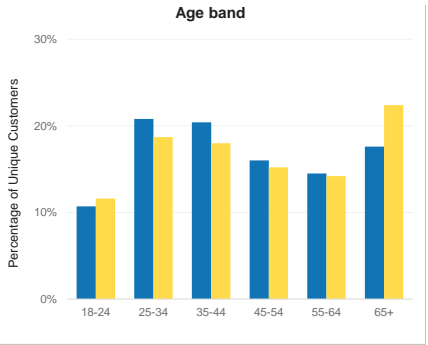
Category	Monthly			Annual (Last 12 months up to October 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$13.6M	↑ 8.9%	↑ 8.8%	\$162.5M	↓ -1.0%		
Tourism and Entertainment	\$6.1M	↓ -0.4%	↑ 10.9%	\$76.8M	↓ -3.0%	0.99x	75.4%
Restaurants	\$2.3M	↑ 4.1%	↑ 20.7%	\$31.0M	↑ 8.5%	0.98x	41.2%
Breweries and Wineries	\$1.4M	↓ -7.8%	↓ -5.7%	\$17.5M	↓ -9.8%	1.06x	20.9%
Cafes	\$997K	↑ 11.2%	↑ 10.0%	\$12.2M	↑ 9.1%	0.89x	28.3%
Pubs, Taverns and Bars	\$851K	↑ 7.7%	↑ 6.5%	\$10.1M	↓ -15.7%	0.80x	17.8%
Takeaway and Fast Food Outlets	\$263K	↑ 22.5%	↑ 14.8%	\$3.1M	↓ -4.7%	0.51x	15.6%
Attractions, Events and Recreation	\$260K	↓ -43.7%	↑ 8.6%	\$2.9M	↓ -39.1%	0.45x	9.2%
Food Retailing	\$3.3M	↑ 19.3%	↑ 9.4%	\$39.4M	↑ 2.9%	0.99x	61.2%
Discretionary Retail	\$1.6M	↑ 16.5%	↑ 9.9%	\$19.2M	↑ 7.5%	0.55x	19.4%
Department Stores, Clothing & Accessories	\$826K	↑ 32.9%	↑ 11.2%	\$9.3M	↑ 10.9%	0.36x	8.0%
Other Discretionary Retail	\$759K	↑ 2.6%	↑ 9.4%	\$10.0M	↑ 4.5%	0.55x	14.8%
Accommodation - Instore	\$1.4M	↑ 2.7%	↑ 7.5%	\$13.1M	↓ -16.6%	0.69x	7.3%
Private Transport	\$513K	↑ 24.7%	↑ 9.6%	\$6.2M	↓ -3.4%	0.38x	12.6%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (November 2024 - October 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
Benchmark definition is based on all visitors.
See FAQ for more information

Demographic profile

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

 All Visitors  Australian Average Population



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

Brand preference

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

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

Brand	Industry	Affinity	Penetration
Tasman Holiday Parks	Travel	1.71x	1.8%
Cullen Wines	Eating And Drinking Out	1.71x	1.1%
Cape Naturaliste Lighthouse	Attractions	1.70x	4.4%
Ngilgi Cave	Attractions	1.69x	4.0%
Bettenays Margaret River	Travel	1.68x	1.4%
The Margaret River Chocolate Company	Food Retailing	1.68x	17.4%
Pullman	Travel	1.64x	2.5%
Wise Wine	Eating And Drinking Out	1.63x	1.6%
Gabriel Chocolate	Food Retailing	1.63x	1.4%
Swings And Roundabouts	Eating And Drinking Out	1.63x	1.3%
Lamonts	Eating And Drinking Out	1.60x	1.1%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.59x	7.6%
Dunsborough Bakery	Food Retailing	1.59x	9.4%
Meelup Farmhouse	Eating And Drinking Out	1.59x	2.1%
Vasse Virgin	Personal Services	1.58x	1.6%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.58x	1.4%
Eagle Bay Brewing Co	Eating And Drinking Out	1.58x	6.1%
Beerfarm Metricup	Eating And Drinking Out	1.57x	7.6%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.55x	2.6%
Wild Hop Brewing Company	Eating And Drinking Out	1.55x	5.6%
Yallingup Gugelhupf	Food Retailing	1.54x	1.8%
Yallingup General Store And Cafe	Eating And Drinking Out	1.54x	6.4%
Aravina Estate	Eating And Drinking Out	1.53x	4.0%
Caves House Hotel	Eating And Drinking Out	1.53x	8.2%
Yallingup Woodfired Bakery	Food Retailing	1.53x	3.5%
Merchant And Maker	Eating And Drinking Out	1.51x	8.4%
Woody Nook Wines	Eating And Drinking Out	1.50x	1.6%
Simmos Ice Creamery	Eating And Drinking Out	1.49x	7.7%
Wild And Woods	Eating And Drinking Out	1.49x	2.0%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.49x	2.0%

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

City of Busselton

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

Overview

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

<div>Top category</div> <div>Groceries and Other Food Retailing</div> <div>\$2.6M of West Busselton Visitors spend during October 2025</div>	<div>Top age band</div> <div>65+</div> <div>21% of West Busselton Visitors are within this age band</div>	<div>Top lifestage</div> <div>Young Families</div> <div>22% of West Busselton Visitors are within this lifestage</div>
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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 card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.

Category performance

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

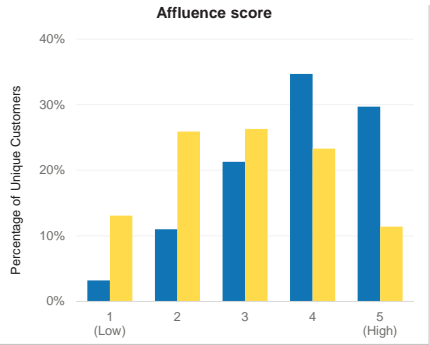
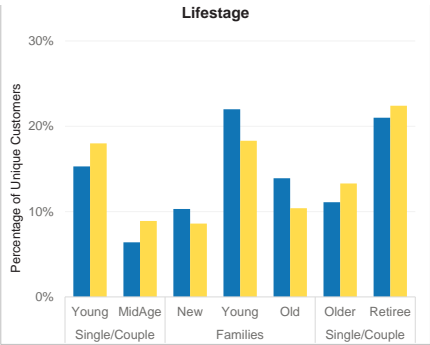
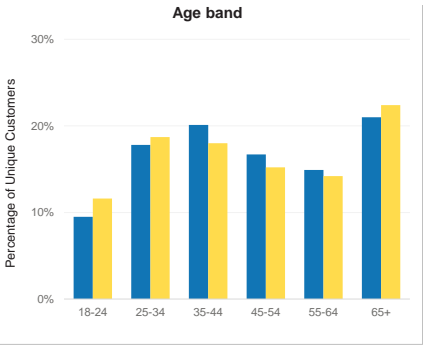
Category	Monthly			Annual (Last 12 months up to October 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$11.9M	↑ 38.7%	↑ 8.8%	\$132.3M	↑ 20.8%		
Food Retailing	\$4.0M	↑ 131.1%	↑ 9.4%	\$45.5M	↑ 95.4%	0.81x	50.4%
Groceries and Other Food Retailing	\$2.6M	↑ 441.8%	↑ 17.1%	\$28.0M	↑ 332.6%	0.74x	36.2%
Supermarkets	\$1.5M	↑ 15.5%	↑ 5.9%	\$17.4M	↑ 3.8%	0.67x	28.0%
Discretionary Retail	\$2.1M	↑ 20.2%	↑ 9.9%	\$23.7M	↑ 3.4%	0.78x	27.5%
Tourism and Entertainment	\$1.4M	↑ 32.8%	↑ 10.9%	\$14.3M	↑ 23.5%	0.53x	40.6%
Takeaway and Fast Food Outlets	\$555K	↑ 22.6%	↑ 14.8%	\$6.0M	↑ 3.3%	0.88x	26.7%
Restaurants	\$195K	↑ 59.7%	↑ 20.7%	\$1.8M	↑ 56.5%	0.14x	6.0%
Attractions, Events and Recreation	\$163K	↑ 42.2%	↑ 8.6%	\$1.9M	↑ 162.1%	0.25x	5.1%
Cafes	\$160K	↑ 98.4%	↑ 10.0%	\$1.1M	↑ 18.5%	0.20x	6.5%
Accommodation - Instore	\$1.3M	↑ 26.0%	↑ 7.5%	\$14.3M	↓ -20.9%	0.93x	9.8%
Private Transport	\$1.2M	↑ 15.3%	↑ 9.6%	\$14.6M	↑ 36.8%	0.81x	26.7%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (November 2024 - October 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
Benchmark definition is based on all visitors.
See FAQ for more information

Demographic profile

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

 All Visitors  Australian Average Population



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

Brand preference

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

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

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	2.00x	12.3%
Mandalay Resort	Travel	1.94x	1.3%
Abbey Beach Resort	Travel	1.87x	2.1%
Flametree Wines	Eating And Drinking Out	1.72x	1.0%
Bunbury Farmers Market	Food Retailing	1.61x	23.5%
Subzero Gelato	Food Retailing	1.60x	2.4%
Vibe Petroleum	Private Transport	1.57x	12.3%
Broadwater Village Grocer	Food Retailing	1.51x	4.9%
Tonic By The Bay	Eating And Drinking Out	1.49x	6.0%
United Petrol	Private Transport	1.46x	4.0%
Kmart	General Retail	1.46x	18.2%
Obison Coffee Roasters	Eating And Drinking Out	1.37x	1.9%
Aldi	Food Retailing	1.31x	9.5%
Dusty Buns	Eating And Drinking Out	1.30x	2.1%
Gropers Fish And Chips	Eating And Drinking Out	1.27x	1.5%
Kfc	Eating And Drinking Out	1.27x	4.6%
Leeuwin Way Takeaway	Eating And Drinking Out	1.25x	1.4%
The Vietnamese Kitchen	Eating And Drinking Out	1.22x	1.7%
The Urban Coffee House	Eating And Drinking Out	1.19x	1.8%
Anaconda	Recreational Goods	1.17x	3.7%
Coffee Head Co	Eating And Drinking Out	1.17x	1.4%
The Par 3	Recreation	1.16x	1.3%
Chicken Treat	Eating And Drinking Out	1.15x	2.0%
Broadwater Pharmacy	Personal Goods Retailing	1.12x	1.1%
Vasse Bakery	Food Retailing	1.12x	3.2%
Amelia Park Lodge	Travel	1.09x	1.7%
3 Par Golf Course	Recreation	1.07x	1.8%
Red Rooster	Eating And Drinking Out	1.07x	2.9%
Boost Juice	Eating And Drinking Out	1.07x	1.6%
Brewplus	Food Retailing	1.05x	1.6%

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

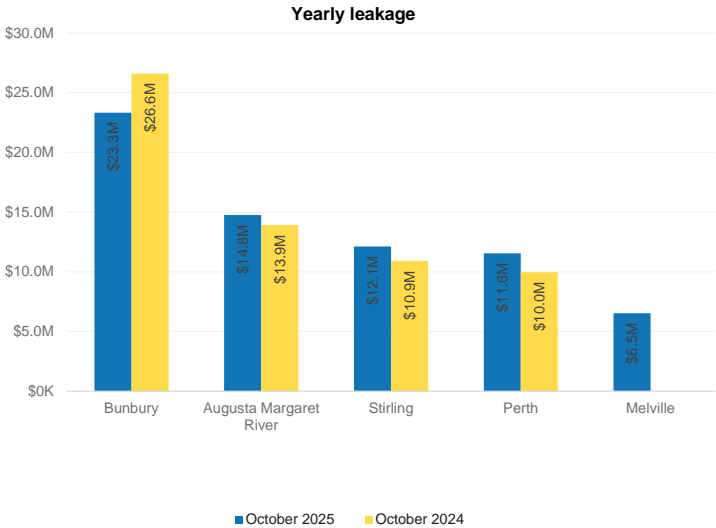
City of Busselton

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

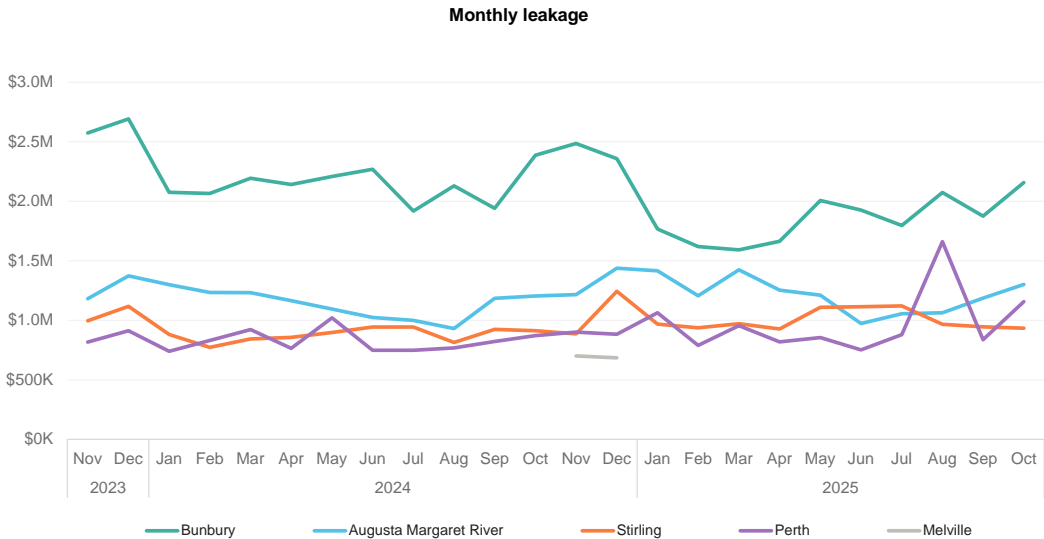
Leakage trends by location and category

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

How to read: In the 12 months to October 2025, there was \$23.3m of spend by residents to Bunbury in Total (excl. Other), this was \$3.3m less than the previous 12 months



How to read: In the month of October 2025, there was \$2.2m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.4m in the month of October 2024



All insights are based on CommBank iQ's nationally representative retail customer transaction data. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to October 2025, residents spent \$23.3m on Total (excl. Other) in Bunbury. This was \$3.3m or -14.0% decrease compared to October 2024.

LGA	Total (excl. Other)			
	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	\$23.3M	\$26.6M	-\$3.3M	↓ -14.0%
Augusta Margaret River	\$14.8M	\$13.9M	↑\$825K	↑ 5.6%
Stirling	\$12.1M	\$10.9M	↑\$1.2M	↑ 10.1%
Perth	\$11.6M	\$10.0M	↑\$1.6M	↑ 13.7%
Melville	\$6.5M			

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

Annual leakage by sub-region and crowd

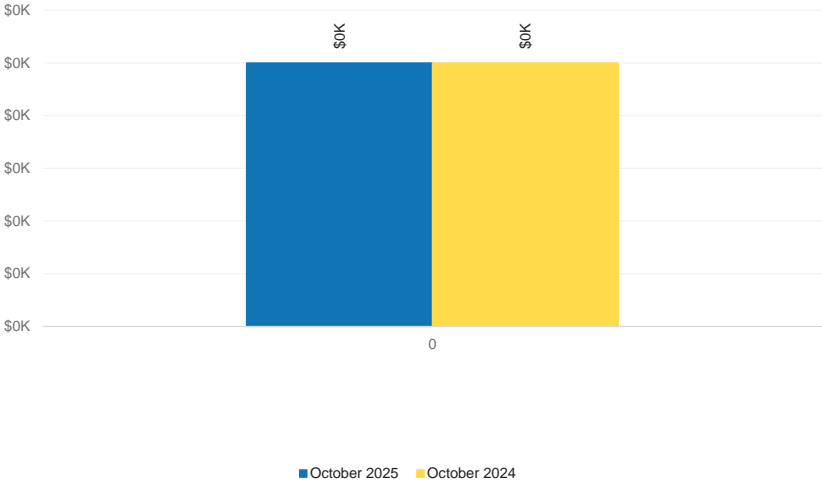
LocationBunbury (WA)

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

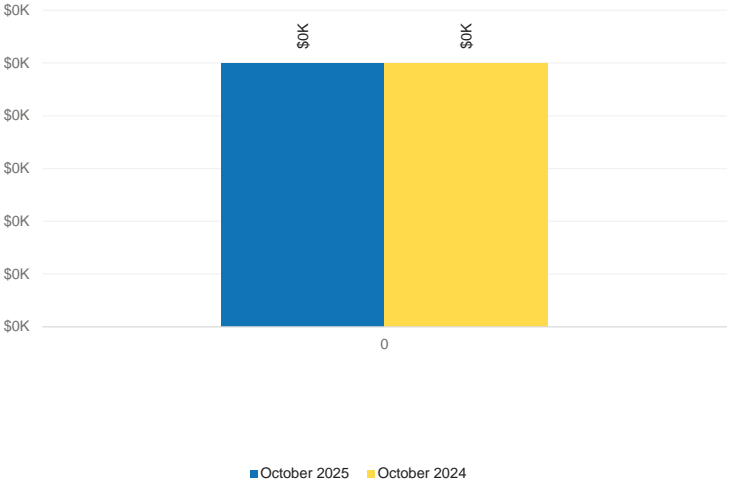
How to read: In the 12 months to October 2025, there was \$0k of spend by 0 residents to Bunbury (WA) in Total (excl. Other), this was \$0k more than the previous 12 months.

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

Residential sub-region



Crowd



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

**City of Busselton**

Resident

Business

Events

Visitor

Leakage

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