

## City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
January 2026	Resident location	LGA	City of Busselton	

### Overview

What are some of the key insights for City of Busselton residents during January 2026?

<div>Total spend</div> <div>\$150.1M</div> <div><div>↑ 10.1% .vs last year</div><div>↑ 7.4% .vs Regional WA</div></div>	<div>Top category</div> <div>Other Discretionary Retail</div> <div>\$20.4M of spend for City of Busselton residents is within this category during January 2026</div>	<div>Top lifestage</div> <div>Retiree</div> <div>29.7% of City of Busselton residents are within this lifestage</div>	<div>Proportion of spend into the LGA</div> <div>38.9%</div> <div>of spend for City of Busselton residents during January 2026</div>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (February 2025 - January 2026) 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 (February 2025 - January 2026)?

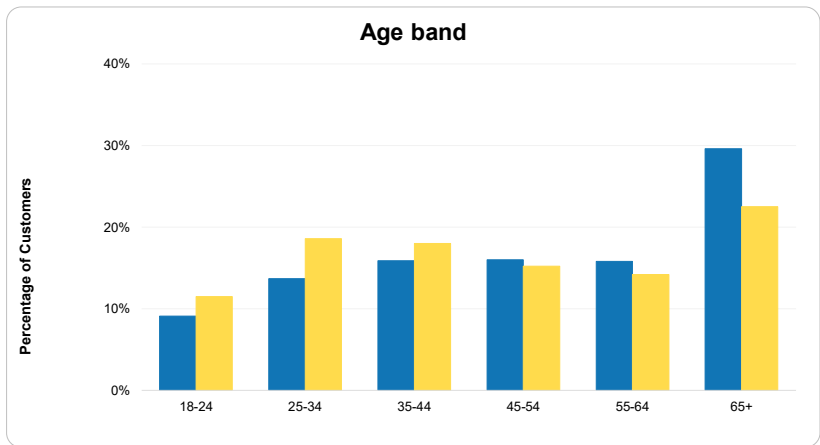
Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$150.1M	↑ 10.1%	↑ 7.4%	\$1.66B	↑ 7.1%		
Discretionary Retail	\$32.6M	↑ 16.4%	↑ 8.0%	\$363.6M	↑ 6.7%	1.00x	99.4%
Other Discretionary Retail	\$20.4M	↑ 16.9%	↑ 7.9%	\$228.1M	↑ 5.4%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$9.1M	↑ 18.4%	↑ 9.3%	\$102.9M	↑ 8.9%	0.98x	96.3%
Buy Now Pay Later	\$2.7M	↑ 8.5%	↑ 5.8%	\$27.6M	↑ 9.7%	0.68x	16.9%
Print Media and Books	\$309K	↓ -1.5%	↑ 11.2%	\$3.6M	↓ -0.4%	0.99x	38.6%
Children and Baby Stores	\$90K	↑ 25.6%	↓ -3.1%	\$1.3M	↑ 24.1%	0.60x	9.0%
Food Retailing	\$29.7M	↑ 6.2%	↑ 4.5%	\$328.2M	↑ 6.2%	1.00x	99.1%
Supermarkets	\$20.3M	↑ 5.5%	↑ 3.2%	\$225.9M	↑ 0.6%	1.00x	98.7%
Groceries and Other Food Retailing	\$9.4M	↑ 7.7%	↑ 8.8%	\$102.3M	↑ 20.9%	0.99x	97.1%
Household	\$28.4M	↑ 13.8%	↑ 9.1%	\$314.3M	↑ 7.3%	1.00x	98.8%
Insurance	\$9.9M	↑ 8.8%	↑ 1.9%	\$108.1M	↑ 9.2%	0.98x	63.9%
Electricity, Gas and Water Supply	\$4.2M	↑ 47.2%	↑ 41.0%	\$47.9M	↑ 9.9%	0.99x	49.8%
Telecommunication Services	\$4.1M	↑ 6.3%	↑ 4.6%	\$45.8M	↑ 8.0%	0.98x	77.9%
Personal Services	\$2.5M	↑ 14.4%	↑ 8.5%	\$28.8M	↑ 10.3%	0.99x	79.2%
Motor Vehicle Services	\$2.0M	↑ 5.5%	↑ 8.3%	\$26.6M	↑ 13.3%	1.11x	63.3%
Pet Care	\$1.8M	↑ 18.9%	↑ 8.8%	\$19.4M	↑ 0.8%	1.19x	43.9%
Fitness	\$1.5M	↑ 20.7%	↑ 13.8%	\$9.5M	↑ 23.9%	0.72x	42.9%
Public Services	\$946K	↑ 4.3%	↑ 2.7%	\$10.7M	↓ -26.6%	1.03x	55.6%
School Education	\$867K	↑ 15.4%	↑ 12.5%	\$9.3M	↑ 13.5%	0.63x	20.9%
Charities	\$263K	↓ -3.7%	↑ 9.0%	\$3.1M	↑ 4.5%	1.03x	32.9%
Childcare Services	\$186K	↑ 1.2%	↑ 3.0%	\$3.6M	↑ 0.7%	0.59x	3.8%
Computer Services	\$142K	↓ -26.3%	↓ -0.1%	\$1.4M	↓ -26.8%	0.77x	8.2%
Tourism and Entertainment	\$18.6M	↑ 14.6%	↑ 11.8%	\$193.7M	↑ 9.4%	1.00x	98.8%
Restaurants	\$4.3M	↑ 11.9%	↑ 10.8%	\$43.3M	↑ 12.5%	0.99x	92.8%
Takeaway and Fast Food Outlets	\$3.1M	↑ 12.9%	↑ 6.1%	\$33.5M	↑ 5.6%	0.98x	93.1%
Pubs, Taverns and Bars	\$2.9M	↑ 20.5%	↑ 4.9%	\$29.2M	↑ 6.8%	1.04x	82.1%
Attractions, Events and Recreation	\$2.4M	↑ 20.3%	↑ 26.1%	\$24.9M	↑ 14.8%	0.94x	74.1%
Cafes	\$2.1M	↑ 13.0%	↑ 2.7%	\$23.0M	↑ 6.1%	1.01x	87.9%
Online Entertainment	\$2.0M	↑ 15.4%	↑ 16.3%	\$21.6M	↑ 10.4%	0.97x	68.4%
Food Delivery Services	\$920K	↑ 26.4%	↑ 48.3%	\$10.0M	↑ 24.3%	0.66x	27.6%
Breweries and Wineries	\$804K	↓ -5.0%	↑ 5.2%	\$8.1M	↓ -4.2%	2.99x	52.7%
Private Transport	\$11.0M	↓ -0.1%	↑ 0.8%	\$129.9M	↑ 5.3%	0.99x	96.3%
Accommodation	\$4.0M	↑ 5.7%	↑ 4.2%	\$41.4M	↑ 9.8%	1.09x	65.1%

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

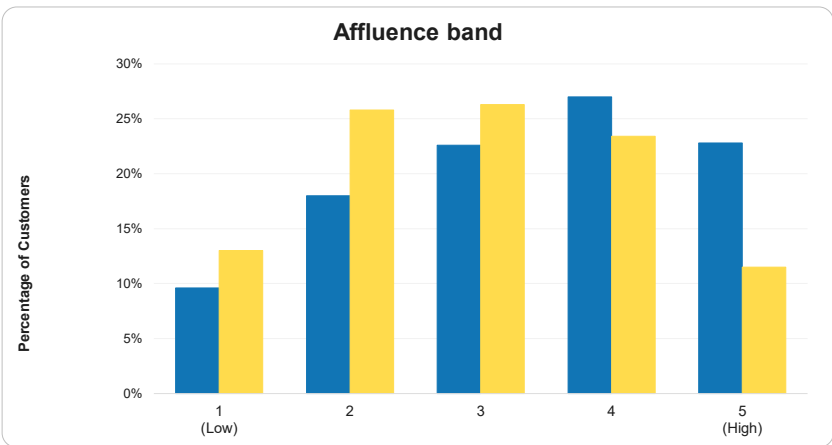
### Demographic profiles

What is the profile of City of Busselton residents during the recent static period (February 2025 - January 2026)?

■ City of Busselton      ■ Australian Average Population



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



### Brand preference

What are the top brand preferences of City of Busselton residents during the recent static period (February 2025 - January 2026)?

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Ghanda Clothing	2.45x	13.2%
Angus And Coote	2.21x	4.4%
Gazman	1.99x	4.3%
Just Jeans	1.93x	11.4%
Sportsgirl	1.64x	11.1%

Top 5 General Retail		
Brand	Affinity	Penetration
Red Dot	11.01x	43.6%
Perth Duty Free	7.32x	7.6%
Depop	1.05x	2.3%
Kmart	1.05x	82.1%
Temu	1.03x	23.7%

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	66.5%
Liquor Stax	21.42x	35.4%
Liquor Barons	7.30x	11.6%
The Good Grocer	4.03x	9.5%
The Spud Shed	2.43x	13.0%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
House	2.63x	20.6%
Beacon Lighting	2.10x	5.1%
The Good Guys	2.08x	27.1%
Harvey Norman	1.98x	4.5%
Adairs	1.84x	11.0%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	10.18x	20.8%
Royal Automobile Club Of Australia	9.00x	11.7%
Dome Cafe	8.94x	34.8%
Miss Maud	2.60x	5.1%
Sushi Sushi	2.56x	26.9%

Top 5 Personal Services		
Brand	Affinity	Penetration
Price Attack	3.73x	6.9%
Priceline	3.70x	26.6%
Just Cuts	0.77x	3.1%
The Body Shop	0.68x	3.0%
Adore Beauty	0.67x	1.4%

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City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
January 2026	Resident location	Sub-region	Busselton	

Overview

What are some of the key insights for Busselton residents during January 2026?

Total spend

\$38.5M

↑ 9.3%

↑ 7.4%

.vs last year

.vs Regional WA

Top category

Supermarkets

\$5.4M of spend for Busselton residents is within this category during January 2026

Top lifestyle

Retiree

28% of Busselton residents are within this lifestyle

Proportion of spend into the LGA

39.1%

of spend for Busselton residents during January 2026

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Category performance

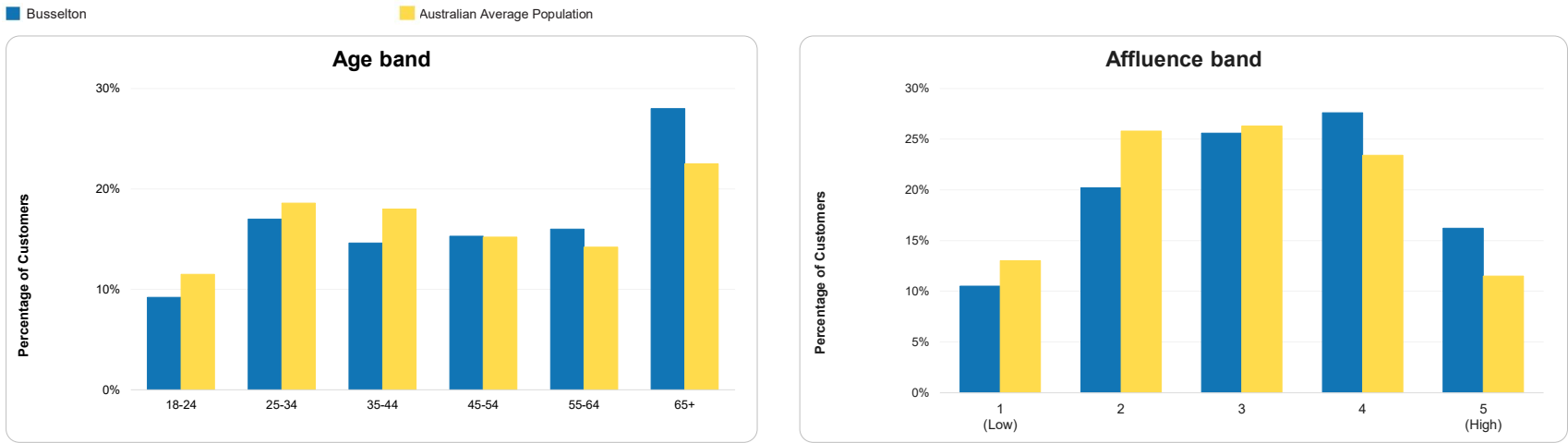
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Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$38.5M	↑ 9.3%	↑ 7.4%	\$413.8M	↑ 9.0%		
Discretionary Retail	\$8.6M	↑ 18.7%	↑ 8.0%	\$93.1M	↑ 9.6%	1.00x	99.4%
Other Discretionary Retail	\$5.3M	↑ 16.4%	↑ 7.9%	\$57.2M	↑ 6.3%	1.00x	98.8%
Department Stores, Clothing & Accessories	\$2.3M	↑ 20.8%	↑ 9.3%	\$26.5M	↑ 15.0%	0.98x	95.8%
Buy Now Pay Later	\$875K	↑ 26.6%	↑ 5.8%	\$8.3M	↑ 17.4%	0.72x	18.1%
Print Media and Books	\$67K	↑ 18.5%	↑ 11.2%	\$818K	↑ 4.2%	0.87x	33.8%
Children and Baby Stores	\$28K	↑ 53.6%	↓ -3.1%	\$327K	↑ 37.7%	0.51x	7.6%
Food Retailing	\$7.7M	↑ 9.7%	↑ 4.5%	\$82.5M	↑ 9.0%	1.00x	99.2%
Supermarkets	\$5.4M	↑ 8.6%	↑ 3.2%	\$58.7M	↑ 4.8%	1.00x	98.8%
Groceries and Other Food Retailing	\$2.3M	↑ 12.3%	↑ 8.8%	\$23.9M	↑ 20.9%	0.99x	97.2%
Household	\$6.9M	↑ 12.6%	↑ 9.1%	\$75.9M	↑ 9.1%	0.99x	98.7%
Insurance	\$2.4M	↑ 5.1%	↑ 1.9%	\$26.0M	↑ 10.7%	0.95x	61.9%
Telecommunication Services	\$1.1M	↑ 9.1%	↑ 4.6%	\$11.7M	↑ 9.7%	0.99x	78.8%
Electricity, Gas and Water Supply	\$1.0M	↑ 43.0%	↑ 41.0%	\$11.5M	↑ 13.5%	0.88x	44.4%
Personal Services	\$621K	↑ 17.2%	↑ 8.5%	\$6.9M	↑ 11.3%	0.97x	77.9%
Pet Care	\$474K	↑ 35.3%	↑ 8.8%	\$4.6M	↓ -2.4%	1.04x	38.1%
Motor Vehicle Services	\$453K	↓ -3.4%	↑ 8.3%	\$6.3M	↑ 17.2%	1.00x	57.0%
Fitness	\$393K	↑ 17.9%	↑ 13.8%	\$2.2M	↑ 17.7%	0.66x	39.5%
Public Services	\$222K	↓ -13.9%	↑ 2.7%	\$2.7M	↓ -27.2%	0.92x	49.5%
School Education	\$144K	↑ 8.5%	↑ 12.5%	\$2.2M	↑ 16.1%	0.55x	18.5%
Charities	\$58K	↑ 52.7%	↑ 9.0%	\$691K	↑ 20.8%	0.94x	30.0%
Computer Services	\$38K	↑ 288.0%	↓ -0.1%	\$326K	↓ -5.0%	0.69x	7.3%
Childcare Services	\$32K	↓ -37.2%	↑ 3.0%	\$793K	↑ 29.6%	0.45x	2.8%
Tourism and Entertainment	\$5.1M	↑ 17.6%	↑ 11.8%	\$51.0M	↑ 13.9%	1.00x	99.1%
Restaurants	\$1.1M	↑ 12.3%	↑ 10.8%	\$10.4M	↑ 17.9%	0.97x	91.5%
Takeaway and Fast Food Outlets	\$899K	↑ 14.3%	↑ 6.1%	\$9.6M	↑ 12.3%	0.98x	93.3%
Pubs, Taverns and Bars	\$773K	↑ 17.7%	↑ 4.9%	\$8.1M	↑ 8.3%	1.02x	80.7%
Attractions, Events and Recreation	\$708K	↑ 31.2%	↑ 26.1%	\$6.2M	↑ 15.2%	0.91x	71.3%
Cafes	\$593K	↑ 20.3%	↑ 2.7%	\$5.9M	↑ 11.7%	0.98x	85.9%
Online Entertainment	\$554K	↑ 27.6%	↑ 16.3%	\$5.8M	↑ 19.1%	0.97x	68.3%
Food Delivery Services	\$275K	↑ 21.1%	↑ 48.3%	\$3.2M	↑ 29.0%	0.70x	29.4%
Breweries and Wineries	\$189K	↓ -11.0%	↑ 5.2%	\$1.9M	↓ -5.0%	2.75x	48.5%
Private Transport	\$2.8M	↓ -0.2%	↑ 0.8%	\$32.6M	↑ 9.4%	0.99x	95.7%
Accommodation	\$1.3M	↑ 39.8%	↑ 4.2%	\$11.0M	↑ 22.9%	1.03x	61.5%

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

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Brand preference

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<div><div>Top 5 Clothing &amp; Accessories</div><table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Angus And Coote</td><td>2.19x</td><td>4.3%</td></tr><tr><td>Ghanda Clothing</td><td>1.98x</td><td>10.7%</td></tr><tr><td>Just Jeans</td><td>1.79x</td><td>10.6%</td></tr><tr><td>Williams Shoes</td><td>1.59x</td><td>5.9%</td></tr><tr><td>Sportsgirl</td><td>1.44x</td><td>9.7%</td></tr></table></div>	Brand	Affinity	Penetration	Angus And Coote	2.19x	4.3%	Ghanda Clothing	1.98x	10.7%	Just Jeans	1.79x	10.6%	Williams Shoes	1.59x	5.9%	Sportsgirl	1.44x	9.7%	<div><div>Top 5 Food Retailing</div><table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>&gt;30x</td><td>62.0%</td></tr><tr><td>Liquor Stax</td><td>11.84x</td><td>19.6%</td></tr><tr><td>Liquor Barons</td><td>5.59x</td><td>8.9%</td></tr><tr><td>The Good Grocer</td><td>3.38x</td><td>7.9%</td></tr><tr><td>The Spud Shed</td><td>3.03x</td><td>16.2%</td></tr></table></div>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	62.0%	Liquor Stax	11.84x	19.6%	Liquor Barons	5.59x	8.9%	The Good Grocer	3.38x	7.9%	The Spud Shed	3.03x	16.2%	<div><div>Top 5 Eating and Drinking Out</div><table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Royal Automobile Club Of Australia</td><td>8.51x</td><td>11.1%</td></tr><tr><td>Dome Cafe</td><td>8.47x</td><td>33.0%</td></tr><tr><td>Chicken Treat</td><td>8.44x</td><td>17.2%</td></tr><tr><td>Bakehouse</td><td>3.36x</td><td>8.8%</td></tr><tr><td>Miss Maud</td><td>2.62x</td><td>5.2%</td></tr></table></div>	Brand	Affinity	Penetration	Royal Automobile Club Of Australia	8.51x	11.1%	Dome Cafe	8.47x	33.0%	Chicken Treat	8.44x	17.2%	Bakehouse	3.36x	8.8%	Miss Maud	2.62x	5.2%
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City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
January 2026	Resident location	Sub-region	Dunsborough	

Overview

What are some of the key insights for Dunsborough residents during January 2026?

Total spend

\$48.4M

↑ 14.4%

↑ 7.4%

.vs last year

.vs Regional WA

Top category

Other Discretionary Retail

\$6.3M of spend for Dunsborough residents is within this category during January 2026

Top lifestage

Retiree

26.8% of Dunsborough residents are within this lifestage

Proportion of spend into the LGA

35.3%

of spend for Dunsborough residents during January 2026

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Category performance

What are the highest performing categories for Dunsborough residents during the past 12 months (February 2025 - January 2026)?

Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$48.4M	↑ 14.4%	↑ 7.4%	\$517.2M	↑ 5.9%		
Discretionary Retail	\$10.0M	↑ 19.5%	↑ 8.0%	\$111.3M	↑ 5.9%	1.00x	99.3%
Other Discretionary Retail	\$6.3M	↑ 17.8%	↑ 7.9%	\$71.9M	↑ 5.0%	1.00x	98.9%
Department Stores, Clothing & Accessories	\$3.0M	↑ 34.0%	↑ 9.3%	\$31.5M	↑ 10.1%	0.98x	95.8%
Buy Now Pay Later	\$525K	↓ -15.9%	↑ 5.8%	\$6.2M	↓ -2.5%	0.56x	14.0%
Print Media and Books	\$126K	↑ 4.9%	↑ 11.2%	\$1.3M	↑ 2.7%	1.08x	42.0%
Children and Baby Stores	\$26K	↑ 38.5%	↓ -3.1%	\$382K	↑ 7.3%	0.67x	10.1%
Food Retailing	\$9.1M	↑ 9.3%	↑ 4.5%	\$95.9M	↑ 5.8%	1.00x	99.2%
Supermarkets	\$5.9M	↑ 7.3%	↑ 3.2%	\$62.7M	↓ -0.9%	1.00x	98.8%
Groceries and Other Food Retailing	\$3.1M	↑ 13.1%	↑ 8.8%	\$33.2M	↑ 21.3%	1.00x	97.6%
Household	\$9.0M	↑ 16.6%	↑ 9.1%	\$98.0M	↑ 5.3%	1.00x	98.8%
Insurance	\$3.3M	↑ 11.5%	↑ 1.9%	\$34.5M	↑ 6.8%	0.98x	63.9%
Electricity, Gas and Water Supply	\$1.2M	↑ 37.5%	↑ 41.0%	\$14.2M	↑ 5.7%	0.99x	49.6%
Telecommunication Services	\$1.1M	↑ 2.2%	↑ 4.6%	\$12.5M	↑ 6.7%	0.96x	76.4%
Personal Services	\$914K	↑ 22.8%	↑ 8.5%	\$10.2M	↑ 12.4%	1.01x	80.6%
Motor Vehicle Services	\$741K	↑ 3.7%	↑ 8.3%	\$9.1M	↑ 7.6%	1.21x	68.8%
School Education	\$507K	↑ 202.8%	↑ 12.5%	\$3.5M	↑ 18.0%	0.67x	22.2%
Pet Care	\$472K	↑ 15.7%	↑ 8.8%	\$5.5M	↓ -3.9%	1.09x	40.3%
Fitness	\$312K	↑ 18.6%	↑ 13.8%	\$3.2M	↑ 30.8%	0.76x	45.0%
Public Services	\$217K	↓ -6.4%	↑ 2.7%	\$2.7M	↓ -25.5%	1.09x	59.0%
Charities	\$86K	↑ 9.5%	↑ 9.0%	\$916K	↓ -11.7%	1.01x	32.2%
Computer Services	\$74K	↓ -50.8%	↓ -0.1%	\$602K	↓ -40.0%	0.91x	9.7%
Childcare Services	\$66K	↑ 34.7%	↑ 3.0%	\$1.0M	↓ -13.8%	0.66x	4.2%
Tourism and Entertainment	\$5.9M	↑ 13.0%	↑ 11.8%	\$58.0M	↑ 3.9%	1.00x	99.0%
Restaurants	\$1.7M	↑ 8.3%	↑ 10.8%	\$17.2M	↑ 8.6%	1.01x	95.3%
Pubs, Taverns and Bars	\$959K	↑ 35.1%	↑ 4.9%	\$8.7M	↑ 6.5%	1.08x	85.1%
Cafes	\$789K	↑ 17.1%	↑ 2.7%	\$8.1M	↑ 5.4%	1.04x	90.6%
Takeaway and Fast Food Outlets	\$737K	↑ 16.4%	↑ 6.1%	\$7.4M	↑ 0.4%	0.98x	93.5%
Attractions, Events and Recreation	\$651K	↑ 1.7%	↑ 26.1%	\$6.5M	↓ -5.0%	0.96x	75.6%
Online Entertainment	\$529K	↑ 15.6%	↑ 16.3%	\$5.6M	↑ 4.7%	1.01x	71.2%
Breweries and Wineries	\$305K	↓ -12.8%	↑ 5.2%	\$3.2M	↓ -5.5%	3.31x	58.3%
Food Delivery Services	\$156K	↑ 27.7%	↑ 48.3%	\$1.4M	↑ 7.8%	0.52x	22.0%
Private Transport	\$3.5M	↓ -1.4%	↑ 0.8%	\$39.9M	↑ 2.0%	1.00x	97.3%
Accommodation	\$1.3M	↓ -18.0%	↑ 4.2%	\$14.6M	↑ 2.6%	1.15x	68.4%

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

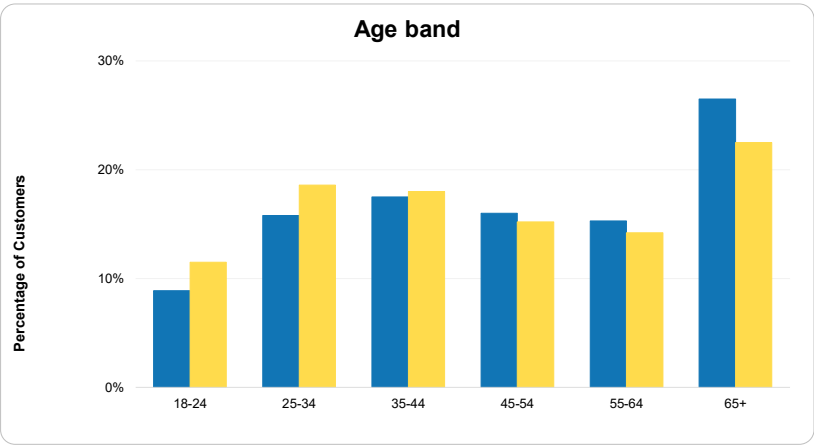
Demographic profiles

What is the profile of Dunsborough residents during the recent static period (February 2025 - January 2026)?

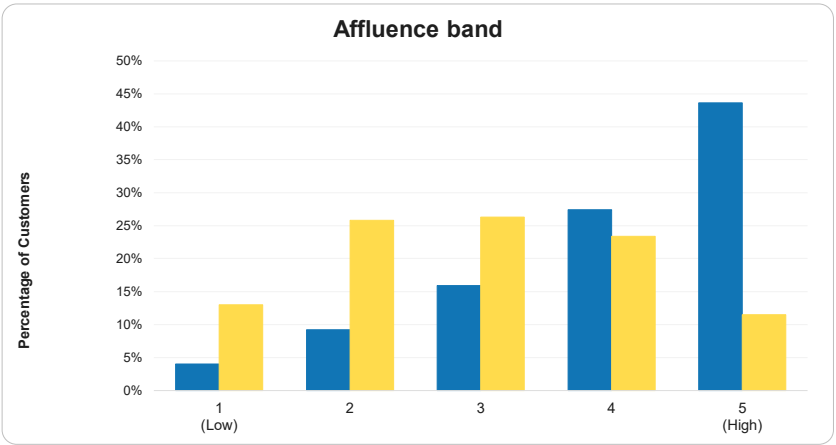
Dunsborough

Australian Average Population

Age band



Affluence band



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 (February 2025 - January 2026)?

<div><div>Top 5 Clothing &amp; Accessories</div><table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Gazman</td><td>4.27x</td><td>9.2%</td></tr><tr><td>Ghanda Clothing</td><td>3.28x</td><td>17.6%</td></tr><tr><td>Vans</td><td>2.29x</td><td>2.3%</td></tr><tr><td>Sportsgirl</td><td>1.54x</td><td>10.4%</td></tr><tr><td>Just Jeans</td><td>1.49x</td><td>8.8%</td></tr></table></div>	Brand	Affinity	Penetration	Gazman	4.27x	9.2%	Ghanda Clothing	3.28x	17.6%	Vans	2.29x	2.3%	Sportsgirl	1.54x	10.4%	Just Jeans	1.49x	8.8%	<div><div>Top 5 Food Retailing</div><table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>&gt;30x</td><td>66.0%</td></tr><tr><td>Liquor Stax</td><td>27.65x</td><td>45.8%</td></tr><tr><td>Liquor Barons</td><td>9.33x</td><td>14.9%</td></tr><tr><td>The Good Grocer</td><td>6.54x</td><td>15.4%</td></tr><tr><td>The Jerky Co</td><td>2.19x</td><td>2.7%</td></tr></table></div>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	66.0%	Liquor Stax	27.65x	45.8%	Liquor Barons	9.33x	14.9%	The Good Grocer	6.54x	15.4%	The Jerky Co	2.19x	2.7%	<div><div>Top 5 Eating and Drinking Out</div><table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>9.07x</td><td>18.5%</td></tr><tr><td>Royal Automobile Club Of Australia</td><td>7.52x</td><td>9.8%</td></tr><tr><td>Dome Cafe</td><td>7.42x</td><td>28.9%</td></tr><tr><td>Miss Maud</td><td>2.97x</td><td>5.9%</td></tr><tr><td>Varsity Bar</td><td>2.21x</td><td>3.3%</td></tr></table></div>	Brand	Affinity	Penetration	Chicken Treat	9.07x	18.5%	Royal Automobile Club Of Australia	7.52x	9.8%	Dome Cafe	7.42x	28.9%	Miss Maud	2.97x	5.9%	Varsity Bar	2.21x	3.3%
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#

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Filter	Region Type	Resident location	
January 2026	Resident location	Sub-region	West Busselton	

Overview

What are some of the key insights for West Busselton residents during January 2026?

Total spend

\$55.3M

↑ 6.3% .vs last year

↑ 7.4% .vs Regional WA

Top category

Supermarkets

\$7.9M of spend for West Busselton residents is within this category during January 2026

Top lifestage

Retiree

33% of West Busselton residents are within this lifestage

Proportion of spend into the LGA

41.9%

of spend for West Busselton residents during January 2026

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (February 2025 - January 2026) based on the latest month ending date. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.

Category performance

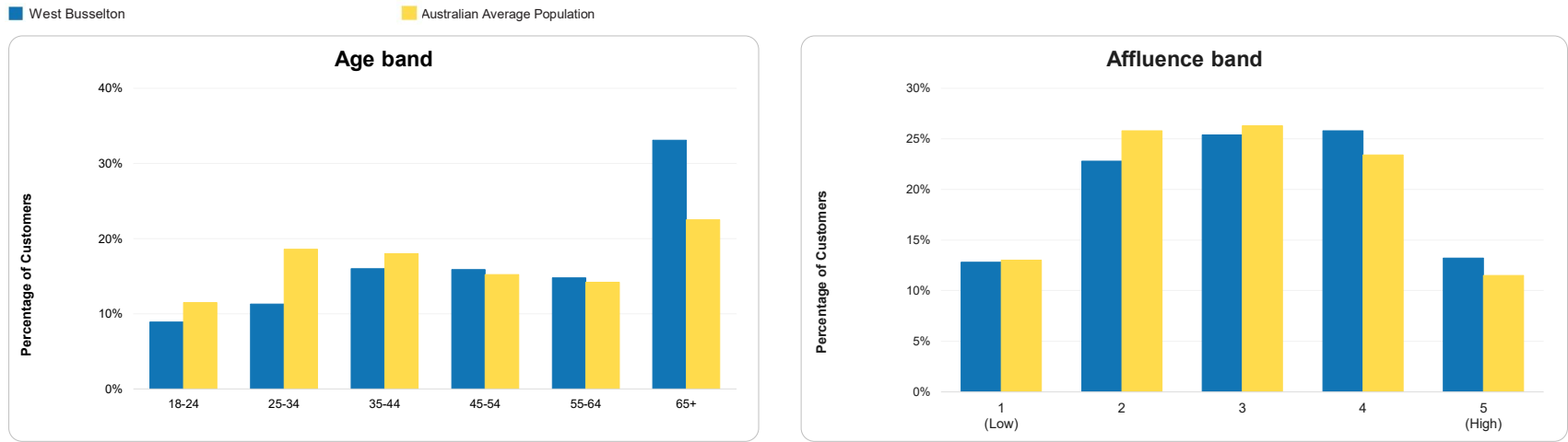
What are the highest performing categories for West Busselton residents during the past 12 months (February 2025 - January 2026)?

Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$55.3M	↑ 6.3%	↑ 7.4%	\$632.2M	↑ 5.5%		
Discretionary Retail	\$12.1M	↑ 11.6%	↑ 8.0%	\$136.4M	↑ 3.1%	1.00x	99.4%
Other Discretionary Retail	\$7.6M	↑ 16.4%	↑ 7.9%	\$83.7M	↑ 2.5%	1.00x	99.0%
Department Stores, Clothing & Accessories	\$3.2M	↑ 3.4%	↑ 9.3%	\$38.7M	↑ 2.0%	0.99x	97.2%
Buy Now Pay Later	\$1.2M	↑ 9.6%	↑ 5.8%	\$12.2M	↑ 11.3%	0.77x	19.1%
Print Media and Books	\$105K	↓ -13.1%	↑ 11.2%	\$1.4M	↓ -7.9%	1.02x	39.5%
Children and Baby Stores	\$28K	↓ -10.1%	↓ -3.1%	\$467K	↑ 22.9%	0.60x	9.1%
Food Retailing	\$11.4M	↑ 1.6%	↑ 4.5%	\$132.6M	↑ 3.8%	1.00x	99.0%
Supermarkets	\$7.9M	↑ 1.7%	↑ 3.2%	\$92.5M	↓ -1.8%	1.00x	98.7%
Groceries and Other Food Retailing	\$3.5M	↑ 1.3%	↑ 8.8%	\$40.1M	↑ 19.7%	0.99x	96.9%
Household	\$11.2M	↑ 12.8%	↑ 9.1%	\$124.7M	↑ 7.4%	1.00x	99.0%
Insurance	\$3.8M	↑ 8.1%	↑ 1.9%	\$42.4M	↑ 9.5%	1.01x	66.0%
Electricity, Gas and Water Supply	\$1.8M	↑ 52.9%	↑ 41.0%	\$20.0M	↑ 11.7%	1.08x	54.2%
Telecommunication Services	\$1.7M	↑ 8.2%	↑ 4.6%	\$19.3M	↑ 6.8%	1.00x	79.5%
Personal Services	\$901K	↑ 7.9%	↑ 8.5%	\$10.6M	↑ 8.2%	0.99x	79.7%
Pet Care	\$753K	↑ 12.6%	↑ 8.8%	\$8.1M	↑ 8.0%	1.34x	49.2%
Motor Vehicle Services	\$676K	↑ 13.8%	↑ 8.3%	\$9.4M	↑ 10.4%	1.13x	64.4%
Fitness	\$669K	↑ 20.2%	↑ 13.8%	\$3.6M	↑ 19.8%	0.75x	44.5%
Public Services	\$461K	↑ 31.1%	↑ 2.7%	\$4.9M	↓ -24.9%	1.06x	57.5%
School Education	\$206K	↓ -47.7%	↑ 12.5%	\$3.2M	↑ 11.5%	0.68x	22.5%
Charities	\$108K	↓ -28.0%	↑ 9.0%	\$1.3M	↑ 11.0%	1.12x	35.7%
Childcare Services	\$77K	↑ 4.3%	↑ 3.0%	\$1.6M	↓ -3.4%	0.69x	4.4%
Computer Services	\$28K	↓ -4.1%	↓ -0.1%	\$418K	↓ -18.8%	0.73x	7.7%
Tourism and Entertainment	\$6.7M	↑ 11.4%	↑ 11.8%	\$73.2M	↑ 7.1%	0.99x	98.5%
Restaurants	\$1.4M	↑ 16.5%	↑ 10.8%	\$13.9M	↑ 12.5%	0.98x	92.1%
Takeaway and Fast Food Outlets	\$1.3M	↑ 7.5%	↑ 6.1%	\$14.6M	↑ 1.6%	0.97x	92.8%
Pubs, Taverns and Bars	\$1.0M	↑ 13.5%	↑ 4.9%	\$11.0M	↑ 5.1%	1.03x	81.3%
Online Entertainment	\$812K	↑ 6.5%	↑ 16.3%	\$9.1M	↑ 7.1%	0.96x	67.2%
Attractions, Events and Recreation	\$802K	↑ 10.1%	↑ 26.1%	\$9.1M	↑ 11.1%	0.96x	75.1%
Cafes	\$640K	↑ 2.7%	↑ 2.7%	\$8.0M	↑ 1.8%	1.00x	87.4%
Food Delivery Services	\$451K	↑ 29.9%	↑ 48.3%	\$4.9M	↑ 24.1%	0.75x	31.5%
Breweries and Wineries	\$284K	↑ 14.1%	↑ 5.2%	\$2.7M	↓ -3.1%	2.96x	52.2%
Private Transport	\$4.1M	↓ -0.2%	↑ 0.8%	\$48.8M	↑ 4.2%	0.99x	96.2%
Accommodation	\$1.1M	↑ 1.7%	↑ 4.2%	\$13.6M	↑ 5.5%	1.10x	65.3%

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

Demographic profiles

What is the profile of West Busselton residents during the recent static period (February 2025 - January 2026)?



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 (February 2025 - January 2026)?

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<div><div>Top 5 General Retail</div><table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Red Dot</td><td>13.55x</td><td>53.6%</td></tr><tr><td>Perth Duty Free</td><td>7.24x</td><td>7.5%</td></tr><tr><td>The Reject Shop</td><td>1.19x</td><td>44.0%</td></tr><tr><td>Kmart</td><td>1.11x</td><td>86.7%</td></tr><tr><td>Temu</td><td>1.11x</td><td>25.6%</td></tr></table></div>	Brand	Affinity	Penetration	Red Dot	13.55x	53.6%	Perth Duty Free	7.24x	7.5%	The Reject Shop	1.19x	44.0%	Kmart	1.11x	86.7%	Temu	1.11x	25.6%	<div><div>Top 5 Homewares and Appliances</div><table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>House</td><td>3.11x</td><td>24.4%</td></tr><tr><td>Harvey Norman</td><td>2.55x</td><td>5.9%</td></tr><tr><td>The Good Guys</td><td>2.28x</td><td>29.8%</td></tr><tr><td>Beacon Lighting</td><td>1.90x</td><td>4.6%</td></tr><tr><td>Spotlight</td><td>1.90x</td><td>54.7%</td></tr></table></div>	Brand	Affinity	Penetration	House	3.11x	24.4%	Harvey Norman	2.55x	5.9%	The Good Guys	2.28x	29.8%	Beacon Lighting	1.90x	4.6%	Spotlight	1.90x	54.7%	<div><div>Top 5 Personal Services</div><table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Priceline</td><td>4.56x</td><td>32.8%</td></tr><tr><td>Price Attack</td><td>4.47x</td><td>8.2%</td></tr><tr><td>Just Cuts</td><td>0.96x</td><td>3.9%</td></tr><tr><td>The Body Shop</td><td>0.83x</td><td>3.6%</td></tr><tr><td>Adore Beauty</td><td>0.68x</td><td>1.4%</td></tr></table></div>	Brand	Affinity	Penetration	Priceline	4.56x	32.8%	Price Attack	4.47x	8.2%	Just Cuts	0.96x	3.9%	The Body Shop	0.83x	3.6%	Adore Beauty	0.68x	1.4%
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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		
January 2026	LGA	City of Busselton		

Overview

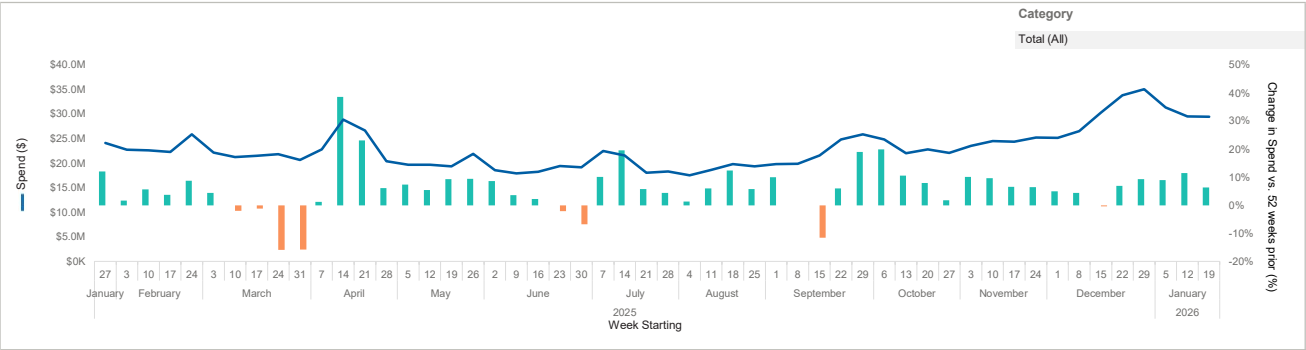
What are some of the key insights for the City of Busselton location for January 2026?

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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

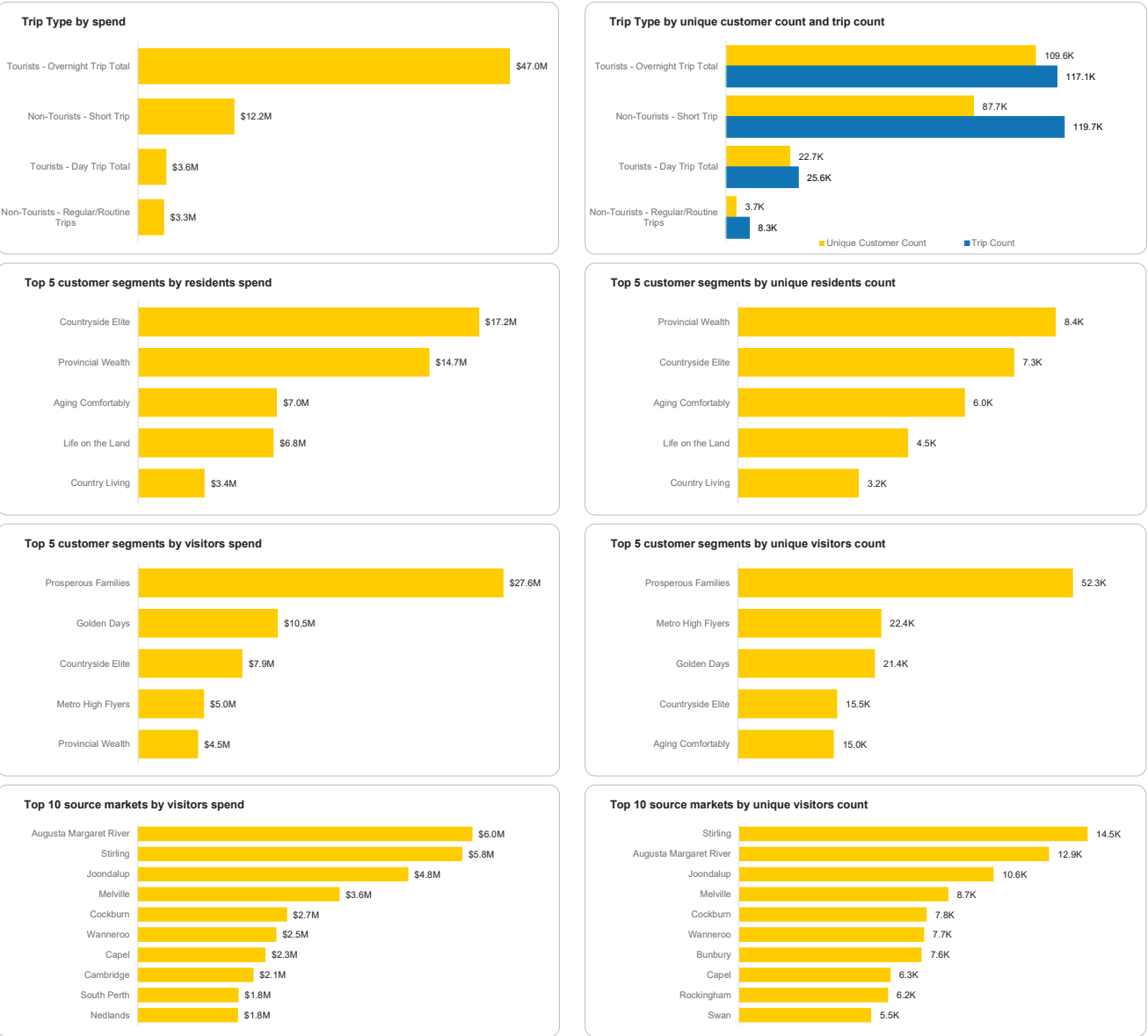
What are the key changes to category spend and visits in January 2026 versus the past year and Regional WA for the City of Busselton location?

							Data representing		
							Spend		
Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$129.4M	↑ 6.1%	↑ 4.6%	\$70.7M	↑ 4.6%	↑ 5.5%	\$58.7M	↑ 8.1%	↑ 4.0%
Food Retailing	\$39.7M	↑ 4.8%	↑ 4.9%	\$16.1M	↑ 5.5%	↑ 7.2%	\$23.5M	↑ 4.3%	↑ 3.4%
Supermarkets	\$24.3M	↑ 2.7%	↑ 3.2%	\$7.7M	↑ 1.0%	↑ 6.2%	\$16.6M	↑ 3.5%	↑ 2.0%
Groceries and Other Food Retailing	\$15.4M	↑ 8.3%	↑ 10.1%	\$8.5M	↑ 10.0%	↑ 9.1%	\$6.9M	↑ 6.3%	↑ 9.7%
Tourism and Entertainment	\$26.5M	↑ 6.7%	↑ 5.6%	\$18.7M	↑ 3.3%	↑ 5.8%	\$7.9M	↑ 15.9%	↑ 6.6%
Restaurants	\$7.0M	↓ -9.1%	↑ 7.9%	\$5.0M	↓ -15.2%	↑ 5.6%	\$2.0M	↑ 10.3%	↑ 21.1%
Pubs, Taverns and Bars	\$5.2M	↑ 29.3%	↑ 4.2%	\$3.5M	↑ 30.7%	↑ 3.2%	\$1.7M	↑ 26.7%	↑ 2.9%
Cafes	\$4.5M	↑ 10.7%	↑ 2.8%	\$3.1M	↑ 7.1%	↑ 3.6%	\$1.4M	↑ 20.1%	↑ 3.6%
Breweries and Wineries	\$4.0M	↓ -0.6%	↑ 2.3%	\$3.5M	↓ -1.1%	↑ 1.6%	\$593K	↑ 2.4%	↑ 6.3%
Takeaway and Fast Food Outlets	\$3.6M	↑ 10.3%	↑ 5.7%	\$2.0M	↑ 9.5%	↑ 12.3%	\$1.6M	↑ 11.3%	↑ 2.7%
Attractions, Events and Recreation	\$2.2M	↑ 25.4%	↑ 10.8%	\$1.6M	↑ 24.2%	↑ 9.0%	\$540K	↑ 29.2%	↑ 6.0%
Discretionary Retail	\$25.5M	↑ 12.4%	↑ 6.4%	\$10.6M	↑ 11.4%	↑ 8.9%	\$14.9M	↑ 13.1%	↑ 5.7%
Other Discretionary Retail	\$18.3M	↑ 14.3%	↑ 6.7%	\$6.7M	↑ 12.4%	↑ 9.5%	\$11.6M	↑ 15.5%	↑ 6.3%
Department Stores, Clothing & Accessories	\$7.2M	↑ 7.7%	↑ 5.5%	\$3.9M	↑ 9.7%	↑ 7.3%	\$3.3M	↑ 5.5%	↑ 3.5%
Accommodation - Online	\$11.6M	↑ 0.8%	↑ 11.0%	\$11.3M	↓ -0.2%	↑ 11.0%	\$275K	↑ 68.8%	
Private Transport	\$10.3M	↓ -0.4%	↓ -0.8%	\$4.8M	↑ 0.8%	↑ 1.5%	\$5.5M	↓ -1.4%	↓ -2.9%
Accommodation - Instore	\$4.6M	↑ 3.7%	↑ 0.5%	\$4.2M	↑ 3.1%	↓ -0.8%	\$405K	↑ 11.2%	↑ 6.0%

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

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during January 2026?



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 January 2026	Region Type LGA	Spend location City of Busselton		

Overview

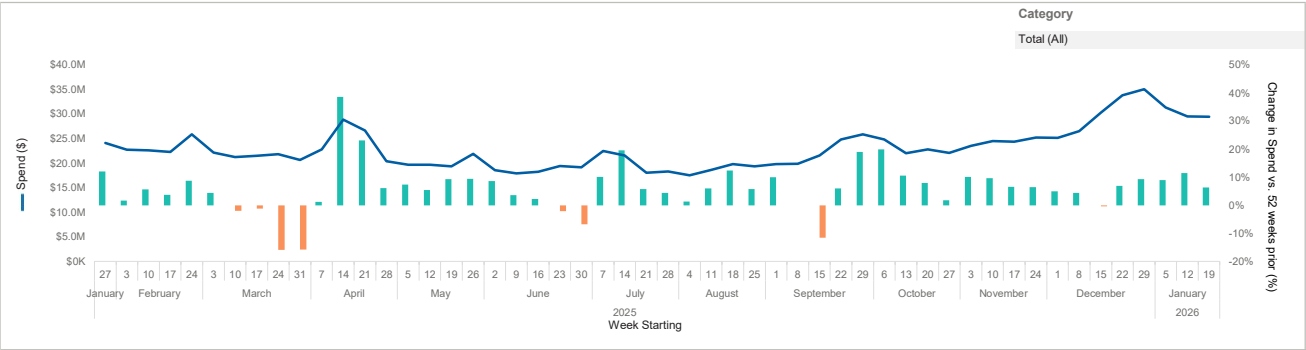
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Trends

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

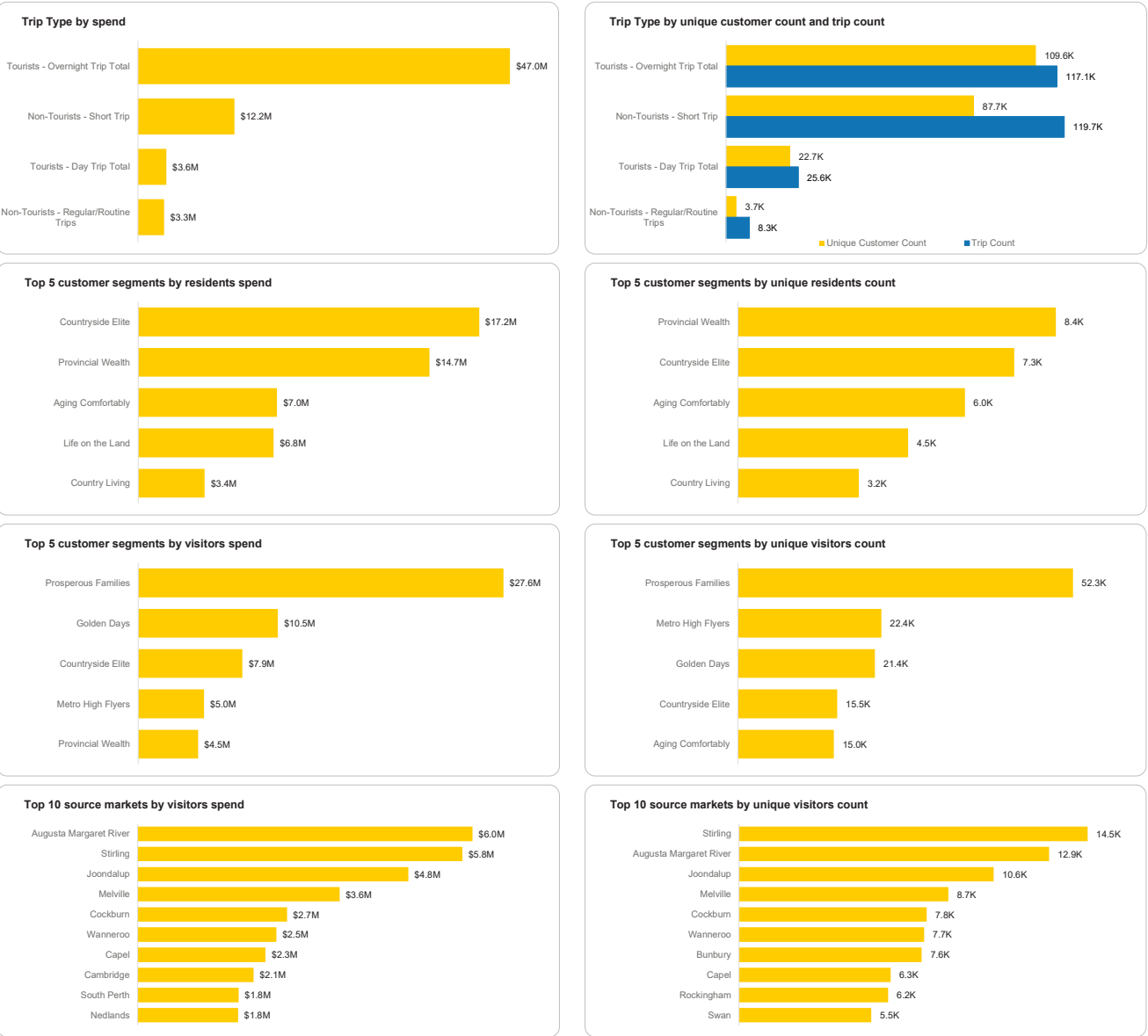
What are the key changes to category spend and visits in January 2026 versus the past year and Regional WA for the City of Busselton location?

							Data representing		
							Customer count		
Category	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	232.4K	↑ 6.5%		194.8K	↑ 7.1%		37.6K	↑ 3.6%	
Tourism and Entertainment	165.5K	↑ 6.5%		134.5K	↑ 6.9%		31.1K	↑ 4.5%	
Restaurants	74.7K	↑ 1.9%		55.5K	↓ -1.2%		19.2K	↑ 12.1%	
Takeaway and Fast Food Outlets	70.0K	↑ 7.2%		49.1K	↑ 8.0%		20.8K	↑ 5.5%	
Cafes	59.6K	↑ 2.2%		44.5K	↑ 2.6%		15.1K	↑ 1.3%	
Pubs, Taverns and Bars	46.0K	↑ 18.0%		33.0K	↑ 20.5%		13.0K	↑ 12.0%	
Breweries and Wineries	38.8K	↑ 7.8%		32.7K	↑ 8.5%		6.1K	↑ 4.3%	
Attractions, Events and Recreation	32.6K	↑ 19.8%		27.0K	↑ 21.5%		5.6K	↑ 12.2%	
Food Retailing	147.3K	↑ 5.4%		111.3K	↑ 6.1%		36.0K	↑ 3.0%	
Groceries and Other Food Retailing	110.6K	↑ 6.6%		81.6K	↑ 7.5%		29.0K	↑ 4.2%	
Supermarkets	105.2K	↑ 3.7%		70.6K	↑ 4.0%		34.6K	↑ 2.9%	
Discretionary Retail	95.0K	↑ 6.5%		61.3K	↑ 8.0%		33.7K	↑ 4.1%	
Other Discretionary Retail	76.6K	↑ 8.6%		44.7K	↑ 11.4%		31.9K	↑ 5.0%	
Department Stores, Clothing & Accessories	52.7K	↑ 3.1%		32.1K	↑ 3.8%		20.6K	↑ 2.0%	
Private Transport	80.0K	↑ 3.4%		53.7K	↑ 4.3%		26.3K	↑ 1.7%	
Accommodation - Online	19.7K	↓ -2.4%		19.3K	↓ -2.6%		0.5K	↑ 8.6%	
Accommodation - Instore	15.7K	↑ 19.3%		12.8K	↑ 14.6%		2.9K	↑ 45.3%	

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.

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

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month January 2026	Region Type LGA	Spend location City of Busselton		

Overview

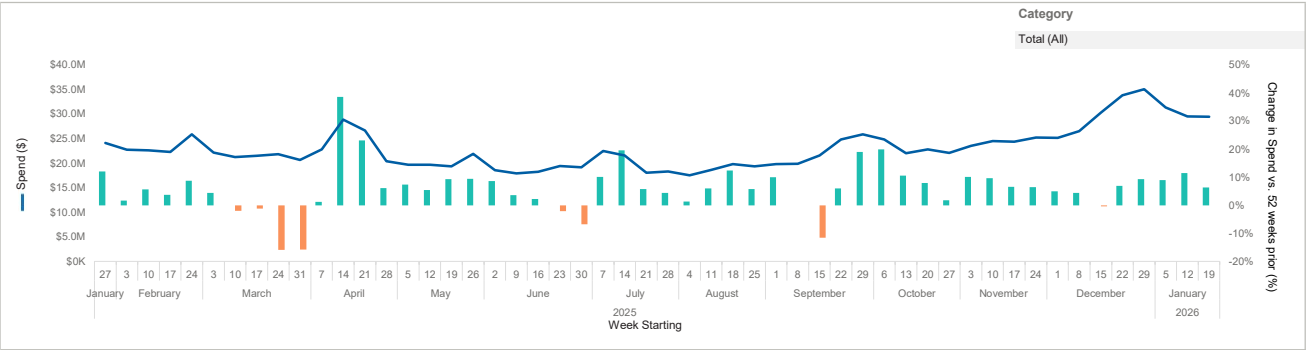
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Trends

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Key categories for Visitors and Residents

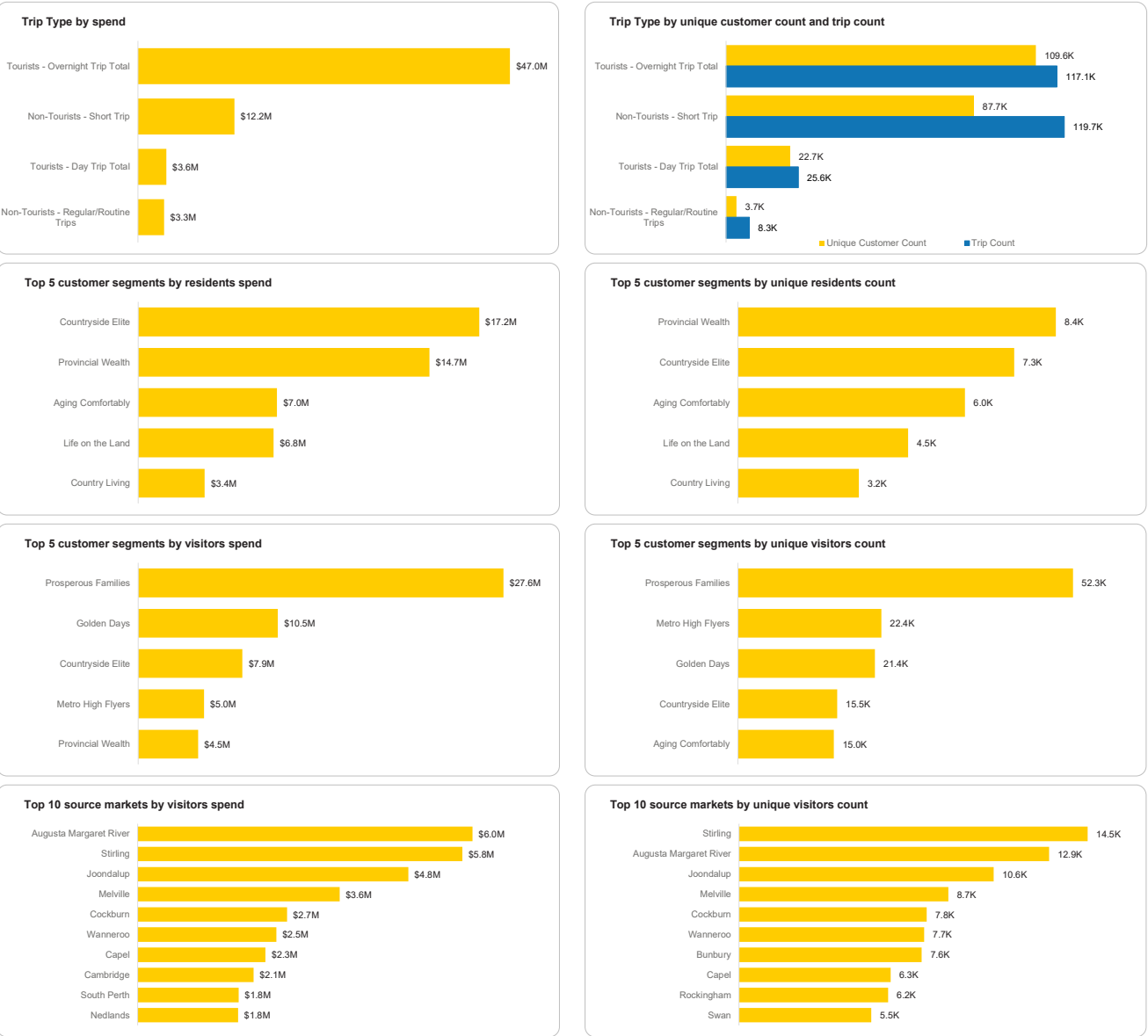
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Category	Data representing								
	Spend per customer								
	Total			Visitors			Residents		
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$557.00	↓ -0.3%		\$363.10	↓ -2.3%		\$1,563.20	↑ 4.3%	
Food Retailing	\$269.20	↓ -0.5%		\$144.90	↓ -0.6%		\$653.60	↑ 1.2%	
Supermarkets	\$230.70	↓ -0.9%		\$108.70	↓ -2.9%		\$479.60	↑ 0.5%	
Groceries and Other Food Retailing	\$139.00	↑ 1.6%		\$103.60	↑ 2.4%		\$238.50	↑ 2.0%	
Tourism and Entertainment	\$160.30	↑ 0.2%		\$138.80	↓ -3.4%		\$253.30	↑ 11.0%	
Restaurants	\$93.80	↓ -10.8%		\$89.40	↓ -14.2%		\$106.30	↓ -1.6%	
Pubs, Taverns and Bars	\$113.40	↑ 9.6%		\$105.30	↑ 8.4%		\$134.00	↑ 13.1%	
Cafes	\$74.70	↑ 8.3%		\$69.80	↑ 4.4%		\$89.40	↑ 18.5%	
Breweries and Wineries	\$104.40	↓ -7.8%		\$105.60	↓ -8.8%		\$97.80	↓ -1.8%	
Takeaway and Fast Food Outlets	\$51.80	↑ 2.9%		\$41.10	↑ 1.4%		\$77.00	↑ 5.6%	
Attractions, Events and Recreation	\$67.20	↑ 4.7%		\$61.10	↑ 2.2%		\$96.40	↑ 15.2%	
Discretionary Retail	\$268.20	↑ 5.5%		\$172.60	↑ 3.2%		\$442.10	↑ 8.7%	
Other Discretionary Retail	\$239.00	↑ 5.2%		\$150.30	↑ 0.9%		\$363.50	↑ 10.0%	
Department Stores, Clothing & Accessories	\$136.20	↑ 4.5%		\$120.30	↑ 5.7%		\$160.90	↑ 3.5%	
Accommodation - Online	\$586.60	↑ 3.2%		\$586.20	↑ 2.4%		\$603.20	↑ 55.4%	
Private Transport	\$128.10	↓ -3.7%		\$89.30	↓ -3.4%		\$207.10	↓ -3.1%	
Accommodation - Instore	\$290.90	↓ -13.0%		\$325.00	↓ -10.1%		\$139.70	↓ -23.5%	

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City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
January 2026	Sub-region	Busselton		

Overview

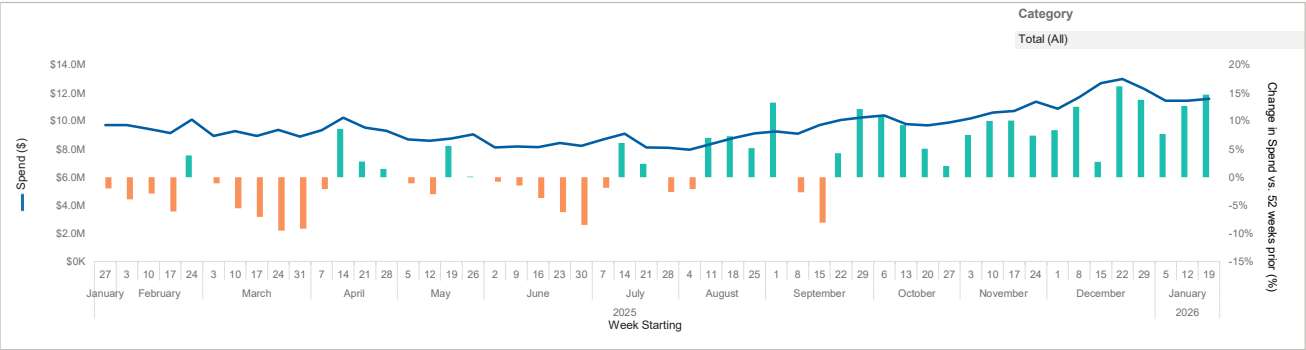
What are some of the key insights for the Busselton location for January 2026?

<div><div>Total spend</div><div>\$49.7M</div><div><div>↑ 9.7%</div><div>.vs last year</div><div>↑ 4.6%</div><div>Regional WA</div></div></div>	<div><div>Total customers</div><div>144K</div><div><div>↑ 7.5%</div><div>.vs last year</div></div></div>	<div><div>Visitor spend</div><div>\$19.7M</div><div><div>40% of total spend</div><div>within Busselton during January 2026 are from</div><div>Visitors</div></div></div>	<div><div>Total visitors</div><div>109K</div><div><div>76% of total customers</div><div>within Busselton during January 2026 are from</div><div>Visitors</div></div></div>
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Trends

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



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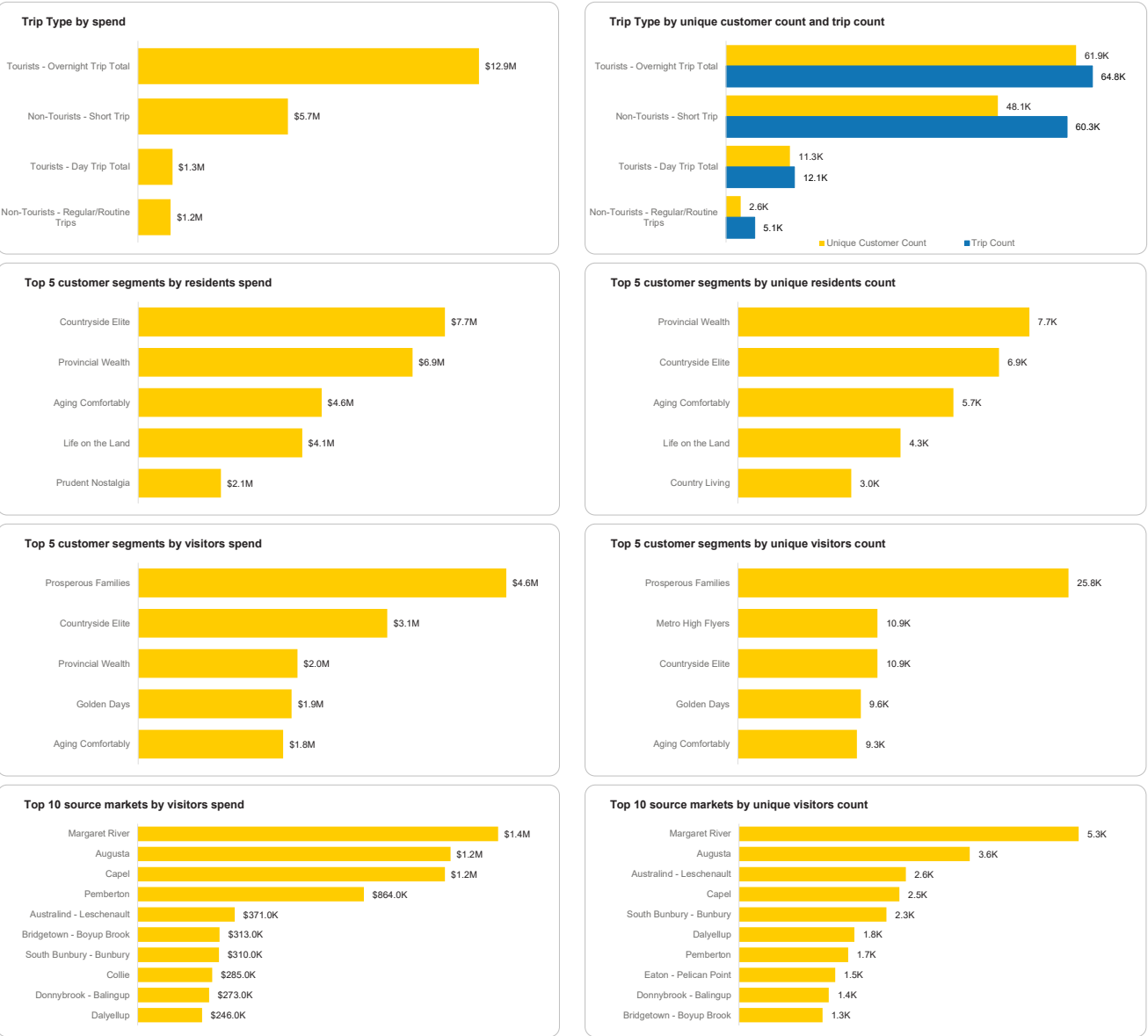
What are the key changes to category spend and visits in January 2026 versus the past year and Regional WA for the Busselton location?

Category	Data representing								
	Spend								
	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$49.7M	↑ 9.7%	↑ 4.6%	\$19.7M	↑ 11.0%	↑ 5.5%	\$29.9M	↑ 8.9%	↑ 4.0%
Discretionary Retail	\$14.7M	↑ 14.7%	↑ 6.4%	\$5.2M	↑ 10.9%	↑ 8.9%	\$9.5M	↑ 17.0%	↑ 5.7%
Other Discretionary Retail	\$11.9M	↑ 16.1%	↑ 6.7%	\$3.9M	↑ 12.9%	↑ 9.5%	\$8.0M	↑ 17.7%	↑ 6.3%
Department Stores, Clothing & Accessories	\$2.8M	↑ 9.4%	↑ 5.5%	\$1.3M	↑ 5.3%	↑ 7.3%	\$1.5M	↑ 13.2%	↑ 3.5%
Food Retailing	\$13.4M	↑ 3.4%	↑ 4.9%	\$3.9M	↑ 5.0%	↑ 7.2%	\$9.5M	↑ 2.8%	↑ 3.4%
Supermarkets	\$10.4M	↑ 2.9%	↑ 3.2%	\$2.6M	↑ 4.8%	↑ 6.2%	\$7.7M	↑ 2.2%	↑ 2.0%
Groceries and Other Food Retailing	\$3.1M	↑ 5.5%	↑ 10.1%	\$1.3M	↑ 5.5%	↑ 9.1%	\$1.8M	↑ 5.6%	↑ 9.7%
Tourism and Entertainment	\$9.4M	↑ 11.1%	↑ 5.6%	\$5.9M	↑ 9.4%	↑ 5.8%	\$3.4M	↑ 14.3%	↑ 6.6%
Restaurants	\$2.0M	↑ 8.9%	↑ 7.9%	\$1.2M	↑ 7.3%	↑ 5.6%	\$805K	↑ 11.4%	↑ 21.1%
Pubs, Taverns and Bars	\$1.8M	↑ 14.6%	↑ 4.2%	\$893K	↑ 12.2%	↑ 3.2%	\$898K	↑ 17.0%	↑ 2.9%
Cafes	\$1.7M	↑ 0.6%	↑ 2.8%	\$1.1M	↑ 3.1%	↑ 3.6%	\$564K	↓ -3.8%	↑ 3.6%
Takeaway and Fast Food Outlets	\$1.2M	↑ 24.8%	↑ 5.7%	\$611K	↑ 26.8%	↑ 12.3%	\$633K	↑ 22.9%	↑ 2.7%
Private Transport	\$4.8M	↑ 4.6%	↓ -0.8%	\$2.0M	↑ 4.3%	↑ 1.5%	\$2.9M	↑ 4.9%	↓ -2.9%
Accommodation - Instore	\$507K	↑ 149.8%	↑ 0.5%	\$387K	↑ 188.1%	↓ -0.8%	\$120K	↑ 74.9%	↑ 6.0%

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

Trip Type, customer segments and source markets

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

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
January 2026	Sub-region	Busselton		

Overview

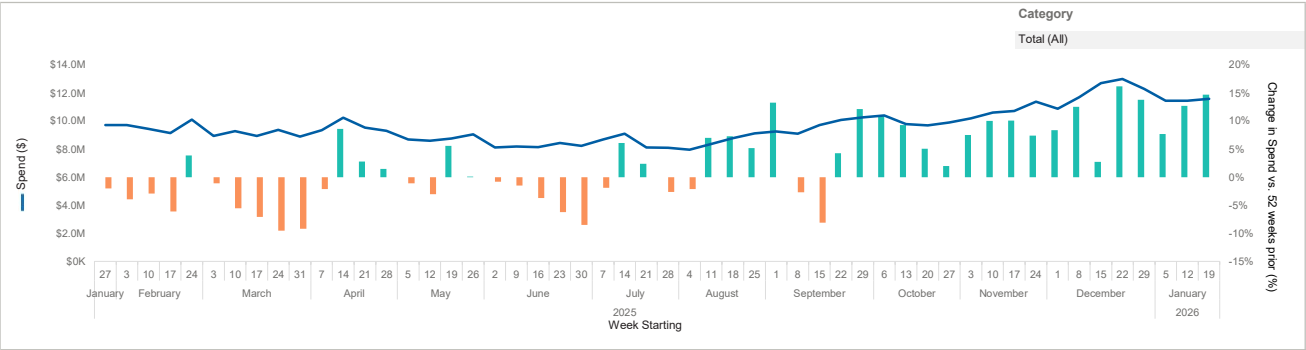
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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

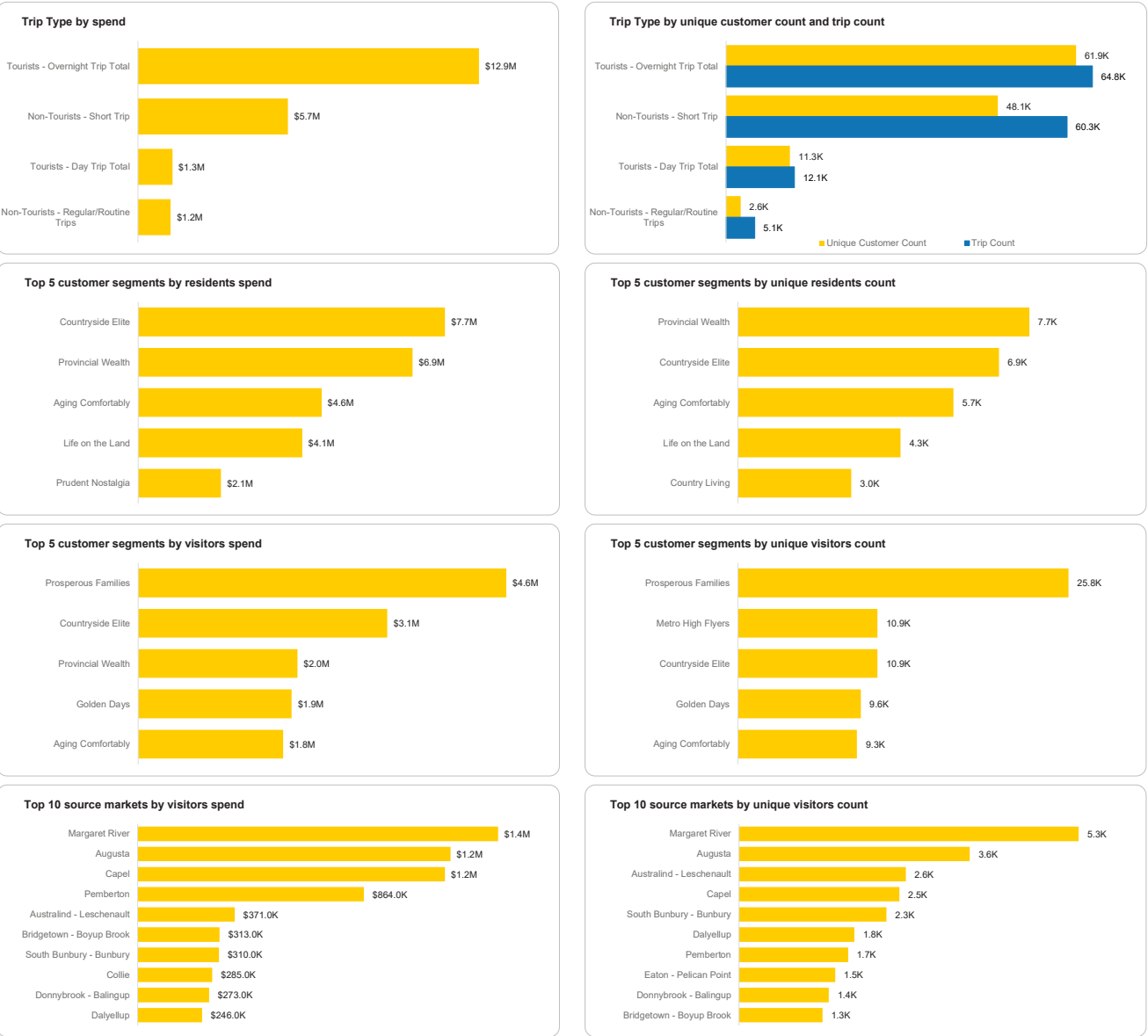
What are the key changes to category spend and visits in January 2026 versus the past year and Regional WA for the Busselton location?

Category	Data representing								
	Customer count								
	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	143.9K	↑ 7.5%		109.2K	↑ 8.7%		34.7K	↑ 3.6%	
Tourism and Entertainment	94.7K	↑ 7.6%		71.7K	↑ 8.1%		23.0K	↑ 6.0%	
Restaurants	33.9K	↑ 8.2%		22.3K	↑ 3.3%		11.6K	↑ 19.1%	
Takeaway and Fast Food Outlets	30.7K	↑ 16.5%		19.0K	↑ 19.9%		11.7K	↑ 11.4%	
Cafes	27.1K	↓ -1.4%		18.3K	↑ 0.2%		8.8K	↓ -4.5%	
Pubs, Taverns and Bars	18.3K	↑ 8.9%		11.0K	↑ 10.2%		7.3K	↑ 7.0%	
Food Retailing	64.6K	↑ 7.9%		38.8K	↑ 12.5%		25.8K	↑ 1.6%	
Supermarkets	52.2K	↑ 4.2%		28.6K	↑ 6.4%		23.6K	↑ 1.6%	
Groceries and Other Food Retailing	33.6K	↑ 12.4%		18.9K	↑ 20.5%		14.7K	↑ 3.4%	
Discretionary Retail	62.3K	↑ 5.7%		33.6K	↑ 6.9%		28.6K	↑ 4.3%	
Other Discretionary Retail	53.6K	↑ 8.3%		26.6K	↑ 11.6%		27.0K	↑ 5.2%	
Department Stores, Clothing & Accessories	23.5K	↓ -2.2%		12.3K	↓ -5.4%		11.2K	↑ 1.5%	
Private Transport	41.5K	↑ 4.8%		24.5K	↑ 5.7%		17.1K	↑ 3.5%	
Accommodation - Instore	2.7K	↑ 286.5%		1.6K	↑ 226.8%		1.1K	↑ 432.7%	

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City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
January 2026	Sub-region	Busselton		

Overview

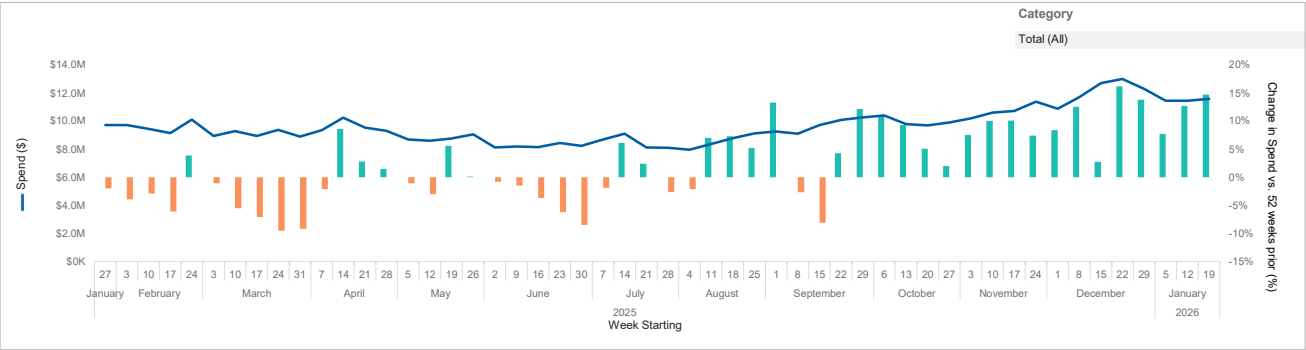
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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

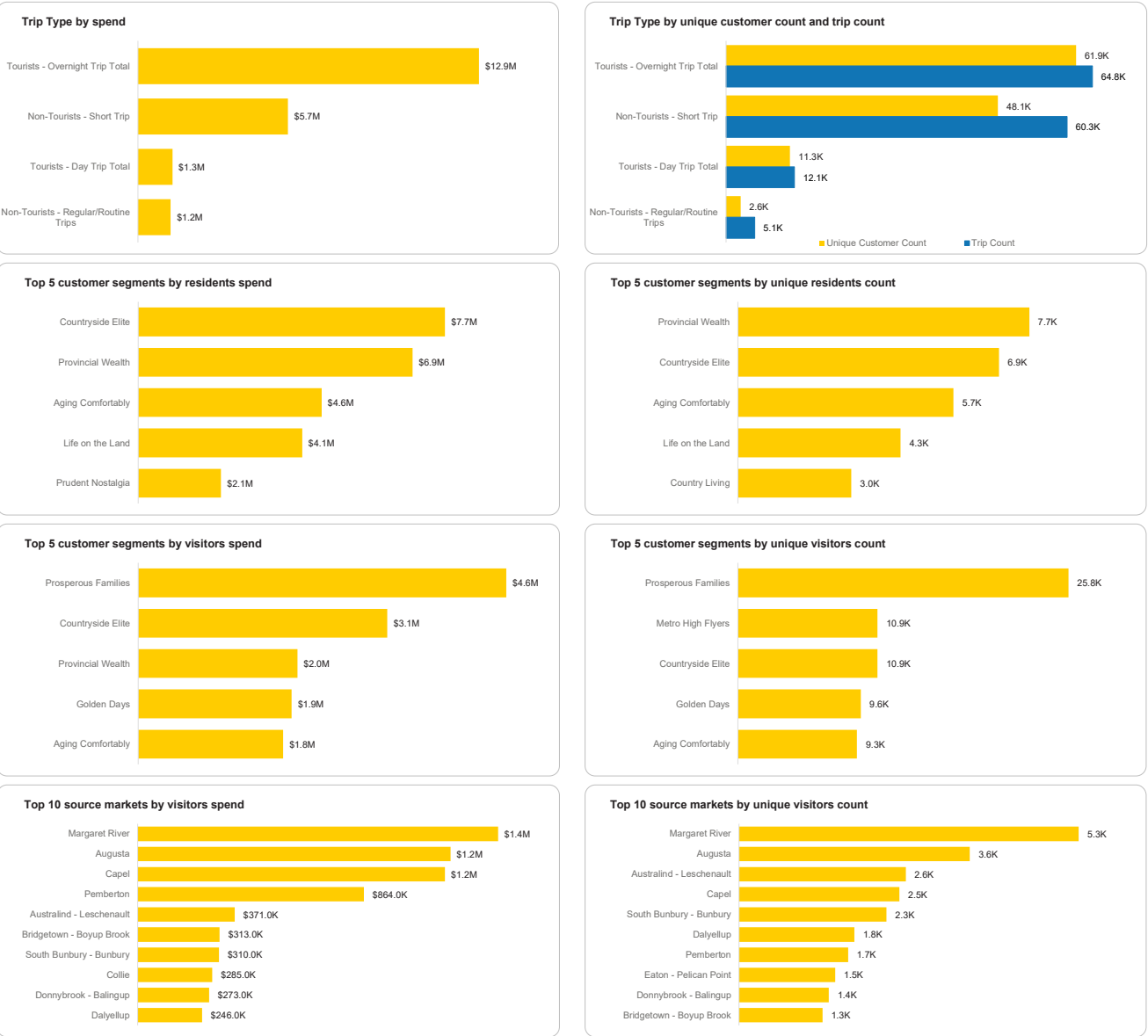
What are the key changes to category spend and visits in January 2026 versus the past year and Regional WA for the Busselton location?

Category	Data representing							
	Spend per customer							
	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	\$345.10	↑ 2.1%		\$180.60	↑ 2.1%	\$862.80	↑ 5.1%	
Discretionary Retail	\$236.50	↑ 8.5%		\$155.70	↑ 3.7%	\$331.30	↑ 12.1%	
Other Discretionary Retail	\$221.80	↑ 7.2%		\$147.70	↑ 1.1%	\$294.70	↑ 11.9%	
Department Stores, Clothing & Accessories	\$121.30	↑ 11.8%		\$107.30	↑ 11.3%	\$136.50	↑ 11.4%	
Food Retailing	\$207.70	↓ -4.1%		\$100.40	↓ -6.7%	\$368.90	↑ 1.2%	
Supermarkets	\$198.30	↓ -1.3%		\$91.50	↓ -1.6%	\$328.00	↑ 0.6%	
Groceries and Other Food Retailing	\$91.30	↓ -6.1%		\$67.60	↓ -12.5%	\$121.90	↑ 2.1%	
Tourism and Entertainment	\$99.00	↑ 3.3%		\$82.70	↑ 1.2%	\$149.60	↑ 7.8%	
Restaurants	\$59.00	↑ 0.6%		\$53.80	↑ 3.9%	\$69.20	↓ -6.5%	
Pubs, Taverns and Bars	\$98.00	↑ 5.2%		\$81.10	↑ 1.8%	\$123.50	↑ 9.3%	
Cafes	\$61.50	↑ 2.0%		\$60.20	↑ 2.8%	\$64.20	↑ 0.8%	
Takeaway and Fast Food Outlets	\$40.50	↑ 7.1%		\$32.20	↑ 5.8%	\$54.00	↑ 10.4%	
Private Transport	\$116.00	↓ -0.2%		\$80.40	↓ -1.4%	\$167.00	↑ 1.3%	
Accommodation - Instore	\$186.40	↓ -35.4%		\$236.80	↓ -11.8%	\$110.60	↓ -67.2%	

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City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Region Type	Spend location		
January 2026	Sub-region	Dunsborough		

Overview

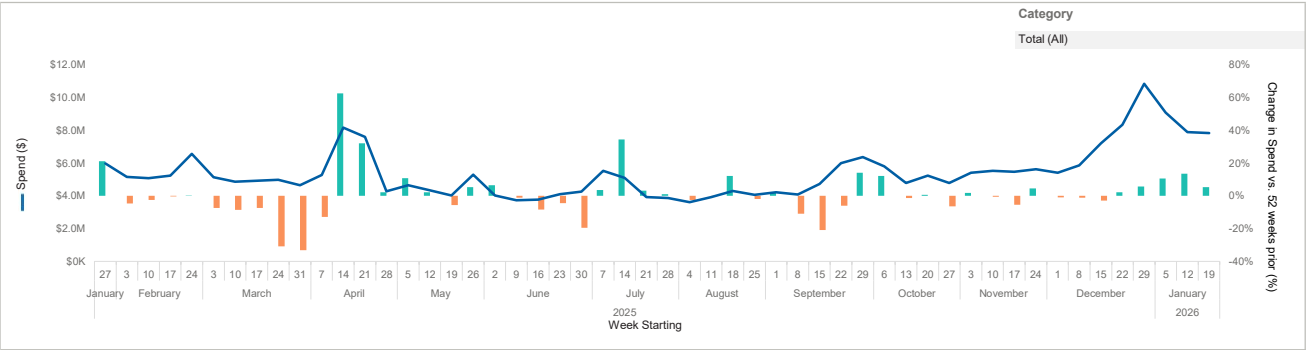
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Trends

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



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Key categories for Visitors and Residents

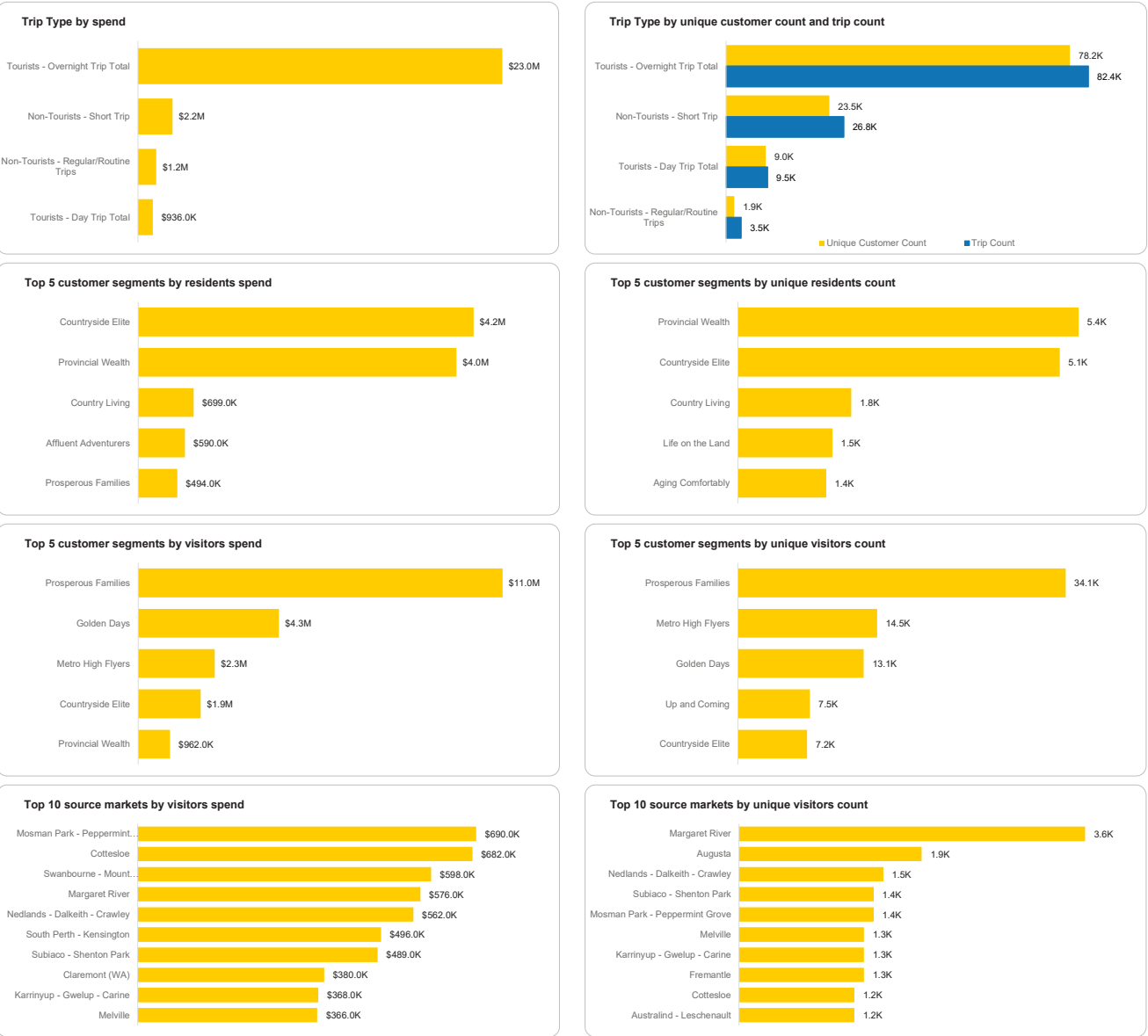
What are the key changes to category spend and visits in January 2026 versus the past year and Regional WA for the Dunsborough location?

Category	Total			Visitors			Residents			Data representing	
										Spend	
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year		Spend location	Regional WA
Total	\$35.5M	↑ 5.4%	↑ 4.6%	\$23.5M	↑ 2.7%	↑ 5.5%	\$12.0M	↑ 10.9%	↑ 4.0%		
Tourism and Entertainment	\$13.3M	↑ 1.5%	↑ 5.6%	\$10.6M	↓ -2.4%	↑ 5.8%	\$2.8M	↑ 20.2%	↑ 6.6%		
Restaurants	\$4.5M	↓ -16.6%	↑ 7.9%	\$3.5M	↓ -21.3%	↑ 5.6%	\$973K	↑ 5.8%	↑ 21.1%		
Pubs, Taverns and Bars	\$2.7M	↑ 42.5%	↑ 4.2%	\$2.1M	↑ 41.6%	↑ 3.2%	\$633K	↑ 45.6%	↑ 2.9%		
Breweries and Wineries	\$2.4M	↓ -4.3%	↑ 2.3%	\$2.1M	↓ -5.1%	↑ 1.6%	\$320K	↑ 1.8%	↑ 6.3%		
Cafes	\$2.4M	↑ 8.6%	↑ 2.8%	\$1.8M	↑ 2.4%	↑ 3.6%	\$597K	↑ 32.5%	↑ 3.6%		
Takeaway and Fast Food Outlets	\$794K	↑ 4.3%	↑ 5.7%	\$574K	↓ -2.8%	↑ 12.3%	\$220K	↑ 28.9%	↑ 2.7%		
Attractions, Events and Recreation	\$519K	↑ 46.0%	↑ 10.8%	\$479K	↑ 45.4%	↑ 9.0%	\$40K	↑ 53.8%	↑ 6.0%		
Food Retailing	\$11.6M	↑ 5.5%	↑ 4.9%	\$6.2M	↑ 4.9%	↑ 7.2%	\$5.4M	↑ 6.3%	↑ 3.4%		
Supermarkets	\$7.0M	↑ 3.2%	↑ 3.2%	\$3.0M	↓ -0.1%	↑ 6.2%	\$4.0M	↑ 5.8%	↑ 2.0%		
Groceries and Other Food Retailing	\$4.6M	↑ 9.3%	↑ 10.1%	\$3.3M	↑ 10.0%	↑ 9.1%	\$1.3M	↑ 7.6%	↑ 9.7%		
Discretionary Retail	\$4.3M	↑ 9.8%	↑ 6.4%	\$2.7M	↑ 8.2%	↑ 8.9%	\$1.6M	↑ 12.8%	↑ 5.7%		
Other Discretionary Retail	\$2.7M	↑ 13.1%	↑ 6.7%	\$1.4M	↑ 4.8%	↑ 9.5%	\$1.3M	↑ 23.3%	↑ 6.3%		
Department Stores, Clothing & Accessories	\$1.5M	↑ 4.5%	↑ 5.5%	\$1.3M	↑ 12.1%	↑ 7.3%	\$276K	↓ -20.2%	↑ 3.5%		
Accommodation - Instore	\$2.2M	↑ 17.9%	↑ 0.5%	\$2.1M	↑ 21.0%	↓ -0.8%	\$82K	↓ -28.2%	↑ 6.0%		
Private Transport	\$2.1M	↓ -5.1%	↓ -0.8%	\$953K	↓ -7.3%	↑ 1.5%	\$1.1M	↓ -3.2%	↓ -2.9%		

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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 Dunsborough location during January 2026?



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 January 2026	Region Type Sub-region	Spend location Dunsborough		

Overview

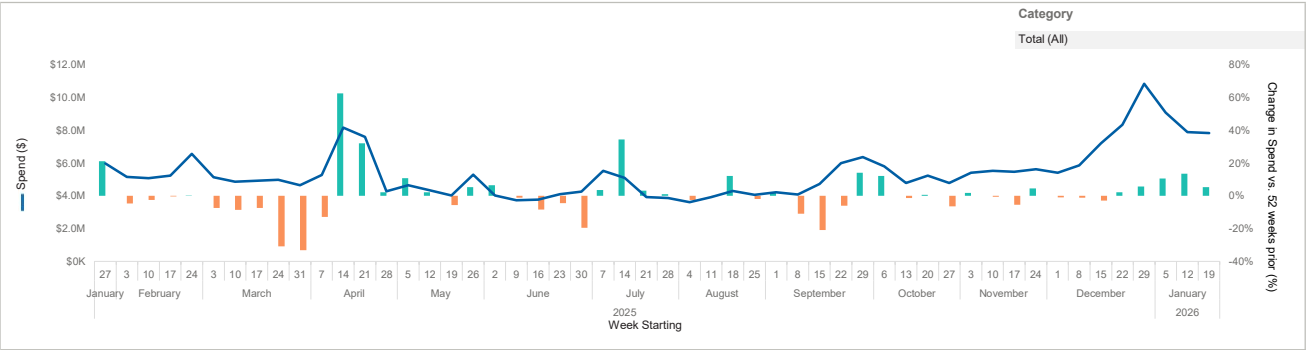
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Key categories for Visitors and Residents

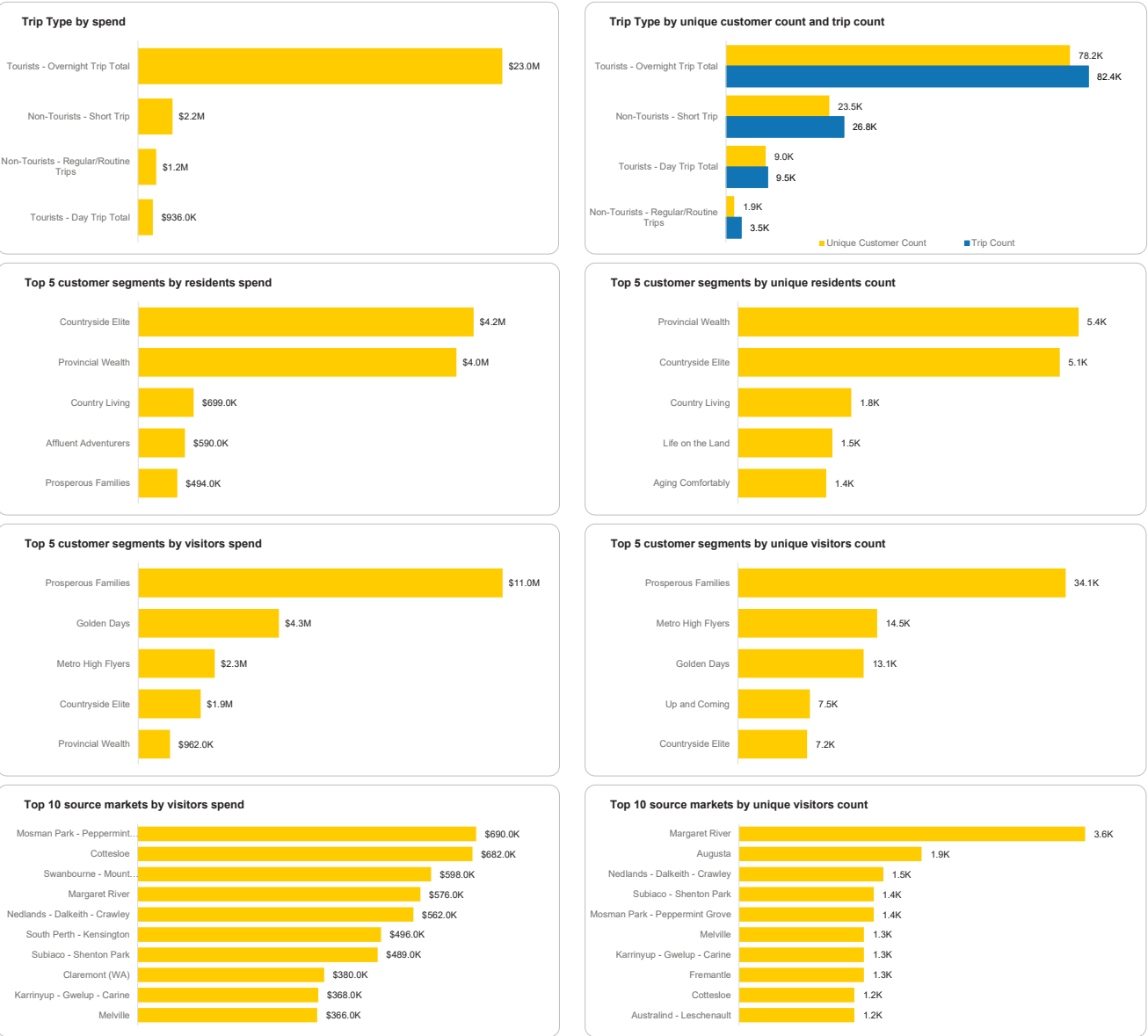
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							Data representing		
							Customer count		
Category	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	119.0K	↑ 4.9%		100.0K	↑ 5.0%		19.0K	↑ 4.0%	
Tourism and Entertainment	86.8K	↑ 4.2%		72.4K	↑ 4.0%		14.4K	↑ 5.7%	
Restaurants	42.0K	↓ -3.8%		33.7K	↓ -5.5%		8.2K	↑ 3.7%	
Cafes	31.6K	↓ -0.2%		25.3K	↓ -0.6%		6.3K	↑ 1.4%	
Pubs, Taverns and Bars	25.3K	↑ 31.5%		19.8K	↑ 30.9%		5.5K	↑ 33.6%	
Takeaway and Fast Food Outlets	20.9K	↓ -0.1%		16.0K	↓ -2.2%		4.9K	↑ 7.8%	
Breweries and Wineries	19.9K	↑ 9.6%		17.5K	↑ 11.0%		2.4K	↑ 0.3%	
Attractions, Events and Recreation	6.9K	↑ 27.6%		6.4K	↑ 25.1%		0.5K	↑ 74.8%	
Food Retailing	73.0K	↑ 5.4%		59.3K	↑ 5.5%		13.7K	↑ 4.8%	
Groceries and Other Food Retailing	56.5K	↑ 6.2%		46.2K	↑ 6.5%		10.3K	↑ 4.8%	
Supermarkets	42.5K	↑ 3.5%		31.4K	↑ 3.3%		11.1K	↑ 4.2%	
Discretionary Retail	28.1K	↑ 5.9%		19.6K	↑ 6.5%		8.5K	↑ 4.6%	
Other Discretionary Retail	22.8K	↑ 3.7%		14.8K	↑ 4.0%		7.9K	↑ 3.0%	
Department Stores, Clothing & Accessories	9.4K	↑ 10.8%		7.6K	↑ 12.3%		1.9K	↑ 4.8%	
Private Transport	19.1K	↓ -2.0%		12.1K	↓ -2.6%		7.0K	↓ -1.0%	
Accommodation - Instore	6.2K	↑ 24.5%		5.7K	↑ 23.3%		0.5K	↑ 40.1%	

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City of Busselton

Resident	Business	Events	Visitor	Leakage
Month January 2026	Region Type Sub-region	Spend location Dunsborough		

Overview

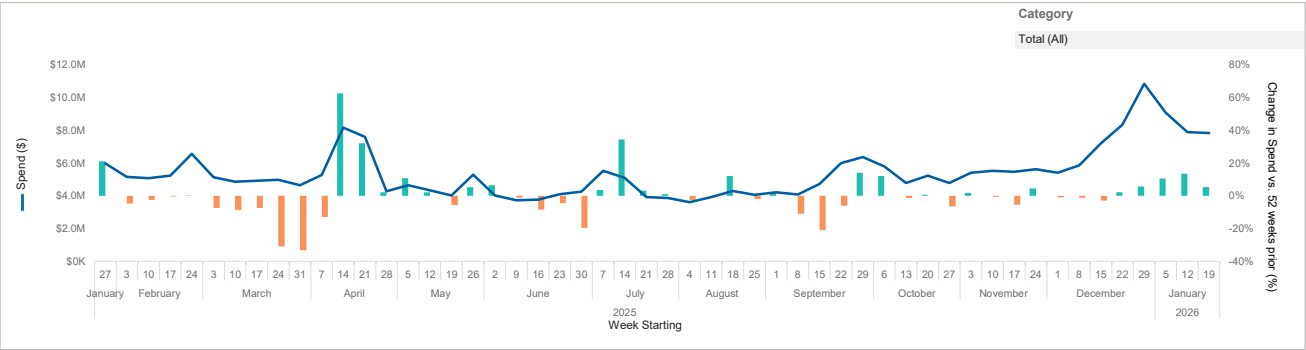
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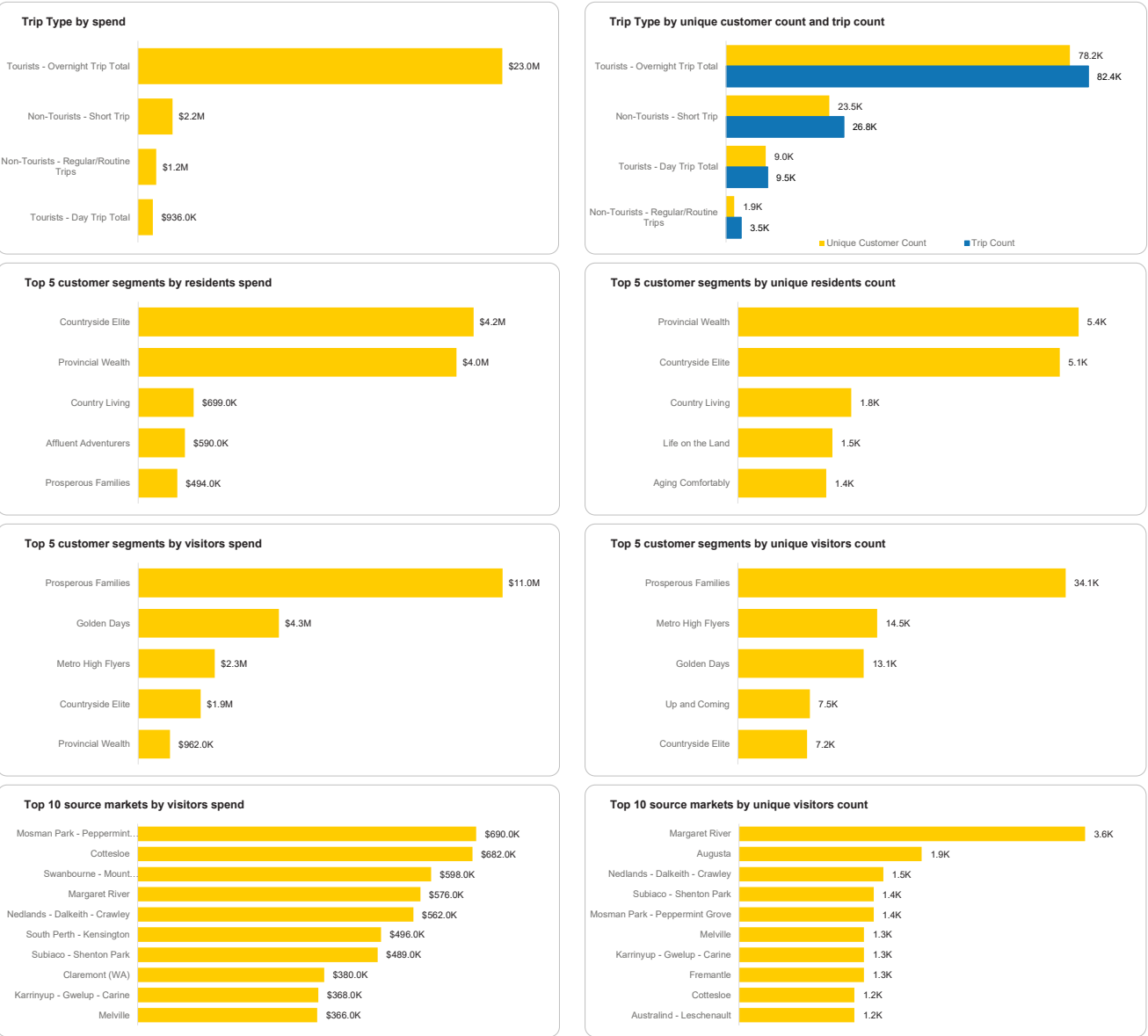
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Category	Data representing							
	Spend per customer							
	Total		Visitors			Residents		
	Spend per customer	% Change vs last year	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA	Spend location	Regional WA	Spend location	Regional WA	
Total	\$298.30	↑ 0.5%		\$234.80	↓ -2.2%	\$633.50	↑ 6.6%	
Tourism and Entertainment	\$153.90	↓ -2.6%		\$146.00	↓ -6.2%	\$193.60	↑ 13.7%	
Restaurants	\$106.80	↓ -13.3%		\$104.00	↓ -16.7%	\$118.10	↑ 2.1%	
Pubs, Taverns and Bars	\$108.60	↑ 8.3%		\$106.90	↑ 8.1%	\$114.70	↑ 9.0%	
Breweries and Wineries	\$121.50	↓ -12.6%		\$120.10	↓ -14.5%	\$131.20	↑ 1.5%	
Cafes	\$75.50	↑ 8.8%		\$70.70	↑ 3.0%	\$95.10	↑ 30.7%	
Takeaway and Fast Food Outlets	\$38.00	↑ 4.4%		\$35.80	↓ -0.6%	\$45.20	↑ 19.6%	
Attractions, Events and Recreation	\$75.50	↑ 14.4%		\$74.90	↑ 16.2%	\$83.60	↓ -12.0%	
Food Retailing	\$159.00	↑ 0.2%		\$105.10	↓ -0.5%	\$391.90	↑ 1.3%	
Supermarkets	\$165.40	↓ -0.3%		\$95.10	↓ -3.3%	\$363.40	↑ 1.6%	
Groceries and Other Food Retailing	\$81.00	↑ 2.9%		\$70.40	↑ 3.3%	\$128.30	↑ 2.7%	
Discretionary Retail	\$152.10	↑ 3.7%		\$136.10	↑ 1.6%	\$188.90	↑ 7.8%	
Other Discretionary Retail	\$120.30	↑ 9.1%		\$94.50	↑ 0.8%	\$168.30	↑ 19.7%	
Department Stores, Clothing & Accessories	\$163.70	↓ -5.6%		\$167.20	↓ -0.2%	\$149.30	↓ -23.9%	
Accommodation - Instore	\$346.90	↓ -5.3%		\$364.30	↓ -1.8%	\$157.70	↓ -48.8%	
Private Transport	\$107.80	↓ -3.2%		\$78.70	↓ -4.8%	\$158.30	↓ -2.3%	

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

What are the types of trips, top 5 customer segments and top 10 source markets visiting Dunsborough location during January 2026?



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		
January 2026	Sub-region	West Busselton		

Overview

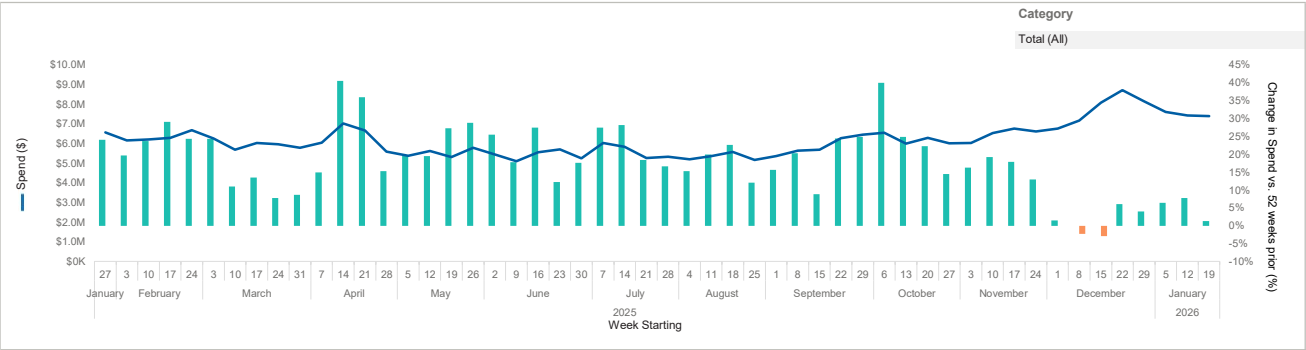
What are some of the key insights for the West Busselton location for January 2026?

<div><div>Total spend</div><div>\$32.5M</div><div><div>↑ 3.7%</div><div>.vs last year</div><div>↑ 4.6%</div><div>Regional WA</div></div></div>	<div><div>Total customers</div><div>127K</div><div><div>↑ 6.0%</div><div>.vs last year</div></div></div>	<div><div>Visitor spend</div><div>\$16.1M</div><div><div>50% of total spend</div><div>within West Busselton during January 2026 are from</div><div>Visitors</div></div></div>	<div><div>Total visitors</div><div>94K</div><div><div>74% of total customers</div><div>within West Busselton during January 2026 are from</div><div>Visitors</div></div></div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for January 2026. 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

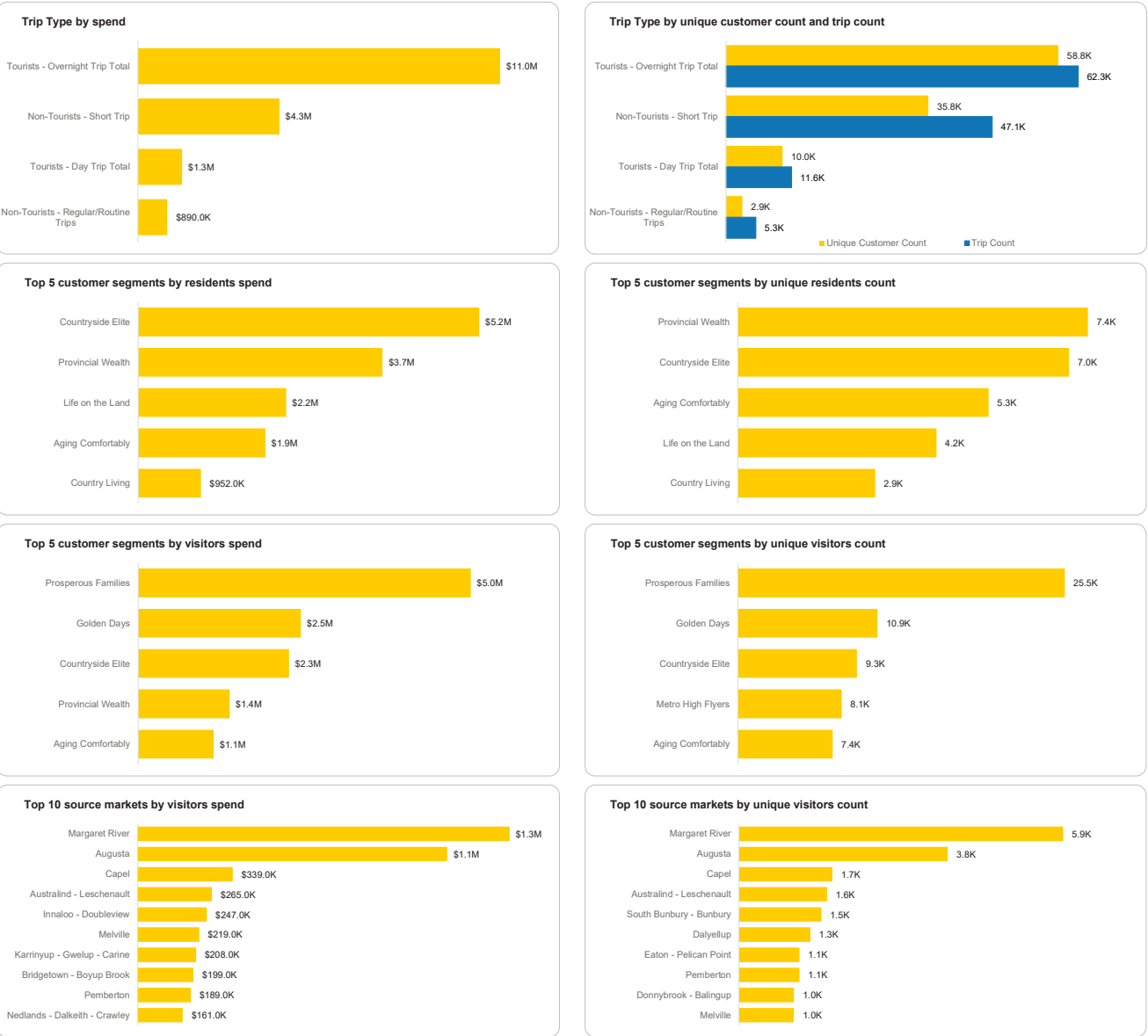
What are the key changes to category spend and visits in January 2026 versus the past year and Regional WA for the West Busselton location?

Category	Data representing								
	Customer count								
	Total			Visitors			Residents		
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	127.4K	↑ 6.0%		94.1K	↑ 6.9%		33.4K	↑ 3.5%	
Food Retailing	73.0K	↑ 2.4%		46.2K	↑ 2.2%		26.6K	↑ 2.9%	
Groceries and Other Food Retailing	52.3K	↑ 3.3%		33.0K	↑ 3.7%		19.3K	↑ 2.6%	
Supermarkets	44.7K	↑ 0.2%		23.3K	↓ -1.5%		21.4K	↑ 2.1%	
Tourism and Entertainment	53.1K	↑ 9.0%		35.1K	↑ 13.2%		18.1K	↑ 1.8%	
Takeaway and Fast Food Outlets	35.3K	↑ 3.5%		22.1K	↑ 7.6%		13.2K	↓ -2.7%	
Restaurants	9.1K	↑ 10.8%		4.6K	↑ 2.4%		4.5K	↑ 21.0%	
Attractions, Events and Recreation	8.3K	↑ 47.2%		5.7K	↑ 75.0%		2.6K	↑ 9.4%	
Cafes	8.0K	↑ 44.1%		4.4K	↑ 47.5%		3.6K	↑ 40.2%	
Discretionary Retail	46.9K	↑ 6.6%		24.6K	↑ 9.0%		22.3K	↑ 4.1%	
Private Transport	35.5K	↑ 4.2%		23.2K	↑ 6.6%		12.3K	↓ -0.2%	
Accommodation - Instore	7.2K	↓ -6.0%		5.7K	↓ -7.8%		1.5K	↑ 2.2%	

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

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during January 2026?



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		
January 2026	Sub-region	West Busselton		

Overview

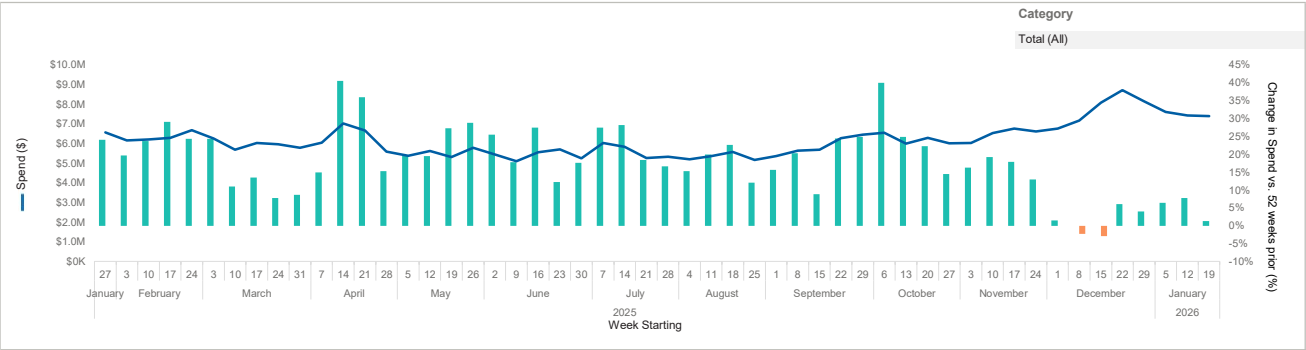
What are some of the key insights for the West Busselton location for January 2026?

<div><div>Total spend</div><div>\$32.5M</div><div><div>↑ 3.7%</div><div>↓ 4.6%</div></div><div><div>.vs last year</div><div>Regional WA</div></div></div>	<div><div>Total customers</div><div>127K</div><div><div>↑ 6.0%</div></div><div><div>.vs last year</div></div></div>	<div><div>Visitor spend</div><div>\$16.1M</div><div><div>50% of total spend</div><div>within West Busselton during January 2026 are from</div><div>Visitors</div></div></div>	<div><div>Total visitors</div><div>94K</div><div><div>74% of total customers</div><div>within West Busselton during January 2026 are from</div><div>Visitors</div></div></div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for January 2026. 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

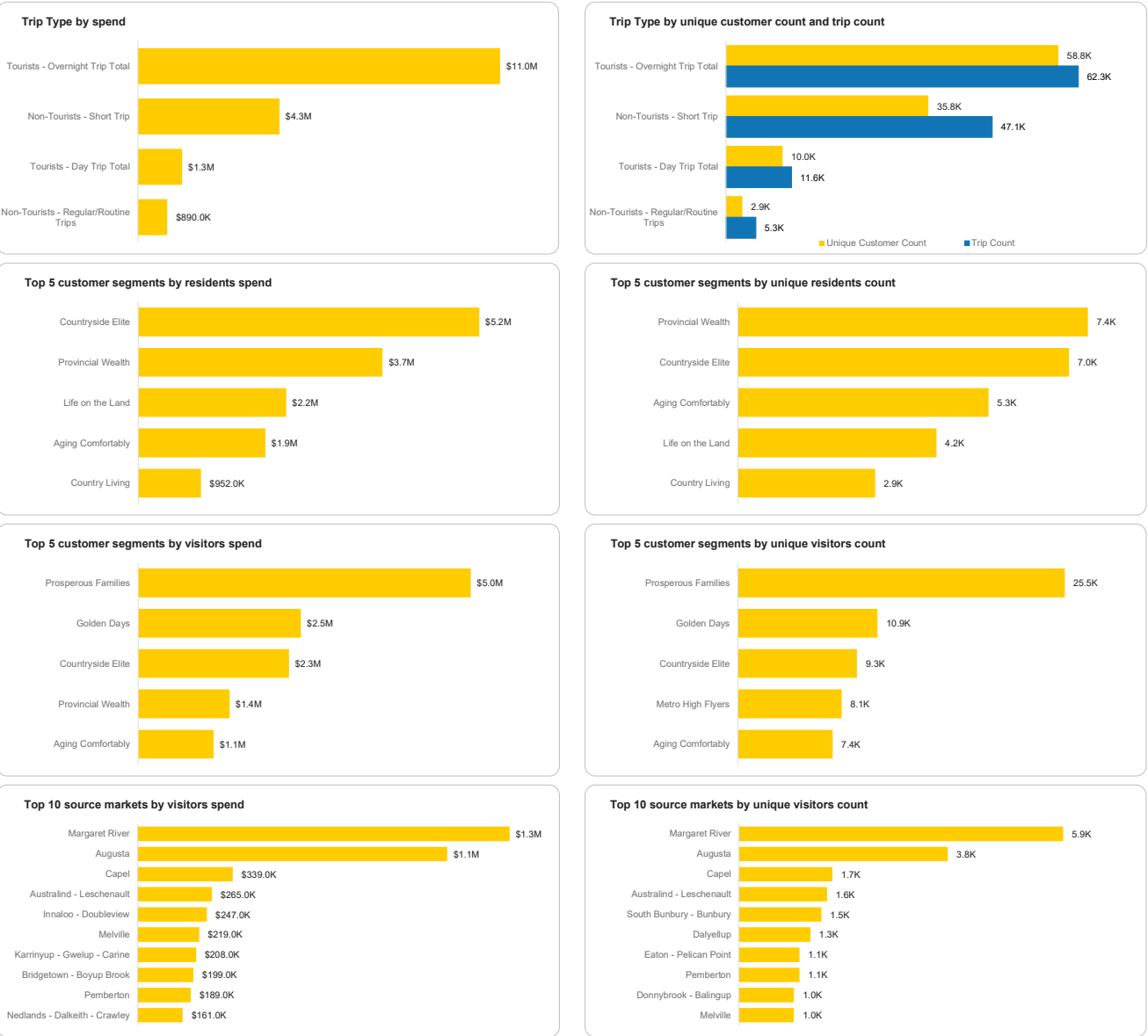
What are the key changes to category spend and visits in January 2026 versus the past year and Regional WA for the West Busselton location?

							Data representing		
							Spend		
Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$32.5M	↑ 3.7%	↑ 4.6%	\$16.1M	↑ 3.5%	↑ 5.5%	\$16.3M	↑ 4.0%	↑ 4.0%
Food Retailing	\$14.6M	↑ 5.4%	↑ 4.9%	\$6.0M	↑ 6.5%	↑ 7.2%	\$8.6M	↑ 4.7%	↑ 3.4%
Groceries and Other Food Retailing	\$7.7M	↑ 8.7%	↑ 10.1%	\$3.9M	↑ 11.5%	↑ 9.1%	\$3.8M	↑ 6.0%	↑ 9.7%
Supermarkets	\$6.9M	↑ 1.9%	↑ 3.2%	\$2.1M	↓ -2.0%	↑ 6.2%	\$4.8M	↑ 3.7%	↑ 2.0%
Discretionary Retail	\$6.5M	↑ 9.0%	↑ 6.4%	\$2.7M	↑ 15.9%	↑ 8.9%	\$3.8M	↑ 4.7%	↑ 5.7%
Tourism and Entertainment	\$3.7M	↑ 16.6%	↑ 5.6%	\$2.1M	↑ 19.0%	↑ 5.8%	\$1.5M	↑ 13.6%	↑ 6.6%
Takeaway and Fast Food Outlets	\$1.6M	↑ 3.6%	↑ 5.7%	\$835K	↑ 8.2%	↑ 12.3%	\$748K	↓ -1.0%	↑ 2.7%
Restaurants	\$515K	↑ 6.4%	↑ 7.9%	\$253K	↓ -8.5%	↑ 5.6%	\$262K	↑ 26.2%	↑ 21.1%
Attractions, Events and Recreation	\$435K	↑ 41.5%	↑ 10.8%	\$306K	↑ 57.8%	↑ 9.0%	\$129K	↑ 13.6%	↑ 6.0%
Cafes	\$403K	↑ 135.4%	↑ 2.8%	\$214K	↑ 155.8%	↑ 3.6%	\$189K	↑ 115.9%	↑ 3.6%
Private Transport	\$3.4M	↓ -4.1%	↓ -0.8%	\$1.9M	↑ 1.6%	↑ 1.5%	\$1.5M	↓ -10.4%	↓ -2.9%
Accommodation - Instore	\$1.9M	↓ -19.6%	↑ 0.5%	\$1.7M	↓ -22.1%	↓ -0.8%	\$202K	↑ 12.0%	↑ 6.0%

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

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during January 2026?



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		
January 2026	Sub-region	West Busselton		

Overview

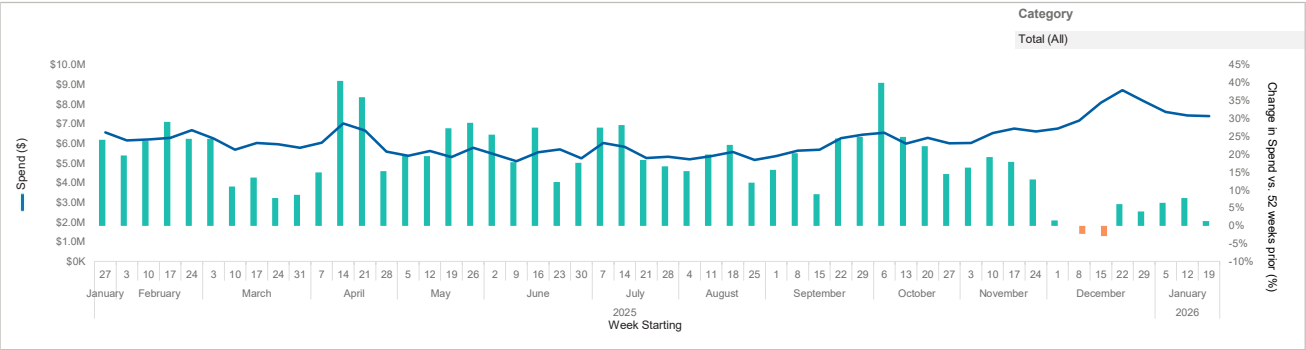
What are some of the key insights for the West Busselton location for January 2026?

<div><div>Total spend</div><div>\$32.5M</div><div><div>↑ 3.7%</div><div>.vs last year</div><div>↑ 4.6%</div><div>Regional WA</div></div></div>	<div><div>Total customers</div><div>127K</div><div><div>↑ 6.0%</div><div>.vs last year</div></div></div>	<div><div>Visitor spend</div><div>\$16.1M</div><div><div>50% of total spend</div><div>within West Busselton during January 2026 are from</div><div>Visitors</div></div></div>	<div><div>Total visitors</div><div>94K</div><div><div>74% of total customers</div><div>within West Busselton during January 2026 are from</div><div>Visitors</div></div></div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for January 2026. 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

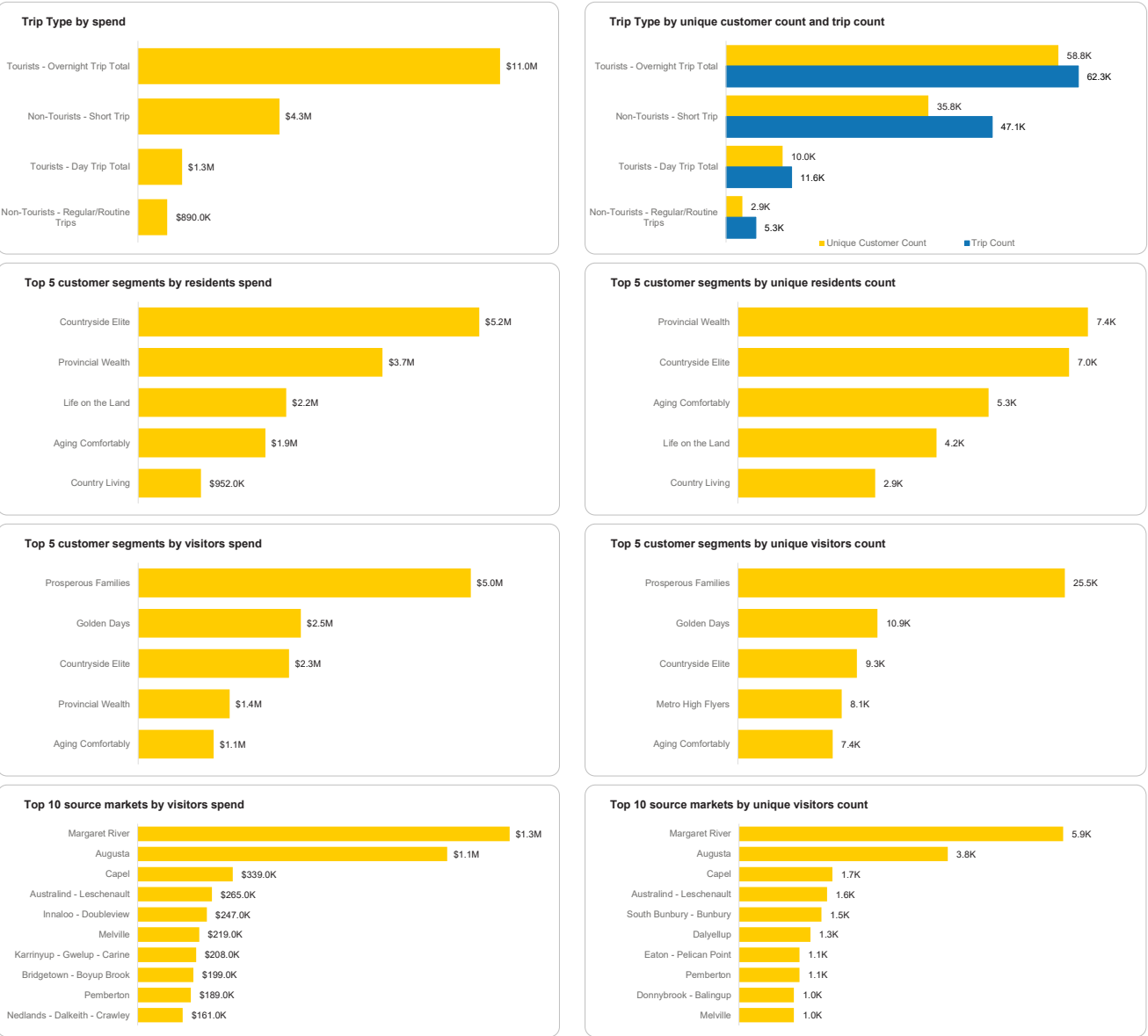
What are the key changes to category spend and visits in January 2026 versus the past year and Regional WA for the West Busselton location?

Category	Data representing								
	Spend per customer								
	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	\$254.80	↓ -2.1%		\$171.70	↓ -3.2%		\$489.10	↑ 0.5%	
Food Retailing	\$200.00	↑ 2.9%		\$129.50	↑ 4.2%		\$321.50	↑ 1.8%	
Groceries and Other Food Retailing	\$147.30	↑ 5.3%		\$118.60	↑ 7.6%		\$196.20	↑ 3.4%	
Supermarkets	\$154.10	↑ 1.7%		\$89.00	↓ -0.5%		\$224.80	↑ 1.5%	
Discretionary Retail	\$138.30	↑ 2.3%		\$108.90	↑ 6.4%		\$170.60	↑ 0.5%	
Tourism and Entertainment	\$68.90	↑ 7.0%		\$60.50	↑ 5.1%		\$85.30	↑ 11.6%	
Takeaway and Fast Food Outlets	\$44.90	↑ 0.1%		\$37.80	↑ 0.6%		\$56.70	↑ 1.7%	
Restaurants	\$56.30	↓ -3.9%		\$54.50	↓ -10.6%		\$58.20	↑ 4.3%	
Attractions, Events and Recreation	\$52.40	↓ -3.9%		\$53.80	↓ -9.9%		\$49.40	↑ 3.9%	
Cafes	\$50.40	↑ 63.4%		\$49.00	↑ 73.4%		\$52.00	↑ 54.0%	
Private Transport	\$95.10	↓ -7.9%		\$81.00	↓ -4.7%		\$121.70	↓ -10.2%	
Accommodation - Instore	\$266.60	↓ -14.5%		\$299.20	↓ -15.5%		\$138.60	↑ 9.6%	

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

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during January 2026?



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	01/01/2026	31/01/2026	52 weeks prior
Event length: 31 days, Category coverage Score*: 100.0%				

#### Overview

What are some of the key insights for City of Busselton for all categories between 1 January 2026 and 31 January 2026?

<div>Total spend</div> <div>\$129.5M</div> <div>↑ 5.5%</div> <div>uplift compared to Benchmark Period</div>	<div>Visitor spend</div> <div>\$70.7M</div> <div>↑ 4.9%</div> <div>uplift compared to Benchmark Period</div>	<div>Day spend</div> <div>\$116.7M</div> <div>90% of total spend over the event period was during the day (6am-6pm)</div>	<div>Night spend</div> <div>\$12.7M</div> <div>10% of total spend over the event period was at night (6pm-6am)</div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 January 2026 and 31 January 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

#### Category Summary

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

Category coverage Score\*: 100.0%

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: Thu 01-Jan-26 - Sat 31-Jan-26 (31 days)

Benchmark period: Thu 02-Jan-25 - Sat 01-Feb-25 (31 days)

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$116.7M	\$12.7M	\$70.7M	\$58.7M	\$129.5M	\$122.6M	↑ 5.5%	↑\$6.8M	↑ 4.9%	↑ 6.4%
Food Retailing	\$36.3M	\$3.4M	\$16.1M	\$23.5M	\$39.7M	\$38.0M	↑ 4.3%	↑\$1.6M	↑ 6.6%	↑ 2.8%
Supermarkets			\$7.7M	\$16.6M	\$24.3M	\$23.7M	↑ 2.3%	↑\$551K	↑ 2.6%	↑ 2.2%
Groceries and Other Food Retailing			\$8.5M	\$6.9M	\$15.4M	\$14.3M	↑ 7.6%	↑\$1.1M	↑ 10.6%	↑ 4.4%
Tourism and Entertainment	\$20.0M	\$6.5M	\$18.7M	\$7.9M	\$26.5M	\$24.8M	↑ 6.8%	↑\$1.7M	↑ 4.0%	↑ 14.1%
Restaurants	\$5.1M	\$1.9M	\$5.0M	\$2.0M	\$7.0M	\$7.7M	↓ -9.2%	- ↓\$706K	↓ -14.7%	↑ 7.9%
Pubs, Taverns and Bars	\$2.8M	\$2.4M	\$3.5M	\$1.7M	\$5.2M	\$4.0M	↑ 30.8%	↑\$1.2M	↑ 33.2%	↑ 26.4%
Cafes			\$3.1M	\$1.4M	\$4.5M	\$4.0M	↑ 11.4%	↑\$455K	↑ 9.0%	↑ 17.6%
Breweries and Wineries*			\$3.5M	\$597K	\$4.1M	\$4.1M	↓ -1.6%	- ↓\$67K	↓ -20.2%	↓ -18.9%
Takeaway and Fast Food Outlets*	\$2.5M	\$1.1M	\$2.0M	\$1.6M	\$3.6M	\$3.3M	↑ 10.9%	↑\$355K	↓ -4.7%	↓ -6.5%
Attractions, Events and Recreation*			\$1.7M	\$441K	\$2.2M	\$1.8M	↑ 24.6%	↑\$431K	↑ 2.9%	↓ -18.0%
Discretionary Retail^	\$25.1M	\$433K	\$10.6M	\$14.9M	\$25.5M	\$23.1M	↑ 10.2%	↑\$2.4M	↑ 9.8%	↑ 10.5%
Other Discretionary Retail*			\$6.8M	\$11.6M	\$18.3M	\$16.3M	↑ 12.3%	↑\$2.0M	↑ 8.7%	↑ 9.5%
Department Stores, Clothing & Accessories*			\$3.9M	\$3.3M	\$7.2M	\$6.8M	↑ 5.3%	↑\$363K	↑ 3.7%	↓ -0.1%
Accommodation - Online*					\$11.6M	\$11.5M	↑ 0.8%	↑\$92K		
Private Transport			\$4.8M	\$5.5M	\$10.3M	\$10.3M	↓ -0.2%	- ↓\$21K	↑ 2.0%	↓ -2.1%
Accommodation - Instore*			\$4.2M	\$415K	\$4.6M	\$4.4M	↑ 3.2%	↑\$140K	↑ 4.5%	↑ 24.0%

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

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

#### Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to City of Busselton between 25 December 2025 and 31 January 2026 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

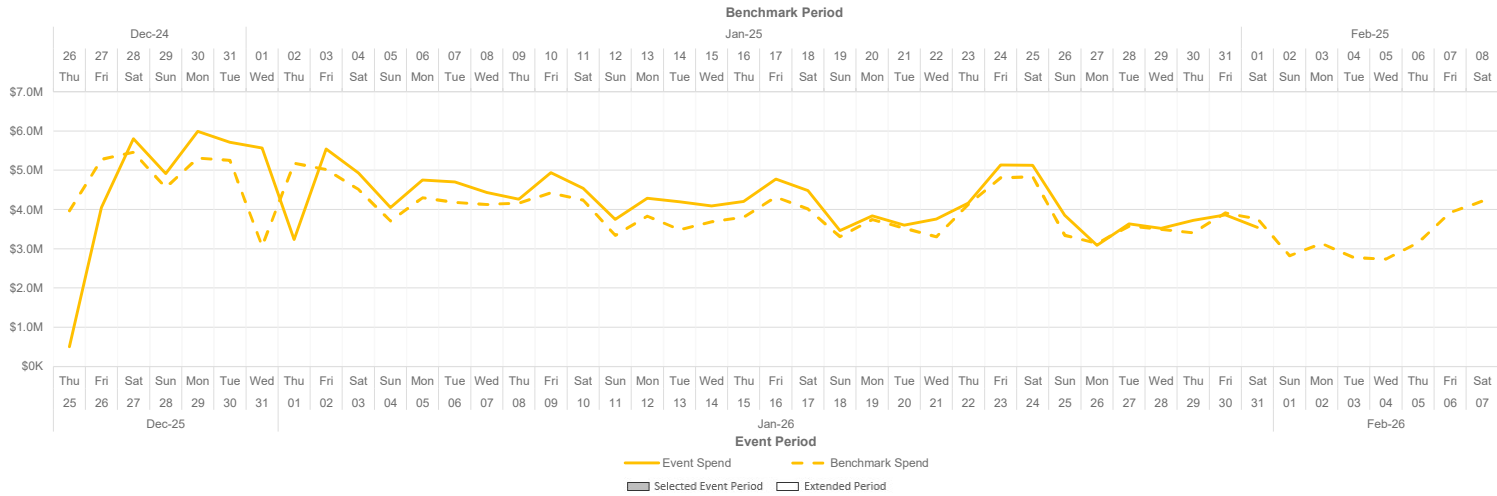
Total (All)

Time of Day

Total

Customer Type

All Customers



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

#### Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 25-Dec-25	Thu 26-Dec-24	\$505K	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 26-Dec-25	Fri 27-Dec-24	\$4.1M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 27-Dec-25	Sat 28-Dec-24	\$3.8M	\$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	\$5.0M	\$5.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 30-Dec-25	Tue 31-Dec-24	\$5.7M	\$5.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 31-Dec-25	Wed 01-Jan-25	\$5.6M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 01-Jan-26	Thu 02-Jan-25	\$3.2M	\$5.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 02-Jan-26	Fri 03-Jan-25	\$5.5M	\$5.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 03-Jan-26	Sat 04-Jan-25	\$4.9M	\$4.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 04-Jan-26	Sun 05-Jan-25	\$4.1M	\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 05-Jan-26	Mon 06-Jan-25	\$4.8M	\$4.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 06-Jan-26	Tue 07-Jan-25	\$4.7M	\$4.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 07-Jan-26	Wed 08-Jan-25	\$4.4M	\$4.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 08-Jan-26	Thu 09-Jan-25	\$4.3M	\$4.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 09-Jan-26	Fri 10-Jan-25	\$4.9M	\$4.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 10-Jan-26	Sat 11-Jan-25	\$4.5M	\$4.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 11-Jan-26	Sun 12-Jan-25	\$3.7M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 12-Jan-26	Mon 13-Jan-25	\$4.3M	\$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 13-Jan-26	Tue 14-Jan-25	\$4.2M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 14-Jan-26	Wed 15-Jan-25	\$4.1M	\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 15-Jan-26	Thu 16-Jan-25	\$4.2M	\$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 16-Jan-26	Fri 17-Jan-25	\$4.8M	\$4.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 17-Jan-26	Sat 18-Jan-25	\$4.5M	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 18-Jan-26	Sun 19-Jan-25	\$3.5M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 19-Jan-26	Mon 20-Jan-25	\$3.8M	\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 20-Jan-26	Tue 21-Jan-25	\$3.6M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 21-Jan-26	Wed 22-Jan-25	\$3.8M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 22-Jan-26	Thu 23-Jan-25	\$4.2M	\$4.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 23-Jan-26	Fri 24-Jan-25	\$5.1M	\$4.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 24-Jan-26	Sat 25-Jan-25	\$5.1M	\$4.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 25-Jan-26	Sun 26-Jan-25	\$3.9M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 26-Jan-26	Mon 27-Jan-25	\$3.1M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 27-Jan-26	Tue 28-Jan-25	\$3.6M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 28-Jan-26	Wed 29-Jan-25	\$3.5M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 29-Jan-26	Thu 30-Jan-25	\$3.7M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 30-Jan-26	Fri 31-Jan-25	\$3.9M	\$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 31-Jan-26	Sat 01-Feb-25	\$3.5M	\$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 01-Feb-26	Sun 02-Feb-25		\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 02-Feb-26	Mon 03-Feb-25		\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 03-Feb-26	Tue 04-Feb-25		\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 04-Feb-26	Wed 05-Feb-25		\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 05-Feb-26	Thu 06-Feb-25		\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 06-Feb-26	Fri 07-Feb-25		\$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 07-Feb-26	Sat 08-Feb-25		\$4.2M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Busselton	01/01/2026	31/01/2026	52 weeks prior
Event length: 31 days, Category coverage Score*: 92.5%				

Overview

What are some of the key insights for Busselton for all categories between 1 January 2026 and 31 January 2026?

<div>Total spend</div> <div>\$49.7M</div> <div>↑ 8.7%</div> <div>uplift compared to Benchmark Period</div>	<div>Visitor spend</div> <div>\$19.7M</div> <div>↑ 10.8%</div> <div>uplift compared to Benchmark Period</div>	<div>Day spend</div> <div>\$44.8M</div> <div>90% of total spend over the event period was during the day (6am-6pm)</div>	<div>Night spend</div> <div>\$4.9M</div> <div>10% of total spend over the event period was at night (6pm-6am)</div>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 January 2026 and 31 January 2026. 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\*: 92.5%

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: Thu 01-Jan-26 - Sat 31-Jan-26 (31 days)

Benchmark period: Thu 02-Jan-25 - Sat 01-Feb-25 (31 days)

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$44.8M	\$4.9M	\$19.7M	\$29.9M	\$49.7M	\$45.7M	↑ 8.7%	↑\$4.0M	↑ 10.8%	↑ 7.4%
Discretionary Retail^	\$14.5M	\$194K	\$5.2M	\$9.5M	\$14.7M	\$13.1M	↑ 12.6%	↑\$1.7M	↑ 8.9%	↑ 14.7%
Other Discretionary Retail*			\$3.9M	\$7.9M	\$11.9M	\$10.4M	↑ 14.6%	↑\$1.5M	↑ 9.3%	↑ 12.5%
Department Stores, Clothing & Accessories*			\$1.3M	\$1.6M	\$2.8M	\$2.7M	↑ 4.9%	↑\$134K	↓ -6.2%	↑ 5.9%
Food Retailing	\$12.2M	\$1.3M	\$3.9M	\$9.5M	\$13.4M	\$13.1M	↑ 2.3%	↑\$308K	↑ 5.1%	↑ 1.2%
Supermarkets			\$2.6M	\$7.7M	\$10.4M	\$10.1M	↑ 2.0%	↑\$206K	↑ 5.4%	↑ 0.9%
Groceries and Other Food Retailing			\$1.3M	\$1.8M	\$3.1M	\$3.0M	↑ 3.5%	↑\$105K	↑ 4.6%	↑ 3.0%
Tourism and Entertainment	\$6.9M	\$2.4M	\$5.9M	\$3.4M	\$9.4M	\$8.4M	↑ 11.7%	↑\$980K	↑ 10.6%	↑ 13.5%
Restaurants	\$1.4M	\$576K	\$1.2M	\$804K	\$2.0M	\$1.8M	↑ 9.6%	↑\$175K	↑ 8.8%	↑ 10.4%
Pubs, Taverns and Bars*	\$1.1M	\$707K	\$889K	\$902K	\$1.8M					
Cafes**			\$1.1M	\$554K	\$1.6M					
Takeaway and Fast Food Outlets**	\$741K	\$319K	\$537K	\$518K	\$1.1M					
Attractions, Events and Recreation**					\$305K					
Private Transport			\$2.0M	\$2.8M	\$4.8M	\$4.6M	↑ 4.5%	↑\$209K	↑ 4.7%	↑ 4.2%
Accommodation - Instore**			\$358K	\$105K	\$463K					

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

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Busselton between 25 December 2025 and 31 January 2026 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

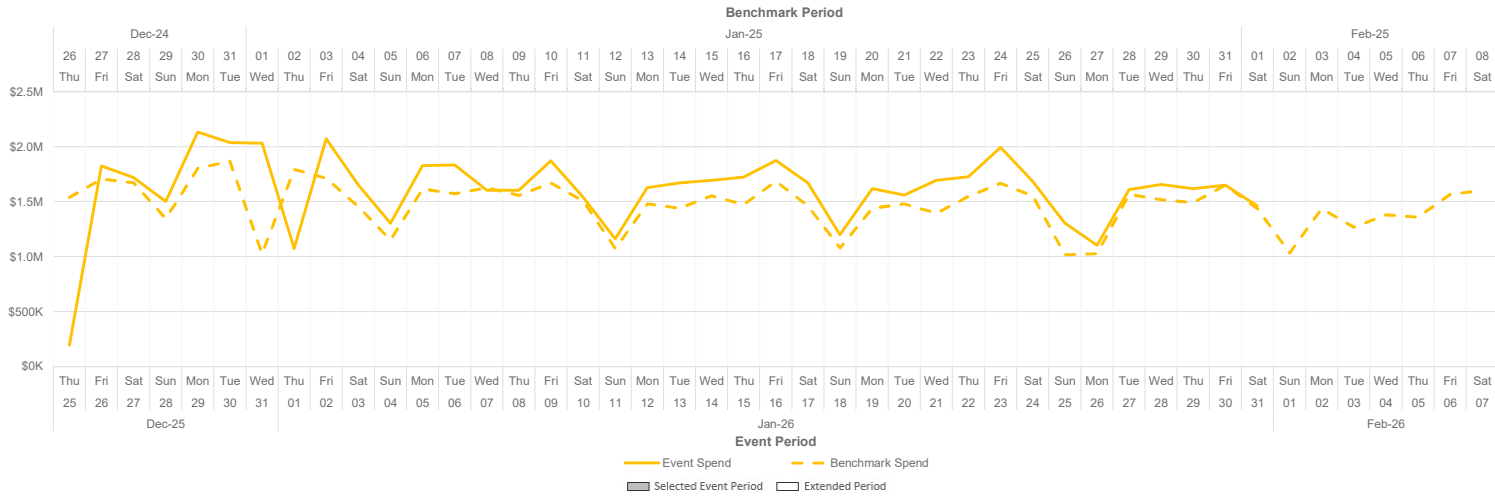
Total (All)

Time of Day

Total

Customer Type

All Customers



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

Chart Data

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

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Dunsborough	01/01/2026	31/01/2026	52 weeks prior
Event length: 31 days, Category coverage Score*: 98.8%				

Overview

What are some of the key insights for Dunsborough for all categories between 1 January 2026 and 31 January 2026?

<b>Total spend</b> <b>\$35.5M</b> ↑ 5.5% <i>uplift compared to Benchmark Period</i>	<b>Visitor spend</b> <b>\$23.5M</b> ↑ 3.7% <i>uplift compared to Benchmark Period</i>	<b>Day spend</b> <b>\$30.8M</b> <i>87% of total spend over the event period was during the day (6am-6pm)</i>	<b>Night spend</b> <b>\$4.6M</b> <i>13% of total spend over the event period was at night (6pm-6am)</i>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 January 2026 and 31 January 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Category coverage Score\*: 98.8%  
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: Thu 01-Jan-26 - Sat 31-Jan-26 (31 days)  
Benchmark period: Thu 02-Jan-25 - Sat 01-Feb-25 (31 days)

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$30.8M	\$4.6M	\$23.5M	\$12.0M	\$35.5M	\$33.6M	↑ 5.5%	↑\$1.9M	↑ 3.7%	↑ 9.3%
Tourism and Entertainment	\$10.5M	\$2.9M	\$10.6M	\$2.8M	\$13.3M	\$13.1M	↑ 1.7%	↑\$217K	↓ -1.7%	↑ 16.9%
Restaurants	\$3.4M	\$1.1M	\$3.5M	\$972K	\$4.5M	\$5.4M	↓ -16.5%	- ↓\$887K	↓ -20.7%	↑ 3.8%
Pubs, Taverns and Bars	\$1.3M	\$1.4M	\$2.1M	\$632K	\$2.7M	\$1.9M	↑ 44.3%	↑\$844K	↑ 44.4%	↑ 43.3%
Breweries and Wineries*			\$2.1M	\$330K	\$2.4M	\$2.6M	↓ -5.7%	- ↓\$145K	↓ -11.0%	↓ -11.2%
Cafes*			\$1.8M	\$585K	\$2.4M	\$2.2M	↑ 9.4%	↑\$206K	↓ -1.9%	↑ 16.9%
Takeaway and Fast Food Outlets**	\$549K	\$191K			\$737K					
Attractions, Events and Recreation**					\$427K					
Food Retailing	\$10.5M	\$1.2M	\$6.2M	\$5.4M	\$11.6M	\$10.9M	↑ 6.4%	↑\$699K	↑ 7.4%	↑ 5.3%
Supermarkets			\$3.0M	\$4.1M	\$7.0M	\$6.7M	↑ 4.3%	↑\$293K	↑ 3.6%	↑ 5.1%
Groceries and Other Food Retailing			\$3.3M	\$1.3M	\$4.6M	\$4.2M	↑ 9.8%	↑\$407K	↑ 11.3%	↑ 6.2%
Discretionary Retail^			\$2.7M	\$1.6M	\$4.3M	\$3.9M	↑ 9.2%	↑\$361K	↑ 15.0%	↑ 14.0%
Other Discretionary Retail**			\$1.3M	\$1.3M	\$2.6M					
Department Stores, Clothing & Accessories**			\$1.2M	\$268K	\$1.4M					
Accommodation - Instore*					\$2.2M					
Private Transport			\$956K	\$1.1M	\$2.1M	\$2.1M	↓ -3.7%	- ↓\$79K	↓ -3.5%	↓ -3.1%

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Dunsborough between 25 December 2025 and 31 January 2026 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

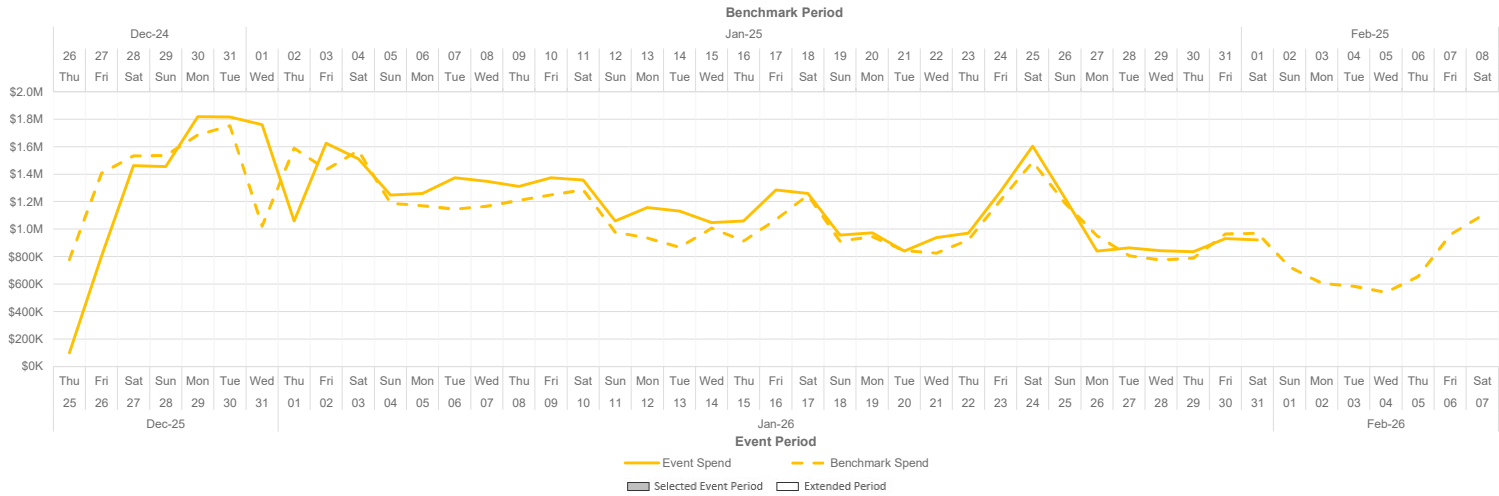
Total (All)

Time of Day

Total

Customer Type

All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 25-Dec-25	Thu 26-Dec-24	\$99K	\$779K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 26-Dec-25	Fri 27-Dec-24	\$800K	\$1.4M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 27-Dec-25	Sat 28-Dec-24	\$1.5M	\$1.5M
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 31-Dec-25	Wed 01-Jan-25	\$1.8M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 01-Jan-26	Thu 02-Jan-25	\$1.1M	\$1.6M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 02-Jan-26	Fri 03-Jan-25	\$1.6M	\$1.4M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 03-Jan-26	Sat 04-Jan-25	\$1.5M	\$1.6M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 04-Jan-26	Sun 05-Jan-25	\$1.2M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 05-Jan-26	Mon 06-Jan-25	\$1.3M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 06-Jan-26	Tue 07-Jan-25	\$1.4M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 07-Jan-26	Wed 08-Jan-25	\$1.3M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 08-Jan-26	Thu 09-Jan-25	\$1.3M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 09-Jan-26	Fri 10-Jan-25	\$1.4M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 10-Jan-26	Sat 11-Jan-25	\$1.4M	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 11-Jan-26	Sun 12-Jan-25	\$1.1M	\$977K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 12-Jan-26	Mon 13-Jan-25	\$1.2M	\$936K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 13-Jan-26	Tue 14-Jan-25	\$1.1M	\$867K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 14-Jan-26	Wed 15-Jan-25	\$1.0M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 15-Jan-26	Thu 16-Jan-25	\$1.1M	\$914K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 16-Jan-26	Fri 17-Jan-25	\$1.3M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 17-Jan-26	Sat 18-Jan-25	\$1.3M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 18-Jan-26	Sun 19-Jan-25	\$957K	\$913K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 19-Jan-26	Mon 20-Jan-25	\$973K	\$946K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 20-Jan-26	Tue 21-Jan-25	\$840K	\$843K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 21-Jan-26	Wed 22-Jan-25	\$937K	\$826K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 22-Jan-26	Thu 23-Jan-25	\$971K	\$922K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 23-Jan-26	Fri 24-Jan-25	\$1.3M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 24-Jan-26	Sat 25-Jan-25	\$1.6M	\$1.5M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 25-Jan-26	Sun 26-Jan-25	\$1.2M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 26-Jan-26	Mon 27-Jan-25	\$841K	\$952K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 27-Jan-26	Tue 28-Jan-25	\$863K	\$807K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 28-Jan-26	Wed 29-Jan-25	\$842K	\$776K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 29-Jan-26	Thu 30-Jan-25	\$835K	\$789K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 30-Jan-26	Fri 31-Jan-25	\$930K	\$965K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 31-Jan-26	Sat 01-Feb-25	\$921K	\$970K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 01-Feb-26	Sun 02-Feb-25		\$724K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 02-Feb-26	Mon 03-Feb-25		\$607K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 03-Feb-26	Tue 04-Feb-25		\$585K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 04-Feb-26	Wed 05-Feb-25		\$540K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 05-Feb-26	Thu 06-Feb-25		\$656K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 06-Feb-26	Fri 07-Feb-25		\$960K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 07-Feb-26	Sat 08-Feb-25		\$1.1M



City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	West Busselton	01/01/2026	31/01/2026	52 weeks prior
Event length: 31 days, Category coverage Score*: 98.7%				

Overview

What are some of the key insights for West Busselton for all categories between 1 January 2026 and 31 January 2026?

<b>Total spend</b> <b>\$32.5M</b> ↑ 2.6% <i>uplift compared to Benchmark Period</i>	<b>Visitor spend</b> <b>\$16.1M</b> ↑ 3.3% <i>uplift compared to Benchmark Period</i>	<b>Day spend</b> <b>\$29.3M</b> <i>90% of total spend over the event period was during the day (6am-6pm)</i>	<b>Night spend</b> <b>\$3.2M</b> <i>10% of total spend over the event period was at night (6pm-6am)</i>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 January 2026 and 31 January 2026. 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\*: 98.7%

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

Event period: Thu 01-Jan-26 - Sat 31-Jan-26 (31 days)

Benchmark period: Thu 02-Jan-25 - Sat 01-Feb-25 (31 days)

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$29.3M	\$3.2M	\$16.1M	\$16.3M	\$32.5M	\$31.6M	↑ 2.6%	↑\$834K	↑ 3.3%	↑ 2.0%
Food Retailing	\$13.6M	\$989K	\$6.0M	\$8.6M	\$14.6M	\$14.0M	↑ 4.5%	↑\$627K	↑ 6.8%	↑ 3.0%
Groceries and Other Food Retailing			\$3.9M	\$3.8M	\$7.7M	\$7.1M	↑ 8.0%	↑\$568K	↑ 11.9%	↑ 4.3%
Supermarkets			\$2.1M	\$4.8M	\$6.9M	\$6.8M	↑ 0.9%	↑\$59K	↓ -1.6%	↑ 2.0%
Discretionary Retail*	\$6.2M	\$277K	\$2.7M	\$3.8M	\$6.5M	\$6.1M	↑ 5.8%	↑\$358K	↑ 13.3%	↑ 1.2%
Tourism and Entertainment	\$2.5M	\$1.2M	\$2.1M	\$1.5M	\$3.7M	\$3.2M	↑ 15.7%	↑\$497K	↑ 19.1%	↑ 11.5%
Takeaway and Fast Food Outlets	\$1.1M	\$516K	\$834K	\$749K	\$1.6M	\$1.5M	↑ 3.8%	↑\$58K	↑ 9.7%	↓ -2.1%
Restaurants*			\$253K	\$263K	\$516K					
Attractions, Events and Recreation*			\$313K	\$123K	\$436K					
Cafes**			\$198K	\$177K	\$375K					
Private Transport			\$1.9M	\$1.5M	\$3.4M	\$3.5M	↓ -4.3%	- ↓\$150K	↑ 2.7%	↓ -11.6%
Accommodation - Instore**			\$1.6M	\$203K	\$1.8M					

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to West Busselton between 25 December 2025 and 31 January 2026 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

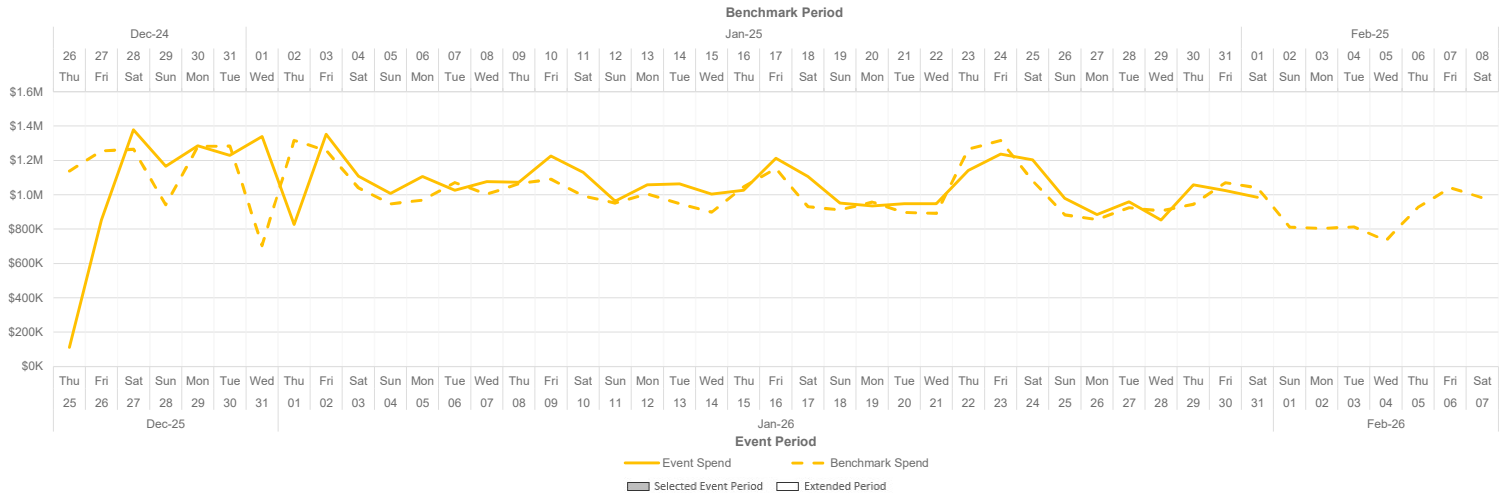
Total (All)

Time of Day

Total

Customer Type

All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 25-Dec-25	Thu 26-Dec-24	\$111K	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 26-Dec-25	Fri 27-Dec-24	\$853K	\$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	\$942K
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 31-Dec-25	Wed 01-Jan-25	\$1.3M	\$704K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 01-Jan-26	Thu 02-Jan-25	\$826K	\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 02-Jan-26	Fri 03-Jan-25	\$1.4M	\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 03-Jan-26	Sat 04-Jan-25	\$1.1M	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 04-Jan-26	Sun 05-Jan-25	\$1.0M	\$947K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 05-Jan-26	Mon 06-Jan-25	\$1.1M	\$969K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 06-Jan-26	Tue 07-Jan-25	\$1.0M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 07-Jan-26	Wed 08-Jan-25	\$1.1M	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 08-Jan-26	Thu 09-Jan-25	\$1.1M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 09-Jan-26	Fri 10-Jan-25	\$1.2M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 10-Jan-26	Sat 11-Jan-25	\$1.1M	\$994K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 11-Jan-26	Sun 12-Jan-25	\$963K	\$952K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 12-Jan-26	Mon 13-Jan-25	\$1.1M	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 13-Jan-26	Tue 14-Jan-25	\$1.1M	\$948K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 14-Jan-26	Wed 15-Jan-25	\$1.0M	\$899K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 15-Jan-26	Thu 16-Jan-25	\$1.0M	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 16-Jan-26	Fri 17-Jan-25	\$1.2M	\$1.2M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 17-Jan-26	Sat 18-Jan-25	\$1.1M	\$931K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 18-Jan-26	Sun 19-Jan-25	\$951K	\$912K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 19-Jan-26	Mon 20-Jan-25	\$935K	\$958K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 20-Jan-26	Tue 21-Jan-25	\$947K	\$897K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 21-Jan-26	Wed 22-Jan-25	\$947K	\$892K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 22-Jan-26	Thu 23-Jan-25	\$1.1M	\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 23-Jan-26	Fri 24-Jan-25	\$1.2M	\$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 24-Jan-26	Sat 25-Jan-25	\$1.2M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 25-Jan-26	Sun 26-Jan-25	\$980K	\$883K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 26-Jan-26	Mon 27-Jan-25	\$884K	\$856K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 27-Jan-26	Tue 28-Jan-25	\$959K	\$925K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 28-Jan-26	Wed 29-Jan-25	\$852K	\$906K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 29-Jan-26	Thu 30-Jan-25	\$1.1M	\$945K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 30-Jan-26	Fri 31-Jan-25	\$1.0M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 31-Jan-26	Sat 01-Feb-25	\$986K	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 01-Feb-26	Sun 02-Feb-25		\$811K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 02-Feb-26	Mon 03-Feb-25		\$804K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 03-Feb-26	Tue 04-Feb-25		\$813K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 04-Feb-26	Wed 05-Feb-25		\$734K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 05-Feb-26	Thu 06-Feb-25		\$928K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 06-Feb-26	Fri 07-Feb-25		\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 07-Feb-26	Sat 08-Feb-25		\$983K

City of Busselton

Resident		Business	Events	Visitor	Leakage
Month	Region Type	Spend location		Filter	
January 2026	LGA	City of Busselton		All Visitors	

Overview

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

<p><b>Top category</b></p> <p><b>Accommodation - Online</b></p> <p><i>\$11.3M of City of Busselton Visitors spend during January 2026</i></p>	<p><b>Top age band</b></p> <p><b>25-34</b></p> <p><i>20.8% of City of Busselton Visitors are within this age band</i></p>	<p><b>Top lifestage</b></p> <p><b>Young Families</b></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 (February 2025 - January 2026) 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 (February 2025 - January 2026)?

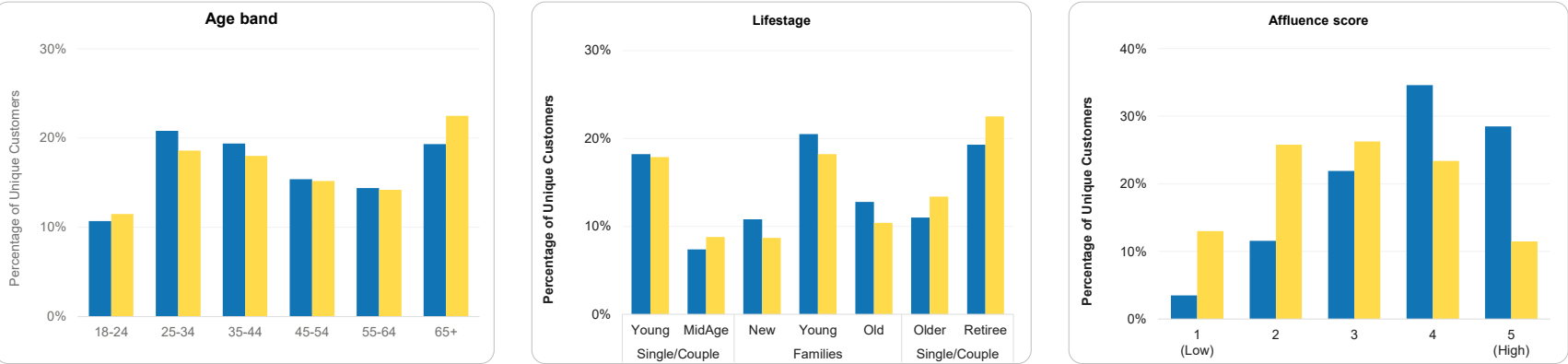
Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$70.7M	↑ 4.6%	↑ 5.5%	\$553.9M	↑ 6.8%		
Tourism and Entertainment	\$18.7M	↑ 3.3%	↑ 5.8%	\$132.9M	→ 0.0%	0.99x	75.1%
Restaurants	\$5.0M	↓ -15.2%	↑ 5.6%	\$36.8M	↓ -4.1%	0.94x	33.9%
Pubs, Taverns and Bars	\$3.5M	↑ 30.7%	↑ 3.2%	\$21.3M	↑ 3.8%	0.90x	20.7%
Breweries and Wineries	\$3.5M	↓ -1.1%	↑ 1.6%	\$27.3M	↓ -5.4%	0.95x	24.1%
Cafes	\$3.1M	↑ 7.1%	↑ 3.6%	\$22.3M	↑ 7.1%	0.93x	29.8%
Takeaway and Fast Food Outlets	\$2.0M	↑ 9.5%	↑ 12.3%	\$13.9M	↑ 6.9%	0.92x	28.1%
Attractions, Events and Recreation	\$1.6M	↑ 24.2%	↑ 9.0%	\$11.3M	↑ 0.2%	0.94x	19.8%
Food Retailing	\$16.1M	↑ 5.5%	↑ 7.2%	\$122.0M	↑ 22.1%	0.98x	61.0%
Groceries and Other Food Retailing	\$8.5M	↑ 10.0%	↑ 9.1%	\$64.5M	↑ 47.7%	0.96x	47.6%
Supermarkets	\$7.7M	↑ 1.0%	↑ 6.2%	\$57.5M	↑ 2.1%	0.94x	39.3%
Accommodation - Online	\$11.3M	↓ -0.2%	↑ 11.0%	\$86.9M	↑ 5.9%	1.03x	
Discretionary Retail	\$10.6M	↑ 11.4%	↑ 8.9%	\$89.9M	↑ 3.9%	0.93x	32.9%
Other Discretionary Retail	\$6.7M	↑ 12.4%	↑ 9.5%	\$57.0M	↑ 1.3%	0.89x	23.9%
Department Stores, Clothing & Accessories	\$3.9M	↑ 9.7%	↑ 7.3%	\$33.0M	↑ 8.6%	0.86x	19.5%
Private Transport	\$4.8M	↑ 0.8%	↑ 1.5%	\$40.0M	↑ 17.4%	0.92x	30.7%
Accommodation - Instore	\$4.2M	↑ 3.1%	↓ -0.8%	\$29.0M	↓ -9.7%	0.92x	9.8%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (February 2025 - January 2026). 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 (February 2025 - January 2026)?

■ 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 (February 2025 - January 2026)?

**How to read:** 6.0% 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	6.0%
Busselton Jetty	Attractions	1.01x	11.2%
Tasman Holiday Parks	Travel	1.01x	1.0%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.6%
Ngilgi Cave	Attractions	1.00x	2.3%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.2%
Pullman	Travel	0.97x	1.4%
Abbey Beach Resort	Travel	0.95x	1.1%
Cheeky Monkey	Eating And Drinking Out	0.95x	1.4%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.94x	3.3%
Shelter Brewing Co	Eating And Drinking Out	0.94x	12.4%
Dunsborough Bakery	Food Retailing	0.94x	5.5%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.7%
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 General Store And Cafe	Eating And Drinking Out	0.92x	3.9%
Yallingup Gugelhupf	Food Retailing	0.91x	1.0%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.1%
Caves House Hotel	Eating And Drinking Out	0.90x	4.8%
Aravina Estate	Eating And Drinking Out	0.90x	2.4%
The Goose	Eating And Drinking Out	0.90x	9.7%
Coles	Food Retailing	0.90x	25.0%
Merchant And Maker	Eating And Drinking Out	0.90x	5.0%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.89x	1.2%
Kyst	Eating And Drinking Out	0.89x	6.8%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.4%
Cafe Evviva	Eating And Drinking Out	0.88x	1.3%
Wild And Woods	Eating And Drinking Out	0.88x	1.1%
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 January 2026	Region Type Sub-region	Spend location Busselton		

Overview

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

**Top category**  
**Other Discretionary Retail**  
  
\$3.9M of Busselton Visitors spend during January 2026

**Top age band**  
**25-34**  
  
21.1% of Busselton Visitors are within this age band

**Top lifestage**  
**Young Families**  
  
20.6% of Busselton Visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (February 2025 - January 2026) 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 (February 2025 - January 2026)?

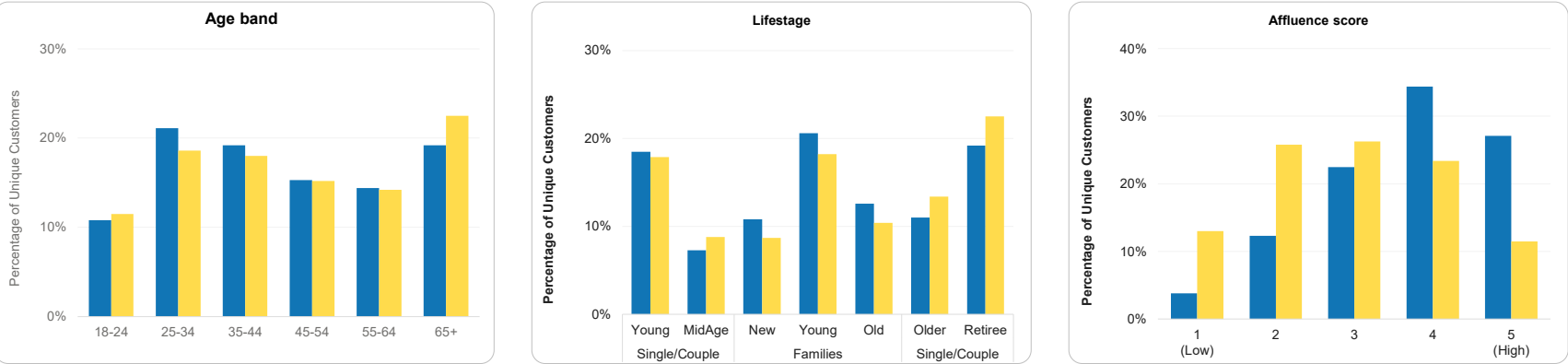
Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$19.7M	↑ 11.0%	↑ 5.5%	\$171.0M	↑ 7.6%		
Tourism and Entertainment	\$5.9M	↑ 9.4%	↑ 5.8%	\$44.6M	↑ 4.9%	0.98x	74.2%
Restaurants	\$1.2M	↑ 7.3%	↑ 5.6%	\$8.5M	↑ 2.7%	0.61x	22.2%
Cafes	\$1.1M	↑ 3.1%	↑ 3.6%	\$8.5M	↑ 2.4%	0.71x	22.7%
Pubs, Taverns and Bars	\$893K	↑ 12.2%	↑ 3.2%	\$7.5M	↑ 4.8%	0.61x	14.0%
Takeaway and Fast Food Outlets	\$611K	↑ 26.8%	↑ 12.3%	\$4.8M	↑ 21.3%	0.64x	19.7%
Discretionary Retail	\$5.2M	↑ 10.9%	↑ 8.9%	\$47.3M	↑ 2.9%	0.84x	30.0%
Other Discretionary Retail	\$3.9M	↑ 12.9%	↑ 9.5%	\$35.9M	↑ 2.7%	0.86x	23.2%
Department Stores, Clothing & Accessories	\$1.3M	↑ 5.3%	↑ 7.3%	\$11.4M	↑ 3.6%	0.62x	13.9%
Food Retailing	\$3.9M	↑ 5.0%	↑ 7.2%	\$33.6M	↑ 3.0%	0.63x	39.2%
Supermarkets	\$2.6M	↑ 4.8%	↑ 6.2%	\$22.1M	↑ 4.6%	0.70x	29.0%
Groceries and Other Food Retailing	\$1.3M	↑ 5.5%	↑ 9.1%	\$11.5M	↑ 0.2%	0.42x	20.9%
Private Transport	\$2.0M	↑ 4.3%	↑ 1.5%	\$18.8M	↑ 23.5%	0.76x	25.1%
Accommodation - Instore	\$387K	↑ 188.1%	↓ -0.8%	\$1.9M	↑ 126.8%	0.15x	1.6%

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 (February 2025 - January 2026). 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 (February 2025 - January 2026)?

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 (February 2025 - January 2026)?

How to read: 17.9% of Visitors to Busselton have transacted with Busselton Jetty in Busselton. This is 1.61x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.61x	17.9%
Shelter Brewing Co	Eating And Drinking Out	1.49x	19.8%
The Goose	Eating And Drinking Out	1.43x	15.5%
Kyst	Eating And Drinking Out	1.41x	10.9%
Mano Wraps	Eating And Drinking Out	1.31x	2.8%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.27x	3.5%
Esplanade Hotel	Eating And Drinking Out	1.21x	6.2%
Caltex	Private Transport	1.19x	11.8%
Hungry Jacks	Eating And Drinking Out	1.13x	4.3%
Ship Inn	Eating And Drinking Out	1.13x	2.6%
Baked Busselton	Food Retailing	1.11x	4.7%
Liberty Petrol	Private Transport	1.09x	6.9%
The Vasse Tavern	Eating And Drinking Out	1.08x	2.1%
Timezone	Recreation	1.08x	1.3%
The Fire Station	Eating And Drinking Out	1.08x	2.5%
Dan Murphys	Food Retailing	1.07x	6.2%
Zambrero	Eating And Drinking Out	1.06x	1.3%
Geographe Restauranty	Eating And Drinking Out	1.03x	1.5%
The Tav	Eating And Drinking Out	1.03x	2.0%
Benesse Cafe	Eating And Drinking Out	1.03x	2.9%
Bunnings Warehouse	Hardware And Garden Retailing	1.01x	9.0%
Busselton Pavilion	Eating And Drinking Out	1.00x	1.8%
Best And Less	Clothing And Accessories	0.97x	3.3%
Bcf	Recreational Goods	0.94x	2.6%
Dome Cafe	Eating And Drinking Out	0.93x	3.9%
Kwik Koffee	Eating And Drinking Out	0.93x	2.5%
Sushi Sushi	Eating And Drinking Out	0.91x	2.4%
Reading Cinemas	Films And Videos	0.89x	1.7%
Cotton On	Clothing And Accessories	0.88x	1.6%
Pharmacy 777	Personal Goods Retailing	0.86x	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 January 2026	Region Type Sub-region	Spend location Dunsborough		

Overview

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

<div>Top category</div> <div>Restaurants</div> <div>\$3.5M of Dunsborough Visitors spend during January 2026</div>	<div>Top age band</div> <div>25-34</div> <div>21.3% of Dunsborough Visitors are within this age band</div>	<div>Top lifestage</div> <div>Young Families</div> <div>21.5% of Dunsborough Visitors are within this lifestage</div>
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (February 2025 - January 2026) 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 (February 2025 - January 2026)?

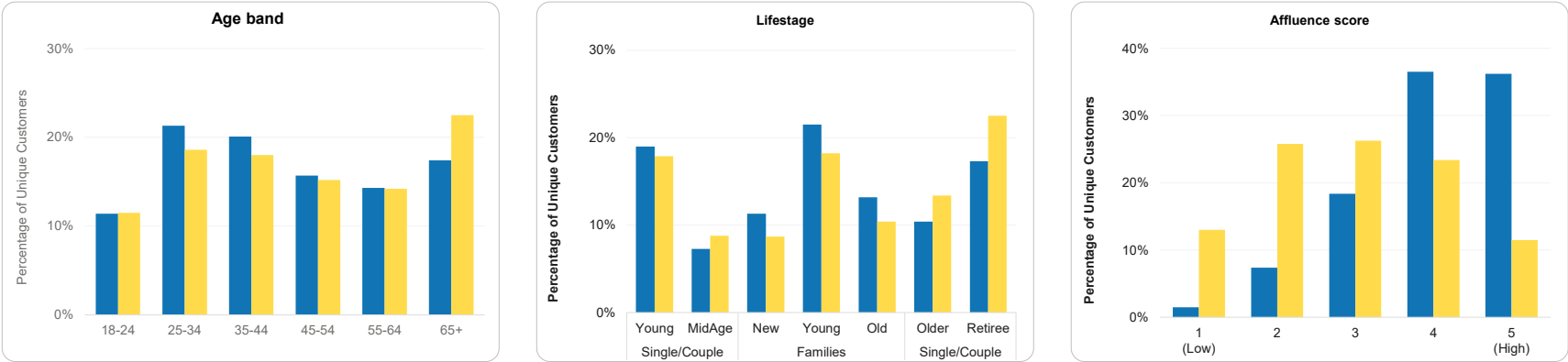
Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$23.5M	↑ 2.7%	↑ 5.5%	\$159.6M	↓ -1.6%		
Tourism and Entertainment	\$10.6M	↓ -2.4%	↑ 5.8%	\$73.0M	↓ -5.9%	0.98x	74.4%
Restaurants	\$3.5M	↓ -21.3%	↑ 5.6%	\$26.3M	↓ -7.9%	1.05x	38.1%
Pubs, Taverns and Bars	\$2.1M	↑ 41.6%	↑ 3.2%	\$11.0M	↓ -0.5%	0.84x	19.2%
Breweries and Wineries	\$2.1M	↓ -5.1%	↑ 1.6%	\$17.2M	↓ -9.6%	0.85x	21.6%
Cafes	\$1.8M	↑ 2.4%	↑ 3.6%	\$12.4M	↑ 6.5%	0.89x	28.5%
Takeaway and Fast Food Outlets	\$574K	↓ -2.8%	↑ 12.3%	\$3.0M	↓ -5.8%	0.50x	15.1%
Attractions, Events and Recreation	\$479K	↑ 45.4%	↑ 9.0%	\$3.1M	↓ -24.8%	0.45x	9.5%
Food Retailing	\$6.2M	↑ 4.9%	↑ 7.2%	\$39.7M	↑ 2.6%	0.99x	62.0%
Groceries and Other Food Retailing	\$3.3M	↑ 10.0%	↑ 9.1%	\$21.7M	↑ 4.8%	1.02x	50.8%
Supermarkets	\$3.0M	↓ -0.1%	↑ 6.2%	\$18.0M	→ 0.0%	0.74x	30.9%
Discretionary Retail	\$2.7M	↑ 8.2%	↑ 8.9%	\$19.2M	↑ 8.7%	0.56x	20.0%
Other Discretionary Retail	\$1.4M	↑ 4.8%	↑ 9.5%	\$9.7M	↑ 2.3%	0.56x	15.1%
Department Stores, Clothing & Accessories	\$1.3M	↑ 12.1%	↑ 7.3%	\$9.5M	↑ 16.2%	0.37x	8.4%
Accommodation - Instore	\$2.1M	↑ 21.0%	↓ -0.8%	\$13.3M	↓ -11.4%	0.70x	7.4%
Private Transport	\$953K	↓ -7.3%	↑ 1.5%	\$6.1M	↓ -2.0%	0.38x	12.7%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (February 2025 - January 2026). 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 (February 2025 - January 2026)?

All VisitorsAustralian 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 (February 2025 - January 2026)?

How to read: 1.0% of Visitors to Dunsborough have transacted with Cullen Wines in Dunsborough. This is 1.74x 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	1.74x	1.0%
Tasman Holiday Parks	Travel	1.73x	1.7%
Cape Naturaliste Lighthouse	Attractions	1.73x	4.4%
Ngilgi Cave	Attractions	1.73x	4.0%
Bettenays Margaret River	Travel	1.73x	1.4%
The Margaret River Chocolate Company	Food Retailing	1.72x	17.6%
Hay Shed Hill Wines	Eating And Drinking Out	1.70x	1.0%
Swings And Roundabouts	Eating And Drinking Out	1.68x	1.3%
Gabriel Chocolate	Food Retailing	1.68x	1.2%
Pullman	Travel	1.67x	2.5%
Wise Wine	Eating And Drinking Out	1.66x	1.6%
Country Life Farm	Recreation	1.64x	1.0%
Cheeky Monkey	Eating And Drinking Out	1.63x	2.4%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.62x	5.6%
Lamonts	Eating And Drinking Out	1.62x	1.0%
Dunsborough Bakery	Food Retailing	1.62x	9.4%
Eagle Bay Brewing Co	Eating And Drinking Out	1.61x	6.3%
Vasse Virgin	Personal Services	1.61x	1.6%
Beerfarm Metricup	Eating And Drinking Out	1.60x	7.8%
Meelup Farmhouse	Eating And Drinking Out	1.60x	1.3%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.59x	1.4%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.59x	2.6%
Wild Hop Brewing Company	Eating And Drinking Out	1.59x	5.6%
Yallingup General Store And Cafe	Eating And Drinking Out	1.58x	6.7%
Yallingup Gugelhupf	Food Retailing	1.57x	1.8%
Yallingup Woodfired Bakery	Food Retailing	1.56x	3.6%
Caves House Hotel	Eating And Drinking Out	1.56x	8.2%
Aravina Estate	Eating And Drinking Out	1.55x	4.1%
Woody Nook Wines	Eating And Drinking Out	1.54x	1.6%
Merchant And Maker	Eating And Drinking Out	1.54x	8.6%

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 January 2026	Region Type Sub-region	Spend location West Busselton		

Overview

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

<div>Top category</div> <div>Groceries and Other Food Retailing</div> <div>\$3.9M of West Busselton Visitors spend during January 2026</div>	<div>Top age band</div> <div>65+</div> <div>20.6% of West Busselton Visitors are within this age band</div>	<div>Top lifestage</div> <div>Young Families</div> <div>21.8% of West Busselton Visitors are within this lifestage</div>
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Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (February 2025 - January 2026) 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 (February 2025 - January 2026)?

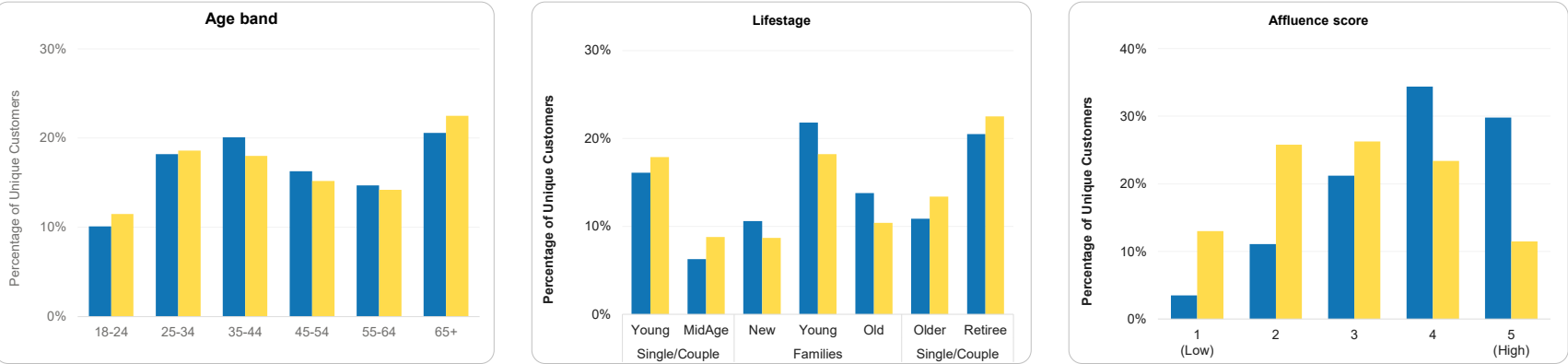
Category	Monthly			Annual (Last 12 months up to January 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$16.1M	↑ 3.5%	↑ 5.5%	\$135.6M	↑ 18.1%		
Food Retailing	\$6.0M	↑ 6.5%	↑ 7.2%	\$48.6M	↑ 70.3%	0.81x	50.7%
Groceries and Other Food Retailing	\$3.9M	↑ 11.5%	↑ 9.1%	\$31.2M	↑ 174.4%	0.75x	37.1%
Supermarkets	\$2.1M	↓ -2.0%	↑ 6.2%	\$17.4M	↑ 1.3%	0.66x	27.3%
Discretionary Retail	\$2.7M	↑ 15.9%	↑ 8.9%	\$23.5M	↑ 2.1%	0.77x	27.3%
Tourism and Entertainment	\$2.1M	↑ 19.0%	↑ 5.8%	\$14.9M	↑ 20.5%	0.54x	41.0%
Takeaway and Fast Food Outlets	\$835K	↑ 8.2%	↑ 12.3%	\$6.2M	↑ 4.3%	0.87x	26.6%
Attractions, Events and Recreation	\$306K	↑ 57.8%	↑ 9.0%	\$1.7M	↑ 98.9%	0.26x	5.5%
Restaurants	\$253K	↓ -8.5%	↑ 5.6%	\$2.0M	↑ 30.2%	0.18x	6.3%
Cafes	\$214K	↑ 155.8%	↑ 3.6%	\$1.4M	↑ 57.2%	0.22x	7.0%
Private Transport	\$1.9M	↑ 1.6%	↑ 1.5%	\$15.0M	↑ 19.8%	0.81x	26.9%
Accommodation - Instore	\$1.7M	↓ -22.1%	↓ -0.8%	\$13.8M	↓ -15.2%	0.88x	9.4%

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 (February 2025 - January 2026). 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 (February 2025 - January 2026)?

■ 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 (February 2025 - January 2026)?

How to read: 11.5% of Visitors to West Busselton have transacted with St John Of God in West Busselton. This is 1.97x 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	1.97x	11.5%
The Kiosk	Eating And Drinking Out	1.92x	1.2%
Mandalay Resort	Travel	1.92x	1.2%
Abbey Beach Resort	Travel	1.82x	2.1%
Bunbury Farmers Market	Food Retailing	1.61x	24.7%
Vibe Petroleum	Private Transport	1.57x	13.0%
Subzero Gelato	Food Retailing	1.57x	2.2%
Broadwater Village Grocer	Food Retailing	1.50x	5.0%
Tonic By The Bay	Eating And Drinking Out	1.48x	6.2%
Petro Fuels	Private Transport	1.48x	1.7%
Kmart	General Retail	1.44x	17.8%
United Petrol	Private Transport	1.42x	3.7%
Obison Coffee Roasters	Eating And Drinking Out	1.36x	1.8%
Dusty Buns	Eating And Drinking Out	1.29x	2.1%
Gropers Fish And Chips	Eating And Drinking Out	1.29x	1.6%
The Par 3	Recreation	1.29x	2.3%
Aldi	Food Retailing	1.27x	9.1%
Kfc	Eating And Drinking Out	1.26x	4.4%
Leeuwin Way Takeaway	Eating And Drinking Out	1.25x	1.5%
The Vietnamese Kitchen	Eating And Drinking Out	1.18x	1.7%
The Urban Coffee House	Eating And Drinking Out	1.16x	1.7%
Anaconda	Recreational Goods	1.15x	3.8%
Coffee Head Co	Eating And Drinking Out	1.15x	1.4%
Chicken Treat	Eating And Drinking Out	1.14x	2.0%
Broadwater Pharmacy	Personal Goods Retailing	1.13x	1.1%
Vasse Bakery	Food Retailing	1.11x	3.2%
Amelia Park Lodge	Travel	1.08x	1.7%
Red Rooster	Eating And Drinking Out	1.06x	2.8%
Boost Juice	Eating And Drinking Out	1.04x	1.5%
Brewplus	Food Retailing	0.96x	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

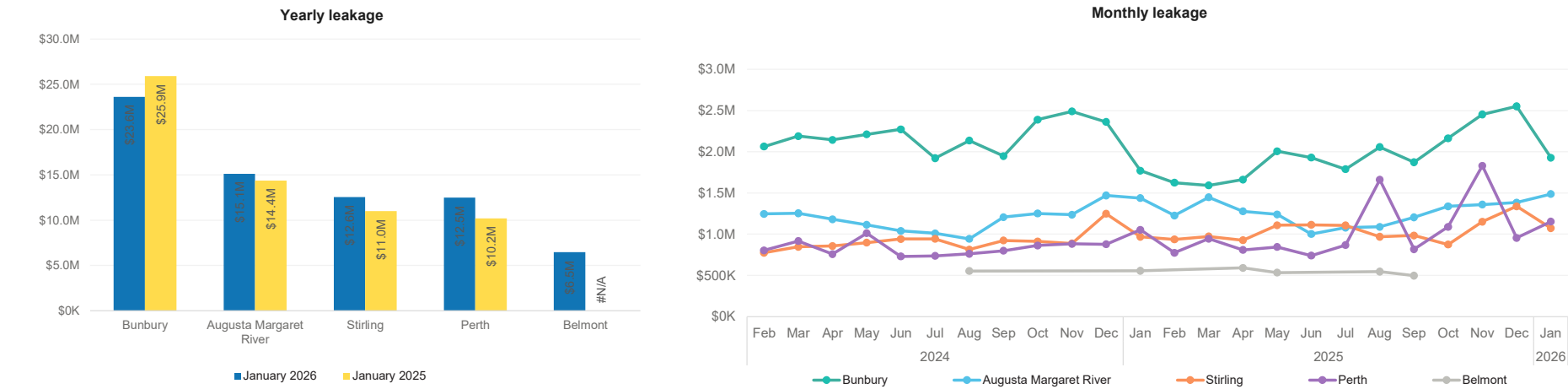
Resident	Business	Events	Visitor	Leakage
Region Type	Category			
LGA	Total (excl. Other)			

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 January 2026, there was \$23.6m of spend by residents to Bunbury in Total (excl. Other), this was \$2.3m less than the previous 12 months

How to read: In the month of January 2026, there was \$1.9m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$1.8m in the month of January 2025



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 January 2026, residents spent \$23.6m on Total (excl. Other) in Bunbury. This was \$2.3m or -9.6% decrease compared to January 2025.

LGA	Total (excl. Other)			
	January 2026 Spend	January 2025 Spend	Spend Change	Spend % Change
IN LGA	\$569.8M	\$543.1M	↑\$26.7M	↑ 4.7%
Online	\$188.9M	\$164.8M	↑\$24.1M	↑ 12.8%
Bunbury	\$23.6M	\$25.9M	-\$2.3M	↓ -9.6%
Augusta Margaret River	\$15.1M	\$14.4M	↑\$748K	↑ 4.9%
Stirling	\$12.6M	\$11.0M	↑\$1.5M	↑ 12.3%
Perth	\$12.5M	\$10.2M	↑\$2.3M	↑ 18.3%
Belmont	\$6.5M			

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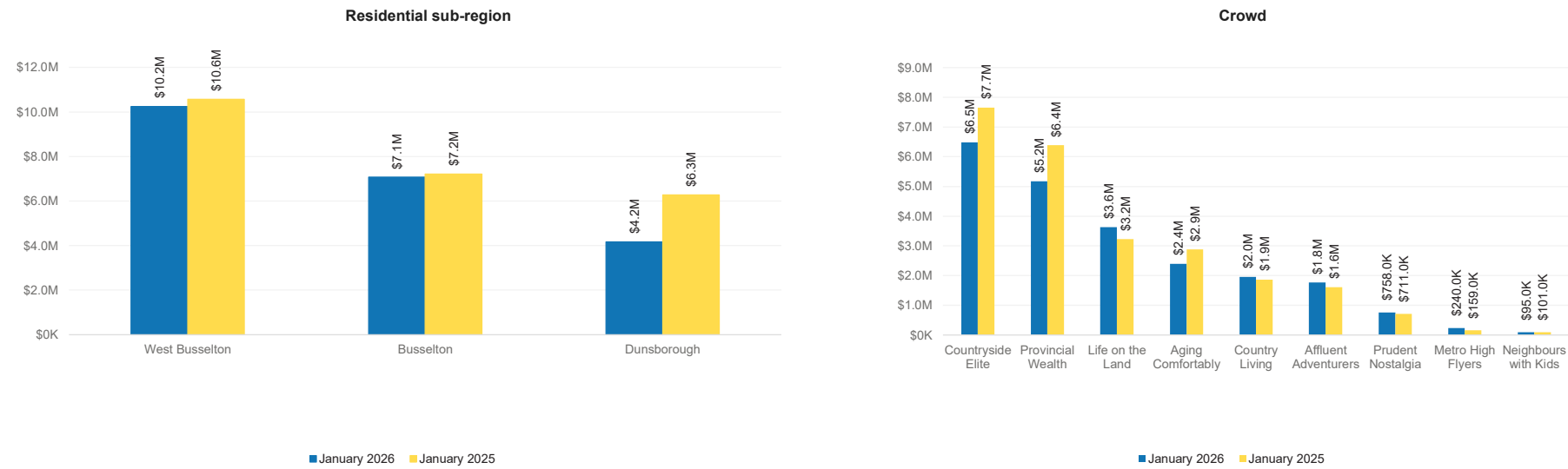
Annual leakage by sub-region and crowd

Location Bunbury

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

How to read: In the 12 months to January 2026, there was \$10.2m of spend by West Busselton residents to Bunbury in Total (excl. Other), this was \$332k less than the previous 12 months.

How to read: In the 12 months to January 2026, 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.



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City of Busselton

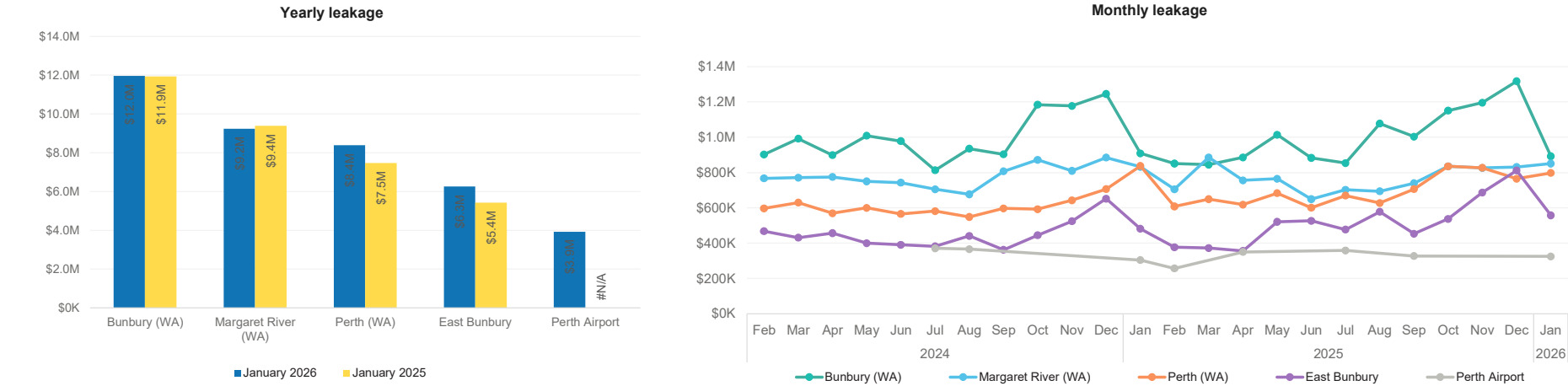
Resident	Business	Events	Visitor	Leakage
Region Type	Category			
Locality	Total (excl. Other)			

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 January 2026, there was \$12.0m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$23k more than the previous 12 months

**How to read:** In the month of January 2026, there was \$892k of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$909k in the month of January 2025



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 January 2026, residents spent \$12.0m on Total (excl. Other) in Bunbury (WA). This was \$23k or 0.2% increase compared to January 2025.

Locality	Total (excl. Other)			
	January 2026 Spend	January 2025 Spend	Spend Change	Spend % Change
IN LGA	\$569.8M	\$543.1M	↑\$26.7M	↑ 4.7%
Online	\$188.9M	\$164.8M	↑\$24.1M	↑ 12.8%
Bunbury (WA)	\$12.0M	\$11.9M	↑\$23K	↑ 0.2%
Margaret River (WA)	\$9.2M	\$9.4M	- \$154K	↓ -1.7%
Perth (WA)	\$8.4M	\$7.5M	↑\$918K	↑ 10.9%
East Bunbury	\$6.3M	\$5.4M	↑\$820K	↑ 13.1%
Perth Airport	\$3.9M			

All insights are based on CommBank iQ's nationally representative retail customer transaction data for the 12 months to January 2026. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

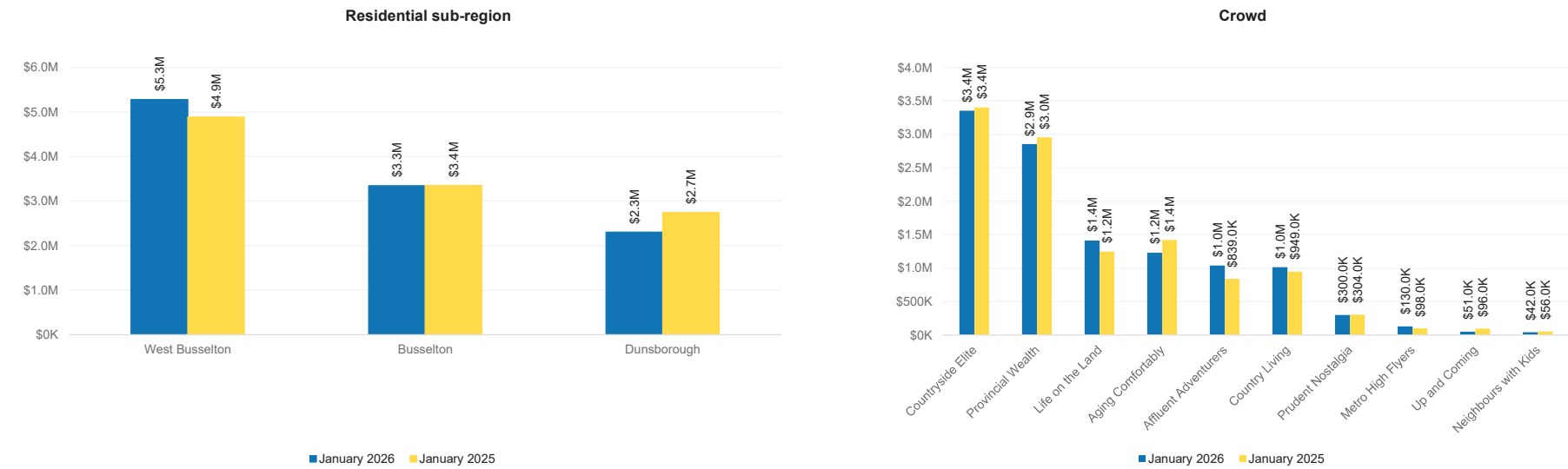
Annual leakage by sub-region and crowd

Location	Bunbury (WA)
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How does the proportion of expenditure change by sub-region and Crowd?

**How to read:** In the 12 months to January 2026, there was \$5.3m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$393k more than the previous 12 months.

**How to read:** In the 12 months to January 2026, there was \$3.4m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$46k 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 January 2026. 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

What are the key terms and descriptions?

Council iQ key terms and descriptions used to define the dashboards are listed below.

Term	Description
Local Government Area (LGA)	Local Government Areas are an ABS Mesh Block approximation of gazetted local government boundaries a local government is responsible for as defined by each state and territory.
Sub-region	Geographical locations within an LGA. Commonly defined by ABS statistical areas (e.g. SA1 or SA2) boundaries.
Monthly Dollar Spend	Nationally representative electronic customer transaction dollar spend for a selected month.
Annual Dollar Spend	Nationally representative electronic customer transaction dollar spend for annual period 12 months prior (including selected month). E.g. Annual spend for July 2023 is from August 2022 - July 2023.
Residents	Nationally representative customer count based on those who have a residential postcode address located within the LGA or Town.
Visitors	Nationally representative customer count based on those who have a residential postal code address located outside of the LGA or Town.
Business	Nationally representative combined customer count of Residents and Visitors.
Day	6am to 6pm.
Night	6pm to 6am.
Customer Segments (Crowds iQ)	Crowds iQ places Australian consumers into 15 distinct segments and are built from CommBank iQ's rich insight into millions of data points in our de-identified customer data.
Source Market	The geographical location where the resident resides.

Term	Description
Affinity	A measure of how much more likely a group of customers (residents or visitors) are to transact with an industry or brand than a wider population (base customers) during the past 12 months.
Penetration	The percentage of visitors within the selected LGA or Town population who have made an electronic transaction within the industry or brand during the past 12 months.
Affluence Score	Affluence is a measure of a customer's preference towards premium or budget retail brands, based on their observed shopping behaviour. It is a derived customer attribute, where customers are given an affluence score between 1 - 5 with 1 indicating a preference towards budget brands and 5 indicating a preference towards premium brands. Note affluence is not the same as income.
Lifestage	Customers are identified as families through a combination of census data and consumer behaviour such as transactions with childcare services, preschools, school supplies, educational brands, and more. Customers with consumer behaviour such as transactions with music festivals or during late hours on weekends, who are also not identified as Families, are then labelled across Singles and Couples/ Retiree life stages based on their ages.  Older/ Retiree Single/ Couple (i) Older Single/Couple (ii) Retiree  Young/ Mid-Age Single/ Couple (i) Young Single/ Couple (ii)Mid-Age Single/ Couple Families  (i) New Families (ii) Young Families (iii) Old Families

Dashboard data definition summary:

Data variable	Resident	Leakage	Business	Events	Visitor
Data source	100% representative of the Australian adult population (domestic residents only)				
Customer location	Resides within LGA (resident)		Resides within (resident) or outside (visitor) of LGA		Resides outside of LGA (visitor)
Transaction location & type <i>(inclusions)</i>	Australia; Instore, Online, Credit/ Debit Card, Direct Debit, BPAY		LGA; Instore only, Credit/ Debit Card (no online transactions)		
Transaction location & type <i>(exclusions)</i>	International; Cash, corporate or business cards and gift cards. Buy Now Pay Later is included as a separate category within the Resident dashboard but excluded elsewhere.				
Number of categories	Up to 30	Up to 15			
Demographics	Lifestage, Age bands, Affluence	Crowds		None	Lifestage, Age bands, Affluence, Crowds
Affinities and penetration	Yes	No			Yes
Trip type	No		Yes	No	Yes

City of Busselton

Resident

Business

Events

Visitor

Leakage

What categories are included for Residents?

Council iQ metrics are based on CommBank iQ industry level categorisations, providing a more granular, reliable and accurate representation of customer transaction behaviour.

Category	Sub-category	Example category inclusions
Food Retailing	Groceries and Other Food Retailing	Liquor Stores, Bakeries, Butchers, Convenience Stores, Fruit and Vegetable Stores, Health Food Stores, Seafood Stores
	Supermarkets	Supermarkets
Tourism and Entertainment	Attractions, Events and Recreation	Museums and Galleries, Theme Parks, Tourist Attractions, Parks and Recreation, Professional Sports Clubs, Stadiums
	Breweries and Wineries	Breweries and wineries
	Cafes	Cafes
	Food Delivery Services	Food Box Subscriptions, Food Delivery Services
	Online Entertainment	Video Streaming Services, Online Gaming, Mobile Apps, Online Sports Entertainment, Music Streaming Services
	Pubs, Taverns and Bars	Pubs, Taverns and Bars
	Restaurants	Restaurants
	Takeaway and Fast Food Outlets	Takeaway Food, Fast Food Outlets
Private Transport	Private Transport	Petrol Stations, Ride Sharing Services, Parking Lots, Taxis and Limousines, Water Taxis and Ferries
Discretionary Retail	Buy Now Pay Later	Buy Now Pay Later (primarily retail-based transactions)
	Children and Baby Stores	Baby Goods Stores, Children's Shoe Stores, Children's Clothing Stores
	Department Stores, Clothing & Accessories	Department Stores, Discount Department Stores, Men & Women Clothing Stores, Shoe Stores, Online Variety Stores, Luxury Boutiques
	Other Discretionary Retail	Electronics Stores, Hardware, Motor Vehicles & Accessories, Personal Goods Retailing, Pharmacies, Gardening Stores & Nurseries
	Print Media and Books	Newspaper Subscriptions, Other Print Media, Magazine Subscriptions, Book Stores
Accommodation	Accommodation	Hotel and Motel Accommodation, Caravan Parks, Direct online bookings, Online accommodation aggregators, Holiday rentals
Household	Charities	Aged Care Charities, Animal Charities, Children's Charities, Disability Charities, Medical Research Charities
	Computer Services	Internet Services, Data and Cloud Storage, Computer Repairers
	Electricity, Gas and Water Supply	Electricity, Gas and Water Supply
	Fitness	Fitness Clubs & Gyms, Weight Loss Services, Yoga & Pilates Studios, Sports Grounds & Facilities, Swimming, Sports Lessons
	Insurance	Home and Motor Insurance, Health Insurance, Pet Insurance, Title Insurance, Landlord Insurance, Gun Insurance
	Motor Vehicle Services	Smash Repairs, Car Washes, Mechanics, Tyre Retailing, Towing Services, Car Detailing Services, Windscreen Repairs
	Personal Services	Barbers and Hairdressers, Beauty Salons, Cosmetic and Beauty Stores, Massage Services, Tattoo Shops
	Pet Care	Veterinarians, Pet Services, Pet Stores
	Public Services	Libraries, Postal Services, Waste Disposal Services, Other Public Services
	School Education	Tertiary, Primary Schools, Secondary Schools, Special School Education, Tutoring Services, Private Schools, School Supply Stores
	Telecommunication Services	Calling Card Services, Mobile Service Providers, Bundles Telecommunication, Internet Service Providers, Pay TV Service Providers

What categories are included for Business and Visitors?

Council iQ metrics are based on CommBank iQ industry level categorisations, providing a more granular, reliable and accurate representation of customer transaction behaviour.

Category	Sub-category	Example category inclusions
Food Retailing	Groceries and Other Food Retailing	Liquor Stores, Bakeries, Butchers, Convenience Stores, Fruit and Vegetable Stores, Health Food Stores, Seafood Stores
	Supermarkets	Supermarkets
Tourism and Entertainment	Attractions, Events and Recreation	Museums and Galleries, Theme Parks, Tourist Attractions, Parks and Recreation, Professional Sports Clubs, Stadiums
	Breweries and Wineries	Breweries and wineries
	Cafes	Cafes
	Pubs, Taverns and Bars	Pubs, Taverns and Bars
	Restaurants	Restaurants
	Takeaway and Fast Food Outlets	Takeaway Food, Fast Food Outlets
	Department Stores, Clothing & Accessories	Department Stores, Discount Department Stores, Men & Women Clothing Stores, Shoe Stores, Online Variety Stores, Luxury Boutiques
	Other Discretionary Retail	Electronics Stores, Hardware, Motor Vehicles & Accessories, Personal Goods Retailing, Pharmacies, Gardening Stores & Nurseries
Accommodation	Accommodation – Instore	Hotel and Motel Accommodation, Caravan Parks
	Accommodation - Online	Direct online bookings, Online accommodation aggregators, Holiday rentals
	Private Transport	Petrol Stations, Ride Sharing Services, Parking Lots, Taxis and Limousines, Water Taxis and Ferries

City of Busselton

Resident

Business

Events

Visitor

Leakage

FAQs: About our data

1. Are Council iQ metrics only representative of CBA customers?

While our sample set represents approximately 30% of electronic transactions across Australia, we also seek to make the data representative of the total population by weighting expenditure and customer count to align with externally available sources such as ABS Census statistics.

2. What are the sample customer cutoffs applied in Council iQ?

We impose minimum sample size cut-offs on our metrics to ensure data integrity in insights as well as compliance with privacy obligations. The cut-offs applied vary depending on the number of brands, brand market share dominance as well as minimum customer counts.

3. How is Affluence defined?

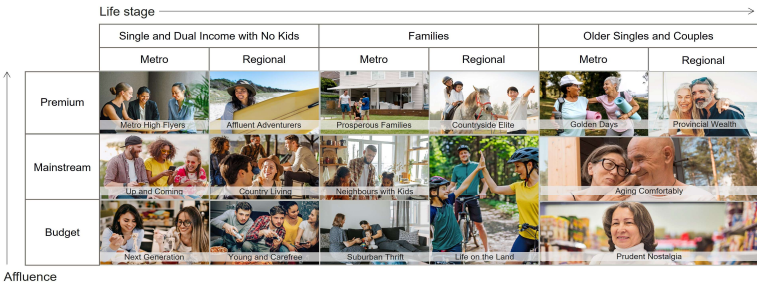
Affluence is a measure of a customer's preference towards premium or budget retail brands, based on their observed shopping behaviour. It is a derived customer attribute, where customers are given an affluence score between 1 - 5 with 1 indicating a preference towards budget brands and 5 indicating a preference towards premium brands. Note affluence is not the same as income.

4. How are Life stages defined?

Customers are identified as families through a combination of census data and consumer behaviour such as transactions with childcare services, preschools, school supplies, educational brands, and more. Customers with consumer behaviour such as transactions with music festivals or during late hours on weekends, who are also not identified as Families, are then labelled across Singles and Couples/ Retiree life stages based on their ages. Refer to Key Terms and Descriptions page for more details.

5. How are the Crowds iQ customer segments defined?

Crowds iQ are built from CommBank iQ's rich insight into data points from our de-identified transaction data regarding what people purchase, where they purchase and who they purchase for in their household. Customers are split into segments by Lifestage and Affluence. These include: Affluent Adventurers, Aging Comfortably, Country Living, Countryside Elite, Golden Days, Life on the Land, Metro High Flyers, Neighbours with Kids, Next Generation, Prosperous Families, Provincial Wealth, Prudent Nostalgia, Suburban Thrift, Up and Coming and Young and Carefree.



6. Where can I find more information about Council iQ metrics?

All data sources and some relevant footnotes have been provided at the bottom of the Council iQ insight modules. They contain high level information about the data included within the module. Additional details can also be found in the User Guide located within this document.

FAQs: Interacting with and sharing insights

1. Where is it best to view and interact with the Council iQ deliverable file?

A local desktop version of Microsoft Excel on your PC or Mac is the best software to view and interact with the Council iQ deliverable. This ensures maximum functionality of all interactive elements. Internet or other web-based versions of Excel are not recommended and will not allow for all the interactive components to function correctly. It is recommended there are not multiple Excel workbooks open simultaneously whilst using the Council iQ deliverable, as performance speed and functionality may be impacted.

2. Who can I share insights with?

CommBank iQ would like you to get maximum value from Council iQ by sharing our insights with the most appropriate and relevant stakeholders. As per our legal agreements, we agree that you may use Council iQ in the reasonable and normal course of managing and promoting your region.

We encourage reasonable and limited disclosure of information and data derived from Council iQ to external third parties for information purposes only, provided that:

- you do not alter, remove or obscure any data points that are on the outputs exported from Council iQ;
  - you ensure any extracts of outputs (for example, insights used in your own presentations, or screenshots of the Council iQ Outputs) contain the disclaimer included within Council iQ file;
  - you reference the insights as: 'Sourced from banking transaction data'
- Where Council iQ insights are to be referenced to any external third party, specific approvals are required from CommBank iQ prior to publication.

FAQs: About our methodologies

1. How is online accommodation spend calculated?

Spend is attributed to an LGA based on a statistical attribution technique using customers online accommodation spend (last 6 months) and customers overnight trips to a LGA. This attribution technique is based on the number of consecutive days customers have transacted 50km or more from home, as well as other business rules to increase accuracy and decrease outliers. Spend is attributed to the date of the first transaction in the trip. Due to the nature of the spend attribution, results may change overtime.

2. How is resident leakage determined?

Leakage refers to residents who are spending outside of their local LGA region. This leaking spend is important for councils to understand so they know where, when and what residents are spending within a neighbouring geographical region. This then helps to inform new data driven council initiatives to help keep resident spend within the local LGA region. Based on the residential location of the customer, spend is tracked to regions other than those where the resident lives, ensuring all data is aggregated and de-identified. All online purchases are under 'Online'. This also includes online accommodation purchases.

3. What is trip type and how is it defined?

Trip type is a methodology to attribute visitor spend to different types of visitors based on the trips customers are transacting within. If there is no transaction, there is no trip. Trip type is based on trip frequency, trip length and residential location.

Customers who travelled more than 25km from their customer residential location are classified into a trip type. Trip types include:

Trip Type	Description	Technical Definition
Regular/ Routine Trips	Customers making regular transactions in an SA3 region. Example: workers (incl. full time workers, hybrid office workers, Fly In Fly Out (FIFO)), frequent shoppers or frequent leisure visitors.	Customers making at least 5 trips to an SA3 region(s) with transactions across at least 20 days over at least 3 trips (across a 90 day period). Transactions must be more than 25km from the customer place of residence. Note: Customers may be retrospectively allocated to Regular/routine based on future behaviour.
Overnight Trips	Customers making multiple transactions over consecutive days in a single SA3 region when away from their home. Two different trips are provided: Intrastate and Interstate.	Customers making transactions over multiple days, without a home location transaction in between, and within one statistical area 3 (SA3) region. Transactions must be more than 25km from the customer place of residence.
Day Trips	Customers making single or multiple transactions (4 hours or more) within a day in an SA3 region(s). Two different trips are provided: Intrastate and Interstate.	Customers with at least four hours between their first and last transactions within a 24-hour period and more than 25km from the customer residential location (including customers making a single transaction who we believe have spent at least four hours in the area based on distance from the customer residential location).
Short Trips	Customers making single or multiple transactions (less than 4 hours) within a day in an SA3 region(s). Example: food or fuel when transiting through region, quick visit to shops or making a one off purchase.	Customers with less than four hours between their first and last transaction within the same calendar day and more than 25km from the customer residential location.

Note: All trips must be completed to be included and attributed to the last day of the trip. Some trip classifications may change over time based on additional information becoming available (e.g. day trip becomes recurring based on customer thresholds being satisfied).

FAQs: Support Channels and Contacts

Please use the User Guide and Crowds iQ Profile to discover more about the Council iQ analytics products, including commonly asked questions and definitions. You can find this on Client Portal. Contact council.iq@cbaig.com.au if you have any further questions



City of Busselton

ResidentBusinessEventsVisitorLeakage

Contents

1. [Summary of data tables](#)
2. [Data dictionary](#)
- 2.1 [Core data & Benchmark data](#)
- 2.2 [Event data](#)
- 2.3 [Leakage data](#)

Purpose

This document defines all tables, fields, and metrics in Council iQ data extracts. Use it to understand data structure, field meanings, and proper metric interpretation for accurate custom analysis of Council iQ data

1. Summary of data tables

Tab name	Description
CORE DATA (Previously 'OTHER DATA')	This comprehensive dataset provides key insights about residents, businesses, and visitors in your area. It includes information about resident and local business spend, category spend and preferences, brand preferences, visitation and demographic information. You can analyse this data across different regions, time periods, customer types, and market segments.
BENCHMARK DATA	This comparison dataset helps you understand how your region is performing relative to a benchmark area. It shows year-over-year changes in consumer spending, broken down by a benchmark region, time period, customer type, and category. This allows you to gauge your areas spend growth against the given benchmark region. Note that this table has the same table structure as CORE DATA.
EVENT DATA	This detailed daily spending tracker shows purchasing patterns by day in your region and subregions. It breaks down spending by: - Time of day and day of week - Customer type - Categories and sub-categories
LEAKAGE DATA	<div>This dataset tracks spending by your residents that occurs outside your LGA, with spend and year-on-year change in spend metrics broken down by: - Category and sub-category (e.g., Supermarkets, Department Stores, Private Transport) - Crowds iQ customer segments (e.g., Countryside Elite, Metro High Flyers) - Detailed location of where the spending occurred (neighboring regions, states, or online)</div> <div>This information helps identify which types of purchases your residents are making elsewhere, potentially because goods or services cannot be obtained locally. Understanding these patterns can help target economic development efforts and identify opportunities for new local businesses in your area.</div>

2. Data dictionary

2.1. CORE DATA & BENCHMARK DATA

Column name	Description	Example values
Client	Your organisation name	
Region Type	The geographical classification level	LGA, sub-region
Target Location Name	The specific geographical area under analysis	Surf Coast, Lorne
Period Type	The temporal aggregation of data	ANNUAL, QUARTERLY, MONTHLY...
Period	Specific timeframe identifier - For ANNUAL/QUARTERLY/MONTHLY: Shown as YYYYMM - For WEEKLY: Shown as YYYYMMDD, representing the Monday of that week	202501, 20250101
Visitor Definition	Distinguishes different visitor classes based on CommBank iQ definitions - Visitors: Those spending outside their home LGA	VISITORS
Customer Type	Detailed customer categorisation	VISITORS, RESIDENTS
Detail Group	Primary analysis categories	CATEGORY/BRAND, DEMOGRAPHICS
Detail Type	Specific measurement dimensions	CATEGORY, BRAND, AFFLUENCE, LIFESTAGE, AGE
Detail	Actual values within each dimension	Cafes, WOOLWORTHS, 1, Young Families, 18-24
Brand Category Mapping	Links brands to their CBaiQ category	WOOLWORTHS to 'Food Retailing'
Segment Filter	Defines the scope of customer segment analysis - TOTAL: Encompasses all customers within the specified parameters - CUSTOMER SEGMENT: Crowds iQ customer segments (age x lifestage categorisation) - SOURCE MARKET: Visitor home location (LGA)	TOTAL, CUSTOMER SEGMENT, SOURCE MARKET
Segment	The specific customer segment values	TOTAL, Up and Coming, Wagga Wagga
Metric Location	Metric Location: Geographical scope of transaction aggregation - TARGET REGION: In-store transactions within the specified region - NATIONAL: All transactions (in-store and online) by regional residents	TARGET REGION, NATIONAL
Metric Type	The base measurement unit of interest	SPEND, CUSTOMERS, TRIPS
Metric	The specific metric of interest	SPEND, SPEND_PERC_CHANGE, DAY_SPEND
Metric Value	Numerical value corresponding to all dimensional parameters	1500000

Column Groups and Values

Client and region columns		
Client	Region Type	Target Location Name
City of Busselton	LGA	<LGAs>
	Sub-region	<Sub-regions>

Time period columns	
Period Type	Period
ANNUAL	202411
MONTHLY	202411
	202410
	202409
WEEKLY	20240805
	20240812
	20240819

Customer type columns	
Visitor Definition	Customer Type
ALL CUSTOMERS	ALL CUSTOMERS
VISITOR	VISITORS
	RESIDENTS
TOURISTS_LEVEL_2	DAY TRIP TOTAL
	OVERNIGHT TRIP TOTAL
	SHORT TRIP
	REGULAR/ROUTINE TRIPS
TOURISTS_LEVEL_3	DAY TRIP INTRASTATE
	DAY TRIP INTERSTATE

'Detail' columns			
Detail Group	Detail Type	Detail	Brand Category Mapping
CATEGORY / BRAND	CATEGORY	Total (All)	
		Food Retailing	
		Supermarkets	
		Cafes	
	BRAND	WOOLWORTHS	Food Retailing
		UNITED PETROL	Private Transport
		HUNGRY JACKS	Eating and Drinking Out
DEMOGRAPHICS	AFFLUENCE	1	
		2	



	OVERNIGHT TRIP INTRASTATE
	OVERNIGHT TRIP INTERSTATE

	LIFESTAGE	YoungFamily	
		Retiree	
	AGE	18-24	
		45-54	
...	...	...	...

Customer segment columns	
Segment Filter	Segment
TOTAL	TOTAL
CUSTOMER SEGMENT	<CROWD iQ levels>
SOURCE MARKET	<Source Markets (LGAs)>

Metric location	
Metric Location	
TARGET REGION	
NATIONAL	

Metric columns		
Metric Type	Metric	Metric value
SPEND	SPEND	
SPEND	SPEND_PERC_CHANGE	
SPEND	DAY_SPEND	
SPEND	DAY_SPEND_PERC_CHANGE	
SPEND	NIGHT_SPEND	
SPEND	NIGHT_SPEND_PERC_CHANGE	
SPEND	WEEKEND_SPEND	
SPEND	WEEKEND_SPEND_PERC_CHANGE	
CUSTOMERS	CUSTOMERS	
CUSTOMERS	CUST_PERC_CHANGE	
SPEND_PER_CUST	SPEND_PER_CUST	
SPEND_PER_CUST	SPEND_PER_CUST_PERC_CHANGE	
TRIPS	TRIPS	
TRIPS	TRIPS_PERC_CHANGE	
SPEND_PER_TRIP	SPEND_PER_TRIP	
CUSTOMER PENETRATION	TARGET_PENETRATION	
CUSTOMER_PROPORTION	TARGET_PROPORTION	
CUSTOMER_PROPORTION	BENCHMARK_PROPORTION	
INDEX_METRIC	AFFINITY	

2.2. EVENT DATA

Column name	Description	Example values
Client	Your organisation name	
Region Type	The geographical level of analysis	LGA, sub-region
Target Location Name	The specific geographical area of analysis	Surf Coast, Lorne
Tod	Time of Day: DAY - 6am to 6pm, NIGHT - 6pm to 6am, TOTAL - complete 24-hour period	TOTAL, DAY, NIGHT
Dow	Day of Week: The specific day of the week (Monday through Sunday)	Mon, Tues, Wed, ...
Period	The exact date (shown as YYYYMMDD)	20241210, 20240621, ...
Previous Year Period	The corresponding date from last year, enabling year-on-year comparison	20231212, 20230623, ...
Visitor Definition	Distinguishes different visitor classes based on CommBank iQ definitions - Visitors: Those spending outside their home LGA	VISITORS
Customer Type	Detailed customer categorisation	VISITORS, RESIDENTS
Detail	The category or sub-category of interest	Supermarkets, Restaurants, Cafes, ...
Total Spend	The dollar value of transactions for the specified period and parameters	20000

Column Groups and Values

Client and region columns		
Client	Region Type	Target Location Name
City of Busselton	LGA	<LGAs>
	Sub-region	<Sub-regions>

Time period columns			
Tod	Dow	Period	Previous Year Period
TOTAL	Mon	20241104	20231106
TOTAL	Tues	20241105	20231107
DAY	Wed	20241106	20231108
DAY	Thu	20241107	20231109
NIGHT	Fri	20241108	20231110
NIGHT	Sat	20241109	20231111
...	...	...	...

Customer type columns	
Visitor Definition	Customer Type
ALL CUSTOMERS	ALL CUSTOMERS
VISITOR	VISITORS
	RESIDENTS

'Detail' column - category/sub-category	
Detail	
Total (All)	
Tourism and Entertainment	
Food Retailing	
Cafes	
...	

Value column	
Total Spend	

2.3. LEAKAGE DATA

Column name	Description	Example values
Client	Your organisation name	
Category	The category or sub-category of interest. 'Total (excl. Other)' represents combined spending excluding miscellaneous categories	Total (excl. Other), Restaurants, Cafes
Resident Sub Region	The home location of the residents of interest	Lorne, Anglesea, ...
Crowds	Crowds iQ customer segments (age x lifestage categorisation)	Total, Countryside Elite, ...
Locality	The target spend locality (defined by ABS 'Suburbs And Localities' definition)	Geelong West, Colac
LGA	The target spend LGA	Greater Geelong, Colac Otway
Region	The target spend broader region - split by major cities or regionality	Metro - VIC, Regional - VIC, ...
State	The target spend state	VIC, VIC, ...
Local Month ID	Month identifier in YYYYMM format	202501
Period Type	The temporal aggregation of data	MONTH, YEAR
Location Type	The level of the target geography	National, State, Region, LGA, Locality
Spend Location	A flag for whether the spend refers to leakage spend (OUT_OF_LGA) or compative spend within the LGA (IN_LGA)	IN_LGA, OUT_OF_LGA
Total Spend	Dollar value of out-of-area spending	60,000
Total Spend Perc Change	Year on year percentage change in spend (formatted as a number 0.04, rather than 4%)	0.04

Column Groups and Values

Client and region columns	
Client	Resident Sub Region
City of Busselton	Subreigon 1
	Subregion 2
	...

Category column
Category
Total (excl. Other)
Supermarkets
Restaurants
Cafes

Crowds column
Crowds
<Crowd iQ levels>

Leakage region colums			
Locality	LGA	Region	State
Locality 1	LGA 1	Regional - VIC	VIC
	LGA 1	Regional - VIC	VIC
		Regional - VIC	VIC
			VIC
Locality 2	LGA 2	Regional - NSW	NSW
	LGA 2	Regional - NSW	NSW

Time period columns	
Local Month ID	Period Type
202501	YEAR
202501	MONTH
202412	MONTH
202411	MONTH
202410	MONTH
202409	MONTH

Leakage region type columns	
Location Type	Spend Location
Locality	OUT_OF_LGA
LGA	
Region	
State	
Online	
National	
IN_LGA	IN_LGA

Value columns	
Total Spend	Total Spend Perc Change
60,000	0.04

City of Busselton

Resident

Business

Events

Visitor

Leakage

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