

City of Busselton

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

Overview

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

Total spend

\$147.7M

↑ 9.5% .vs last year

↑ 5.2% .vs Regional WA

Top category

Other Discretionary Retail

\$24.2M of spend for City of Busselton residents is within this category during November 2025

Top lifestage

Retiree

29.8% 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 November 2025

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

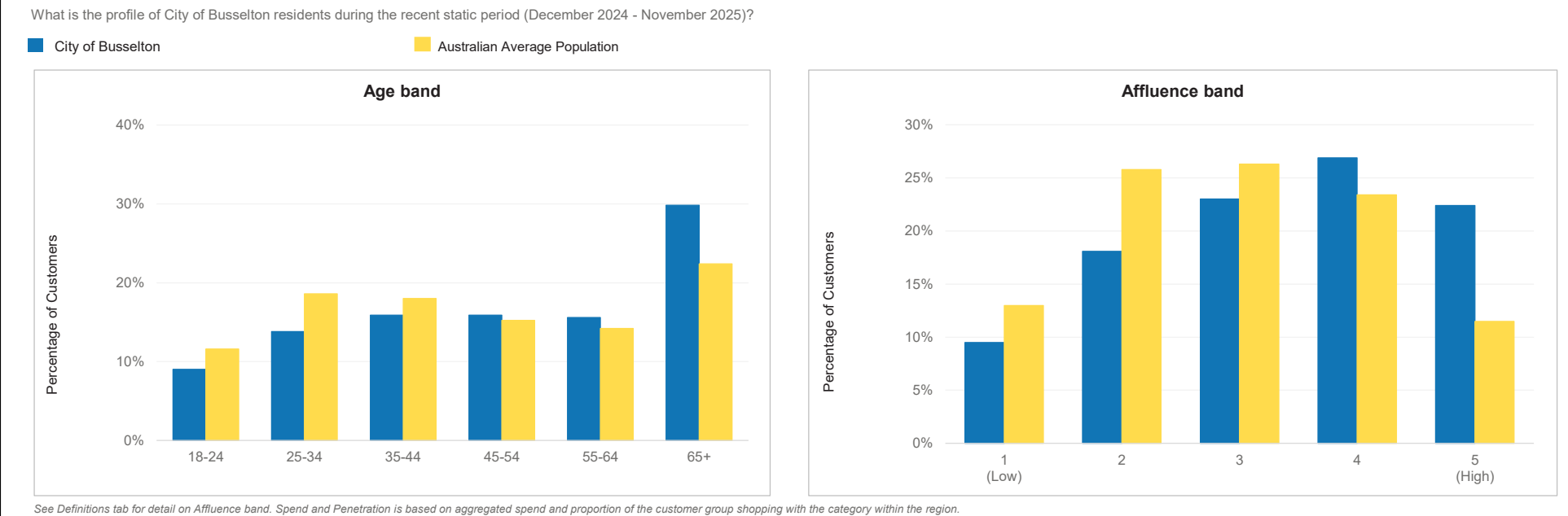
Category performance

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

Category	Monthly			Annual (Last 12 months up to November 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$147.7M	↑ 9.5%	↑ 5.2%	\$1.63B	↑ 6.2%		
Discretionary Retail	\$37.5M	↑ 12.1%	↑ 6.7%	\$354.1M	↑ 4.4%	1.00x	99.4%
Other Discretionary Retail	\$24.2M	↑ 15.4%	↑ 7.0%	\$222.9M	↑ 2.8%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$10.5M	↑ 8.0%	↑ 6.5%	\$99.6M	↑ 6.5%	0.99x	96.7%
Buy Now Pay Later	\$2.4M	↑ 0.6%	↑ 5.0%	\$26.7M	↑ 10.4%	0.69x	17.1%
Print Media and Books	\$323K	↓ -0.5%	↑ 7.0%	\$3.6M	↑ 0.7%	1.02x	39.5%
Children and Baby Stores	\$112K	↑ 7.6%	↑ 21.5%	\$1.2M	↑ 22.1%	0.60x	9.0%
Food Retailing	\$28.1M	↑ 6.8%	↑ 3.5%	\$324.5M	↑ 6.2%	1.00x	99.2%
Supermarkets	\$19.3M	↓ -1.4%	↑ 1.8%	\$223.7M	↓ -0.4%	1.00x	98.7%
Groceries and Other Food Retailing	\$8.9M	↑ 30.5%	↑ 9.5%	\$100.8M	↑ 24.5%	1.00x	97.4%
Household	\$26.2M	↑ 5.8%	↑ 3.3%	\$307.1M	↑ 6.2%	1.00x	99.0%
Insurance	\$8.5M	↑ 8.9%	↑ 4.8%	\$106.4M	↑ 9.6%	0.98x	64.2%
Electricity, Gas and Water Supply	\$4.3M	↓ -8.8%	↓ -8.1%	\$45.8M	↑ 4.9%	1.00x	50.1%
Telecommunication Services	\$3.8M	↑ 8.0%	↑ 6.1%	\$45.3M	↑ 8.4%	0.98x	78.4%
Personal Services	\$2.8M	↑ 13.4%	↑ 8.3%	\$28.0M	↑ 8.6%	1.00x	79.6%
Motor Vehicle Services	\$2.3M	↑ 27.2%	↑ 8.8%	\$26.2M	↑ 13.3%	1.12x	63.2%
Pet Care	\$1.7M	→ 0.0%	↑ 6.6%	\$18.8M	↓ -2.6%	1.20x	44.0%
Public Services	\$913K	↓ -6.3%	↓ -5.8%	\$10.8M	↓ -28.6%	1.03x	56.1%
Fitness	\$788K	↑ 32.1%	↑ 8.4%	\$8.9M	↑ 26.6%	0.70x	41.4%
School Education	\$626K	↓ -2.3%	↑ 3.6%	\$9.0M	↑ 11.4%	0.64x	21.1%
Charities	\$280K	↑ 13.0%	↑ 1.6%	\$2.9M	↑ 1.7%	1.05x	32.8%
Childcare Services	\$218K	↓ -13.6%	↓ -2.1%	\$3.7M	↑ 1.1%	0.60x	3.8%
Computer Services	\$96K	↓ -37.2%	↓ -5.0%	\$1.5M	↓ -16.5%	0.78x	8.2%
Tourism and Entertainment	\$18.1M	↑ 17.9%	↑ 7.7%	\$190.0M	↑ 8.2%	1.00x	98.8%
Restaurants	\$4.0M	↑ 17.2%	↑ 6.3%	\$43.8M	↑ 16.1%	0.99x	92.9%
Attractions, Events and Recreation	\$3.1M	↑ 47.1%	↑ 6.9%	\$24.5M	↑ 11.2%	0.95x	74.5%
Takeaway and Fast Food Outlets	\$2.9M	↑ 8.0%	↑ 4.6%	\$32.9M	↑ 3.8%	0.98x	93.4%
Pubs, Taverns and Bars	\$2.7M	↑ 19.8%	↓ -0.3%	\$28.6M	↑ 4.4%	1.04x	82.0%
Cafes	\$2.0M	↑ 11.4%	↑ 0.1%	\$22.6M	↑ 4.7%	1.01x	88.4%
Online Entertainment	\$1.9M	↑ 8.8%	↑ 22.1%	\$21.1M	↑ 10.2%	0.98x	68.5%
Food Delivery Services	\$888K	↑ 39.5%	↑ 48.9%	\$9.6M	↑ 22.4%	0.66x	27.8%
Breweries and Wineries	\$702K	↓ -10.0%	↓ -5.7%	\$7.0M	↓ -15.3%	2.71x	47.1%
Private Transport	\$10.5M	↑ 7.4%	↑ 3.3%	\$128.7M	↑ 5.1%	1.00x	96.6%
Accommodation	\$3.2M	↑ 22.7%	↑ 4.5%	\$40.6M	↑ 9.5%	1.10x	65.1%

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

Demographic profiles



Brand preference

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

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Ghanda Clothing	2.48x	13.1%
Angus And Coote	2.07x	4.1%
Gazman	2.04x	4.4%
Just Jeans	1.97x	11.6%
Sportsgirl	1.68x	11.4%

Top 5 General Retail		
Brand	Affinity	Penetration
Red Dot	11.02x	44.1%
Perth Duty Free	7.47x	7.7%
Kmart	1.07x	83.4%
Temu	1.03x	23.8%
The Reject Shop	0.98x	36.4%

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	68.5%
Liquor Stax	21.38x	35.6%
Liquor Barons	7.23x	11.5%
The Good Grocer	3.81x	8.5%
The Spud Shed	2.40x	12.7%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
House	2.71x	21.2%
Beacon Lighting	2.14x	5.2%
The Good Guys	2.13x	27.7%
Harvey Norman	1.99x	4.6%
Adairs	1.88x	11.1%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	10.36x	21.5%
Dome Cafe	9.29x	36.3%
Royal Automobile Club Of Austræ	9.08x	11.7%
Sushi Sushi	2.67x	27.6%
Miss Maud	2.65x	5.2%

Top 5 Personal Services		
Brand	Affinity	Penetration
Price Attack	3.90x	7.4%
Priceline	3.67x	26.7%
Adore Beauty	0.69x	1.4%
The Body Shop	0.67x	2.8%
Mecca	0.55x	8.2%

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

City of Busselton

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

Overview

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

<div>Total spend</div> <div>\$37.6M</div> <div>↑ 17.9% .vs last year</div> <div>↑ 5.2% .vs Regional WA</div>	<div>Top category</div> <div>Other Discretionary Retail</div> <div>\$6.1M of spend for Busselton residents is within this category during November 2025</div>	<div>Top lifestage</div> <div>Retiree</div> <div>27.7% of Busselton residents are within this lifestage</div>	<div>Proportion of spend into the LGA</div> <div>38.4%</div> <div>of spend for Busselton residents during November 2025</div>
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (December 2024 - November 2025) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

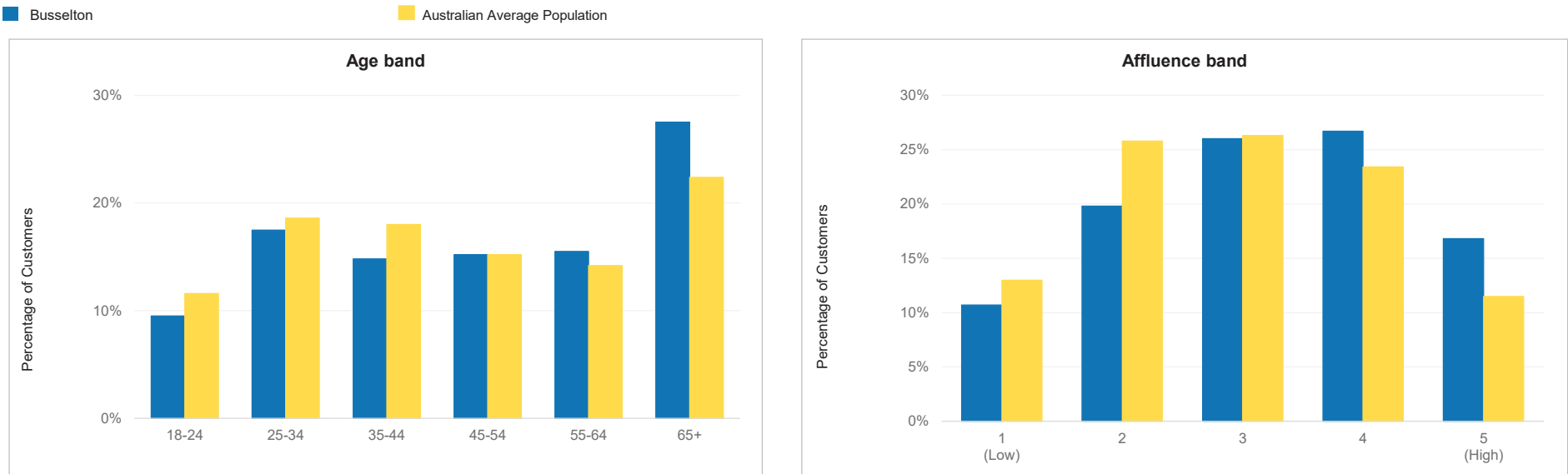
What are the highest performing categories for Busselton residents during the past 12 months (December 2024 - November 2025)?

Category	Monthly			Annual (Last 12 months up to November 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$37.6M	↑ 17.9%	↑ 5.2%	\$405.2M	↑ 8.5%		
Discretionary Retail	\$9.6M	↑ 17.4%	↑ 6.7%	\$89.8M	↑ 6.4%	1.00x	99.4%
Other Discretionary Retail	\$6.1M	↑ 19.2%	↑ 7.0%	\$55.5M	↑ 3.4%	1.00x	98.8%
Department Stores, Clothing & Accessories	\$2.7M	↑ 17.8%	↑ 6.5%	\$25.3M	↑ 10.4%	0.98x	95.8%
Buy Now Pay Later	\$741K	↑ 5.5%	↑ 5.0%	\$7.8M	↑ 16.5%	0.73x	18.2%
Print Media and Books	\$78K	↑ 5.4%	↑ 7.0%	\$816K	↑ 1.8%	0.89x	34.2%
Children and Baby Stores	\$24K	↓ -0.8%	↑ 21.5%	\$302K	↑ 36.4%	0.50x	7.5%
Food Retailing	\$7.1M	↑ 11.9%	↑ 3.5%	\$81.1M	↑ 8.4%	1.00x	99.3%
Supermarkets	\$5.0M	↑ 3.5%	↑ 1.8%	\$57.7M	↑ 3.5%	1.00x	99.0%
Groceries and Other Food Retailing	\$2.1M	↑ 38.8%	↑ 9.5%	\$23.3M	↑ 22.9%	1.00x	97.7%
Household	\$6.4M	↑ 8.5%	↑ 3.3%	\$74.1M	↑ 8.1%	1.00x	99.1%
Insurance	\$1.9M	↑ 8.2%	↑ 4.8%	\$25.6M	↑ 11.4%	0.94x	61.4%
Electricity, Gas and Water Supply	\$1.1M	↓ -6.5%	↓ -8.1%	\$11.1M	↑ 8.7%	0.90x	45.2%
Telecommunication Services	\$987K	↑ 14.2%	↑ 6.1%	\$11.5M	↑ 9.7%	1.00x	79.9%
Personal Services	\$694K	↑ 24.0%	↑ 8.3%	\$6.6M	↑ 8.2%	0.97x	77.5%
Motor Vehicle Services	\$542K	↑ 19.1%	↑ 8.8%	\$6.2M	↑ 17.7%	1.02x	57.8%
Pet Care	\$381K	↓ -9.1%	↑ 6.6%	\$4.4M	↓ -4.7%	1.06x	39.0%
Fitness	\$242K	↑ 68.2%	↑ 8.4%	\$2.1M	↑ 23.6%	0.67x	39.7%
Public Services	\$191K	↓ -10.7%	↓ -5.8%	\$2.7M	↓ -27.4%	0.93x	50.3%
School Education	\$162K	↓ -2.6%	↑ 3.6%	\$2.1M	↑ 11.7%	0.56x	18.7%
Childcare Services	\$82K	↑ 108.6%	↓ -2.1%	\$801K	↑ 37.8%	0.48x	3.0%
Charities	\$67K	↑ 57.4%	↑ 1.6%	\$647K	↑ 9.8%	0.96x	30.0%
Computer Services	\$26K	↓ -31.6%	↓ -5.0%	\$289K	↓ -16.8%	0.70x	7.4%
Tourism and Entertainment	\$4.5M	↑ 22.3%	↑ 7.7%	\$49.5M	↑ 12.3%	1.00x	98.9%
Restaurants	\$960K	↑ 29.1%	↑ 6.3%	\$10.5M	↑ 21.5%	0.99x	92.5%
Takeaway and Fast Food Outlets	\$852K	↑ 16.4%	↑ 4.6%	\$9.4M	↑ 10.1%	0.98x	93.8%
Pubs, Taverns and Bars	\$743K	↑ 26.3%	↓ -0.3%	\$8.0M	↑ 7.3%	1.03x	81.4%
Attractions, Events and Recreation	\$595K	↑ 26.4%	↑ 6.9%	\$5.8M	↑ 10.4%	0.92x	71.9%
Online Entertainment	\$486K	↑ 22.7%	↑ 22.1%	\$5.6M	↑ 16.6%	0.98x	68.7%
Cafes	\$471K	↑ 13.1%	↑ 0.1%	\$5.7M	↑ 10.8%	0.99x	86.1%
Food Delivery Services	\$287K	↑ 40.5%	↑ 48.9%	\$3.1M	↑ 28.8%	0.72x	30.3%
Breweries and Wineries	\$147K	↓ -9.4%	↓ -5.7%	\$1.5M	↓ -21.0%	2.41x	41.8%
Private Transport	\$2.9M	↑ 21.5%	↑ 3.3%	\$32.0M	↑ 8.7%	0.99x	96.4%
Accommodation	\$898K	↑ 50.3%	↑ 4.5%	\$10.4M	↑ 19.0%	1.03x	61.1%

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

Demographic profiles

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



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

Brand preference

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

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Angus And Coote	2.09x	4.2%
Ghanda Clothing	1.98x	10.5%
Just Jeans	1.86x	11.0%
Williams Shoes	1.66x	6.3%
Best And Less	1.44x	29.9%

Top 5 General Retail		
Brand	Affinity	Penetration
Red Dot	10.77x	43.1%
Perth Duty Free	6.32x	6.5%
Kmart	1.06x	83.0%
The Reject Shop	1.06x	39.3%
Temu	0.96x	22.1%

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).

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	62.9%
Liquor Stax	11.94x	19.9%
Liquor Barons	5.97x	9.5%
The Good Grocer	3.26x	7.3%
The Spud Shed	2.92x	15.5%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
House	2.58x	20.2%
Beacon Lighting	2.14x	5.2%
Barbeques Galore	1.95x	3.3%
The Good Guys	1.95x	25.4%
Adairs	1.62x	9.6%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	8.91x	18.5%
Royal Automobile Club Of Austræ	8.71x	11.2%
Dome Cafe	8.68x	33.9%
Bakehouse	3.25x	8.3%
Miss Maud	2.80x	5.5%

Top 5 Personal Services		
Brand	Affinity	Penetration
Price Attack	3.92x	7.5%
Priceline	3.72x	27.1%
The Body Shop	0.65x	2.7%
Adore Beauty	0.61x	1.3%
Just Cuts	0.58x	2.4%

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

Overview

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

<div>Total spend</div> <div>\$46.0M</div> <div><div>↑ 8.7% .vs last year</div><div>↑ 5.2% .vs Regional WA</div></div>	<div>Top category</div> <div>Other Discretionary Retail</div> <div>\$7.7M of spend for Dunsborough residents is within this category during November 2025</div>	<div>Top lifestage</div> <div>Retiree</div> <div>26.9% of Dunsborough residents are within this lifestage</div>	<div>Proportion of spend into the LGA</div> <div>35.7%</div> <div>of spend for Dunsborough residents during November 2025</div>
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Category performance

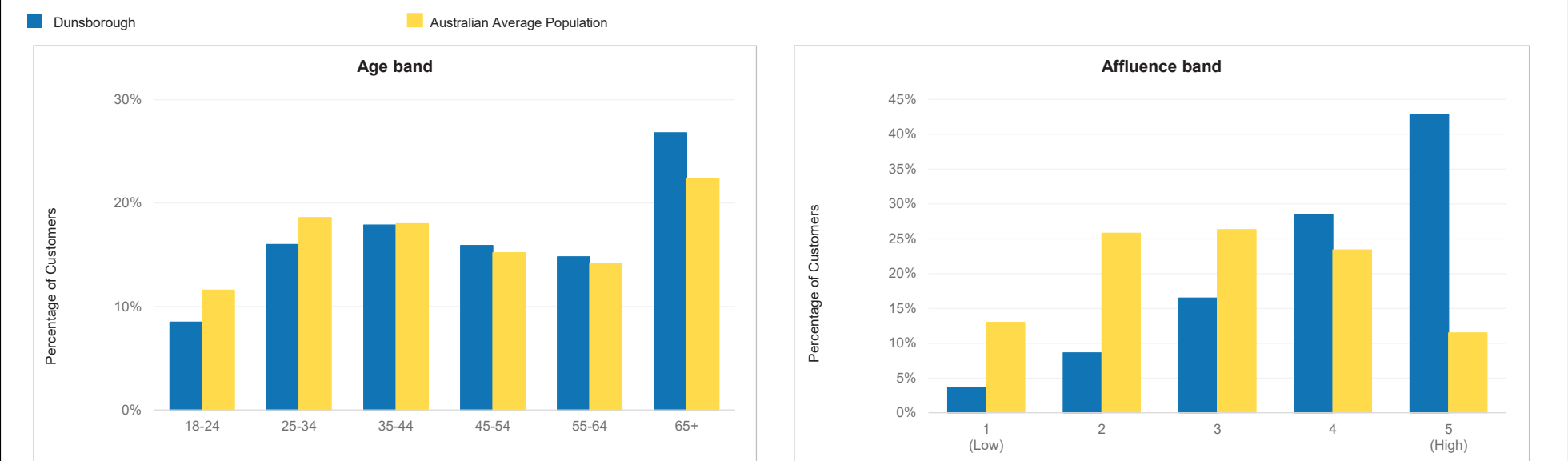
What are the highest performing categories for Dunsborough residents during the past 12 months (December 2024 - November 2025)?

Category	Monthly			Annual (Last 12 months up to November 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$46.0M	↑ 8.7%	↑ 5.2%	\$507.4M	↑ 4.6%		
Discretionary Retail	\$11.7M	↑ 12.4%	↑ 6.7%	\$108.9M	↑ 4.1%	1.00x	99.3%
Other Discretionary Retail	\$7.7M	↑ 17.2%	↑ 7.0%	\$70.8M	↑ 3.3%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$3.3M	↑ 8.8%	↑ 6.5%	\$30.2M	↑ 6.1%	0.99x	96.8%
Buy Now Pay Later	\$523K	↓ -15.7%	↑ 5.0%	\$6.3M	↑ 5.0%	0.60x	14.9%
Print Media and Books	\$101K	↓ -4.9%	↑ 7.0%	\$1.2M	↑ 2.9%	1.10x	42.7%
Children and Baby Stores	\$34K	↓ -12.3%	↑ 21.5%	\$377K	↓ -2.3%	0.67x	10.1%
Food Retailing	\$8.3M	↑ 6.8%	↑ 3.5%	\$94.7M	↑ 6.1%	1.00x	99.3%
Supermarkets	\$5.4M	↓ -1.9%	↑ 1.8%	\$62.2M	↓ -1.5%	1.00x	98.4%
Groceries and Other Food Retailing	\$2.9M	↑ 28.3%	↑ 9.5%	\$32.5M	↑ 24.1%	1.00x	98.0%
Household	\$7.9M	↑ 5.5%	↑ 3.3%	\$95.7M	↑ 3.9%	1.00x	98.9%
Insurance	\$2.7M	↑ 6.4%	↑ 4.8%	\$34.1M	↑ 6.9%	1.00x	64.9%
Electricity, Gas and Water Supply	\$1.1M	↓ -7.0%	↓ -8.1%	\$13.7M	↑ 1.8%	1.01x	50.6%
Personal Services	\$1.0M	↑ 14.5%	↑ 8.3%	\$9.9M	↑ 9.6%	1.01x	80.8%
Telecommunication Services	\$992K	↑ 3.7%	↑ 6.1%	\$12.4M	↑ 7.8%	0.96x	76.7%
Motor Vehicle Services	\$734K	↑ 8.8%	↑ 8.8%	\$9.0M	↑ 10.8%	1.21x	68.6%
Pet Care	\$541K	↑ 5.4%	↑ 6.6%	\$5.2M	↓ -10.3%	1.08x	39.7%
Public Services	\$288K	↑ 43.9%	↓ -5.8%	\$2.6M	↓ -29.4%	1.10x	59.6%
Fitness	\$273K	↑ 47.4%	↑ 8.4%	\$3.0M	↑ 26.4%	0.72x	42.8%
School Education	\$167K	↓ -12.8%	↑ 3.6%	\$3.1M	↑ 5.5%	0.66x	22.0%
Charities	\$83K	↑ 12.9%	↑ 1.6%	\$878K	↓ -15.6%	1.04x	32.5%
Childcare Services	\$42K	↓ -41.9%	↓ -2.1%	\$1.0M	↓ -20.4%	0.66x	4.2%
Computer Services	\$24K	↓ -68.0%	↓ -5.0%	\$736K	↓ -11.7%	0.95x	10.0%
Tourism and Entertainment	\$5.5M	↑ 14.1%	↑ 7.7%	\$57.3M	↑ 2.6%	1.00x	99.1%
Restaurants	\$1.5M	↑ 6.4%	↑ 6.3%	\$17.3M	↑ 12.3%	1.01x	94.8%
Pubs, Taverns and Bars	\$841K	↑ 29.4%	↓ -0.3%	\$8.4M	↑ 1.5%	1.08x	84.9%
Cafes	\$759K	↑ 21.7%	↑ 0.1%	\$7.9M	↑ 2.4%	1.05x	91.9%
Attractions, Events and Recreation	\$750K	↑ 17.3%	↑ 6.9%	\$6.5M	↓ -8.1%	0.98x	76.8%
Takeaway and Fast Food Outlets	\$668K	↑ 5.1%	↑ 4.6%	\$7.3M	↓ -2.0%	0.98x	93.4%
Online Entertainment	\$497K	↑ 23.0%	↑ 22.1%	\$5.5M	↑ 2.5%	1.02x	71.1%
Breweries and Wineries	\$319K	↓ -1.3%	↓ -5.7%	\$3.1M	↓ -6.9%	3.24x	56.2%
Food Delivery Services	\$109K	↑ 30.0%	↑ 48.9%	\$1.3M	↑ 5.9%	0.53x	22.2%
Private Transport	\$3.3M	↑ 3.9%	↑ 3.3%	\$40.0M	↑ 3.3%	1.01x	97.7%
Accommodation	\$1.1M	↑ 21.9%	↑ 4.5%	\$14.8M	↑ 6.2%	1.17x	69.8%

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

Demographic profiles

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



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

Brand preference

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

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Gazman	4.53x	9.8%
Ghanda Clothing	3.32x	17.6%
Vans	2.04x	2.1%
Just Jeans	1.60x	9.4%
Sportsgirl	1.58x	10.7%

Top 5 General Retail		
Brand	Affinity	Penetration
Perth Duty Free	9.54x	9.9%
Red Dot	7.58x	30.3%
Temu	1.05x	24.2%
Kmart	1.01x	79.2%
David Jones	0.95x	14.0%

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).

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	68.7%
Liquor Stax	27.91x	46.5%
Liquor Barons	8.92x	14.2%
The Good Grocer	6.03x	13.4%
The Jerky Co	2.07x	2.5%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
Beacon Lighting	2.49x	6.0%
House	2.25x	17.6%
Adairs	2.25x	13.3%
The Good Guys	2.01x	26.2%
Barbeques Galore	1.66x	2.8%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	9.18x	19.0%
Dome Cafe	8.05x	31.4%
Royal Automobile Club Of Austræ	7.73x	10.0%
Miss Maud	3.15x	6.2%
Varsity Bar	2.30x	3.4%

Top 5 Personal Services		
Brand	Affinity	Penetration
Price Attack	2.78x	5.3%
Priceline	2.56x	18.7%
Adore Beauty	0.87x	1.8%
Mecca	0.79x	11.8%
Aesop	0.76x	1.0%

City of Busselton

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

Overview

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

Total spend

\$55.4M

↑ 2.6%

↑ 5.2%

.vs last year

.vs Regional WA

Top category

Other Discretionary Retail

\$8.8M of spend for West Busselton residents is within this category during November 2025

Top lifestage

Retiree

33% of West Busselton residents are within this lifestage

Proportion of spend into the LGA

42.3%

of spend for West Busselton residents during November 2025

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

Category	Monthly			Annual (Last 12 months up to November 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$55.4M	↑ 2.6%	↑ 5.2%	\$623.2M	↑ 5.1%		
Discretionary Retail	\$13.8M	↑ 4.5%	↑ 6.7%	\$133.6M	↑ 1.6%	1.00x	99.4%
Other Discretionary Retail	\$8.8M	↑ 7.2%	↑ 7.0%	\$81.9M	→ 0.0%	1.00x	99.2%
Department Stores, Clothing & Accessories	\$3.8M	↓ -2.1%	↑ 6.5%	\$38.2M	↑ 2.7%	1.00x	97.5%
Buy Now Pay Later	\$1.0M	↑ 8.7%	↑ 5.0%	\$11.7M	↑ 9.2%	0.76x	19.0%
Print Media and Books	\$120K	↓ -6.1%	↑ 7.0%	\$1.4M	↓ -4.1%	1.07x	41.3%
Children and Baby Stores	\$45K	↑ 22.3%	↑ 21.5%	\$470K	↑ 33.4%	0.63x	9.4%
Food Retailing	\$11.3M	↑ 2.9%	↑ 3.5%	\$132.0M	↑ 4.3%	1.00x	99.1%
Supermarkets	\$7.8M	↓ -4.9%	↑ 1.8%	\$92.0M	↓ -2.6%	1.00x	98.7%
Groceries and Other Food Retailing	\$3.4M	↑ 26.5%	↑ 9.5%	\$40.0M	↑ 24.7%	0.99x	97.1%
Household	\$10.7M	↑ 3.4%	↑ 3.3%	\$122.3M	↑ 6.5%	1.00x	99.2%
Insurance	\$3.4M	↑ 8.3%	↑ 4.8%	\$41.7M	↑ 10.0%	1.02x	66.1%
Electricity, Gas and Water Supply	\$2.0M	↓ -10.3%	↓ -8.1%	\$19.1M	↑ 6.0%	1.07x	53.6%
Telecommunication Services	\$1.6M	↑ 6.7%	↑ 6.1%	\$19.1M	↑ 6.9%	1.00x	79.6%
Personal Services	\$1.0M	↑ 10.1%	↑ 8.3%	\$10.4M	↑ 8.1%	1.01x	80.7%
Motor Vehicle Services	\$868K	↑ 46.9%	↑ 8.8%	\$9.3M	↑ 7.0%	1.13x	63.8%
Pet Care	\$644K	↓ -0.1%	↑ 6.6%	\$7.9M	↑ 6.5%	1.33x	49.0%
Public Services	\$390K	↓ -25.0%	↓ -5.8%	\$4.9M	↓ -26.6%	1.06x	57.7%
School Education	\$277K	↑ 8.3%	↑ 3.6%	\$3.2M	↑ 17.5%	0.69x	23.0%
Fitness	\$232K	↓ -3.1%	↑ 8.4%	\$3.4M	↑ 27.6%	0.72x	42.6%
Charities	\$118K	↑ 1.0%	↑ 1.6%	\$1.3M	↑ 14.6%	1.13x	35.3%
Childcare Services	\$83K	↓ -36.1%	↓ -2.1%	\$1.6M	↑ 1.2%	0.67x	4.3%
Computer Services	\$41K	↑ 16.9%	↓ -5.0%	\$419K	↓ -22.2%	0.70x	7.5%
Tourism and Entertainment	\$6.5M	↑ 5.0%	↑ 7.7%	\$72.2M	↑ 6.6%	1.00x	98.6%
Restaurants	\$1.3M	↑ 19.9%	↑ 6.3%	\$14.1M	↑ 16.1%	0.98x	92.4%
Takeaway and Fast Food Outlets	\$1.3M	↑ 3.2%	↑ 4.6%	\$14.5M	↑ 1.2%	0.98x	93.3%
Pubs, Taverns and Bars	\$962K	↑ 8.2%	↓ -0.3%	\$10.8M	↑ 4.0%	1.03x	81.2%
Attractions, Events and Recreation	\$810K	↓ -5.4%	↑ 6.9%	\$9.2M	↑ 9.6%	0.96x	75.4%
Online Entertainment	\$783K	↓ -7.8%	↑ 22.1%	\$8.9M	↑ 9.7%	0.97x	67.5%
Cafes	\$675K	↑ 1.4%	↑ 0.1%	\$7.9M	↑ 1.8%	1.01x	88.0%
Food Delivery Services	\$457K	↑ 43.8%	↑ 48.9%	\$4.7M	↑ 20.8%	0.74x	31.0%
Breweries and Wineries	\$204K	↓ -21.6%	↓ -5.7%	\$2.2M	↓ -21.9%	2.61x	45.4%
Private Transport	\$3.7M	↓ -0.5%	↑ 3.3%	\$48.3M	↑ 3.8%	0.99x	96.0%
Accommodation	\$1.1M	↑ 9.0%	↑ 4.5%	\$13.3M	↑ 3.7%	1.09x	64.6%

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 West Busselton residents during the recent static period (December 2024 - November 2025)?

West Busselton

Australian Average Population

Age band

Age band	West Busselton	Australian Average Population
18-24	9%	12%
25-34	11%	18%
35-44	16%	18%
45-54	15%	15%
55-64	15%	14%
65+	33%	23%

Affluence band

Affluence band	West Busselton	Australian Average Population
1 (Low)	13%	13%
2	23%	26%
3	26%	26%
4	26%	23%
5 (High)	13%	12%

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 (December 2024 - November 2025)?

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Angus And Coote	2.75x	5.5%
Ghanda Clothing	2.38x	12.6%
Just Jeans	2.34x	13.8%
Williams Shoes	2.02x	7.6%
Sportsgirl	1.98x	13.5%

Top 5 General Retail		
Brand	Affinity	Penetration
Red Dot	13.62x	54.5%
Perth Duty Free	7.22x	7.5%
The Reject Shop	1.19x	44.1%
Kmart	1.12x	87.3%
Temu	1.09x	25.1%

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).

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	73.6%
Liquor Stax	24.81x	41.4%
Liquor Barons	6.81x	10.8%
The Good Grocer	2.83x	6.3%
The Spud Shed	2.77x	14.6%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
House	3.18x	24.8%
Harvey Norman	2.59x	6.0%
The Good Guys	2.31x	30.0%
Beacon Lighting	2.01x	4.9%
Spotlight	1.93x	55.1%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	12.48x	25.9%
Royal Automobile Club Of Austræ	10.56x	13.6%
Dome Cafe	10.52x	41.1%
Sushi Sushi	3.03x	31.3%
Red Rooster	2.59x	42.9%

Top 5 Personal Services		
Brand	Affinity	Penetration
Price Attack	4.47x	8.5%
Priceline	4.45x	32.4%
The Body Shop	0.76x	3.2%
Adore Beauty	0.66x	1.4%
Just Cuts	0.54x	2.2%

City of Busselton

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

Overview

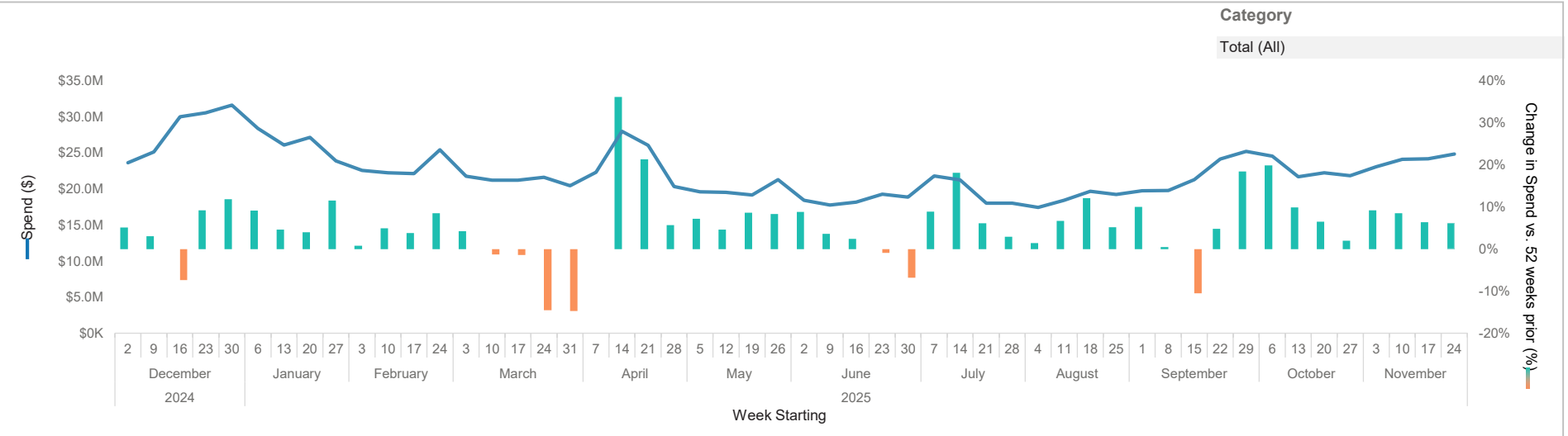
What are some of the key insights for the City of Busselton location for November 2025?

<div>Total spend</div> <div>\$102.3M</div> <div><div>↑ 6.0%</div> .vs last year</div> <div>↑ 2.7%</div> Regional WA

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

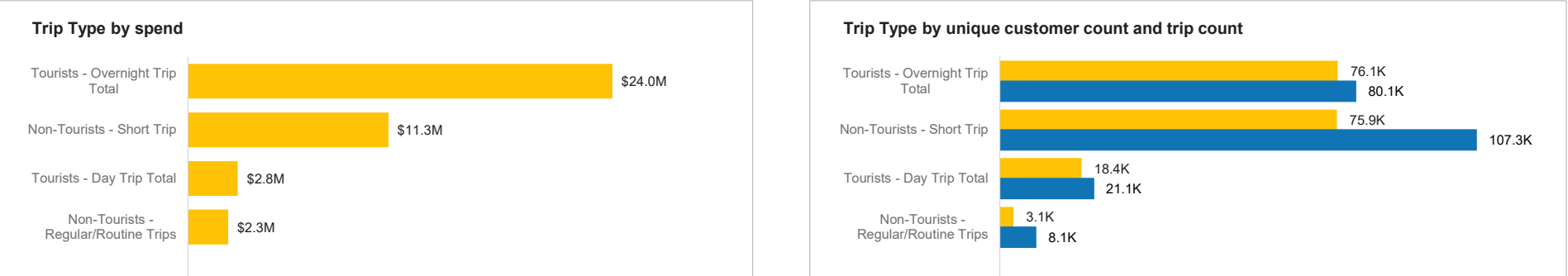
What are the key changes to category spend and visits in November 2025 versus the past year and Regional WA for the City of Busselton location?

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	\$102.3M	↑ 6.0%	↑ 2.7%	\$44.6M	↑ 4.7%	↑ 4.1%	\$57.7M	↑ 7.0%	↑ 2.6%
Food Retailing	\$32.1M	↑ 12.6%	↑ 3.8%	\$9.9M	↑ 26.2%	↑ 5.1%	\$22.3M	↑ 7.4%	↑ 3.2%
Supermarkets	\$20.3M	↓ -3.7%	↑ 1.8%	\$4.5M	↓ -2.1%	↑ 2.6%	\$15.8M	↓ -4.2%	↑ 1.4%
Groceries and Other Food Retailing	\$11.8M	↑ 58.8%	↑ 10.1%	\$5.3M	↑ 66.8%	↑ 10.6%	\$6.5M	↑ 52.8%	↑ 11.2%
Discretionary Retail	\$24.3M	↑ 2.9%	↑ 1.7%	\$8.0M	↑ 0.7%	↑ 3.5%	\$16.3M	↑ 4.0%	↑ 1.8%
Other Discretionary Retail	\$17.8M	↑ 4.1%	↑ 2.4%	\$5.1M	↑ 0.3%	↑ 4.6%	\$12.7M	↑ 5.7%	↑ 2.1%
Department Stores, Clothing & Accessories	\$6.6M	↓ -0.2%	→ 0.0%	\$2.9M	↑ 1.4%	↑ 0.5%	\$3.6M	↓ -1.5%	↑ 0.6%
Tourism and Entertainment	\$18.1M	↑ 2.5%	↑ 2.1%	\$11.2M	↓ -2.2%	↑ 3.8%	\$6.9M	↑ 11.1%	↑ 0.6%
Restaurants	\$5.1M	↓ -0.4%	↑ 4.4%	\$3.3M	↓ -4.9%	↑ 5.8%	\$1.8M	↑ 9.2%	↑ 6.3%
Pubs, Taverns and Bars	\$3.4M	↑ 19.0%	↑ 1.2%	\$1.9M	↑ 13.7%	↑ 4.3%	\$1.5M	↑ 26.3%	↓ -4.3%
Cafes	\$3.1M	↑ 11.4%	↑ 1.3%	\$1.9M	↑ 8.5%	↑ 5.4%	\$1.2M	↑ 16.2%	↑ 0.6%
Takeaway and Fast Food Outlets	\$2.7M	↑ 11.1%	↑ 3.0%	\$1.2M	↑ 11.8%	↑ 11.2%	\$1.5M	↑ 10.5%	↑ 2.8%
Breweries and Wineries	\$2.4M	↓ -24.0%	↓ -15.9%	\$2.0M	↓ -23.6%	↓ -16.8%	\$393K	↓ -25.5%	↓ -11.3%
Attractions, Events and Recreation	\$1.3M	↑ 5.3%	↑ 3.9%	\$885K	↑ 2.9%	↓ -0.9%	\$415K	↑ 10.8%	↑ 4.6%
Private Transport	\$8.9M	↑ 11.9%	↑ 3.1%	\$3.5M	↑ 17.6%	↑ 5.2%	\$5.4M	↑ 8.5%	↑ 1.7%
Accommodation - Online	\$5.1M	↓ -15.3%	↑ 2.1%	\$5.0M	↓ -15.2%	↑ 2.1%	\$107K	↓ -16.6%	
Accommodation - Instore	\$3.0M	↓ -1.8%	↑ 1.0%	\$2.6M	↓ -3.7%	↓ -0.7%	\$345K	↑ 16.2%	↑ 5.5%

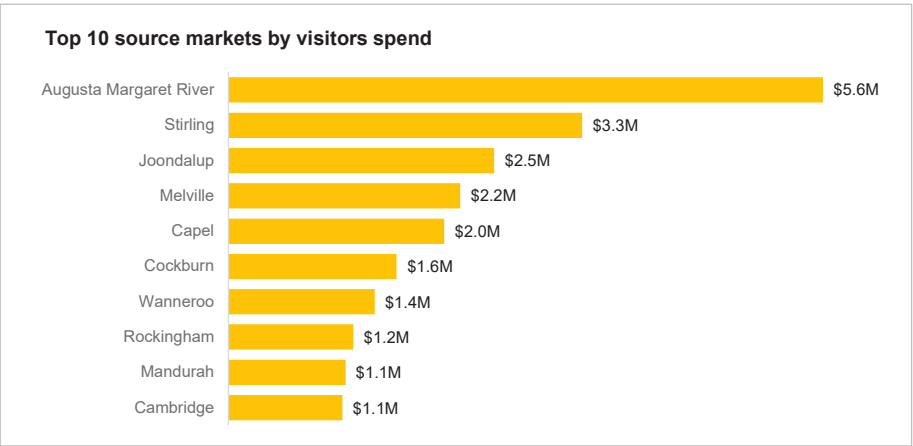
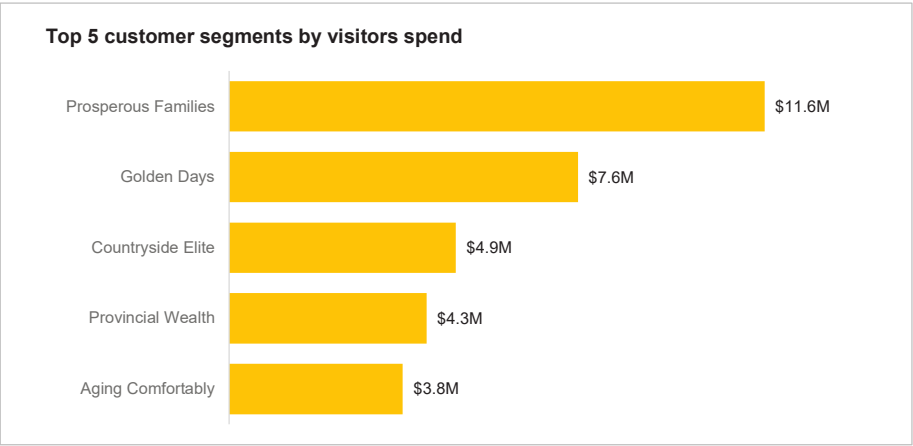
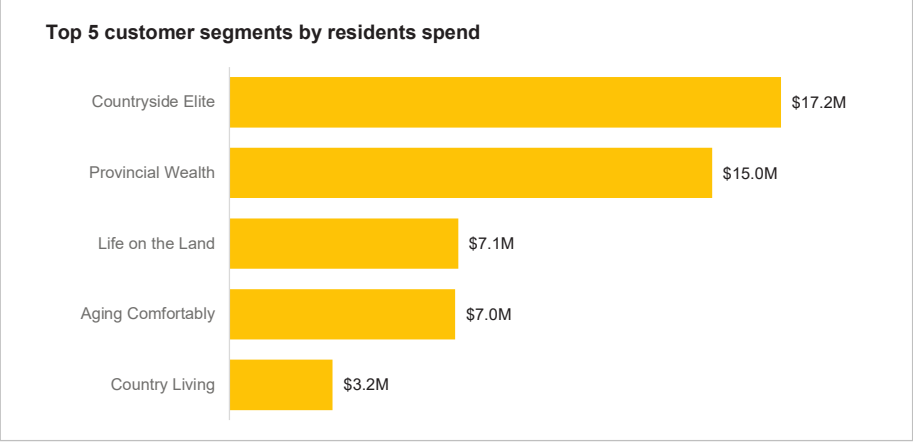
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.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

Trip Type, customer segments and source markets

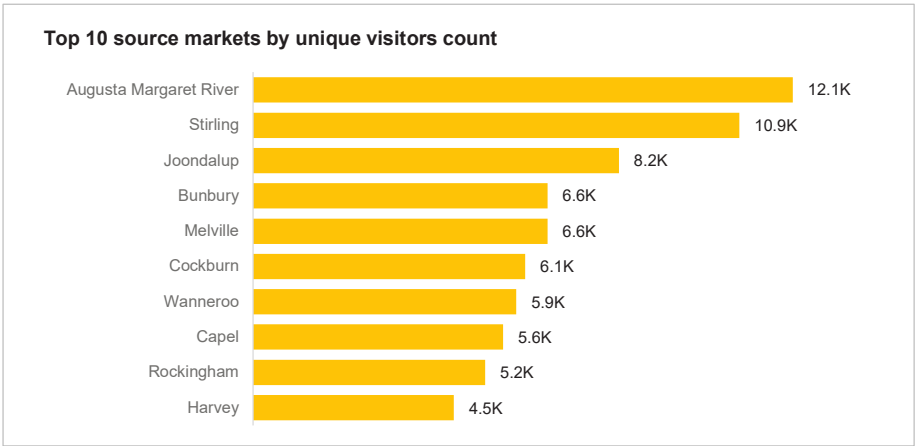
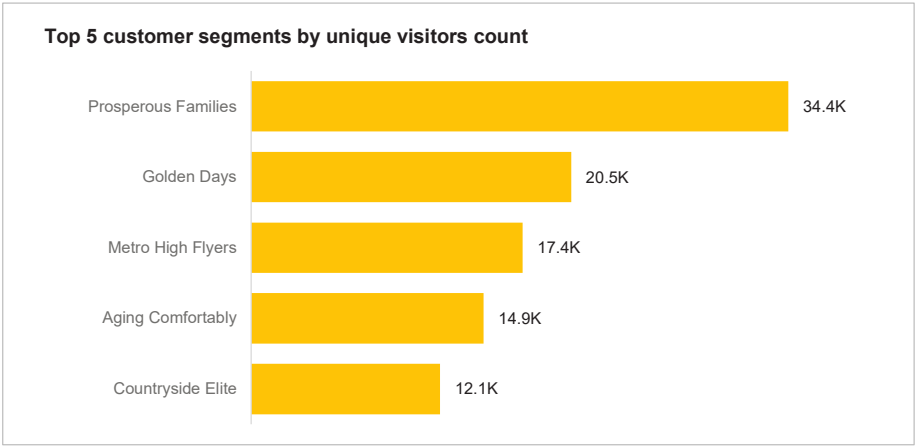
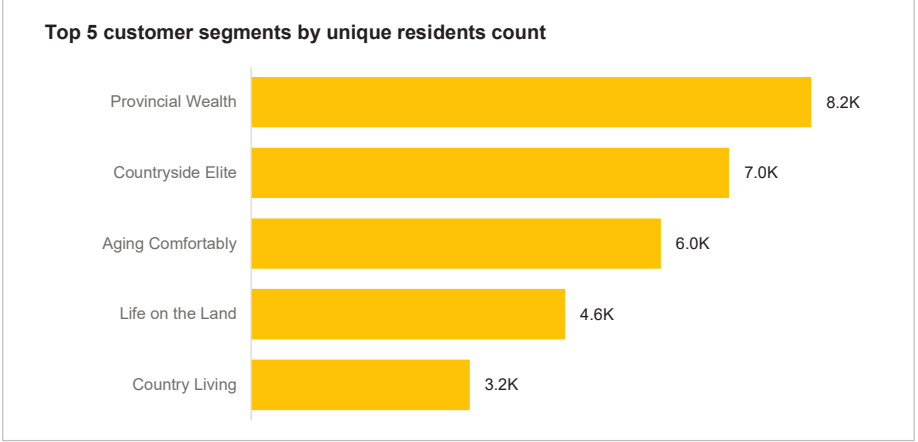
What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during November 2025?



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	Unique Customer Count	Trip Count
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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		
November 2025	LGA	City of Busselton		

Overview

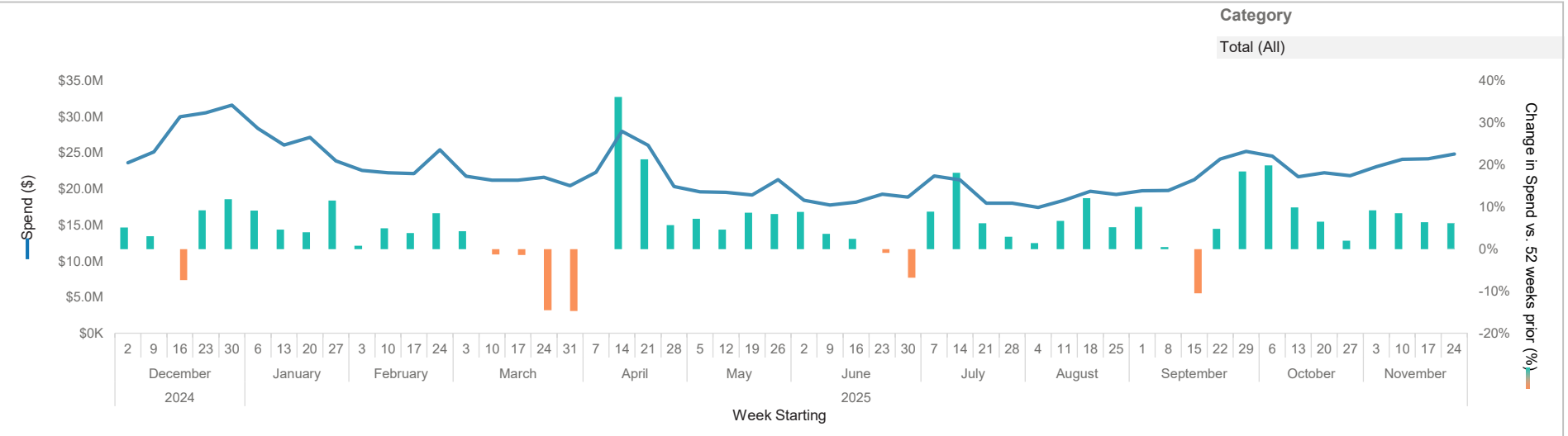
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Trends

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

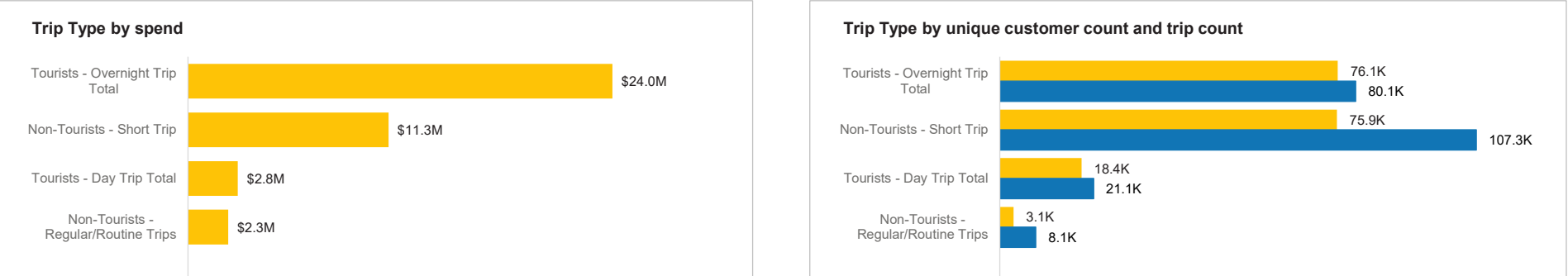
What are the key changes to category spend and visits in November 2025 versus the past year and Regional WA for the City of Busselton location?

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	189.9K	↑ 6.2%		153.7K	↑ 6.9%		36.1K	↑ 3.3%	
Tourism and Entertainment	132.1K	↑ 3.9%		102.1K	↑ 3.7%		30.0K	↑ 4.6%	
Restaurants	62.0K	↑ 8.9%		43.8K	↑ 7.8%		18.2K	↑ 11.8%	
Takeaway and Fast Food Outlets	54.5K	↑ 8.9%		34.6K	↑ 10.8%		20.0K	↑ 5.7%	
Cafes	48.9K	↑ 4.5%		33.7K	↑ 4.5%		15.2K	↑ 4.4%	
Pubs, Taverns and Bars	35.3K	↑ 17.3%		23.0K	↑ 17.2%		12.3K	↑ 17.6%	
Breweries and Wineries	21.7K	↓ -27.5%		18.1K	↓ -25.0%		3.5K	↓ -38.3%	
Attractions, Events and Recreation	21.5K	↑ 4.4%		17.0K	↑ 8.3%		4.5K	↓ -8.1%	
Food Retailing	117.0K	↑ 9.2%		82.3K	↑ 11.8%		34.7K	↑ 3.6%	
Groceries and Other Food Retailing	86.4K	↑ 19.8%		58.5K	↑ 24.1%		28.0K	↑ 11.6%	
Supermarkets	83.3K	↑ 0.5%		49.9K	↓ -1.0%		33.4K	↑ 2.9%	
Discretionary Retail	77.9K	↑ 2.8%		45.2K	↑ 2.9%		32.6K	↑ 2.6%	
Other Discretionary Retail	62.9K	↑ 2.9%		32.2K	↑ 3.1%		30.7K	↑ 2.7%	
Department Stores, Clothing & Accessories	45.0K	↑ 1.9%		23.8K	↑ 3.7%		21.1K	↓ -0.1%	
Private Transport	64.5K	↑ 8.0%		39.3K	↑ 11.1%		25.3K	↑ 3.6%	
Accommodation - Online	13.0K	↓ -10.4%		12.7K	↓ -10.9%		0.3K	↑ 24.2%	
Accommodation - Instore	11.4K	↑ 5.7%		9.4K	↑ 3.8%		2.0K	↑ 14.9%	

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

Trip Type, customer segments and source markets

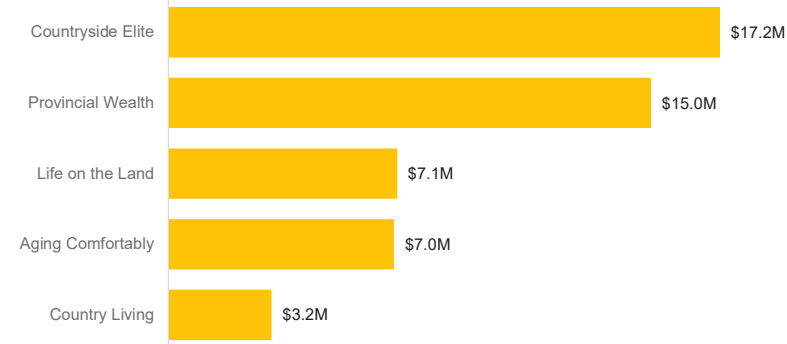
What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during November 2025?



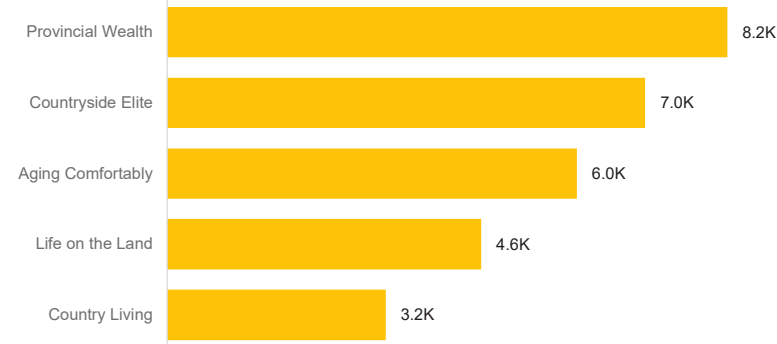
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	■ Unique Customer Count	■ Trip Count
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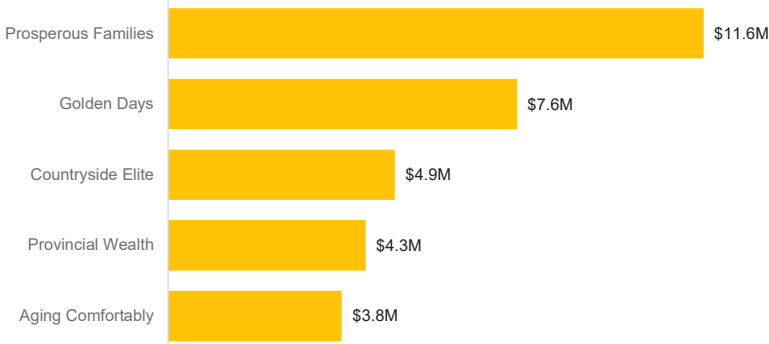
Top 5 customer segments by residents spend



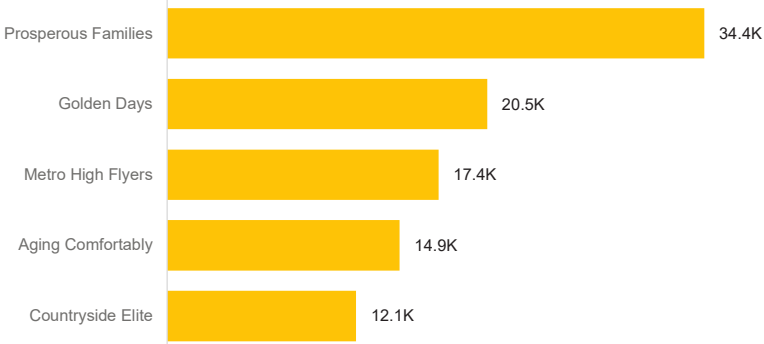
Top 5 customer segments by unique residents count



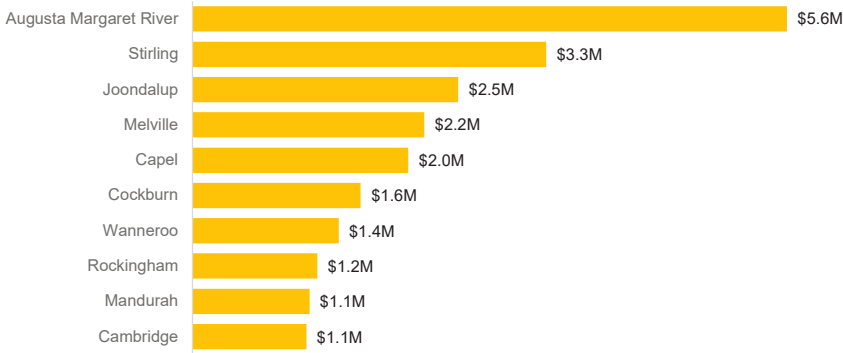
Top 5 customer segments by visitors spend



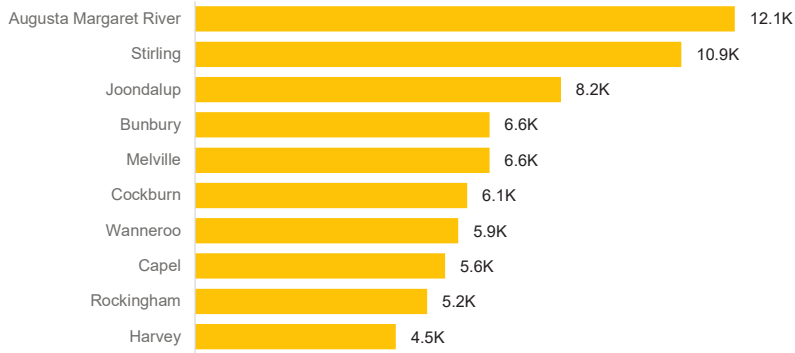
Top 5 customer segments by unique visitors count



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		
November 2025	LGA	City of Busselton		

Overview

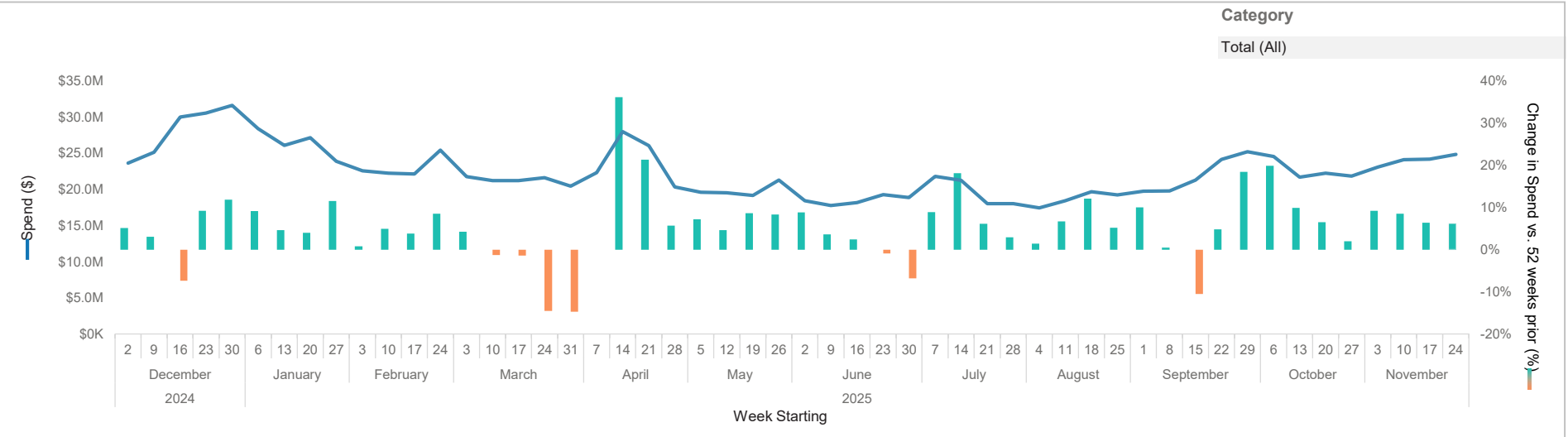
What are some of the key insights for the City of Busselton location for November 2025?

<div><div>Total spend</div><div>\$102.3M</div><div><div>↑ 6.0%</div><div>↑ 2.7%</div><div>.vs last year</div><div>Regional WA</div></div></div>	<div><div>Total customers</div><div>190K</div><div><div>↑ 6.2%</div><div></div><div>.vs last year</div></div></div>	<div><div>Visitor spend</div><div>\$44.6M</div><div><div>44% of total spend</div><div>within City of Busselton during November 2025</div><div>are from Visitors</div></div></div>	<div><div>Total visitors</div><div>154K</div><div><div>81% of total customers</div><div>within City of Busselton during November 2025</div><div>are from Visitors</div></div></div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for November 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

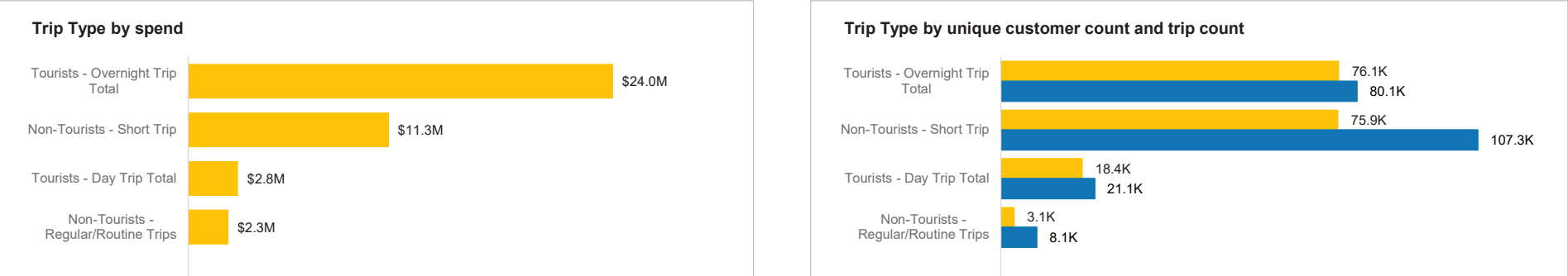
What are the key changes to category spend and visits in November 2025 versus the past year and Regional WA for the City of Busselton location?

Data representing									
Spend per customer									
Category	Total			Visitors			Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$539.00	↓ -0.2%		\$290.20	↓ -2.1%		\$1,596.90	↑ 3.6%	
Food Retailing	\$274.40	↑ 3.1%		\$119.80	↑ 12.9%		\$640.70	↑ 3.7%	
Supermarkets	\$243.70	↓ -4.3%		\$90.40	↓ -1.1%		\$473.00	↓ -6.9%	
Groceries and Other Food Retailing	\$136.60	↑ 32.6%		\$91.50	↑ 34.4%		\$231.10	↑ 36.9%	
Discretionary Retail	\$312.50	↑ 0.1%		\$177.60	↓ -2.2%		\$499.40	↑ 1.4%	
Other Discretionary Retail	\$282.30	↑ 1.2%		\$158.10	↓ -2.7%		\$412.60	↑ 2.9%	
Department Stores, Clothing & Accessories	\$146.20	↓ -2.1%		\$123.50	↓ -2.2%		\$171.90	↓ -1.4%	
Tourism and Entertainment	\$136.70	↓ -1.4%		\$109.50	↓ -5.7%		\$229.30	↑ 6.2%	
Restaurants	\$82.80	↓ -8.6%		\$75.90	↓ -11.8%		\$99.30	↓ -2.4%	
Pubs, Taverns and Bars	\$96.00	↑ 1.4%		\$82.30	↓ -2.9%		\$121.60	↑ 7.5%	
Cafes	\$64.20	↑ 6.6%		\$57.00	↑ 3.8%		\$80.10	↑ 11.3%	
Takeaway and Fast Food Outlets	\$50.10	↑ 2.0%		\$34.40	↑ 0.9%		\$77.30	↑ 4.6%	
Breweries and Wineries	\$109.20	↑ 4.9%		\$108.70	↑ 1.8%		\$111.80	↑ 20.7%	
Attractions, Events and Recreation	\$60.50	↑ 0.9%		\$52.10	↓ -4.9%		\$92.60	↑ 20.6%	
Private Transport	\$137.40	↑ 3.5%		\$88.10	↑ 5.9%		\$213.90	↑ 4.6%	
Accommodation - Online	\$392.00	↓ -5.4%		\$392.40	↓ -4.8%		\$377.50	↓ -32.8%	
Accommodation - Instore	\$262.20	↓ -7.0%		\$282.80	↓ -7.3%		\$168.50	↑ 1.2%	

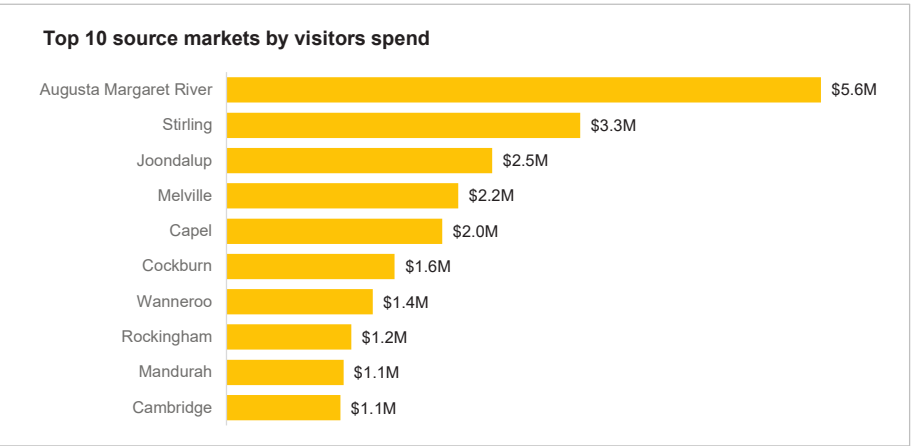
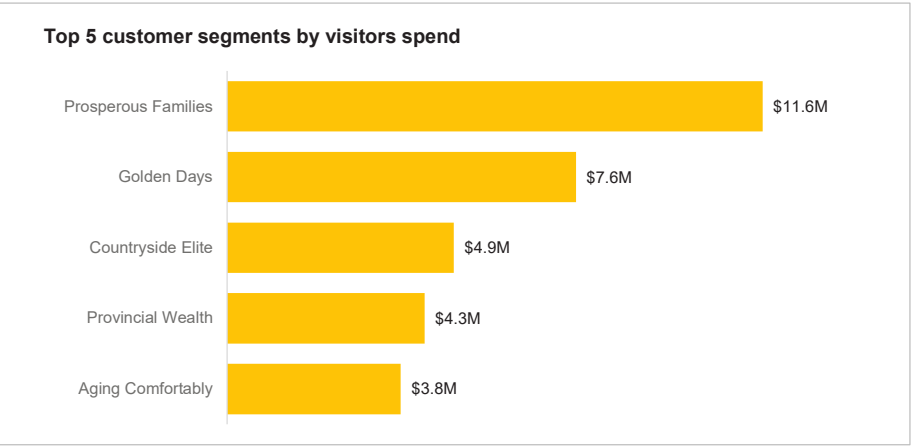
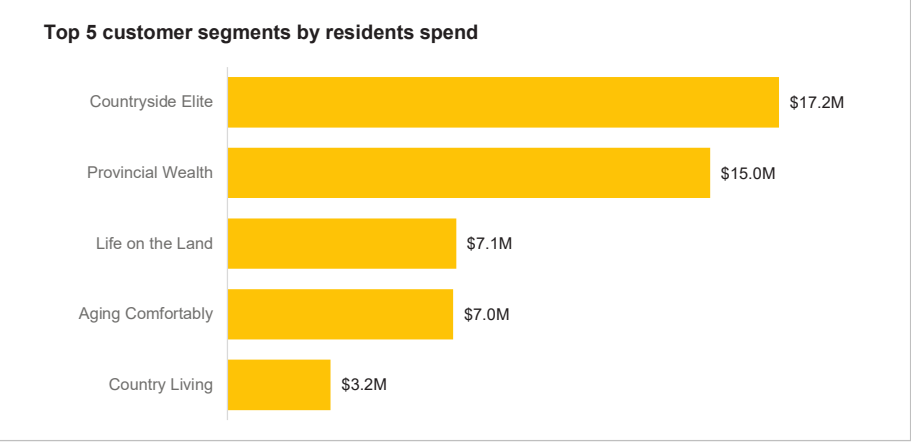
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.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

Trip Type, customer segments and source markets

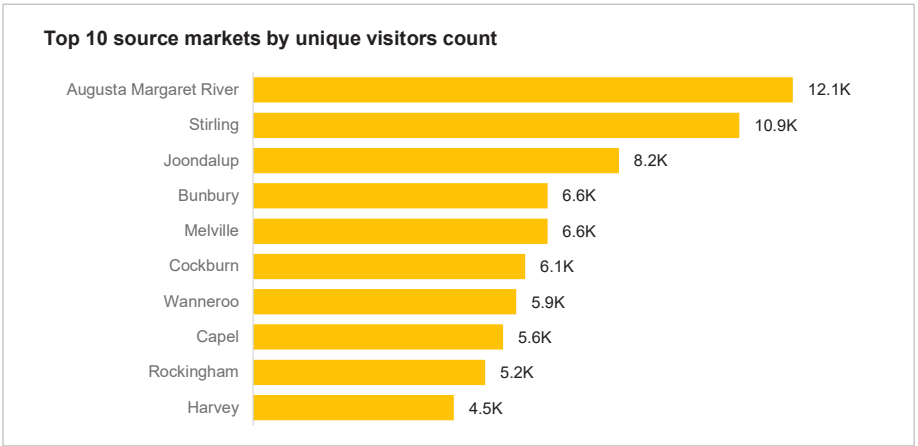
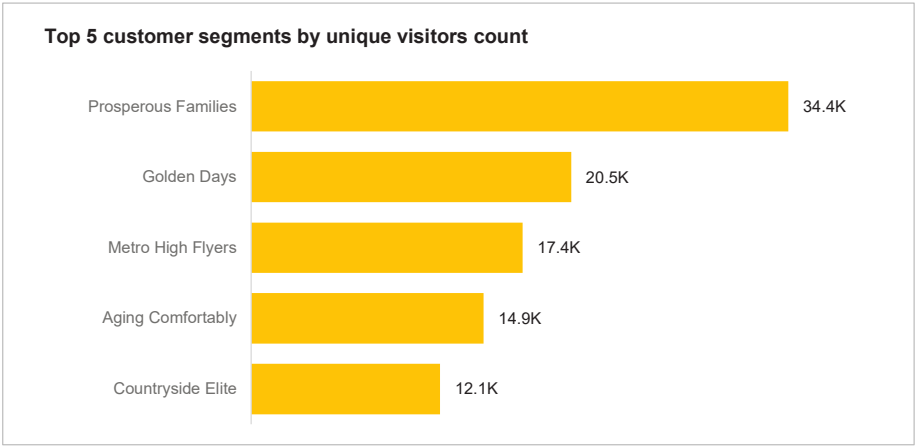
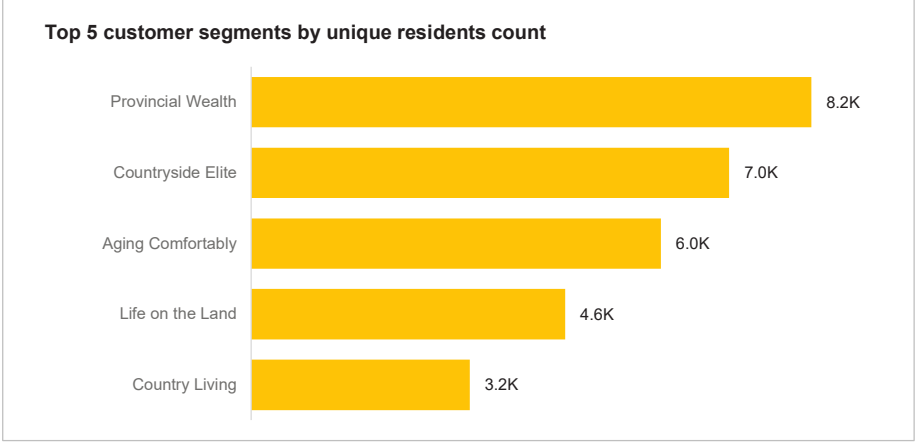
What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during November 2025?



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	Unique Customer Count	Trip Count
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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		
November 2025	Sub-region	Busselton		

Overview

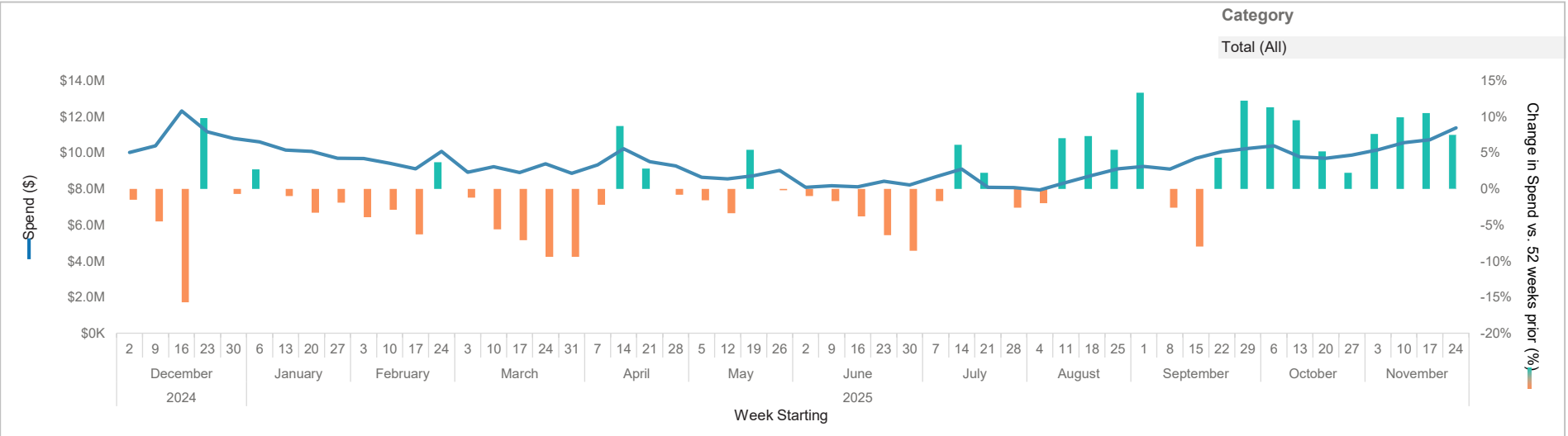
What are some of the key insights for the Busselton location for November 2025?

<div>Total spend</div> <div>\$45.3M</div> <div><div>↑ 6.9%</div> .vs last year</div> <div><div>↑ 2.7%</div> Regional WA</div>	<div>Total customers</div> <div>119K</div> <div><div>↑ 5.5%</div> .vs last year</div>	<div>Visitor spend</div> <div>\$15.0M</div> <div><div>33% of total spend</div> within Busselton during November 2025 are from Visitors</div>	<div>Total visitors</div> <div>85K</div> <div><div>72% of total customers</div> within Busselton during November 2025 are from Visitors</div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for November 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

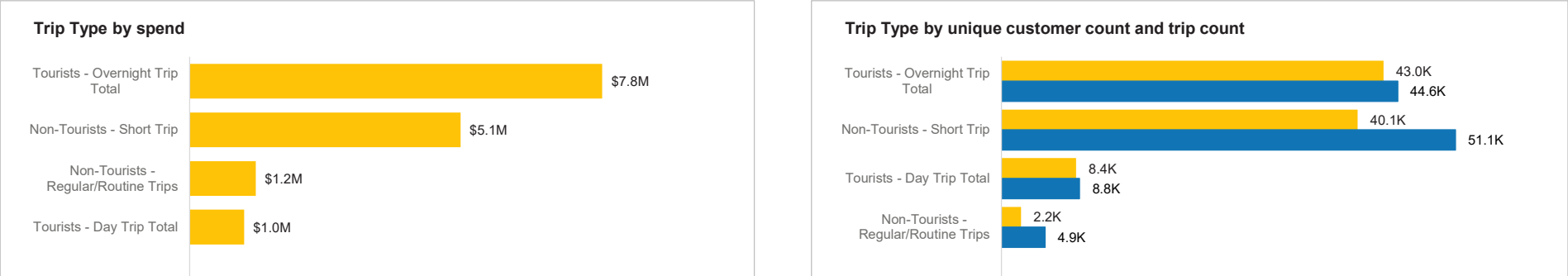
What are the key changes to category spend and visits in November 2025 versus the past year and Regional WA for the Busselton location?

								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	\$45.3M	↑ 6.9%	↑ 2.7%	\$15.0M	↑ 9.4%	↑ 4.1%	\$30.3M	↑ 5.7%	↑ 2.6%
Discretionary Retail	\$14.9M	↑ 10.6%	↑ 1.7%	\$4.5M	↑ 8.9%	↑ 3.5%	\$10.4M	↑ 11.4%	↑ 1.8%
Other Discretionary Retail	\$12.2M	↑ 13.4%	↑ 2.4%	\$3.4M	↑ 8.3%	↑ 4.6%	\$8.7M	↑ 15.6%	↑ 2.1%
Department Stores, Clothing & Accessories	\$2.7M	↓ -0.6%	→ 0.0%	\$1.0M	↑ 10.9%	↑ 0.5%	\$1.6M	↓ -6.9%	↑ 0.6%
Food Retailing	\$11.9M	↓ -3.4%	↑ 3.8%	\$2.8M	↓ -1.0%	↑ 5.1%	\$9.2M	↓ -4.1%	↑ 3.2%
Supermarkets	\$9.2M	↓ -3.9%	↑ 1.8%	\$1.8M	↓ -1.6%	↑ 2.6%	\$7.4M	↓ -4.5%	↑ 1.4%
Groceries and Other Food Retailing	\$2.8M	↓ -1.5%	↑ 10.1%	\$969K	↑ 0.2%	↑ 10.6%	\$1.8M	↓ -2.4%	↑ 11.2%
Tourism and Entertainment	\$6.9M	↑ 5.4%	↑ 2.1%	\$3.8M	↑ 2.9%	↑ 3.8%	\$3.1M	↑ 8.7%	↑ 0.6%
Restaurants	\$1.8M	↑ 26.3%	↑ 4.4%	\$1.1M	↑ 40.2%	↑ 5.8%	\$784K	↑ 11.4%	↑ 6.3%
Pubs, Taverns and Bars	\$1.5M	↑ 14.2%	↑ 1.2%	\$672K	↑ 13.9%	↑ 4.3%	\$852K	↑ 14.5%	↓ -4.3%
Cafes	\$1.3M	↓ -1.5%	↑ 1.3%	\$752K	↑ 2.2%	↑ 5.4%	\$527K	↓ -6.3%	↑ 0.6%
Takeaway and Fast Food Outlets	\$1.0M	↑ 32.6%	↑ 3.0%	\$421K	↑ 31.4%	↑ 11.2%	\$615K	↑ 33.4%	↑ 2.8%
Private Transport	\$4.6M	↑ 15.3%	↑ 3.1%	\$1.6M	↑ 15.0%	↑ 5.2%	\$2.9M	↑ 15.5%	↑ 1.7%
Accommodation - Instore	\$285K	↑ 88.2%	↑ 1.0%	\$216K	↑ 164.3%	↓ -0.7%	\$69K	↓ -1.0%	↑ 5.5%

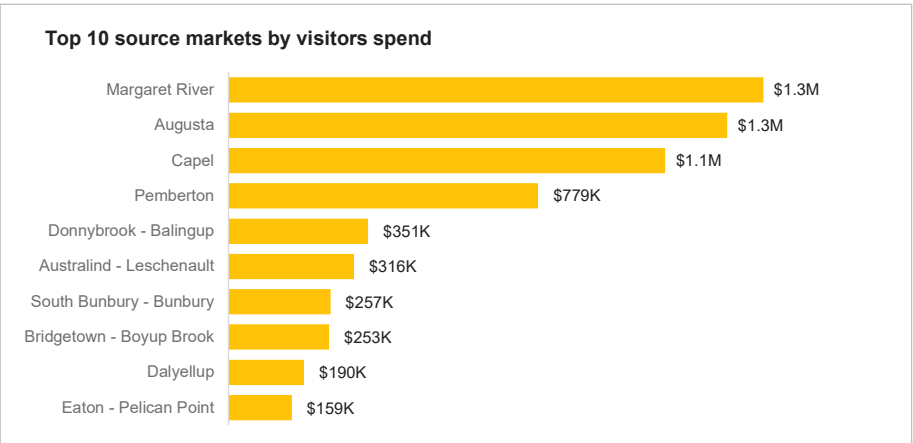
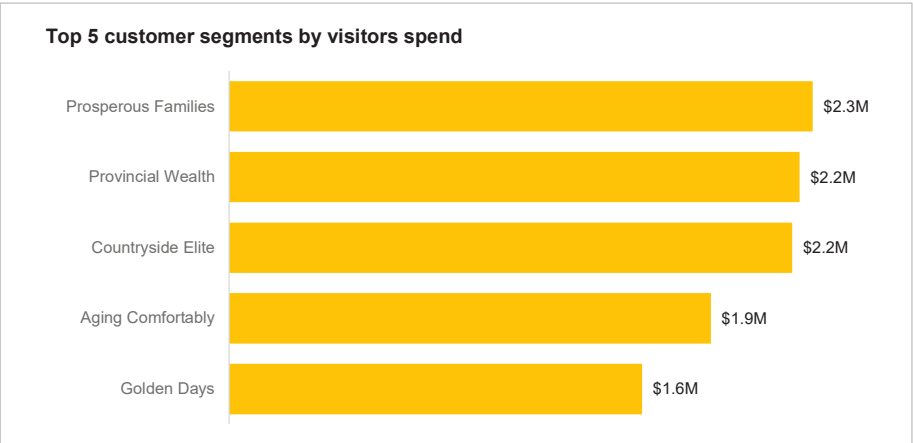
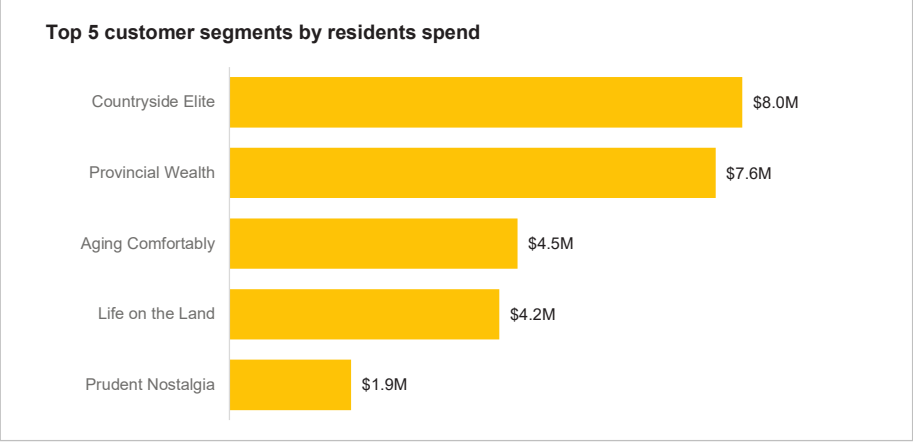
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New: Accommodation - Online → Attributed expenditure, See FAQ for more information

Trip Type, customer segments and source markets

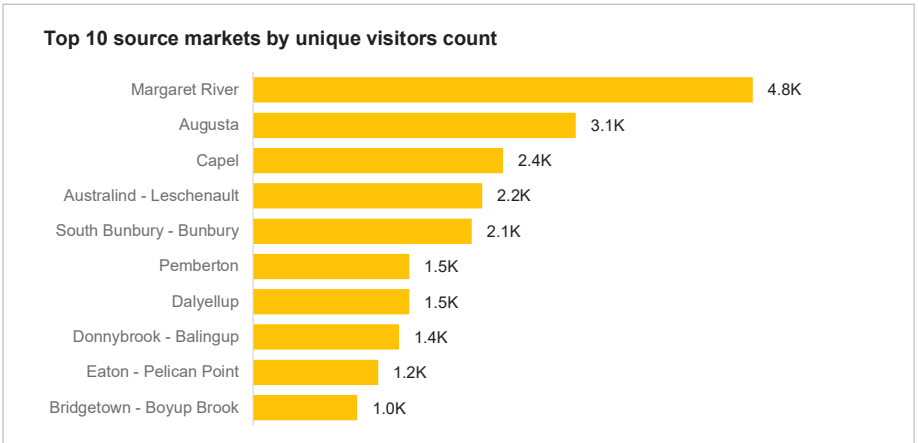
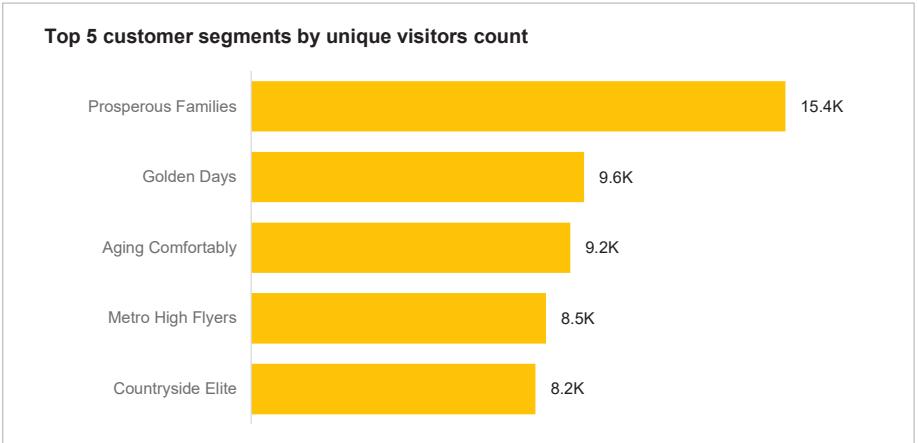
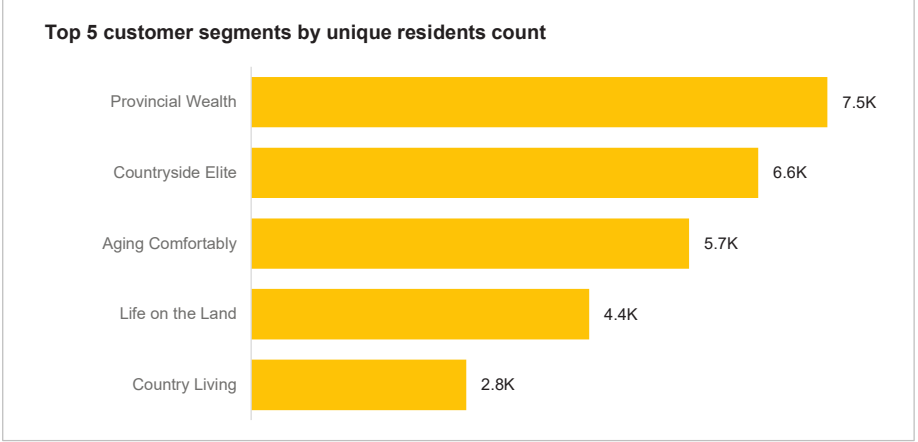
What are the types of trips, top 5 customer segments and top 10 source markets visiting Busselton location during November 2025?



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	Unique Customer Count	Trip Count
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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		
November 2025	Sub-region	Busselton		

Overview

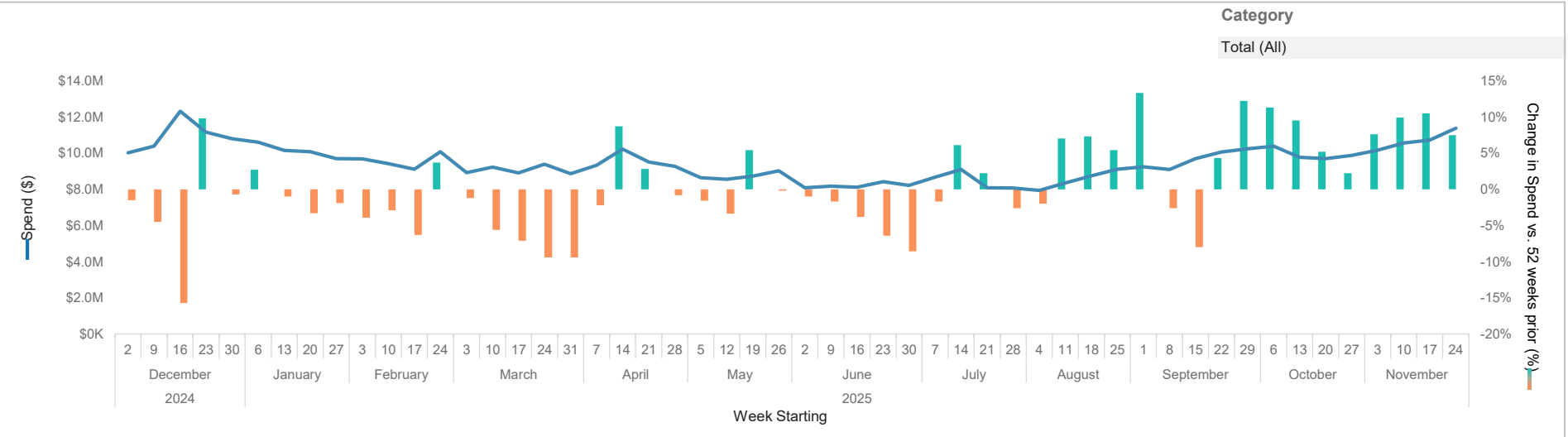
What are some of the key insights for the Busselton location for November 2025?

<div>Total spend</div> <div>\$45.3M</div> <div><div>↑ 6.9%</div> .vs last year</div> <div><div>↑ 2.7%</div> Regional WA</div>	<div>Total customers</div> <div>119K</div> <div><div>↑ 5.5%</div> .vs last year</div>	<div>Visitor spend</div> <div>\$15.0M</div> <div><div>33% of total spend</div> within Busselton during November 2025 are from Visitors</div>	<div>Total visitors</div> <div>85K</div> <div><div>72% of total customers</div> within Busselton during November 2025 are from Visitors</div>
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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

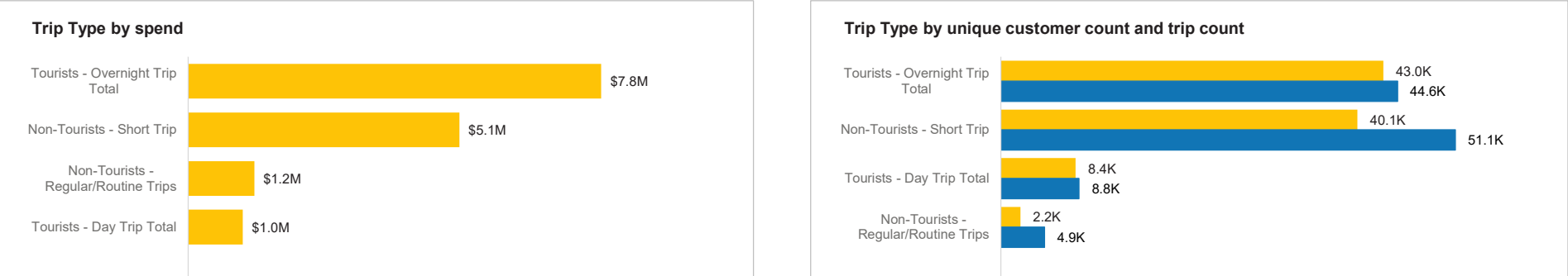
What are the key changes to category spend and visits in November 2025 versus the past year and Regional WA for the Busselton location?

								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	118.9K	↑ 5.5%		85.4K	↑ 6.9%		33.5K	↑ 2.0%	
Tourism and Entertainment	76.1K	↑ 6.6%		54.1K	↑ 7.6%		22.0K	↑ 4.0%	
Restaurants	31.5K	↑ 28.8%		20.2K	↑ 36.8%		11.3K	↑ 16.7%	
Takeaway and Fast Food Outlets	26.2K	↑ 22.4%		14.6K	↑ 26.0%		11.6K	↑ 18.2%	
Cafes	24.1K	↑ 0.2%		14.9K	↑ 1.8%		9.2K	↓ -2.2%	
Pubs, Taverns and Bars	16.6K	↑ 11.5%		9.3K	↑ 14.9%		7.3K	↑ 7.3%	
Food Retailing	54.9K	↑ 1.9%		29.4K	↑ 3.8%		25.5K	↓ -0.1%	
Supermarkets	44.4K	↓ -0.7%		21.1K	↓ -2.0%		23.4K	↑ 0.5%	
Groceries and Other Food Retailing	29.2K	↑ 3.8%		14.5K	↑ 11.3%		14.7K	↓ -2.7%	
Discretionary Retail	53.6K	↑ 1.5%		25.8K	↑ 1.5%		27.8K	↑ 1.5%	
Other Discretionary Retail	46.6K	↑ 1.5%		20.4K	↑ 1.2%		26.2K	↑ 1.8%	
Department Stores, Clothing & Accessories	20.7K	↓ -1.9%		9.2K	↑ 3.3%		11.5K	↓ -5.7%	
Private Transport	36.1K	↑ 6.5%		19.5K	↑ 8.1%		16.6K	↑ 4.6%	
Accommodation - Instore	1.3K	↑ 94.4%		0.9K	↑ 116.6%		0.4K	↑ 57.8%	

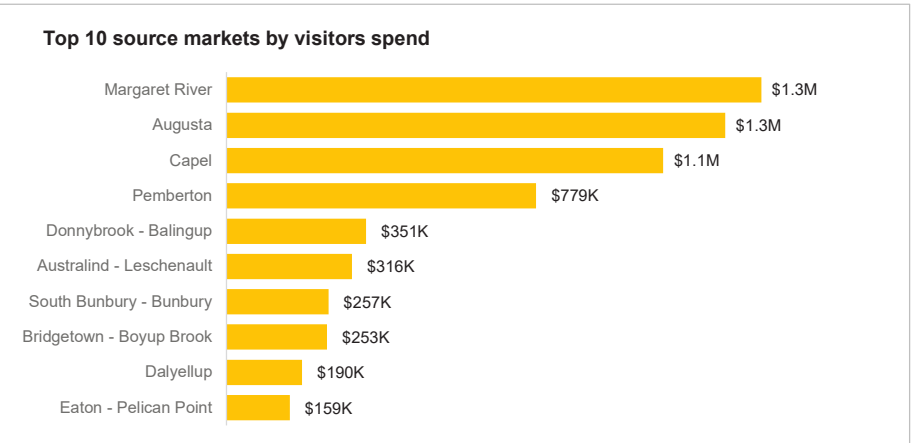
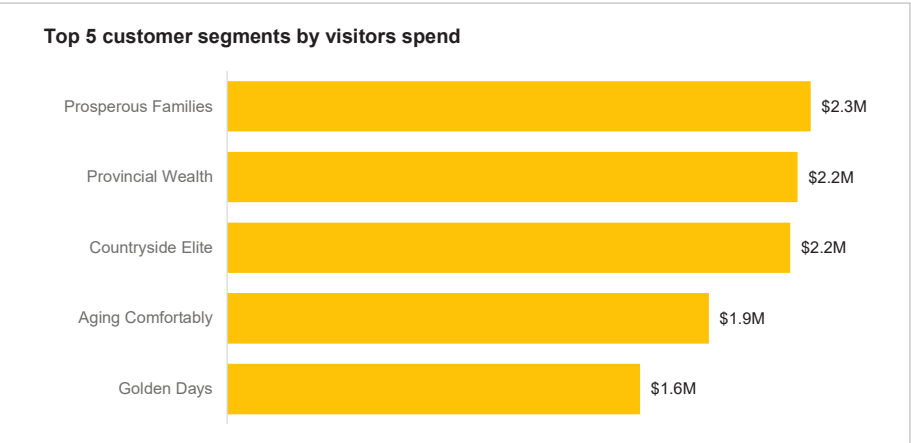
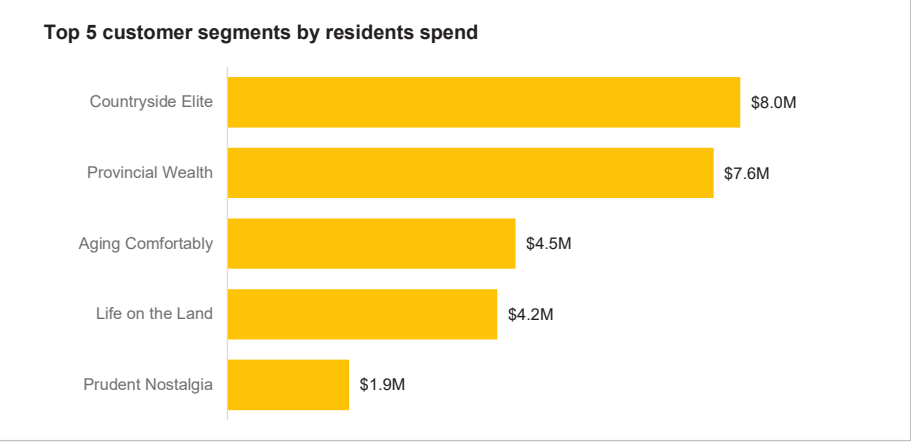
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Trip Type, customer segments and source markets

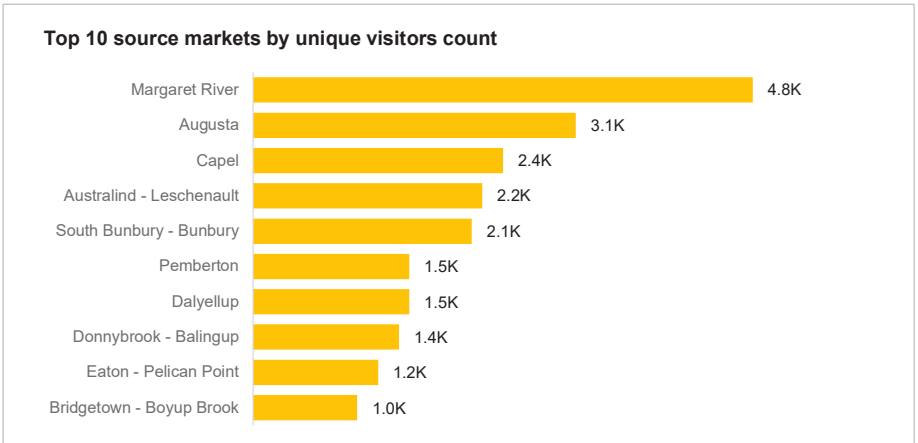
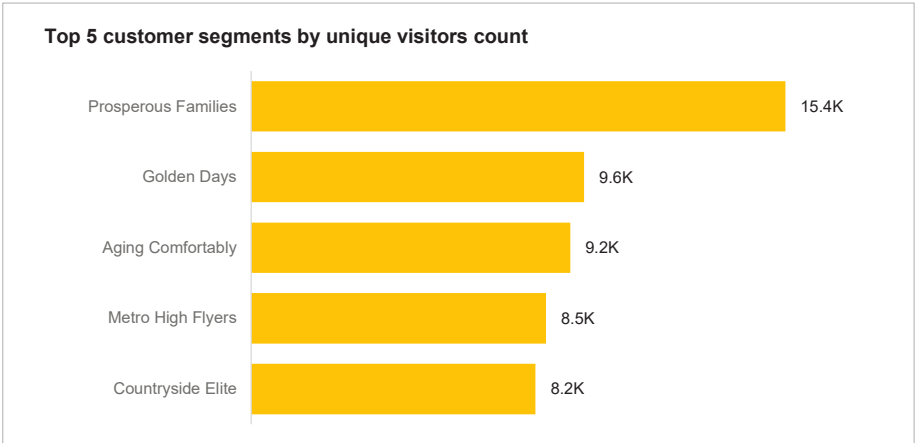
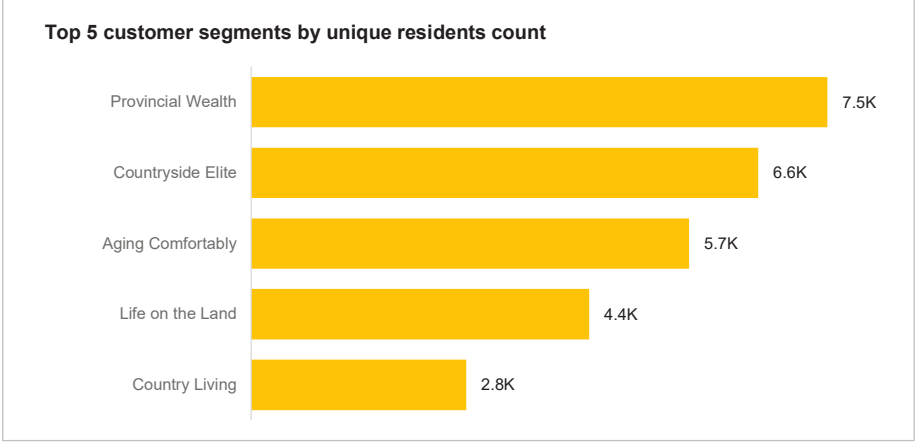
What are the types of trips, top 5 customer segments and top 10 source markets visiting Busselton location during November 2025?



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	Unique Customer Count	Trip Count
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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		
November 2025	Sub-region	Busselton		

Overview

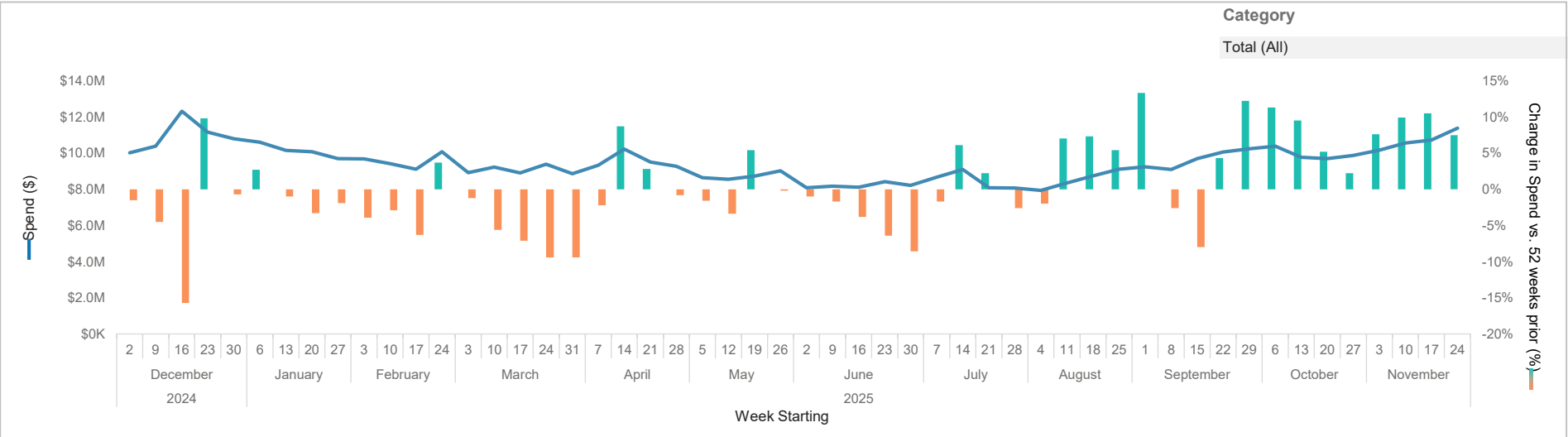
What are some of the key insights for the Busselton location for November 2025?

<div>Total spend</div> <div>\$45.3M</div> <div><div>↑ 6.9%</div> .vs last year</div> <div>↑ 2.7%</div> Regional WA
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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

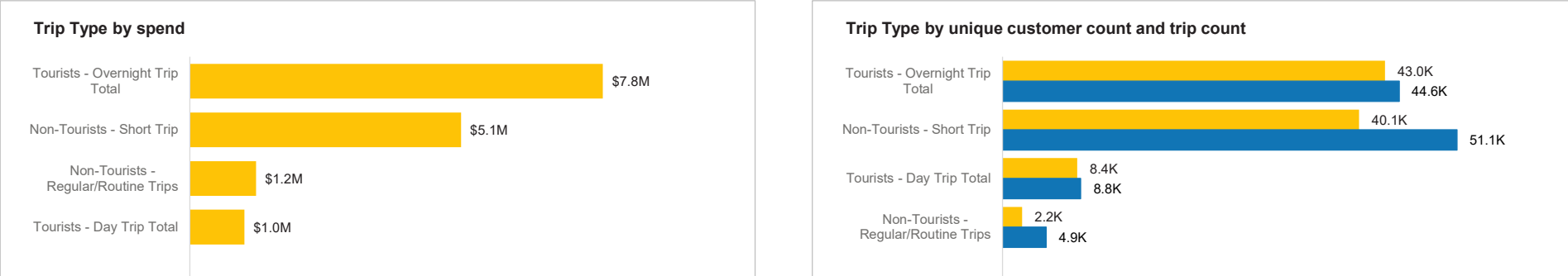
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Data representing									
Spend per customer									
Category	Total			Visitors			Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$380.90	↑ 1.3%		\$175.80	↑ 2.3%		\$903.20	↑ 3.7%	
Discretionary Retail	\$277.00	↑ 9.0%		\$174.30	↑ 7.2%		\$372.20	↑ 9.8%	
Other Discretionary Retail	\$261.60	↑ 11.7%		\$168.60	↑ 7.0%		\$334.30	↑ 13.6%	
Department Stores, Clothing & Accessories	\$128.30	↑ 1.3%		\$113.50	↑ 7.3%		\$140.10	↓ -1.2%	
Food Retailing	\$217.60	↓ -5.2%		\$94.30	↓ -4.6%		\$359.30	↓ -3.9%	
Supermarkets	\$206.80	↓ -3.2%		\$85.40	↑ 0.5%		\$316.30	↓ -4.9%	
Groceries and Other Food Retailing	\$94.70	↓ -5.1%		\$67.00	↓ -9.9%		\$122.00	↑ 0.3%	
Tourism and Entertainment	\$90.70	↓ -1.1%		\$70.30	↓ -4.4%		\$140.60	↑ 4.5%	
Restaurants	\$58.50	↓ -2.0%		\$52.40	↑ 2.5%		\$69.40	↓ -4.5%	
Pubs, Taverns and Bars	\$91.90	↑ 2.5%		\$72.10	↓ -0.8%		\$117.30	↑ 6.7%	
Cafes	\$53.10	↓ -1.7%		\$50.60	↑ 0.4%		\$57.20	↓ -4.2%	
Takeaway and Fast Food Outlets	\$39.60	↑ 8.3%		\$28.80	↑ 4.3%		\$53.20	↑ 12.9%	
Private Transport	\$126.00	↑ 8.3%		\$83.30	↑ 6.4%		\$176.00	↑ 10.5%	
Accommodation - Instore	\$222.00	↓ -3.2%		\$242.80	↑ 22.0%		\$175.00	↓ -37.3%	

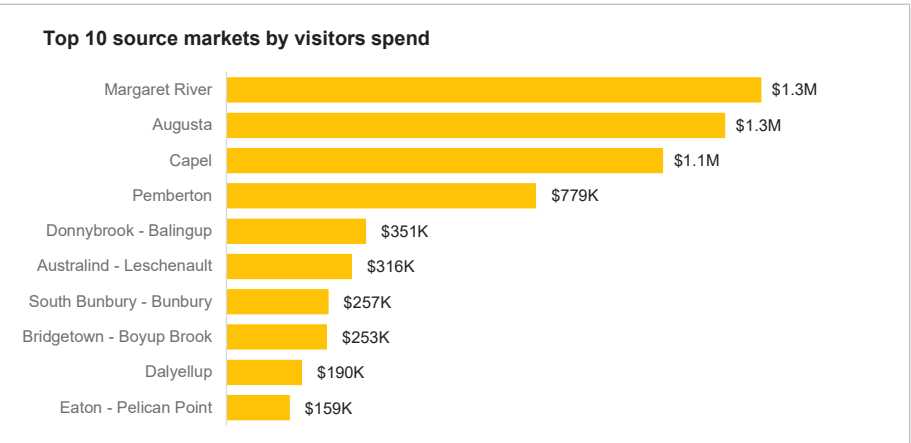
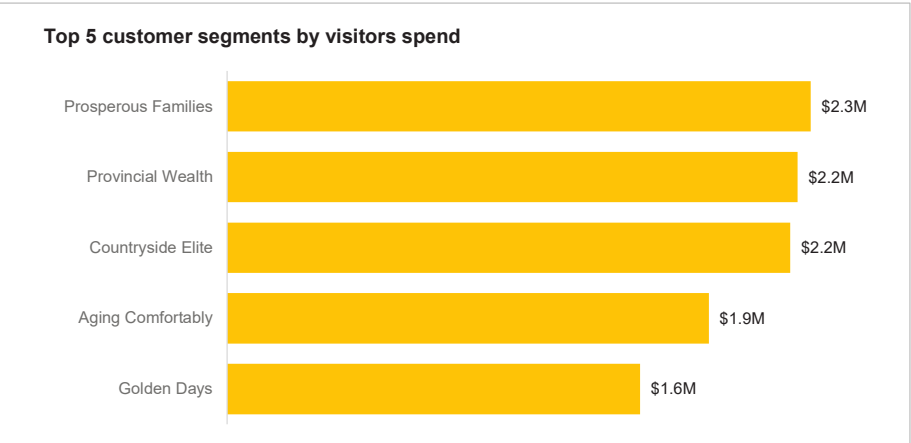
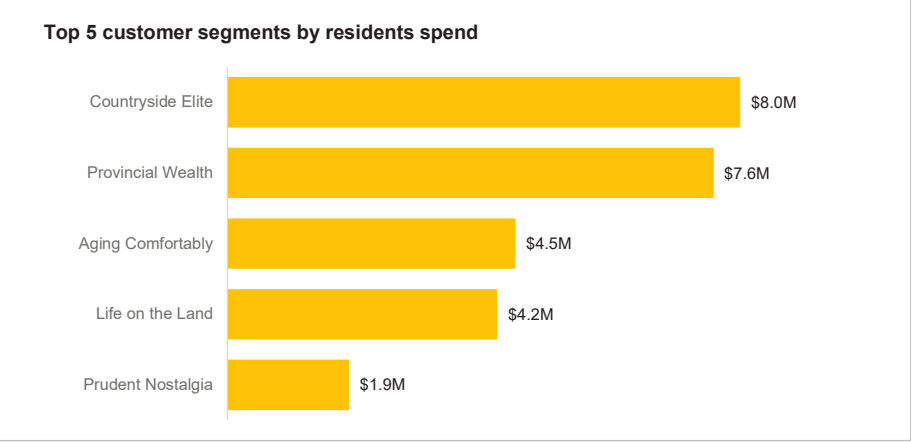
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Trip Type, customer segments and source markets

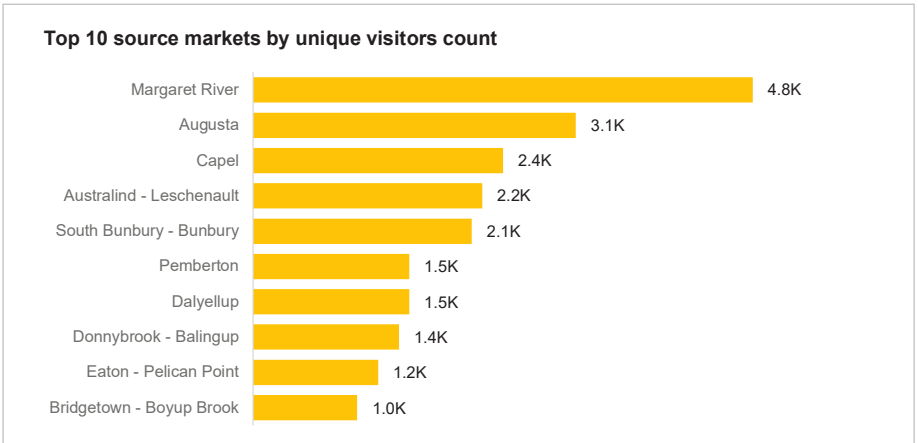
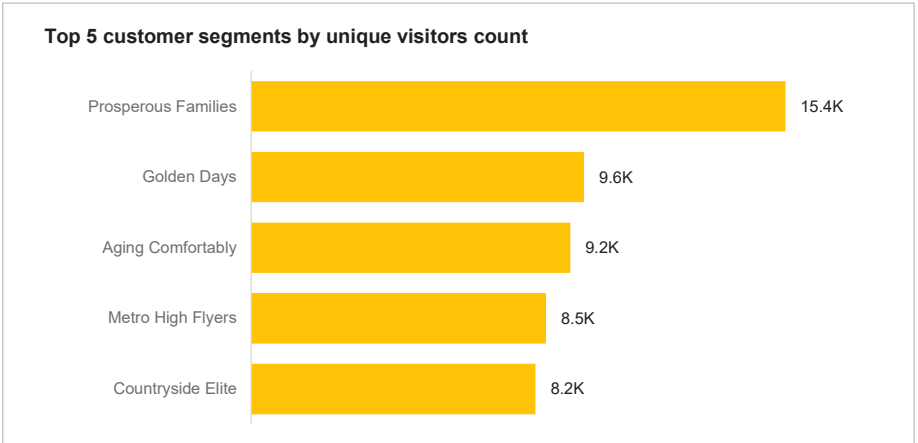
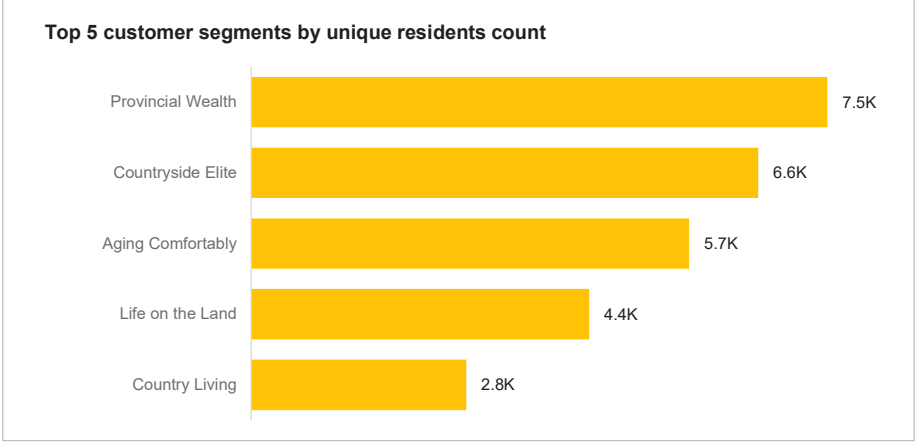
What are the types of trips, top 5 customer segments and top 10 source markets visiting Busselton location during November 2025?



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	Unique Customer Count	Trip Count
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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		
November 2025	Sub-region	Dunsborough		

Overview

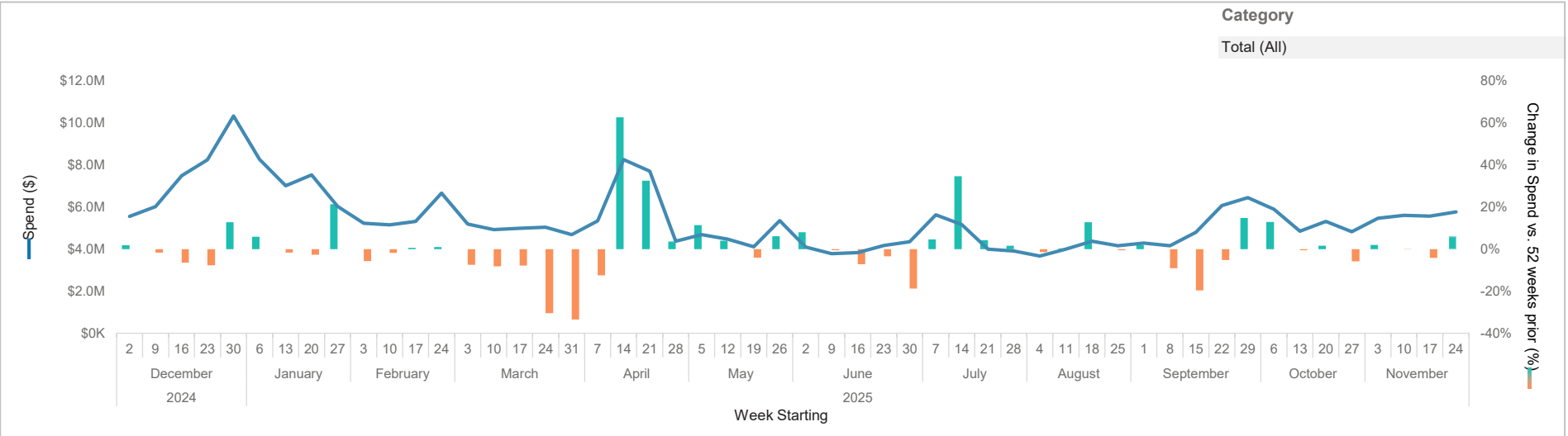
What are some of the key insights for the Dunsborough location for November 2025?

<div>Total spend</div> <div>\$24.1M</div> <div><div>↓ -0.2%</div> .vs last year</div> <div><div>↑ 2.7%</div> Regional WA</div>	<div>Total customers</div> <div>91K</div> <div><div>↑ 2.1%</div> .vs last year</div>	<div>Visitor spend</div> <div>\$13.4M</div> <div>55% of total spend within Dunsborough during November 2025 are from Visitors</div>	<div>Total visitors</div> <div>73K</div> <div>81% of total customers within Dunsborough during November 2025 are from Visitors</div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for November 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

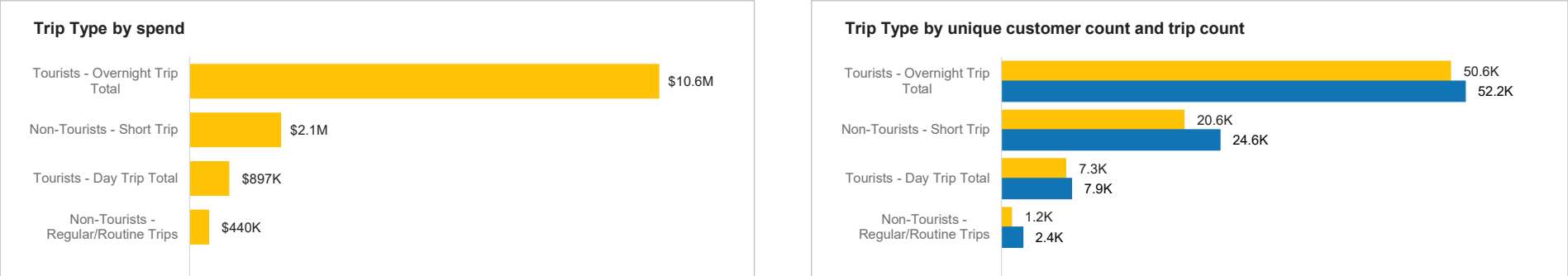
What are the key changes to category spend and visits in November 2025 versus the past year and Regional WA for the Dunsborough location?

								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	\$24.1M	↓ -0.2%	↑ 2.7%	\$13.4M	↓ -3.6%	↑ 4.1%	\$10.7M	↑ 4.4%	↑ 2.6%
Tourism and Entertainment	\$8.3M	↓ -2.7%	↑ 2.1%	\$6.1M	↓ -7.9%	↑ 3.8%	\$2.2M	↑ 15.3%	↑ 0.6%
Restaurants	\$2.9M	↓ -14.2%	↑ 4.4%	\$2.1M	↓ -18.8%	↑ 5.8%	\$767K	↑ 1.4%	↑ 6.3%
Breweries and Wineries	\$1.8M	↓ -10.6%	↓ -15.9%	\$1.5M	↓ -10.5%	↓ -16.8%	\$254K	↓ -10.7%	↓ -11.3%
Cafes	\$1.6M	↑ 15.4%	↑ 1.3%	\$1.0M	↑ 7.2%	↑ 5.4%	\$527K	↑ 35.5%	↑ 0.6%
Pubs, Taverns and Bars	\$1.4M	↑ 20.3%	↑ 1.2%	\$962K	↑ 10.9%	↑ 4.3%	\$459K	↑ 46.2%	↓ -4.3%
Takeaway and Fast Food Outlets	\$410K	↑ 2.5%	↑ 3.0%	\$242K	↓ -5.2%	↑ 11.2%	\$168K	↑ 16.1%	↑ 2.8%
Attractions, Events and Recreation	\$226K	↑ 0.8%	↑ 3.9%	\$205K	↓ -1.2%	↓ -0.9%	\$21K	↑ 25.2%	↑ 4.6%
Food Retailing	\$8.0M	↓ -0.3%	↑ 3.8%	\$3.1M	↑ 1.1%	↑ 5.1%	\$4.9M	↓ -1.2%	↑ 3.2%
Supermarkets	\$5.0M	↓ -2.6%	↑ 1.8%	\$1.3M	↓ -5.9%	↑ 2.6%	\$3.7M	↓ -1.4%	↑ 1.4%
Groceries and Other Food Retailing	\$3.0M	↑ 3.8%	↑ 10.1%	\$1.8M	↑ 6.7%	↑ 10.6%	\$1.2M	↓ -0.3%	↑ 11.2%
Discretionary Retail	\$3.4M	↑ 5.0%	↑ 1.7%	\$1.7M	↓ -2.6%	↑ 3.5%	\$1.7M	↑ 13.4%	↑ 1.8%
Other Discretionary Retail	\$2.2M	↑ 6.4%	↑ 2.4%	\$791K	↑ 3.3%	↑ 4.6%	\$1.4M	↑ 8.3%	↑ 2.1%
Department Stores, Clothing & Accessories	\$1.2M	↑ 2.4%	→ 0.0%	\$864K	↓ -7.4%	↑ 0.5%	\$343K	↑ 40.0%	↑ 0.6%
Private Transport	\$1.4M	↑ 7.0%	↑ 3.1%	\$505K	↑ 13.6%	↑ 5.2%	\$928K	↑ 3.7%	↑ 1.7%
Accommodation - Instore	\$1.3M	↓ -19.2%	↑ 1.0%	\$1.2M	↓ -19.8%	↓ -0.7%	\$90K	↓ -9.9%	↑ 5.5%

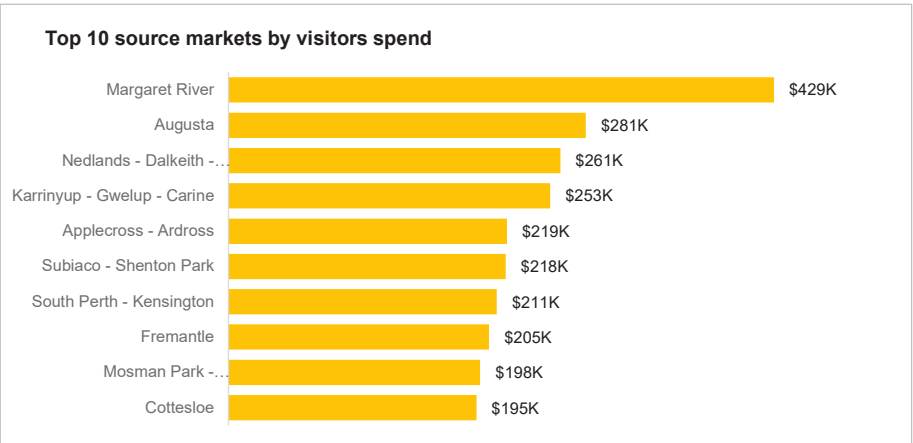
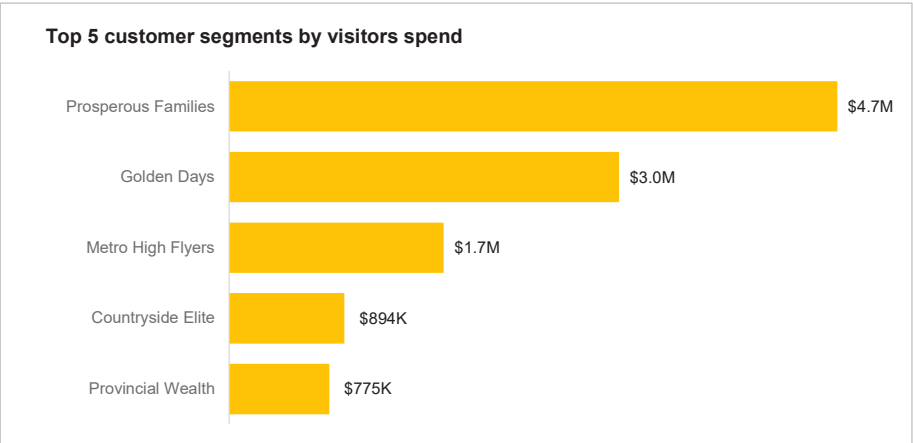
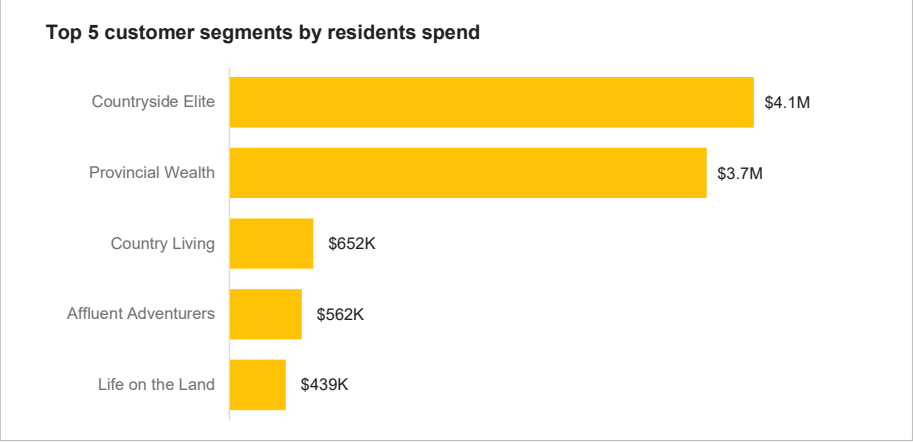
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.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

Trip Type, customer segments and source markets

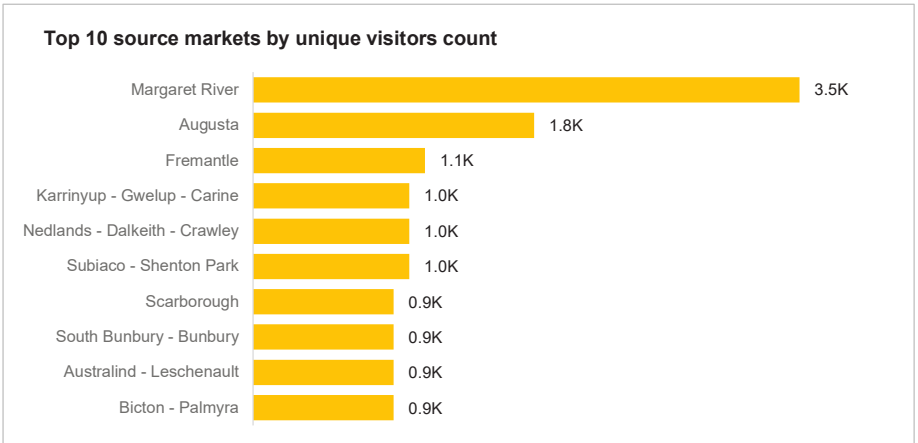
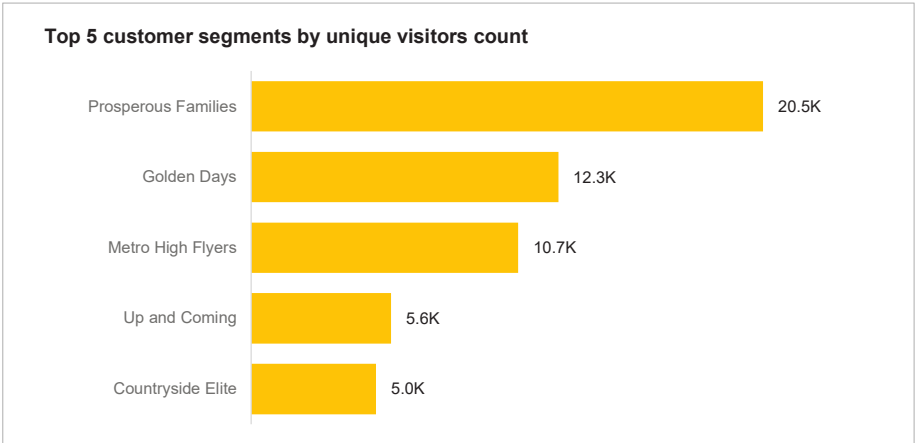
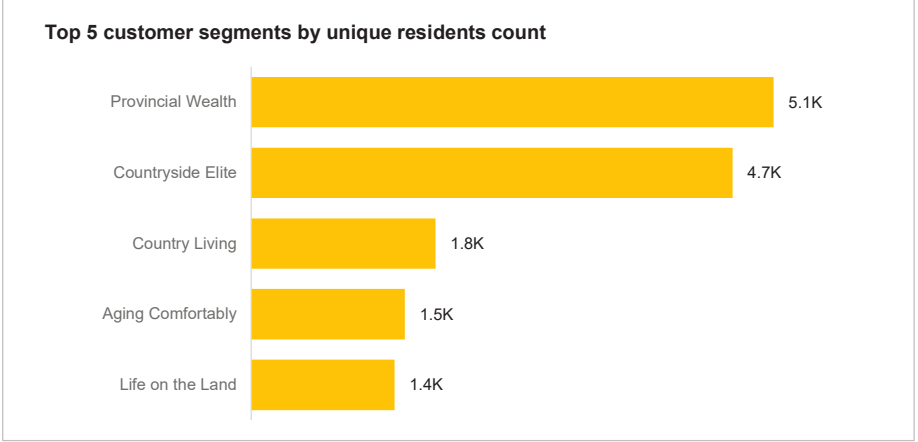
What are the types of trips, top 5 customer segments and top 10 source markets visiting Dunsborough location during November 2025?



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	Unique Customer Count	Trip Count
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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		
November 2025	Sub-region	Dunsborough		

Overview

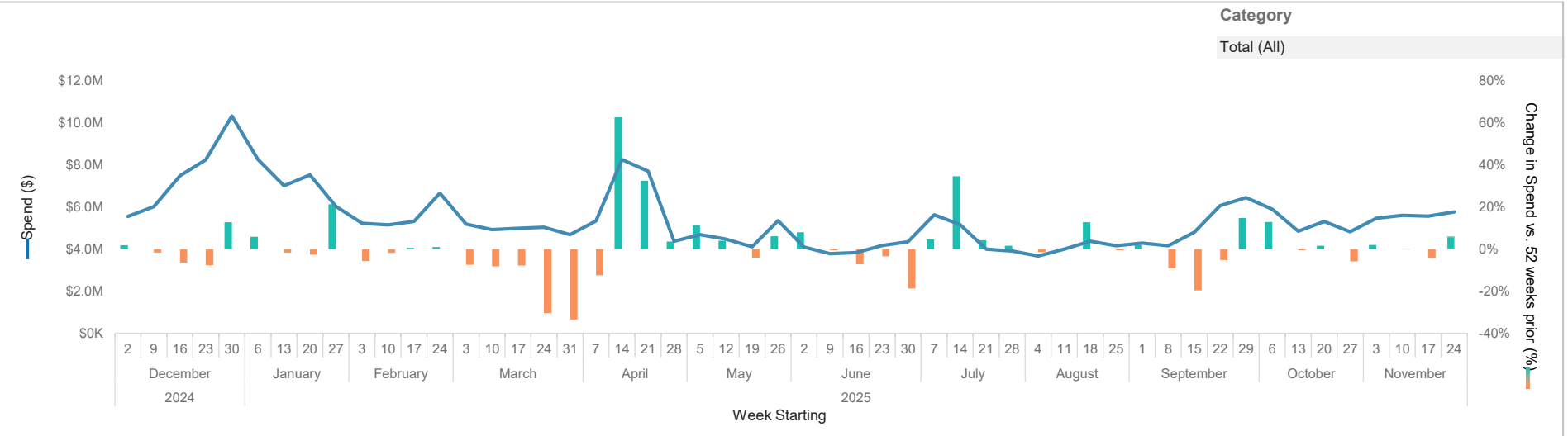
What are some of the key insights for the Dunsborough location for November 2025?

<div>Total spend</div> <div>\$24.1M</div> <div><div>↓ -0.2%</div> .vs last year</div> <div><div>↑ 2.7%</div> Regional WA</div>	<div>Total customers</div> <div>91K</div> <div><div>↑ 2.1%</div> .vs last year</div>	<div>Visitor spend</div> <div>\$13.4M</div> <div><div>55% of total spend</div> within Dunsborough during November 2025 are from Visitors</div>	<div>Total visitors</div> <div>73K</div> <div><div>81% of total customers</div> within Dunsborough during November 2025 are from Visitors</div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for November 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

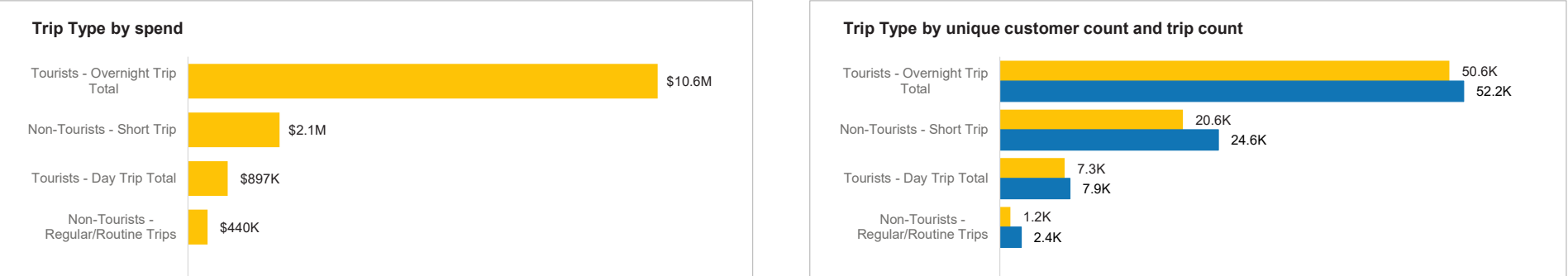
What are the key changes to category spend and visits in November 2025 versus the past year and Regional WA for the Dunsborough location?

								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	90.7K	↑ 2.1%		73.4K	↑ 1.6%		17.4K	↑ 4.0%	
Tourism and Entertainment	64.9K	↓ -0.8%		52.0K	↓ -2.0%		12.8K	↑ 4.5%	
Restaurants	32.0K	↓ -3.6%		24.6K	↓ -5.9%		7.5K	↑ 5.0%	
Cafes	23.5K	↑ 1.2%		17.5K	↑ 0.3%		5.9K	↑ 4.0%	
Pubs, Taverns and Bars	16.3K	↑ 23.6%		11.7K	↑ 17.9%		4.7K	↑ 40.8%	
Breweries and Wineries	14.5K	↓ -5.1%		12.5K	↓ -2.2%		1.9K	↓ -20.2%	
Takeaway and Fast Food Outlets	12.1K	↓ -4.1%		8.1K	↓ -9.2%		4.0K	↑ 8.5%	
Attractions, Events and Recreation	4.2K	↑ 16.2%		4.0K	↑ 17.6%		0.2K	↓ -5.7%	
Food Retailing	51.9K	↑ 1.5%		39.4K	↑ 1.3%		12.5K	↑ 2.4%	
Groceries and Other Food Retailing	39.6K	↑ 1.5%		30.2K	↑ 1.8%		9.4K	↑ 0.5%	
Supermarkets	29.8K	↓ -0.3%		19.6K	↓ -2.4%		10.2K	↑ 3.9%	
Discretionary Retail	20.5K	↑ 4.2%		12.4K	↑ 3.5%		8.1K	↑ 5.3%	
Other Discretionary Retail	16.7K	↑ 3.7%		9.2K	↑ 3.9%		7.5K	↑ 3.4%	
Department Stores, Clothing & Accessories	6.5K	↑ 9.5%		4.7K	↑ 7.7%		1.8K	↑ 14.4%	
Private Transport	13.6K	↑ 5.2%		7.2K	↑ 6.1%		6.4K	↑ 4.2%	
Accommodation - Instore	4.4K	↓ -9.6%		3.9K	↓ -11.0%		0.4K	↑ 4.9%	

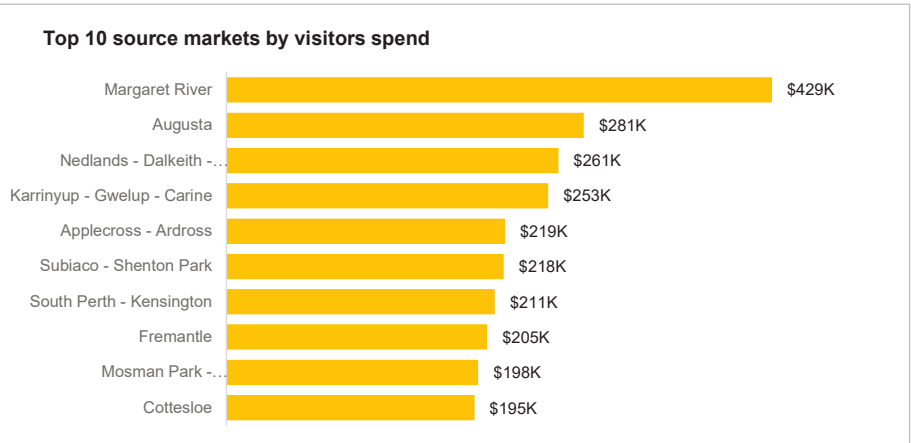
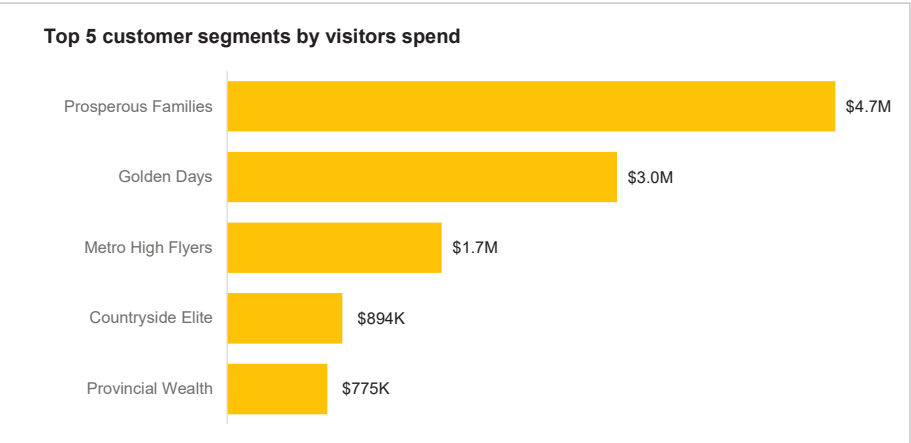
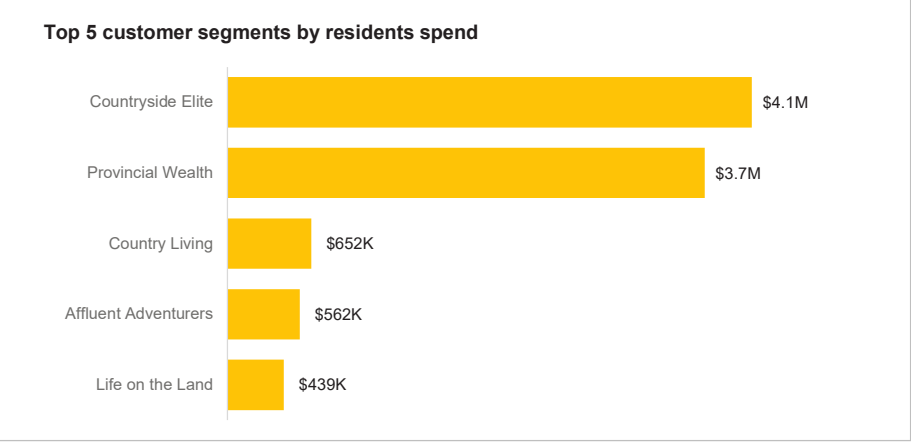
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New: Accommodation - Online → Attributed expenditure, See FAQ for more information

Trip Type, customer segments and source markets

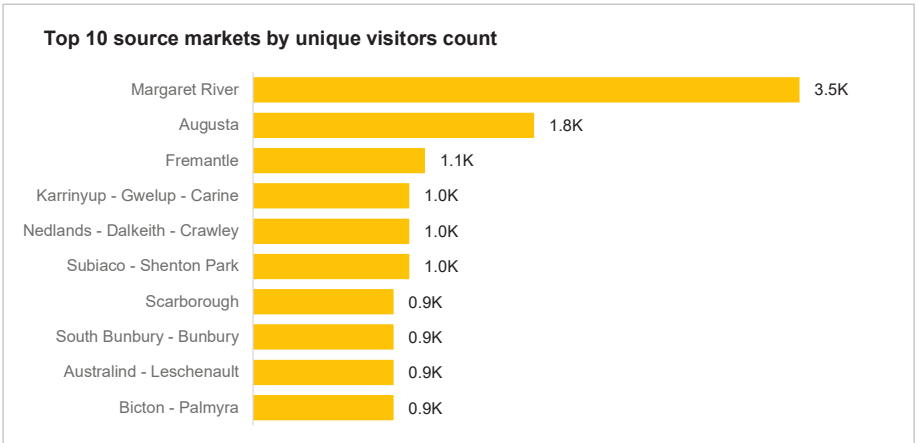
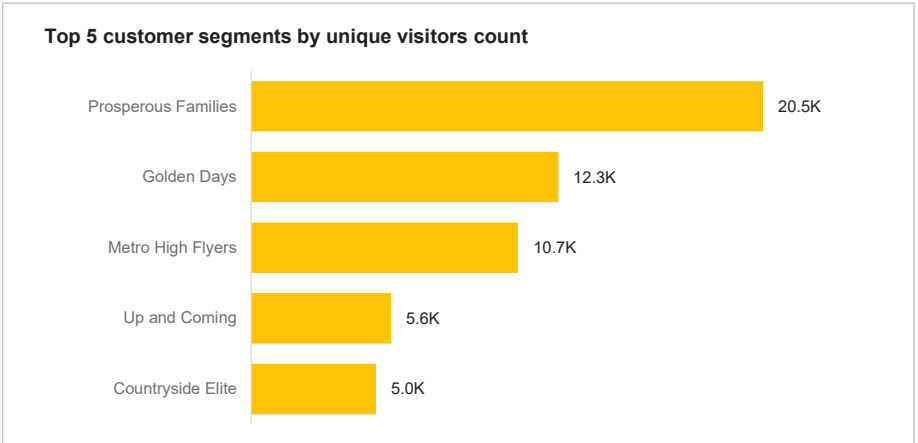
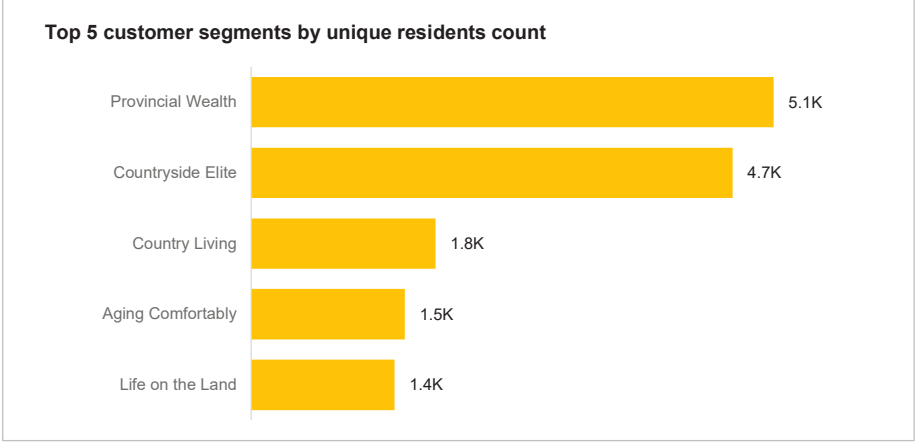
What are the types of trips, top 5 customer segments and top 10 source markets visiting Dunsborough location during November 2025?



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	Unique Customer Count	Trip Count
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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		
November 2025	Sub-region	Dunsborough		

Overview

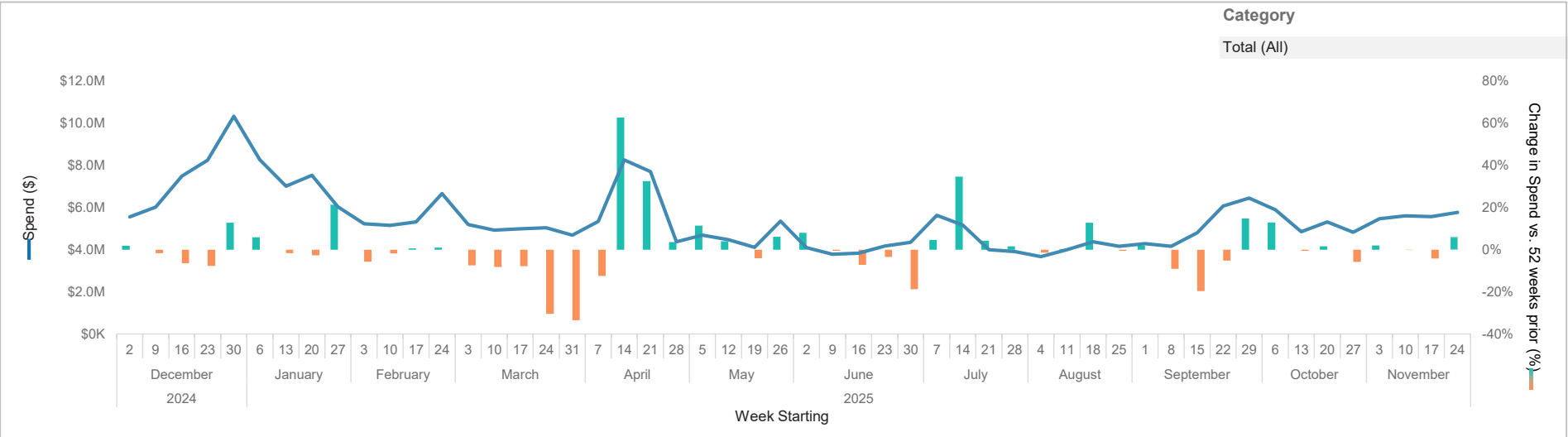
What are some of the key insights for the Dunsborough location for November 2025?

<div>Total spend</div> <div>\$24.1M</div> <div><div>↓ -0.2%</div> .vs last year</div> <div><div>↑ 2.7%</div> Regional WA</div>	<div>Total customers</div> <div>91K</div> <div><div>↑ 2.1%</div> .vs last year</div>	<div>Visitor spend</div> <div>\$13.4M</div> <div>55% of total spend within Dunsborough during November 2025 are from Visitors</div>	<div>Total visitors</div> <div>73K</div> <div>81% of total customers within Dunsborough during November 2025 are from Visitors</div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for November 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

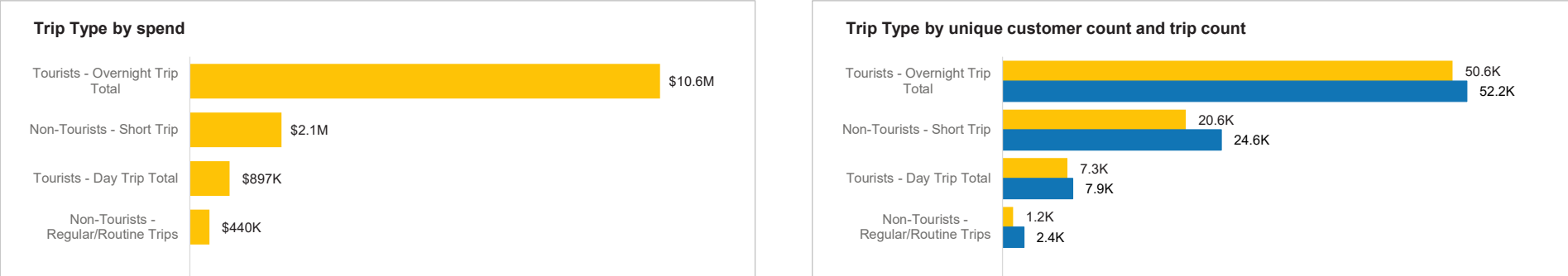
What are the key changes to category spend and visits in November 2025 versus the past year and Regional WA for the Dunsborough location?

								Data representing	
								Spend per customer	
Category	Total			Visitors			Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$265.40	↓ -2.2%		\$182.00	↓ -5.1%		\$617.10	↑ 0.4%	
Tourism and Entertainment	\$127.30	↓ -1.9%		\$116.60	↓ -6.0%		\$171.00	↑ 10.4%	
Restaurants	\$89.90	↓ -11.0%		\$86.00	↓ -13.6%		\$102.80	↓ -3.4%	
Breweries and Wineries	\$121.90	↓ -5.8%		\$120.20	↓ -8.5%		\$132.80	↑ 11.9%	
Cafes	\$66.50	↑ 14.0%		\$59.00	↑ 7.0%		\$88.70	↑ 30.3%	
Pubs, Taverns and Bars	\$86.90	↓ -2.7%		\$82.30	↓ -5.9%		\$98.50	↑ 3.8%	
Takeaway and Fast Food Outlets	\$33.90	↑ 6.9%		\$29.80	↑ 4.5%		\$42.20	↑ 7.0%	
Attractions, Events and Recreation	\$53.20	↓ -13.3%		\$50.60	↓ -15.9%		\$105.90	↑ 32.8%	
Food Retailing	\$153.30	↓ -1.8%		\$78.20	↓ -0.2%		\$389.20	↓ -3.5%	
Supermarkets	\$167.00	↓ -2.3%		\$65.00	↓ -3.7%		\$363.30	↓ -5.1%	
Groceries and Other Food Retailing	\$75.50	↑ 2.3%		\$59.80	↑ 4.8%		\$125.70	↓ -0.8%	
Discretionary Retail	\$165.00	↑ 0.7%		\$133.70	↓ -5.9%		\$212.80	↑ 7.7%	
Other Discretionary Retail	\$130.00	↑ 2.6%		\$86.30	↓ -0.6%		\$183.10	↑ 4.7%	
Department Stores, Clothing & Accessories	\$184.40	↓ -6.4%		\$183.30	↓ -14.0%		\$187.30	↑ 22.4%	
Private Transport	\$105.30	↑ 1.7%		\$70.50	↑ 7.1%		\$144.10	↓ -0.5%	
Accommodation - Instore	\$290.10	↓ -10.6%		\$299.60	↓ -9.9%		\$204.80	↓ -14.1%	

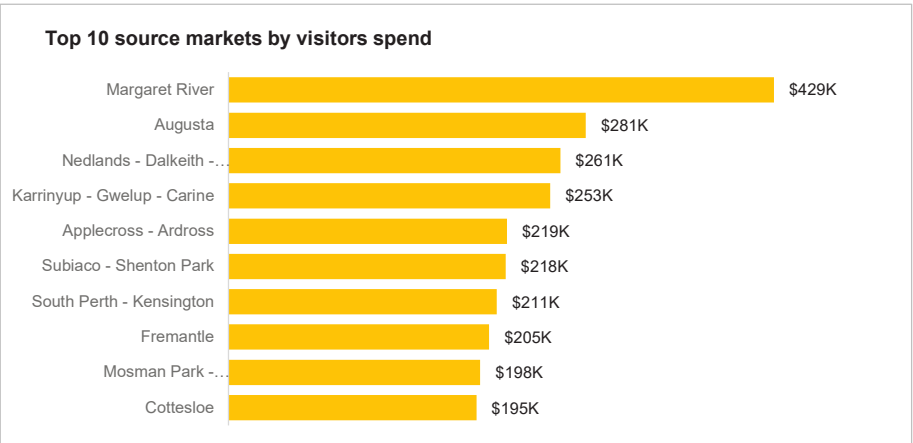
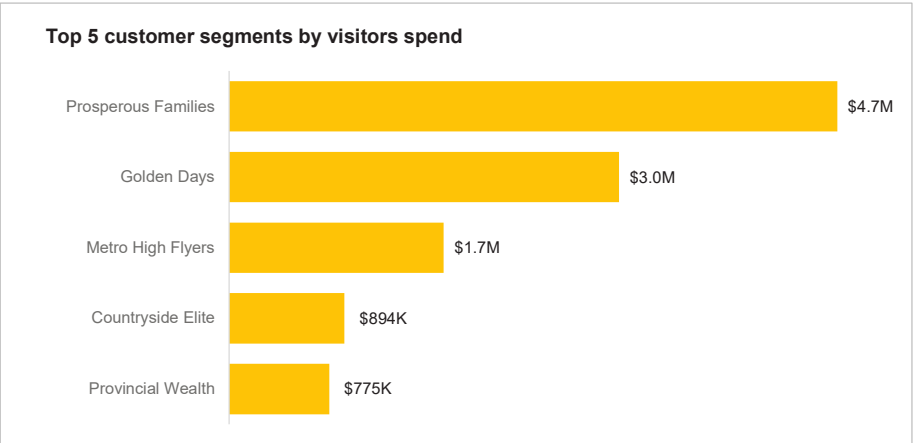
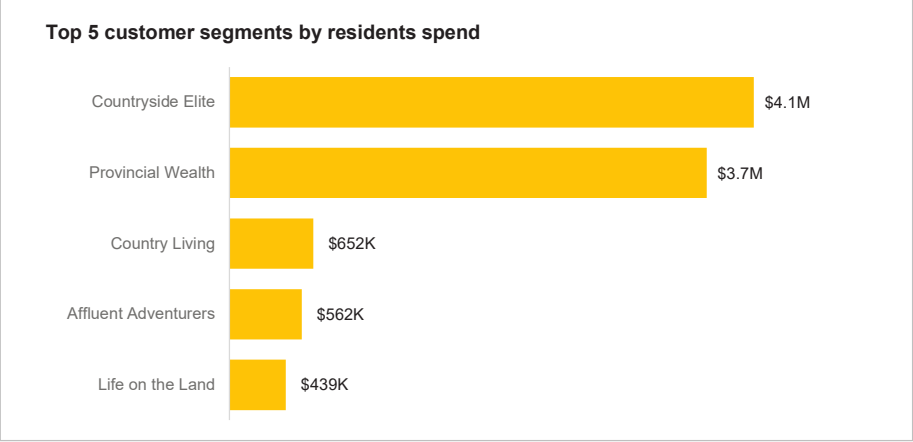
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New: Accommodation - Online → Attributed expenditure, See FAQ for more information

Trip Type, customer segments and source markets

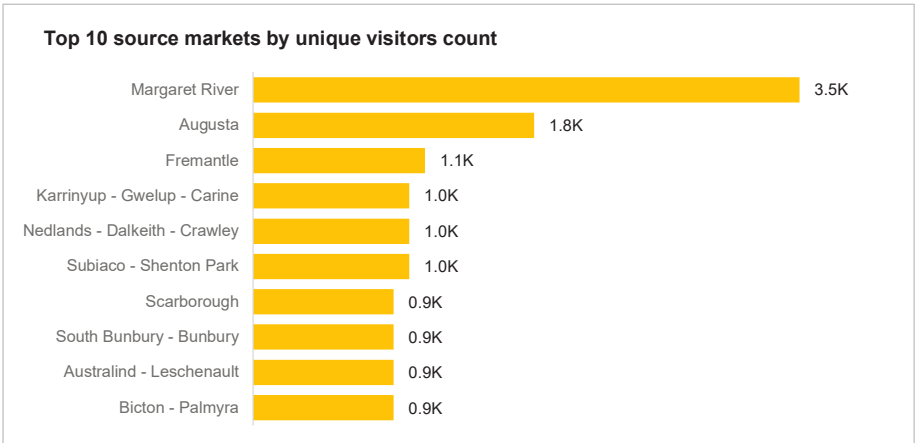
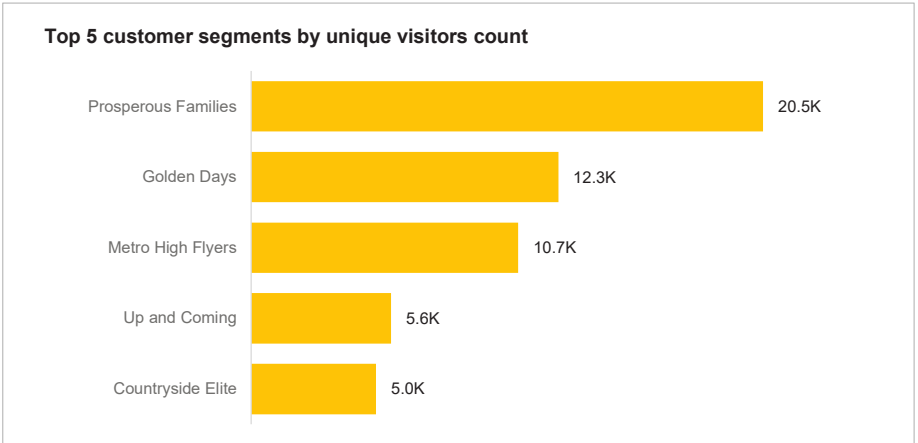
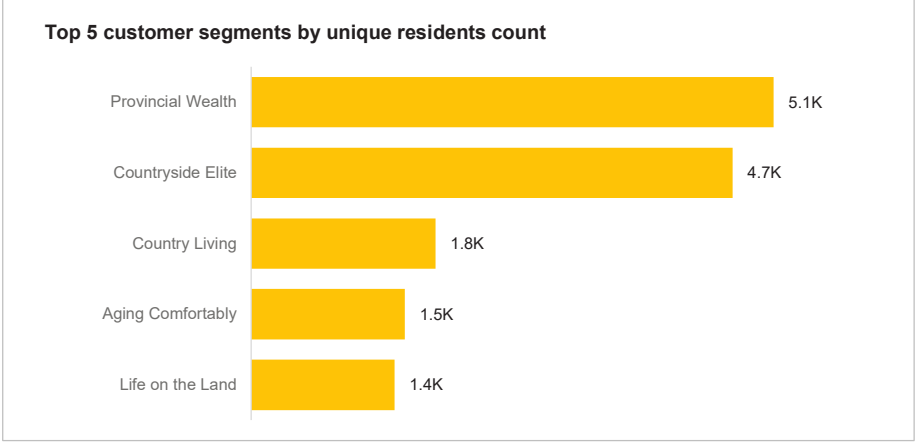
What are the types of trips, top 5 customer segments and top 10 source markets visiting Dunsborough location during November 2025?



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	Unique Customer Count	Trip Count
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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		
November 2025	Sub-region	West Busselton		

Overview

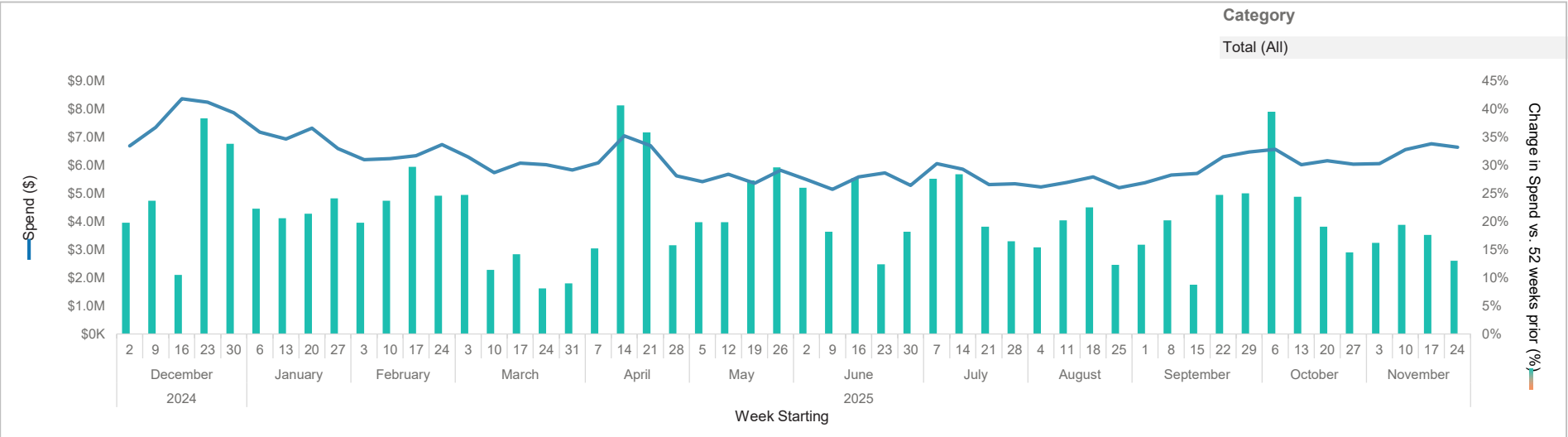
What are some of the key insights for the West Busselton location for November 2025?

<div>Total spend</div> <div>\$27.7M</div> <div><div>↑ 16.1%</div><div>↑ 2.7%</div><div>.vs last year</div><div>Regional WA</div></div>	<div>Total customers</div> <div>107K</div> <div><div>↑ 14.3%</div><div>.vs last year</div></div>	<div>Visitor spend</div> <div>\$11.2M</div> <div><div>40% of total spend</div><div>within West Busselton during November 2025 are</div><div>from Visitors</div></div>	<div>Total visitors</div> <div>74K</div> <div><div>70% of total customers</div><div>within West Busselton during November 2025 are</div><div>from Visitors</div></div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for November 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

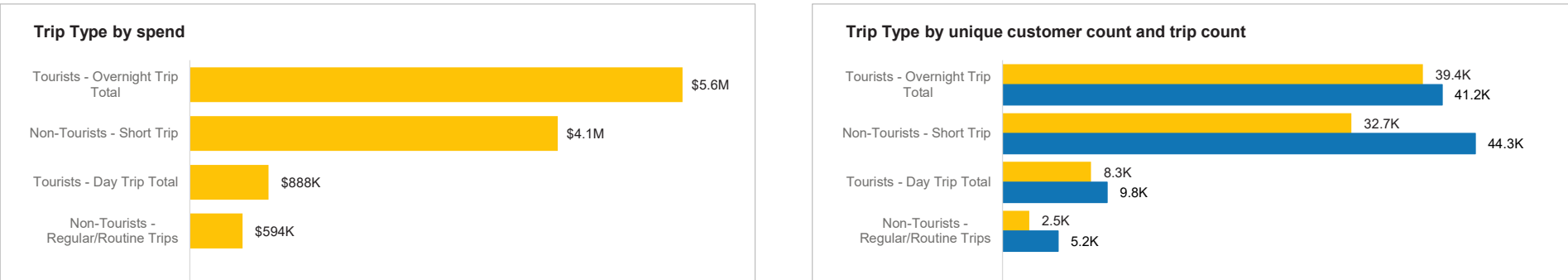
What are the key changes to category spend and visits in November 2025 versus the past year and Regional WA for the West Busselton location?

								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	↑ 16.1%	↑ 2.7%	\$11.2M	↑ 23.4%	↑ 4.1%	\$16.5M	↑ 11.7%	↑ 2.6%
Food Retailing	\$12.2M	↑ 49.2%	↑ 3.8%	\$4.0M	↑ 102.9%	↑ 5.1%	\$8.2M	↑ 32.2%	↑ 3.2%
Supermarkets	\$6.1M	↓ -4.3%	↑ 1.8%	\$1.4M	↑ 1.0%	↑ 2.6%	\$4.7M	↓ -5.9%	↑ 1.4%
Groceries and Other Food Retailing	\$6.0M	↑ 247.8%	↑ 10.1%	\$2.6M	↑ 368.9%	↑ 10.6%	\$3.5M	↑ 192.2%	↑ 11.2%
Discretionary Retail	\$6.1M	↓ -12.9%	↑ 1.7%	\$1.9M	↓ -12.3%	↑ 3.5%	\$4.2M	↓ -13.1%	↑ 1.8%
Private Transport	\$2.9M	↑ 9.1%	↑ 3.1%	\$1.3M	↑ 22.7%	↑ 5.2%	\$1.6M	↓ -0.4%	↑ 1.7%
Tourism and Entertainment	\$2.8M	↑ 13.8%	↑ 2.1%	\$1.3M	↑ 15.9%	↑ 3.8%	\$1.5M	↑ 12.1%	↑ 0.6%
Takeaway and Fast Food Outlets	\$1.3M	↑ 0.8%	↑ 3.0%	\$527K	↑ 8.1%	↑ 11.2%	\$761K	↓ -3.7%	↑ 2.8%
Restaurants	\$407K	↑ 22.4%	↑ 4.4%	\$150K	↑ 9.6%	↑ 5.8%	\$258K	↑ 31.3%	↑ 6.3%
Cafes	\$299K	↑ 78.4%	↑ 1.3%	\$136K	↑ 91.6%	↑ 5.4%	\$163K	↑ 68.8%	↑ 0.6%
Attractions, Events and Recreation	\$261K	↑ 5.3%	↑ 3.9%	\$134K	↑ 7.0%	↓ -0.9%	\$127K	↑ 3.6%	↑ 4.6%
Accommodation - Instore	\$1.4M	↑ 8.6%	↑ 1.0%	\$1.2M	↑ 4.6%	↓ -0.7%	\$186K	↑ 46.1%	↑ 5.5%

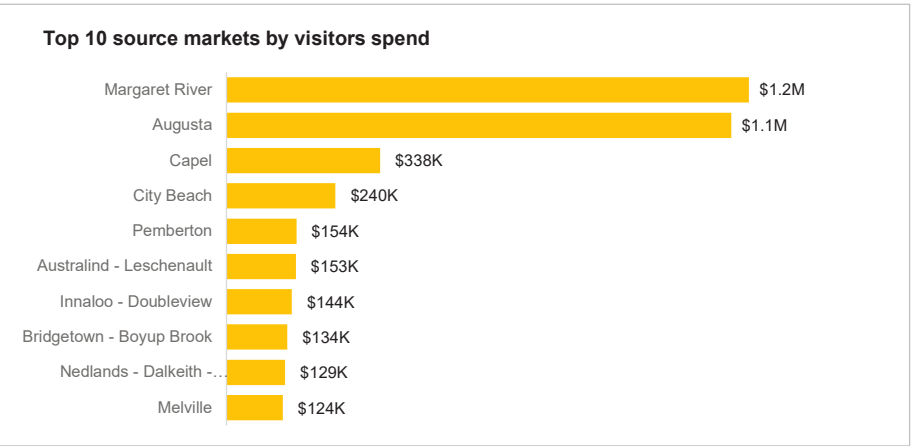
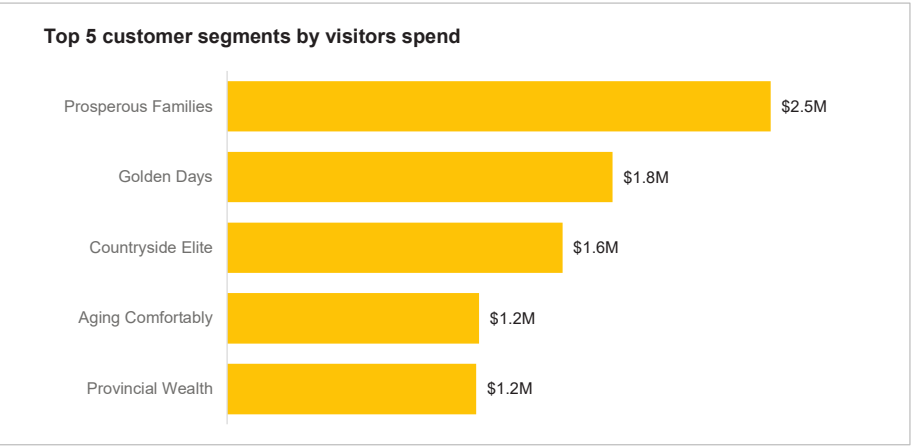
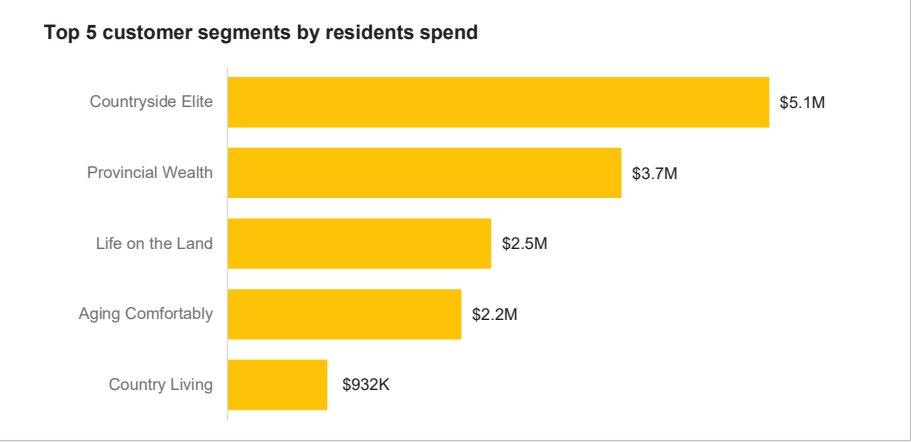
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.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

Trip Type, customer segments and source markets

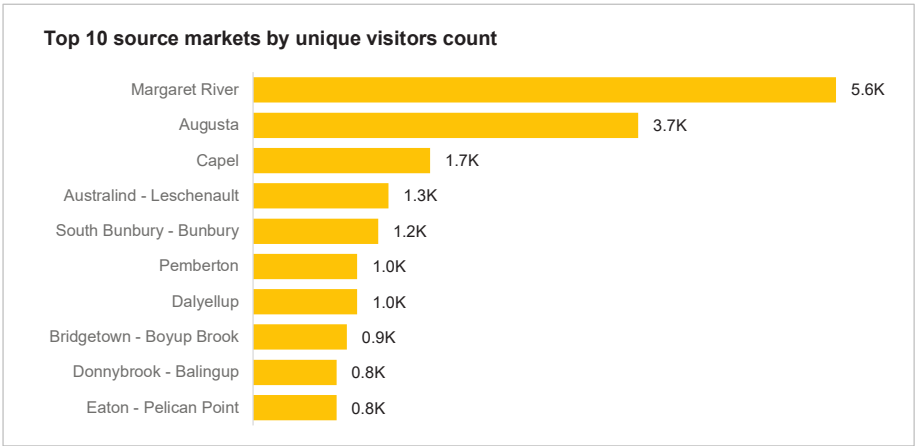
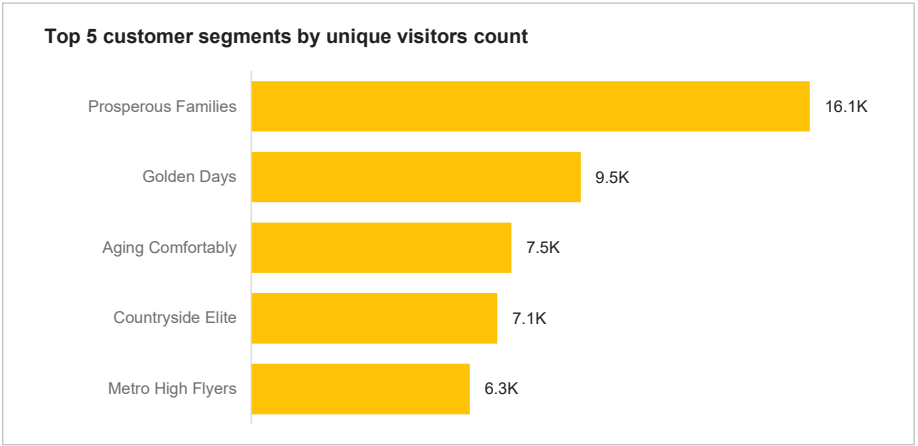
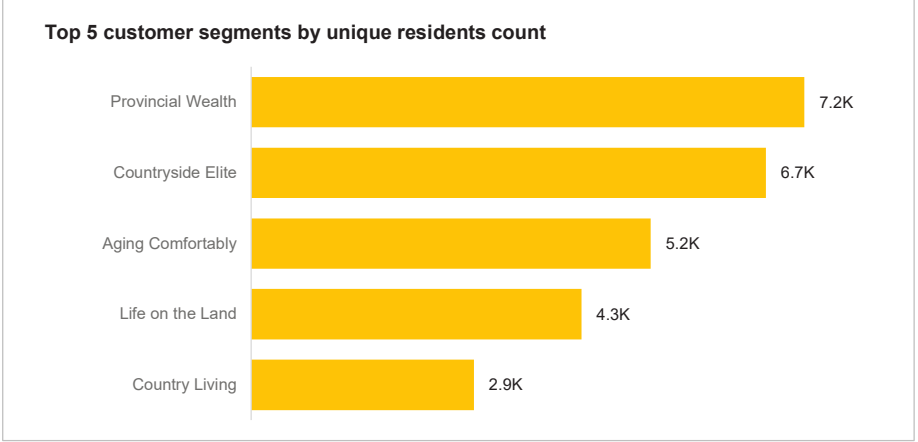
What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during November 2025?



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	Unique Customer Count	Trip Count
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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		
November 2025	Sub-region	West Busselton		

Overview

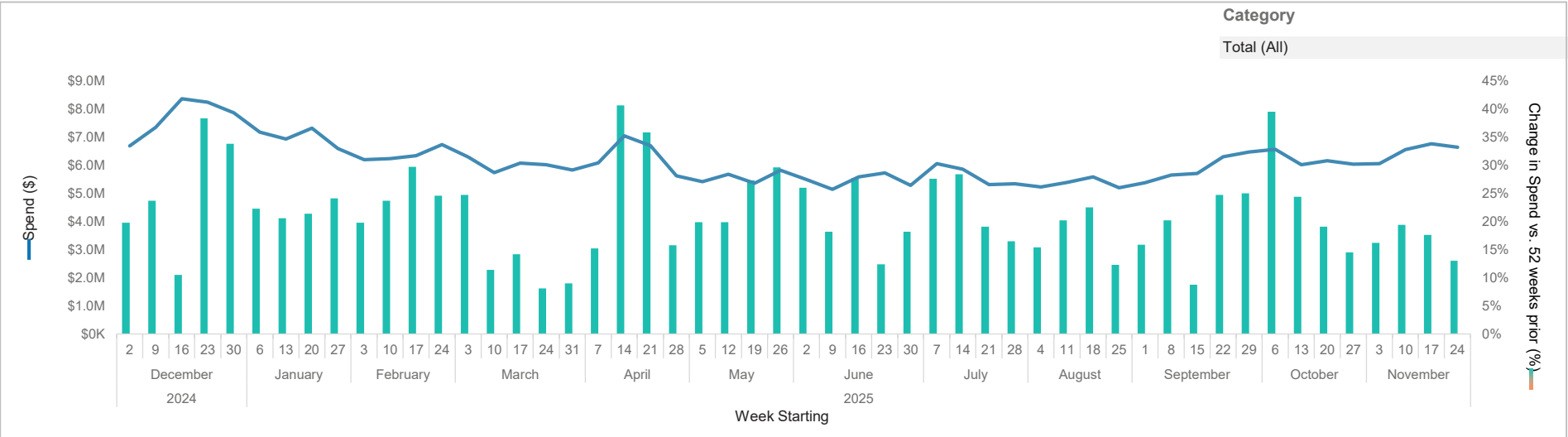
What are some of the key insights for the West Busselton location for November 2025?

<div>Total spend</div> <div>\$27.7M</div> <div>↑ 16.1% .vs last year</div> <div>↑ 2.7% Regional WA</div>	<div>Total customers</div> <div>107K</div> <div>↑ 14.3% .vs last year</div>	<div>Visitor spend</div> <div>\$11.2M</div> <div>40% of total spend</div> <div>within West Busselton during November 2025 are</div> <div>from Visitors</div>	<div>Total visitors</div> <div>74K</div> <div>70% of total customers</div> <div>within West Busselton during November 2025 are</div> <div>from Visitors</div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for November 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 November 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	106.8K	↑ 14.3%		74.3K	↑ 19.0%		32.6K	↑ 4.9%	
Food Retailing	61.5K	↑ 31.9%		35.0K	↑ 49.8%		26.4K	↑ 13.9%	
Groceries and Other Food Retailing	42.2K	↑ 102.7%		23.5K	↑ 146.9%		18.8K	↑ 65.7%	
Supermarkets	39.1K	↑ 0.8%		17.8K	→ 0.0%		21.3K	↑ 1.5%	
Tourism and Entertainment	44.5K	↑ 8.2%		26.2K	↑ 10.7%		18.3K	↑ 4.9%	
Takeaway and Fast Food Outlets	30.3K	↑ 3.6%		16.9K	↑ 7.1%		13.4K	↓ -0.5%	
Cafes	7.7K	↑ 49.6%		3.7K	↑ 56.1%		4.0K	↑ 44.1%	
Restaurants	7.3K	↑ 15.7%		3.0K	↑ 8.8%		4.3K	↑ 21.0%	
Attractions, Events and Recreation	5.1K	↓ -5.0%		2.6K	↓ -4.8%		2.6K	↓ -5.1%	
Discretionary Retail	40.5K	↑ 1.0%		18.1K	↑ 1.1%		22.4K	↑ 0.9%	
Private Transport	28.7K	↑ 10.6%		16.6K	↑ 16.5%		12.2K	↑ 3.4%	
Accommodation - Instore	5.9K	↑ 8.8%		4.7K	↑ 8.1%		1.3K	↑ 11.5%	

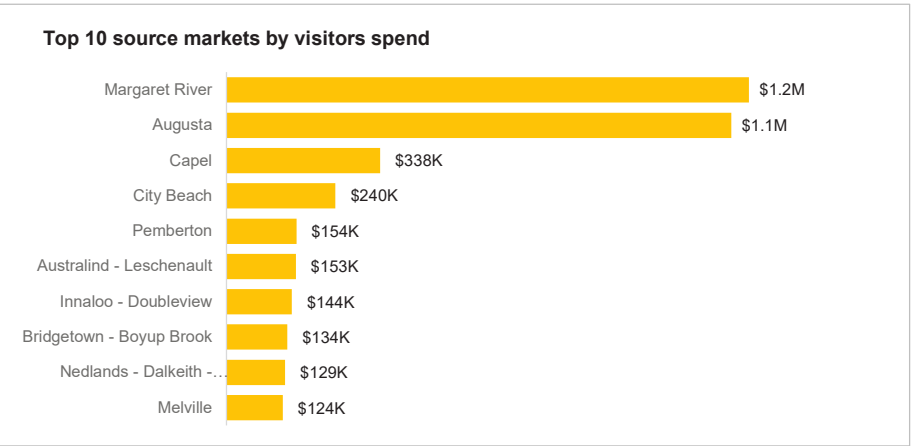
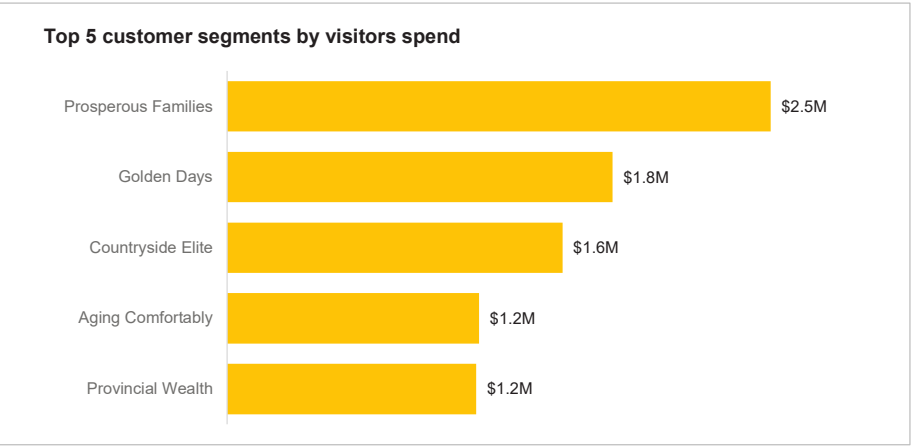
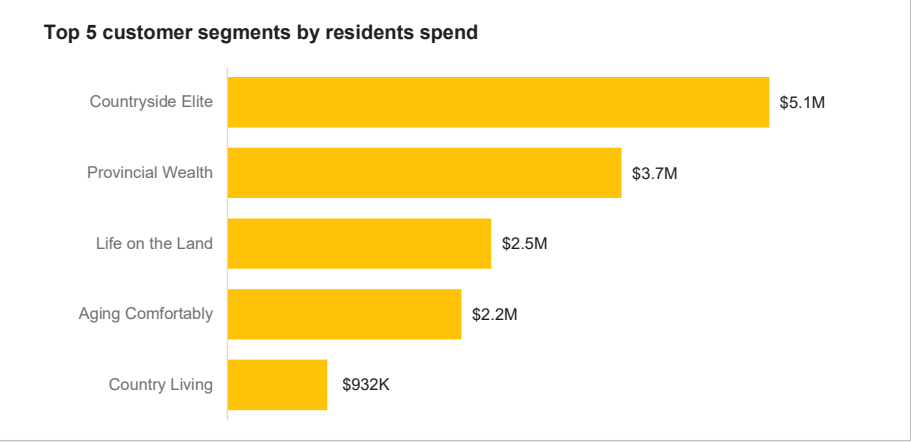
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.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

Trip Type, customer segments and source markets

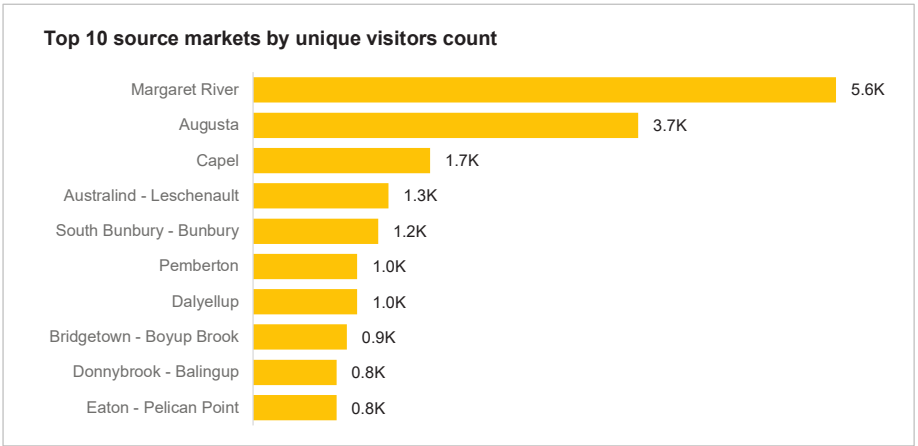
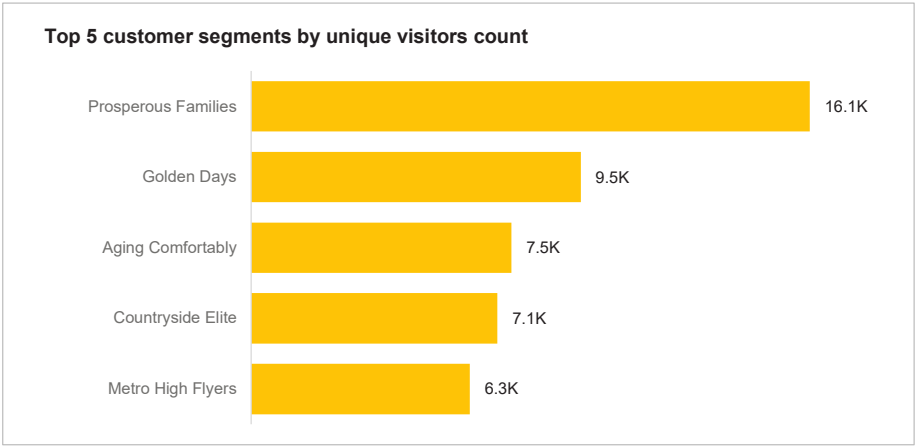
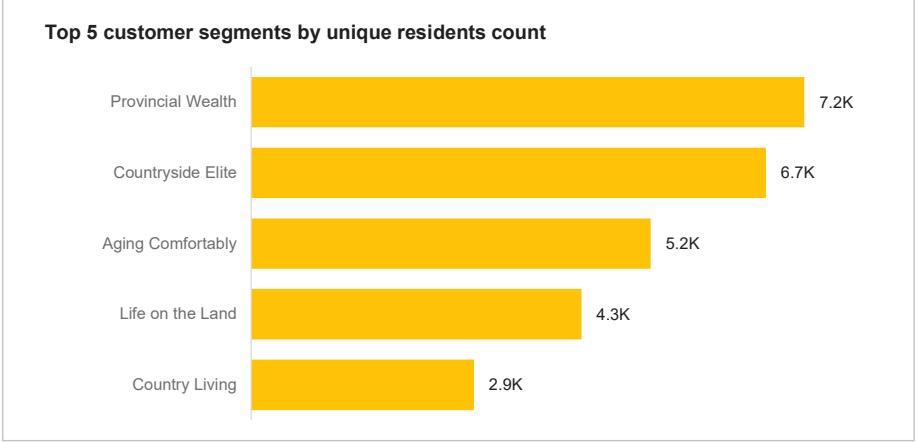
What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during November 2025?

<div>Trip Type by spend</div> <div><div>Tourists - Overnight Trip</div><div>Total</div><div>\$5.6M</div></div> <div><div>Non-Tourists - Short Trip</div><div></div><div>\$4.1M</div></div> <div><div>Tourists - Day Trip Total</div><div></div><div>\$888K</div></div> <div><div>Non-Tourists - Regular/Routine Trips</div><div></div><div>\$594K</div></div>	<div>Trip Type by unique customer count and trip count</div> <div><div>Tourists - Overnight Trip</div><div>Total</div><div>39.4K</div><div>41.2K</div></div> <div><div>Non-Tourists - Short Trip</div><div></div><div>32.7K</div><div>44.3K</div></div> <div><div>Tourists - Day Trip Total</div><div></div><div>8.3K</div><div>9.8K</div></div> <div><div>Non-Tourists - Regular/Routine Trips</div><div></div><div>2.5K</div><div>5.2K</div></div>
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	Unique Customer Count	Trip Count
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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		
November 2025	Sub-region	West Busselton		

Overview

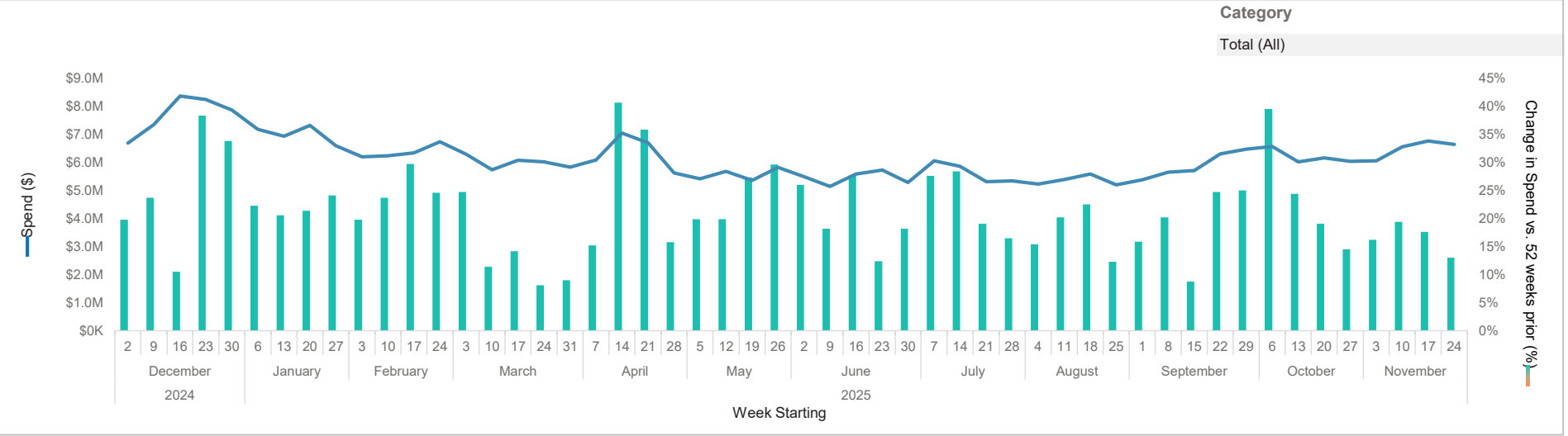
What are some of the key insights for the West Busselton location for November 2025?

<div><div>Total spend</div><div>\$27.7M</div><div><div>↑ 16.1%</div><div>↑ 2.7%</div><div>.vs last year</div><div>Regional WA</div></div></div>	<div><div>Total customers</div><div>107K</div><div><div>↑ 14.3%</div><div></div><div>.vs last year</div></div></div>	<div><div>Visitor spend</div><div>\$11.2M</div><div><div>40% of total spend</div><div>within West Busselton during November 2025 are</div><div>from Visitors</div></div></div>	<div><div>Total visitors</div><div>74K</div><div><div>70% of total customers</div><div>within West Busselton during November 2025 are</div><div>from Visitors</div></div></div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for November 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

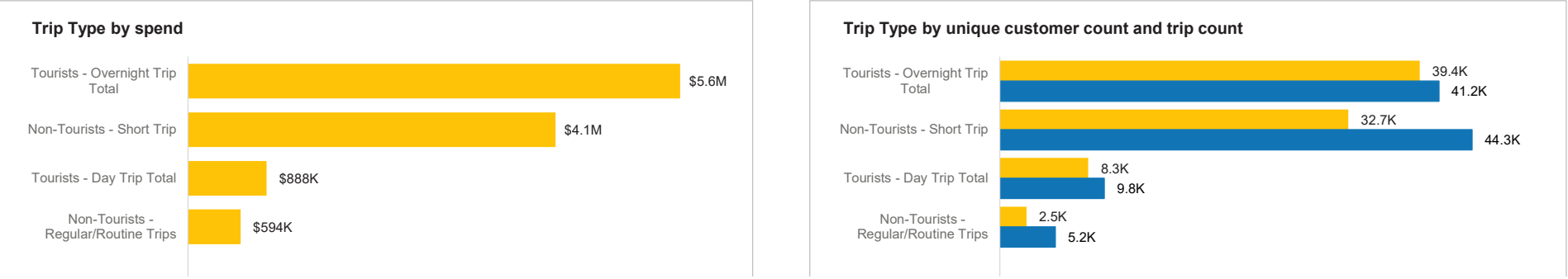
What are the key changes to category spend and visits in November 2025 versus the past year and Regional WA for the West Busselton location?

Data representing									
Spend per customer									
Category	Total			Visitors			Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$259.20	↑ 1.6%		\$150.90	↑ 3.7%		\$506.20	↑ 6.5%	
Food Retailing	\$198.20	↑ 13.1%		\$114.20	↑ 35.5%		\$309.60	↑ 16.0%	
Supermarkets	\$157.10	↓ -5.1%		\$80.70	↑ 1.0%		\$221.00	↓ -7.2%	
Groceries and Other Food Retailing	\$142.90	↑ 71.6%		\$109.20	↑ 89.9%		\$184.90	↑ 76.3%	
Discretionary Retail	\$150.60	↓ -13.8%		\$104.20	↓ -13.3%		\$188.10	↓ -13.9%	
Private Transport	\$100.20	↓ -1.4%		\$80.10	↑ 5.3%		\$127.50	↓ -3.7%	
Tourism and Entertainment	\$62.70	↑ 5.2%		\$49.10	↑ 4.8%		\$82.30	↑ 6.9%	
Takeaway and Fast Food Outlets	\$42.50	↓ -2.7%		\$31.20	↑ 0.9%		\$56.70	↓ -3.2%	
Restaurants	\$55.90	↑ 5.8%		\$49.90	↑ 0.7%		\$60.00	↑ 8.5%	
Cafes	\$38.70	↑ 19.2%		\$36.40	↑ 22.8%		\$40.80	↑ 17.1%	
Attractions, Events and Recreation	\$50.90	↑ 10.8%		\$52.20	↑ 12.4%		\$49.60	↑ 9.2%	
Accommodation - Instore	\$242.80	↓ -0.2%		\$268.30	↓ -3.2%		\$148.50	↑ 31.0%	

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

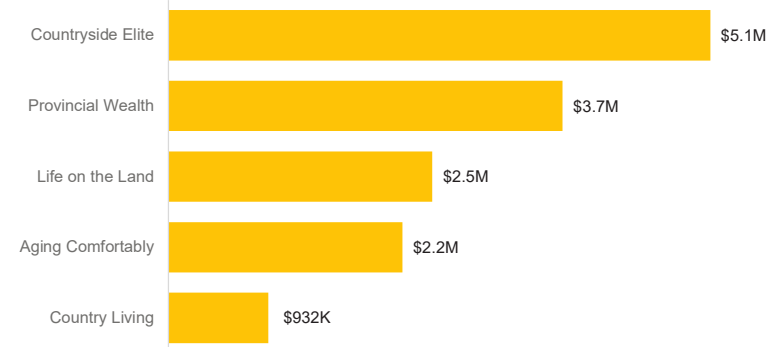
What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during November 2025?



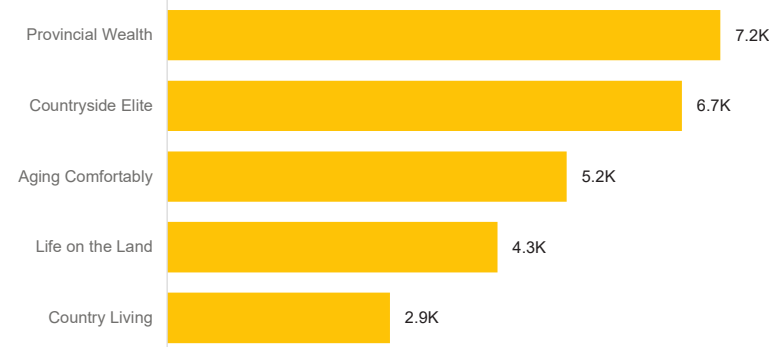
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	■ Unique Customer Count	■ Trip Count
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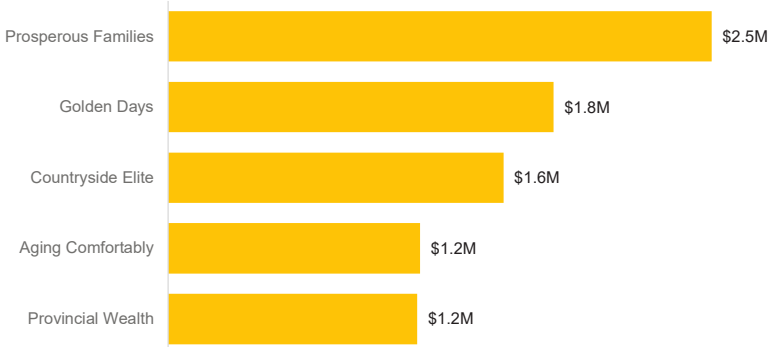
Top 5 customer segments by residents spend



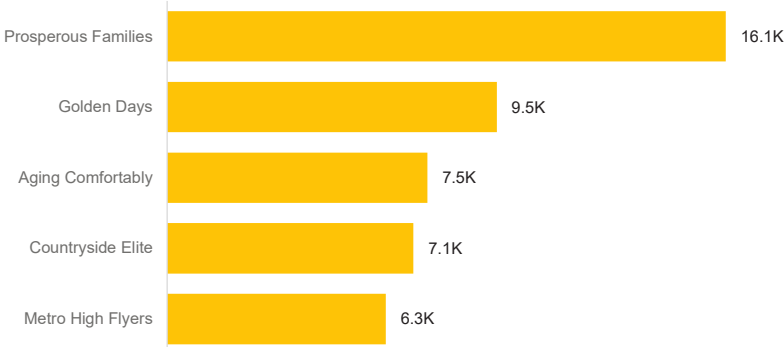
Top 5 customer segments by unique residents count



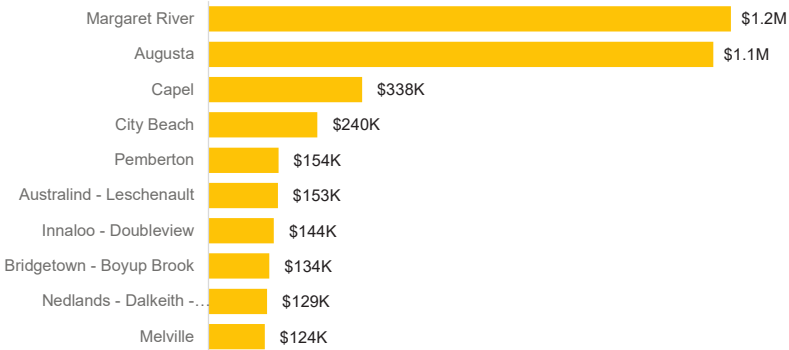
Top 5 customer segments by visitors spend



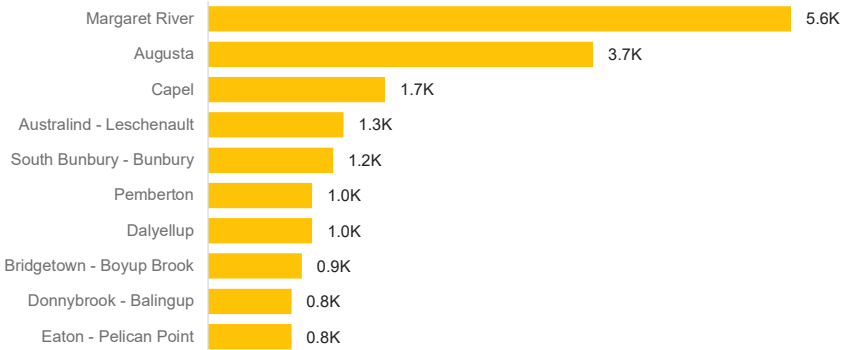
Top 5 customer segments by unique visitors count



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-Nov-25	30-Nov-25	52 weeks prior
Event length: 30 days, Category coverage Score*: 100.0%				

Overview

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

Total spend \$102.3M ↑ 7.0% <i>uplift compared to Benchmark Period</i>	Visitor spend \$44.6M ↑ 5.2% <i>uplift compared to Benchmark Period</i>	Day spend \$93.5M <i>91% of total spend over the event period was during the day (6am-6pm)</i>	Night spend \$8.9M <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 November 2025 and 30 November 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: Sat 01-Nov-25 - Sun 30-Nov-25 (30 days)

Benchmark period: Sat 02-Nov-24 - Sun 01-Dec-24 (30 days)

Category coverage Score*: 100.0%

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

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$93.5M	\$8.9M	\$44.6M	\$57.7M	\$102.3M	\$95.7M	↑ 7.0%	↑\$6.7M	↑ 5.2%	↑ 8.5%
Food Retailing	\$29.5M	\$2.6M	\$9.9M	\$22.3M	\$32.1M	\$28.4M	↑ 13.2%	↑\$3.8M	↑ 27.2%	↑ 8.0%
Supermarkets			\$4.5M	\$15.8M	\$20.3M	\$21.1M	↓ -3.7%	↓\$787K	↓ -1.9%	↓ -4.3%
Groceries and Other Food Retailing			\$5.3M	\$6.5M	\$11.8M	\$7.3M	↑ 62.4%	↑\$4.5M	↑ 69.4%	↑ 57.0%
Discretionary Retail*	\$24.0M	\$350K	\$8.0M	\$16.3M	\$24.3M	\$23.4M	↑ 4.2%	↑\$974K	↑ 1.2%	↑ 5.7%
Other Discretionary Retail			\$5.1M	\$12.7M	\$17.8M	\$16.8M	↑ 5.5%	↑\$933K	↑ 0.7%	↑ 7.6%
Department Stores, Clothing & Accessories			\$2.9M	\$3.6M	\$6.6M	\$6.5M	↑ 0.6%	↑\$41K	↑ 2.1%	↓ -0.5%
Tourism and Entertainment	\$13.9M	\$4.1M	\$11.2M	\$6.9M	\$18.1M	\$17.6M	↑ 2.3%	↑\$413K	↓ -3.1%	↑ 12.6%
Restaurants	\$3.7M	\$1.4M	\$3.3M	\$1.8M	\$5.1M	\$5.1M	↓ -0.3%	↓\$17K	↓ -5.4%	↑ 10.3%
Pubs, Taverns and Bars	\$2.0M	\$1.4M	\$1.9M	\$1.5M	\$3.4M	\$2.8M	↑ 19.8%	↑\$559K	↑ 13.6%	↑ 28.2%
Cafes*			\$1.9M	\$1.2M	\$3.1M	\$2.8M	↑ 10.5%	↑\$299K	↑ 3.7%	↑ 12.7%
Takeaway and Fast Food Outlets*	\$1.9M	\$798K	\$1.2M	\$1.5M	\$2.7M	\$2.5M	↑ 11.2%	↑\$276K	↑ 5.8%	↑ 6.2%
Breweries and Wineries*			\$2.0M	\$389K	\$2.4M	\$3.2M	↓ -25.3%	↓\$803K	↓ -33.3%	↓ -34.3%
Attractions, Events and Recreation*			\$920K	\$381K	\$1.3M	\$1.2M	↑ 8.5%	↑\$102K	↓ -10.1%	↓ -11.8%
Private Transport			\$3.5M	\$5.4M	\$8.9M	\$7.9M	↑ 12.3%	↑\$970K	↑ 16.5%	↑ 9.6%
Accommodation - Online				\$5.1M	\$5.9M	\$5.9M	↓ -13.5%	↓\$795K		
Accommodation - Instore*				\$2.7M	\$3.4K	\$3.0M	↓ -0.8%	↓\$23K	↑ 6.6%	↑ 26.1%

* Total sales not available for all days in selected range. * Daylight sales have been proportioned to total spend based on available days. * Visitors/Residents sales have been proportioned to total spend based on available days. Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

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

Date Extender (Max 7 Days)

7

Category

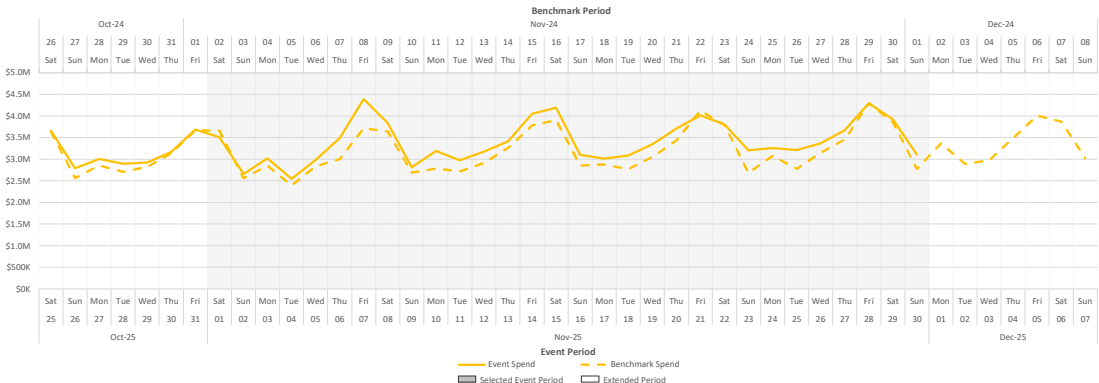
Total (All)

Time of Day

Total

Customer Type

All Customers



Please note that data for daylight 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	Sat 25-Oct-25	Sat 26-Oct-24	\$3.7M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 26-Oct-25	Sun 27-Oct-24	\$2.8M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 27-Oct-25	Mon 28-Oct-24	\$3.0M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 28-Oct-25	Tue 29-Oct-24	\$2.9M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 29-Oct-25	Wed 30-Oct-24	\$2.9M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 30-Oct-25	Thu 31-Oct-24	\$3.2M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 31-Oct-25	Fri 01-Nov-24	\$3.7M	\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 01-Nov-25	Sat 02-Nov-24	\$5.9M	\$5.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 02-Nov-25	Sun 03-Nov-24	\$2.7M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 03-Nov-25	Mon 04-Nov-24	\$3.0M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 04-Nov-25	Tue 05-Nov-24	\$2.5M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 05-Nov-25	Wed 06-Nov-24	\$3.0M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 06-Nov-25	Thu 07-Nov-24	\$3.5M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 07-Nov-25	Fri 08-Nov-24	\$4.4M	\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 08-Nov-25	Sat 09-Nov-24	\$3.8M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 09-Nov-25	Sun 10-Nov-24	\$2.8M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 10-Nov-25	Mon 11-Nov-24	\$3.2M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 11-Nov-25	Tue 12-Nov-24	\$3.0M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 12-Nov-25	Wed 13-Nov-24	\$3.2M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 13-Nov-25	Thu 14-Nov-24	\$3.4M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 14-Nov-25	Fri 15-Nov-24	\$4.1M	\$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 15-Nov-25	Sat 16-Nov-24	\$4.2M	\$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 16-Nov-25	Sun 17-Nov-24	\$3.1M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 17-Nov-25	Mon 18-Nov-24	\$3.0M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 18-Nov-25	Tue 19-Nov-24	\$3.1M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 19-Nov-25	Wed 20-Nov-24	\$3.3M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 20-Nov-25	Thu 21-Nov-24	\$3.7M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 21-Nov-25	Fri 22-Nov-24	\$5.0M	\$4.1M

LGA	City of Busselton	Total (All)	Total	All Customers	Sat 22-Nov-25	Sat 23-Nov-24	\$3.8M	\$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 23-Nov-25	Sun 24-Nov-24	\$3.2M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 24-Nov-25	Mon 25-Nov-24	\$3.3M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 25-Nov-25	Tue 26-Nov-24	\$3.2M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 26-Nov-25	Wed 27-Nov-24	\$3.4M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 27-Nov-25	Thu 28-Nov-24	\$3.7M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 28-Nov-25	Fri 29-Nov-24	\$4.3M	\$4.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 29-Nov-25	Sat 30-Nov-24	\$3.9M	\$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 30-Nov-25	Sun 01-Dec-24	\$3.1M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 01-Dec-25	Mon 02-Dec-24		\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 02-Dec-25	Tue 03-Dec-24		\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 03-Dec-25	Wed 04-Dec-24		\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 04-Dec-25	Thu 05-Dec-24		\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 05-Dec-25	Fri 06-Dec-24		\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 06-Dec-25	Sat 07-Dec-24		\$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 07-Dec-25	Sun 08-Dec-24		\$3.0M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Busselton	01-Nov-25	30-Nov-25	52 weeks prior
Event length: 30 days, Category coverage Score*: 91.1%				

Overview

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

<div>Total spend</div> <div>\$45.3M</div> <div>↑ 8.3%</div> <div>uplift compared to Benchmark Period</div>	<div>Visitor spend</div> <div>\$15.0M</div> <div>↑ 9.2%</div> <div>uplift compared to Benchmark Period</div>	<div>Day spend</div> <div>\$41.6M</div> <div>92% of total spend over the event period was during the day (6am-6pm)</div>	<div>Night spend</div> <div>\$3.7M</div> <div>8% of total spend over the event period was at night (6pm-6am)</div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 November 2025 and 30 November 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: Sat 01-Nov-25 - Sun 30-Nov-25 (30 days)

Benchmark period: Sat 02-Nov-24 - Sun 01-Dec-24 (30 days)

Category coverage Score*: 91.1%

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	\$41.6M	\$3.7M	\$15.0M	\$30.3M	\$45.3M	\$41.8M	↑ 8.3%	↑\$3.5M	↑ 9.2%	↑ 7.8%
Discretionary Retail^	\$14.7M	\$188K	\$4.5M	\$10.4M	\$14.9M	\$13.2M	↑ 12.7%	↑\$1.7M	↑ 10.0%	↑ 13.9%
Other Discretionary Retail			\$3.5M	\$8.7M	\$12.2M	\$10.6M	↑ 15.4%	↑\$1.6M	↑ 9.1%	↑ 18.0%
Department Stores, Clothing & Accessories			\$1.0M	\$1.6M	\$2.7M	\$2.6M	↑ 1.9%	↑\$49K	↑ 13.9%	↓ -4.6%
Food Retailing	\$10.9M	\$1.0M	\$2.8M	\$9.2M	\$11.9M	\$12.2M	↓ -2.4%	- ↓\$297K	↓ -0.5%	↓ -3.0%
Supermarkets			\$1.8M	\$7.4M	\$9.2M	\$9.5M	↓ -3.5%	- ↓\$331K	↓ -1.2%	↓ -4.0%
Groceries and Other Food Retailing			\$968K	\$1.8M	\$2.8M	\$2.7M	↑ 1.4%	↑\$38K	↑ 1.1%	↑ 1.1%
Tourism and Entertainment	\$5.2M	\$1.7M	\$3.8M	\$3.1M	\$6.9M	\$6.6M	↑ 4.9%	↑\$323K	↑ 0.1%	↑ 11.2%
Restaurants	\$1.3M	\$525K	\$1.1M	\$782K	\$1.8M	\$1.5M	↑ 24.6%	↑\$363K	↑ 34.4%	↑ 13.2%
Pubs, Taverns and Bars*	\$899K	\$604K	\$663K	\$839K	\$1.5M					
Cafes**			\$734K	\$514K	\$1.2M					
Takeaway and Fast Food Outlets**	\$715K	\$270K	\$407K	\$574K	\$981K					
Attractions, Events and Recreation**			\$51K	\$81K	\$132K					
Private Transport			\$1.6M	\$2.9M	\$4.6M	\$3.9M	↑ 16.0%	↑\$628K	↑ 14.1%	↑ 17.3%
Accommodation - Instore*					\$224K					

* Total sales not available for all days in selected range. ^ Day/night sales have been proportioned to total spend based on available days. * Visitors/Residents sales have been proportioned to total spend based on available days. Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

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

Date Extender (Max 7 Days)

7

Category

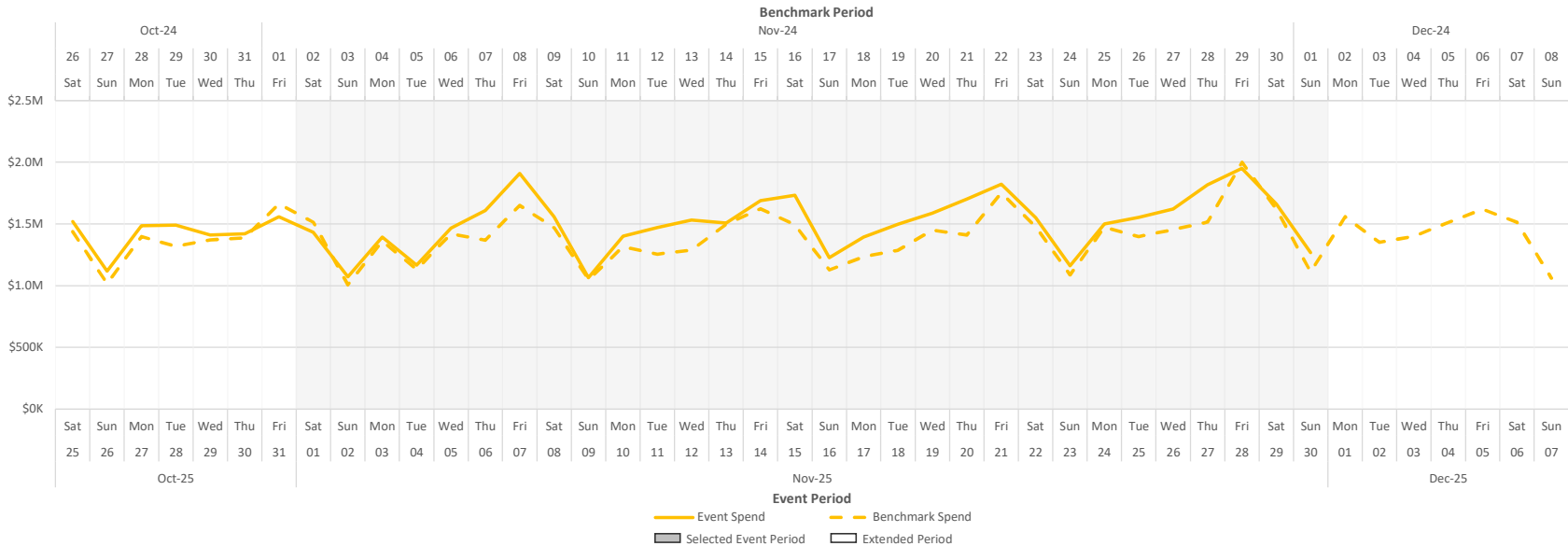
Total (All)

Time of Day

Total

Customer Type

All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 25-Oct-25	Sat 26-Oct-24	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 26-Oct-25	Sun 27-Oct-24	\$1.1M	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 27-Oct-25	Mon 28-Oct-24	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 28-Oct-25	Tue 29-Oct-24	\$1.5M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 29-Oct-25	Wed 30-Oct-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 30-Oct-25	Thu 31-Oct-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 31-Oct-25	Fri 01-Nov-24	\$1.6M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 01-Nov-25	Sat 02-Nov-24	\$1.4M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 02-Nov-25	Sun 03-Nov-24	\$1.1M	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 03-Nov-25	Mon 04-Nov-24	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 04-Nov-25	Tue 05-Nov-24	\$1.2M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 05-Nov-25	Wed 06-Nov-24	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 06-Nov-25	Thu 07-Nov-24	\$1.6M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 07-Nov-25	Fri 08-Nov-24	\$1.9M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 08-Nov-25	Sat 09-Nov-24	\$1.6M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 09-Nov-25	Sun 10-Nov-24	\$1.1M	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 10-Nov-25	Mon 11-Nov-24	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 11-Nov-25	Tue 12-Nov-24	\$1.5M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 12-Nov-25	Wed 13-Nov-24	\$1.5M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 13-Nov-25	Thu 14-Nov-24	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 14-Nov-25	Fri 15-Nov-24	\$1.7M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 15-Nov-25	Sat 16-Nov-24	\$1.7M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 16-Nov-25	Sun 17-Nov-24	\$1.2M	\$1.1M

Sub-region	Bussetlon	Total (All)	Total	All Customers	Mon 17-Nov-25	Mon 18-Nov-24	\$1.4M	\$1.2M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Tue 18-Nov-25	Tue 19-Nov-24	\$1.5M	\$1.3M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Wed 19-Nov-25	Wed 20-Nov-24	\$1.6M	\$1.4M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Thu 20-Nov-25	Thu 21-Nov-24	\$1.7M	\$1.4M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Fri 21-Nov-25	Fri 22-Nov-24	\$1.8M	\$1.8M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Sat 22-Nov-25	Sat 23-Nov-24	\$1.6M	\$1.5M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Sun 23-Nov-25	Sun 24-Nov-24	\$1.2M	\$1.1M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Mon 24-Nov-25	Mon 25-Nov-24	\$1.5M	\$1.5M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Tue 25-Nov-25	Tue 26-Nov-24	\$1.6M	\$1.4M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Wed 26-Nov-25	Wed 27-Nov-24	\$1.6M	\$1.5M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Thu 27-Nov-25	Thu 28-Nov-24	\$1.8M	\$1.5M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Fri 28-Nov-25	Fri 29-Nov-24	\$2.0M	\$2.0M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Sat 29-Nov-25	Sat 30-Nov-24	\$1.7M	\$1.6M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Sun 30-Nov-25	Sun 01-Dec-24	\$1.3M	\$1.1M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Mon 01-Dec-25	Mon 02-Dec-24		\$1.6M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Tue 02-Dec-25	Tue 03-Dec-24		\$1.4M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Wed 03-Dec-25	Wed 04-Dec-24		\$1.4M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Thu 04-Dec-25	Thu 05-Dec-24		\$1.5M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Fri 05-Dec-25	Fri 06-Dec-24		\$1.6M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Sat 06-Dec-25	Sat 07-Dec-24		\$1.5M
Sub-region	Bussetlon	Total (All)	Total	All Customers	Sun 07-Dec-25	Sun 08-Dec-24		\$1.1M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Dunsborough	01-Nov-25	30-Nov-25	52 weeks prior
Event length: 30 days, Category coverage Score*: 97.7%				

Overview

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

<div>Total spend</div> <div>\$24.1M</div> <div>↑ 0.2%</div> <div>uplift compared to Benchmark Period</div>	<div>Visitor spend</div> <div>\$13.4M</div> <div>↓ -3.4%</div> <div>uplift compared to Benchmark Period</div>	<div>Day spend</div> <div>\$21.3M</div> <div>89% of total spend over the event period was during the day (6am-6pm)</div>	<div>Night spend</div> <div>\$2.8M</div> <div>11% of total spend over the event period was at night (6pm-6am)</div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 November 2025 and 30 November 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: Sat 01-Nov-25 - Sun 30-Nov-25 (30 days)

Benchmark period: Sat 02-Nov-24 - Sun 01-Dec-24 (30 days)

Category coverage Score*: 97.7%

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

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$21.3M	\$2.8M	\$13.4M	\$10.7M	\$24.1M	\$24.0M	↑ 0.2%	↑\$52K	↓ -3.4%	↑ 5.1%
Tourism and Entertainment	\$6.7M	\$1.6M	\$6.1M	\$2.2M	\$8.3M	\$8.5M	↓ -2.7%	- ↓\$231K	↓ -8.0%	↑ 15.7%
Restaurants°	\$2.1M	\$741K	\$2.1M	\$756K	\$2.9M	\$3.3M	↓ -13.9%	- ↓\$465K	↓ -17.1%	↑ 3.9%
Breweries and Wineries°			\$1.5M	\$310K	\$1.8M					
Cafes			\$1.0M	\$528K	\$1.6M	\$1.4M	↑ 14.3%	↑\$195K	↑ 5.6%	↑ 36.1%
Pubs, Taverns and Bars^	\$760K	\$659K	\$966K	\$459K	\$1.4M	\$1.2M	↑ 21.4%	↑\$250K	↑ 13.8%	↑ 50.5%
Takeaway and Fast Food Outlets**	\$281K	\$113K	\$231K	\$163K	\$394K					
Attractions, Events and Recreation*					\$206K					
Food Retailing	\$7.2M	\$780K	\$3.1M	\$4.9M	\$8.0M	\$8.0M	↓ -0.0%	- ↓\$1K	↑ 2.1%	↓ -1.3%
Supermarkets			\$1.3M	\$3.7M	\$5.0M	\$5.1M	↓ -2.9%	- ↓\$146K	↓ -5.2%	↓ -2.1%
Groceries and Other Food Retailing			\$1.8M	\$1.2M	\$3.0M	\$2.8M	↑ 5.1%	↑\$145K	↑ 7.9%	↑ 1.5%
Discretionary Retail*			\$1.7M	\$1.7M	\$3.4M	\$3.2M	↑ 5.7%	↑\$182K	↓ -3.0%	↑ 6.6%
Other Discretionary Retail**			\$727K	\$1.2M	\$2.0M					
Department Stores, Clothing & Accessories**			\$779K	\$258K	\$1.0M					
Private Transport			\$506K	\$926K	\$1.4M	\$1.3M	↑ 6.9%	↑\$92K	↑ 12.7%	↑ 4.3%
Accommodation - Instore**			\$1.1M	\$86K	\$1.2M					

* Total sales not available for all days in selected range. ^ Day/night sales have been proportioned to total spend based on available days. ° Visitors/Residents sales have been proportioned to total spend based on available days. Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

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

Date Extender (Max 7 Days)

7

Category

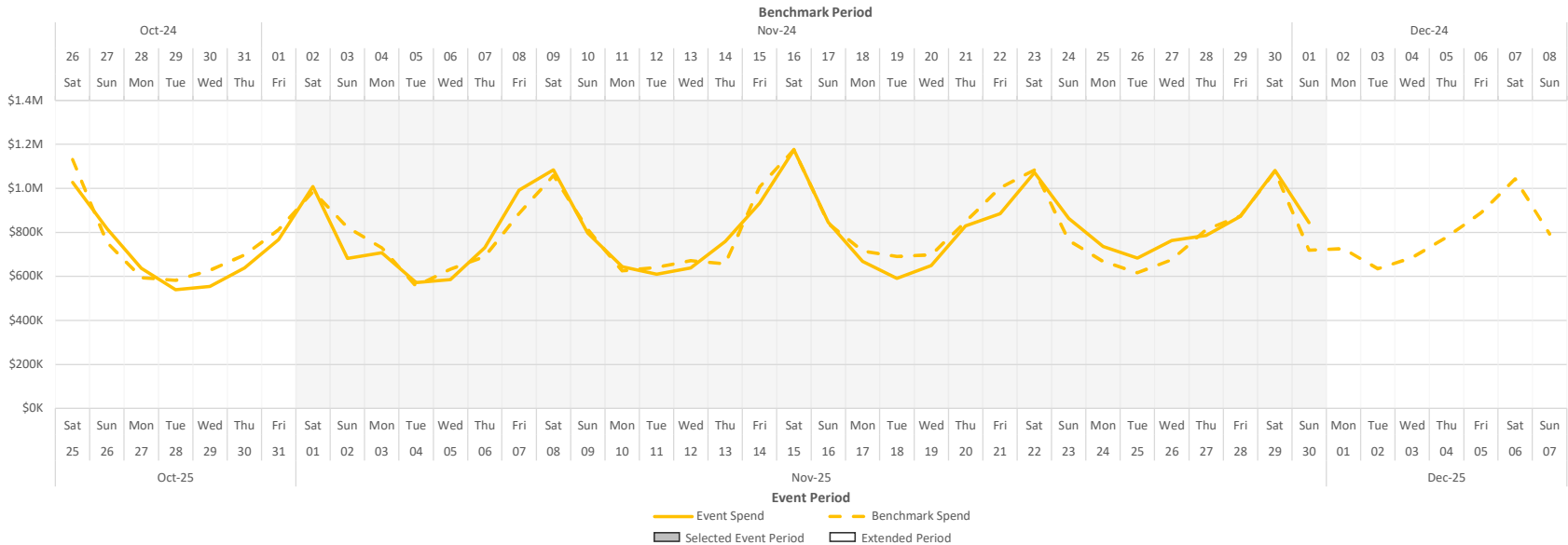
Total (All)

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	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	\$817K	\$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	\$638K	\$697K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 31-Oct-25	Fri 01-Nov-24	\$767K	\$812K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 01-Nov-25	Sat 02-Nov-24	\$1.0M	\$986K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 02-Nov-25	Sun 03-Nov-24	\$682K	\$823K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 03-Nov-25	Mon 04-Nov-24	\$707K	\$730K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 04-Nov-25	Tue 05-Nov-24	\$572K	\$555K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 05-Nov-25	Wed 06-Nov-24	\$585K	\$633K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 06-Nov-25	Thu 07-Nov-24	\$730K	\$690K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 07-Nov-25	Fri 08-Nov-24	\$992K	\$886K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 08-Nov-25	Sat 09-Nov-24	\$1.1M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 09-Nov-25	Sun 10-Nov-24	\$797K	\$812K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 10-Nov-25	Mon 11-Nov-24	\$644K	\$625K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 11-Nov-25	Tue 12-Nov-24	\$610K	\$641K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 12-Nov-25	Wed 13-Nov-24	\$638K	\$671K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 13-Nov-25	Thu 14-Nov-24	\$759K	\$657K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 14-Nov-25	Fri 15-Nov-24	\$932K	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 15-Nov-25	Sat 16-Nov-24	\$1.2M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 16-Nov-25	Sun 17-Nov-24	\$846K	\$840K

Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 17-Nov-25	Mon 18-Nov-24	\$668K	\$715K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 18-Nov-25	Tue 19-Nov-24	\$591K	\$690K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 19-Nov-25	Wed 20-Nov-24	\$649K	\$698K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 20-Nov-25	Thu 21-Nov-24	\$830K	\$848K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 21-Nov-25	Fri 22-Nov-24	\$885K	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 22-Nov-25	Sat 23-Nov-24	\$1.1M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 23-Nov-25	Sun 24-Nov-24	\$863K	\$763K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 24-Nov-25	Mon 25-Nov-24	\$736K	\$668K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 25-Nov-25	Tue 26-Nov-24	\$683K	\$617K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 26-Nov-25	Wed 27-Nov-24	\$762K	\$675K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 27-Nov-25	Thu 28-Nov-24	\$786K	\$813K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 28-Nov-25	Fri 29-Nov-24	\$873K	\$874K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 29-Nov-25	Sat 30-Nov-24	\$1.1M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 30-Nov-25	Sun 01-Dec-24	\$844K	\$719K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 01-Dec-25	Mon 02-Dec-24		\$726K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 02-Dec-25	Tue 03-Dec-24		\$635K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 03-Dec-25	Wed 04-Dec-24		\$686K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 04-Dec-25	Thu 05-Dec-24		\$778K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 05-Dec-25	Fri 06-Dec-24		\$888K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 06-Dec-25	Sat 07-Dec-24		\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 07-Dec-25	Sun 08-Dec-24		\$792K

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	West Busselton	01-Nov-25	30-Nov-25	52 weeks prior
Event length: 30 days, Category coverage Score*: 98.9%				

Overview

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

<div>Total spend</div> <div>\$27.7M</div> <div>↑ 16.8%</div> <div>uplift compared to Benchmark Period</div>	<div>Visitor spend</div> <div>\$11.2M</div> <div>↑ 23.9%</div> <div>uplift compared to Benchmark Period</div>	<div>Day spend</div> <div>\$25.3M</div> <div>91% of total spend over the event period was during the day (6am-6pm)</div>	<div>Night spend</div> <div>\$2.4M</div> <div>9% of total spend over the event period was at night (6pm-6am)</div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 November 2025 and 30 November 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: Sat 01-Nov-25 - Sun 30-Nov-25 (30 days)

Benchmark period: Sat 02-Nov-24 - Sun 01-Dec-24 (30 days)

Category coverage Score*: 98.9%

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

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$25.3M	\$2.4M	\$11.2M	\$16.5M	\$27.7M	\$23.7M	↑ 16.8%	↑\$4.0M	↑ 23.9%	↑ 12.3%
Food Retailing	\$11.4M	\$793K	\$4.0M	\$8.2M	\$12.2M	\$8.1M	↑ 49.7%	↑\$4.0M	↑ 104.7%	↑ 32.3%
Supermarkets			\$1.4M	\$4.7M	\$6.2M	\$6.5M	↓ -4.7%	- ↓\$305K	↑ 0.3%	↓ -6.2%
Groceries and Other Food Retailing			\$2.6M	\$3.5M	\$6.0M	\$1.7M	↑ 257.6%	↑\$4.3M	↑ 388.2%	↑ 199.5%
Discretionary Retail^	\$5.9M	\$213K	\$1.9M	\$4.2M	\$6.1M	\$7.0M	↓ -12.6%	- ↓\$883K	↓ -12.5%	↓ -12.6%
Private Transport			\$1.3M	\$1.6M	\$2.9M	\$2.6M	↑ 9.3%	↑\$244K	↑ 22.0%	↑ 0.2%
Tourism and Entertainment°	\$2.0M	\$792K	\$1.3M	\$1.5M	\$2.8M	\$2.4M	↑ 14.7%	↑\$358K	↑ 16.5%	↑ 13.5%
Takeaway and Fast Food Outlets	\$890K	\$397K	\$525K	\$760K	\$1.3M	\$1.3M	↑ 1.2%	↑\$15K	↑ 6.7%	↓ -2.7%
Restaurants*°			\$142K	\$226K	\$368K					
Cafes°			\$135K	\$163K	\$298K	\$171K	↑ 74.3%	↑\$127K	↑ 114.5%	↑ 90.5%
Attractions, Events and Recreation*°			\$102K	\$123K	\$225K					
Accommodation - Instore*°			\$1.1M	\$148K	\$1.3M					

* Total sales not available for all days in selected range. ^ Day/night sales have been proportioned to total spend based on available days. ° Visitors/Residents sales have been proportioned to total spend based on available days. Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy constraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

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

Date Extender (Max 7 Days)

7

Category

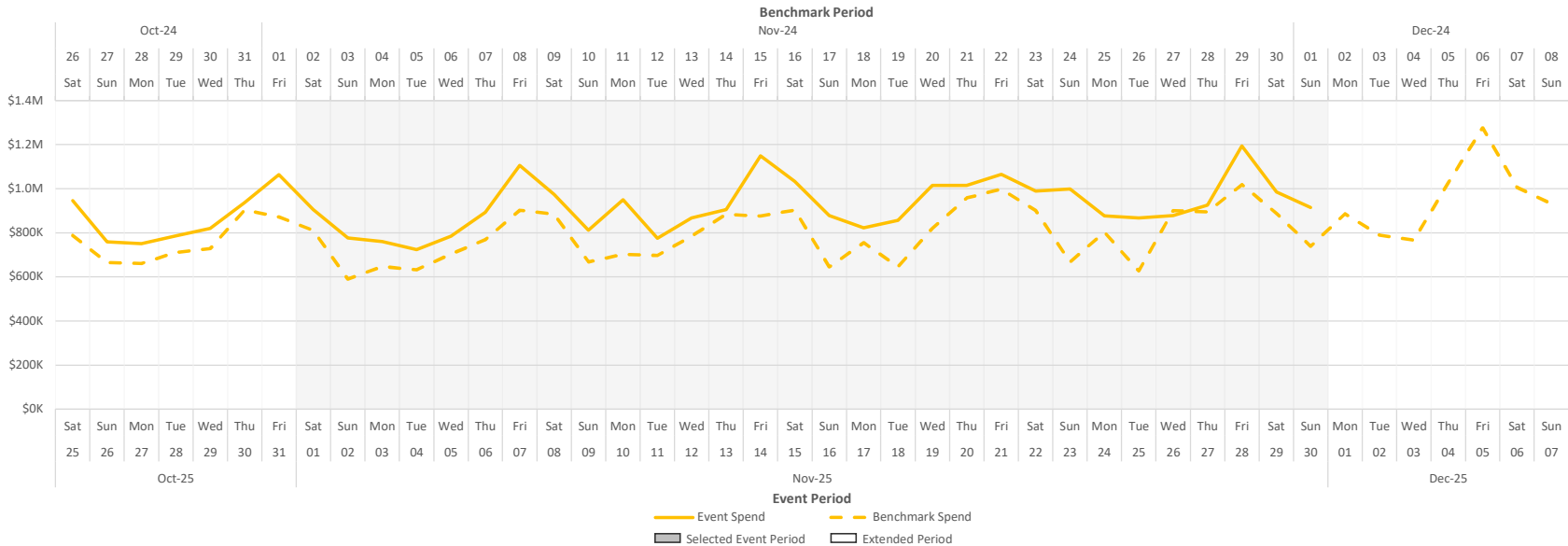
Total (All)

Time of Day

Total

Customer Type

All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Busselton	Total (All)	Total	All Customers	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	\$758K	\$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	\$786K	\$711K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 29-Oct-25	Wed 30-Oct-24	\$819K	\$728K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 30-Oct-25	Thu 31-Oct-24	\$938K	\$904K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 31-Oct-25	Fri 01-Nov-24	\$1.1M	\$872K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 01-Nov-25	Sat 02-Nov-24	\$905K	\$810K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 02-Nov-25	Sun 03-Nov-24	\$776K	\$590K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 03-Nov-25	Mon 04-Nov-24	\$760K	\$647K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 04-Nov-25	Tue 05-Nov-24	\$723K	\$632K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 05-Nov-25	Wed 06-Nov-24	\$785K	\$704K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 06-Nov-25	Thu 07-Nov-24	\$893K	\$769K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 07-Nov-25	Fri 08-Nov-24	\$1.1M	\$902K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 08-Nov-25	Sat 09-Nov-24	\$974K	\$884K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 09-Nov-25	Sun 10-Nov-24	\$811K	\$668K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 10-Nov-25	Mon 11-Nov-24	\$950K	\$702K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 11-Nov-25	Tue 12-Nov-24	\$775K	\$697K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 12-Nov-25	Wed 13-Nov-24	\$867K	\$785K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 13-Nov-25	Thu 14-Nov-24	\$905K	\$883K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 14-Nov-25	Fri 15-Nov-24	\$1.1M	\$876K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 15-Nov-25	Sat 16-Nov-24	\$1.0M	\$903K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 16-Nov-25	Sun 17-Nov-24	\$878K	\$645K

Sub-region	West Bussetton	Total (All)	Total	All Customers	Mon 17-Nov-25	Mon 18-Nov-24	\$822K	\$755K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Tue 18-Nov-25	Tue 19-Nov-24	\$856K	\$646K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Wed 19-Nov-25	Wed 20-Nov-24	\$1.0M	\$820K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Thu 20-Nov-25	Thu 21-Nov-24	\$1.0M	\$958K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Fri 21-Nov-25	Fri 22-Nov-24	\$1.1M	\$998K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sat 22-Nov-25	Sat 23-Nov-24	\$989K	\$901K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sun 23-Nov-25	Sun 24-Nov-24	\$998K	\$667K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Mon 24-Nov-25	Mon 25-Nov-24	\$876K	\$803K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Tue 25-Nov-25	Tue 26-Nov-24	\$867K	\$627K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Wed 26-Nov-25	Wed 27-Nov-24	\$878K	\$900K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Thu 27-Nov-25	Thu 28-Nov-24	\$926K	\$895K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Fri 28-Nov-25	Fri 29-Nov-24	\$1.2M	\$1.0M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sat 29-Nov-25	Sat 30-Nov-24	\$985K	\$888K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sun 30-Nov-25	Sun 01-Dec-24	\$915K	\$739K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Mon 01-Dec-25	Mon 02-Dec-24		\$886K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Tue 02-Dec-25	Tue 03-Dec-24		\$789K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Wed 03-Dec-25	Wed 04-Dec-24		\$766K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Thu 04-Dec-25	Thu 05-Dec-24		\$1.0M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Fri 05-Dec-25	Fri 06-Dec-24		\$1.3M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sat 06-Dec-25	Sat 07-Dec-24		\$1.0M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sun 07-Dec-25	Sun 08-Dec-24		\$931K

City of Busselton

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

Overview

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

Top category

Groceries and Other Food Retailing

\$5.3M of City of Busselton Visitors spend during November 2025

Top age band

25-34

20.5% of City of Busselton Visitors are within this age band

Top lifestage

Young Families

20.6% of City of Busselton Visitors are within this lifestage

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

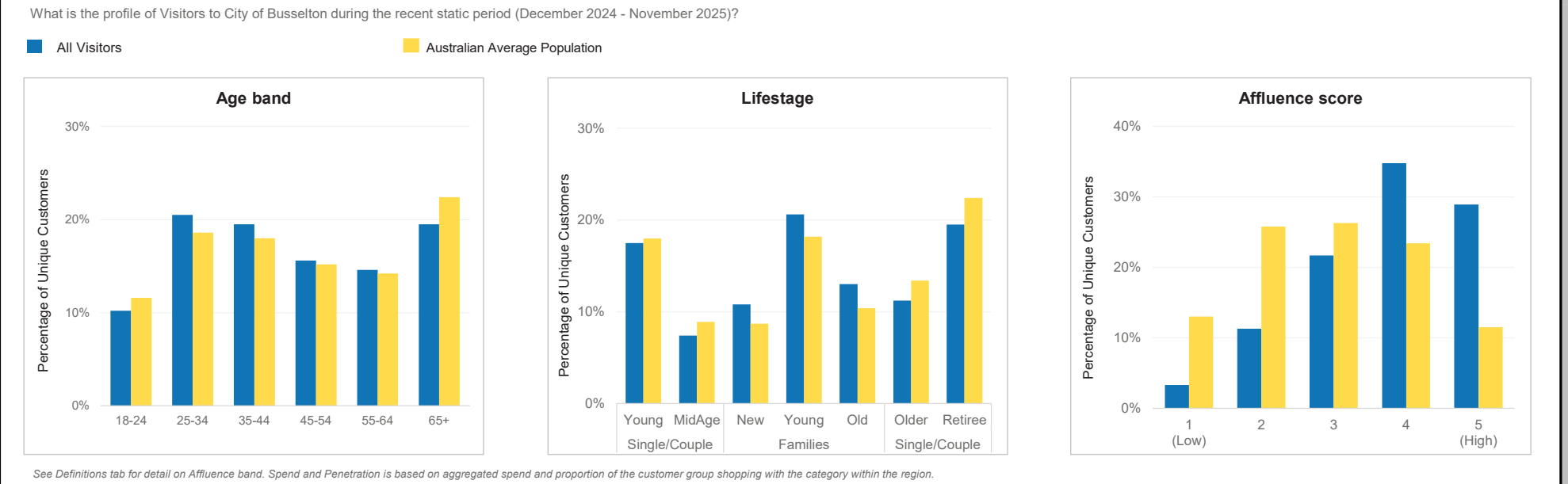
Category performance

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

Category	Monthly			Annual (Last 12 months up to November 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$44.6M	↑ 4.7%	↑ 4.1%	\$529.0M	↑ 6.3%		
Tourism and Entertainment	\$11.2M	↓ -2.2%	↑ 3.8%	\$134.6M	↑ 0.6%	0.99x	75.4%
Restaurants	\$3.3M	↓ -4.9%	↑ 5.8%	\$44.8M	↑ 17.2%	0.95x	40.1%
Breweries and Wineries	\$2.0M	↓ -23.6%	↓ -16.8%	\$23.0M	↓ -21.2%	0.94x	17.9%
Cafes	\$1.9M	↑ 8.5%	↑ 5.4%	\$21.8M	↑ 8.7%	0.93x	29.7%
Pubs, Taverns and Bars	\$1.9M	↑ 13.7%	↑ 4.3%	\$20.2M	↓ -4.4%	0.90x	20.2%
Takeaway and Fast Food Outlets	\$1.2M	↑ 11.8%	↑ 11.2%	\$13.7M	↑ 3.9%	0.92x	28.0%
Attractions, Events and Recreation	\$885K	↑ 2.9%	↓ -0.9%	\$11.1M	↓ -6.9%	0.94x	19.3%
Food Retailing	\$9.9M	↑ 26.2%	↑ 5.1%	\$120.3M	↑ 26.8%	0.98x	60.6%
Groceries and Other Food Retailing	\$5.3M	↑ 66.8%	↑ 10.6%	\$63.1M	↑ 61.6%	0.96x	47.3%
Supermarkets	\$4.5M	↓ -2.1%	↑ 2.6%	\$57.2M	↑ 2.4%	0.94x	38.9%
Discretionary Retail	\$8.0M	↑ 0.7%	↑ 3.5%	\$88.4M	↑ 2.4%	0.92x	32.4%
Other Discretionary Retail	\$5.1M	↑ 0.3%	↑ 4.6%	\$56.0M	↑ 0.5%	0.89x	23.6%
Department Stores, Clothing & Accessories	\$2.9M	↑ 1.4%	↑ 0.5%	\$32.4M	↑ 5.8%	0.86x	19.2%
Accommodation - Online	\$5.0M	↓ -15.2%	↑ 2.1%	\$65.0M	↑ 0.1%	1.02x	
Private Transport	\$3.5M	↑ 17.6%	↑ 5.2%	\$39.6M	↑ 21.3%	0.92x	30.5%
Accommodation - Instore	\$2.6M	↓ -3.7%	↓ -0.7%	\$28.8M	↓ -15.5%	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 (December 2024 - November 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



Brand preference

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

How to read: 6.2% 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	6.2%
Tasman Holiday Parks	Travel	1.01x	1.0%
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	10.2%
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	4.4%
Shelter Brewing Co	Eating And Drinking Out	0.95x	4.7%
Dunsborough Bakery	Food Retailing	0.94x	5.5%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.6%
Meelup Farmhouse	Eating And Drinking Out	0.94x	1.1%

Beerfarm Metricup	Eating And Drinking Out	0.93x	4.4%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.3%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.5%
Yallingup Gugelhupf	Food Retailing	0.92x	1.0%
Yallingup General Store And Cafe	Eating And Drinking Out	0.92x	3.8%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.1%
Aravina Estate	Eating And Drinking Out	0.91x	2.4%
Caves House Hotel	Eating And Drinking Out	0.91x	4.8%
Margaret Double Bay	Eating And Drinking Out	0.90x	2.9%
The Goose	Eating And Drinking Out	0.90x	9.5%
Coles	Food Retailing	0.90x	24.9%
Merchant And Maker	Eating And Drinking Out	0.90x	5.0%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.89x	1.2%
Kyst	Eating And Drinking Out	0.89x	7.0%
Wild And Woods	Eating And Drinking Out	0.88x	1.2%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.5%
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		
November 2025	Sub-region	Busselton		

Overview

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

Top category

Other Discretionary Retail

\$3.4M of Busselton Visitors spend during November 2025

Top age band

25-34

20.8% of Busselton Visitors are within this age band

Top lifestage

Young Families

20.8% of Busselton Visitors are within this lifestage

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

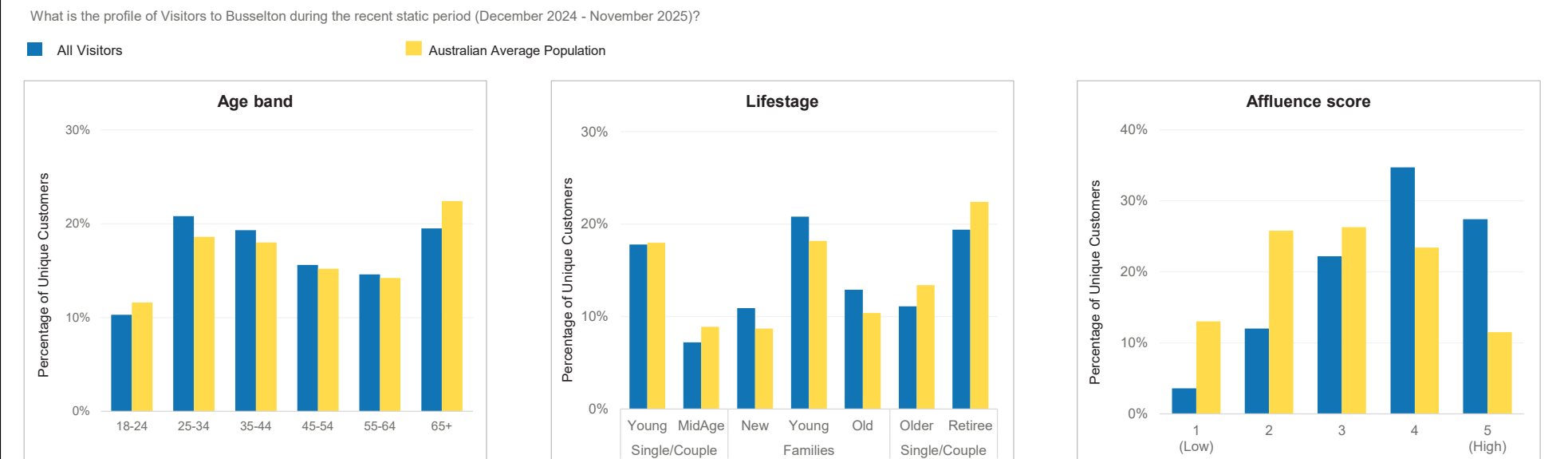
Category performance

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

Category	Monthly			Annual (Last 12 months up to November 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$15.0M	↑ 9.4%	↑ 4.1%	\$166.8M	↑ 5.5%		
Discretionary Retail	\$4.5M	↑ 8.9%	↑ 3.5%	\$45.8M	↑ 1.3%	0.85x	29.9%
Other Discretionary Retail	\$3.4M	↑ 8.3%	↑ 4.6%	\$34.5M	↑ 0.6%	0.86x	22.8%
Department Stores, Clothing & Accessories	\$1.0M	↑ 10.9%	↑ 0.5%	\$11.4M	↑ 3.2%	0.64x	14.3%
Tourism and Entertainment	\$3.8M	↑ 2.9%	↑ 3.8%	\$43.6M	↑ 3.8%	0.97x	74.2%
Restaurants	\$1.1M	↑ 40.2%	↑ 5.8%	\$12.7M	↑ 57.6%	0.79x	33.1%
Cafes	\$752K	↑ 2.2%	↑ 5.4%	\$8.4M	↑ 6.9%	0.72x	22.8%
Pubs, Taverns and Bars	\$672K	↑ 13.9%	↑ 4.3%	\$7.4M	↑ 3.3%	0.63x	14.1%
Takeaway and Fast Food Outlets	\$421K	↑ 31.4%	↑ 11.2%	\$4.5M	↑ 10.3%	0.64x	19.5%
Food Retailing	\$2.8M	↓ -1.0%	↑ 5.1%	\$33.2M	↑ 0.7%	0.62x	38.8%
Supermarkets	\$1.8M	↓ -1.6%	↑ 2.6%	\$21.8M	↑ 3.0%	0.70x	28.9%
Groceries and Other Food Retailing	\$969K	↑ 0.2%	↑ 10.6%	\$11.3M	↓ -3.4%	0.42x	20.5%
Private Transport	\$1.6M	↑ 15.0%	↑ 5.2%	\$18.5M	↑ 22.1%	0.76x	25.2%
Accommodation - Instore	\$216K	↑ 164.3%	↓ -0.7%	\$1.5M	↑ 56.9%	0.12x	1.3%

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 (December 2024 - November 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



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 (December 2024 - November 2025)?

How to read: 17.8% 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	17.8%
Shelter Brewing Co	Eating And Drinking Out	1.52x	7.6%
The Goose	Eating And Drinking Out	1.45x	15.3%
Kyst	Eating And Drinking Out	1.43x	11.3%
Mano Wraps	Eating And Drinking Out	1.29x	2.8%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.28x	3.6%
Esplanade Hotel	Eating And Drinking Out	1.21x	6.1%
Caltex	Private Transport	1.16x	11.9%
Ship Inn	Eating And Drinking Out	1.15x	2.7%
Hungry Jacks	Eating And Drinking Out	1.14x	4.3%
Baked Busselton	Food Retailing	1.13x	4.7%
The Vasse Tavern	Eating And Drinking Out	1.10x	2.2%
Liberty Petrol	Private Transport	1.09x	6.8%

The Fire Station	Eating And Drinking Out	1.09x	2.5%
Timezone	Recreation	1.09x	1.4%
Dan Murphys	Food Retailing	1.09x	6.4%
Zambrero	Eating And Drinking Out	1.06x	1.2%
Benesse Cafe	Eating And Drinking Out	1.05x	3.1%
The Tav	Eating And Drinking Out	1.04x	2.1%
Geographe Restauranty	Eating And Drinking Out	1.04x	1.5%
Bunnings Warehouse	Hardware And Garden Retailing	1.02x	8.9%
Busseton Pavilion	Eating And Drinking Out	1.00x	1.7%
Best And Less	Clothing And Accessories	0.97x	3.2%
Bcf	Recreational Goods	0.96x	2.6%
Kwik Koffee	Eating And Drinking Out	0.94x	2.6%
Sushi Sushi	Eating And Drinking Out	0.91x	2.3%
Cotton On	Clothing And Accessories	0.91x	1.6%
Reading Cinemas	Films And Videos	0.90x	1.7%
Dome Cafe	Eating And Drinking Out	0.89x	4.1%
Pharmacy 777	Personal Goods Retailing	0.87x	3.2%

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		
November 2025	Sub-region	Dunsborough		

Overview

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

<div>Top category</div> <div>Restaurants</div> <div>\$2.1M of Dunsborough Visitors spend during November 2025</div>	<div>Top age band</div> <div>25-34</div> <div>21.1% of Dunsborough Visitors are within this age band</div>	<div>Top lifestage</div> <div>Young Families</div> <div>21.8% of Dunsborough 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 (December 2024 - November 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 (December 2024 - November 2025)?

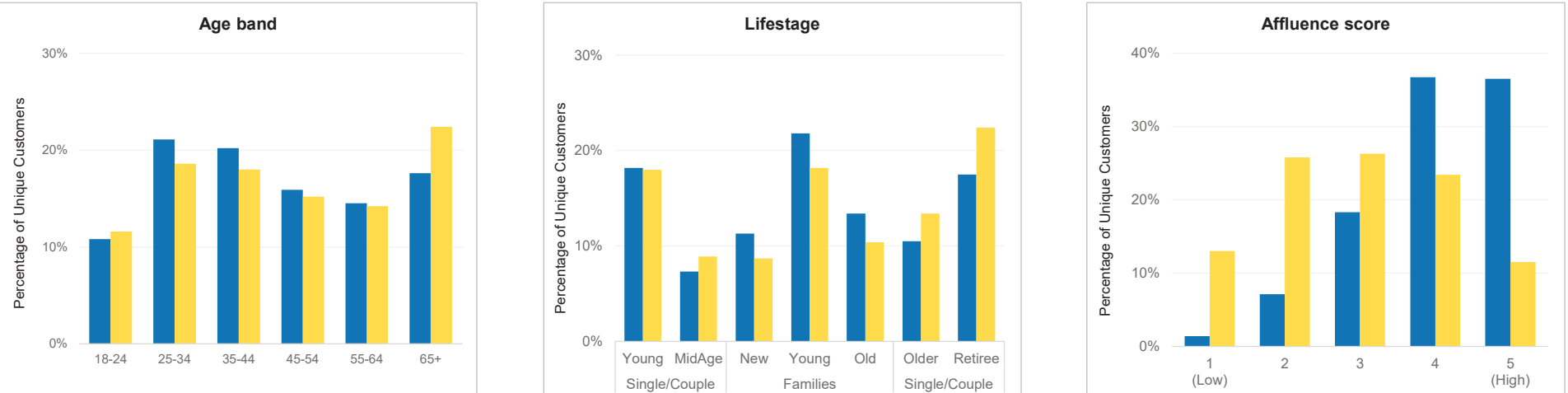
Category	Monthly			Annual (Last 12 months up to November 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$13.4M	↓ -3.6%	↑ 4.1%	\$162.0M	↓ -1.6%		
Tourism and Entertainment	\$6.1M	↓ -7.9%	↑ 3.8%	\$76.1M	↓ -4.2%	0.98x	75.1%
Restaurants	\$2.1M	↓ -18.8%	↑ 5.8%	\$30.3M	↑ 4.8%	0.97x	40.9%
Breweries and Wineries	\$1.5M	↓ -10.5%	↓ -16.8%	\$17.4M	↓ -11.1%	1.10x	20.8%
Cafes	\$1.0M	↑ 7.2%	↑ 5.4%	\$12.3M	↑ 8.5%	0.88x	28.2%
Pubs, Taverns and Bars	\$962K	↑ 10.9%	↑ 4.3%	\$10.2M	↓ -13.8%	0.80x	17.9%
Takeaway and Fast Food Outlets	\$242K	↓ -5.2%	↑ 11.2%	\$3.1M	↓ -4.4%	0.50x	15.4%
Attractions, Events and Recreation	\$205K	↓ -1.2%	↓ -0.9%	\$2.9M	↓ -36.8%	0.45x	9.2%
Food Retailing	\$3.1M	↑ 1.1%	↑ 5.1%	\$39.5M	↑ 2.8%	0.98x	61.0%
Groceries and Other Food Retailing	\$1.8M	↑ 6.7%	↑ 10.6%	\$21.5M	↑ 4.2%	1.02x	50.2%
Supermarkets	\$1.3M	↓ -5.9%	↑ 2.6%	\$17.9M	↑ 1.2%	0.73x	30.0%
Discretionary Retail	\$1.7M	↓ -2.6%	↑ 3.5%	\$19.2M	↑ 5.6%	0.55x	19.4%
Department Stores, Clothing & Accessories	\$864K	↓ -7.4%	↑ 0.5%	\$9.2M	↑ 6.5%	0.36x	8.0%
Other Discretionary Retail	\$791K	↑ 3.3%	↑ 4.6%	\$10.0M	↑ 4.8%	0.56x	14.8%
Accommodation - Instore	\$1.2M	↓ -19.8%	↓ -0.7%	\$12.8M	↓ -17.3%	0.69x	7.2%
Private Transport	\$505K	↑ 13.6%	↑ 5.2%	\$6.2M	↓ -2.0%	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 (December 2024 - November 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 (December 2024 - November 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 (December 2024 - November 2025)?

How to read: 1.7% 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	1.7%
Cullen Wines	Eating And Drinking Out	1.71x	1.0%
Cape Naturaliste Lighthouse	Attractions	1.70x	4.4%
Bettenays Margaret River	Travel	1.69x	1.4%
Ngilgi Cave	Attractions	1.69x	4.0%
The Margaret River Chocolate Company	Food Retailing	1.68x	17.3%
Gabriel Chocolate	Food Retailing	1.64x	1.5%
Pullman	Travel	1.64x	2.5%
Swings And Roundabouts	Eating And Drinking Out	1.64x	1.2%
Wise Wine	Eating And Drinking Out	1.63x	1.6%
Cheeky Monkey	Eating And Drinking Out	1.62x	1.3%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.60x	7.5%
Lamonts	Eating And Drinking Out	1.59x	1.1%

Vasse Virgin	Personal Services	1.59x	1.6%
Dunsborough Bakery	Food Retailing	1.59x	9.3%
Eagle Bay Brewing Co	Eating And Drinking Out	1.59x	6.2%
Meelup Farmhouse	Eating And Drinking Out	1.58x	1.8%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.57x	1.4%
Beerfarm Metricup	Eating And Drinking Out	1.57x	7.5%
Wild Hop Brewing Company	Eating And Drinking Out	1.56x	5.6%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.55x	2.6%
Yallingup Gugelhupf	Food Retailing	1.55x	1.7%
Yallingup General Store And Cafe	Eating And Drinking Out	1.55x	6.4%
Yallingup Woodfired Bakery	Food Retailing	1.53x	3.5%
Aravina Estate	Eating And Drinking Out	1.53x	4.0%
Caves House Hotel	Eating And Drinking Out	1.53x	8.2%
Merchant And Maker	Eating And Drinking Out	1.51x	8.4%
Woody Nook Wines	Eating And Drinking Out	1.51x	1.6%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.50x	2.0%
Wild And Woods	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		
November 2025	Sub-region	West Busselton		

Overview

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

Top category

Groceries and Other Food Retailing

\$2.6M of West Busselton Visitors spend during November 2025

Top age band

65+

21% of West Busselton Visitors are within this age band

Top lifestage

Young Families

21.8% of West Busselton Visitors are within this lifestage

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

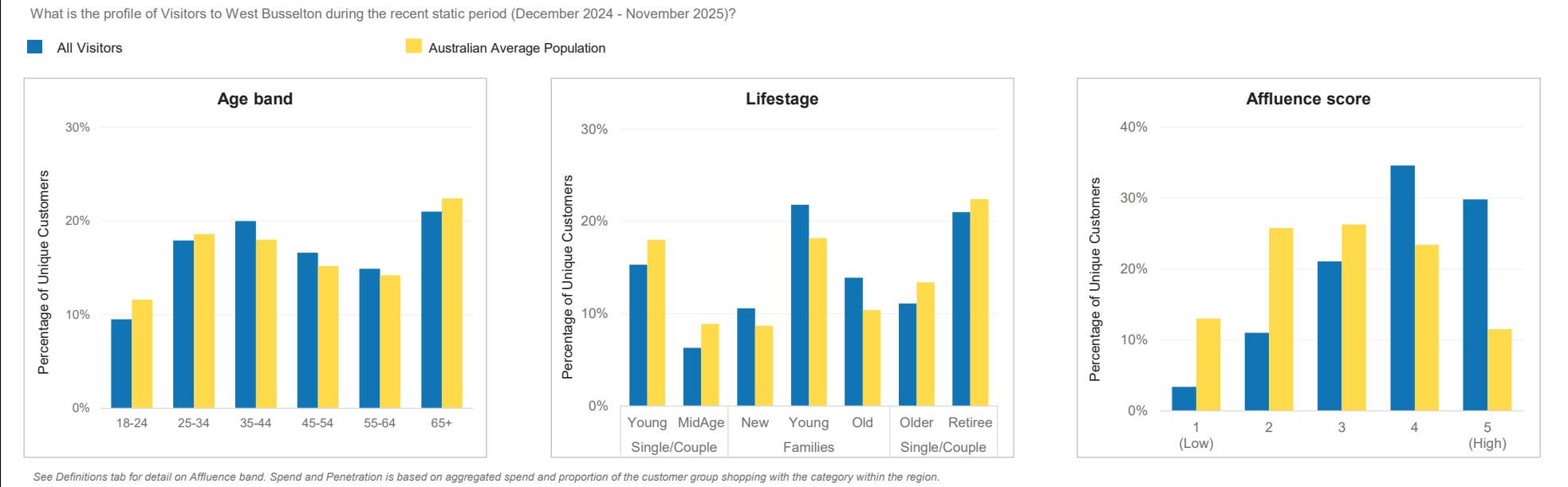
Category performance

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

Category	Monthly			Annual (Last 12 months up to November 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$11.2M	↑ 23.4%	↑ 4.1%	\$134.6M	↑ 22.9%		
Food Retailing	\$4.0M	↑ 102.9%	↑ 5.1%	\$47.5M	↑ 102.6%	0.82x	50.8%
Groceries and Other Food Retailing	\$2.6M	↑ 368.9%	↑ 10.6%	\$30.1M	↑ 360.3%	0.75x	37.0%
Supermarkets	\$1.4M	↑ 1.0%	↑ 2.6%	\$17.4M	↑ 3.0%	0.67x	27.6%
Discretionary Retail	\$1.9M	↓ -12.3%	↑ 3.5%	\$23.4M	↑ 2.0%	0.77x	27.1%
Private Transport	\$1.3M	↑ 22.7%	↑ 5.2%	\$14.8M	↑ 33.6%	0.81x	26.7%
Tourism and Entertainment	\$1.3M	↑ 15.9%	↑ 3.8%	\$14.4M	↑ 22.2%	0.53x	40.7%
Takeaway and Fast Food Outlets	\$527K	↑ 8.1%	↑ 11.2%	\$6.0M	↑ 4.0%	0.88x	26.7%
Restaurants	\$150K	↑ 9.6%	↑ 5.8%	\$1.8M	↑ 43.8%	0.14x	5.9%
Cafes	\$136K	↑ 91.6%	↑ 5.4%	\$1.2M	↑ 25.5%	0.21x	6.6%
Attractions, Events and Recreation	\$134K	↑ 7.0%	↓ -0.9%	\$1.9M	↑ 137.7%	0.25x	5.1%
Accommodation - Instore	\$1.2M	↑ 4.6%	↓ -0.7%	\$14.4M	↓ -17.8%	0.93x	9.8%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (December 2024 - November 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



Brand preference

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

How to read: 12.1% of Visitors to West Busselton have transacted with St John Of God in West Busselton. This is 1.99x 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	1.99x	12.1%
Mandalay Resort	Travel	1.93x	1.2%
Abbey Beach Resort	Travel	1.86x	2.1%
Flametree Wines	Eating And Drinking Out	1.71x	1.0%
Bunbury Farmers Market	Food Retailing	1.62x	24.7%
Subzero Gelato	Food Retailing	1.60x	2.3%
Vibe Petroleum	Private Transport	1.58x	12.5%
Broadwater Village Grocer	Food Retailing	1.50x	4.9%
Tonic By The Bay	Eating And Drinking Out	1.49x	6.1%
United Petrol	Private Transport	1.46x	3.9%
Kmart	General Retail	1.45x	18.0%
Obison Coffee Roasters	Eating And Drinking Out	1.39x	1.9%
Dusty Buns	Eating And Drinking Out	1.31x	2.2%

Aldi	Food Retailing	1.29x	9.3%
Leeuwin Way Takeaway	Eating And Drinking Out	1.28x	1.5%
Gropers Fish And Chips	Eating And Drinking Out	1.27x	1.6%
Kfc	Eating And Drinking Out	1.27x	4.5%
The Vietnamese Kitchen	Eating And Drinking Out	1.20x	1.7%
The Par 3	Recreation	1.18x	1.5%
The Urban Coffee House	Eating And Drinking Out	1.17x	1.7%
Coffee Head Co	Eating And Drinking Out	1.17x	1.4%
Anaconda	Recreational Goods	1.16x	3.7%
Chicken Treat	Eating And Drinking Out	1.15x	2.0%
Vasse Bakery	Food Retailing	1.12x	3.2%
Amelia Park Lodge	Travel	1.10x	1.7%
Broadwater Pharmacy	Personal Goods Retailing	1.09x	1.1%
Red Rooster	Eating And Drinking Out	1.06x	2.9%
Boost Juice	Eating And Drinking Out	1.04x	1.6%
3 Par Golf Course	Recreation	1.03x	1.5%
Brewplus	Food Retailing	1.03x	1.5%

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

Locality

Total (excl. Other)

Leakage trends by location and category

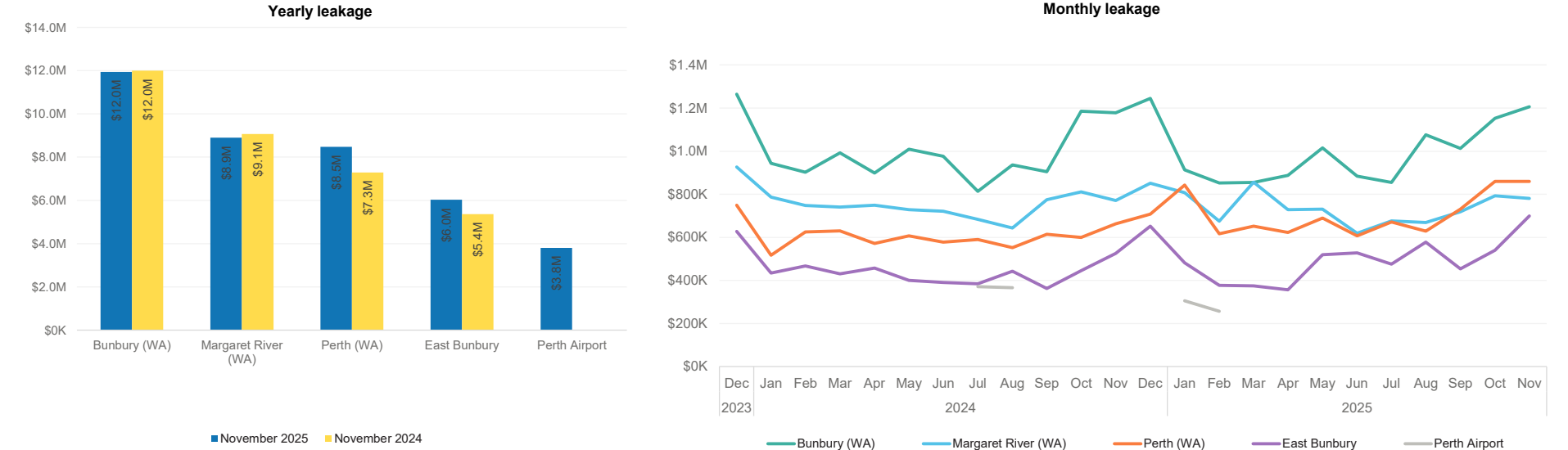
What are the top 5 locations where the residents spend money and how has this changed over time?

How to read:

In the 12 months to November 2025, there was \$12.0m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$51k less than the previous 12 months

How to read:

In the month of November 2025, there was \$1.2m of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$1.2m in the month of November 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 November 2025, residents spent \$12.0m on Total (excl. Other) in Bunbury (WA). This was \$51k or -0.4% decrease compared to November 2024.

Locality	Total (excl. Other)			
	November 2025 Spend	November 2024 Spend	Spend Change	Spend % Change
IN LGA	\$562.6M	\$538.8M	↑\$23.8M	↑ 4.2%
Online	\$183.3M	\$161.9M	↑\$21.4M	↑ 11.7%
Bunbury (WA)	\$12.0M	\$12.0M	- \$51K	↓ -0.4%
Margaret River (WA)	\$8.9M	\$9.1M	- \$176K	↓ -2.0%
Perth (WA)	\$8.5M	\$7.3M	↑\$1.2M	↑ 14.0%
East Bunbury	\$6.0M	\$5.4M	↑\$663K	↑ 11.0%
Perth Airport	\$3.8M			

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Annual leakage by sub-region and crowd

Location

Bunbury (WA)

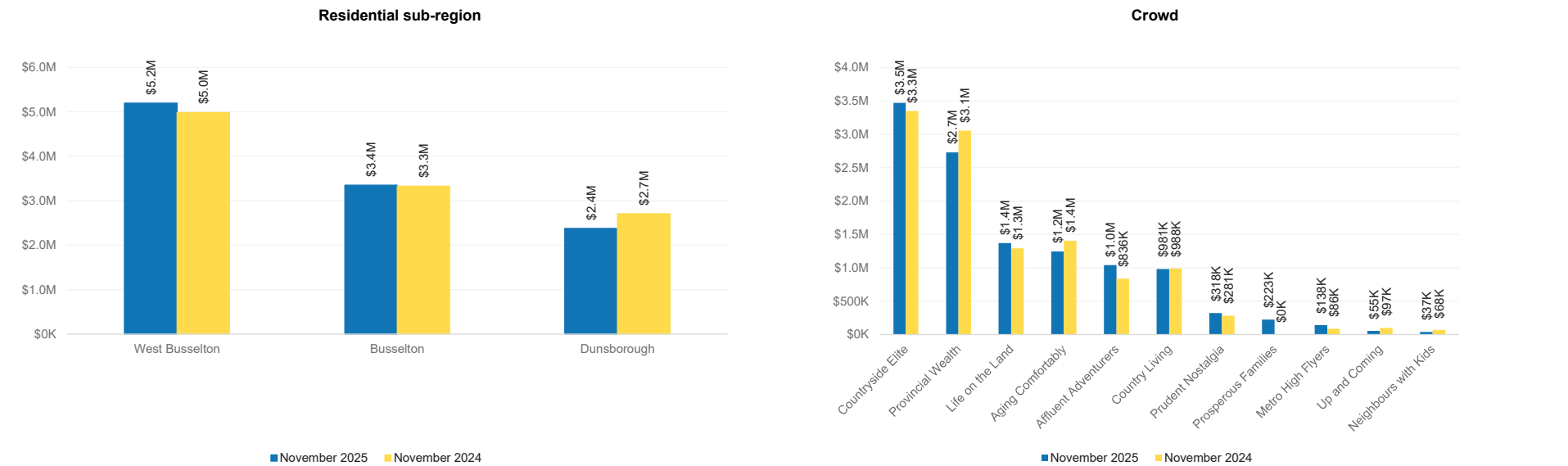
How does the proportion of expenditure change by sub-region and Crowd?

How to read:

In the 12 months to November 2025, there was \$5.2m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$214k more than the previous 12 months.

How to read:

In the 12 months to November 2025, there was \$3.5m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$123k more than the previous 12 months.



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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

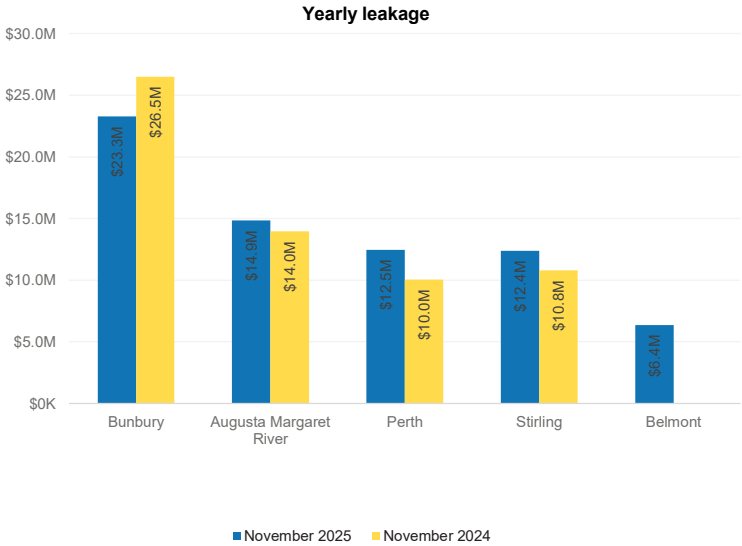
LGA

Total (excl. Other)

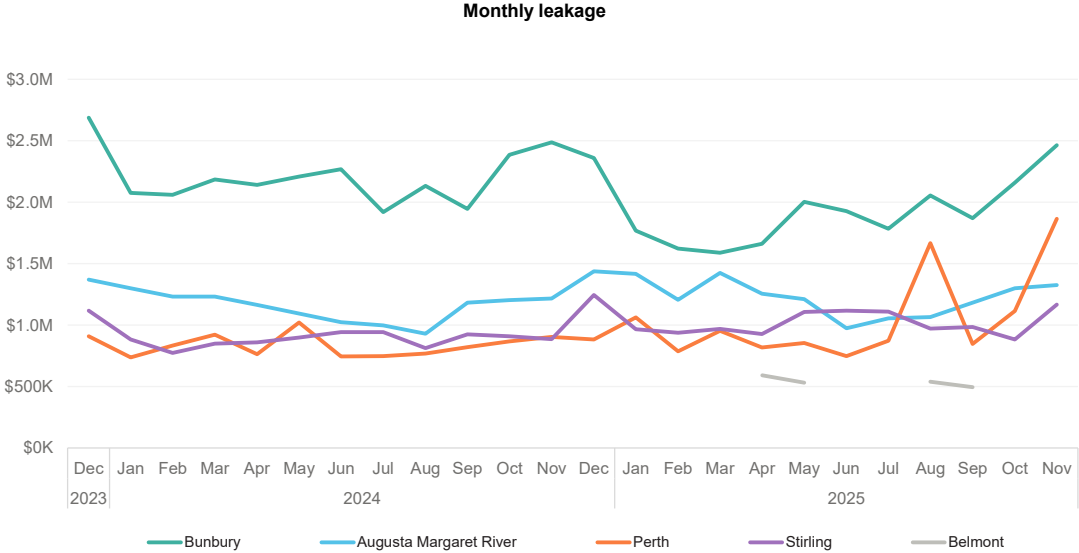
Leakage trends by location and category

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 November 2025, there was \$23.3m of spend by residents to Bunbury in Total (excl. Other), this was \$3.2m less than the previous 12 months



How to read: In the month of November 2025, there was \$2.5m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.5m in the month of November 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 November 2025, residents spent \$23.3m on Total (excl. Other) in Bunbury. This was \$3.2m or -13.9% decrease compared to November 2024.

LGA	Total (excl. Other)			
	November 2025 Spend	November 2024 Spend	Spend Change	Spend % Change
IN LGA	\$562.6M	\$538.8M	↑\$23.8M	↑ 4.2%
Online	\$183.3M	\$161.9M	↑\$21.4M	↑ 11.7%
Bunbury	\$23.3M	\$26.5M	-\$3.2M	↓ -13.9%
Augusta Margaret River	\$14.9M	\$14.0M	↑\$897K	↑ 6.0%
Perth	\$12.5M	\$10.0M	↑\$2.4M	↑ 19.5%
Stirling	\$12.4M	\$10.8M	↑\$1.6M	↑ 12.8%
Belmont	\$6.4M			

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Annual leakage by sub-region and crowd

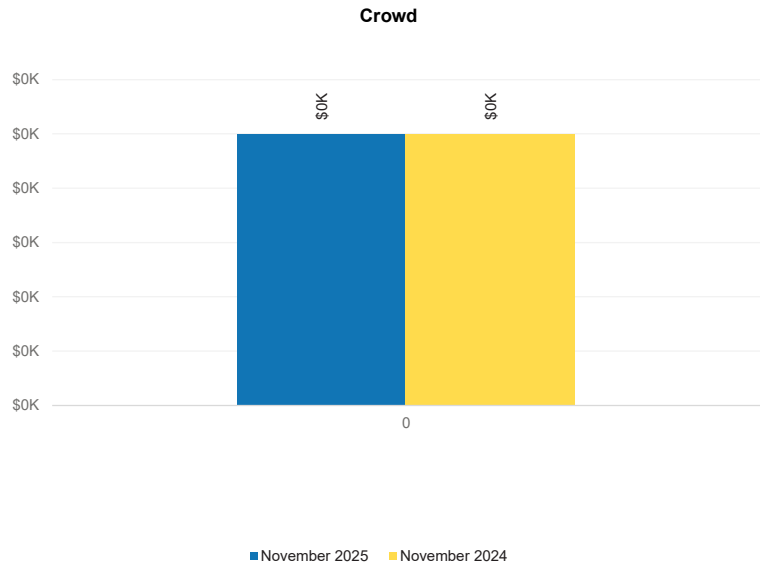
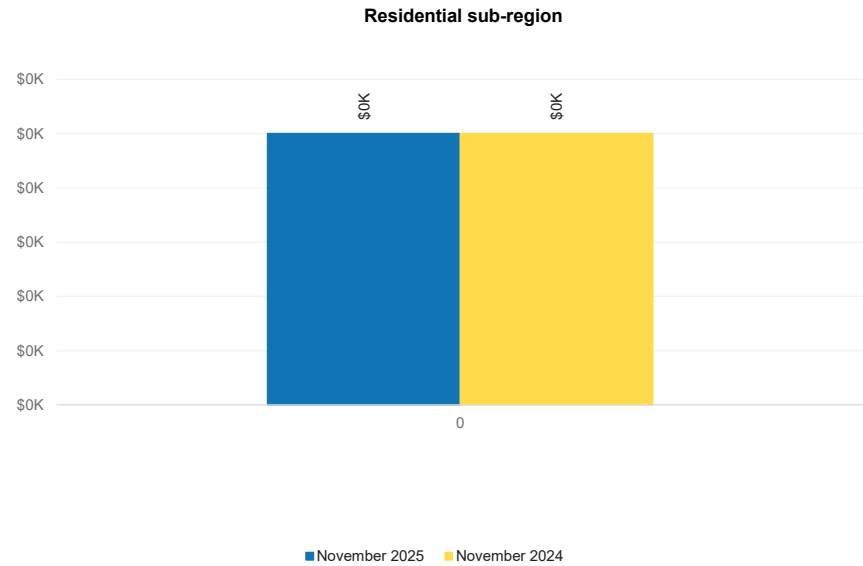
Location

Bunbury (WA)

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

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



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

City of Busselton

ResidentBusinessEventsVisitorLeakage

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