

City of Busselton

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

Overview

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

<p>Total spend \$153.1M</p> <p>↑ 12.8% .vs last year ↑ 9.1% .vs Regional WA</p>	<p>Top category Other Discretionary Retail</p> <p>\$24.6M of spend for City of Busselton residents is within this category during December 2025</p>	<p>Top lifestage Retiree</p> <p>29.9% of City of Busselton residents are within this lifestage</p>	<p>Proportion of spend into the LGA 43.3%</p> <p>of spend for City of Busselton residents during December 2025</p>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (January 2025 - December 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

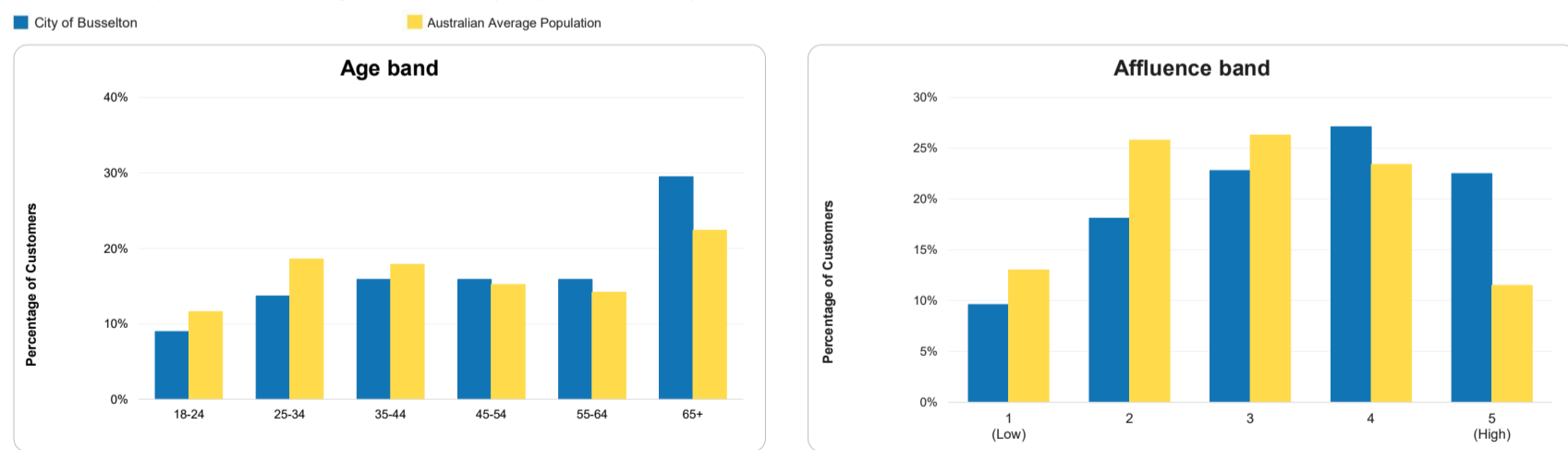
What are the highest performing categories for City of Busselton residents during the past 12 months (January 2025 - December 2025)?

Category	Monthly			Annual (Last 12 months up to December 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$153.1M	↑ 12.8%	↑ 9.1%	\$1.64B	↑ 6.9%		
Discretionary Retail	\$40.5M	↑ 12.4%	↑ 9.3%	\$358.5M	↑ 5.5%	1.00x	99.4%
Other Discretionary Retail	\$24.6M	↑ 11.0%	↑ 8.9%	\$225.4M	↑ 4.0%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$12.6M	↑ 15.2%	↑ 8.9%	\$101.3M	↑ 7.7%	0.99x	96.6%
Buy Now Pay Later	\$2.8M	↑ 13.3%	↑ 13.3%	\$27.0M	↑ 10.4%	0.68x	17.1%
Print Media and Books	\$468K	↑ 3.2%	↑ 10.1%	\$3.6M	↑ 0.4%	1.01x	39.1%
Children and Baby Stores	\$97K	↑ 21.1%	↑ 20.2%	\$1.2M	↑ 22.2%	0.60x	9.1%
Food Retailing	\$33.6M	↑ 6.7%	↑ 5.8%	\$326.5M	↑ 6.4%	1.00x	99.2%
Supermarkets	\$22.1M	↑ 6.0%	↑ 4.4%	\$224.9M	↑ 0.3%	1.00x	98.7%
Groceries and Other Food Retailing	\$11.5M	↑ 8.1%	↑ 10.1%	\$101.6M	↑ 22.9%	0.99x	97.2%
Household	\$25.7M	↑ 16.9%	↑ 11.6%	\$310.9M	↑ 6.9%	1.00x	98.9%
Insurance	\$9.1M	↑ 13.3%	↑ 9.1%	\$107.3M	↑ 9.4%	0.99x	64.2%
Telecommunication Services	\$4.0M	↑ 10.2%	↑ 9.8%	\$45.6M	↑ 8.3%	0.98x	78.1%
Personal Services	\$3.2M	↑ 22.7%	↑ 11.9%	\$28.5M	↑ 10.3%	0.99x	79.3%
Electricity, Gas and Water Supply	\$3.1M	↑ 30.8%	↑ 21.6%	\$46.5M	↑ 6.3%	1.00x	50.2%
Motor Vehicle Services	\$2.1M	↑ 17.3%	↑ 15.5%	\$26.5M	↑ 13.3%	1.12x	63.4%
Pet Care	\$1.8M	↑ 20.8%	↑ 10.1%	\$19.1M	↓ -0.6%	1.20x	44.1%
Fitness	\$733K	↑ 43.5%	↑ 9.7%	\$9.2M	↑ 28.0%	0.73x	43.0%
Public Services	\$684K	↓ -10.2%	↑ 2.9%	\$10.7M	↓ -28.1%	1.03x	55.8%
School Education	\$570K	↑ 59.6%	↑ 24.2%	\$9.2M	↑ 14.0%	0.64x	21.3%
Charities	\$271K	↑ 37.3%	↑ 11.9%	\$3.1M	↑ 7.5%	1.04x	32.7%
Childcare Services	\$157K	↓ -17.9%	↑ 6.6%	\$3.6M	↑ 1.5%	0.59x	3.7%
Computer Services	\$115K	↓ -21.8%	↑ 4.7%	\$1.4M	↓ -20.8%	0.79x	8.3%
Tourism and Entertainment	\$17.6M	↑ 13.0%	↑ 9.0%	\$191.8M	↑ 9.1%	1.00x	98.8%
Restaurants	\$4.2M	↑ 13.0%	↑ 8.6%	\$44.2M	↑ 16.5%	0.99x	93.0%
Takeaway and Fast Food Outlets	\$3.1M	↑ 12.6%	↑ 6.5%	\$33.2M	↑ 4.8%	0.98x	93.2%
Pubs, Taverns and Bars	\$2.6M	↑ 10.8%	↑ 1.4%	\$28.8M	↑ 5.3%	1.04x	81.9%
Attractions, Events and Recreation	\$2.1M	↑ 16.6%	↑ 10.2%	\$24.6M	↑ 13.2%	0.94x	73.8%
Cafes	\$2.0M	↑ 10.5%	↑ 1.2%	\$22.8M	↑ 5.3%	1.01x	88.1%
Online Entertainment	\$2.0M	↑ 17.9%	↑ 17.1%	\$21.4M	↑ 10.8%	0.98x	68.3%
Food Delivery Services	\$841K	↑ 30.2%	↑ 53.6%	\$9.8M	↑ 23.2%	0.66x	27.7%
Breweries and Wineries	\$684K	↓ -6.6%	↑ 4.0%	\$7.0M	↓ -15.1%	2.63x	45.9%
Private Transport	\$11.4M	↑ 13.1%	↑ 6.3%	\$130.0M	↑ 6.0%	0.99x	96.5%
Accommodation	\$3.5M	↑ 21.9%	↑ 7.1%	\$41.2M	↑ 10.3%	1.10x	65.0%

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

Demographic profiles

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



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

Brand preference

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

<p>Top 5 Clothing & Accessories</p> <table border="1"> <thead> <tr> <th>Brand</th> <th>Affinity</th> <th>Penetration</th> </tr> </thead> <tbody> <tr> <td>Ghanda Clothing</td> <td>2.50x</td> <td>13.3%</td> </tr> <tr> <td>Angus And Coote</td> <td>2.21x</td> <td>4.3%</td> </tr> <tr> <td>Gazman</td> <td>2.01x</td> <td>4.3%</td> </tr> <tr> <td>Just Jeans</td> <td>1.99x</td> <td>11.7%</td> </tr> <tr> <td>Sportsgirl</td> <td>1.69x</td> <td>11.4%</td> </tr> </tbody> </table>	Brand	Affinity	Penetration	Ghanda Clothing	2.50x	13.3%	Angus And Coote	2.21x	4.3%	Gazman	2.01x	4.3%	Just Jeans	1.99x	11.7%	Sportsgirl	1.69x	11.4%	<p>Top 5 Food Retailing</p> <table border="1"> <thead> <tr> <th>Brand</th> <th>Affinity</th> <th>Penetration</th> </tr> </thead> <tbody> <tr> <td>Bunbury Farmers Market</td> <td>>30x</td> <td>67.6%</td> </tr> <tr> <td>Liquor Stax</td> <td>21.42x</td> <td>35.4%</td> </tr> <tr> <td>Liquor Barons</td> <td>7.34x</td> <td>11.7%</td> </tr> <tr> <td>The Good Grocer</td> <td>3.96x</td> <td>9.0%</td> </tr> <tr> <td>The Spud Shed</td> <td>2.43x</td> <td>12.9%</td> </tr> </tbody> </table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	67.6%	Liquor Stax	21.42x	35.4%	Liquor Barons	7.34x	11.7%	The Good Grocer	3.96x	9.0%	The Spud Shed	2.43x	12.9%	<p>Top 5 Eating and Drinking Out</p> <table border="1"> <thead> <tr> <th>Brand</th> <th>Affinity</th> <th>Penetration</th> </tr> </thead> <tbody> <tr> <td>Chicken Treat</td> <td>10.22x</td> <td>20.9%</td> </tr> <tr> <td>Dome Cafe</td> <td>9.12x</td> <td>35.6%</td> </tr> <tr> <td>Royal Automobile Club Of Australia</td> <td>9.11x</td> <td>11.8%</td> </tr> <tr> <td>Miss Maud</td> <td>2.66x</td> <td>5.2%</td> </tr> <tr> <td>Sushi Sushi</td> <td>2.63x</td> <td>27.3%</td> </tr> </tbody> </table>	Brand	Affinity	Penetration	Chicken Treat	10.22x	20.9%	Dome Cafe	9.12x	35.6%	Royal Automobile Club Of Australia	9.11x	11.8%	Miss Maud	2.66x	5.2%	Sushi Sushi	2.63x	27.3%
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City of Busselton

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

Overview

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

<p>Total spend \$39.8M</p> <p>↑ 18.1% .vs last year ↑ 9.1% .vs Regional WA</p>	<p>Top category Other Discretionary Retail</p> <p>\$6.4M of spend for Busselton residents is within this category during December 2025</p>	<p>Top lifestage Retiree</p> <p>28% of Busselton residents are within this lifestage</p>	<p>Proportion of spend into the LGA 42.3%</p> <p>of spend for Busselton residents during December 2025</p>
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Category performance

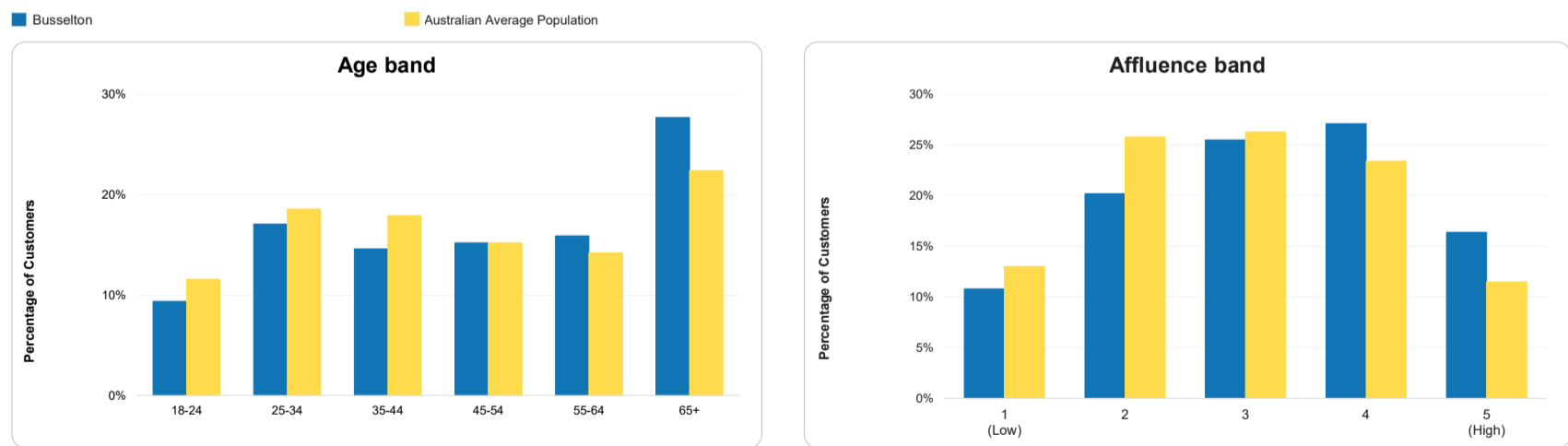
What are the highest performing categories for Busselton residents during the past 12 months (January 2025 - December 2025)?

Category	Monthly			Annual (Last 12 months up to December 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$39.8M	↑ 18.1%	↑ 9.1%	\$411.1M	↑ 9.4%		
Discretionary Retail	\$10.9M	↑ 21.6%	↑ 9.3%	\$91.7M	↑ 8.5%	1.00x	99.5%
Other Discretionary Retail	\$6.4M	↑ 18.1%	↑ 8.9%	\$56.5M	↑ 5.3%	0.99x	98.7%
Department Stores, Clothing & Accessories	\$3.5M	↑ 30.0%	↑ 8.9%	\$26.1M	↑ 14.1%	0.98x	95.9%
Buy Now Pay Later	\$825K	↑ 19.2%	↑ 13.3%	\$7.9M	↑ 15.8%	0.72x	18.1%
Print Media and Books	\$101K	↓ -8.1%	↑ 10.1%	\$807K	↑ 1.0%	0.88x	34.0%
Children and Baby Stores	\$37K	↑ 71.6%	↑ 20.2%	\$318K	↑ 37.2%	0.50x	7.5%
Food Retailing	\$8.6M	↑ 12.1%	↑ 5.8%	\$82.0M	↑ 9.1%	1.00x	99.2%
Supermarkets	\$5.9M	↑ 11.9%	↑ 4.4%	\$58.3M	↑ 4.5%	1.00x	99.0%
Groceries and Other Food Retailing	\$2.7M	↑ 12.5%	↑ 10.1%	\$23.6M	↑ 22.6%	0.99x	97.0%
Household	\$6.6M	↑ 23.0%	↑ 11.6%	\$75.3M	↑ 9.1%	1.00x	99.0%
Insurance	\$2.4M	↑ 19.0%	↑ 9.1%	\$25.9M	↑ 11.7%	0.95x	62.0%
Telecommunication Services	\$1.0M	↑ 10.6%	↑ 9.8%	\$11.6M	↑ 9.8%	0.99x	78.9%
Personal Services	\$812K	↑ 40.9%	↑ 11.9%	\$6.8M	↑ 11.3%	0.97x	77.9%
Electricity, Gas and Water Supply	\$723K	↑ 41.5%	↑ 21.6%	\$11.3M	↑ 10.4%	0.90x	45.3%
Motor Vehicle Services	\$561K	↑ 29.7%	↑ 15.5%	\$6.3M	↑ 18.3%	1.02x	57.7%
Pet Care	\$439K	↑ 12.0%	↑ 10.1%	\$4.5M	↓ -4.4%	1.05x	38.7%
School Education	\$181K	↑ 91.9%	↑ 24.2%	\$2.2M	↑ 15.7%	0.56x	18.6%
Public Services	\$180K	↑ 3.1%	↑ 2.9%	\$2.7M	↓ -26.5%	0.92x	49.8%
Fitness	\$143K	↑ 4.0%	↑ 9.7%	\$2.2M	↑ 22.7%	0.67x	39.9%
Charities	\$55K	↑ 30.8%	↑ 11.9%	\$672K	↑ 15.4%	0.94x	29.8%
Childcare Services	\$41K	↑ 28.1%	↑ 6.6%	\$811K	↑ 39.6%	0.48x	3.0%
Computer Services	\$30K	↑ 44.7%	↑ 4.7%	\$298K	↓ -14.8%	0.70x	7.3%
Tourism and Entertainment	\$4.7M	↑ 22.1%	↑ 9.0%	\$50.3M	↑ 14.0%	1.00x	98.7%
Restaurants	\$994K	↑ 19.2%	↑ 8.6%	\$10.6M	↑ 22.9%	0.98x	92.1%
Takeaway and Fast Food Outlets	\$885K	↑ 19.7%	↑ 6.5%	\$9.5M	↑ 12.0%	0.97x	92.9%
Pubs, Taverns and Bars	\$725K	↑ 13.6%	↑ 1.4%	\$8.1M	↑ 8.0%	1.02x	80.8%
Attractions, Events and Recreation	\$636K	↑ 48.0%	↑ 10.2%	\$6.0M	↑ 14.6%	0.91x	71.2%
Cafes	\$552K	↑ 20.1%	↑ 1.2%	\$5.8M	↑ 11.4%	0.98x	85.6%
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Breweries and Wineries	\$138K	↓ -8.2%	↑ 4.0%	\$1.5M	↓ -20.4%	2.30x	40.1%
Private Transport	\$3.0M	↑ 24.0%	↑ 6.3%	\$32.6M	↑ 10.8%	0.99x	95.9%
Accommodation	\$968K	↑ 33.0%	↑ 7.1%	\$10.7M	↑ 20.7%	1.03x	61.0%

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Brand preference

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

<p>Top 5 Clothing & Accessories</p> <table border="1"> <thead> <tr> <th>Brand</th> <th>Affinity</th> <th>Penetration</th> </tr> </thead> <tbody> <tr> <td>Angus And Coote</td> <td>2.24x</td> <td>4.4%</td> </tr> <tr> <td>Ghanda Clothing</td> <td>2.06x</td> <td>11.0%</td> </tr> <tr> <td>Just Jeans</td> <td>1.84x</td> <td>10.9%</td> </tr> <tr> <td>Williams Shoes</td> <td>1.65x</td> <td>6.2%</td> </tr> <tr> <td>Sportsgirl</td> <td>1.45x</td> <td>9.8%</td> </tr> </tbody> </table>	Brand	Affinity	Penetration	Angus And Coote	2.24x	4.4%	Ghanda Clothing	2.06x	11.0%	Just Jeans	1.84x	10.9%	Williams Shoes	1.65x	6.2%	Sportsgirl	1.45x	9.8%	<p>Top 5 Food Retailing</p> <table border="1"> <thead> <tr> <th>Brand</th> <th>Affinity</th> <th>Penetration</th> </tr> </thead> <tbody> <tr> <td>Bunbury Farmers Market</td> <td>>30x</td> <td>62.5%</td> </tr> <tr> <td>Liquor Stax</td> <td>11.92x</td> <td>19.7%</td> </tr> <tr> <td>Liquor Barons</td> <td>5.71x</td> <td>9.1%</td> </tr> <tr> <td>The Good Grocer</td> <td>3.31x</td> <td>7.6%</td> </tr> <tr> <td>The Spud Shed</td> <td>2.98x</td> <td>15.8%</td> </tr> </tbody> </table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	62.5%	Liquor Stax	11.92x	19.7%	Liquor Barons	5.71x	9.1%	The Good Grocer	3.31x	7.6%	The Spud Shed	2.98x	15.8%	<p>Top 5 Eating and Drinking Out</p> <table border="1"> <thead> <tr> <th>Brand</th> <th>Affinity</th> <th>Penetration</th> </tr> </thead> <tbody> <tr> <td>Royal Automobile Club Of Australia</td> <td>8.75x</td> <td>11.3%</td> </tr> <tr> <td>Chicken Treat</td> <td>8.69x</td> <td>17.8%</td> </tr> <tr> <td>Dome Cafe</td> <td>8.66x</td> <td>33.8%</td> </tr> <tr> <td>Bakehouse</td> <td>3.28x</td> <td>8.5%</td> </tr> <tr> <td>Miss Maud</td> <td>2.68x</td> <td>5.3%</td> </tr> </tbody> </table>	Brand	Affinity	Penetration	Royal Automobile Club Of Australia	8.75x	11.3%	Chicken Treat	8.69x	17.8%	Dome Cafe	8.66x	33.8%	Bakehouse	3.28x	8.5%	Miss Maud	2.68x	5.3%
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City of Busselton

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

Overview

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

<p>Total spend \$46.7M</p> <p>↑ 9.2% .vs last year ↑ 9.1% .vs Regional WA</p>	<p>Top category Other Discretionary Retail</p> <p>\$7.4M of spend for Dunsborough residents is within this category during December 2025</p>	<p>Top lifestage Retiree</p> <p>26.9% of Dunsborough residents are within this lifestage</p>	<p>Proportion of spend into the LGA 40.8%</p> <p>of spend for Dunsborough residents during December 2025</p>
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Category performance

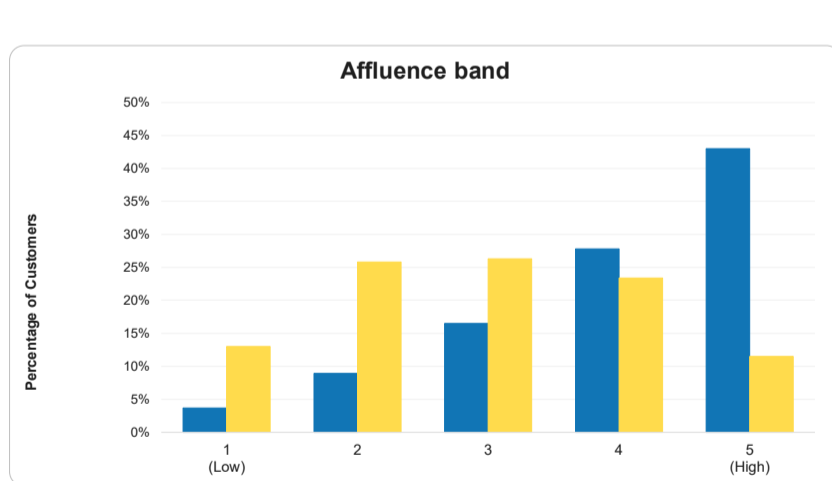
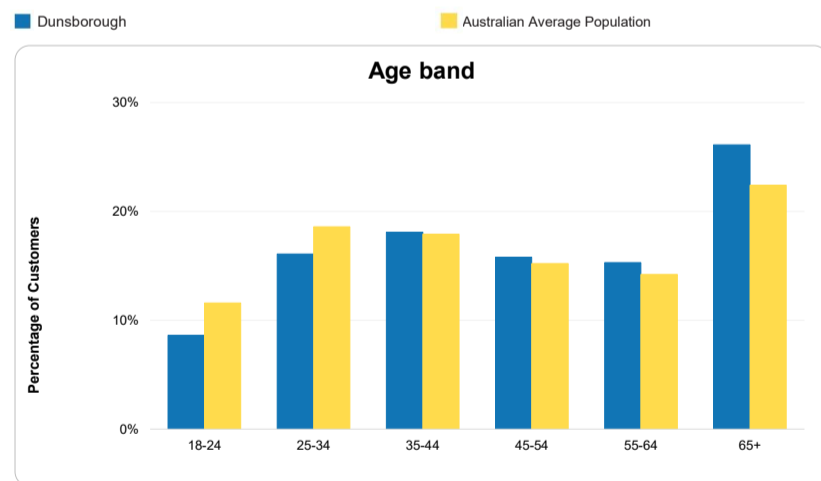
What are the highest performing categories for Dunsborough residents during the past 12 months (January 2025 - December 2025)?

Category	Monthly			Annual (Last 12 months up to December 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$46.7M	↑ 9.2%	↑ 9.1%	\$511.4M	↑ 5.0%		
Discretionary Retail	\$11.9M	↑ 5.9%	↑ 9.3%	\$109.6M	↑ 4.4%	1.00x	99.3%
Other Discretionary Retail	\$7.4M	↑ 2.9%	↑ 8.9%	\$71.0M	↑ 3.5%	1.00x	98.8%
Department Stores, Clothing & Accessories	\$3.7M	↑ 13.8%	↑ 8.9%	\$30.7M	↑ 7.3%	0.99x	96.6%
Buy Now Pay Later	\$627K	↓ -1.2%	↑ 13.3%	\$6.3M	↑ 1.8%	0.58x	14.5%
Print Media and Books	\$159K	↑ 13.0%	↑ 10.1%	\$1.3M	↑ 3.5%	1.11x	43.1%
Children and Baby Stores	\$22K	↓ -5.6%	↑ 20.2%	\$376K	↑ 0.1%	0.69x	10.4%
Food Retailing	\$10.0M	↑ 5.2%	↑ 5.8%	\$95.1M	↑ 5.9%	1.00x	99.3%
Supermarkets	\$6.2M	↑ 2.6%	↑ 4.4%	\$62.3M	↓ -1.4%	1.00x	98.6%
Groceries and Other Food Retailing	\$3.8M	↑ 9.6%	↑ 10.1%	\$32.8M	↑ 23.0%	1.00x	98.0%
Household	\$8.1M	↑ 15.9%	↑ 11.6%	\$96.7M	↑ 4.6%	1.00x	99.0%
Insurance	\$2.7M	↑ 7.9%	↑ 9.1%	\$34.2M	↑ 6.5%	0.99x	64.4%
Electricity, Gas and Water Supply	\$1.2M	↑ 22.9%	↑ 21.6%	\$13.9M	↑ 2.8%	1.00x	50.1%
Personal Services	\$1.1M	↑ 24.1%	↑ 11.9%	\$10.1M	↑ 11.7%	1.01x	80.9%
Telecommunication Services	\$1.1M	↑ 8.8%	↑ 9.8%	\$12.5M	↑ 7.1%	0.96x	76.6%
Motor Vehicle Services	\$675K	↑ 7.6%	↑ 15.5%	\$9.1M	↑ 9.7%	1.22x	69.0%
Pet Care	\$528K	↑ 46.5%	↑ 10.1%	\$5.4M	↓ -5.9%	1.10x	40.3%
Fitness	\$277K	↑ 93.8%	↑ 9.7%	\$3.1M	↑ 31.1%	0.76x	45.3%
Public Services	\$200K	↑ 41.9%	↑ 2.9%	\$2.7M	↓ -25.6%	1.10x	59.8%
School Education	\$163K	↑ 25.6%	↑ 24.2%	\$3.2M	↑ 6.5%	0.68x	22.6%
Charities	\$71K	↑ 9.3%	↑ 11.9%	\$910K	↓ -10.6%	1.03x	32.6%
Computer Services	\$48K	↓ -49.9%	↑ 4.7%	\$679K	↓ -24.4%	0.94x	9.9%
Childcare Services	\$43K	↓ -20.1%	↑ 6.6%	\$1.0M	↓ -16.6%	0.63x	4.0%
Tourism and Entertainment	\$5.5M	↑ 9.7%	↑ 9.0%	\$57.6M	↑ 3.6%	1.00x	99.1%
Restaurants	\$1.8M	↑ 11.0%	↑ 8.6%	\$17.5M	↑ 12.6%	1.01x	95.3%
Pubs, Taverns and Bars	\$833K	↑ 13.7%	↑ 1.4%	\$8.5M	↑ 3.1%	1.08x	85.1%
Cafes	\$708K	↑ 11.6%	↑ 1.2%	\$8.0M	↑ 4.0%	1.05x	91.7%
Takeaway and Fast Food Outlets	\$653K	↑ 3.7%	↑ 6.5%	\$7.3M	↓ -1.5%	0.98x	93.8%
Attractions, Events and Recreation	\$586K	↑ 11.6%	↑ 10.2%	\$6.5M	↓ -6.4%	0.97x	76.2%
Online Entertainment	\$518K	↑ 13.2%	↑ 17.1%	\$5.5M	↑ 4.4%	1.01x	71.0%
Breweries and Wineries	\$298K	↓ -6.1%	↑ 4.0%	\$3.1M	↓ -7.2%	3.20x	55.9%
Food Delivery Services	\$107K	↑ 9.3%	↑ 53.6%	\$1.3M	↑ 5.0%	0.52x	22.0%
Private Transport	\$3.4M	↑ 2.3%	↑ 6.3%	\$40.0M	↑ 2.9%	1.01x	97.7%
Accommodation	\$1.1M	↑ 13.3%	↑ 7.1%	\$14.9M	↑ 5.9%	1.17x	69.6%

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

Demographic profiles

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

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Gazman	4.45x	9.5%
Ghanda Clothing	3.40x	18.1%
Vans	2.03x	2.1%
Sportsgirl	1.64x	11.1%
Just Jeans	1.55x	9.1%

Top 5 General Retail		
Brand	Affinity	Penetration
Perth Duty Free	9.25x	9.6%
Red Dot	7.89x	31.4%
Temu	1.06x	24.4%
Kmart	1.01x	79.1%
David Jones	0.96x	14.3%

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	68.4%
Liquor Stax	28.27x	46.8%
Liquor Barons	9.48x	15.1%
The Good Grocer	6.43x	14.7%
The Jerky Co	2.04x	2.5%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
Beacon Lighting	2.53x	6.1%
Adairs	2.24x	13.4%
House	2.15x	16.9%
The Good Guys	2.00x	26.0%
Barbeques Galore	1.63x	2.7%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	9.16x	18.8%
Dome Cafe	7.84x	30.6%
Royal Automobile Club Of Australia	7.59x	9.8%
Miss Maud	3.09x	6.1%
Sushi Sushi	2.23x	23.3%

Top 5 Personal Services		
Brand	Affinity	Penetration
Price Attack	2.77x	5.1%
Priceline	2.60x	18.7%
Adore Beauty	0.83x	1.8%
Mecca	0.78x	11.8%
Aesop	0.74x	1.0%

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City of Busselton

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

Overview

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

<p>Total spend</p> <p>\$57.7M</p> <p>↑ 10.0% .vs last year ↑ 9.1% .vs Regional WA</p>	<p>Top category</p> <p>Other Discretionary Retail</p> <p>\$9M of spend for West Busselton residents is within this category during December 2025</p>	<p>Top lifestage</p> <p>Retiree</p> <p>33% of West Busselton residents are within this lifestage</p>	<p>Proportion of spend into the LGA</p> <p>45.7%</p> <p>of spend for West Busselton residents during December 2025</p>
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Category performance

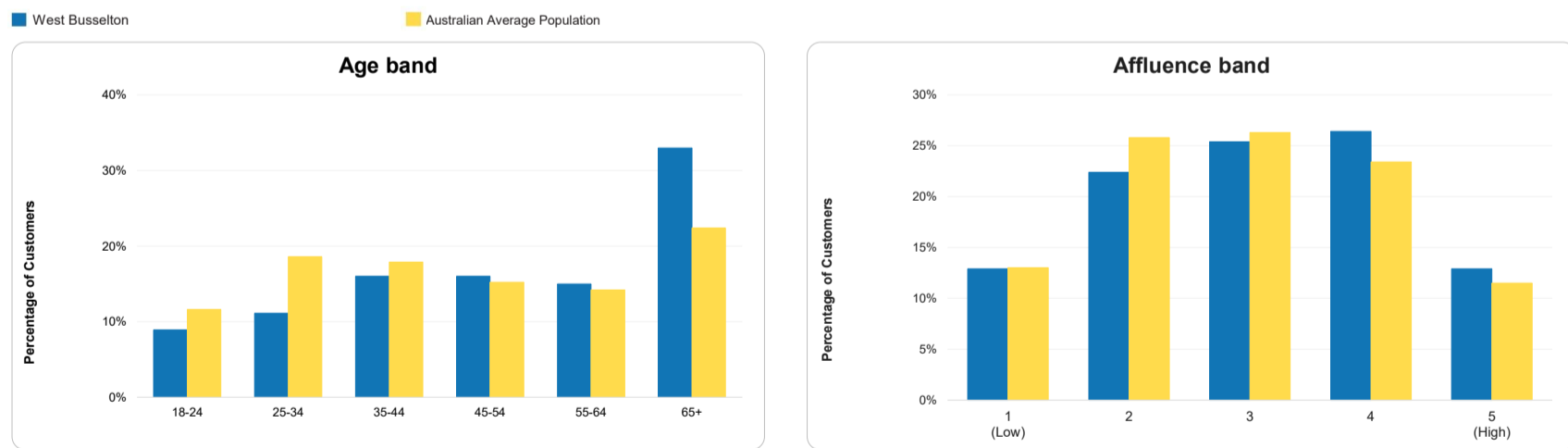
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Category	Monthly			Annual (Last 12 months up to December 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$57.7M	↑ 10.0%	↑ 9.1%	\$628.5M	↑ 5.5%		
Discretionary Retail	\$15.1M	↑ 8.4%	↑ 9.3%	\$134.8M	↑ 2.1%	1.00x	99.4%
Other Discretionary Retail	\$9.0M	↑ 8.9%	↑ 8.9%	\$82.6M	↑ 0.9%	1.00x	99.1%
Department Stores, Clothing & Accessories	\$4.7M	↑ 5.9%	↑ 8.9%	\$38.5M	↑ 1.9%	0.99x	97.3%
Buy Now Pay Later	\$1.3M	↑ 17.2%	↑ 13.3%	\$11.9M	↑ 11.7%	0.77x	19.1%
Print Media and Books	\$176K	↓ -3.4%	↑ 10.1%	\$1.4M	↓ -5.7%	1.03x	40.1%
Children and Baby Stores	\$33K	↑ 0.9%	↑ 20.2%	\$470K	↑ 28.2%	0.61x	9.2%
Food Retailing	\$13.2M	↑ 2.9%	↑ 5.8%	\$132.4M	↑ 4.1%	1.00x	99.1%
Supermarkets	\$8.8M	↑ 3.2%	↑ 4.4%	\$92.3M	↓ -2.1%	1.00x	98.7%
Groceries and Other Food Retailing	\$4.4M	↑ 2.3%	↑ 10.1%	\$40.0M	↑ 21.9%	0.99x	97.0%
Household	\$9.6M	↑ 10.9%	↑ 11.6%	\$123.3M	↑ 6.7%	1.00x	99.0%
Insurance	\$3.5M	↑ 11.0%	↑ 9.1%	\$42.1M	↑ 9.6%	1.02x	66.2%
Telecommunication Services	\$1.6M	↑ 7.5%	↑ 9.8%	\$19.2M	↑ 6.9%	1.00x	79.5%
Personal Services	\$1.1M	↑ 9.5%	↑ 11.9%	\$10.5M	↑ 8.5%	1.00x	79.6%
Electricity, Gas and Water Supply	\$1.0M	↑ 28.6%	↑ 21.6%	\$19.4M	↑ 7.4%	1.08x	53.9%
Pet Care	\$697K	↑ 12.1%	↑ 10.1%	\$8.0M	↑ 7.1%	1.34x	49.1%
Motor Vehicle Services	\$681K	↑ 9.7%	↑ 15.5%	\$9.3M	↑ 7.2%	1.14x	64.3%
Public Services	\$277K	↓ -34.1%	↑ 2.9%	\$4.7M	↓ -28.8%	1.06x	57.2%
Fitness	\$270K	↑ 25.8%	↑ 9.7%	\$3.5M	↑ 26.8%	0.75x	44.6%
School Education	\$210K	↑ 85.5%	↑ 24.2%	\$3.3M	↑ 21.7%	0.69x	23.0%
Charities	\$136K	↑ 62.3%	↑ 11.9%	\$1.4M	↑ 21.0%	1.12x	35.3%
Childcare Services	\$64K	↓ -33.2%	↑ 6.6%	\$1.6M	↓ -2.4%	0.66x	4.2%
Computer Services	\$24K	↑ 3.0%	↑ 4.7%	\$419K	↓ -20.4%	0.73x	7.7%
Tourism and Entertainment	\$6.4M	↑ 7.3%	↑ 9.0%	\$72.5M	↑ 6.6%	1.00x	98.6%
Takeaway and Fast Food Outlets	\$1.3M	↑ 5.6%	↑ 6.5%	\$14.5M	↑ 1.2%	0.98x	93.1%
Restaurants	\$1.3M	↑ 9.8%	↑ 8.6%	\$14.2M	↑ 15.7%	0.98x	92.4%
Pubs, Taverns and Bars	\$948K	↑ 4.3%	↑ 1.4%	\$10.8M	↑ 4.1%	1.03x	81.2%
Online Entertainment	\$823K	↑ 12.6%	↑ 17.1%	\$9.0M	↑ 8.8%	0.96x	67.3%
Attractions, Events and Recreation	\$746K	↑ 2.0%	↑ 10.2%	\$9.1M	↑ 10.0%	0.95x	74.5%
Cafes	\$671K	↑ 0.9%	↑ 1.2%	\$8.0M	↑ 1.3%	1.00x	87.5%
Food Delivery Services	\$426K	↑ 40.6%	↑ 53.6%	\$4.8M	↑ 22.3%	0.75x	31.4%
Breweries and Wineries	\$222K	↓ -8.0%	↑ 4.0%	\$2.1M	↓ -21.6%	2.52x	44.1%
Private Transport	\$4.2M	↑ 13.2%	↑ 6.3%	\$48.8M	↑ 4.8%	0.99x	96.2%
Accommodation	\$1.2M	↑ 19.8%	↑ 7.1%	\$13.5M	↑ 5.3%	1.09x	64.9%

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 (January 2025 - December 2025)?



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

Brand preference

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

Top 5 Clothing & Accessories			Top 5 Food Retailing			Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Angus And Coote	2.97x	5.8%	Bunbury Farmers Market	>30x	71.9%	Chicken Treat	12.27x	25.1%
Just Jeans	2.43x	14.3%	Liquor Stax	24.75x	40.9%	Royal Automobile Club Of Australia	10.67x	13.8%
Ghanda Clothing	2.34x	12.4%	Liquor Barons	6.90x	11.0%	Dome Cafe	10.32x	40.3%
Williams Shoes	2.07x	7.7%	The Good Grocer	2.85x	6.5%	Sushi Sushi	3.00x	31.3%
Sportsgirl	1.96x	13.3%	The Spud Shed	2.77x	14.7%	Red Rooster	2.58x	42.1%

Top 5 General Retail			Top 5 Homewares and Appliances			Top 5 Personal Services		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Red Dot	13.58x	54.0%	House	3.12x	24.5%	Price Attack	4.56x	8.3%
Perth Duty Free	7.11x	7.4%	Harvey Norman	2.64x	6.1%	Priceline	4.49x	32.4%
The Reject Shop	1.19x	44.3%	The Good Guys	2.30x	29.9%	The Body Shop	0.84x	3.6%
Kmart	1.11x	86.8%	Beacon Lighting	1.98x	4.8%	Just Cuts	0.74x	3.0%
Temu	1.10x	25.3%	Spotlight	1.92x	55.0%	Adore Beauty	0.65x	1.4%

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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Region Type

Spend location

December 2025

LGA

City of Busselton

Overview

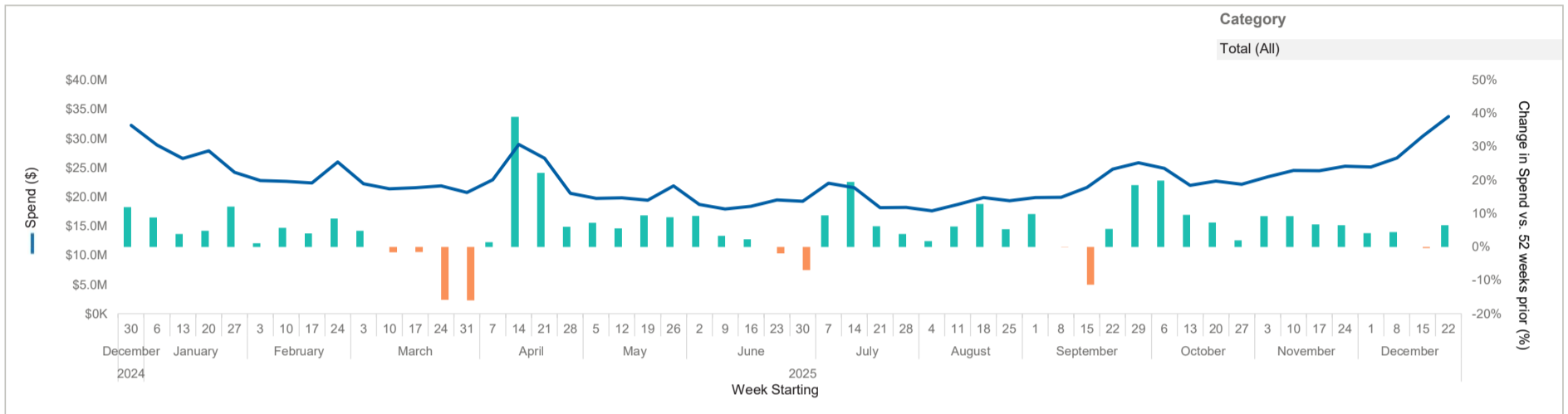
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Trends

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

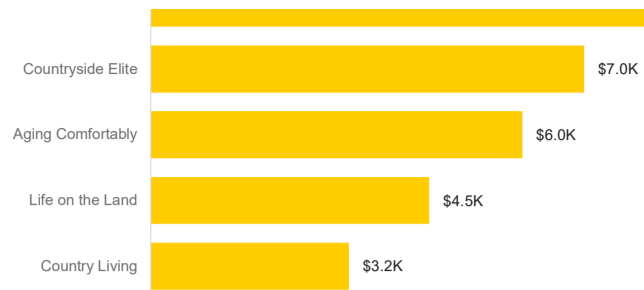
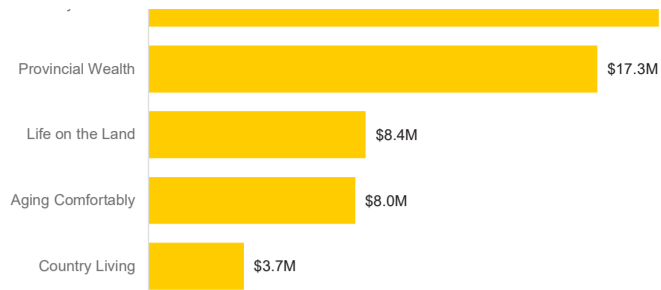
Category	Data representing Spend								
	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
Spend location		Regional WA	Spend location		Regional WA	Spend location		Regional WA	
Total	\$132.9M	↑ 6.2%	↑ 7.0%	\$66.5M	↑ 4.8%	↑ 6.5%	\$66.4M	↑ 7.5%	↑ 6.4%
Food Retailing	\$42.8M	↑ 5.5%	↑ 5.5%	\$15.9M	↑ 7.2%	↑ 5.7%	\$26.9M	↑ 4.5%	↑ 5.4%
Supermarkets	\$26.0M	↑ 3.0%	↑ 4.0%	\$7.9M	↑ 1.9%	↑ 4.6%	\$18.2M	↑ 3.4%	↑ 3.7%
Groceries and Other Food Retailing	\$16.8M	↑ 9.7%	↑ 9.4%	\$8.0M	↑ 13.0%	↑ 7.9%	\$8.8M	↑ 6.8%	↑ 11.8%
Discretionary Retail	\$32.1M	↑ 8.0%	↑ 7.9%	\$12.3M	↑ 7.5%	↑ 8.9%	\$19.9M	↑ 8.3%	↑ 7.8%
Other Discretionary Retail	\$22.2M	↑ 8.8%	↑ 7.2%	\$7.9M	↑ 10.0%	↑ 9.2%	\$14.2M	↑ 8.1%	↑ 7.4%
Department Stores, Clothing & Accessories	\$10.0M	↑ 6.2%	↑ 10.0%	\$4.3M	↑ 3.2%	↑ 8.4%	\$5.6M	↑ 8.7%	↑ 8.7%
Tourism and Entertainment	\$22.6M	↑ 3.1%	↑ 2.7%	\$15.3M	↑ 1.1%	↑ 3.0%	\$7.3M	↑ 7.8%	↑ 2.8%
Restaurants	\$6.8M	↓ -3.8%	↑ 6.4%	\$4.8M	↓ -7.3%	↑ 3.4%	\$2.0M	↑ 5.9%	↑ 13.6%
Pubs, Taverns and Bars	\$4.2M	↑ 12.1%	↓ -0.6%	\$2.6M	↑ 9.9%	↓ -0.3%	\$1.6M	↑ 16.0%	↓ -2.2%
Cafes	\$3.9M	↑ 11.7%	↑ 1.5%	\$2.6M	↑ 10.8%	↑ 3.0%	\$1.3M	↑ 13.7%	↑ 0.4%
Takeaway and Fast Food Outlets	\$3.2M	↑ 10.0%	↑ 4.2%	\$1.6M	↑ 11.1%	↑ 10.9%	\$1.6M	↑ 8.9%	↑ 4.7%
Breweries and Wineries	\$2.8M	↓ -10.7%	↓ -2.7%	\$2.3M	↓ -9.5%	↓ -1.9%	\$429K	↓ -16.9%	↓ -6.0%
Attractions, Events and Recreation	\$1.7M	↑ 8.6%	↑ 2.2%	\$1.3M	↑ 12.1%	↑ 0.9%	\$392K	↓ -1.2%	↓ -6.0%
Accommodation - Online	\$10.9M	↓ -0.2%	↑ 11.2%	\$10.8M	↓ -0.3%	↑ 11.2%	\$140K	↑ 3.1%	
Private Transport	\$10.2M	↑ 11.0%	↑ 5.8%	\$4.4M	↑ 11.3%	↑ 7.0%	\$5.9M	↑ 10.8%	↑ 4.8%
Accommodation - Instore	\$4.0M	↑ 6.4%	↑ 0.6%	\$3.6M	↑ 3.6%	↓ -1.4%	\$439K	↑ 36.3%	↑ 4.2%

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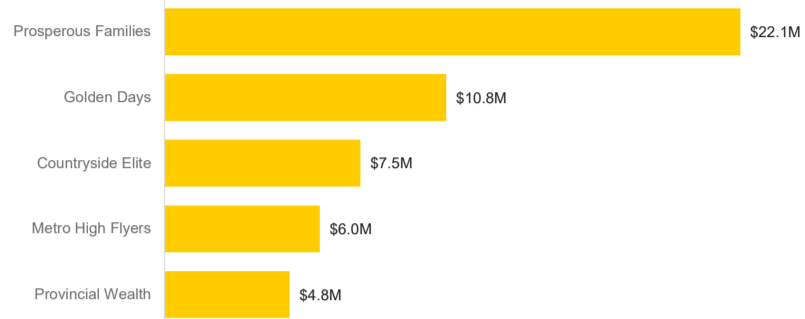
Trip Type, customer segments and source markets

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

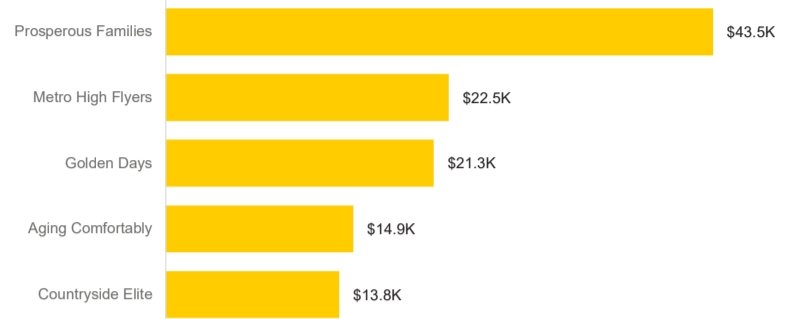
<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$25.3M Non-Tourists - Short Trip: \$12.0M Tourists - Day Trip Total: \$3.0M Non-Tourists - Regular/Routine Trips: \$2.4M 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: \$77.1K Unique Customer Count, \$109.8K Trip Count Tourists - Overnight Trip Total: \$71.9K Unique Customer Count, \$75.6K Trip Count Tourists - Day Trip Total: \$19.1K Unique Customer Count, \$21.5K Trip Count Non-Tourists - Regular/Routine Trips: \$3.6K Unique Customer Count, \$8.2K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$19.7M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: \$8.4K



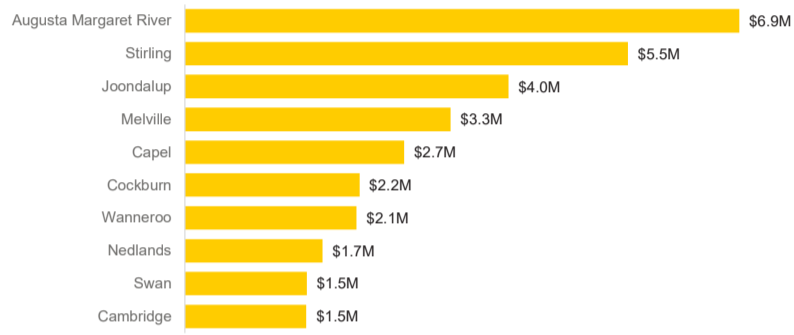
Top 5 customer segments by visitors spend



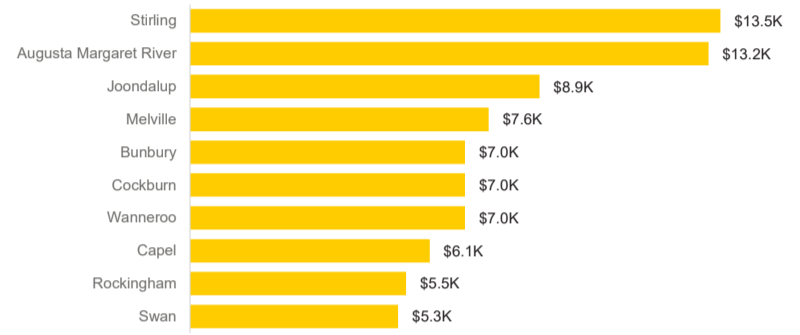
Top 5 customer segments by unique visitors count



Top 10 source markets by visitors spend



Top 10 source markets by unique visitors count



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City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Region Type

Spend location

December 2025

LGA

City of Busselton

Overview

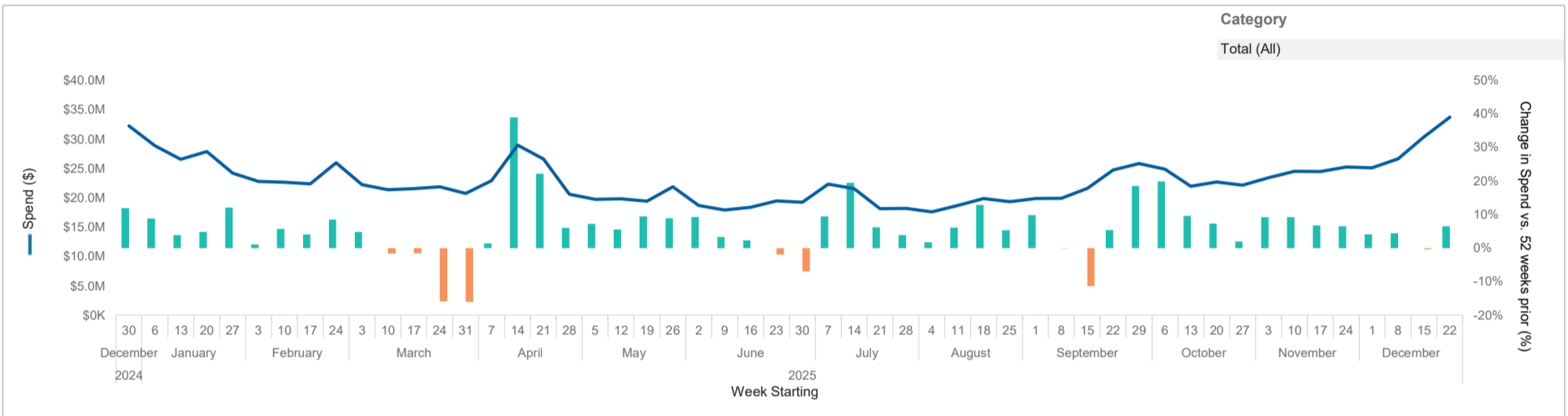
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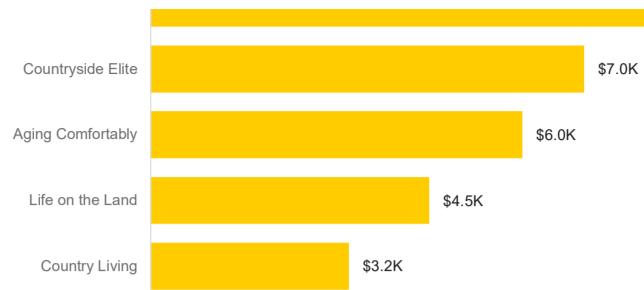
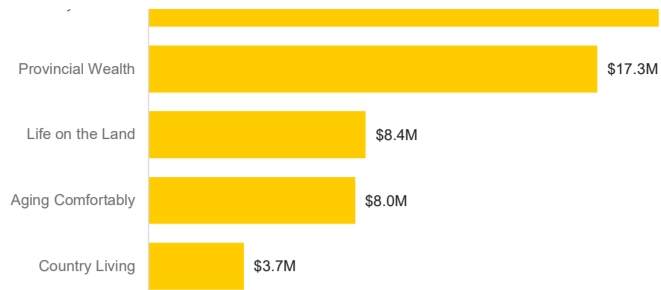
Category	Total		Visitors		Residents				
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	217.1K	↑ 3.2%		180.3K	↑ 3.1%		36.8K	↑ 3.7%	
Tourism and Entertainment	152.1K	↑ 2.6%		121.5K	↑ 2.3%		30.6K	↑ 3.9%	
Restaurants	75.7K	↑ 3.9%		56.3K	↑ 1.9%		19.4K	↑ 10.2%	
Takeaway and Fast Food Outlets	63.1K	↑ 5.9%		42.5K	↑ 6.3%		20.7K	↑ 5.1%	
Cafes	54.5K	↑ 2.4%		39.2K	↑ 2.2%		15.3K	↑ 2.7%	
Pubs, Taverns and Bars	40.6K	↑ 10.4%		27.6K	↑ 8.5%		13.0K	↑ 14.6%	
Breweries and Wineries	25.1K	↓ -11.1%		21.1K	↓ -8.6%		4.0K	↓ -22.3%	
Attractions, Events and Recreation	24.3K	↑ 3.8%		19.8K	↑ 6.0%		4.5K	↓ -4.9%	
Food Retailing	137.2K	↑ 4.2%		101.7K	↑ 4.4%		35.5K	↑ 3.3%	
Groceries and Other Food Retailing	102.5K	↑ 4.6%		72.5K	↑ 5.4%		30.0K	↑ 2.9%	
Supermarkets	102.0K	↑ 3.3%		67.6K	↑ 3.4%		34.4K	↑ 3.3%	
Discretionary Retail	95.8K	↑ 4.7%		61.6K	↑ 4.9%		34.3K	↑ 4.3%	
Other Discretionary Retail	78.4K	↑ 7.5%		45.8K	↑ 9.2%		32.6K	↑ 5.2%	
Department Stores, Clothing & Accessories	57.6K	↓ -0.2%		32.9K	↓ -1.8%		24.7K	↑ 2.0%	
Private Transport	75.5K	↑ 5.4%		49.4K	↑ 6.6%		26.1K	↑ 3.3%	
Accommodation - Online	20.3K	↑ 4.7%		20.0K	↑ 4.4%		0.3K	↑ 29.0%	
Accommodation - Instore	13.0K	↑ 11.3%		10.2K	↑ 4.4%		2.8K	↑ 45.5%	

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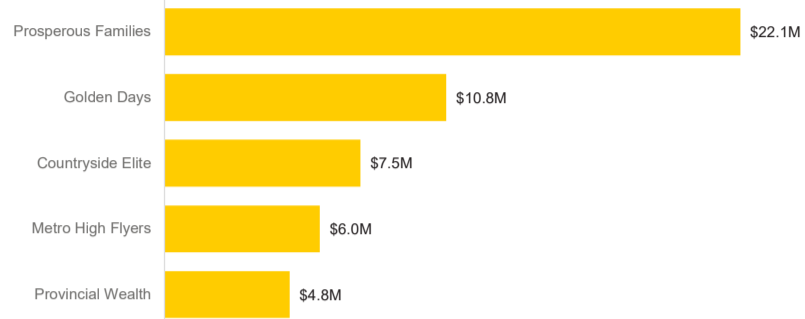
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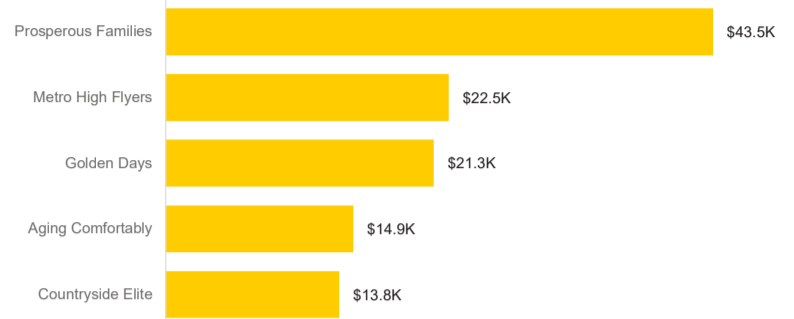
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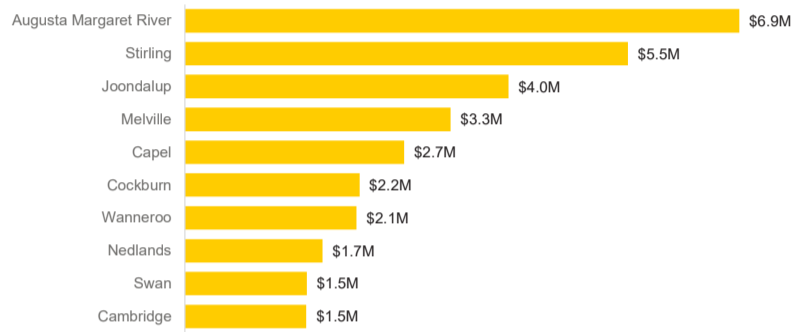
Top 5 customer segments by visitors spend



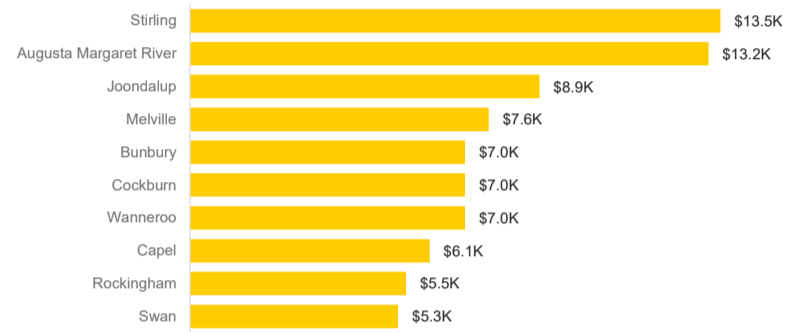
Top 5 customer segments by unique visitors count



Top 10 source markets by visitors spend



Top 10 source markets by unique visitors count



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City of Busselton

Resident

Business

Events

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December 2025

LGA

City of Busselton

Overview

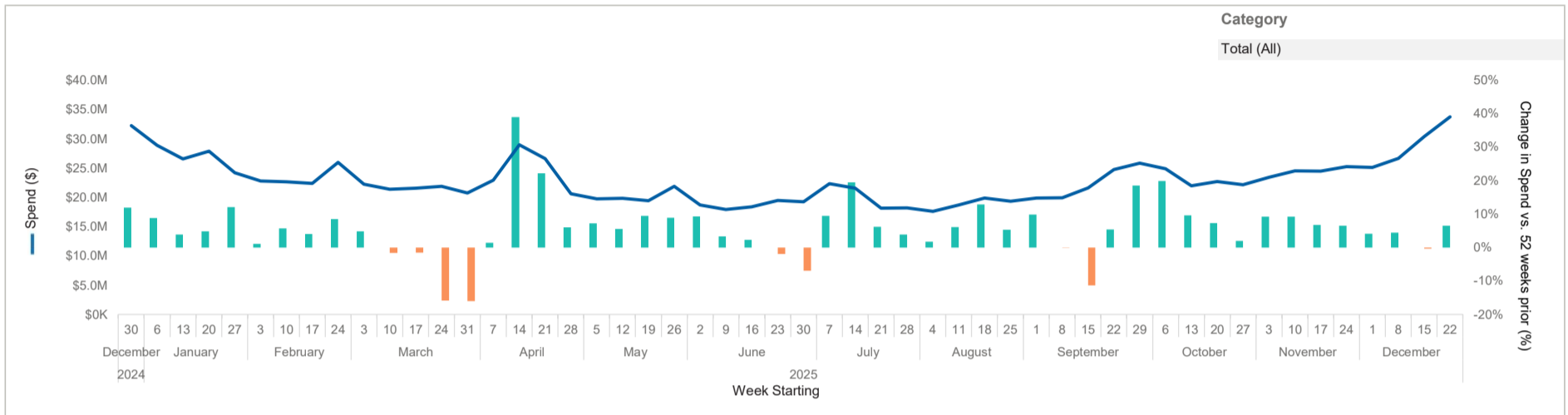
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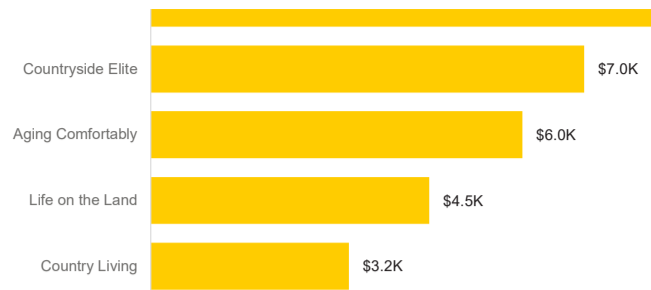
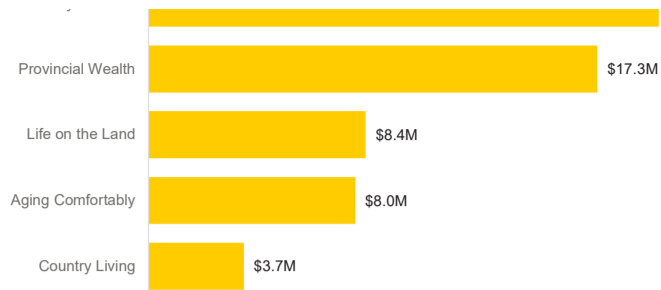
Category	Total		Visitors		Residents				
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year				
		Spend location	Regional WA		Spend location	Regional WA	Spend per customer	Spend location	Regional WA
Total	\$612.20	↑ 2.8%		\$368.70	↑ 1.7%		\$1,804.80	↑ 3.7%	
Food Retailing	\$312.10	↑ 1.3%		\$156.30	↑ 2.7%		\$758.00	↑ 1.2%	
Supermarkets	\$255.00	↓ -0.4%		\$116.10	↓ -1.4%		\$528.30	↑ 0.1%	
Groceries and Other Food Retailing	\$164.00	↑ 4.8%		\$111.00	↑ 7.2%		\$292.00	↑ 3.8%	
Discretionary Retail	\$335.40	↑ 3.2%		\$199.70	↑ 2.4%		\$579.20	↑ 3.9%	
Other Discretionary Retail	\$283.00	↑ 1.2%		\$173.40	↑ 0.7%		\$437.00	↑ 2.8%	
Department Stores, Clothing & Accessories	\$172.90	↑ 6.4%		\$132.20	↑ 5.1%		\$227.10	↑ 6.6%	
Tourism and Entertainment	\$148.40	↑ 0.5%		\$125.50	↓ -1.2%		\$239.30	↑ 3.7%	
Restaurants	\$90.10	↓ -7.4%		\$85.80	↓ -9.1%		\$102.60	↓ -3.9%	
Pubs, Taverns and Bars	\$102.90	↑ 1.6%		\$94.50	↑ 1.3%		\$120.70	↑ 1.2%	
Cafes	\$71.70	↑ 9.2%		\$65.70	↑ 8.4%		\$87.20	↑ 10.6%	
Takeaway and Fast Food Outlets	\$51.30	↑ 3.8%		\$38.70	↑ 4.5%		\$77.20	↑ 3.6%	
Breweries and Wineries	\$109.90	↑ 0.5%		\$110.50	↓ -0.9%		\$106.70	↑ 7.0%	
Attractions, Events and Recreation	\$68.10	↑ 4.6%		\$63.80	↑ 5.7%		\$86.80	↑ 3.9%	
Accommodation - Online	\$538.70	↓ -4.7%		\$539.80	↓ -4.5%		\$467.10	↓ -20.1%	
Private Transport	\$135.50	↑ 5.3%		\$88.20	↑ 4.4%		\$225.00	↑ 7.3%	
Accommodation - Instore	\$310.60	↓ -4.4%		\$354.40	↓ -0.7%		\$154.30	↓ -6.3%	

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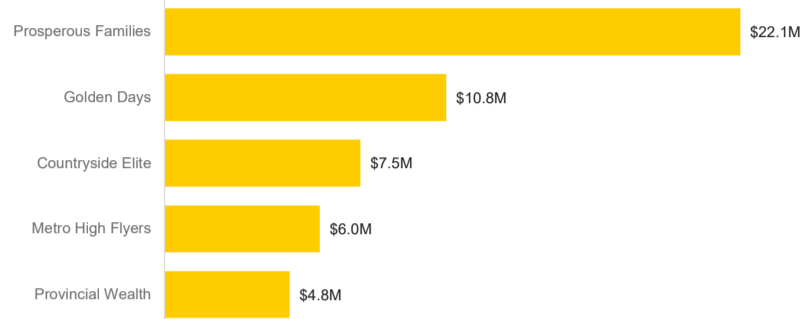
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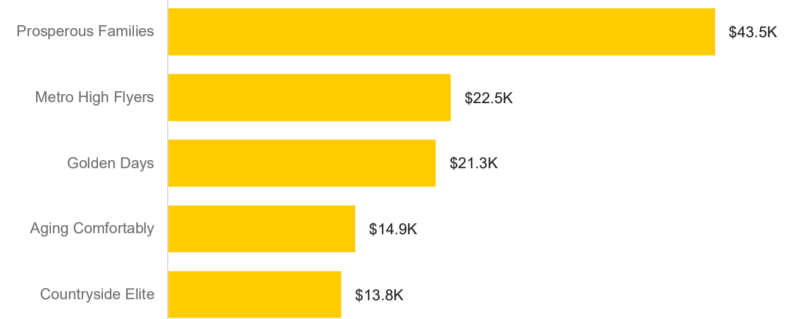
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<p>Top 5 customer segments by residents spend</p> <table border="1"> <tr> <td>Countryside Elite</td> <td>\$19.7M</td> </tr> </table>	Countryside Elite	\$19.7M	<p>Top 5 customer segments by unique residents count</p> <table border="1"> <tr> <td>Provincial Wealth</td> <td>\$8.4K</td> </tr> </table>	Provincial Wealth	\$8.4K																
Countryside Elite	\$19.7M																				
Provincial Wealth	\$8.4K																				



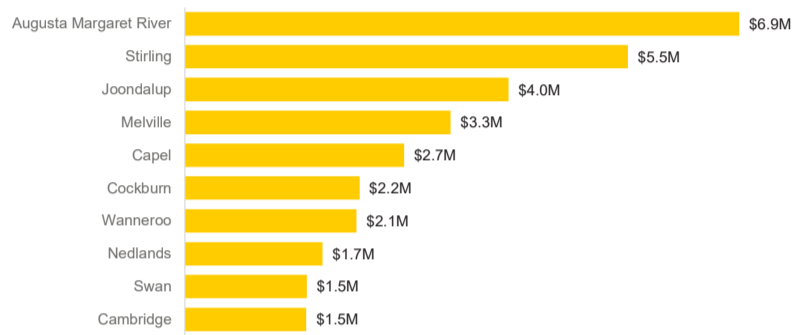
Top 5 customer segments by visitors spend



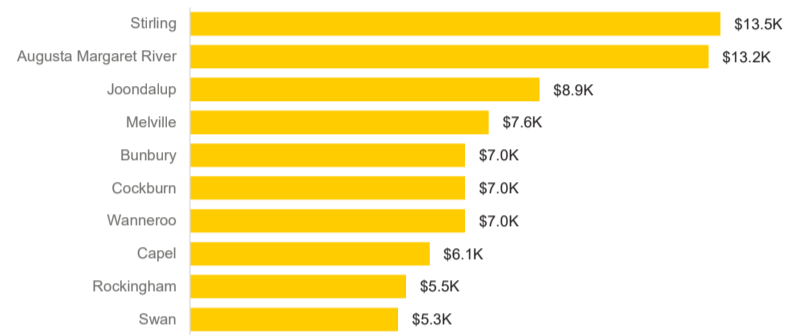
Top 5 customer segments by unique visitors count



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

December 2025

Sub-region

Busselton

Overview

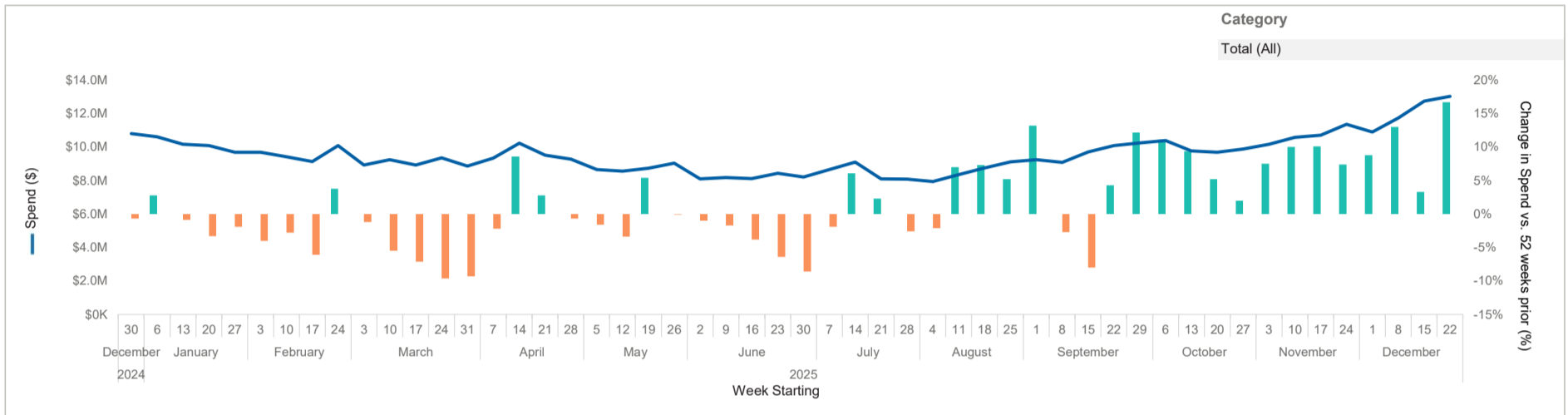
What are some of the key insights for the Busselton location for December 2025?

<p>Total spend \$54.7M</p> <p>↑ 12.2% .vs last year ↑ 7.0% Regional WA</p>	<p>Total customers 139K</p> <p>↑ 5.9% .vs last year</p>	<p>Visitor spend \$20.5M</p> <p>37% of total spend within Busselton during December 2025 are from Visitors</p>	<p>Total visitors 104K</p> <p>75% of total customers within Busselton during December 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for December 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 December 2025 versus the past year and Regional WA for the Busselton location?

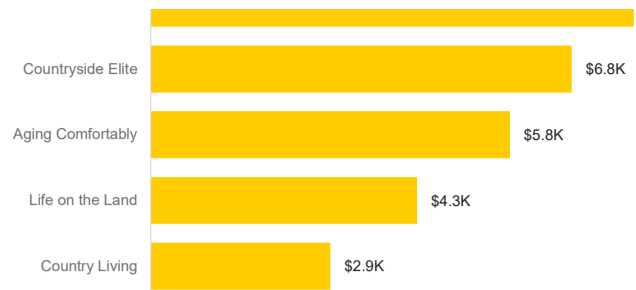
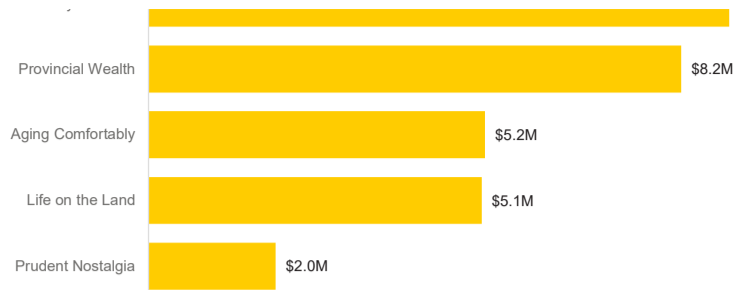
Category	Total		Visitors			Residents			
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$54.7M	↑ 12.2%	↑ 7.0%	\$20.5M	↑ 14.0%	↑ 6.5%	\$34.2M	↑ 11.2%	↑ 6.4%
Discretionary Retail	\$19.0M	↑ 17.5%	↑ 7.9%	\$6.6M	↑ 16.7%	↑ 8.9%	\$12.5M	↑ 18.0%	↑ 7.8%
Other Discretionary Retail	\$15.1M	↑ 21.1%	↑ 7.2%	\$5.1M	↑ 23.4%	↑ 9.2%	\$10.0M	↑ 19.9%	↑ 7.4%
Department Stores, Clothing & Accessories	\$4.0M	↑ 5.7%	↑ 10.0%	\$1.5M	↓ -1.8%	↑ 8.4%	\$2.5M	↑ 10.7%	↑ 8.7%
Food Retailing	\$15.7M	↑ 5.4%	↑ 5.5%	\$4.3M	↑ 6.0%	↑ 5.7%	\$11.4M	↑ 5.2%	↑ 5.4%
Supermarkets	\$11.4M	↑ 4.3%	↑ 4.0%	\$2.7M	↑ 3.8%	↑ 4.6%	\$8.7M	↑ 4.4%	↑ 3.7%
Groceries and Other Food Retailing	\$4.3M	↑ 8.5%	↑ 9.4%	\$1.6M	↑ 9.9%	↑ 7.9%	\$2.7M	↑ 7.7%	↑ 11.8%
Tourism and Entertainment	\$8.5M	↑ 8.1%	↑ 2.7%	\$5.3M	↑ 9.2%	↑ 3.0%	\$3.3M	↑ 6.4%	↑ 2.8%
Restaurants	\$2.5M	↑ 12.8%	↑ 6.4%	\$1.6M	↑ 13.8%	↑ 3.4%	\$899K	↑ 11.1%	↑ 13.6%
Pubs, Taverns and Bars	\$1.6M	↑ 4.0%	↓ -0.6%	\$759K	↑ 0.9%	↓ -0.3%	\$837K	↑ 6.9%	↓ -2.2%
Cafes	\$1.5M	↑ 4.7%	↑ 1.5%	\$970K	↑ 11.5%	↑ 3.0%	\$567K	↓ -5.1%	↑ 0.4%
Takeaway and Fast Food Outlets	\$1.2M	↑ 31.2%	↑ 4.2%	\$586K	↑ 38.5%	↑ 10.9%	\$640K	↑ 25.2%	↑ 4.7%
Private Transport	\$5.1M	↑ 18.6%	↑ 5.8%	\$2.0M	↑ 14.1%	↑ 7.0%	\$3.2M	↑ 21.6%	↑ 4.8%
Accommodation - Instore	\$311K	↑ 128.9%	↑ 0.6%	\$248K	↑ 232.5%	↓ -1.4%	\$64K	↑ 3.5%	↑ 4.2%

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

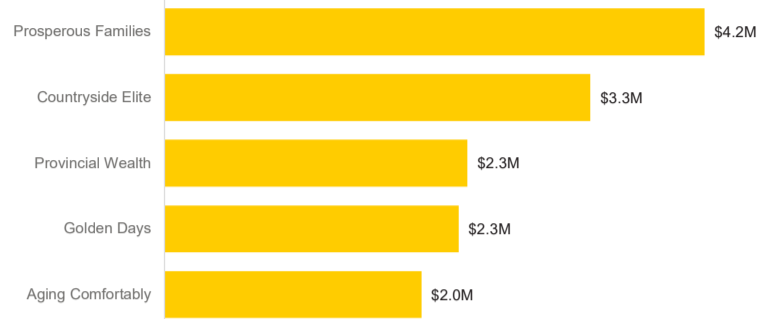
Trip Type, customer segments and source markets

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

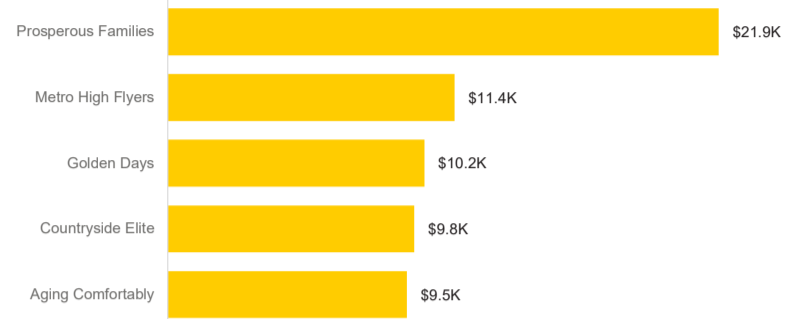
<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$7.9M Non-Tourists - Short Trip: \$5.6M Tourists - Day Trip Total: \$1.2M Non-Tourists - Regular/Routine Trips: \$1.1M 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: Unique Customer Count \$43.0K, Trip Count \$55.5K Tourists - Overnight Trip Total: Unique Customer Count \$41.6K, Trip Count \$43.0K Tourists - Day Trip Total: Unique Customer Count \$9.6K, Trip Count \$10.1K Non-Tourists - Regular/Routine Trips: Unique Customer Count \$2.5K, Trip Count \$5.0K
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$9.0M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: \$7.8K



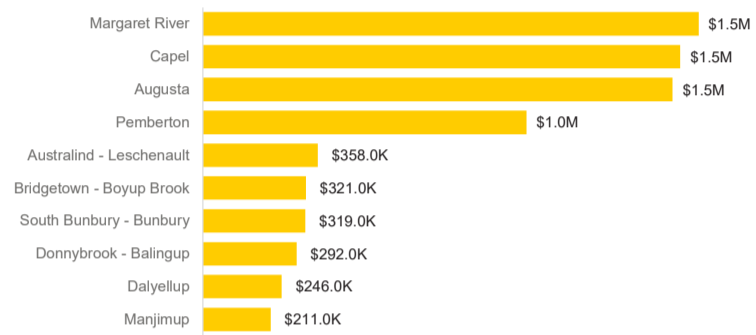
Top 5 customer segments by visitors spend



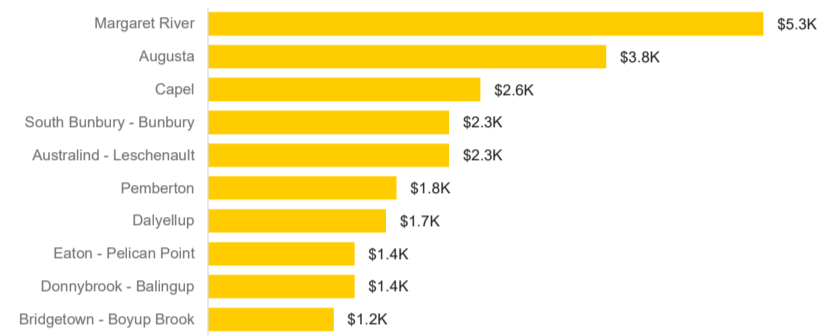
Top 5 customer segments by unique visitors count



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		
December 2025	Sub-region	Busselton		

Overview

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

Total spend
\$54.7M

↑ 12.2% .vs last year
↑ 7.0% Regional WA

Total customers
139K

↑ 5.9% .vs last year

Visitor spend
\$20.5M

37% of total spend
within Busselton during December 2025 are from
Visitors

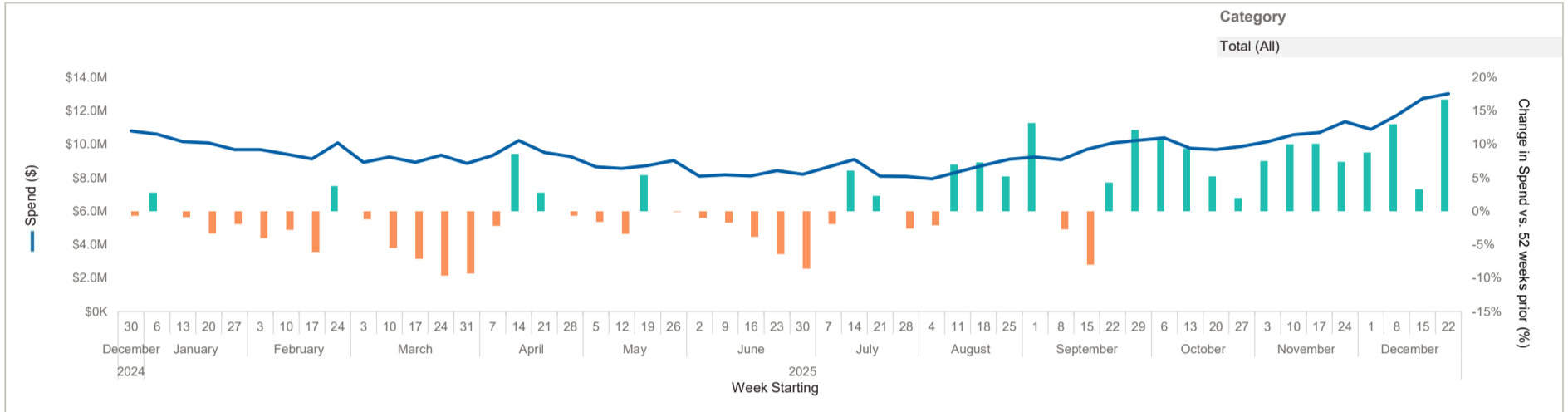
Total visitors
104K

75% of total customers
within Busselton during December 2025 are from
Visitors

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

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	138.8K	↑ 5.9%		104.1K	↑ 6.7%		34.7K	↑ 3.7%	
Tourism and Entertainment	88.2K	↑ 5.9%		65.5K	↑ 6.7%		22.7K	↑ 3.8%	
Restaurants	40.5K	↑ 12.1%		27.7K	↑ 9.8%		12.8K	↑ 17.5%	
Takeaway and Fast Food Outlets	29.7K	↑ 19.4%		17.9K	↑ 23.3%		11.8K	↑ 14.0%	
Cafes	26.0K	↑ 0.7%		17.2K	↑ 5.5%		8.8K	↓ -7.5%	
Pubs, Taverns and Bars	17.7K	↑ 8.8%		10.1K	↑ 7.0%		7.6K	↑ 11.2%	
Food Retailing	65.4K	↑ 6.0%		38.7K	↑ 8.5%		26.8K	↑ 2.6%	
Supermarkets	53.2K	↑ 4.5%		28.8K	↑ 5.9%		24.4K	↑ 2.8%	
Groceries and Other Food Retailing	36.2K	↑ 8.2%		19.1K	↑ 12.3%		17.1K	↑ 3.9%	
Discretionary Retail	65.3K	↑ 5.7%		35.3K	↑ 6.6%		30.1K	↑ 4.7%	
Other Discretionary Retail	57.3K	↑ 9.3%		28.9K	↑ 13.0%		28.4K	↑ 5.7%	
Department Stores, Clothing & Accessories	27.7K	↓ -2.4%		12.9K	↓ -7.2%		14.9K	↑ 2.1%	
Private Transport	40.7K	↑ 7.0%		23.7K	↑ 8.8%		17.0K	↑ 4.6%	
Accommodation - Instore	1.5K	↑ 139.8%		1.0K	↑ 139.7%		0.5K	↑ 139.8%	

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

Trip Type, customer segments and source markets

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

Trip Type by spend

Tourists - Overnight Trip Total	\$7.9M
Non-Tourists - Short Trip	\$5.6M
Tourists - Day Trip Total	\$1.2M
Non-Tourists - Regular/Routine Trips	\$1.1M

Trip Type by unique customer count and trip count

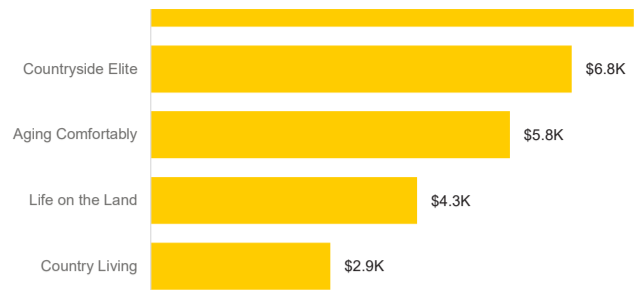
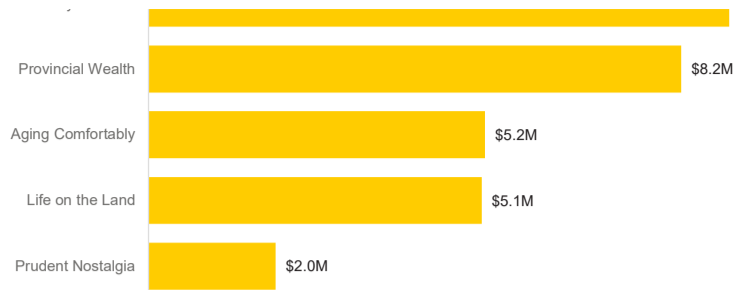
Non-Tourists - Short Trip	\$43.0K	\$55.5K
Tourists - Overnight Trip Total	\$41.6K	\$43.0K
Tourists - Day Trip Total	\$9.6K	\$10.1K
Non-Tourists - Regular/Routine Trips	\$2.5K	\$5.0K

Top 5 customer segments by residents spend

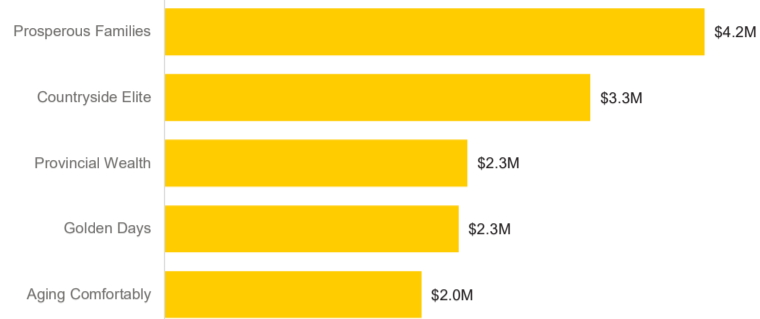
Countryside Elite	\$9.0M
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Top 5 customer segments by unique residents count

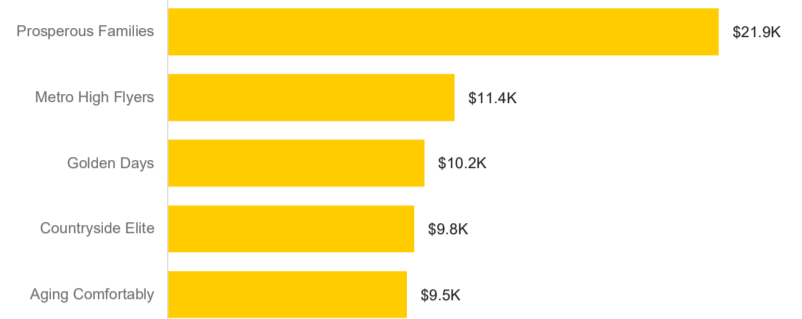
Provincial Wealth	\$7.8K
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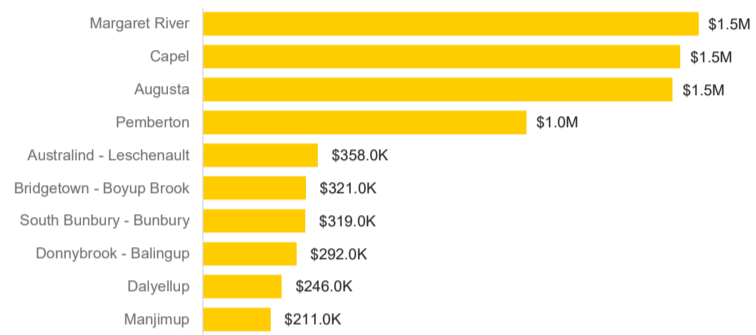
Top 5 customer segments by visitors spend



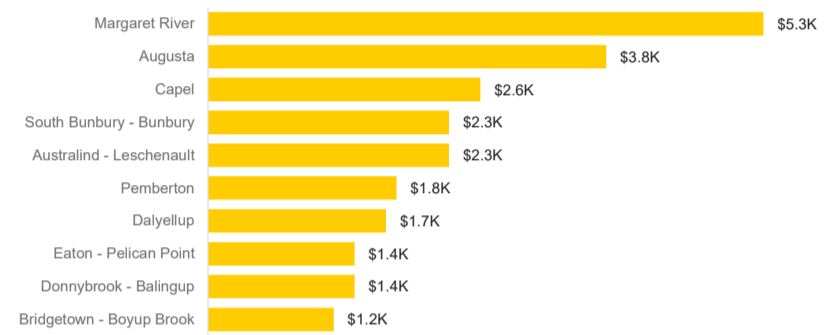
Top 5 customer segments by unique visitors count



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

December 2025

Sub-region

Busselton

Overview

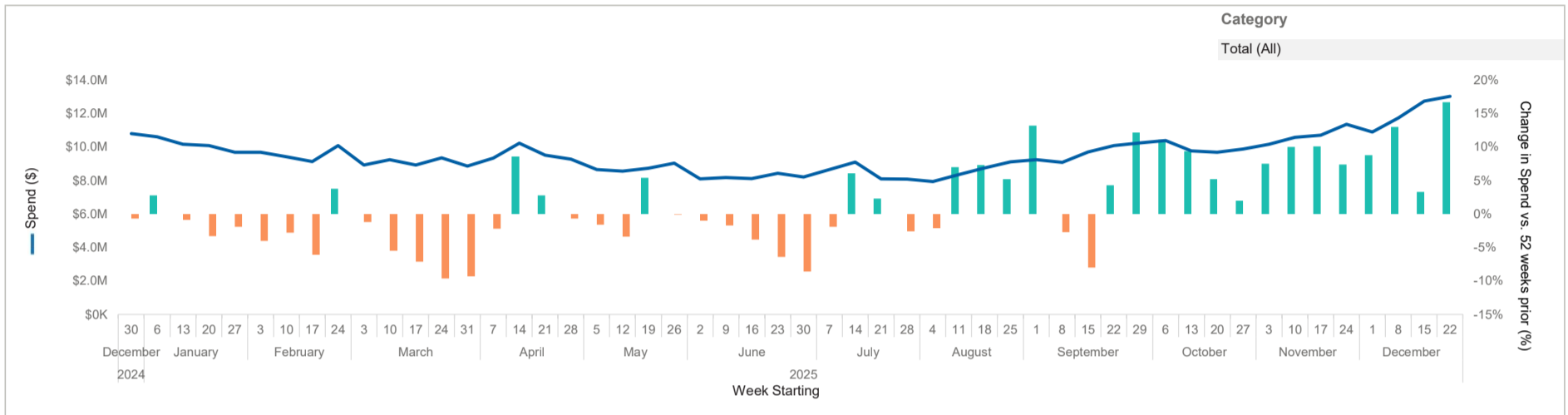
What are some of the key insights for the Busselton location for December 2025?

<p>Total spend \$54.7M</p> <p>↑ 12.2% .vs last year ↑ 7.0% Regional WA</p>	<p>Total customers 139K</p> <p>↑ 5.9% .vs last year</p>	<p>Visitor spend \$20.5M</p> <p>37% of total spend within Busselton during December 2025 are from Visitors</p>	<p>Total visitors 104K</p> <p>75% of total customers within Busselton during December 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for December 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 December 2025 versus the past year and Regional WA for the Busselton location?

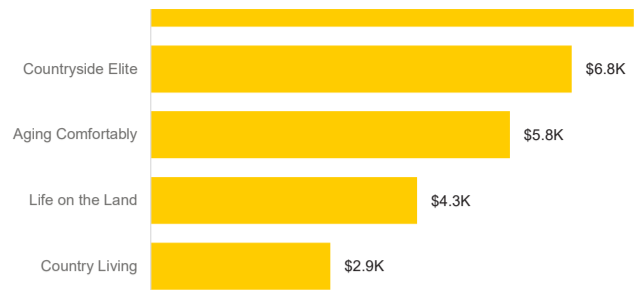
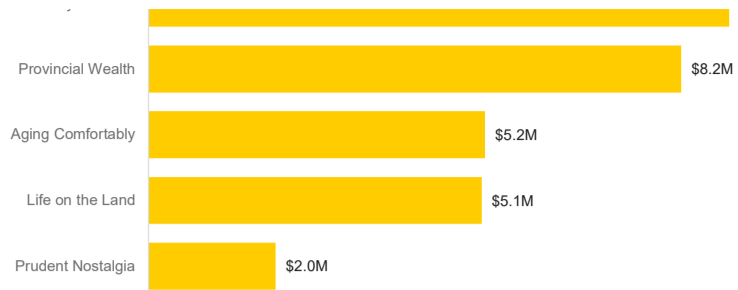
Category	Total		Visitors		Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		
		Spend location	Regional WA		Spend location	Regional WA	Spend per customer
Total	\$393.90	↑ 5.9%		\$196.40	↑ 6.8%	\$987.10	↑ 7.2%
Discretionary Retail	\$291.50	↑ 11.2%		\$185.80	↑ 9.5%	\$415.70	↑ 12.6%
Other Discretionary Retail	\$262.90	↑ 10.8%		\$176.40	↑ 9.2%	\$350.90	↑ 13.5%
Department Stores, Clothing & Accessories	\$143.80	↑ 8.3%		\$113.50	↑ 5.7%	\$170.00	↑ 8.4%
Food Retailing	\$239.80	↓ -0.6%		\$112.20	↓ -2.3%	\$423.90	↑ 2.5%
Supermarkets	\$214.60	↓ -0.2%		\$94.70	↓ -2.0%	\$356.50	↑ 1.5%
Groceries and Other Food Retailing	\$118.10	↑ 0.3%		\$84.00	↓ -2.2%	\$156.10	↑ 3.6%
Tourism and Entertainment	\$96.70	↑ 2.0%		\$80.50	↑ 2.3%	\$143.70	↑ 2.5%
Restaurants	\$62.30	↑ 0.6%		\$58.70	↑ 3.6%	\$70.20	↓ -5.5%
Pubs, Taverns and Bars	\$90.30	↓ -4.4%		\$75.30	↓ -5.7%	\$110.10	↓ -3.9%
Cafes	\$59.10	↑ 4.0%		\$56.50	↑ 5.7%	\$64.10	↑ 2.6%
Takeaway and Fast Food Outlets	\$41.30	↑ 9.9%		\$32.80	↑ 12.3%	\$54.30	↑ 9.8%
Private Transport	\$125.60	↑ 10.8%		\$82.60	↑ 4.9%	\$185.50	↑ 16.2%
Accommodation - Instore	\$210.10	↓ -4.5%		\$247.40	↑ 38.7%	\$132.40	↓ -56.8%

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

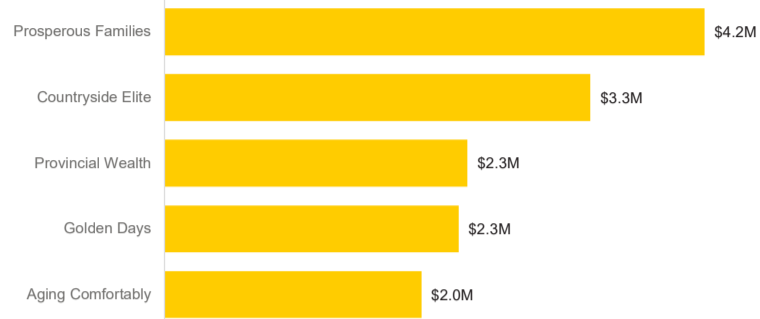
Trip Type, customer segments and source markets

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

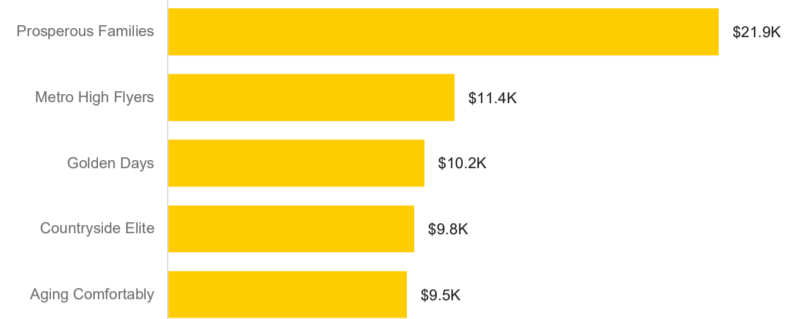
<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$7.9M Non-Tourists - Short Trip: \$5.6M Tourists - Day Trip Total: \$1.2M Non-Tourists - Regular/Routine Trips: \$1.1M 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: \$43.0K Unique Customer Count, \$55.5K Trip Count Tourists - Overnight Trip Total: \$41.6K Unique Customer Count, \$43.0K Trip Count Tourists - Day Trip Total: \$9.6K Unique Customer Count, \$10.1K Trip Count Non-Tourists - Regular/Routine Trips: \$2.5K Unique Customer Count, \$5.0K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$9.0M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: \$7.8K



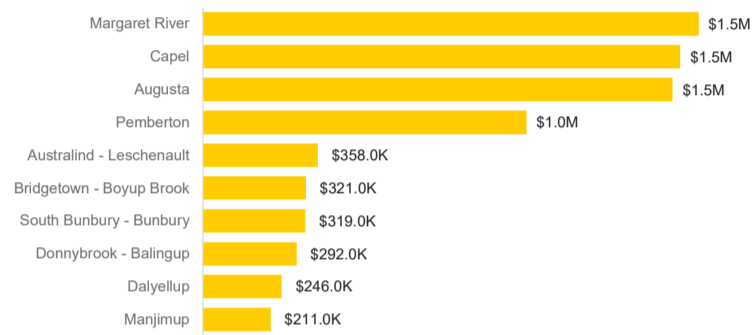
Top 5 customer segments by visitors spend



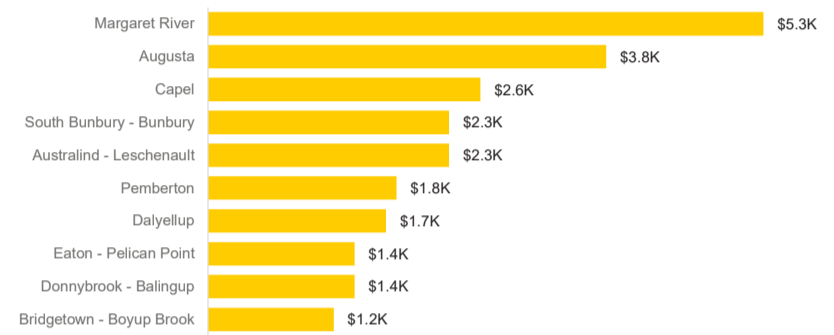
Top 5 customer segments by unique visitors count



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

December 2025

Sub-region

Dunsborough

Overview

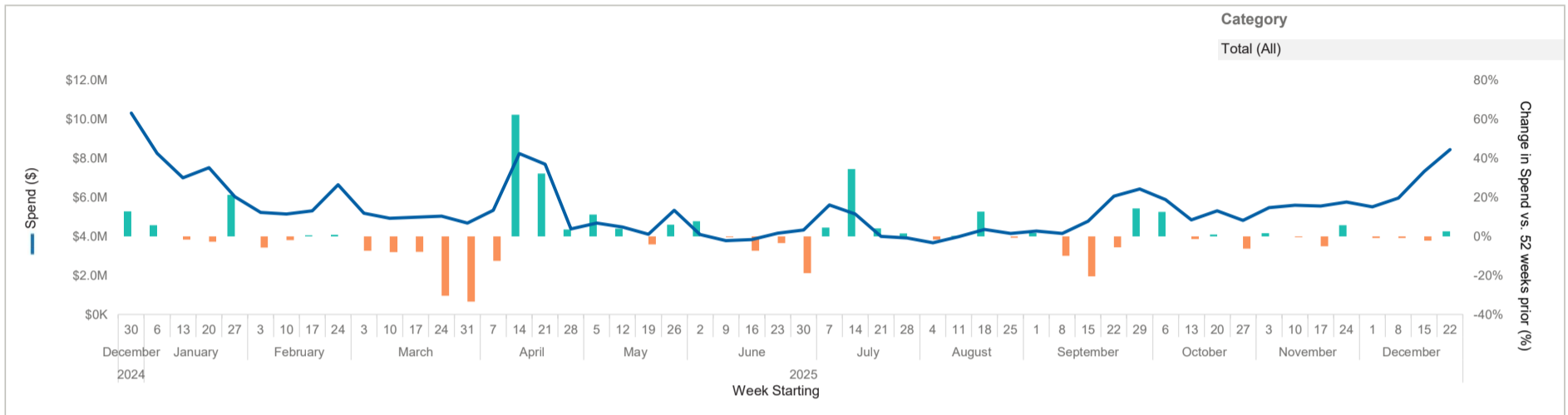
What are some of the key insights for the Dunsborough location for December 2025?

<p>Total spend \$32.7M</p> <p>↑ 3.9% .vs last year ↑ 7.0% Regional WA</p>	<p>Total customers 107K</p> <p>↑ 0.9% .vs last year</p>	<p>Visitor spend \$19.9M</p> <p>61% of total spend within Dunsborough during December 2025 are from Visitors</p>	<p>Total visitors 88K</p> <p>83% of total customers within Dunsborough during December 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for December 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 December 2025 versus the past year and Regional WA for the Dunsborough location?

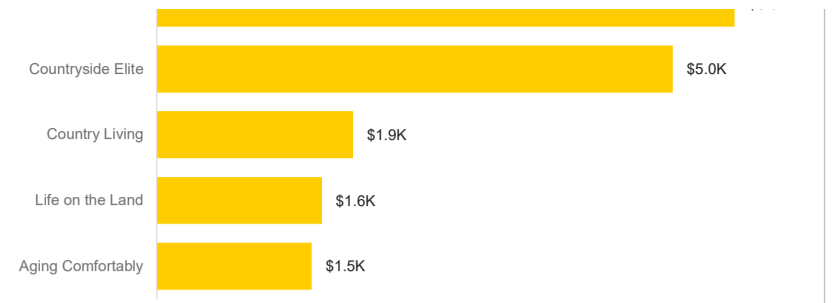
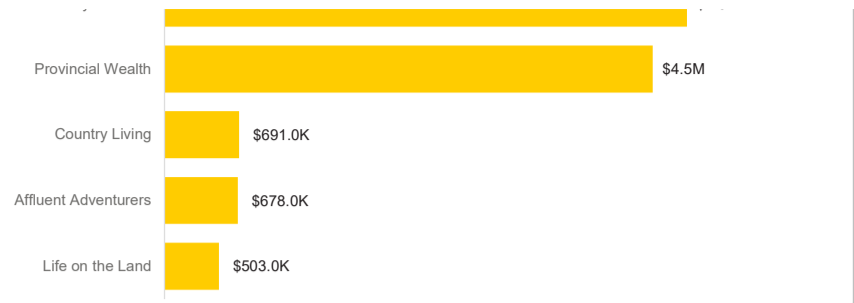
Category	Data representing Spend								
	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
Spend location		Regional WA	Spend location		Regional WA	Spend location		Regional WA	
Total	\$32.7M	↑ 3.9%	↑ 7.0%	\$19.9M	↑ 1.0%	↑ 6.5%	\$12.8M	↑ 8.6%	↑ 6.4%
Food Retailing	\$11.5M	↑ 3.9%	↑ 5.5%	\$5.6M	↑ 3.7%	↑ 5.7%	\$5.9M	↑ 4.1%	↑ 5.4%
Supermarkets	\$7.1M	↑ 2.5%	↑ 4.0%	\$2.8M	↑ 2.0%	↑ 4.6%	\$4.2M	↑ 2.8%	↑ 3.7%
Groceries and Other Food Retailing	\$4.5M	↑ 6.2%	↑ 9.4%	\$2.8M	↑ 5.3%	↑ 7.9%	\$1.7M	↑ 7.8%	↑ 11.8%
Tourism and Entertainment	\$10.8M	↓ -2.5%	↑ 2.7%	\$8.4M	↓ -5.0%	↑ 3.0%	\$2.4M	↑ 7.3%	↑ 2.8%
Restaurants	\$3.9M	↓ -13.7%	↑ 6.4%	\$3.0M	↓ -16.2%	↑ 3.4%	\$860K	↓ -3.8%	↑ 13.6%
Cafes	\$2.0M	↑ 9.1%	↑ 1.5%	\$1.4M	↑ 3.8%	↑ 3.0%	\$594K	↑ 24.6%	↑ 0.4%
Pubs, Taverns and Bars	\$2.0M	↑ 18.5%	↓ -0.6%	\$1.5M	↑ 13.3%	↓ -0.3%	\$503K	↑ 37.2%	↓ -2.2%
Breweries and Wineries	\$2.0M	↓ -5.7%	↓ -2.7%	\$1.7M	↓ -3.6%	↓ -1.9%	\$260K	↓ -17.4%	↓ -6.0%
Takeaway and Fast Food Outlets	\$567K	↓ -3.3%	↑ 4.2%	\$383K	↓ -6.9%	↑ 10.9%	\$184K	↑ 5.2%	↑ 4.7%
Attractions, Events and Recreation	\$323K	↑ 1.2%	↑ 2.2%	\$298K	↑ 4.5%	↑ 0.9%	\$26K	↓ -26.2%	↓ -6.0%
Discretionary Retail	\$5.0M	↑ 11.5%	↑ 7.9%	\$2.7M	↑ 9.4%	↑ 8.9%	\$2.3M	↑ 14.2%	↑ 7.8%
Other Discretionary Retail	\$3.1M	↑ 7.6%	↑ 7.2%	\$1.4M	↑ 5.2%	↑ 9.2%	\$1.7M	↑ 9.8%	↑ 7.4%
Department Stores, Clothing & Accessories	\$1.9M	↑ 18.8%	↑ 10.0%	\$1.3M	↑ 14.6%	↑ 8.4%	\$599K	↑ 28.8%	↑ 8.7%
Private Transport	\$1.8M	↑ 2.0%	↑ 5.8%	\$768K	↑ 3.5%	↑ 7.0%	\$1.0M	↑ 1.0%	↑ 4.8%
Accommodation - Instore	\$1.7M	↑ 10.3%	↑ 0.6%	\$1.5M	↑ 10.6%	↓ -1.4%	\$113K	↑ 6.4%	↑ 4.2%

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

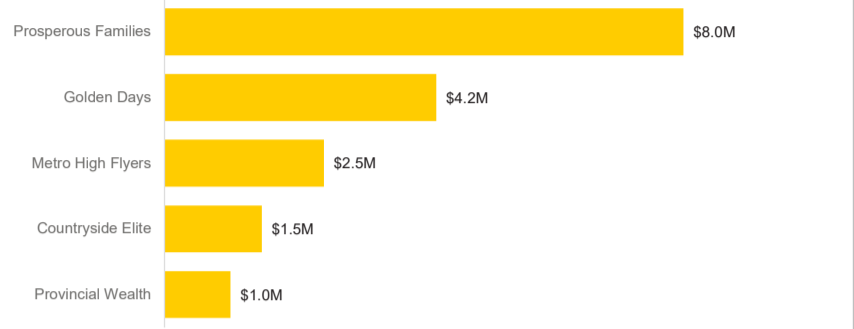
Trip Type, customer segments and source markets

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

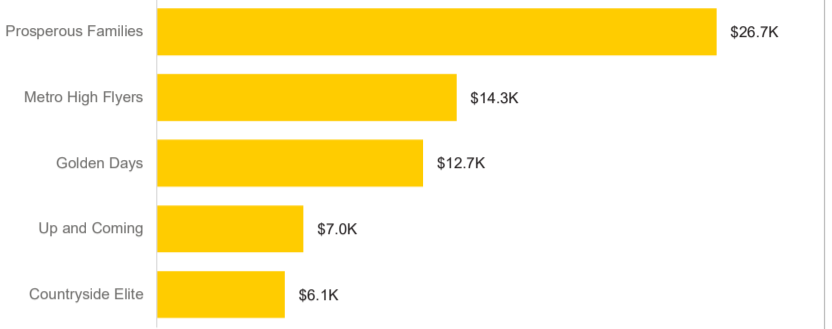
<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$11.5M Non-Tourists - Short Trip: \$2.1M Tourists - Day Trip Total: \$856.0K Non-Tourists - Regular/Routine Trips: \$577.0K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$46.8K Unique Customer Count, \$48.5K Trip Count Non-Tourists - Short Trip: \$20.7K Unique Customer Count, \$24.6K Trip Count Tourists - Day Trip Total: \$7.4K Unique Customer Count, \$7.8K Trip Count Non-Tourists - Regular/Routine Trips: \$1.5K Unique Customer Count, \$2.6K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$4.8M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: \$5.6K



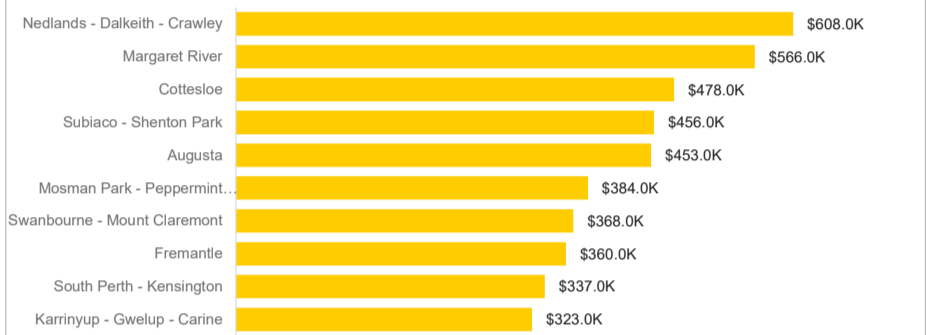
Top 5 customer segments by visitors spend



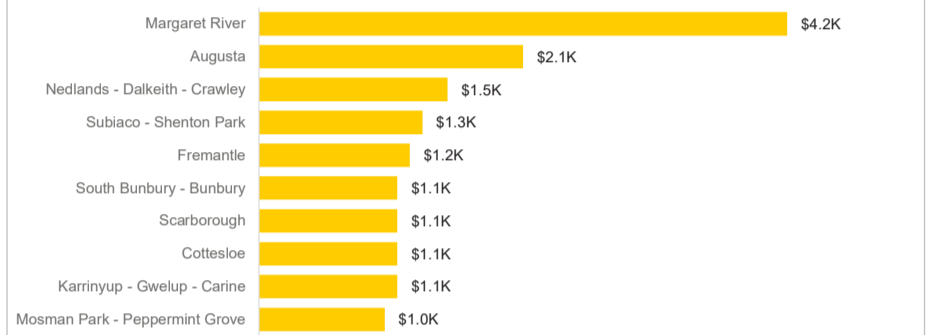
Top 5 customer segments by unique visitors count



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

December 2025

Sub-region

Dunsborough

Overview

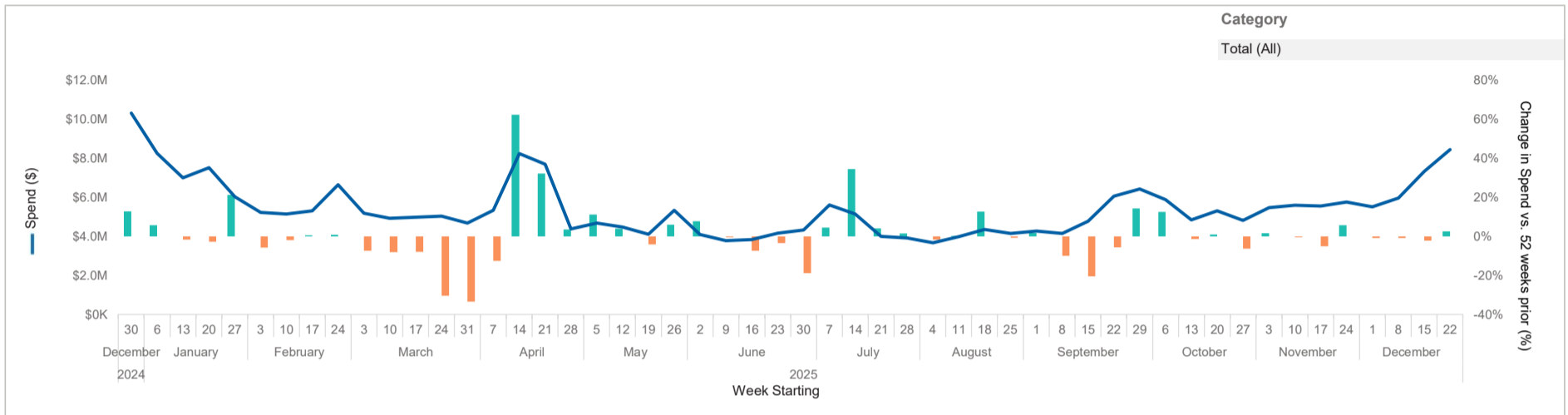
What are some of the key insights for the Dunsborough location for December 2025?

<p>Total spend \$32.7M</p> <p>↑ 3.9% .vs last year ↑ 7.0% Regional WA</p>	<p>Total customers 107K</p> <p>↑ 0.9% .vs last year</p>	<p>Visitor spend \$19.9M</p> <p>61% of total spend within Dunsborough during December 2025 are from Visitors</p>	<p>Total visitors 88K</p> <p>83% of total customers within Dunsborough during December 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for December 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

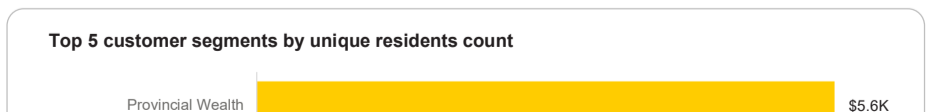
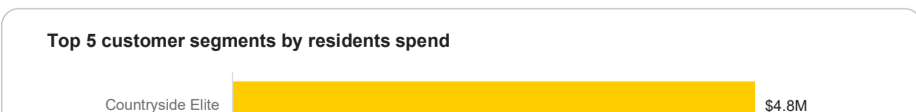
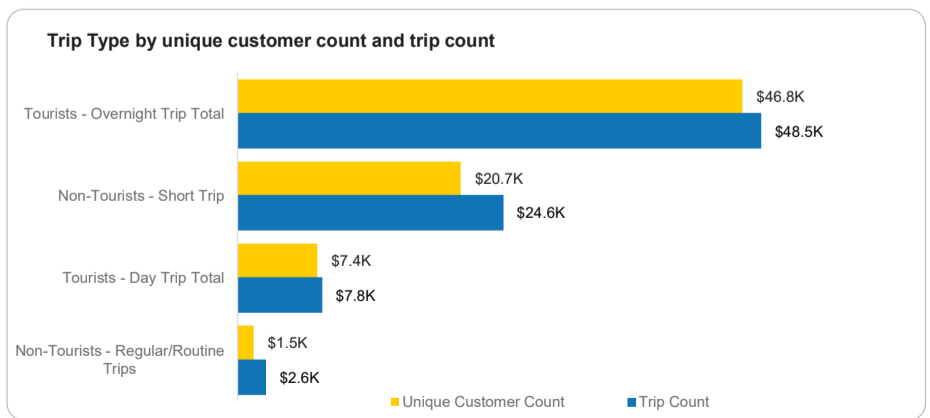
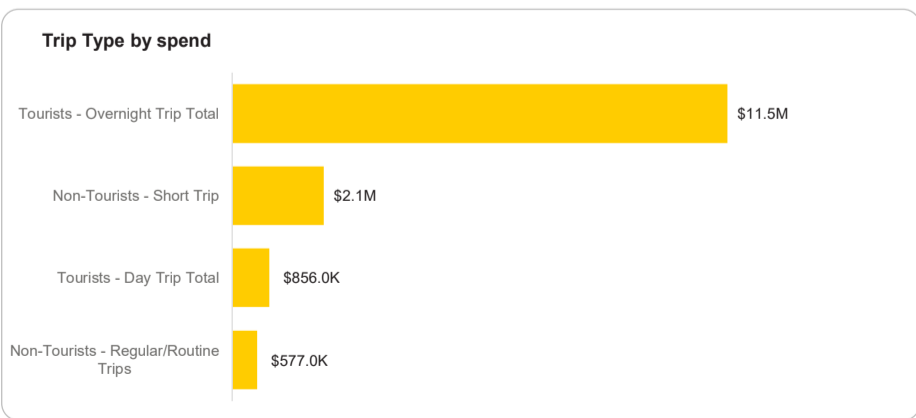
What are the key changes to category spend and visits in December 2025 versus the past year and Regional WA for the Dunsborough location?

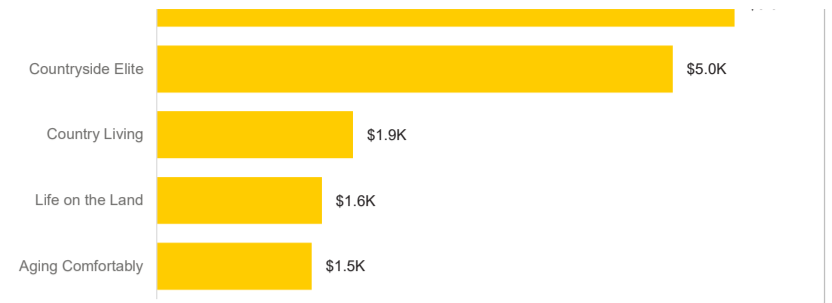
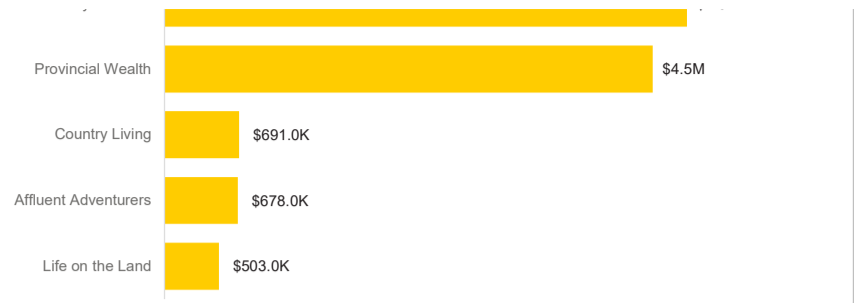
Category	Total		Visitors			Residents			
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	107.0K	↑ 0.9%		88.3K	↓ -0.1%		18.7K	↑ 5.9%	
Tourism and Entertainment	76.8K	↓ -0.4%		63.1K	↓ -1.2%		13.7K	↑ 3.5%	
Restaurants	38.5K	↓ -4.6%		30.8K	↓ -5.0%		7.7K	↓ -3.1%	
Cafes	27.4K	↓ -1.1%		21.0K	↓ -3.8%		6.4K	↑ 8.7%	
Pubs, Taverns and Bars	20.1K	↑ 12.0%		15.3K	↑ 8.7%		4.7K	↑ 24.0%	
Breweries and Wineries	16.1K	↑ 0.8%		14.0K	↑ 3.7%		2.1K	↓ -15.4%	
Takeaway and Fast Food Outlets	16.0K	↓ -3.4%		11.6K	↓ -5.9%		4.4K	↑ 4.0%	
Attractions, Events and Recreation	4.6K	↓ -4.6%		4.3K	↓ -1.8%		0.2K	↓ -37.9%	
Food Retailing	62.9K	↑ 1.8%		49.5K	↑ 0.8%		13.4K	↑ 5.8%	
Groceries and Other Food Retailing	48.3K	↑ 1.5%		37.7K	↑ 0.1%		10.6K	↑ 6.8%	
Supermarkets	38.5K	↑ 1.7%		27.7K	↑ 1.1%		10.8K	↑ 3.3%	
Discretionary Retail	27.9K	↑ 6.9%		18.7K	↑ 7.4%		9.1K	↑ 6.0%	
Other Discretionary Retail	22.9K	↑ 7.0%		14.4K	↑ 7.8%		8.5K	↑ 5.8%	
Department Stores, Clothing & Accessories	10.1K	↑ 11.6%		7.2K	↑ 11.1%		2.9K	↑ 12.9%	
Private Transport	17.2K	↓ -0.9%		10.4K	↓ -2.2%		6.8K	↑ 1.2%	
Accommodation - Instore	5.0K	↑ 4.9%		4.5K	↑ 1.5%		0.5K	↑ 52.2%	

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

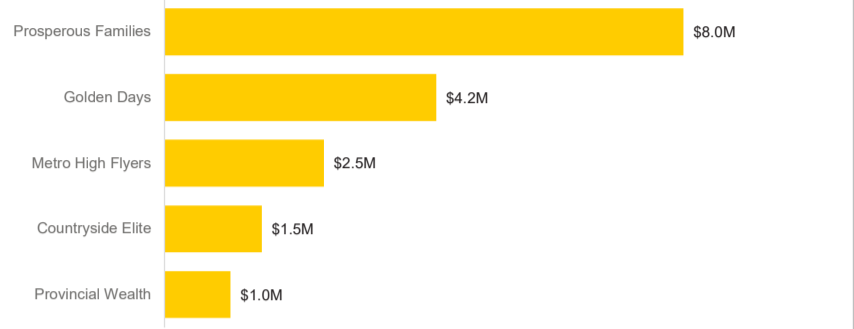
Trip Type, customer segments and source markets

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

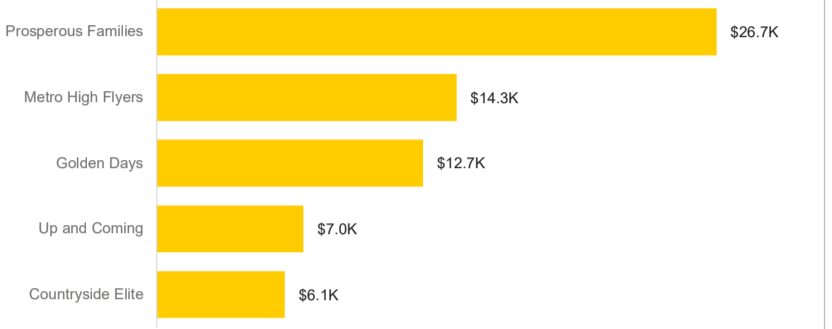




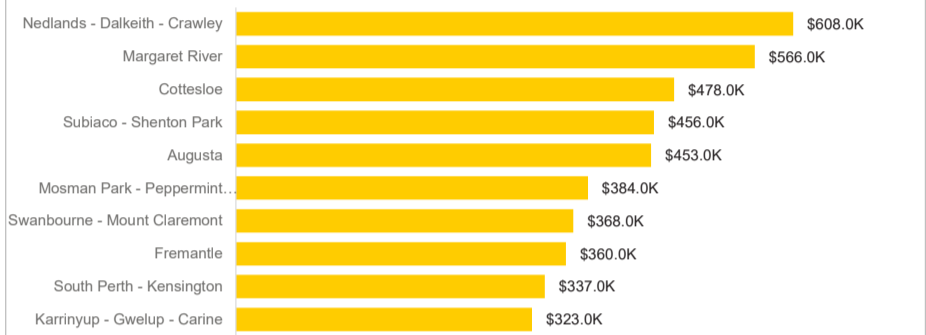
Top 5 customer segments by visitors spend



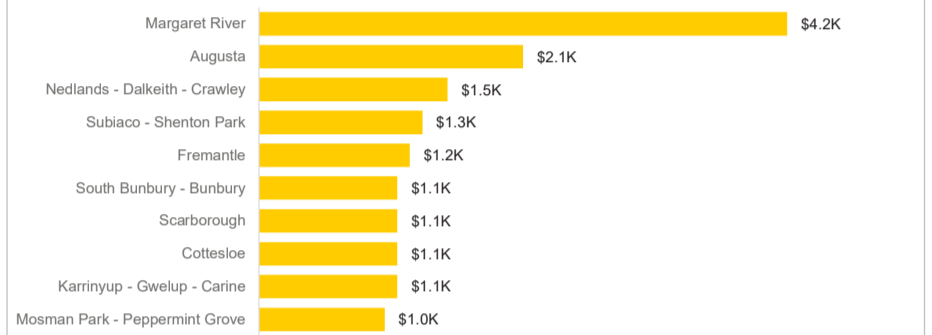
Top 5 customer segments by unique visitors count



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

December 2025

Sub-region

Dunsborough

Overview

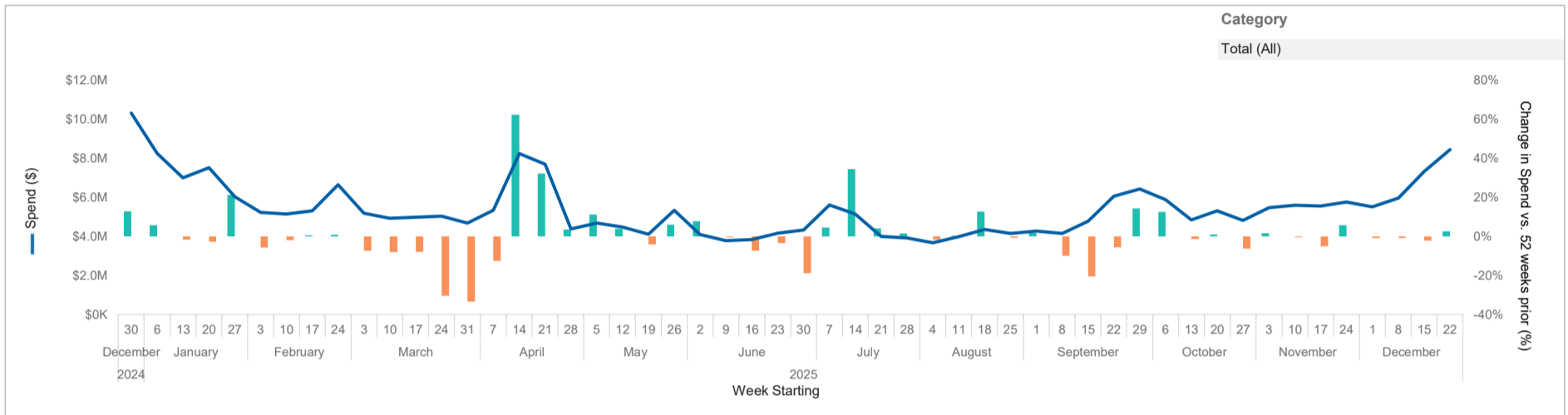
What are some of the key insights for the Dunsborough location for December 2025?

<p>Total spend \$32.7M</p> <p>↑ 3.9% .vs last year ↑ 7.0% Regional WA</p>	<p>Total customers 107K</p> <p>↑ 0.9% .vs last year</p>	<p>Visitor spend \$19.9M</p> <p>61% of total spend within Dunsborough during December 2025 are from Visitors</p>	<p>Total visitors 88K</p> <p>83% of total customers within Dunsborough during December 2025 are from Visitors</p>
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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

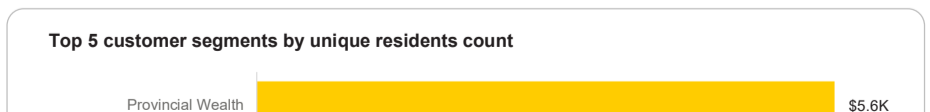
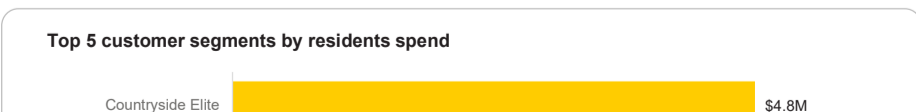
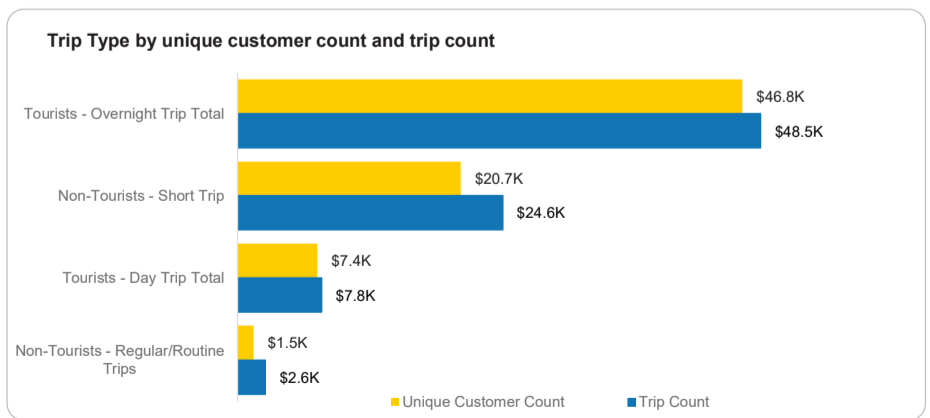
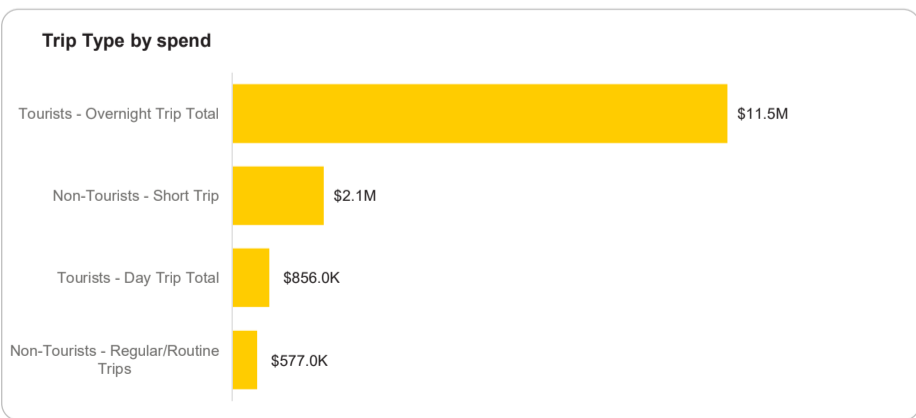
What are the key changes to category spend and visits in December 2025 versus the past year and Regional WA for the Dunsborough location?

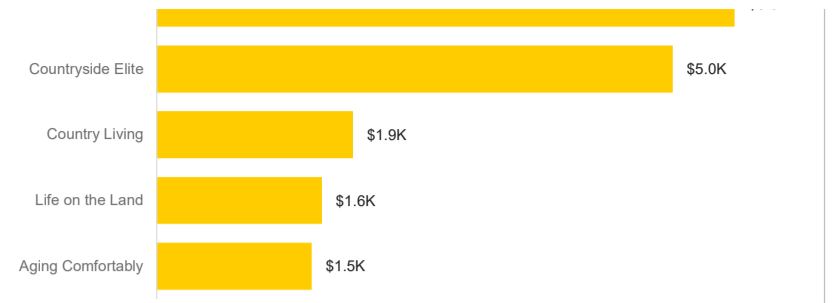
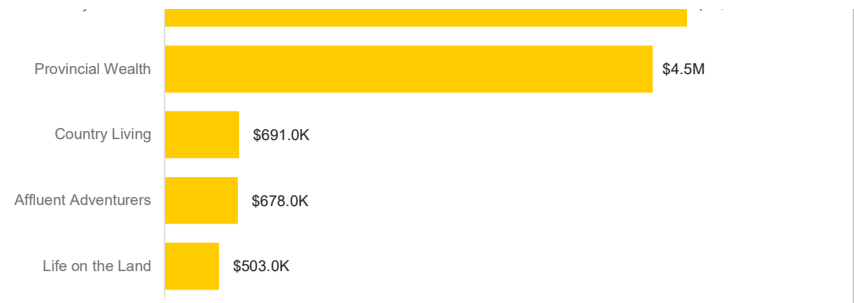
Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$305.70	↑ 2.9%		\$225.20	↑ 1.1%		\$686.10	↑ 2.6%	
Food Retailing	\$183.20	↑ 2.1%		\$114.10	↑ 2.9%		\$437.90	↓ -1.6%	
Supermarkets	\$183.30	↑ 0.8%		\$102.20	↑ 1.0%		\$391.30	↓ -0.5%	
Groceries and Other Food Retailing	\$92.60	↑ 4.6%		\$74.60	↑ 5.2%		\$156.70	↑ 0.9%	
Tourism and Entertainment	\$140.50	↓ -2.1%		\$132.50	↓ -3.8%		\$177.30	↑ 3.6%	
Restaurants	\$101.00	↓ -9.6%		\$98.50	↓ -11.8%		\$111.30	↓ -0.7%	
Cafes	\$74.00	↑ 10.4%		\$68.30	↑ 7.8%		\$92.60	↑ 14.7%	
Pubs, Taverns and Bars	\$100.20	↑ 5.8%		\$98.30	↑ 4.3%		\$106.20	↑ 10.6%	
Breweries and Wineries	\$122.20	↓ -6.5%		\$121.80	↓ -7.1%		\$125.00	↓ -2.4%	
Takeaway and Fast Food Outlets	\$35.40	↑ 0.1%		\$33.00	↓ -1.1%		\$41.50	↑ 1.1%	
Attractions, Events and Recreation	\$70.80	↑ 6.1%		\$68.70	↑ 6.4%		\$108.60	↑ 18.7%	
Discretionary Retail	\$178.30	↑ 4.3%		\$143.60	↑ 1.8%		\$249.60	↑ 7.7%	
Other Discretionary Retail	\$136.30	↑ 0.5%		\$100.00	↓ -2.4%		\$197.70	↑ 3.8%	
Department Stores, Clothing & Accessories	\$183.00	↑ 6.5%		\$174.10	↑ 3.2%		\$204.90	↑ 14.0%	
Private Transport	\$105.30	↑ 2.9%		\$73.90	↑ 5.8%		\$152.80	↓ -0.2%	
Accommodation - Instore	\$332.30	↑ 5.2%		\$342.60	↑ 9.0%		\$235.90	↓ -30.1%	

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

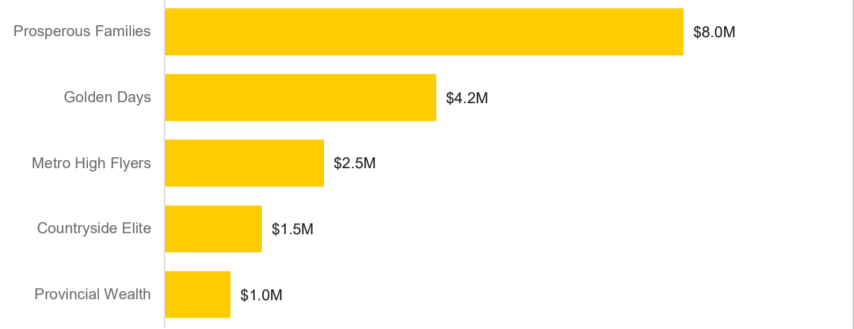
Trip Type, customer segments and source markets

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

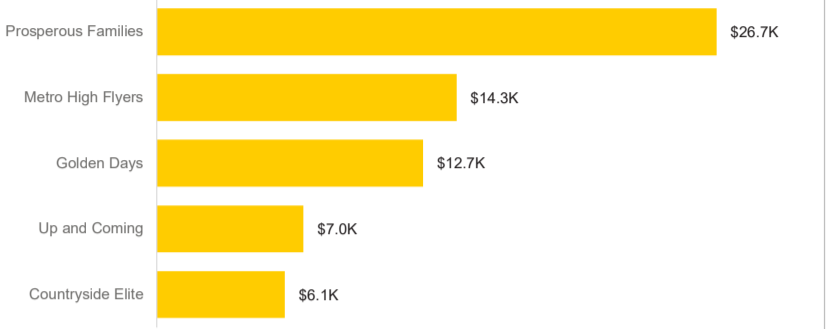




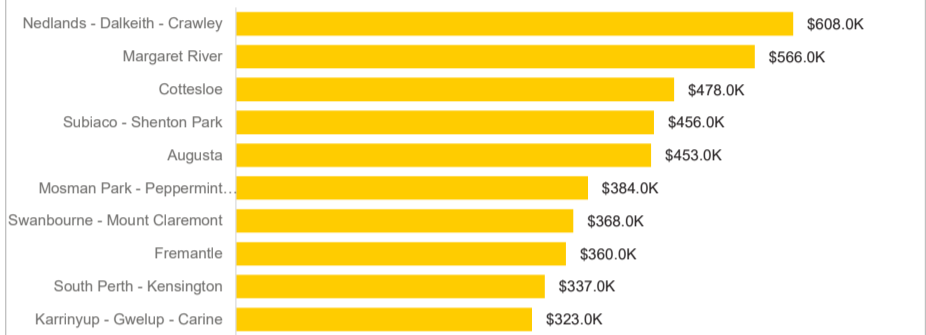
Top 5 customer segments by visitors spend



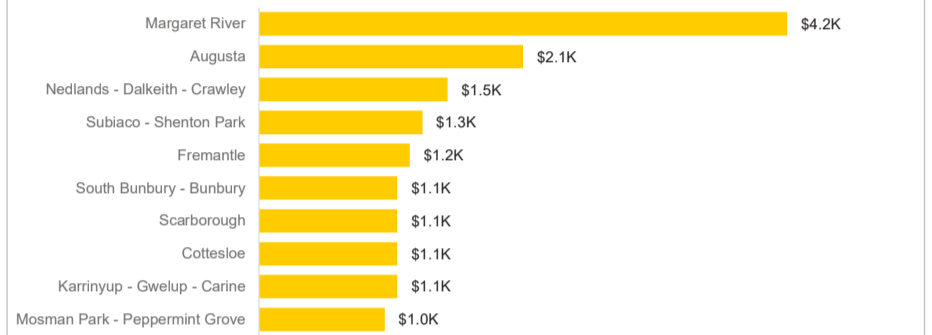
Top 5 customer segments by unique visitors count



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

December 2025

Sub-region

West Busselton

Overview

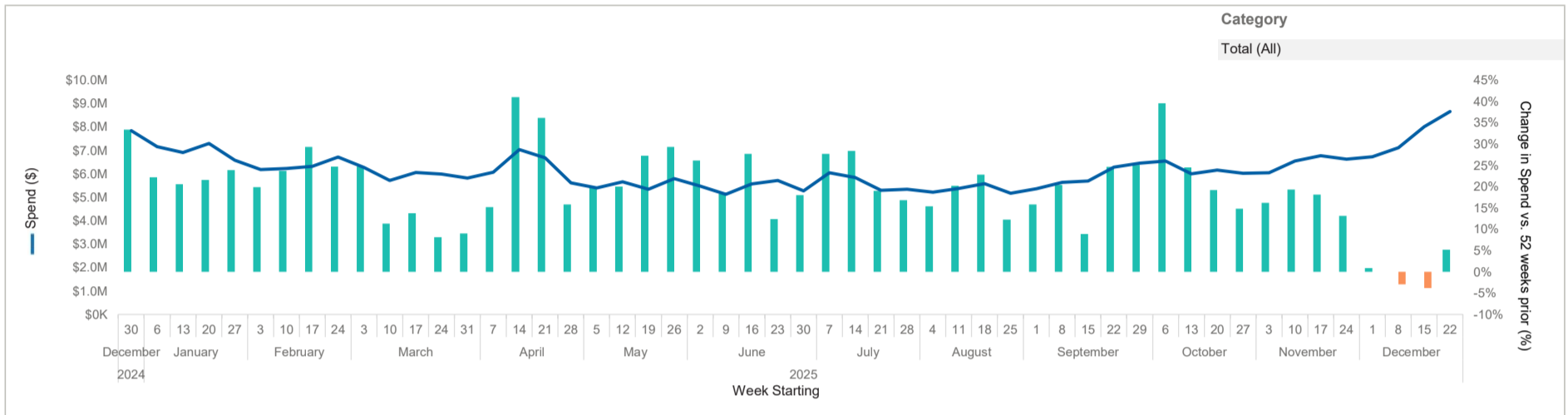
What are some of the key insights for the West Busselton location for December 2025?

<p>Total spend \$34.4M</p> <p>↑ 1.4% .vs last year ↑ 7.0% Regional WA</p>	<p>Total customers 119K</p> <p>↑ 5.3% .vs last year</p>	<p>Visitor spend \$15.2M</p> <p>44% of total spend within West Busselton during December 2025 are from Visitors</p>	<p>Total visitors 85K</p> <p>72% of total customers within West Busselton during December 2025 are from Visitors</p>
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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

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

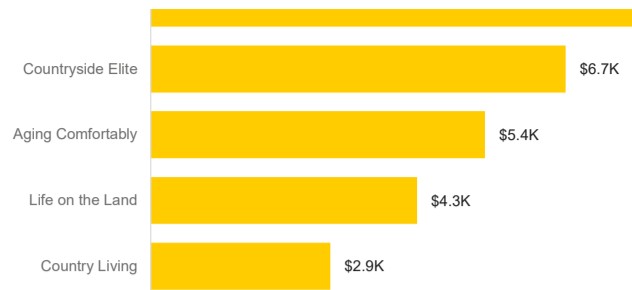
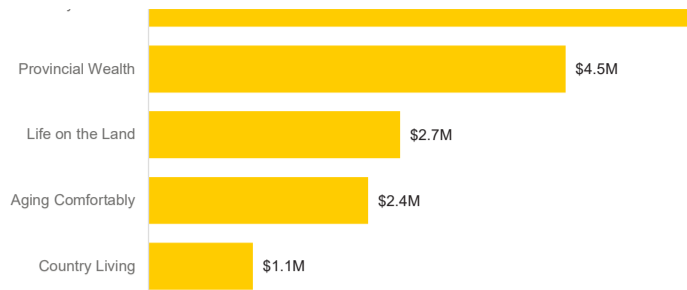
Category	Data representing Spend								
	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
Spend location		Regional WA	Spend location		Regional WA	Spend location		Regional WA	
Total	\$34.4M	↑ 1.4%	↑ 7.0%	\$15.2M	↑ 2.4%	↑ 6.5%	\$19.1M	↑ 0.6%	↑ 6.4%
Food Retailing	\$15.6M	↑ 6.8%	↑ 5.5%	\$5.9M	↑ 11.9%	↑ 5.7%	\$9.7M	↑ 3.9%	↑ 5.4%
Groceries and Other Food Retailing	\$8.0M	↑ 12.3%	↑ 9.4%	\$3.6M	↑ 21.3%	↑ 7.9%	\$4.4M	↑ 5.8%	↑ 11.8%
Supermarkets	\$7.5M	↑ 1.5%	↑ 4.0%	\$2.3M	↓ -0.3%	↑ 4.6%	\$5.3M	↑ 2.4%	↑ 3.7%
Discretionary Retail	\$8.1M	↓ -10.7%	↑ 7.9%	\$3.0M	↓ -9.3%	↑ 8.9%	\$5.1M	↓ -11.6%	↑ 7.8%
Private Transport	\$3.3M	↑ 5.7%	↑ 5.8%	\$1.6M	↑ 12.0%	↑ 7.0%	\$1.7M	↑ 0.2%	↑ 4.8%
Tourism and Entertainment	\$3.1M	↑ 9.6%	↑ 2.7%	\$1.5M	↑ 9.4%	↑ 3.0%	\$1.5M	↑ 9.8%	↑ 2.8%
Takeaway and Fast Food Outlets	\$1.4M	↑ 1.4%	↑ 4.2%	\$672K	↑ 4.6%	↑ 10.9%	\$771K	↓ -1.2%	↑ 4.7%
Restaurants	\$408K	↑ 18.4%	↑ 6.4%	\$173K	↑ 4.4%	↑ 3.4%	\$235K	↑ 31.3%	↑ 13.6%
Cafes	\$344K	↑ 99.6%	↑ 1.5%	\$171K	↑ 133.5%	↑ 3.0%	\$172K	↑ 74.5%	↑ 0.4%
Attractions, Events and Recreation	\$262K	↓ -5.3%	↑ 2.2%	\$155K	↓ -6.7%	↑ 0.9%	\$107K	↓ -3.0%	↓ -6.0%
Accommodation - Instore	\$2.1M	↓ -4.0%	↑ 0.6%	\$1.8M	↓ -9.7%	↓ -1.4%	\$262K	↑ 70.0%	↑ 4.2%

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

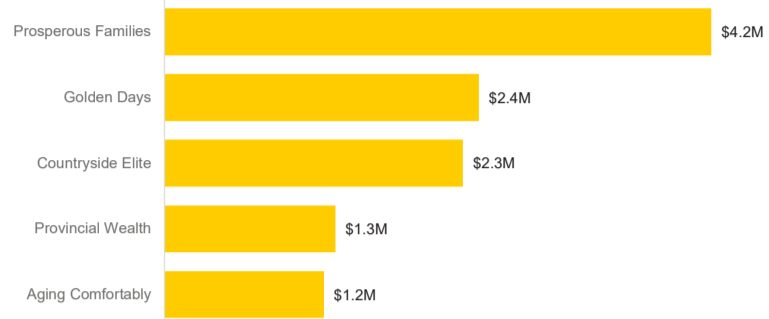
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What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during December 2025?

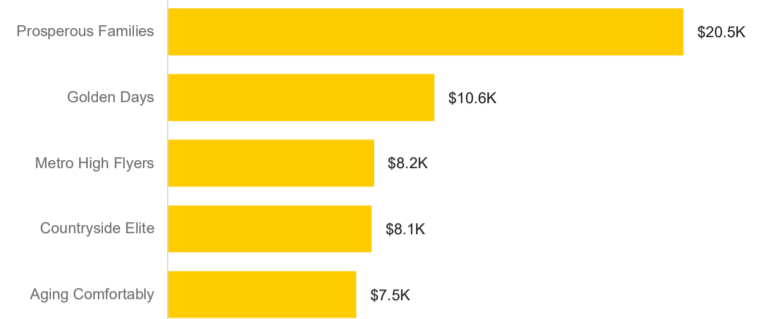
<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$5.8M Non-Tourists - Short Trip: \$4.2M Tourists - Day Trip Total: \$993.0K Non-Tourists - Regular/Routine Trips: \$735.0K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$37.3K Unique Customer Count, \$38.9K Trip Count Non-Tourists - Short Trip: \$31.8K Unique Customer Count, \$43.2K Trip Count Tourists - Day Trip Total: \$8.3K Unique Customer Count, \$9.6K Trip Count Non-Tourists - Regular/Routine Trips: \$2.7K Unique Customer Count, \$5.2K Trip Count
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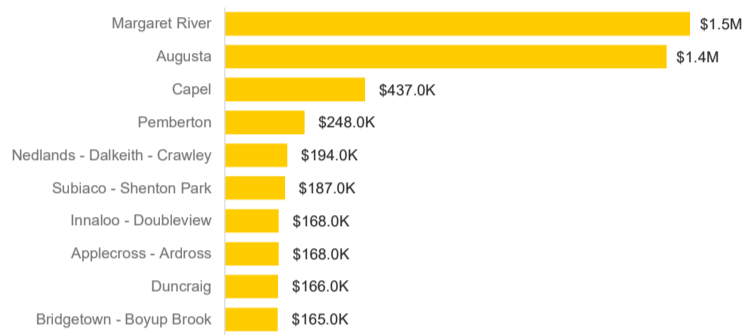
Top 5 customer segments by visitors spend



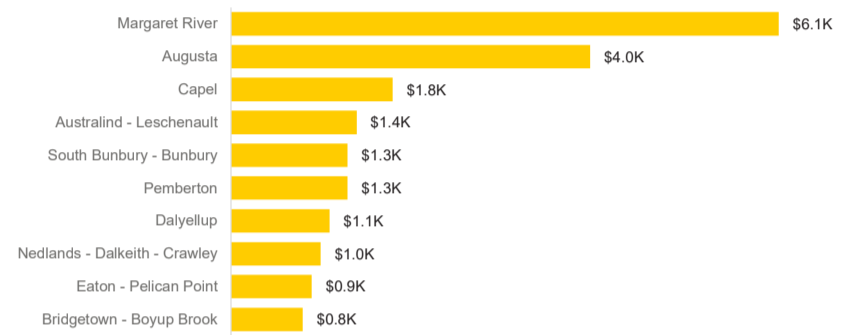
Top 5 customer segments by unique visitors count



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

December 2025

Sub-region

West Busselton

Overview

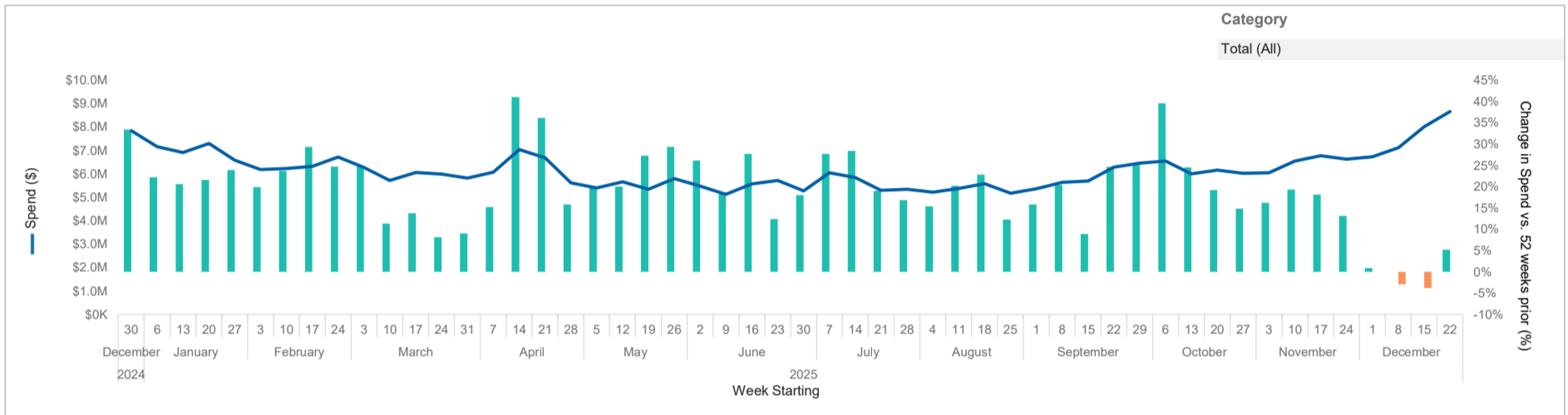
What are some of the key insights for the West Busselton location for December 2025?

<p>Total spend \$34.4M</p> <p>↑ 1.4% .vs last year ↑ 7.0% Regional WA</p>	<p>Total customers 119K</p> <p>↑ 5.3% .vs last year</p>	<p>Visitor spend \$15.2M</p> <p>44% of total spend within West Busselton during December 2025 are from Visitors</p>	<p>Total visitors 85K</p> <p>72% of total customers within West Busselton during December 2025 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for December 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 December 2025 versus the past year and Regional WA for the West Busselton location?

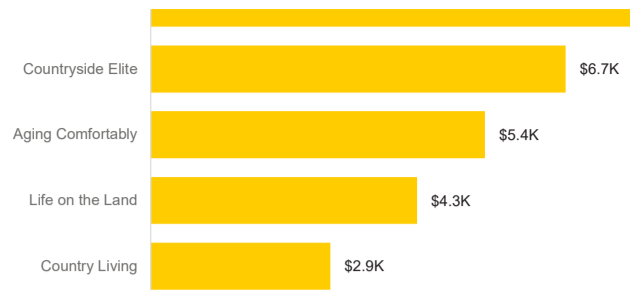
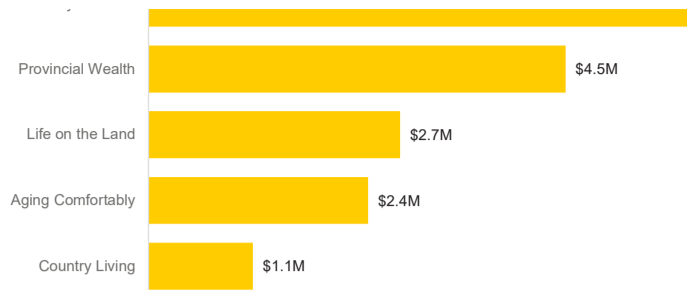
Category	Total		Visitors			Residents			
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	119.2K	↑ 5.3%		85.4K	↑ 5.9%		33.7K	↑ 3.7%	
Food Retailing	70.9K	↑ 6.3%		43.2K	↑ 8.4%		27.7K	↑ 3.2%	
Groceries and Other Food Retailing	49.2K	↑ 6.7%		29.1K	↑ 11.5%		20.1K	↑ 0.4%	
Supermarkets	46.4K	↑ 1.8%		24.0K	↑ 1.9%		22.4K	↑ 1.7%	
Discretionary Retail	50.1K	↑ 1.1%		25.3K	↓ -0.7%		24.8K	↑ 3.0%	
Tourism and Entertainment	46.7K	↑ 3.6%		28.4K	↑ 2.7%		18.3K	↑ 5.0%	
Takeaway and Fast Food Outlets	32.6K	↓ -0.4%		18.9K	↓ -0.4%		13.7K	↓ -0.5%	
Restaurants	7.8K	↑ 34.4%		3.4K	↑ 26.7%		4.5K	↑ 40.9%	
Cafes	7.8K	↑ 32.8%		4.0K	↑ 33.8%		3.7K	↑ 31.7%	
Attractions, Events and Recreation	4.9K	↓ -4.2%		2.8K	↓ -3.6%		2.1K	↓ -5.0%	
Private Transport	33.3K	↑ 7.4%		20.6K	↑ 10.4%		12.7K	↑ 2.9%	
Accommodation - Instore	6.8K	↑ 4.5%		4.8K	↓ -4.1%		2.0K	↑ 34.3%	

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

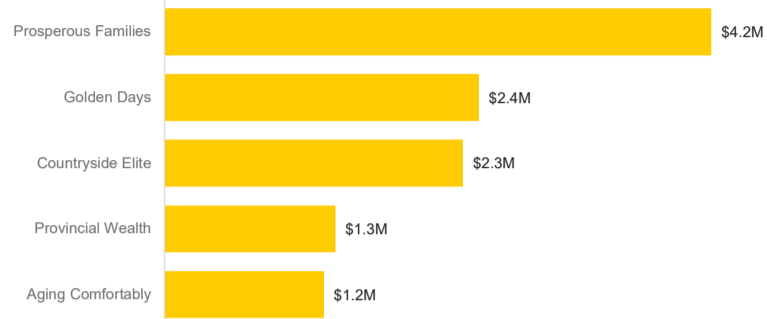
Trip Type, customer segments and source markets

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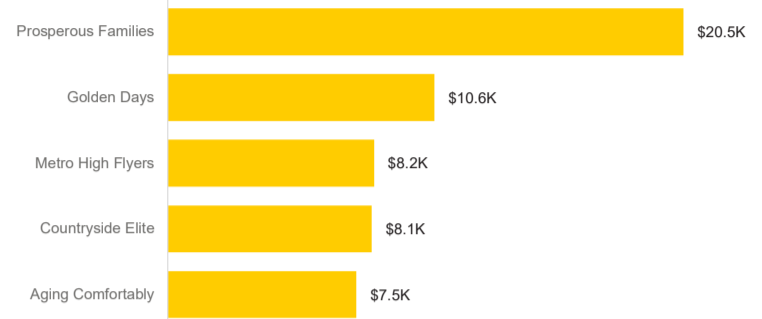
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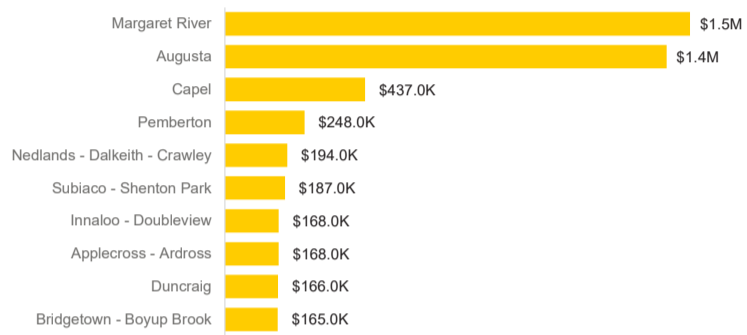
Top 5 customer segments by visitors spend



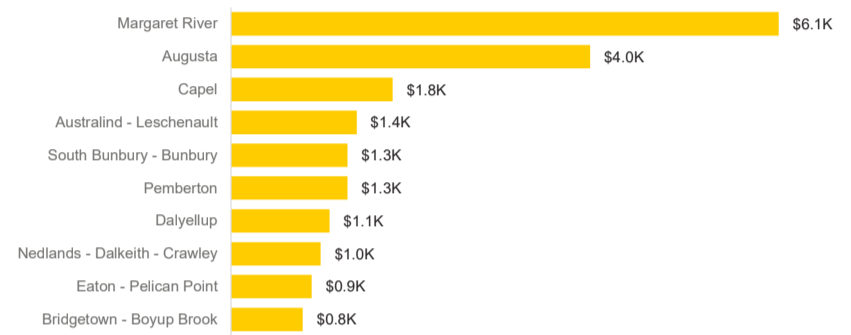
Top 5 customer segments by unique visitors count



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

December 2025

Sub-region

West Busselton

Overview

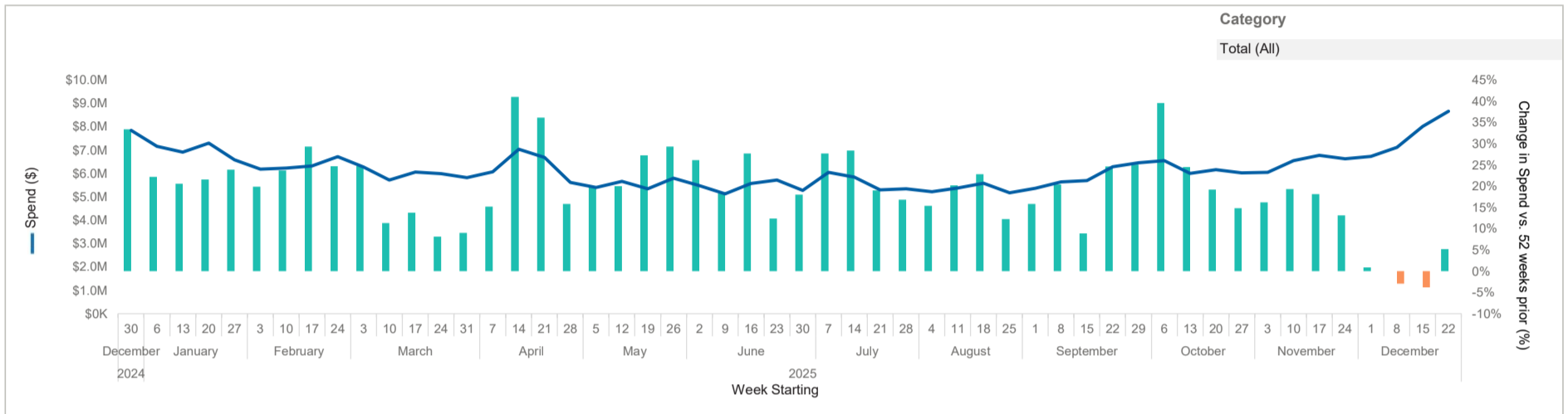
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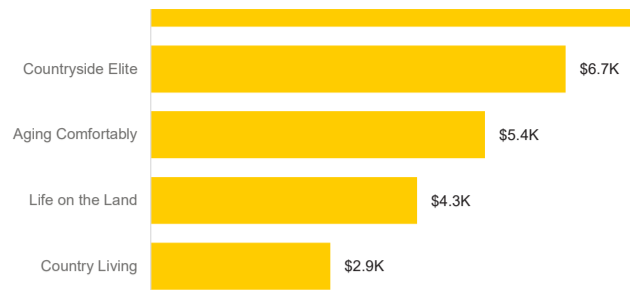
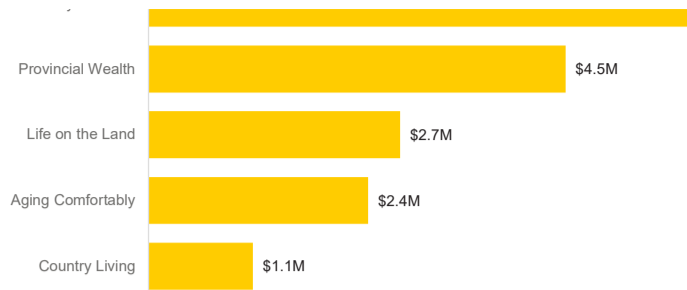
Category	Total		Visitors		Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year			
		Spend location	Regional WA		Spend location	Regional WA	Spend per customer	Spend location
Total	\$288.40	↓ -3.7%		\$178.50	↓ -3.3%		\$566.70	↓ -3.0%
Food Retailing	\$219.60	↑ 0.5%		\$136.40	↑ 3.2%		\$349.80	↑ 0.7%
Groceries and Other Food Retailing	\$163.20	↑ 5.2%		\$124.20	↑ 8.8%		\$219.60	↑ 5.4%
Supermarkets	\$162.50	↓ -0.3%		\$95.30	↓ -2.2%		\$234.70	↑ 0.6%
Discretionary Retail	\$162.00	↓ -11.7%		\$120.40	↓ -8.7%		\$204.50	↓ -14.2%
Private Transport	\$99.00	↓ -1.6%		\$79.20	↑ 1.5%		\$131.30	↓ -2.7%
Tourism and Entertainment	\$65.60	↑ 5.8%		\$54.40	↑ 6.5%		\$82.80	↑ 4.7%
Takeaway and Fast Food Outlets	\$44.30	↑ 1.8%		\$35.70	↑ 5.0%		\$56.10	↓ -0.7%
Restaurants	\$52.00	↓ -11.9%		\$51.10	↓ -17.6%		\$52.70	↓ -6.8%
Cafes	\$44.40	↑ 50.3%		\$42.60	↑ 74.5%		\$46.20	↑ 32.5%
Attractions, Events and Recreation	\$53.30	↓ -1.1%		\$54.90	↓ -3.3%		\$51.20	↑ 2.1%
Accommodation - Instore	\$305.80	↓ -8.1%		\$375.80	↓ -5.8%		\$133.60	↑ 26.6%

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

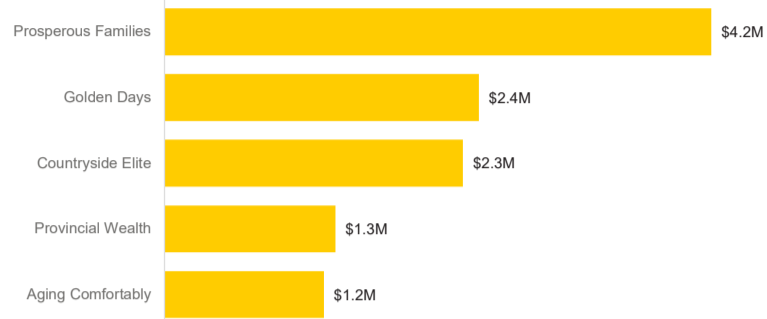
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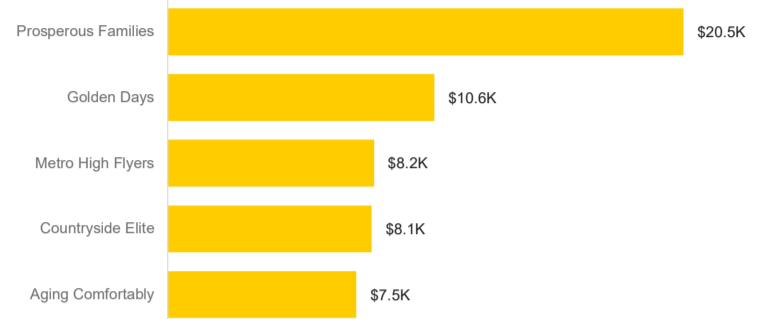
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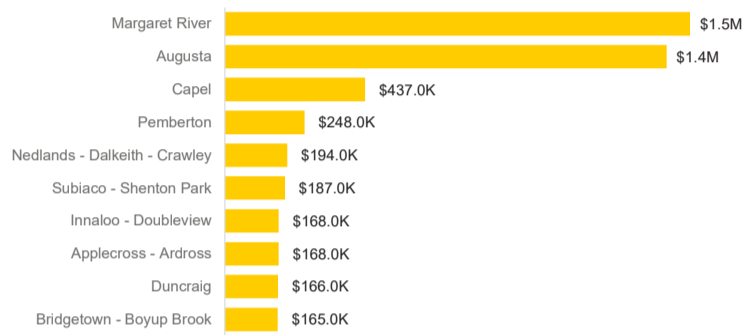
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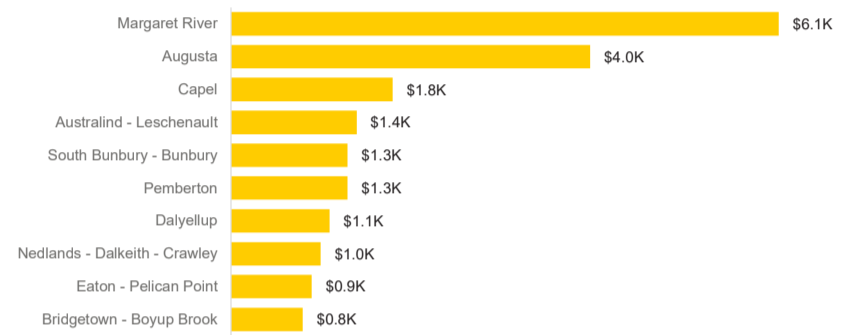
Top 5 customer segments by unique visitors count



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	01/12/2025	31/12/2025	52 weeks prior
Event length: 31 days, Category coverage Score*: 99.1%				

Overview

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

<p>Total spend</p> <p>\$132.9M</p> <p>↑ 6.0%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$66.5M</p> <p>↑ 3.9%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$121.6M</p> <p><i>91% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$11.3M</p> <p><i>9% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 December 2025 and 31 December 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Category coverage Score*: 99.1%
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Event period: Mon 01-Dec-25 - Wed 31-Dec-25 (31 days)
Benchmark period: Mon 02-Dec-24 - Wed 01-Jan-25 (31 days)

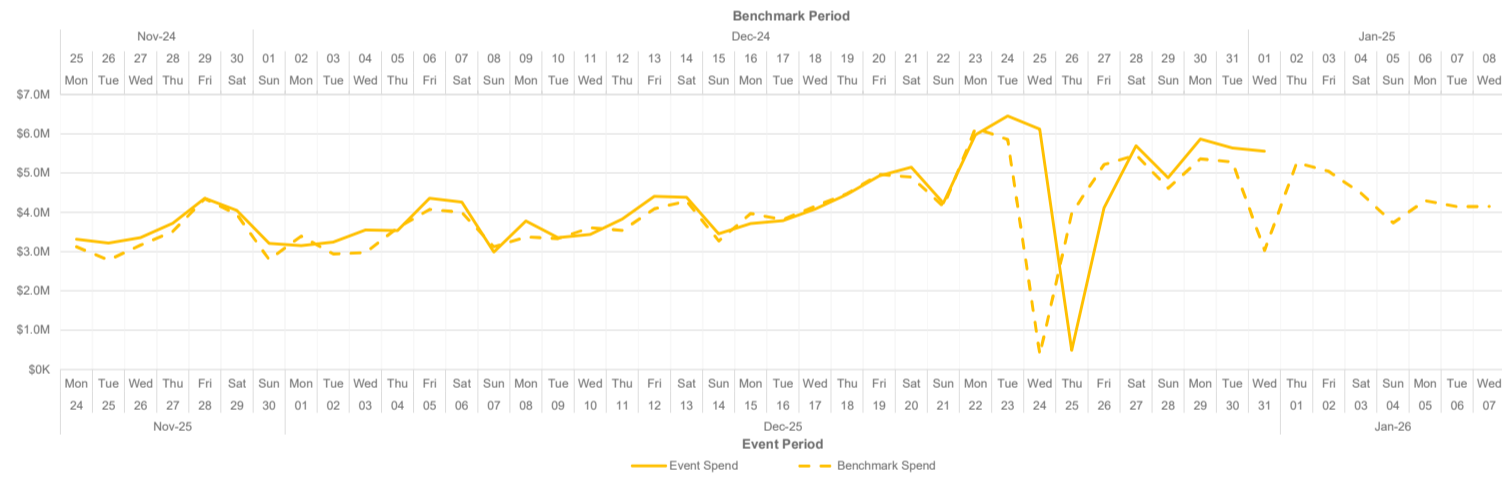
Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$121.6M	\$11.3M	\$66.5M	\$66.4M	\$132.9M	\$125.4M	↑ 6.0%	↑\$7.5M	↑ 3.9%	↑ 8.0%
Food Retailing	\$39.4M	\$3.4M	\$15.9M	\$26.9M	\$42.8M	\$40.7M	↑ 5.1%	↑\$2.1M	↑ 5.2%	↑ 5.0%
Supermarkets*			\$7.3M	\$17.2M	\$24.6M					
Groceries and Other Food Retailing			\$8.0M	\$8.8M	\$16.8M	\$15.5M	↑ 8.5%	↑\$1.3M	↑ 11.0%	↑ 6.4%
Discretionary Retail**	\$31.6M	\$564K	\$12.3M	\$19.9M	\$32.1M					
Other Discretionary Retail*			\$7.9M	\$14.2M	\$22.2M					
Department Stores, Clothing & Accessories**			\$4.2M	\$5.7M	\$10.0M					
Tourism and Entertainment	\$17.3M	\$5.2M	\$15.2M	\$7.3M	\$22.6M	\$22.0M	↑ 2.5%	↑\$545K	↑ 0.1%	↑ 7.8%
Restaurants	\$4.9M	\$1.9M	\$4.8M	\$2.0M	\$6.8M	\$7.2M	↓ -4.8%	-\$343K	↓ -8.6%	↑ 6.2%
Pubs, Taverns and Bars^	\$2.4M	\$1.8M	\$2.6M	\$1.6M	\$4.2M	\$3.8M	↑ 10.1%	↑\$384K	↑ 7.3%	↑ 14.8%
Cafes			\$2.6M	\$1.3M	\$3.9M	\$3.5M	↑ 10.3%	↑\$366K	↑ 8.9%	↑ 13.1%
Takeaway and Fast Food Outlets*	\$2.3M	\$971K	\$1.7M	\$1.6M	\$3.2M	\$3.0M	↑ 8.9%	↑\$265K	↑ 7.8%	↑ 6.2%
Breweries and Wineries**			\$2.3M	\$440K	\$2.8M					
Attractions, Events and Recreation^			\$1.3M	\$394K	\$1.7M					
Accommodation - Online					\$10.9M	\$11.0M	↓ -0.6%	-\$71K		
Private Transport			\$4.4M	\$5.9M	\$10.2M	\$9.3M	↑ 10.1%	↑\$935K	↑ 9.2%	↑ 10.7%
Accommodation - Instore*			\$3.6M	\$446K	\$4.0M	\$3.8M	↑ 6.0%	↑\$228K	↑ 13.9%	↑ 40.8%

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

Events Timeseries

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

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



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 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	\$4.4M	\$4.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 29-Nov-25	Sat 30-Nov-24	\$4.0M	\$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 30-Nov-25	Sun 01-Dec-24	\$3.2M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 01-Dec-25	Mon 02-Dec-24	\$3.2M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 02-Dec-25	Tue 03-Dec-24	\$3.2M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 03-Dec-25	Wed 04-Dec-24	\$3.6M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 04-Dec-25	Thu 05-Dec-24	\$3.5M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 05-Dec-25	Fri 06-Dec-24	\$4.4M	\$4.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 06-Dec-25	Sat 07-Dec-24	\$4.3M	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 07-Dec-25	Sun 08-Dec-24	\$3.0M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 08-Dec-25	Mon 09-Dec-24	\$3.8M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 09-Dec-25	Tue 10-Dec-24	\$3.4M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 10-Dec-25	Wed 11-Dec-24	\$3.4M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 11-Dec-25	Thu 12-Dec-24	\$3.8M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 12-Dec-25	Fri 13-Dec-24	\$4.4M	\$4.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 13-Dec-25	Sat 14-Dec-24	\$4.4M	\$4.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 14-Dec-25	Sun 15-Dec-24	\$3.5M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 15-Dec-25	Mon 16-Dec-24	\$3.7M	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 16-Dec-25	Tue 17-Dec-24	\$3.8M	\$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 17-Dec-25	Wed 18-Dec-24	\$4.1M	\$4.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 18-Dec-25	Thu 19-Dec-24	\$4.5M	\$4.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 19-Dec-25	Fri 20-Dec-24	\$4.9M	\$5.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 20-Dec-25	Sat 21-Dec-24	\$5.2M	\$4.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 21-Dec-25	Sun 22-Dec-24	\$4.2M	\$4.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 22-Dec-25	Mon 23-Dec-24	\$6.0M	\$6.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 23-Dec-25	Tue 24-Dec-24	\$6.5M	\$5.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 24-Dec-25	Wed 25-Dec-24	\$6.1M	\$3.78K
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 25-Dec-25	Thu 26-Dec-24	\$488K	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 26-Dec-25	Fri 27-Dec-24	\$4.1M	\$5.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 27-Dec-25	Sat 28-Dec-24	\$5.7M	\$5.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 28-Dec-25	Sun 29-Dec-24	\$4.9M	\$4.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 29-Dec-25	Mon 30-Dec-24	\$5.9M	\$5.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 30-Dec-25	Tue 31-Dec-24	\$5.0M	\$5.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 31-Dec-25	Wed 01-Jan-25	\$5.6M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 01-Jan-26	Thu 02-Jan-25		\$5.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 02-Jan-26	Fri 03-Jan-25		\$5.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 03-Jan-26	Sat 04-Jan-25		\$4.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 04-Jan-26	Sun 05-Jan-25		\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 05-Jan-26	Mon 06-Jan-25		\$4.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 06-Jan-26	Tue 07-Jan-25		\$4.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 07-Jan-26	Wed 08-Jan-25		\$4.2M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Busselton	01/12/2025	31/12/2025	52 weeks prior
Event length: 31 days, Category coverage Score*: 90.1%				

Overview

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

<p>Total spend</p> <p>\$54.7M</p> <p>↑ 12.5%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$20.5M</p> <p>↑ 13.9%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$50.0M</p> <p><i>91% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$4.7M</p> <p><i>9% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 December 2025 and 31 December 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Category coverage Score*: 90.1%

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

Event period: Mon 01-Dec-25 - Wed 31-Dec-25 (31 days)

Benchmark period: Mon 02-Dec-24 - Wed 01-Jan-25 (31 days)

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$50.0M	\$4.7M	\$20.5M	\$34.2M	\$54.7M	\$48.6M	↑ 12.5%	↑\$6.1M	↑ 13.9%	↑ 11.6%
Discretionary Retail**	\$18.8M	\$268K	\$6.6M	\$12.5M	\$19.0M					
Other Discretionary Retail*			\$5.1M	\$10.0M	\$15.1M					
Department Stores, Clothing & Accessories**			\$1.4M	\$2.6M	\$4.0M					
Food Retailing**	\$14.2M	\$1.5M	\$4.1M	\$11.6M	\$15.7M					
Supermarkets*			\$2.5M	\$8.2M	\$10.8M					
Groceries and Other Food Retailing**			\$1.5M	\$2.8M	\$4.3M					
Tourism and Entertainment	\$6.4M	\$2.1M	\$5.3M	\$3.3M	\$8.5M	\$7.9M	↑ 8.1%	↑\$638K	↑ 9.7%	↑ 5.4%
Restaurants	\$1.8M	\$721K	\$1.6M	\$897K	\$2.5M	\$2.3M	↑ 11.9%	↑\$268K	↑ 13.0%	↑ 9.5%
Pubs, Taverns and Bars**	\$994K	\$575K	\$767K	\$802K	\$1.6M					
Cafes**			\$932K	\$541K	\$1.5M					
Takeaway and Fast Food Outlets**	\$755K	\$323K	\$523K	\$558K	\$1.1M					
Attractions, Events and Recreation**					\$339K					
Private Transport			\$2.0M	\$3.2M	\$5.1M	\$4.3M	↑ 17.8%	↑\$774K	↑ 13.4%	↑ 21.0%
Accommodation - Instore*					\$247K					

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

Events Timeseries

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

Date Extender (Max 7 Days)

Category

Time of Day

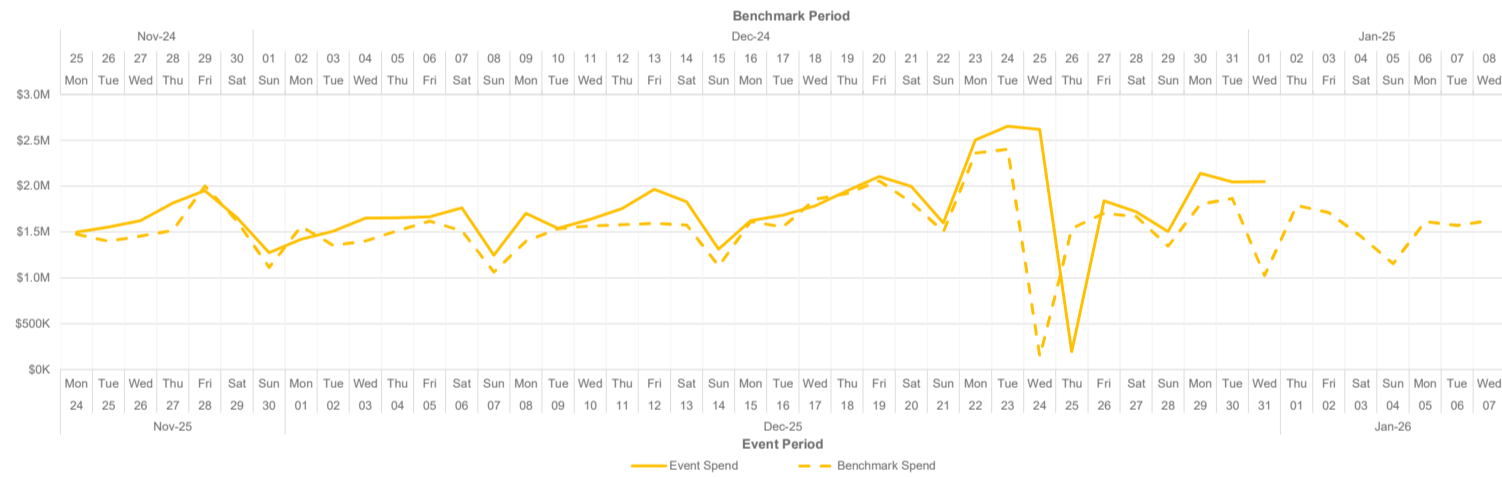
Customer Type

7

Total (All)

Total

All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 24-Nov-25	Mon 25-Nov-24	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 25-Nov-25	Tue 26-Nov-24	\$1.6M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 26-Nov-25	Wed 27-Nov-24	\$1.6M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 27-Nov-25	Thu 28-Nov-24	\$1.8M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 28-Nov-25	Fri 29-Nov-24	\$2.0M	\$2.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 29-Nov-25	Sat 30-Nov-24	\$1.7M	\$1.8M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 30-Nov-25	Sun 01-Dec-24	\$1.3M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 01-Dec-25	Mon 02-Dec-24	\$1.4M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 02-Dec-25	Tue 03-Dec-24	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 03-Dec-25	Wed 04-Dec-24	\$1.7M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 04-Dec-25	Thu 05-Dec-24	\$1.7M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 05-Dec-25	Fri 06-Dec-24	\$1.7M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 06-Dec-25	Sat 07-Dec-24	\$1.8M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 07-Dec-25	Sun 08-Dec-24	\$1.2M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 08-Dec-25	Mon 09-Dec-24	\$1.7M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 09-Dec-25	Tue 10-Dec-24	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 10-Dec-25	Wed 11-Dec-24	\$1.6M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 11-Dec-25	Thu 12-Dec-24	\$1.6M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 12-Dec-25	Fri 13-Dec-24	\$2.0M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 13-Dec-25	Sat 14-Dec-24	\$1.8M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 14-Dec-25	Sun 15-Dec-24	\$1.3M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 15-Dec-25	Mon 16-Dec-24	\$1.6M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 16-Dec-25	Tue 17-Dec-24	\$1.7M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 17-Dec-25	Wed 18-Dec-24	\$1.8M	\$1.9M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 18-Dec-25	Thu 19-Dec-24	\$2.0M	\$1.9M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 19-Dec-25	Fri 20-Dec-24	\$2.1M	\$2.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 20-Dec-25	Sat 21-Dec-24	\$2.0M	\$1.8M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 21-Dec-25	Sun 22-Dec-24	\$1.6M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 22-Dec-25	Mon 23-Dec-24	\$2.5M	\$2.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 23-Dec-25	Tue 24-Dec-24	\$2.7M	\$2.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 24-Dec-25	Wed 25-Dec-24	\$2.8M	\$143K
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 25-Dec-25	Thu 26-Dec-24	\$195K	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 26-Dec-25	Fri 27-Dec-24	\$1.8M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 27-Dec-25	Sat 28-Dec-24	\$1.7M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 28-Dec-25	Sun 29-Dec-24	\$1.5M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 29-Dec-25	Mon 30-Dec-24	\$2.1M	\$1.8M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 30-Dec-25	Tue 31-Dec-24	\$2.0M	\$1.9M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 01-Jan-26	Wed 01-Jan-25	\$2.0M	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 02-Jan-26	Thu 02-Jan-25		\$1.8M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 03-Jan-26	Fri 03-Jan-25		\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 04-Jan-26	Sat 04-Jan-25		\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 05-Jan-26	Sun 05-Jan-25		\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 06-Jan-26	Mon 06-Jan-25		\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 07-Jan-26	Tue 07-Jan-25		\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 08-Jan-26	Wed 08-Jan-25		\$1.6M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Dunsborough	01/12/2025	31/12/2025	52 weeks prior

Event length: 31 days, Category coverage Score*: 96.0%

Overview

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

Total spend

\$32.7M

↑ 2.9%

uplift compared to Benchmark Period

Visitor spend

\$19.9M

↓ -0.8%

uplift compared to Benchmark Period

Day spend

\$29.1M

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

Night spend

\$3.6M

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

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

Category Summary

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

Category coverage Score*: 96.0%

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

Event period: Mon 01-Dec-25 - Wed 31-Dec-25 (31 days)
Benchmark period: Mon 02-Dec-24 - Wed 01-Jan-25 (31 days)

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$29.1M	\$3.6M	\$19.9M	\$12.8M	\$32.7M	\$31.8M	↑ 2.9%	↑\$917K	↓ -0.8%	↑ 9.3%
Food Retailing**	\$10.4M	\$1.1M	\$5.6M	\$5.9M	\$11.5M					
Supermarkets*			\$2.7M	\$4.0M	\$6.7M					
Groceries and Other Food Retailing*			\$2.8M	\$1.7M	\$4.5M					
Tourism and Entertainment	\$8.6M	\$2.2M	\$8.4M	\$2.4M	\$10.8M	\$11.2M	↓ -3.7%	-\$414K	↓ -6.6%	↑ 7.9%
Restaurants*	\$2.9M	\$981K	\$3.0M	\$860K	\$3.9M					
Cafes			\$1.4M	\$595K	\$2.0M	\$1.9M	↑ 6.5%	↑\$123K	↑ 0.9%	↑ 23.7%
Pubs, Taverns and Bars*	\$1.1M	\$925K	\$1.5M	\$505K	\$2.0M					
Breweries and Wineries**			\$1.7M	\$245K	\$1.9M					
Takeaway and Fast Food Outlets**	\$415K	\$146K			\$561K					
Attractions, Events and Recreation**					\$300K					
Discretionary Retail*			\$2.5M	\$2.1M	\$4.7M					
Other Discretionary Retail**			\$1.3M	\$1.5M	\$2.8M					
Department Stores, Clothing & Accessories**			\$1.1M	\$520K	\$1.6M					
Private Transport			\$770K	\$1.0M	\$1.8M	\$1.8M	↓ -0.6%	-\$11K	↓ -1.9%	↑ 0.4%
Accommodation - Instore**					\$1.6M					

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

Events Timeseries

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

Date Extender (Max 7 Days)

Category

Time of Day

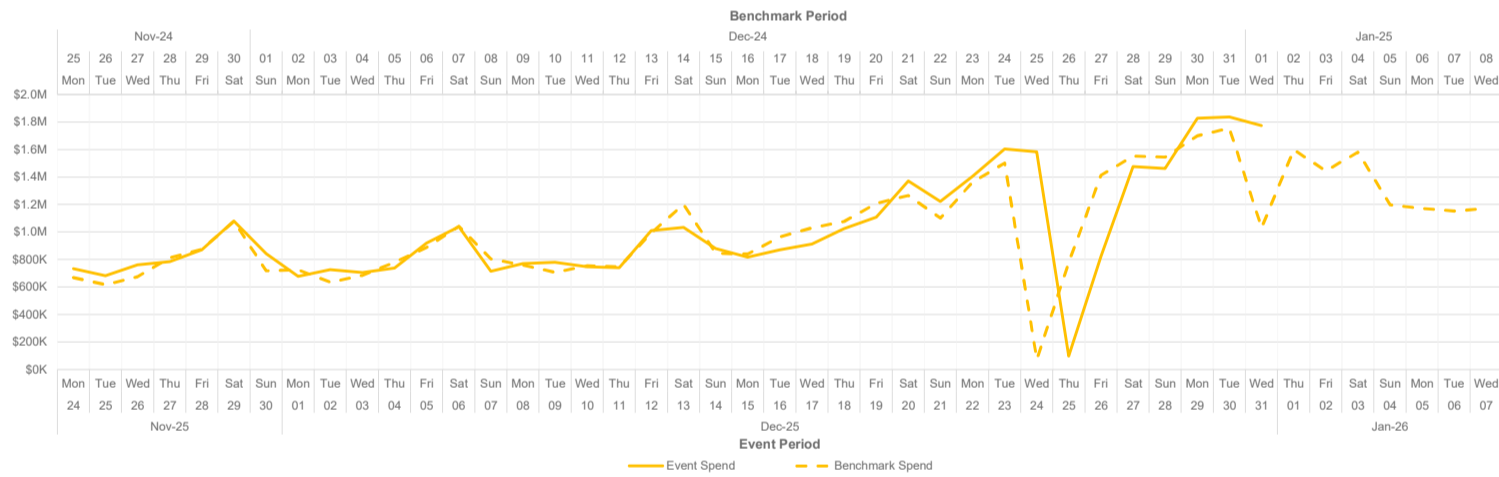
Customer Type

7

Total (All)

Total

All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 24-Nov-25	Mon 25-Nov-24	\$734K	\$668K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 25-Nov-25	Tue 26-Nov-24	\$682K	\$617K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 26-Nov-25	Wed 27-Nov-24	\$761K	\$675K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 27-Nov-25	Thu 28-Nov-24	\$784K	\$813K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 28-Nov-25	Fri 29-Nov-24	\$871K	\$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	\$843K	\$718K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 01-Dec-25	Mon 02-Dec-24	\$678K	\$726K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 02-Dec-25	Tue 03-Dec-24	\$726K	\$635K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 03-Dec-25	Wed 04-Dec-24	\$706K	\$685K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 04-Dec-25	Thu 05-Dec-24	\$738K	\$780K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 05-Dec-25	Fri 06-Dec-24	\$920K	\$888K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 06-Dec-25	Sat 07-Dec-24	\$1.0M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 07-Dec-25	Sun 08-Dec-24	\$714K	\$905K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 08-Dec-25	Mon 09-Dec-24	\$771K	\$759K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 09-Dec-25	Tue 10-Dec-24	\$780K	\$707K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 10-Dec-25	Wed 11-Dec-24	\$748K	\$755K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 11-Dec-25	Thu 12-Dec-24	\$740K	\$746K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 12-Dec-25	Fri 13-Dec-24	\$1.0M	\$996K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 13-Dec-25	Sat 14-Dec-24	\$1.0M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 14-Dec-25	Sun 15-Dec-24	\$880K	\$845K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 15-Dec-25	Mon 16-Dec-24	\$817K	\$841K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 16-Dec-25	Tue 17-Dec-24	\$870K	\$964K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 17-Dec-25	Wed 18-Dec-24	\$912K	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 18-Dec-25	Thu 19-Dec-24	\$1.0M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 19-Dec-25	Fri 20-Dec-24	\$1.1M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 20-Dec-25	Sat 21-Dec-24	\$1.4M	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 21-Dec-25	Sun 22-Dec-24	\$1.2M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 22-Dec-25	Mon 23-Dec-24	\$1.4M	\$1.4M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 23-Dec-25	Tue 24-Dec-24	\$1.6M	\$1.5M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 24-Dec-25	Wed 25-Dec-24	\$1.6M	\$74K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 25-Dec-25	Thu 26-Dec-24	\$98K	\$783K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 26-Dec-25	Fri 27-Dec-24	\$823K	\$1.4M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 27-Dec-25	Sat 28-Dec-24	\$1.5M	\$1.6M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 28-Dec-25	Sun 29-Dec-24	\$1.5M	\$1.5M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 29-Dec-25	Mon 30-Dec-24	\$1.8M	\$1.7M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 30-Dec-25	Tue 31-Dec-24	\$1.8M	\$1.8M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 01-Jan-26	Wed 01-Jan-25	\$1.8M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 02-Jan-26	Thu 02-Jan-25		\$1.6M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 03-Jan-26	Fri 03-Jan-25		\$1.4M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 04-Jan-26	Sat 04-Jan-25		\$1.6M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 05-Jan-26	Sun 05-Jan-25		\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 06-Jan-26	Mon 06-Jan-25		\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 07-Jan-26	Tue 07-Jan-25		\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 08-Jan-26	Wed 08-Jan-25		\$1.2M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	West Busselton	01/12/2025	31/12/2025	52 weeks prior
Event length: 31 days, Category coverage Score*: 96.0%				

Overview

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

<p>Total spend</p> <p>\$34.4M</p> <p>↑ 1.5%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$15.2M</p> <p>↑ 1.6%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$31.3M</p> <p><i>91% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$3.0M</p> <p><i>9% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 December 2025 and 31 December 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?

Category coverage Score*: 96.0%
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Event period: Mon 01-Dec-25 - Wed 31-Dec-25 (31 days)
Benchmark period: Mon 02-Dec-24 - Wed 01-Jan-25 (31 days)

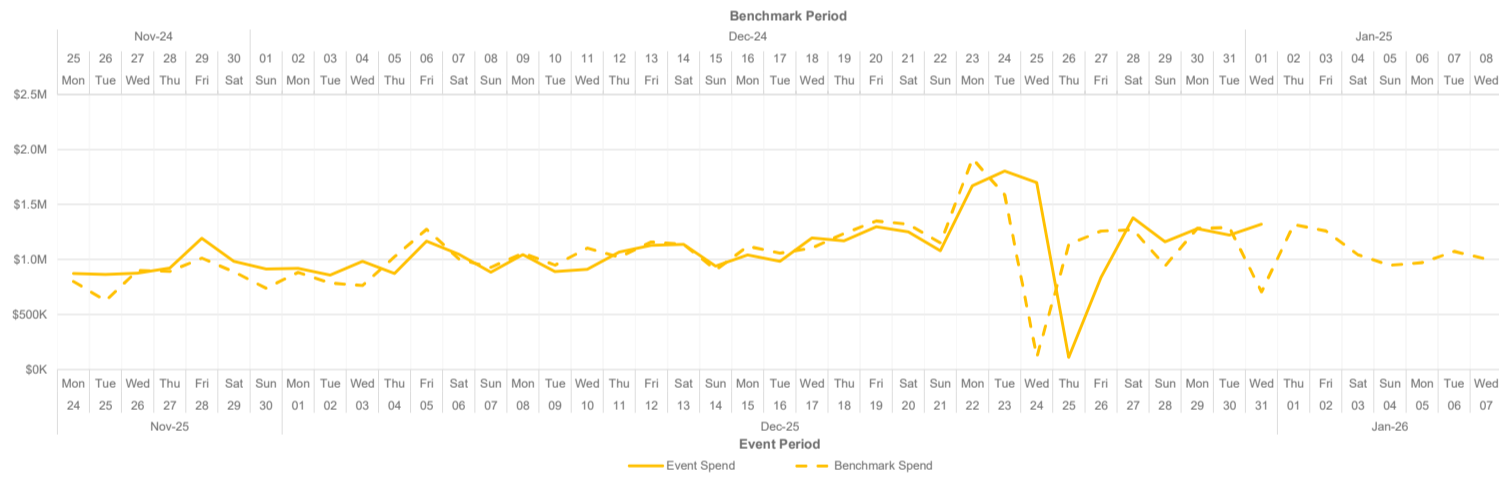
Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$31.3M	\$3.0M	\$15.2M	\$19.1M	\$34.4M	\$33.9M	↑ 1.5%	↑\$498K	↑ 1.6%	↑ 1.3%
Food Retailing*	\$14.6M	\$998K	\$5.9M	\$9.7M	\$15.6M					
Groceries and Other Food Retailing*			\$3.6M	\$4.4M	\$8.0M					
Supermarkets*			\$2.1M	\$5.0M	\$7.1M					
Discretionary Retail**	\$7.4M	\$386K	\$2.9M	\$4.9M	\$7.7M					
Private Transport			\$1.6M	\$1.7M	\$3.3M	\$3.1M	↑ 5.2%	↑\$164K	↑ 10.1%	↑ 0.8%
Tourism and Entertainment	\$2.1M	\$930K	\$1.5M	\$1.5M	\$3.1M	\$2.8M	↑ 9.5%	↑\$266K	↑ 7.9%	↑ 11.5%
Takeaway and Fast Food Outlets*	\$982K	\$461K	\$672K	\$772K	\$1.4M	\$1.4M	↑ 1.1%	↑\$15K	↑ 2.1%	↑ 3.3%
Restaurants*			\$166K	\$242K	\$408K	\$343K	↑ 19.0%	↑\$65K	↑ 15.4%	↑ 42.5%
Cafes**			\$155K	\$162K	\$317K					
Attractions, Events and Recreation**			\$144K	\$97K	\$241K					
Accommodation - Instore**			\$1.8M	\$267K	\$2.1M					

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

Events Timeseries

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

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



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 24-Nov-25	Mon 25-Nov-24	\$874K	\$801K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 25-Nov-25	Tue 26-Nov-24	\$864K	\$626K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 26-Nov-25	Wed 27-Nov-24	\$876K	\$899K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 27-Nov-25	Thu 28-Nov-24	\$921K	\$893K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 28-Nov-25	Fri 29-Nov-24	\$1.2M	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 29-Nov-25	Sat 30-Nov-24	\$983K	\$888K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 30-Nov-25	Sun 01-Dec-24	\$914K	\$739K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 01-Dec-25	Mon 02-Dec-24	\$918K	\$884K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 02-Dec-25	Tue 03-Dec-24	\$858K	\$786K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 03-Dec-25	Wed 04-Dec-24	\$984K	\$764K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 04-Dec-25	Thu 05-Dec-24	\$872K	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 05-Dec-25	Fri 06-Dec-24	\$1.2M	\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 06-Dec-25	Sat 07-Dec-24	\$1.0M	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 07-Dec-25	Sun 08-Dec-24	\$884K	\$929K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 08-Dec-25	Mon 09-Dec-24	\$1.0M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 09-Dec-25	Tue 10-Dec-24	\$890K	\$949K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 10-Dec-25	Wed 11-Dec-24	\$910K	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 11-Dec-25	Thu 12-Dec-24	\$1.1M	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 12-Dec-25	Fri 13-Dec-24	\$1.1M	\$1.2M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 13-Dec-25	Sat 14-Dec-24	\$1.1M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 14-Dec-25	Sun 15-Dec-24	\$941K	\$905K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 15-Dec-25	Mon 16-Dec-24	\$1.0M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 16-Dec-25	Tue 17-Dec-24	\$983K	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 17-Dec-25	Wed 18-Dec-24	\$1.2M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 18-Dec-25	Thu 19-Dec-24	\$1.2M	\$1.2M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 19-Dec-25	Fri 20-Dec-24	\$1.3M	\$1.4M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 20-Dec-25	Sat 21-Dec-24	\$1.3M	\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 21-Dec-25	Sun 22-Dec-24	\$1.1M	\$1.2M
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 22-Dec-25	Mon 23-Dec-24	\$1.7M	\$1.9M
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 23-Dec-25	Tue 24-Dec-24	\$1.8M	\$1.6M
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 24-Dec-25	Wed 25-Dec-24	\$1.7M	\$1.15K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 25-Dec-25	Thu 26-Dec-24	\$1.11K	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 26-Dec-25	Fri 27-Dec-24	\$839K	\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 27-Dec-25	Sat 28-Dec-24	\$1.4M	\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 28-Dec-25	Sun 29-Dec-24	\$1.2M	\$943K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 29-Dec-25	Mon 30-Dec-24	\$1.3M	\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 30-Dec-25	Tue 31-Dec-24	\$1.2M	\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 01-Jan-26	Wed 01-Jan-25	\$1.3M	\$706K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 01-Jan-26	Thu 02-Jan-25		\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 02-Jan-26	Fri 03-Jan-25		\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 03-Jan-26	Sat 04-Jan-25		\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 04-Jan-26	Sun 05-Jan-25		\$947K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 05-Jan-26	Mon 06-Jan-25		\$972K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 06-Jan-26	Tue 07-Jan-25		\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 07-Jan-26	Wed 08-Jan-25		\$1.0M

City of Busselton

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

Overview

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

<p>Top category</p> <p>Accommodation - Online</p> <p><i>\$10.8M of City of Busselton Visitors spend during December 2025</i></p>	<p>Top age band</p> <p>25-34</p> <p><i>20.7% of City of Busselton Visitors are within this age band</i></p>	<p>Top lifestage</p> <p>Young Families</p> <p><i>20.5% of City of Busselton Visitors are within this lifestage</i></p>
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (January 2025 - December 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 (January 2025 - December 2025)?

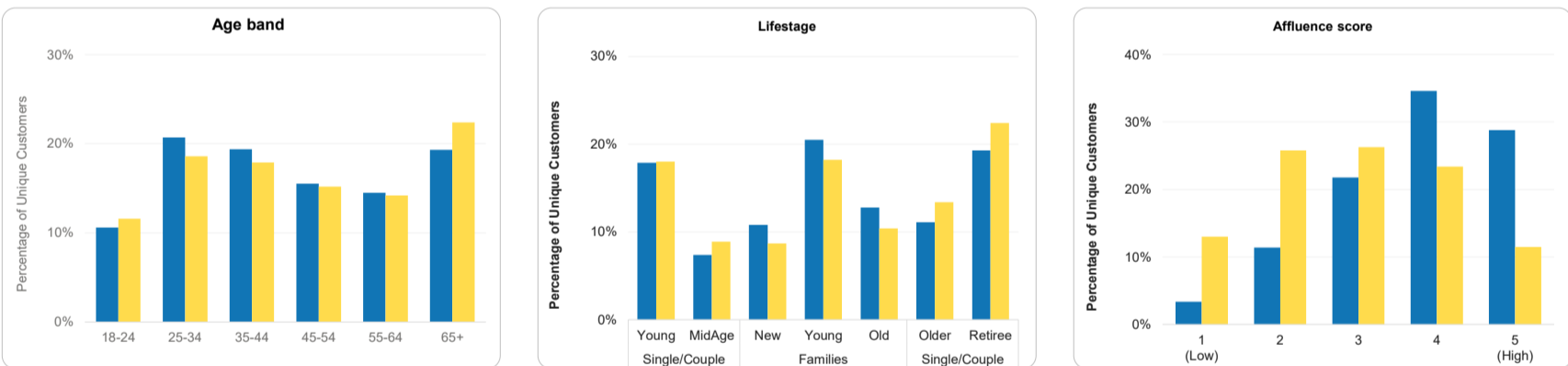
Category	Monthly			Annual (Last 12 months up to December 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$66.5M	↑ 4.8%	↑ 6.5%	\$552.0M	↑ 6.6%		
Food Retailing	\$15.9M	↑ 7.2%	↑ 5.7%	\$121.3M	↑ 24.9%	0.98x	60.7%
Groceries and Other Food Retailing	\$8.0M	↑ 13.0%	↑ 7.9%	\$63.9M	↑ 55.6%	0.96x	47.2%
Supermarkets	\$7.9M	↑ 1.9%	↑ 4.6%	\$57.4M	↑ 2.4%	0.94x	39.0%
Tourism and Entertainment	\$15.3M	↑ 1.1%	↑ 3.0%	\$134.8M	↑ 0.3%	0.99x	75.3%
Restaurants	\$4.8M	↓ -7.3%	↑ 3.4%	\$44.4M	↑ 12.8%	0.95x	40.0%
Pubs, Taverns and Bars	\$2.6M	↑ 9.9%	↓ -0.3%	\$20.5M	↓ -2.5%	0.90x	20.2%
Cafes	\$2.6M	↑ 10.8%	↑ 3.0%	\$22.1M	↑ 8.5%	0.93x	29.7%
Breweries and Wineries	\$2.3M	↓ -9.5%	↓ -1.9%	\$22.8M	↓ -20.6%	0.94x	17.6%
Takeaway and Fast Food Outlets	\$1.6M	↑ 11.1%	↑ 10.9%	\$13.8M	↑ 5.6%	0.92x	28.0%
Attractions, Events and Recreation	\$1.3M	↑ 12.1%	↑ 0.9%	\$11.3M	↓ -5.0%	0.94x	19.4%
Discretionary Retail	\$12.3M	↑ 7.5%	↑ 8.9%	\$89.3M	↑ 2.5%	0.93x	32.7%
Other Discretionary Retail	\$7.9M	↑ 10.0%	↑ 9.2%	\$56.7M	↑ 0.7%	0.89x	23.7%
Department Stores, Clothing & Accessories	\$4.3M	↑ 3.2%	↑ 8.4%	\$32.6M	↑ 5.9%	0.86x	19.3%
Accommodation - Online	\$10.8M	↓ -0.3%	↑ 11.2%	\$85.0M	↑ 4.4%	1.03x	
Private Transport	\$4.4M	↑ 11.3%	↑ 7.0%	\$40.0M	↑ 20.7%	0.92x	30.5%
Accommodation - Instore	\$3.6M	↑ 3.6%	↓ -1.4%	\$28.9M	↓ -13.1%	0.92x	9.6%

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 (January 2025 - December 2025). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on all visitors. See FAQ for more information.

Demographic profile

What is the profile of Visitors to City of Busselton during the recent static period (January 2025 - December 2025)?

■ All Visitors ■ Australian Average Population



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

Brand preference

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

How to read: 6.1% of Visitors to City of Busselton have transacted with St John Of God in City of Busselton. This is 1.03x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.03x	6.1%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.6%
Busselton Jetty	Attractions	1.01x	11.1%
Ngilgi Cave	Attractions	1.01x	2.3%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.2%
Pullman	Travel	0.97x	1.4%
Abbey Beach Resort	Travel	0.96x	1.1%
Shelter Brewing Co	Eating And Drinking Out	0.96x	4.5%
Cheeky Monkey	Eating And Drinking Out	0.95x	1.0%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.95x	3.9%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.6%
Dunsborough Bakery	Food Retailing	0.94x	5.4%
Beerfarm Metricup	Eating And Drinking Out	0.93x	4.5%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.5%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.3%
Yallingup Gugelhupf	Food Retailing	0.92x	1.0%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	3.8%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.0%
Margaret Double Bay	Eating And Drinking Out	0.91x	3.0%
Aravina Estate	Eating And Drinking Out	0.91x	2.4%
Caves House Hotel	Eating And Drinking Out	0.90x	4.7%
The Goose	Eating And Drinking Out	0.90x	9.6%
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	0.88x	6.9%
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%
La Lah	Eating And Drinking Out	0.87x	1.6%

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

City of Busselton

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

Overview

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

<p>Top category</p> <p>Other Discretionary Retail</p> <p><i>\$5.1M of Busselton Visitors spend during December 2025</i></p>	<p>Top age band</p> <p>25-34</p> <p><i>20.9% of Busselton Visitors are within this age band</i></p>	<p>Top lifestage</p> <p>Young Families</p> <p><i>20.6% of Busselton Visitors are within this lifestage</i></p>
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (January 2025 - December 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 (January 2025 - December 2025)?

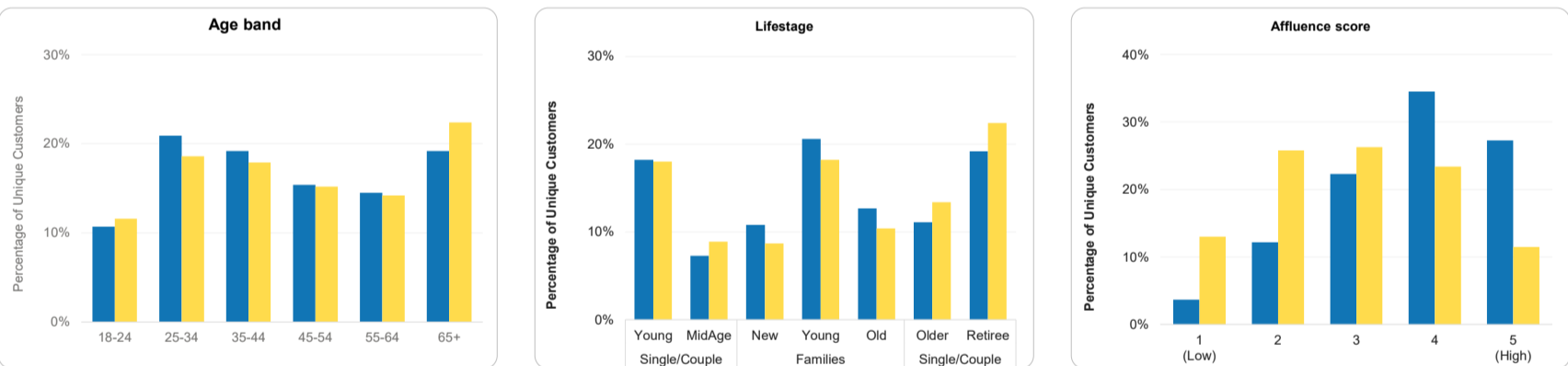
Category	Monthly			Annual (Last 12 months up to December 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$20.5M	↑ 14.0%	↑ 6.5%	\$169.2M	↑ 6.7%		
Discretionary Retail	\$6.6M	↑ 16.7%	↑ 8.9%	\$46.8M	↑ 2.2%	0.85x	30.0%
Other Discretionary Retail	\$5.1M	↑ 23.4%	↑ 9.2%	\$35.5M	↑ 2.3%	0.86x	23.0%
Department Stores, Clothing & Accessories	\$1.5M	↓ -1.8%	↑ 8.4%	\$11.3M	↑ 2.1%	0.63x	14.1%
Tourism and Entertainment	\$5.3M	↑ 9.2%	↑ 3.0%	\$44.1M	↑ 4.0%	0.97x	74.3%
Restaurants	\$1.6M	↑ 13.8%	↑ 3.4%	\$12.9M	↑ 51.7%	0.79x	33.2%
Cafes	\$970K	↑ 11.5%	↑ 3.0%	\$8.5M	↑ 6.3%	0.72x	22.8%
Pubs, Taverns and Bars	\$759K	↑ 0.9%	↓ -0.3%	\$7.4M	↑ 2.6%	0.62x	14.0%
Takeaway and Fast Food Outlets	\$586K	↑ 38.5%	↑ 10.9%	\$4.7M	↑ 16.1%	0.65x	19.8%
Food Retailing	\$4.3M	↑ 6.0%	↑ 5.7%	\$33.4M	↑ 2.2%	0.63x	38.9%
Supermarkets	\$2.7M	↑ 3.8%	↑ 4.6%	\$21.9M	↑ 3.9%	0.70x	29.0%
Groceries and Other Food Retailing	\$1.6M	↑ 9.9%	↑ 7.9%	\$11.5M	↓ -0.8%	0.42x	20.6%
Private Transport	\$2.0M	↑ 14.1%	↑ 7.0%	\$18.8M	↑ 24.3%	0.76x	25.2%
Accommodation - Instore	\$248K	↑ 232.5%	↓ -1.4%	\$1.7M	↑ 89.6%	0.13x	1.4%

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

Demographic profile

What is the profile of Visitors to Busselton during the recent static period (January 2025 - December 2025)?

■ All Visitors ■ Australian Average Population



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

Brand preference

What are the top brand preferences for Visitors to Busselton during the recent static period (January 2025 - December 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	1.53x	7.2%
The Goose	Eating And Drinking Out	1.45x	15.5%
Kyst	Eating And Drinking Out	1.42x	11.1%
Mano Wraps	Eating And Drinking Out	1.29x	2.8%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.28x	3.5%
Esplanade Hotel	Eating And Drinking Out	1.21x	6.1%
Caltex	Private Transport	1.18x	11.8%
Ship Inn	Eating And Drinking Out	1.15x	2.7%
Hungry Jacks	Eating And Drinking Out	1.14x	4.3%
Baked Busselton	Food Retailing	1.12x	4.6%
The Vasse Tavern	Eating And Drinking Out	1.10x	2.2%
Liberty Petrol	Private Transport	1.09x	6.8%
Timezone	Recreation	1.08x	1.4%
The Fire Station	Eating And Drinking Out	1.08x	2.5%
Dan Murphys	Food Retailing	1.07x	6.3%
Zambro	Eating And Drinking Out	1.07x	1.3%
Benesse Cafe	Eating And Drinking Out	1.04x	2.9%
Geographe Restauranty	Eating And Drinking Out	1.04x	1.5%
The Tav	Eating And Drinking Out	1.04x	2.0%
Bunnings Warehouse	Hardware And Garden Retailing	1.02x	8.9%
Busselton Pavilion	Eating And Drinking Out	0.99x	1.7%
Best And Less	Clothing And Accessories	0.97x	3.3%
Bcf	Recreational Goods	0.95x	2.6%
Kwik Koffee	Eating And Drinking Out	0.94x	2.5%
Sushi Sushi	Eating And Drinking Out	0.92x	2.4%
Dome Cafe	Eating And Drinking Out	0.91x	4.0%
Reading Cinemas	Films And Videos	0.90x	1.7%
Cotton On	Clothing And Accessories	0.89x	1.6%
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 December 2025	Region Type Sub-region	Spend location Dunsborough		

Overview

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

Top category Restaurants <i>\$3M of Dunsborough Visitors spend during December 2025</i>	Top age band 25-34 <i>21.2% of Dunsborough Visitors are within this age band</i>	Top lifestage Young Families <i>21.5% of Dunsborough Visitors are within this lifestage</i>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (January 2025 - December 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 (January 2025 - December 2025)?

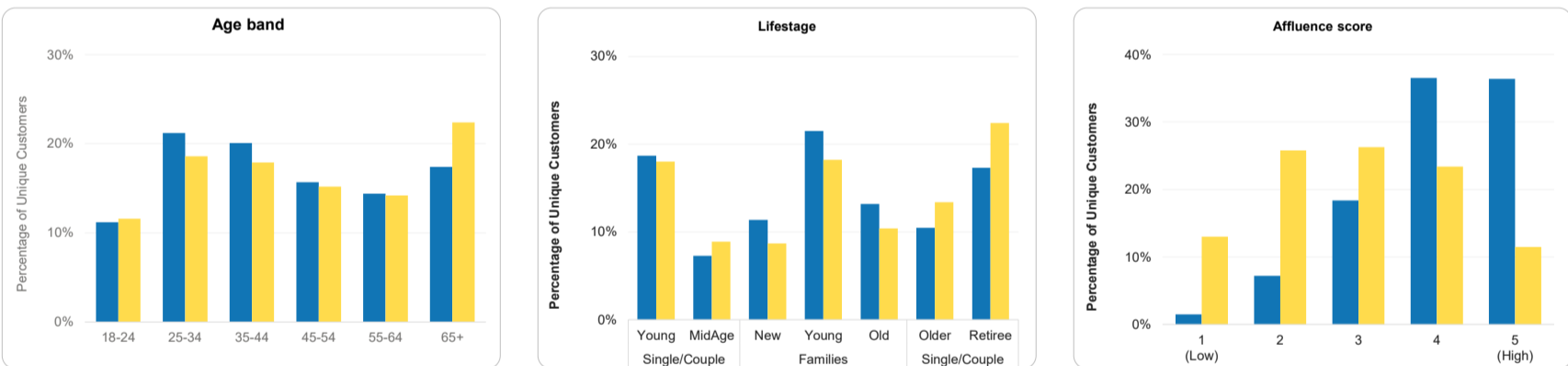
Category	Monthly			Annual (Last 12 months up to December 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$19.9M	↑ 1.0%	↑ 6.5%	\$162.0M	↓ -1.7%		
Tourism and Entertainment	\$8.4M	↓ -5.0%	↑ 3.0%	\$75.7M	↓ -4.8%	0.99x	75.1%
Restaurants	\$3.0M	↓ -16.2%	↑ 3.4%	\$29.7M	↑ 0.4%	0.97x	40.6%
Breweries and Wineries	\$1.7M	↓ -3.6%	↓ -1.9%	\$17.3M	↓ -10.3%	1.12x	20.9%
Pubs, Taverns and Bars	\$1.5M	↑ 13.3%	↓ -0.3%	\$10.4M	↓ -10.1%	0.81x	18.2%
Cafes	\$1.4M	↑ 3.8%	↑ 3.0%	\$12.3M	↑ 7.6%	0.88x	28.2%
Takeaway and Fast Food Outlets	\$383K	↓ -6.9%	↑ 10.9%	\$3.1M	↓ -5.2%	0.50x	15.2%
Attractions, Events and Recreation	\$298K	↑ 4.5%	↑ 0.9%	\$2.9M	↓ -33.2%	0.44x	9.1%
Food Retailing	\$5.6M	↑ 3.7%	↑ 5.7%	\$39.5M	↑ 2.5%	0.98x	60.9%
Supermarkets	\$2.8M	↑ 2.0%	↑ 4.6%	\$18.0M	↑ 0.8%	0.73x	30.2%
Groceries and Other Food Retailing	\$2.8M	↑ 5.3%	↑ 7.9%	\$21.5M	↑ 3.9%	1.01x	49.9%
Discretionary Retail	\$2.7M	↑ 9.4%	↑ 8.9%	\$19.5M	↑ 7.0%	0.56x	19.6%
Other Discretionary Retail	\$1.4M	↑ 5.2%	↑ 9.2%	\$10.1M	↑ 4.5%	0.56x	14.9%
Department Stores, Clothing & Accessories	\$1.3M	↑ 14.6%	↑ 8.4%	\$9.3M	↑ 9.7%	0.36x	8.2%
Accommodation - Instore	\$1.5M	↑ 10.6%	↓ -1.4%	\$13.0M	↓ -15.3%	0.68x	7.1%
Private Transport	\$768K	↑ 3.5%	↑ 7.0%	\$6.2M	↓ -1.7%	0.38x	12.5%

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 (January 2025 - December 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 (January 2025 - December 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 (January 2025 - December 2025)?

How to read: 1.0% of Visitors to Dunsborough have transacted with Cullen Wines 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
Cullen Wines	Eating And Drinking Out	1.71x	1.0%
Tasman Holiday Parks	Travel	1.71x	1.7%
Cape Naturaliste Lighthouse	Attractions	1.71x	4.4%
Ngilgi Cave	Attractions	1.71x	3.9%
Bettenays Margaret River	Travel	1.70x	1.4%
The Margaret River Chocolate Company	Food Retailing	1.69x	17.3%
Swings And Roundabouts	Eating And Drinking Out	1.65x	1.2%
Gabriel Chocolate	Food Retailing	1.65x	1.1%
Pullman	Travel	1.64x	2.4%
Wise Wine	Eating And Drinking Out	1.64x	1.6%
Cheeky Monkey	Eating And Drinking Out	1.62x	1.8%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.61x	6.6%
Lamonts	Eating And Drinking Out	1.60x	1.0%
Eagle Bay Brewing Co	Eating And Drinking Out	1.60x	6.1%
Dunsborough Bakery	Food Retailing	1.59x	9.3%
Vasse Virgin	Personal Services	1.59x	1.6%
Meelup Farmhouse	Eating And Drinking Out	1.59x	1.5%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.58x	1.4%
Beerfarm Metricup	Eating And Drinking Out	1.58x	7.6%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.57x	2.6%
Wild Hop Brewing Company	Eating And Drinking Out	1.56x	5.5%
Yallingup Gugelhupf	Food Retailing	1.56x	1.7%
Yallingup General Store And Cafe	Eating And Drinking Out	1.55x	6.5%
Yallingup Woodfired Bakery	Food Retailing	1.54x	3.5%
Aravina Estate	Eating And Drinking Out	1.54x	4.0%
Caves House Hotel	Eating And Drinking Out	1.53x	8.0%
Merchant And Maker	Eating And Drinking Out	1.52x	8.4%
Woody Nook Wines	Eating And Drinking Out	1.52x	1.6%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.51x	2.0%
Wild And Woods	Eating And Drinking Out	1.50x	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 December 2025	Region Type Sub-region	Spend location West Busselton		

Overview

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

Top category Groceries and Other Food Retailing <small>\$3.6M of West Busselton Visitors spend during December 2025</small>	Top age band 65+ <small>20.8% of West Busselton Visitors are within this age band</small>	Top lifestage Young Families <small>21.8% of West Busselton Visitors are within this lifestage</small>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (January 2025 - December 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 (January 2025 - December 2025)?

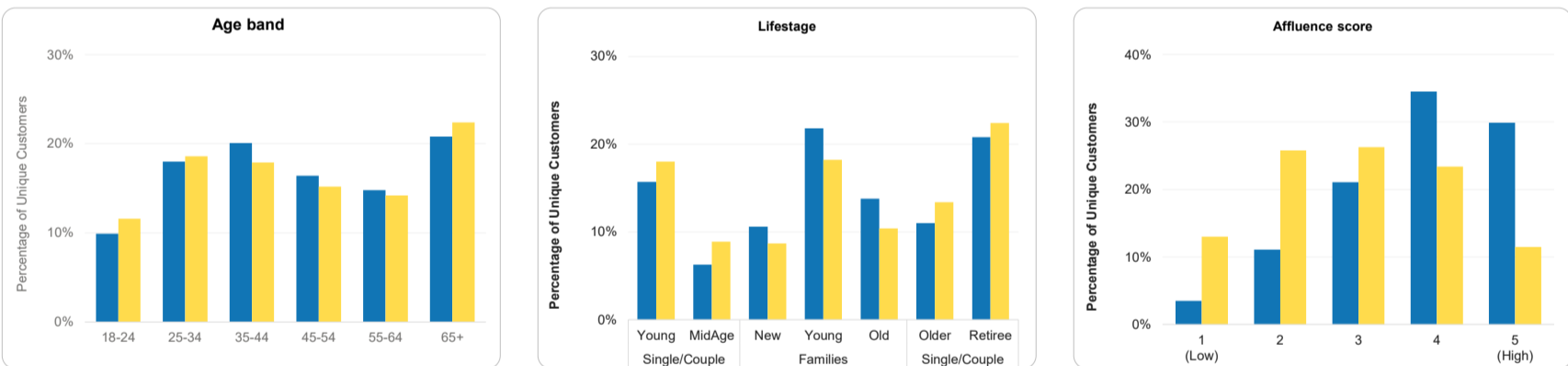
Category	Monthly			Annual (Last 12 months up to December 2025)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$15.2M	↑ 2.4%	↑ 6.5%	\$135.0M	↑ 20.3%		
Food Retailing	\$5.9M	↑ 11.9%	↑ 5.7%	\$48.2M	↑ 87.1%	0.82x	51.0%
Groceries and Other Food Retailing	\$3.6M	↑ 21.3%	↑ 7.9%	\$30.8M	↑ 254.3%	0.76x	37.2%
Supermarkets	\$2.3M	↓ -0.3%	↑ 4.6%	\$17.4M	↑ 2.1%	0.67x	27.6%
Discretionary Retail	\$3.0M	↓ -9.3%	↑ 8.9%	\$23.1M	↓ -0.3%	0.77x	27.3%
Accommodation - Instore	\$1.8M	↓ -9.7%	↓ -1.4%	\$14.3M	↓ -16.4%	0.92x	9.6%
Private Transport	\$1.6M	↑ 12.0%	↑ 7.0%	\$15.0M	↑ 28.2%	0.81x	26.8%
Tourism and Entertainment	\$1.5M	↑ 9.4%	↑ 3.0%	\$14.6M	↑ 21.5%	0.53x	40.4%
Takeaway and Fast Food Outlets	\$672K	↑ 4.6%	↑ 10.9%	\$6.1M	↑ 4.4%	0.86x	26.4%
Restaurants	\$173K	↑ 4.4%	↑ 3.4%	\$1.8M	↑ 38.2%	0.14x	5.8%
Cafes	\$171K	↑ 133.5%	↑ 3.0%	\$1.3M	↑ 39.0%	0.21x	6.8%
Attractions, Events and Recreation	\$155K	↓ -6.7%	↑ 0.9%	\$1.9M	↑ 112.6%	0.25x	5.1%

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

Demographic profile

What is the profile of Visitors to West Busselton during the recent static period (January 2025 - December 2025)?

■ All Visitors ■ Australian Average Population



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

Brand preference

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

How to read: 11.8% 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	11.8%
The Kiosk	Eating And Drinking Out	1.93x	1.1%
Mandalay Resort	Travel	1.93x	1.2%
Abbey Beach Resort	Travel	1.85x	2.1%
Bunbury Farmers Market	Food Retailing	1.62x	24.8%
Subzero Gelato	Food Retailing	1.59x	2.2%
Vibe Petroleum	Private Transport	1.58x	12.7%
Broadwater Village Grocer	Food Retailing	1.51x	5.0%
Tonic By The Bay	Eating And Drinking Out	1.48x	6.1%
Kmart	General Retail	1.45x	17.9%
United Petrol	Private Transport	1.45x	3.9%
Petro Fuels	Private Transport	1.44x	1.3%
Obison Coffee Roasters	Eating And Drinking Out	1.37x	1.9%
Dusty Buns	Eating And Drinking Out	1.30x	2.1%
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	1.28x	1.6%
Kfc	Eating And Drinking Out	1.27x	4.5%
The Par 3	Recreation	1.24x	1.9%
The Vietnamese Kitchen	Eating And Drinking Out	1.18x	1.6%
The Urban Coffee House	Eating And Drinking Out	1.17x	1.7%
Coffee Head Co	Eating And Drinking Out	1.16x	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%
Broadwater Pharmacy	Personal Goods Retailing	1.12x	1.1%
Amelia Park Lodge	Travel	1.09x	1.6%
Red Rooster	Eating And Drinking Out	1.07x	2.9%
Boost Juice	Eating And Drinking Out	1.03x	1.5%
3 Par Golf Course	Recreation	1.02x	1.2%

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

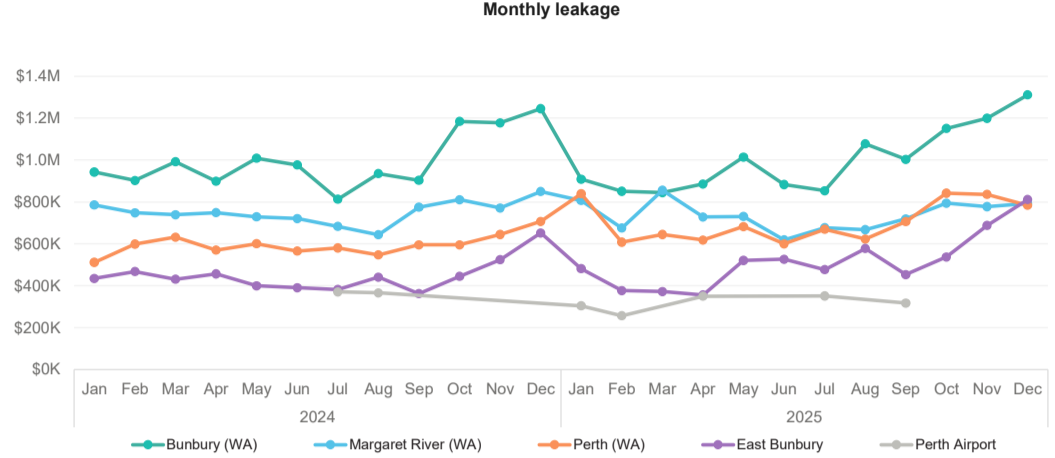
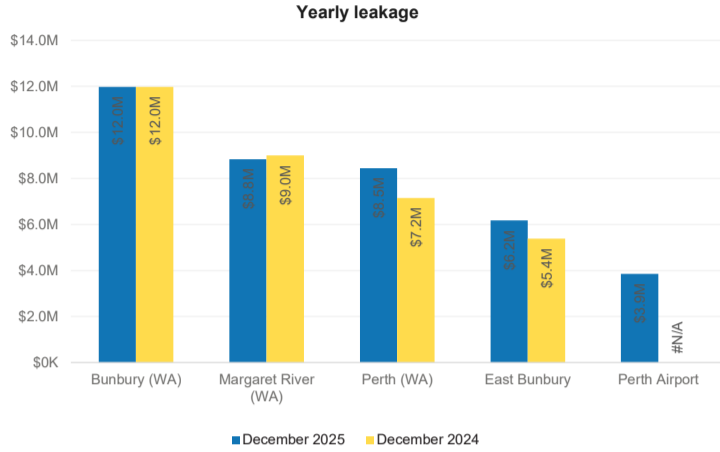
Resident	Business	Events	Visitor	Leakage
Region Type	Category			
Locality	Total (excl. Other)			

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 December 2025, there was \$12.0m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$2k more than the previous 12 months

How to read: In the month of December 2025, there was \$1.3m of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$1.2m in the month of December 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 December 2025, residents spent \$12.0m on Total (excl. Other) in Bunbury (WA). This was \$2k or 0.0% increase compared to December 2024.

Locality	Total (excl. Other)			
	December 2025 Spend	December 2024 Spend	Spend Change	Spend % Change
IN LGA	\$566.5M	\$541.2M	↑\$25.3M	↑ 4.5%
Online	\$186.3M	\$163.3M	↑\$23.0M	↑ 12.3%
Bunbury (WA)	\$12.0M	\$12.0M	↑\$2K	↑ 0.0%
Margaret River (WA)	\$8.8M	\$9.0M	-\$162K	↓ -1.8%
Perth (WA)	\$8.5M	\$7.2M	↑\$1.3M	↑ 15.3%
East Bunbury	\$6.2M	\$5.4M	↑\$790K	↑ 12.8%
Perth Airport	\$3.9M			

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Annual leakage by sub-region and crowd

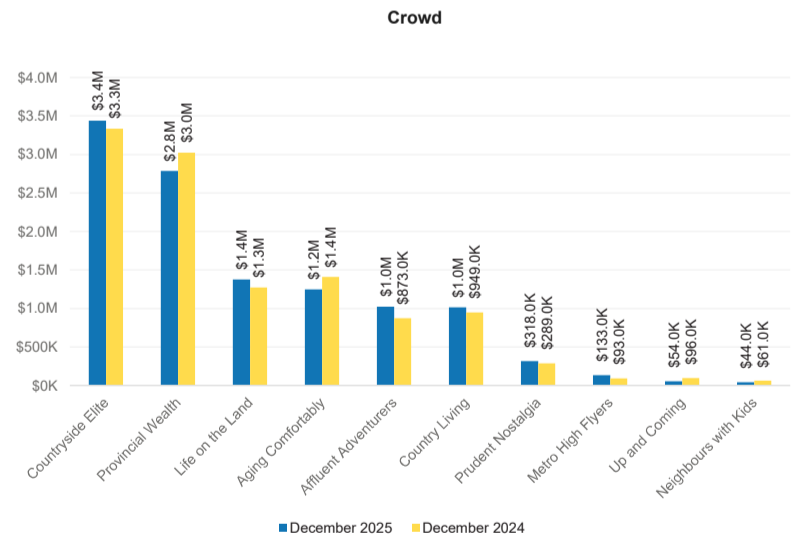
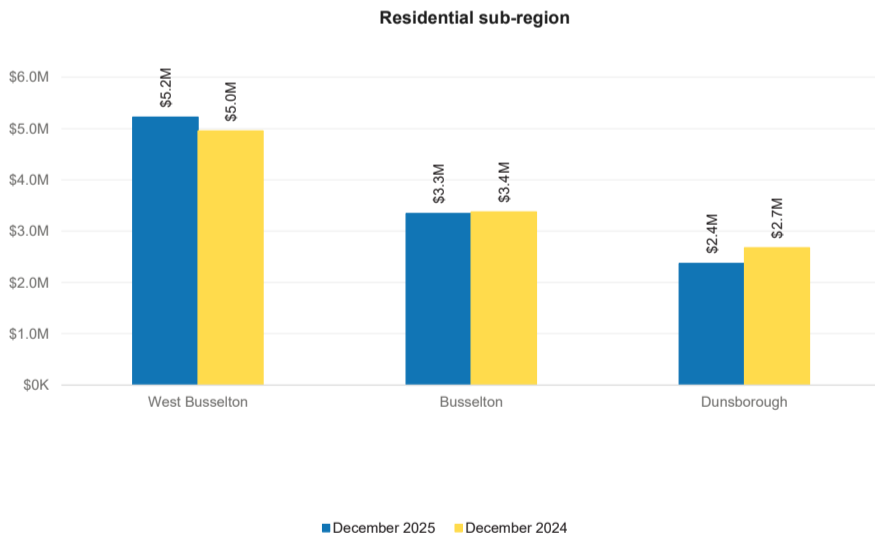
Location

Bunbury (WA)

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

How to read: In the 12 months to December 2025, there was \$5.2m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$275k more than the previous 12 months.

How to read: In the 12 months to December 2025, there was \$3.4m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$101k more than the previous 12 months.



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City of Busselton

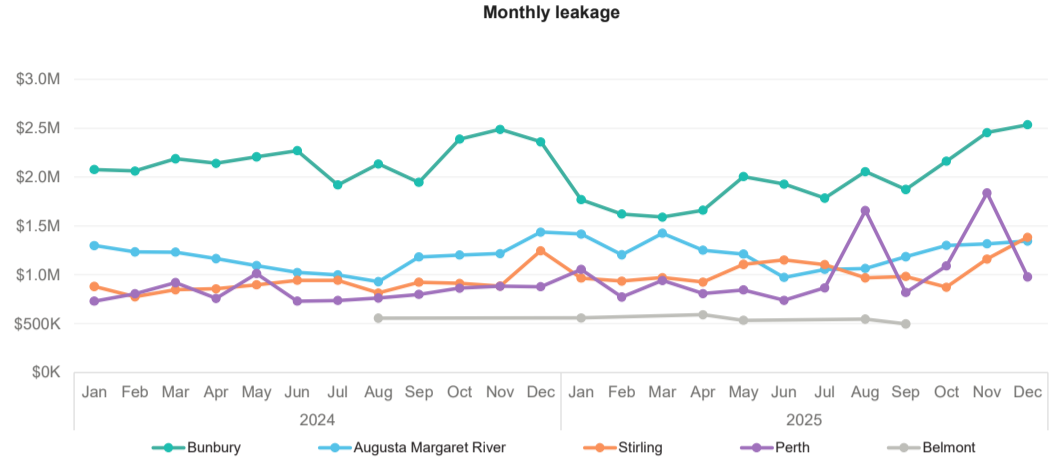
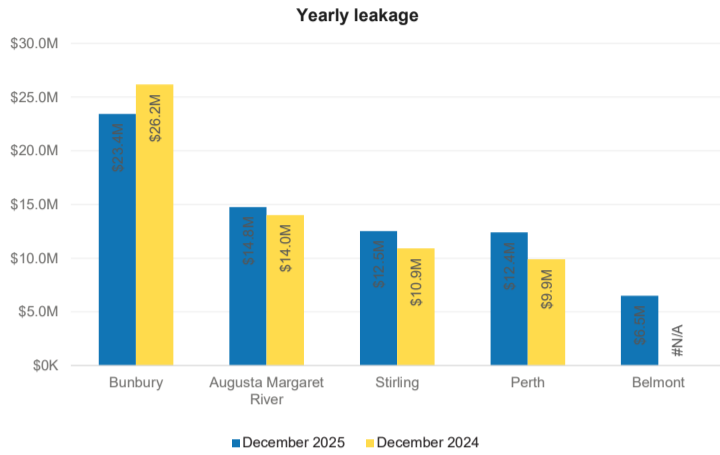
Resident	Business	Events	Visitor	Leakage
Region Type	Category			
LGA	Total (excl. Other)			

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 December 2025, there was \$23.4m of spend by residents to Bunbury in Total (excl. Other), this was \$2.7m less than the previous 12 months

How to read: In the month of December 2025, there was \$2.5m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.4m in the month of December 2024



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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to December 2025, residents spent \$23.4m on Total (excl. Other) in Bunbury. This was \$2.7m or -11.7% decrease compared to December 2024.

LGA	Total (excl. Other)			
	December 2025 Spend	December 2024 Spend	Spend Change	Spend % Change
IN LGA	\$566.5M	\$541.2M	↑\$25.3M	↑ 4.5%
Online	\$186.3M	\$163.3M	↑\$23.0M	↑ 12.3%
Bunbury	\$23.4M	\$26.2M	-\$2.7M	↓ -11.7%
Augusta Margaret River	\$14.8M	\$14.0M	↑\$734K	↑ 5.0%
Stirling	\$12.5M	\$10.9M	↑\$1.6M	↑ 12.8%
Perth	\$12.4M	\$9.9M	↑\$2.5M	↑ 20.4%
Belmont	\$6.5M			

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Annual leakage by sub-region and crowd

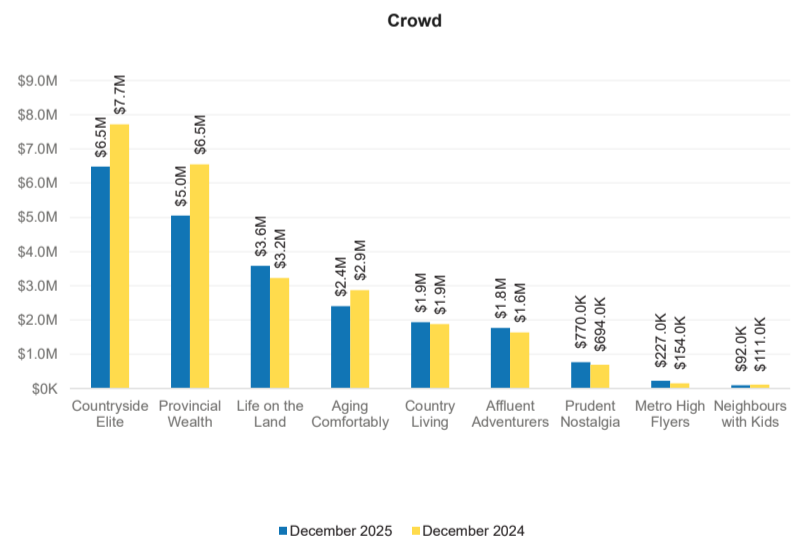
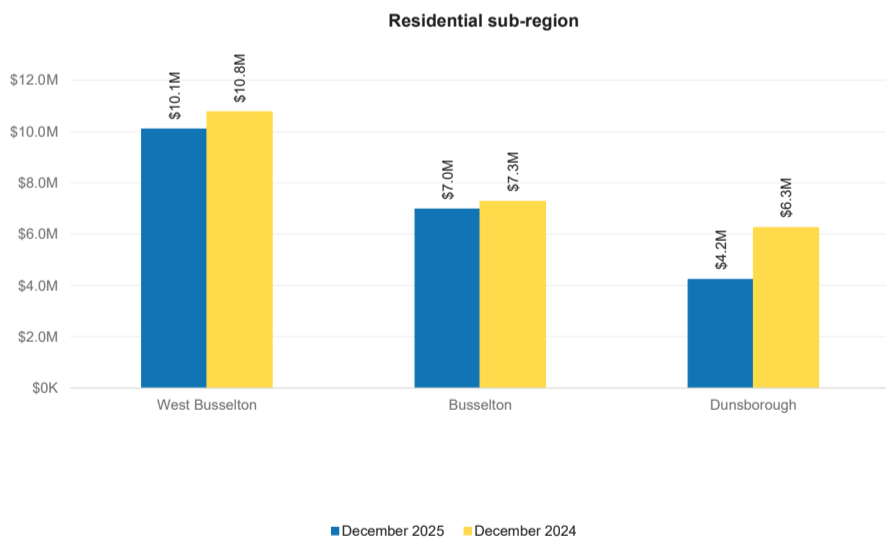
Location

Bunbury

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

How to read: In the 12 months to December 2025, there was \$10.1m of spend by West Busselton residents to Bunbury in Total (excl. Other), this was \$673k less than the previous 12 months.

How to read: In the 12 months to December 2025, there was \$6.5m of spend by Countryside Elite residents to Bunbury in Total (excl. Other), this was \$1.2m less than the previous 12 months.



All insights are based on CommBank IQ's nationally representative retail customer transaction data for the 12 months to December 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](#)**DISCLAIMER:**

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