

City of Busselton

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

Overview

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

<p>Total spend \$138.3M</p> <p>↑ 10.5% .vs last year ↑ 6.2% .vs Regional WA</p>	<p>Top category Supermarkets</p> <p>\$18.6M of spend for City of Busselton residents is within this category during February 2026</p>	<p>Top lifestage Retiree</p> <p>29.8% of City of Busselton residents are within this lifestage</p>	<p>Proportion of spend into the LGA 38.2%</p> <p>of spend for City of Busselton residents during February 2026</p>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (March 2025 - February 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

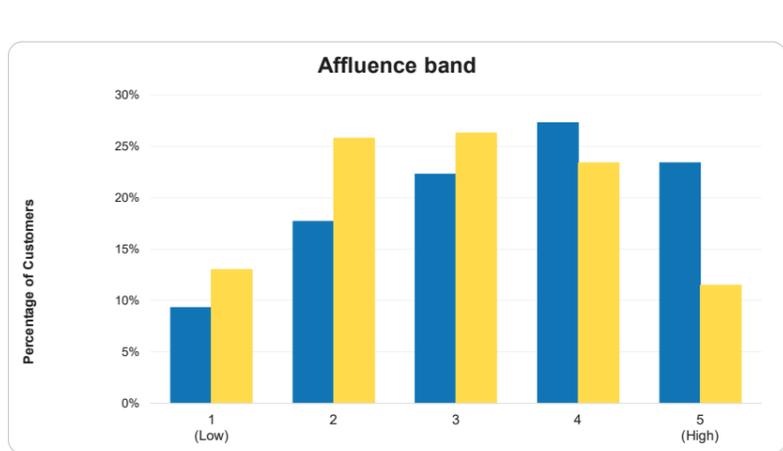
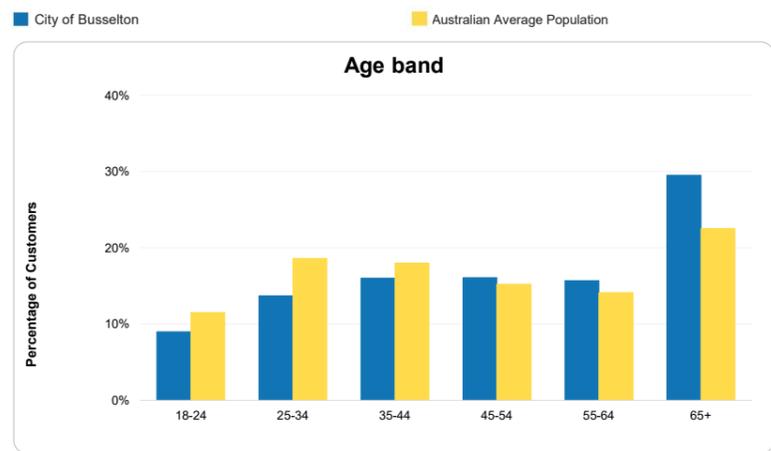
What are the highest performing categories for City of Busselton residents during the past 12 months (March 2025 - February 2026)?

Category	Monthly			Annual (Last 12 months up to February 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$138.3M	↑ 10.5%	↑ 6.2%	\$1.67B	↑ 7.8%		
Discretionary Retail	\$28.7M	↑ 13.1%	↑ 7.2%	\$366.6M	↑ 7.6%	1.00x	99.4%
Other Discretionary Retail	\$18.5M	↑ 15.7%	↑ 6.2%	\$230.6M	↑ 6.8%	1.00x	99.0%
Department Stores, Clothing & Accessories	\$7.6M	↑ 7.6%	↑ 8.6%	\$103.3M	↑ 9.1%	0.98x	96.4%
Buy Now Pay Later	\$2.2M	↑ 12.7%	↑ 9.9%	\$27.8M	↑ 9.9%	0.68x	16.9%
Print Media and Books	\$295K	↑ 4.5%	↑ 4.9%	\$3.7M	↓ -0.4%	1.00x	38.9%
Children and Baby Stores	\$102K	↑ 28.5%	↓ -5.8%	\$1.3M	↑ 27.1%	0.62x	9.3%
Household	\$27.1M	↑ 12.3%	↑ 9.0%	\$316.1M	↑ 8.1%	1.00x	98.9%
Insurance	\$9.3M	↑ 6.3%	↑ 3.4%	\$108.6M	↑ 8.6%	0.99x	64.0%
Telecommunication Services	\$3.9M	↑ 8.4%	↑ 5.5%	\$46.1M	↑ 8.1%	0.98x	77.8%
Electricity, Gas and Water Supply	\$3.4M	↑ 53.0%	↑ 36.6%	\$49.0M	↑ 13.8%	0.99x	49.9%
Personal Services	\$2.4M	↑ 14.6%	↑ 8.2%	\$29.1M	↑ 11.4%	0.99x	79.4%
Motor Vehicle Services	\$2.4M	↑ 6.8%	↑ 7.5%	\$26.7M	↑ 14.3%	1.11x	63.3%
Pet Care	\$1.8M	↑ 20.7%	↑ 6.0%	\$19.7M	↑ 3.2%	1.21x	44.4%
Public Services	\$1.0M	↑ 10.8%	↑ 1.8%	\$10.8M	↓ -23.8%	1.04x	56.2%
School Education	\$1.0M	↓ -11.4%	↑ 2.5%	\$9.1M	↑ 10.5%	0.65x	21.7%
Fitness	\$750K	↑ 2.8%	↑ 11.9%	\$8.7M	↑ 15.4%	0.72x	42.8%
Childcare Services	\$676K	↑ 30.5%	↑ 13.1%	\$3.8M	↑ 10.4%	0.58x	3.7%
Charities	\$316K	↑ 35.8%	↑ 9.7%	\$3.1M	↑ 7.4%	1.03x	33.1%
Computer Services	\$106K	↓ -32.0%	↓ -7.3%	\$1.3M	↓ -27.6%	0.81x	8.5%
Food Retailing	\$27.1M	↑ 6.2%	↑ 4.2%	\$329.5M	↑ 6.2%	1.00x	99.2%
Supermarkets	\$18.6M	↑ 5.8%	↑ 3.0%	\$226.8M	↑ 1.2%	1.00x	98.8%
Groceries and Other Food Retailing	\$8.5M	↑ 7.1%	↑ 8.4%	\$102.8M	↑ 19.5%	0.99x	97.2%
Tourism and Entertainment	\$16.8M	↑ 17.9%	↑ 10.6%	\$197.0M	↑ 11.1%	1.00x	99.0%
Restaurants	\$3.7M	↑ 8.2%	↑ 10.0%	\$43.3M	↑ 11.7%	0.99x	93.1%
Takeaway and Fast Food Outlets	\$2.7M	↑ 12.3%	↑ 5.8%	\$33.6M	↑ 6.2%	0.98x	93.3%
Pubs, Taverns and Bars	\$2.5M	↑ 19.1%	↑ 1.0%	\$29.8M	↑ 9.2%	1.04x	82.3%
Attractions, Events and Recreation	\$2.5M	↑ 61.9%	↑ 28.5%	\$26.7M	↑ 23.1%	0.95x	74.3%
Online Entertainment	\$2.0M	↑ 24.6%	↑ 16.5%	\$22.0M	↑ 11.5%	0.98x	69.1%
Cafes	\$1.8M	↑ 3.3%	↓ -2.5%	\$23.4M	↑ 7.4%	1.01x	88.4%
Food Delivery Services	\$855K	↑ 29.4%	↑ 53.2%	\$10.1M	↑ 26.0%	0.66x	28.1%
Breweries and Wineries	\$663K	↓ -5.9%	↑ 4.2%	\$8.1M	↓ -4.2%	3.03x	53.3%
Private Transport	\$10.9M	↑ 4.4%	↓ -0.5%	\$130.2M	↑ 5.4%	1.00x	96.6%
Accommodation	\$3.5M	↑ 19.7%	↑ 3.8%	\$41.7M	↑ 10.9%	1.10x	65.2%

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 (March 2025 - February 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 City of Busselton residents during the recent static period (March 2025 - February 2026)?

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Ghanda Clothing	2.47x	13.3%
Angus And Coote	2.20x	4.3%
Gazman	2.00x	4.3%
Just Jeans	1.90x	11.3%
Sportsgirl	1.65x	11.1%

Top 5 General Retail		
Brand	Affinity	Penetration
Red Dot	10.98x	43.4%
Perth Duty Free	7.32x	7.6%
Depop	1.08x	2.5%
Kmart	1.05x	82.4%
Temu	1.04x	24.1%

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	66.3%
Liquor Stax	21.64x	35.9%
Liquor Barons	7.37x	11.7%
The Good Grocer	4.04x	9.7%
The Spud Shed	2.59x	13.9%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
House	2.64x	20.6%
The Good Guys	2.07x	27.0%
Beacon Lighting	2.01x	4.8%
Harvey Norman	1.99x	4.6%
Adairs	1.87x	11.1%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	10.35x	21.0%
Royal Automobile Club Of Australia	9.02x	11.8%
Dome Cafe	8.89x	34.6%
Miss Maud	2.62x	5.2%
Sushi Sushi	2.55x	27.0%

Top 5 Personal Services		
Brand	Affinity	Penetration
Price Attack	3.81x	6.9%
Priceline	3.78x	26.9%
Just Cuts	0.87x	3.5%
Adore Beauty	0.71x	1.5%
The Body Shop	0.69x	3.0%

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

City of Busselton

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

Overview

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

<p>Total spend</p> <p>\$35.1M</p> <p>↑ 12.4% .vs last year ↑ 6.2% .vs Regional WA</p>	<p>Top category</p> <p>Supermarkets</p> <p>\$4.9M of spend for Busselton residents is within this category during February 2026</p>	<p>Top lifestage</p> <p>Retiree</p> <p>28% of Busselton residents are within this lifestage</p>	<p>Proportion of spend into the LGA</p> <p>37.3%</p> <p>of spend for Busselton residents during February 2026</p>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (March 2025 - February 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

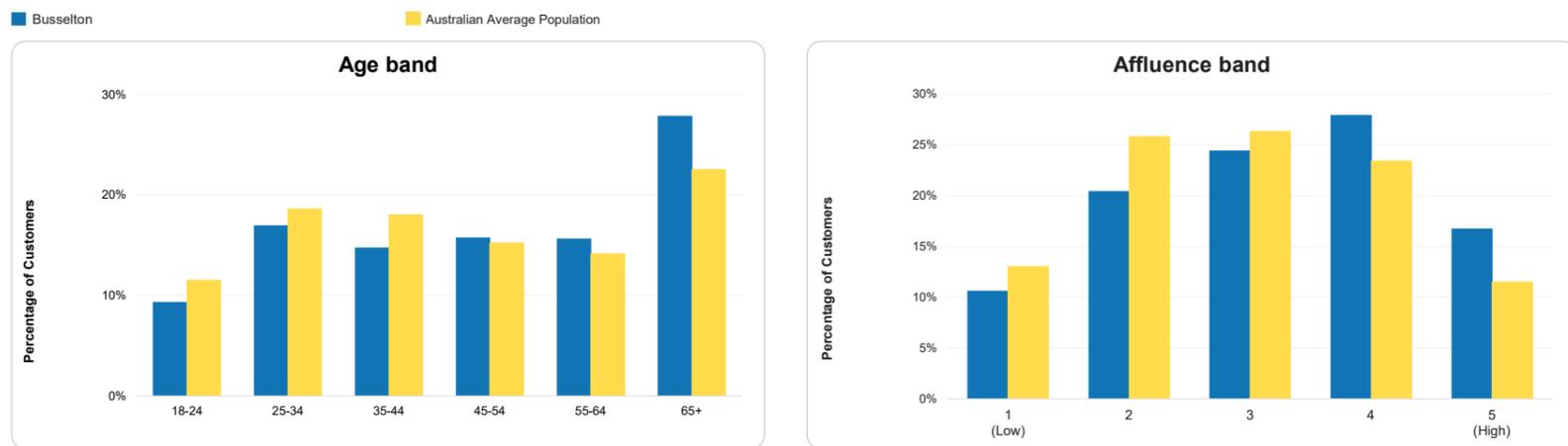
What are the highest performing categories for Busselton residents during the past 12 months (March 2025 - February 2026)?

Category	Monthly			Annual (Last 12 months up to February 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$35.1M	↑ 12.4%	↑ 6.2%	\$416.4M	↑ 9.9%		
Discretionary Retail	\$7.4M	↑ 10.4%	↑ 7.2%	\$93.5M	↑ 10.4%	1.00x	99.4%
Other Discretionary Retail	\$4.8M	↑ 12.1%	↑ 6.2%	\$57.5M	↑ 7.9%	1.00x	98.8%
Department Stores, Clothing & Accessories	\$1.9M	↑ 6.5%	↑ 8.6%	\$26.5M	↑ 14.1%	0.98x	95.7%
Buy Now Pay Later	\$645K	↑ 11.2%	↑ 9.9%	\$8.3M	↑ 16.5%	0.73x	18.2%
Print Media and Books	\$63K	↓ -4.7%	↑ 4.9%	\$812K	↑ 3.1%	0.86x	33.5%
Children and Baby Stores	\$32K	↑ 27.4%	↓ -5.8%	\$334K	↑ 37.1%	0.53x	8.1%
Food Retailing	\$6.9M	↑ 7.2%	↑ 4.2%	\$82.8M	↑ 8.8%	1.00x	99.2%
Supermarkets	\$4.9M	↑ 7.3%	↑ 3.0%	\$58.9M	↑ 5.1%	1.00x	98.9%
Groceries and Other Food Retailing	\$2.0M	↑ 7.0%	↑ 8.4%	\$23.9M	↑ 19.0%	0.99x	97.0%
Household	\$6.6M	↑ 16.1%	↑ 9.0%	\$76.4M	↑ 10.2%	0.99x	98.7%
Insurance	\$2.3M	↑ 5.3%	↑ 3.4%	\$26.1M	↑ 10.3%	0.95x	62.0%
Telecommunication Services	\$980K	↑ 9.2%	↑ 5.5%	\$11.7M	↑ 10.0%	0.99x	78.4%
Electricity, Gas and Water Supply	\$879K	↑ 62.4%	↑ 36.6%	\$11.8M	↑ 17.7%	0.88x	44.3%
Motor Vehicle Services	\$565K	↑ 15.8%	↑ 7.5%	\$6.4M	↑ 17.6%	0.99x	56.8%
Personal Services	\$546K	↑ 15.3%	↑ 8.2%	\$6.9M	↑ 13.4%	0.96x	77.1%
Pet Care	\$469K	↑ 35.4%	↑ 6.0%	\$4.7M	↓ -0.1%	1.02x	37.7%
School Education	\$271K	↑ 5.8%	↑ 2.5%	\$2.2M	↑ 13.0%	0.57x	19.0%
Public Services	\$259K	↑ 22.5%	↑ 1.8%	\$2.7M	↓ -23.8%	0.92x	49.9%
Fitness	\$171K	↓ -5.8%	↑ 11.9%	\$2.0M	↑ 8.8%	0.65x	39.0%
Childcare Services	\$98K	↑ 21.6%	↑ 13.1%	\$810K	↑ 30.8%	0.44x	2.8%
Charities	\$78K	↑ 60.6%	↑ 9.7%	\$720K	↑ 28.9%	0.95x	30.4%
Computer Services	\$31K	↑ 74.7%	↓ -7.3%	\$339K	↑ 27.5%	0.72x	7.6%
Tourism and Entertainment	\$4.4M	↑ 15.3%	↑ 10.6%	\$51.7M	↑ 14.9%	1.00x	99.2%
Restaurants	\$901K	↑ 9.6%	↑ 10.0%	\$10.3M	↑ 16.0%	0.98x	91.7%
Takeaway and Fast Food Outlets	\$765K	↑ 8.9%	↑ 5.8%	\$9.6M	↑ 12.0%	0.97x	92.8%
Pubs, Taverns and Bars	\$694K	↑ 10.7%	↑ 1.0%	\$8.2M	↑ 9.6%	1.02x	80.7%
Attractions, Events and Recreation	\$658K	↑ 52.7%	↑ 28.5%	\$6.6M	↑ 24.5%	0.90x	70.7%
Online Entertainment	\$514K	↑ 24.8%	↑ 16.5%	\$5.9M	↑ 19.5%	0.98x	68.9%
Cafes	\$461K	↑ 3.3%	↓ -2.5%	\$5.9M	↑ 12.5%	0.99x	86.0%
Food Delivery Services	\$253K	↑ 25.4%	↑ 53.2%	\$3.2M	↑ 30.2%	0.71x	29.9%
Breweries and Wineries	\$146K	↓ -12.7%	↑ 4.2%	\$1.9M	↓ -6.5%	2.76x	48.5%
Private Transport	\$2.8M	↑ 3.6%	↓ -0.5%	\$32.5M	↑ 8.9%	0.99x	96.0%
Accommodation	\$835K	↑ 15.7%	↑ 3.8%	\$11.0M	↑ 23.9%	1.03x	60.9%

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

Demographic profiles

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

Brand	Affinity	Penetration
Top 5 Clothing & Accessories		
Angus And Coote	2.06x	4.0%
Ghanda Clothing	1.99x	10.7%
Just Jeans	1.73x	10.2%
Williams Shoes	1.61x	5.9%
Sportsgirl	1.42x	9.6%
Top 5 Food Retailing		
Bunbury Farmers Market	>30x	61.1%
Liquor Stax	12.07x	20.0%
Liquor Barons	5.71x	9.1%
The Good Grocer	3.44x	8.3%
The Spud Shed	3.21x	17.3%
Top 5 Eating and Drinking Out		
Chicken Treat	8.79x	17.8%
Royal Automobile Club Of Australia	8.62x	11.3%
Dome Cafe	8.41x	32.8%
Bakehouse	3.51x	9.3%
Sushi Sushi	2.55x	27.0%
Top 5 General Retail		
Red Dot	10.63x	42.0%
Perth Duty Free	5.93x	6.2%
Kmart	1.05x	82.2%
The Reject Shop	1.04x	38.7%
Depop	0.95x	2.2%
Top 5 Homewares and Appliances		
House	2.48x	19.3%
Beacon Lighting	1.96x	4.7%
The Good Guys	1.91x	25.0%
Barbeques Galore	1.81x	3.1%
Adairs	1.59x	9.5%
Top 5 Personal Services		
Price Attack	3.75x	6.7%
Priceline	3.71x	26.4%
Just Cuts	0.92x	3.7%
The Body Shop	0.64x	2.8%
Adore Beauty	0.54x	1.1%

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

City of Busselton

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

Overview

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

<p>Total spend</p> <p>\$45.4M</p> <p>↑ 9.1% .vs last year ↑ 6.2% .vs Regional WA</p>	<p>Top category</p> <p>Other Discretionary Retail</p> <p>\$5.9M of spend for Dunsborough residents is within this category during February 2026</p>	<p>Top lifestage</p> <p>Retiree</p> <p>27.4% of Dunsborough residents are within this lifestage</p>	<p>Proportion of spend into the LGA</p> <p>33.7%</p> <p>of spend for Dunsborough residents during February 2026</p>
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Category performance

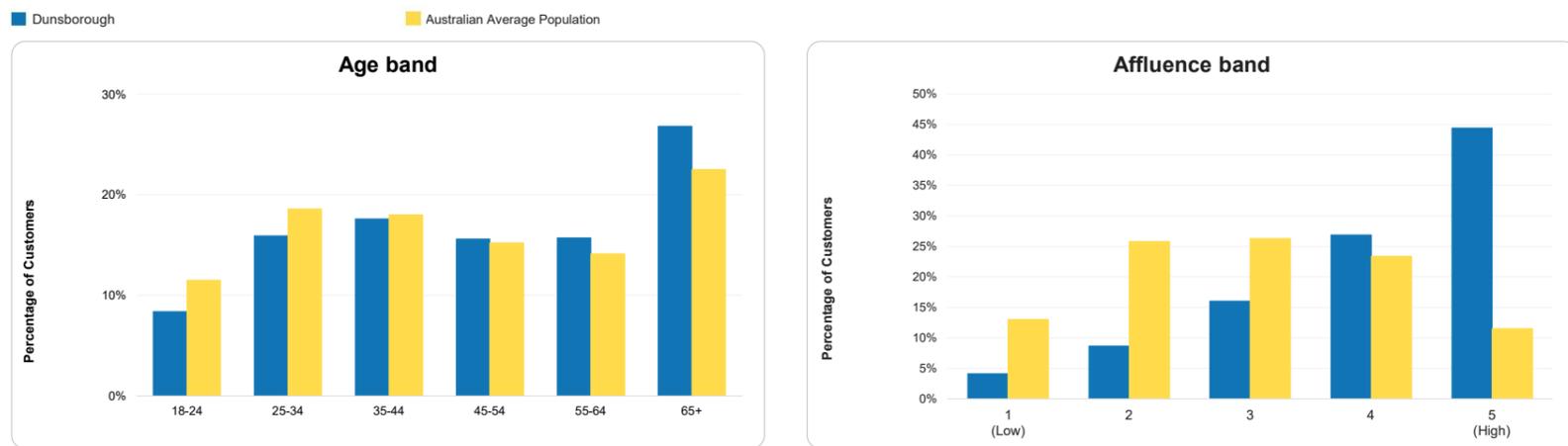
What are the highest performing categories for Dunsborough residents during the past 12 months (March 2025 - February 2026)?

Category	Monthly			Annual (Last 12 months up to February 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$45.4M	↑ 9.1%	↑ 6.2%	\$520.3M	↑ 6.1%		
Discretionary Retail	\$9.0M	↑ 13.7%	↑ 7.2%	\$112.3M	↑ 6.8%	1.00x	99.5%
Other Discretionary Retail	\$5.9M	↑ 14.7%	↑ 6.2%	\$72.7M	↑ 5.9%	1.00x	99.0%
Department Stores, Clothing & Accessories	\$2.5M	↑ 12.4%	↑ 8.6%	\$31.7M	↑ 11.0%	0.98x	95.6%
Buy Now Pay Later	\$478K	↑ 4.1%	↑ 9.9%	\$6.2M	↓ -3.1%	0.56x	14.0%
Print Media and Books	\$117K	↑ 32.5%	↑ 4.9%	\$1.3M	↑ 5.4%	1.11x	43.2%
Children and Baby Stores	\$31K	↑ 38.8%	↓ -5.8%	\$394K	↑ 9.8%	0.70x	10.5%
Household	\$8.8M	↑ 9.0%	↑ 9.0%	\$98.5M	↑ 6.0%	1.00x	99.1%
Insurance	\$3.0M	↑ 1.6%	↑ 3.4%	\$34.5M	↑ 5.4%	0.99x	64.0%
Electricity, Gas and Water Supply	\$1.1M	↑ 46.7%	↑ 36.6%	\$14.6M	↑ 10.5%	0.99x	50.1%
Telecommunication Services	\$1.1M	↑ 3.4%	↑ 5.5%	\$12.5M	↑ 6.2%	0.97x	76.6%
Personal Services	\$981K	↑ 27.8%	↑ 8.2%	\$10.4M	↑ 14.5%	1.02x	81.6%
Motor Vehicle Services	\$886K	↓ -6.0%	↑ 7.5%	\$9.0M	↑ 7.4%	1.21x	69.3%
Pet Care	\$510K	↑ 29.2%	↑ 6.0%	\$5.6M	↓ -0.2%	1.13x	41.4%
School Education	\$351K	↓ -8.2%	↑ 2.5%	\$3.4M	↑ 21.6%	0.70x	23.5%
Fitness	\$319K	↑ 34.9%	↑ 11.9%	\$3.2M	↑ 30.7%	0.77x	45.8%
Public Services	\$315K	↑ 27.6%	↑ 1.8%	\$2.7M	↓ -22.0%	1.12x	60.3%
Childcare Services	\$129K	↓ -25.9%	↑ 13.1%	\$974K	↓ -16.2%	0.63x	4.1%
Charities	\$100K	↑ 9.8%	↑ 9.7%	\$924K	↓ -12.5%	1.00x	32.1%
Computer Services	\$29K	↓ -71.1%	↓ -7.3%	\$529K	↓ -48.8%	0.95x	10.1%
Food Retailing	\$8.2M	↑ 6.7%	↑ 4.2%	\$96.3M	↑ 5.7%	1.00x	99.3%
Supermarkets	\$5.4M	↑ 6.2%	↑ 3.0%	\$62.9M	↓ -0.4%	1.00x	98.8%
Groceries and Other Food Retailing	\$2.8M	↑ 7.7%	↑ 8.4%	\$33.4M	↑ 19.6%	1.00x	97.5%
Tourism and Entertainment	\$5.7M	↑ 24.7%	↑ 10.6%	\$59.2M	↑ 5.9%	1.00x	99.4%
Restaurants	\$1.5M	↑ 2.3%	↑ 10.0%	\$17.1M	↑ 7.0%	1.02x	95.5%
Attractions, Events and Recreation	\$1.1M	↑ 136.5%	↑ 28.5%	\$7.2M	↑ 5.4%	0.98x	76.6%
Pubs, Taverns and Bars	\$828K	↑ 31.1%	↑ 1.0%	\$8.9M	↑ 10.3%	1.08x	86.0%
Cafes	\$709K	↑ 9.6%	↓ -2.5%	\$8.2M	↑ 6.8%	1.05x	91.9%
Takeaway and Fast Food Outlets	\$665K	↑ 15.7%	↑ 5.8%	\$7.4M	↑ 1.6%	0.99x	94.1%
Online Entertainment	\$525K	↑ 23.6%	↑ 16.5%	\$5.7M	↑ 6.7%	1.02x	72.3%
Breweries and Wineries	\$256K	↓ -8.3%	↑ 4.2%	\$3.2M	↓ -5.0%	3.35x	59.1%
Food Delivery Services	\$158K	↑ 48.2%	↑ 53.2%	\$1.4M	↑ 12.1%	0.53x	22.5%
Private Transport	\$3.5M	↑ 2.3%	↓ -0.5%	\$39.9M	↑ 1.7%	1.01x	97.6%
Accommodation	\$1.6M	↑ 42.4%	↑ 3.8%	\$15.0M	↑ 5.1%	1.16x	69.0%

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

Demographic profiles

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

Top 5 Clothing & Accessories			Top 5 Food Retailing			Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Gazman	4.41x	9.5%	Bunbury Farmers Market	>30x	66.2%	Chicken Treat	9.20x	18.6%
Ghanda Clothing	3.25x	17.5%	Liquor Stax	28.22x	46.8%	Royal Automobile Club Of Australia	7.67x	10.0%
Vans	2.41x	2.4%	Liquor Barons	9.45x	15.0%	Dome Cafe	7.20x	28.1%
Sportsgirl	1.57x	10.6%	The Good Grocer	6.47x	15.5%	Miss Maud	3.12x	6.2%
Just Jeans	1.52x	9.0%	The Jerky Co	2.38x	3.0%	Varsity Bar	2.32x	3.5%

Top 5 General Retail			Top 5 Homewares and Appliances			Top 5 Personal Services		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Perth Duty Free	9.37x	9.7%	Beacon Lighting	2.62x	6.3%	Price Attack	2.71x	4.9%
Red Dot	7.79x	30.8%	Adairs	2.18x	13.0%	Priceline	2.69x	19.1%
Depop	1.71x	3.9%	House	2.16x	16.8%	Adore Beauty	1.04x	2.2%
Temu	1.05x	24.1%	The Good Guys	1.91x	24.9%	Aesop	0.84x	1.2%
Kmart	0.99x	77.2%	Barbeques Galore	1.74x	3.0%	Mecca	0.82x	12.3%

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

City of Busselton

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

Overview

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

<p>Total spend</p> <p>\$51.0M</p> <p>↑ 10.5% .vs last year ↑ 6.2% .vs Regional WA</p>	<p>Top category</p> <p>Supermarkets</p> <p>\$7.4M of spend for West Busselton residents is within this category during February 2026</p>	<p>Top lifestage</p> <p>Retiree</p> <p>32.4% of West Busselton residents are within this lifestage</p>	<p>Proportion of spend into the LGA</p> <p>42.3%</p> <p>of spend for West Busselton residents during February 2026</p>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (March 2025 - February 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

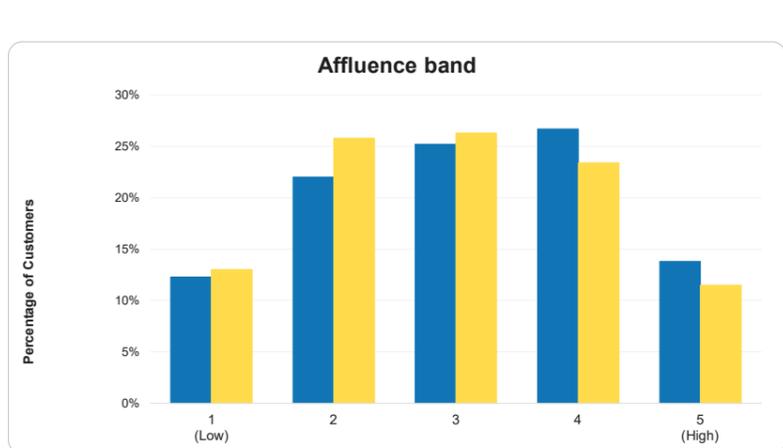
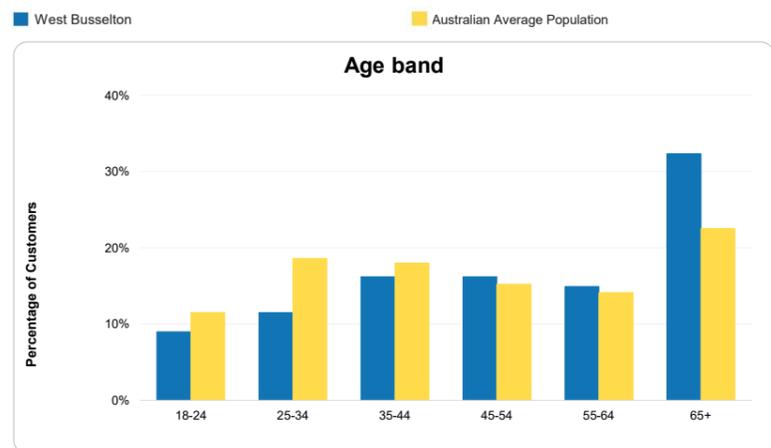
What are the highest performing categories for West Busselton residents during the past 12 months (March 2025 - February 2026)?

Category	Monthly			Annual (Last 12 months up to February 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Selected region	Regional WA				
Total	\$51.0M	↑ 10.5%	↑ 6.2%	\$637.3M	↑ 6.5%		
Food Retailing	\$10.7M	↑ 4.7%	↑ 4.2%	\$133.1M	↑ 4.1%	1.00x	99.3%
Supermarkets	\$7.4M	↑ 4.1%	↑ 3.0%	\$92.8M	↓ -1.2%	1.00x	98.8%
Groceries and Other Food Retailing	\$3.3M	↑ 6.0%	↑ 8.4%	\$40.3M	↑ 18.6%	1.00x	97.4%
Discretionary Retail	\$10.6M	↑ 13.8%	↑ 7.2%	\$137.8M	↑ 4.2%	1.00x	99.5%
Other Discretionary Retail	\$6.8M	↑ 17.4%	↑ 6.2%	\$84.7M	↑ 4.0%	1.00x	99.1%
Department Stores, Clothing & Accessories	\$2.7M	↑ 5.3%	↑ 8.6%	\$38.9M	↑ 2.5%	1.00x	97.6%
Buy Now Pay Later	\$958K	↑ 18.2%	↑ 9.9%	\$12.3M	↑ 12.7%	0.76x	19.0%
Print Media and Books	\$105K	↓ -10.4%	↑ 4.9%	\$1.4M	↓ -9.5%	1.01x	39.4%
Children and Baby Stores	\$34K	↑ 23.7%	↓ -5.8%	\$477K	↑ 28.4%	0.61x	9.2%
Household	\$10.4M	↑ 12.6%	↑ 9.0%	\$125.3M	↑ 8.0%	1.00x	99.1%
Insurance	\$3.7M	↑ 10.7%	↑ 3.4%	\$42.7M	↑ 9.4%	1.02x	66.1%
Telecommunication Services	\$1.6M	↑ 11.9%	↑ 5.5%	\$19.5M	↑ 7.4%	1.00x	79.4%
Electricity, Gas and Water Supply	\$1.2M	↑ 62.1%	↑ 36.6%	\$20.5M	↑ 15.2%	1.07x	53.8%
Personal Services	\$826K	↑ 1.2%	↑ 8.2%	\$10.6M	↑ 7.5%	1.00x	80.2%
Motor Vehicle Services	\$794K	↑ 11.5%	↑ 7.5%	\$9.5M	↑ 12.6%	1.12x	64.0%
Pet Care	\$685K	↑ 14.2%	↑ 6.0%	\$8.2M	↑ 10.3%	1.35x	49.6%
Public Services	\$403K	↓ -2.3%	↑ 1.8%	\$4.8M	↓ -23.8%	1.07x	58.0%
Childcare Services	\$383K	↑ 70.9%	↑ 13.1%	\$1.7M	↑ 15.8%	0.67x	4.3%
School Education	\$279K	↓ -37.0%	↑ 2.5%	\$3.0M	↑ 0.3%	0.69x	23.2%
Fitness	\$219K	↓ -20.6%	↑ 11.9%	\$3.1M	↑ 4.9%	0.74x	44.4%
Charities	\$128K	↑ 48.5%	↑ 9.7%	\$1.4M	↑ 14.6%	1.12x	35.9%
Computer Services	\$39K	↑ 23.6%	↓ -7.3%	\$426K	↓ -17.0%	0.76x	8.0%
Tourism and Entertainment	\$5.9M	↑ 14.6%	↑ 10.6%	\$74.5M	↑ 8.9%	1.00x	98.6%
Takeaway and Fast Food Outlets	\$1.2M	↑ 9.5%	↑ 5.8%	\$14.7M	↑ 2.1%	0.98x	93.1%
Restaurants	\$1.1M	↑ 15.1%	↑ 10.0%	\$13.9M	↑ 13.4%	0.98x	92.6%
Pubs, Taverns and Bars	\$896K	↑ 16.6%	↑ 1.0%	\$11.2M	↑ 7.2%	1.02x	81.0%
Online Entertainment	\$836K	↑ 25.5%	↑ 16.5%	\$9.2M	↑ 8.2%	0.96x	67.8%
Attractions, Events and Recreation	\$680K	↑ 20.9%	↑ 28.5%	\$9.7M	↑ 18.2%	0.96x	75.6%
Cafes	\$586K	↓ -0.8%	↓ -2.5%	\$8.1M	↑ 3.4%	1.00x	87.6%
Food Delivery Services	\$409K	↑ 26.7%	↑ 53.2%	\$5.0M	↑ 25.4%	0.75x	31.6%
Breweries and Wineries	\$232K	↑ 4.8%	↑ 4.2%	\$2.8M	↓ -2.2%	3.02x	53.1%
Private Transport	\$4.1M	↑ 8.4%	↓ -0.5%	\$49.1M	↑ 5.2%	0.99x	96.5%
Accommodation	\$986K	↓ -2.5%	↑ 3.8%	\$13.5M	↑ 5.4%	1.10x	65.4%

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

Demographic profiles

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

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Angus And Coote	2.95x	5.8%
Ghanda Clothing	2.40x	12.9%
Just Jeans	2.36x	14.0%
Sportsgirl	1.94x	13.0%
Williams Shoes	1.84x	6.7%

Top 5 General Retail		
Brand	Affinity	Penetration
Red Dot	13.58x	53.7%
Perth Duty Free	7.15x	7.4%
The Reject Shop	1.20x	44.3%
Temu	1.13x	26.0%
Kmart	1.11x	86.7%

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	71.4%
Liquor Stax	25.09x	41.6%
Liquor Barons	6.93x	11.0%
The Spud Shed	2.95x	15.9%
The Good Grocer	2.82x	6.8%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
House	3.13x	24.5%
Harvey Norman	2.55x	5.8%
The Good Guys	2.27x	29.6%
Spotlight	1.90x	54.8%
Adairs	1.86x	11.1%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	12.44x	25.2%
Royal Automobile Club Of Australia	10.62x	13.9%
Dome Cafe	10.31x	40.2%
Sushi Sushi	2.90x	30.7%
Red Rooster	2.61x	41.9%

Top 5 Personal Services		
Brand	Affinity	Penetration
Priceline	4.65x	33.2%
Price Attack	4.60x	8.3%
Just Cuts	1.11x	4.5%
The Body Shop	0.85x	3.7%
Adore Beauty	0.67x	1.4%

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

City of Busselton

Resident Business Events Visitor Leakage

Month: February 2026
 Region Type: LGA
 Spend location: City of Busselton

Overview

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

<p>Total spend \$98.3M ↑ 7.4% vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 183K ↑ 7.1% vs last year</p>	<p>Visitor spend \$45.3M 46% of total spend within City of Busselton during February 2026 are from Visitors</p>	<p>Total visitors 146K 80% of total customers within City of Busselton during February 2026 are from Visitors</p>
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All insights are based on ComBank IQ's nationally representative retail customer transaction data for February 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 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 February 2026 versus the past year and Regional WA for the City of Busselton location?

Category	Total		Visitors			Residents			
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$98.3M	↑ 7.4%	↑ 3.9%	\$45.3M	↑ 8.9%	↑ 6.3%	\$53.0M	↑ 6.1%	↑ 3.0%
Food Retailing	\$30.8M	↑ 5.8%	↑ 4.1%	\$9.5M	↑ 9.3%	↑ 6.8%	\$21.3M	↑ 4.3%	↑ 2.8%
Supermarkets	\$19.5M	↑ 4.1%	↑ 2.9%	\$4.4M	↑ 5.4%	↑ 6.8%	\$15.1M	↑ 3.8%	↑ 1.7%
Groceries and Other Food Retailing	\$11.3M	↑ 8.8%	↑ 7.7%	\$5.1M	↑ 12.9%	↑ 6.9%	\$6.3M	↑ 5.7%	↑ 7.9%
Discretionary Retail	\$20.3M	↑ 11.0%	↑ 5.7%	\$7.0M	↑ 13.1%	↑ 8.1%	\$13.3M	↑ 10.0%	↑ 5.5%
Other Discretionary Retail	\$15.1M	↑ 14.1%	↑ 5.7%	\$4.6M	↑ 11.5%	↑ 6.6%	\$10.5M	↑ 15.2%	↑ 6.5%
Department Stores, Clothing & Accessories	\$5.2M	↑ 3.1%	↑ 5.6%	\$2.5M	↑ 16.0%	↑ 12.6%	\$2.7M	↓ -6.3%	↑ 1.2%
Tourism and Entertainment	\$17.0M	↑ 8.3%	↑ 3.8%	\$10.8M	↑ 9.1%	↑ 7.3%	\$6.2M	↑ 7.0%	↑ 2.0%
Restaurants	\$4.5M	↑ 0.7%	↑ 7.1%	\$2.9M	↓ -1.7%	↑ 10.5%	\$1.6M	↑ 5.3%	↑ 11.0%
Pubs, Taverns and Bars	\$3.4M	↑ 26.0%	↑ 0.9%	\$2.0M	↑ 29.2%	↑ 3.1%	\$1.4M	↑ 21.9%	↓ -2.4%
Cafes	\$3.0M	↑ 13.2%	↓ -1.7%	\$1.9M	↑ 21.9%	↑ 2.1%	\$1.1M	↑ 0.2%	↓ -3.4%
Breweries and Wineries	\$2.6M	↓ -0.7%	↑ 3.9%	\$2.1M	↑ 3.0%	↑ 5.7%	\$408K	↓ -16.4%	↓ -3.7%
Takeaway and Fast Food Outlets	\$2.4M	↑ 11.4%	↑ 6.0%	\$1.0M	↑ 12.3%	↑ 16.2%	\$1.4M	↑ 10.7%	↑ 2.8%
Attractions, Events and Recreation	\$1.2M	↓ -0.5%	↑ 8.6%	\$852K	↓ -2.3%	↑ 3.9%	\$333K	↑ 4.4%	↑ 9.4%
Private Transport	\$8.5M	↑ 0.4%	↓ -2.1%	\$3.2M	↑ 0.9%	↑ 1.0%	\$5.3M	↑ 0.1%	↓ -4.3%
Accommodation - Online	\$7.5M	↑ 5.1%	↑ 19.5%	\$7.4M	↑ 5.9%	↑ 19.5%	\$169K	↓ -21.0%	
Accommodation - Instore	\$3.2M	↑ 9.1%	↓ -2.9%	\$2.7M	↑ 5.4%	↓ -5.7%	\$437K	↑ 40.9%	↑ 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

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

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$18.9M Non-Tourists - Short Trip: \$9.7M Tourists - Day Trip Total: \$2.5M Non-Tourists - Regular/Routine Trips: \$2.1M 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: 66.0K Unique Customer Count, 94.3K Trip Count Tourists - Overnight Trip Total: 59.1K Unique Customer Count, 61.8K Trip Count Tourists - Day Trip Total: 16.2K Unique Customer Count, 18.9K Trip Count Non-Tourists - Regular/Routine Trips: 3.4K Unique Customer Count, 7.2K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$16.0M Provincial Wealth: \$13.8M Aging Comfortably: \$6.5M Life on the Land: \$5.7M Country Living: \$2.9M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 8.6K Countryside Elite: 7.5K Aging Comfortably: 5.8K Life on the Land: 4.3K Country Living: 3.2K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$11.8M Golden Days: \$9.2M Countryside Elite: \$4.7M Provincial Wealth: \$4.2M Metro High Flyers: \$3.8M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 31.6K Golden Days: 20.3K Metro High Flyers: 16.9K Aging Comfortably: 14.7K Countryside Elite: 11.8K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta Margaret River: \$5.6M Stirling: \$3.8M Joondalup: \$2.9M Melville: \$2.3M Capel: \$1.9M Wanneroo: \$1.7M Cockburn: \$1.5M Mandurah: \$1.2M Bunbury: \$1.0M Cambridge: \$1.0M 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Augusta Margaret River: 12.5K Stirling: 10.8K Joondalup: 8.2K Melville: 6.4K Bunbury: 6.2K Wanneroo: 6.0K Cockburn: 5.6K Capel: 5.5K Mandurah: 5.0K Rockingham: 4.8K

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: February 2026
 Region Type: LGA
 Spend location: City of Busselton

Overview

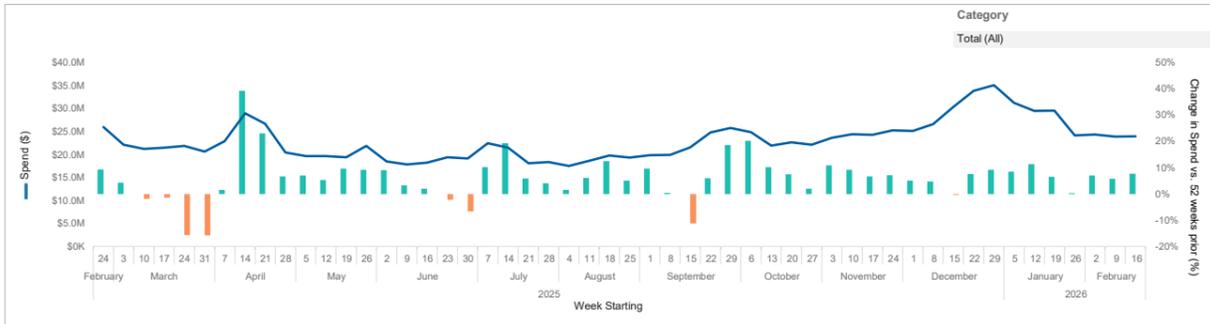
What are some of the key insights for the City of Busselton location for February 2026?

<p>Total spend \$98.3M ↑ 7.4% .vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 183K ↑ 7.1% .vs last year</p>	<p>Visitor spend \$45.3M 46% of total spend within City of Busselton during February 2026 are from Visitors</p>	<p>Total visitors 146K 80% of total customers within City of Busselton during February 2026 are from Visitors</p>
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All insights are based on ComBank IQ's nationally representative retail customer transaction data for February 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 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 February 2026 versus the past year and Regional WA for the City of Busselton location?

Category	Total		Visitors			Residents			
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	182.8K	↑ 7.1%		145.6K	↑ 8.1%		37.2K	↑ 3.7%	
Tourism and Entertainment	124.4K	↑ 7.0%		94.3K	↑ 8.2%		30.1K	↑ 3.6%	
Restaurants	53.3K	↑ 4.9%		35.7K	↑ 3.0%		17.6K	↑ 8.8%	
Takeaway and Fast Food Outlets	50.0K	↑ 9.4%		30.0K	↑ 10.5%		20.0K	↑ 7.9%	
Cafes	44.6K	↑ 3.1%		30.5K	↑ 6.8%		14.1K	↓ -4.2%	
Pubs, Taverns and Bars	34.9K	↑ 18.1%		22.5K	↑ 20.9%		12.4K	↑ 13.4%	
Breweries and Wineries	27.3K	↑ 5.2%		22.4K	↑ 7.9%		4.9K	↓ -5.8%	
Attractions, Events and Recreation	18.0K	↓ -3.4%		14.4K	↓ -0.8%		3.7K	↓ -12.7%	
Food Retailing	113.2K	↑ 6.7%		77.6K	↑ 8.3%		35.6K	↑ 3.4%	
Supermarkets	82.7K	↑ 6.0%		48.7K	↑ 8.5%		34.0K	↑ 2.6%	
Groceries and Other Food Retailing	82.0K	↑ 5.9%		53.8K	↑ 7.4%		28.1K	↑ 3.1%	
Discretionary Retail	75.6K	↑ 7.8%		42.5K	↑ 11.2%		33.1K	↑ 3.7%	
Other Discretionary Retail	62.4K	↑ 10.0%		31.2K	↑ 14.6%		31.2K	↑ 5.7%	
Department Stores, Clothing & Accessories	40.3K	↑ 1.7%		20.8K	↑ 5.5%		19.5K	↓ -2.1%	
Private Transport	63.1K	↑ 2.9%		37.1K	↑ 3.7%		26.0K	↑ 1.7%	
Accommodation - Online	15.9K	↑ 6.0%		15.6K	↑ 6.4%		0.3K	↓ -12.6%	
Accommodation - Instore	11.3K	↑ 5.0%		9.0K	↑ 2.2%		2.3K	↑ 17.7%	

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 February 2026?

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$18.9M Non-Tourists - Short Trip: \$9.7M Tourists - Day Trip Total: \$2.5M Non-Tourists - Regular/Routine Trips: \$2.1M 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: 66.0K Unique Customer Count, 94.3K Trip Count Tourists - Overnight Trip Total: 59.1K Unique Customer Count, 61.8K Trip Count Tourists - Day Trip Total: 16.2K Unique Customer Count, 18.9K Trip Count Non-Tourists - Regular/Routine Trips: 3.4K Unique Customer Count, 7.2K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$16.0M Provincial Wealth: \$13.8M Aging Comfortably: \$6.5M Life on the Land: \$5.7M Country Living: \$2.9M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 8.6K Countryside Elite: 7.5K Aging Comfortably: 5.8K Life on the Land: 4.3K Country Living: 3.2K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$11.8M Golden Days: \$9.2M Countryside Elite: \$4.7M Provincial Wealth: \$4.2M Metro High Flyers: \$3.8M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 31.6K Golden Days: 20.3K Metro High Flyers: 16.9K Aging Comfortably: 14.7K Countryside Elite: 11.8K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta Margaret River: \$5.6M Stirling: \$3.8M Joondalup: \$2.9M Melville: \$2.3M Capel: \$1.9M Wanneroo: \$1.7M Cockburn: \$1.5M Mandurah: \$1.2M Bunbury: \$1.0M Cambridge: \$1.0M 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Augusta Margaret River: 12.5K Stirling: 10.8K Joondalup: 8.2K Melville: 6.4K Bunbury: 6.2K Wanneroo: 6.0K Cockburn: 5.6K Capel: 5.5K Mandurah: 5.0K Rockingham: 4.8K

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: February 2026
 Region Type: LGA
 Spend location: City of Busselton

Overview

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

<p>Total spend \$98.3M ↑ 7.4% vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 183K ↑ 7.1% vs last year</p>	<p>Visitor spend \$45.3M 46% of total spend within City of Busselton during February 2026 are from Visitors</p>	<p>Total visitors 146K 80% of total customers within City of Busselton during February 2026 are from Visitors</p>
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All insights are based on ComBank IQ's nationally representative retail customer transaction data for February 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 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 February 2026 versus the past year and Regional WA for the City of Busselton location?

Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$537.80	↑ 0.2%		\$310.90	↑ 0.7%		\$1,426.10	↑ 2.4%	
Food Retailing	\$272.50	↓ -0.9%		\$122.80	↑ 0.9%		\$598.70	↑ 0.9%	
Supermarkets	\$235.80	↓ -1.8%		\$91.00	↓ -2.9%		\$442.90	↑ 1.1%	
Groceries and Other Food Retailing	\$138.50	↑ 2.8%		\$94.70	↑ 5.1%		\$222.20	↑ 2.5%	
Discretionary Retail	\$268.30	↑ 3.0%		\$165.30	↑ 1.7%		\$400.50	↑ 6.0%	
Other Discretionary Retail	\$241.70	↑ 3.7%		\$146.00	↓ -2.6%		\$337.40	↑ 8.9%	
Department Stores, Clothing & Accessories	\$129.10	↑ 1.4%		\$118.60	↑ 10.0%		\$140.30	↓ -4.3%	
Tourism and Entertainment	\$137.00	↑ 1.2%		\$114.90	↑ 0.8%		\$206.30	↑ 3.3%	
Restaurants	\$84.50	↓ -4.0%		\$81.50	↓ -4.6%		\$90.50	↓ -3.2%	
Pubs, Taverns and Bars	\$97.90	↑ 6.7%		\$88.70	↑ 6.9%		\$114.50	↑ 7.5%	
Cafes	\$66.90	↑ 9.8%		\$63.10	↑ 14.1%		\$75.30	↑ 4.6%	
Breweries and Wineries	\$93.30	↓ -5.6%		\$95.60	↓ -4.6%		\$83.10	↓ -11.2%	
Takeaway and Fast Food Outlets	\$48.00	↑ 1.8%		\$33.70	↑ 1.6%		\$69.30	↑ 2.7%	
Attractions, Events and Recreation	\$65.70	↑ 3.1%		\$59.30	↓ -1.5%		\$91.00	↑ 19.6%	
Private Transport	\$135.00	↓ -2.4%		\$86.70	↓ -2.7%		\$203.80	↓ -1.6%	
Accommodation - Online	\$471.70	↓ -0.8%		\$470.70	↓ -0.5%		\$524.10	↓ -9.5%	
Accommodation - In-store	\$281.10	↑ 3.9%		\$304.00	↑ 3.1%		\$190.80	↑ 19.7%	

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 February 2026?

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$18.9M Non-Tourists - Short Trip: \$9.7M Tourists - Day Trip Total: \$2.5M Non-Tourists - Regular/Routine Trips: \$2.1M 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: 66.0K Unique Customer Count, 94.3K Trip Count Tourists - Overnight Trip Total: 59.1K Unique Customer Count, 61.8K Trip Count Tourists - Day Trip Total: 16.2K Unique Customer Count, 18.9K Trip Count Non-Tourists - Regular/Routine Trips: 3.4K Unique Customer Count, 7.2K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$16.0M Provincial Wealth: \$13.8M Aging Comfortably: \$6.5M Life on the Land: \$5.7M Country Living: \$2.9M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 8.6K Countryside Elite: 7.5K Aging Comfortably: 5.8K Life on the Land: 4.3K Country Living: 3.2K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$11.8M Golden Days: \$9.2M Countryside Elite: \$4.7M Provincial Wealth: \$4.2M Metro High Flyers: \$3.8M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 31.6K Golden Days: 20.3K Metro High Flyers: 16.9K Aging Comfortably: 14.7K Countryside Elite: 11.8K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta Margaret River: \$5.6M Stirling: \$3.8M Joondalup: \$2.9M Melville: \$2.3M Capel: \$1.9M Wanneroo: \$1.7M Cockburn: \$1.5M Mandurah: \$1.2M Bunbury: \$1.0M Cambridge: \$1.0M 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Augusta Margaret River: 12.5K Stirling: 10.8K Joondalup: 8.2K Melville: 6.4K Bunbury: 6.2K Wanneroo: 6.0K Cockburn: 5.6K Capel: 5.5K Mandurah: 5.0K Rockingham: 4.8K

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: February 2026
 Region Type: Sub-region
 Spend location: Busselton

Overview

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

<p>Total spend \$41.1M ↑ 7.9% .vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 115K ↑ 5.8% .vs last year</p>	<p>Visitor spend \$14.0M 34% of total spend within Busselton during February 2026 are from Visitors</p>	<p>Total visitors 81K 70% of total customers within Busselton during February 2026 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 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 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 February 2026 versus the past year and Regional WA for the Busselton location?

Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$41.1M	↑ 7.9%	↑ 3.9%	\$14.0M	↑ 10.2%	↑ 6.3%	\$27.0M	↑ 6.7%	↑ 3.0%
Discretionary Retail	\$12.2M	↑ 13.1%	↑ 5.7%	\$3.8M	↑ 11.5%	↑ 8.1%	\$8.5M	↑ 13.8%	↑ 5.5%
Other Discretionary Retail	\$10.1M	↑ 16.6%	↑ 5.7%	\$2.9M	↑ 12.2%	↑ 6.6%	\$7.2M	↑ 18.4%	↑ 6.5%
Department Stores, Clothing & Accessories	\$2.1M	↓ -0.9%	↑ 5.6%	\$874K	↑ 9.2%	↑ 12.6%	\$1.2M	↓ -6.9%	↑ 1.2%
Food Retailing	\$11.3M	↑ 2.3%	↑ 4.1%	\$2.6M	↑ 1.8%	↑ 6.8%	\$8.6M	↑ 2.5%	↑ 2.8%
Supermarkets	\$8.7M	↑ 1.2%	↑ 2.9%	\$1.7M	↓ -1.1%	↑ 6.8%	\$7.0M	↑ 1.8%	↑ 1.7%
Groceries and Other Food Retailing	\$2.6M	↑ 6.3%	↑ 7.7%	\$914K	↑ 7.6%	↑ 6.9%	\$1.7M	↑ 5.6%	↑ 7.9%
Tourism and Entertainment	\$6.6M	↑ 6.3%	↑ 3.8%	\$3.9M	↑ 7.4%	↑ 7.3%	\$2.8M	↑ 4.9%	↑ 2.0%
Restaurants	\$1.5M	↑ 8.8%	↑ 7.1%	\$773K	↑ 5.5%	↑ 10.5%	\$700K	↑ 12.6%	↑ 11.0%
Pubs, Taverns and Bars	\$1.4M	↑ 2.3%	↑ 0.9%	\$631K	↓ -0.5%	↑ 3.1%	\$745K	↑ 4.9%	↓ -2.4%
Cafes	\$1.2M	↑ 2.3%	↓ -1.7%	\$757K	↑ 14.3%	↑ 2.1%	\$476K	↓ -12.4%	↓ -3.4%
Takeaway and Fast Food Outlets	\$869K	↑ 18.5%	↑ 6.0%	\$347K	↑ 18.7%	↑ 16.2%	\$522K	↑ 18.4%	↑ 2.8%
Private Transport	\$4.3M	↑ 4.6%	↓ -2.1%	\$1.5M	↑ 2.5%	↑ 1.0%	\$2.8M	↑ 5.7%	↓ -4.3%
Accommodation - Instore	\$385K	↑ 178.1%	↓ -2.9%	\$278K	↑ 276.0%	↓ -5.7%	\$107K	↑ 66.2%	↑ 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 Busselton location during February 2026?

Trip Type by spend

Tourists - Overnight Trip Total	\$6.0M
Non-Tourists - Short Trip	\$4.4M
Non-Tourists - Regular/Routine Trips	\$1.0M
Tourists - Day Trip Total	\$958.0K

Trip Type by unique customer count and trip count

Non-Tourists - Short Trip	35.9K	45.8K
Tourists - Overnight Trip Total	34.3K	35.9K
Tourists - Day Trip Total	7.4K	8.0K
Non-Tourists - Regular/Routine Trips	2.4K	4.4K

Top 5 customer segments by residents spend

Countryside Elite	\$7.3M
Provincial Wealth	\$6.4M
Aging Comfortably	\$4.2M
Life on the Land	\$3.4M
Prudent Nostalgia	\$2.0M

Top 5 customer segments by unique residents count

Provincial Wealth	7.7K
Countryside Elite	7.0K
Aging Comfortably	5.4K
Life on the Land	4.1K
Country Living	2.9K

Top 5 customer segments by visitors spend

Prosperous Families	\$2.1M
Countryside Elite	\$2.1M
Provincial Wealth	\$2.0M
Aging Comfortably	\$1.7M
Golden Days	\$1.7M

Top 5 customer segments by unique visitors count

Prosperous Families	14.2K
Golden Days	9.7K
Aging Comfortably	9.3K
Metro High Flyers	8.3K
Countryside Elite	7.9K

Top 10 source markets by visitors spend

Augusta	\$1.4M
Margaret River	\$1.1M
Capel	\$1.0M
Pemberton	\$662.0K
Australind - Leschenault	\$290.0K
South Bunbury - Bunbury	\$268.0K
Donnybrook - Balingup	\$267.0K
Bridgetown - Boyup Brook	\$221.0K
Dalyellup	\$192.0K
Collie	\$158.0K

Top 10 source markets by unique visitors count

Margaret River	5.1K
Augusta	3.4K
Capel	2.4K
South Bunbury - Bunbury	2.0K
Australind - Leschenault	2.0K
Pemberton	1.5K
Dalyellup	1.5K
Donnybrook - Balingup	1.3K
Eaton - Pelican Point	1.2K
Bridgetown - Boyup Brook	1.0K

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: February 2026
 Region Type: Sub-region
 Spend location: Busselton

Overview

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

<p>Total spend \$41.1M ↑ 7.9% .vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 115K ↑ 5.8% .vs last year</p>	<p>Visitor spend \$14.0M 34% of total spend within Busselton during February 2026 are from Visitors</p>	<p>Total visitors 81K 70% of total customers within Busselton during February 2026 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 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 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 February 2026 versus the past year and Regional WA for the Busselton location?

Category	Total		Visitors			Residents			
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	114.8K	↑ 5.8%		80.7K	↑ 7.2%		34.1K	↑ 2.4%	
Tourism and Entertainment	72.2K	↑ 3.9%		50.3K	↑ 4.5%		21.8K	↑ 2.6%	
Restaurants	25.8K	↑ 9.2%		15.0K	↑ 3.0%		10.8K	↑ 19.2%	
Takeaway and Fast Food Outlets	23.3K	↑ 15.0%		12.3K	↑ 14.4%		11.1K	↑ 15.6%	
Cafes	21.6K	↓ -3.6%		13.6K	↑ 3.6%		8.0K	↓ -13.9%	
Pubs, Taverns and Bars	15.4K	↓ -0.2%		8.5K	↓ -0.2%		6.9K	↓ -0.2%	
Food Retailing	53.4K	↑ 5.2%		28.0K	↑ 8.4%		25.3K	↑ 1.9%	
Supermarkets	43.6K	↑ 2.3%		20.6K	↑ 3.2%		23.0K	↑ 1.5%	
Groceries and Other Food Retailing	27.4K	↑ 9.0%		13.2K	↑ 17.7%		14.1K	↑ 1.9%	
Discretionary Retail	51.8K	↑ 6.8%		24.6K	↑ 11.7%		27.2K	↑ 2.8%	
Other Discretionary Retail	45.6K	↑ 8.7%		19.9K	↑ 14.1%		25.7K	↑ 4.8%	
Department Stores, Clothing & Accessories	18.2K	↓ -2.0%		7.9K	↑ 2.7%		10.3K	↓ -5.3%	
Private Transport	34.8K	↑ 2.4%		18.2K	↑ 1.9%		16.7K	↑ 2.8%	
Accommodation - Instore	1.7K	↑ 146.3%		1.2K	↑ 177.0%		0.5K	↑ 94.2%	

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

Trip Type, customer segments and source markets

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

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$6.0M Non-Tourists - Short Trip: \$4.4M Non-Tourists - Regular/Routine Trips: \$1.0M Tourists - Day Trip Total: \$958.0K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: 35.9K Unique Customer Count, 45.8K Trip Count Tourists - Overnight Trip Total: 34.3K Unique Customer Count, 35.5K Trip Count Tourists - Day Trip Total: 7.4K Unique Customer Count, 8.0K Trip Count Non-Tourists - Regular/Routine Trips: 2.4K Unique Customer Count, 4.4K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$7.3M Provincial Wealth: \$6.4M Aging Comfortably: \$4.2M Life on the Land: \$3.4M Prudent Nostalgia: \$2.0M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 7.7K Countryside Elite: 7.0K Aging Comfortably: 5.4K Life on the Land: 4.1K Country Living: 2.9K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$2.1M Countryside Elite: \$2.1M Provincial Wealth: \$2.0M Aging Comfortably: \$1.7M Golden Days: \$1.7M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 14.2K Golden Days: 9.7K Aging Comfortably: 9.3K Metro High Flyers: 8.3K Countryside Elite: 7.9K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta: \$1.4M Margaret River: \$1.1M Capel: \$1.0M Pemberton: \$662.0K Australind - Leschenault: \$290.0K South Bunbury - Bunbury: \$268.0K Donnybrook - Balingup: \$267.0K Bridgetown - Boyup Brook: \$221.0K Dalyellup: \$192.0K Collie: \$158.0K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 5.1K Augusta: 3.4K Capel: 2.4K South Bunbury - Bunbury: 2.0K Australind - Leschenault: 2.0K Pemberton: 1.5K Dalyellup: 1.5K Donnybrook - Balingup: 1.3K Eaton - Pelican Point: 1.2K Bridgetown - Boyup Brook: 1.0K

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: February 2026
 Region Type: Sub-region
 Spend location: Busselton

Overview

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

<p>Total spend \$41.1M ↑ 7.9% .vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 115K ↑ 5.8% .vs last year</p>	<p>Visitor spend \$14.0M 34% of total spend within Busselton during February 2026 are from Visitors</p>	<p>Total visitors 81K 70% of total customers within Busselton during February 2026 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 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 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 February 2026 versus the past year and Regional WA for the Busselton location?

Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$358.00	↑ 2.0%		\$174.10	↑ 2.8%		\$793.40	↑ 4.2%	
Discretionary Retail	\$236.30	↑ 5.9%		\$153.80	↓ -0.1%		\$310.80	↑ 10.7%	
Other Discretionary Retail	\$222.00	↑ 7.3%		\$146.00	↓ -1.6%		\$280.90	↑ 13.0%	
Department Stores, Clothing & Accessories	\$116.40	↑ 1.1%		\$110.20	↑ 6.4%		\$121.20	↓ -1.7%	
Food Retailing	\$210.80	↓ -2.8%		\$93.10	↓ -6.2%		\$341.00	↑ 0.6%	
Supermarkets	\$198.90	↓ -1.1%		\$82.50	↓ -4.2%		\$303.00	↑ 0.3%	
Groceries and Other Food Retailing	\$94.70	↓ -2.5%		\$69.00	↓ -8.6%		\$118.70	↑ 3.6%	
Tourism and Entertainment	\$91.90	↑ 2.3%		\$76.70	↑ 2.7%		\$126.90	↑ 2.2%	
Restaurants	\$57.10	↓ -0.4%		\$51.60	↑ 2.4%		\$64.80	↓ -5.6%	
Pubs, Taverns and Bars	\$89.60	↑ 2.5%		\$74.40	↓ -0.3%		\$108.40	↑ 5.1%	
Cafes	\$57.10	↑ 6.1%		\$55.60	↑ 10.4%		\$59.70	↑ 1.7%	
Takeaway and Fast Food Outlets	\$37.20	↑ 3.1%		\$28.30	↑ 3.7%		\$47.10	↑ 2.5%	
Private Transport	\$123.80	↑ 2.2%		\$82.70	↑ 0.6%		\$168.50	↑ 2.8%	
Accommodation - Instore	\$223.30	↑ 12.9%		\$227.40	↑ 35.7%		\$213.30	↓ -14.4%	

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

Trip Type, customer segments and source markets

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

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$6.0M Non-Tourists - Short Trip: \$4.4M Non-Tourists - Regular/Routine Trips: \$1.0M Tourists - Day Trip Total: \$958.0K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Non-Tourists - Short Trip: 35.9K Unique Customer Count, 45.8K Trip Count Tourists - Overnight Trip Total: 34.3K Unique Customer Count, 35.9K Trip Count Tourists - Day Trip Total: 7.4K Unique Customer Count, 8.0K Trip Count Non-Tourists - Regular/Routine Trips: 2.4K Unique Customer Count, 4.4K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$7.3M Provincial Wealth: \$6.4M Aging Comfortably: \$4.2M Life on the Land: \$3.4M Prudent Nostalgia: \$2.0M 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 7.7K Countryside Elite: 7.0K Aging Comfortably: 5.4K Life on the Land: 4.1K Country Living: 2.9K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$2.1M Countryside Elite: \$2.1M Provincial Wealth: \$2.0M Aging Comfortably: \$1.7M Golden Days: \$1.7M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 14.2K Golden Days: 9.7K Aging Comfortably: 9.3K Metro High Flyers: 8.3K Countryside Elite: 7.9K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta: \$1.4M Margaret River: \$1.1M Capel: \$1.0M Pemberton: \$662.0K Australind - Leschenault: \$290.0K South Bunbury - Bunbury: \$268.0K Donnybrook - Balingup: \$267.0K Bridgetown - Boyup Brook: \$221.0K Dalyellup: \$192.0K Collie: \$158.0K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 5.1K Augusta: 3.4K Capel: 2.4K South Bunbury - Bunbury: 2.0K Australind - Leschenault: 2.0K Pemberton: 1.5K Dalyellup: 1.5K Donnybrook - Balingup: 1.3K Eaton - Pelican Point: 1.2K Bridgetown - Boyup Brook: 1.0K

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: February 2026
 Region Type: Sub-region
 Spend location: Dunsborough

Overview

What are some of the key insights for the Dunsborough location for February 2026?

<p>Total spend \$23.0M ↑ 10.0% vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 84K ↑ 10.1% vs last year</p>	<p>Visitor spend \$12.5M 54% of total spend within Dunsborough during February 2026 are from Visitors</p>	<p>Total visitors 66K 79% of total customers within Dunsborough during February 2026 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 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 Dunsborough location over time?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

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

Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$23.0M	↑ 10.0%	↑ 3.9%	\$12.5M	↑ 11.7%	↑ 6.3%	\$10.5M	↑ 8.1%	↑ 3.0%
Food Retailing	\$7.9M	↑ 12.1%	↑ 4.1%	\$3.0M	↑ 17.0%	↑ 6.8%	\$4.8M	↑ 9.3%	↑ 2.8%
Supermarkets	\$5.1M	↑ 11.8%	↑ 2.9%	\$1.4M	↑ 18.9%	↑ 6.8%	\$3.7M	↑ 9.3%	↑ 1.7%
Groceries and Other Food Retailing	\$2.8M	↑ 12.8%	↑ 7.7%	\$1.6M	↑ 15.4%	↑ 6.9%	\$1.2M	↑ 9.4%	↑ 7.9%
Tourism and Entertainment	\$7.7M	↑ 8.2%	↑ 3.8%	\$5.8M	↑ 9.3%	↑ 7.3%	\$2.0M	↑ 4.8%	↑ 2.0%
Restaurants	\$2.6M	↓ -5.7%	↑ 7.1%	\$1.9M	↓ -5.8%	↑ 10.5%	\$664K	↓ -5.2%	↑ 11.0%
Pubs, Taverns and Bars	\$1.6M	↑ 54.4%	↑ 0.9%	\$1.1M	↑ 55.0%	↑ 3.1%	\$491K	↑ 53.2%	↓ -2.4%
Breweries and Wineries	\$1.5M	↓ -1.4%	↑ 3.9%	\$1.3M	↑ 3.4%	↑ 5.7%	\$187K	↓ -25.8%	↓ -3.7%
Cafes	\$1.5M	↑ 15.6%	↓ -1.7%	\$1.0M	↑ 22.4%	↑ 2.1%	\$431K	↑ 1.8%	↓ -3.4%
Takeaway and Fast Food Outlets	\$383K	↑ 11.3%	↑ 6.0%	\$213K	↑ 10.1%	↑ 16.2%	\$170K	↑ 12.9%	↑ 2.8%
Attractions, Events and Recreation	\$169K	↓ -18.1%	↑ 8.6%	\$157K	↓ -15.9%	↑ 3.9%	\$12K	↓ -38.3%	↑ 9.4%
Discretionary Retail	\$3.0M	↑ 21.7%	↑ 5.7%	\$1.5M	↑ 26.5%	↑ 8.1%	\$1.5M	↑ 17.0%	↑ 5.5%
Other Discretionary Retail	\$2.0M	↑ 21.6%	↑ 5.7%	\$738K	↑ 14.2%	↑ 6.6%	\$1.2M	↑ 26.6%	↑ 6.5%
Department Stores, Clothing & Accessories	\$1.0M	↑ 21.9%	↑ 5.6%	\$804K	↑ 40.5%	↑ 12.6%	\$242K	↓ -15.3%	↑ 1.2%
Private Transport	\$1.4M	↓ -5.0%	↓ -2.1%	\$456K	↓ -3.5%	↑ 1.0%	\$972K	↓ -5.8%	↓ -4.3%
Accommodation - Instore	\$1.2M	↓ -8.0%	↓ -2.9%	\$1.1M	↓ -6.6%	↓ -5.7%	\$91K	↓ -22.4%	↑ 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 Dunsborough location during February 2026?

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$8.4M Non-Tourists - Short Trip: \$1.6M Tourists - Day Trip Total: \$705.0K Non-Tourists - Regular/Routine Trips: \$458.0K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: 37.8K Unique Customer Count, 38.8K Trip Count Non-Tourists - Short Trip: 16.2K Unique Customer Count, 19.0K Trip Count Tourists - Day Trip Total: 5.8K Unique Customer Count, 6.3K Trip Count Non-Tourists - Regular/Routine Trips: 1.5K Unique Customer Count, 2.6K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$3.8M Provincial Wealth: \$3.8M Country Living: \$528.0K Affluent Adventurers: \$486.0K Life on the Land: \$420.0K 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 5.4K Countryside Elite: 4.8K Country Living: 1.8K Aging Comfortably: 1.4K Life on the Land: 1.3K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$4.2M Golden Days: \$3.1M Metro High Flyers: \$1.5M Countryside Elite: \$845.0K Provincial Wealth: \$806.0K 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 17.9K Golden Days: 11.7K Metro High Flyers: 10.3K Up and Coming: 4.7K Countryside Elite: 4.5K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Margaret River: \$470.0K Augusta: \$355.0K Cottesloe: \$320.0K Nedlands - Dalkeith - Crawley: \$245.0K South Perth - Kensington: \$211.0K Scarborough: \$196.0K South Bunbury - Bunbury: \$184.0K Iluka - Burns Beach: \$179.0K Subiaco - Shenton Park: \$179.0K Applecross - Ardross: \$174.0K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 3.2K Augusta: 1.7K Scarborough: 1.0K South Bunbury - Bunbury: 0.9K Australind - Leschenault: 0.9K Cottesloe: 0.9K South Perth - Kensington: 0.8K Nedlands - Dalkeith - Crawley: 0.8K Fremantle: 0.8K Karrinyup - Gwelup - Carine: 0.8K

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: February 2026
 Region Type: Sub-region
 Spend location: Dunsborough

Overview

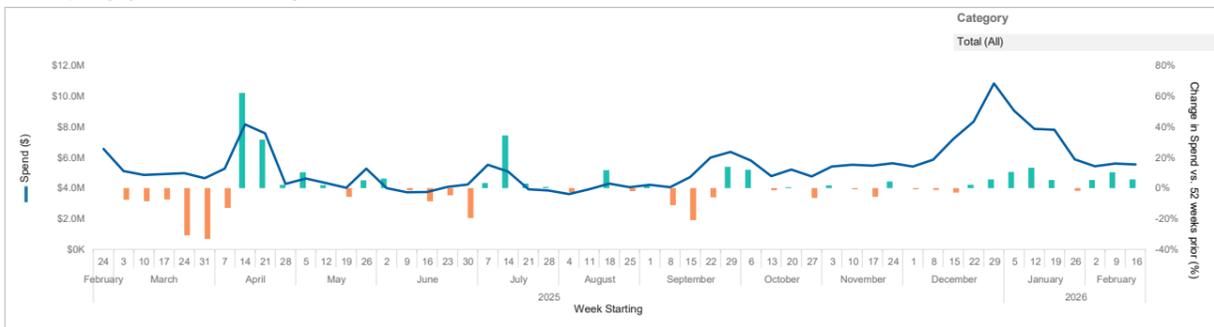
What are some of the key insights for the Dunsborough location for February 2026?

<p>Total spend \$23.0M ↑ 10.0% vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 84K ↑ 10.1% vs last year</p>	<p>Visitor spend \$12.5M 54% of total spend within Dunsborough during February 2026 are from Visitors</p>	<p>Total visitors 66K 79% of total customers within Dunsborough during February 2026 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 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 Dunsborough location over time?



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

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

Category	Total		Visitors			Residents			
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	84.3K	↑ 10.1%		66.3K	↑ 11.2%		18.0K	↑ 6.1%	
Tourism and Entertainment	59.5K	↑ 7.8%		46.6K	↑ 9.1%		12.8K	↑ 3.4%	
Restaurants	27.2K	↓ -1.1%		20.2K	↓ -0.2%		7.0K	↓ -3.6%	
Cafes	21.7K	↑ 2.8%		15.8K	↑ 4.3%		5.9K	↓ -0.8%	
Pubs, Taverns and Bars	17.1K	↑ 40.1%		12.2K	↑ 41.4%		4.8K	↑ 37.0%	
Breweries and Wineries	13.3K	↑ 9.2%		11.4K	↑ 13.0%		1.9K	↓ -9.3%	
Takeaway and Fast Food Outlets	10.9K	↑ 2.4%		6.9K	↑ 2.6%		4.0K	↑ 1.9%	
Attractions, Events and Recreation	3.1K	↓ -4.5%		2.9K	↓ -2.7%		0.2K	↓ -28.1%	
Food Retailing	49.3K	↑ 10.4%		36.0K	↑ 11.5%		13.4K	↑ 7.7%	
Groceries and Other Food Retailing	36.0K	↑ 8.6%		26.3K	↑ 8.7%		9.7K	↑ 8.1%	
Supermarkets	30.5K	↑ 11.7%		19.6K	↑ 15.3%		11.0K	↑ 5.8%	
Discretionary Retail	20.2K	↑ 14.2%		11.9K	↑ 18.4%		8.3K	↑ 8.8%	
Other Discretionary Retail	16.9K	↑ 13.6%		9.0K	↑ 17.6%		7.9K	↑ 9.3%	
Department Stores, Clothing & Accessories	5.7K	↑ 12.3%		4.0K	↑ 17.5%		1.6K	↑ 1.4%	
Private Transport	13.1K	↓ -2.8%		6.3K	↓ -5.5%		6.8K	↓ -0.3%	
Accommodation - Instore	4.1K	↓ -1.5%		3.8K	↓ -1.2%		0.4K	↓ -4.3%	

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 February 2026?

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$8.4M Non-Tourists - Short Trip: \$1.6M Tourists - Day Trip Total: \$705.0K Non-Tourists - Regular/Routine Trips: \$458.0K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: 37.8K Unique Customer Count, 38.8K Trip Count Non-Tourists - Short Trip: 16.2K Unique Customer Count, 19.0K Trip Count Tourists - Day Trip Total: 5.8K Unique Customer Count, 6.3K Trip Count Non-Tourists - Regular/Routine Trips: 1.5K Unique Customer Count, 2.6K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$3.8M Provincial Wealth: \$3.8M Country Living: \$528.0K Affluent Adventurers: \$486.0K Life on the Land: \$420.0K 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 5.4K Countryside Elite: 4.8K Country Living: 1.8K Aging Comfortably: 1.4K Life on the Land: 1.3K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$4.2M Golden Days: \$3.1M Metro High Flyers: \$1.5M Countryside Elite: \$845.0K Provincial Wealth: \$806.0K 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 17.9K Golden Days: 11.7K Metro High Flyers: 10.3K Up and Coming: 4.7K Countryside Elite: 4.5K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Margaret River: \$470.0K Augusta: \$355.0K Cottesloe: \$320.0K Nedlands - Dalkeith - Crawley: \$245.0K South Perth - Kensington: \$211.0K Scarborough: \$196.0K South Bunbury - Bunbury: \$184.0K Iluka - Burns Beach: \$179.0K Subiaco - Shenton Park: \$179.0K Applecross - Ardross: \$174.0K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 3.2K Augusta: 1.7K Scarborough: 1.0K South Bunbury - Bunbury: 0.9K Australind - Leschenault: 0.9K Cottesloe: 0.9K South Perth - Kensington: 0.8K Nedlands - Dalkeith - Crawley: 0.8K Fremantle: 0.8K Karrinyup - Gwelup - Carine: 0.8K

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: February 2026
 Region Type: Sub-region
 Spend location: Dunsborough

Overview

What are some of the key insights for the Dunsborough location for February 2026?

<p>Total spend \$23.0M ↑ 10.0% vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 84K ↑ 10.1% vs last year</p>	<p>Visitor spend \$12.5M 54% of total spend within Dunsborough during February 2026 are from Visitors</p>	<p>Total visitors 66K 79% of total customers within Dunsborough during February 2026 are from Visitors</p>
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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

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

Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$272.60	→ 0.0%		\$188.80	↑ 0.5%		\$581.10	↑ 1.9%	
Food Retailing	\$159.40	↑ 1.6%		\$83.90	↑ 5.0%		\$362.90	↑ 1.5%	
Supermarkets	\$166.00	↑ 0.1%		\$72.30	↑ 3.1%		\$333.40	↑ 3.3%	
Groceries and Other Food Retailing	\$77.60	↑ 3.9%		\$60.90	↑ 6.1%		\$122.80	↑ 1.2%	
Tourism and Entertainment	\$129.80	↑ 0.3%		\$123.60	↑ 0.2%		\$152.30	↑ 1.3%	
Restaurants	\$95.80	↓ -4.6%		\$96.20	↓ -5.6%		\$94.50	↓ -1.6%	
Pubs, Taverns and Bars	\$93.10	↑ 10.2%		\$89.80	↑ 9.6%		\$101.20	↑ 11.8%	
Breweries and Wineries	\$112.90	↓ -9.8%		\$114.90	↓ -8.5%		\$100.60	↓ -18.2%	
Cafes	\$67.90	↑ 12.4%		\$66.00	↑ 17.4%		\$73.10	↑ 2.7%	
Takeaway and Fast Food Outlets	\$35.10	↑ 8.8%		\$30.80	↑ 7.3%		\$42.60	↑ 10.8%	
Attractions, Events and Recreation	\$55.10	↓ -14.2%		\$54.00	↓ -13.6%		\$74.70	↓ -14.2%	
Discretionary Retail	\$148.40	↑ 6.6%		\$129.70	↑ 6.9%		\$175.10	↑ 7.6%	
Other Discretionary Retail	\$115.60	↑ 7.1%		\$81.60	↓ -2.9%		\$154.60	↑ 15.9%	
Department Stores, Clothing & Accessories	\$184.10	↑ 8.5%		\$198.90	↑ 19.6%		\$147.60	↓ -16.4%	
Private Transport	\$109.40	↓ -2.3%		\$72.70	↑ 2.1%		\$143.40	↓ -6.5%	
Accommodation - Instore	\$295.70	↓ -6.6%		\$301.50	↓ -5.5%		\$238.80	↓ -18.8%	

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

Trip Type, customer segments and source markets

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

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$8.4M Non-Tourists - Short Trip: \$1.6M Tourists - Day Trip Total: \$705.0K Non-Tourists - Regular/Routine Trips: \$458.0K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: 37.8K Unique Customer Count, 38.8K Trip Count Non-Tourists - Short Trip: 16.2K Unique Customer Count, 19.0K Trip Count Tourists - Day Trip Total: 5.8K Unique Customer Count, 6.3K Trip Count Non-Tourists - Regular/Routine Trips: 1.5K Unique Customer Count, 2.6K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$3.8M Provincial Wealth: \$3.8M Country Living: \$528.0K Affluent Adventurers: \$486.0K Life on the Land: \$420.0K 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 5.4K Countryside Elite: 4.8K Country Living: 1.8K Aging Comfortably: 1.4K Life on the Land: 1.3K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$4.2M Golden Days: \$3.1M Metro High Flyers: \$1.5M Countryside Elite: \$845.0K Provincial Wealth: \$806.0K 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 17.9K Golden Days: 11.7K Metro High Flyers: 10.3K Up and Coming: 4.7K Countryside Elite: 4.5K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Margaret River: \$470.0K Augusta: \$355.0K Cottesloe: \$320.0K Nedlands - Dalkeith - Crawley: \$245.0K South Perth - Kensington: \$211.0K Scarborough: \$196.0K South Bunbury - Bunbury: \$184.0K Iluka - Burns Beach: \$179.0K Subiaco - Shenton Park: \$179.0K Applecross - Ardross: \$174.0K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 3.2K Augusta: 1.7K Scarborough: 1.0K South Bunbury - Bunbury: 0.9K Australind - Leschenault: 0.9K Cottesloe: 0.9K South Perth - Kensington: 0.8K Nedlands - Dalkeith - Crawley: 0.8K Fremantle: 0.8K Karrinyup - Gwelup - Carine: 0.8K

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: February 2026
 Region Type: Sub-region
 Spend location: West Busselton

Overview

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

<p>Total spend \$26.5M ↑ 4.9% vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 103K ↑ 4.4% vs last year</p>	<p>Visitor spend \$11.3M 43% of total spend within West Busselton during February 2026 are from Visitors</p>	<p>Total visitors 70K 68% of total customers within West Busselton during February 2026 are from Visitors</p>
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Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

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

Category	Total			Visitors			Residents		
	Spend	% Change vs last year		Spend	% Change vs last year		Spend	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$26.5M	↑ 4.9%	↑ 3.9%	\$11.3M	↑ 6.2%	↑ 6.3%	\$15.2M	↑ 4.0%	↑ 3.0%
Food Retailing	\$11.7M	↑ 5.2%	↑ 4.1%	\$3.9M	↑ 9.0%	↑ 6.8%	\$7.8M	↑ 3.4%	↑ 2.8%
Groceries and Other Food Retailing	\$5.9M	↑ 8.1%	↑ 7.7%	\$2.6M	↑ 13.1%	↑ 6.9%	\$3.4M	↑ 4.5%	↑ 7.9%
Supermarkets	\$5.8M	↑ 2.4%	↑ 2.9%	\$1.3M	↑ 1.7%	↑ 6.8%	\$4.5M	↑ 2.7%	↑ 1.7%
Discretionary Retail	\$5.0M	↑ 1.2%	↑ 5.7%	\$1.7M	↑ 6.2%	↑ 8.1%	\$3.3M	↓ -1.1%	↑ 5.5%
Private Transport	\$2.8M	↓ -2.7%	↓ -2.1%	\$1.3M	↑ 0.8%	↑ 1.0%	\$1.5M	↓ -6.3%	↓ -4.3%
Tourism and Entertainment	\$2.5M	↑ 13.6%	↑ 3.8%	\$1.2M	↑ 14.6%	↑ 7.3%	\$1.4M	↑ 12.7%	↑ 2.0%
Takeaway and Fast Food Outlets	\$1.1M	↑ 6.2%	↑ 6.0%	\$451K	↑ 8.6%	↑ 16.2%	\$693K	↑ 4.6%	↑ 2.8%
Restaurants	\$427K	↑ 19.2%	↑ 7.1%	\$194K	↑ 18.2%	↑ 10.5%	\$233K	↑ 20.0%	↑ 11.0%
Cafes	\$280K	↑ 77.0%	↓ -1.7%	\$126K	↑ 92.1%	↑ 2.1%	\$154K	↑ 66.4%	↓ -3.4%
Attractions, Events and Recreation	\$183K	↓ -7.4%	↑ 8.6%	\$97K	↓ -3.2%	↑ 3.9%	\$86K	↓ -11.8%	↑ 9.4%
Accommodation - Instore	\$1.6M	↑ 8.7%	↓ -2.9%	\$1.3M	↑ 1.2%	↓ -5.7%	\$239K	↑ 85.6%	↑ 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 February 2026?

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$4.5M Non-Tourists - Short Trip: \$3.8M Tourists - Day Trip Total: \$870.0K Non-Tourists - Regular/Routine Trips: \$591.0K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: 30.2K Unique Customer Count, 31.4K Trip Count Non-Tourists - Short Trip: 28.7K Unique Customer Count, 39.8K Trip Count Tourists - Day Trip Total: 7.7K Unique Customer Count, 9.4K Trip Count Non-Tourists - Regular/Routine Trips: 2.6K Unique Customer Count, 4.4K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$4.9M Provincial Wealth: \$3.6M Life on the Land: \$1.9M Aging Comfortably: \$1.9M Country Living: \$888.0K 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 7.5K Countryside Elite: 7.0K Aging Comfortably: 5.1K Life on the Land: 3.9K Country Living: 2.8K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$2.4M Golden Days: \$2.2M Countryside Elite: \$1.5M Provincial Wealth: \$1.2M Aging Comfortably: \$1.2M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 14.6K Golden Days: 10.3K Aging Comfortably: 7.6K Countryside Elite: 6.8K Metro High Flyers: 6.1K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta: \$1.2M Margaret River: \$1.1M Capel: \$311.0K Pemberton: \$183.0K Innaloo - Doubleview: \$169.0K Nedlands - Dalkeith - Crawley: \$168.0K Bicton - Palmyra: \$153.0K Australind - Leschenault: \$143.0K Karrinyup - Gwelup - Carine: \$117.0K Melville: \$115.0K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 5.7K Augusta: 3.7K Capel: 1.7K Australind - Leschenault: 1.3K South Bunbury - Bunbury: 1.2K Pemberton: 1.0K Dalyellup: 0.8K Donnybrook - Balingup: 0.8K Eaton - Pelican Point: 0.8K Fremanlle: 0.6K

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: February 2026
 Region Type: Sub-region
 Spend location: West Busselton

Overview

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

<p>Total spend \$26.5M ↑ 4.9% .vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 103K ↑ 4.4% .vs last year</p>	<p>Visitor spend \$11.3M 43% of total spend within West Busselton during February 2026 are from Visitors</p>	<p>Total visitors 70K 68% of total customers within West Busselton during February 2026 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 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 February 2026 versus the past year and Regional WA for the West Busselton location?

Category	Total		Visitors			Residents			
	Customer count	% Change vs last year		Customer count	% Change vs last year		Customer count	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	103.1K	↑ 4.4%		70.2K	↑ 5.3%		32.9K	↑ 2.4%	
Food Retailing	58.9K	↑ 2.8%		32.5K	↑ 3.3%		26.4K	↑ 2.2%	
Groceries and Other Food Retailing	40.7K	↑ 0.6%		22.2K	↑ 0.4%		18.5K	↑ 0.8%	
Supermarkets	37.4K	↑ 2.3%		16.4K	↑ 4.5%		21.0K	↑ 0.6%	
Tourism and Entertainment	40.2K	↑ 7.1%		22.8K	↑ 9.4%		17.5K	↑ 4.3%	
Takeaway and Fast Food Outlets	27.4K	↑ 6.4%		14.3K	↑ 8.2%		13.1K	↑ 4.5%	
Restaurants	7.1K	↑ 15.9%		3.1K	↑ 10.3%		4.1K	↑ 20.5%	
Cafes	6.7K	↑ 32.8%		3.2K	↑ 32.8%		3.5K	↑ 32.7%	
Attractions, Events and Recreation	3.6K	↓ -10.2%		1.8K	↓ -11.9%		1.8K	↓ -8.4%	
Discretionary Retail	37.6K	↑ 3.9%		16.4K	↑ 6.8%		21.2K	↑ 1.8%	
Private Transport	28.6K	↑ 6.4%		16.2K	↑ 9.7%		12.4K	↑ 2.4%	
Accommodation - Instore	5.6K	↓ -6.4%		4.2K	↓ -11.0%		1.5K	↑ 10.3%	

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 West Busselton location during February 2026?

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$4.5M Non-Tourists - Short Trip: \$3.8M Tourists - Day Trip Total: \$870.0K Non-Tourists - Regular/Routine Trips: \$591.0K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: 30.2K Unique, 31.4K Trip Count Non-Tourists - Short Trip: 28.7K Unique, 39.8K Trip Count Tourists - Day Trip Total: 7.7K Unique, 9.4K Trip Count Non-Tourists - Regular/Routine Trips: 2.6K Unique, 4.4K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$4.9M Provincial Wealth: \$3.6M Life on the Land: \$1.9M Aging Comfortably: \$1.9M Country Living: \$888.0K 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 7.5K Countryside Elite: 7.0K Aging Comfortably: 5.1K Life on the Land: 3.9K Country Living: 2.8K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$2.4M Golden Days: \$2.2M Countryside Elite: \$1.5M Provincial Wealth: \$1.2M Aging Comfortably: \$1.2M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 14.6K Golden Days: 10.3K Aging Comfortably: 7.6K Countryside Elite: 6.8K Metro High Flyers: 6.1K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta: \$1.2M Margaret River: \$1.1M Capel: \$311.0K Pemberton: \$183.0K Innaloo - Doubleview: \$169.0K Nedlands - Dalkeith - Crawley: \$168.0K Bicton - Palmyra: \$153.0K Australind - Leschenault: \$143.0K Karrinyup - Gwelup - Carine: \$117.0K Melville: \$115.0K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 5.7K Augusta: 3.7K Capel: 1.7K Australind - Leschenault: 1.3K South Bunbury - Bunbury: 1.2K Pemberton: 1.0K Dalyellup: 0.8K Donnybrook - Balingup: 0.8K Eaton - Pelican Point: 0.8K Fremanlle: 0.6K

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: February 2026
 Region Type: Sub-region
 Spend location: West Busselton

Overview

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

<p>Total spend \$26.5M ↑ 4.9% .vs last year ↑ 3.9% Regional WA</p>	<p>Total customers 103K ↑ 4.4% .vs last year</p>	<p>Visitor spend \$11.3M 43% of total spend within West Busselton during February 2026 are from Visitors</p>	<p>Total visitors 70K 68% of total customers within West Busselton during February 2026 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 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 February 2026 versus the past year and Regional WA for the West Busselton location?

Category	Total		Visitors			Residents			
	Spend per customer	% Change vs last year		Spend per customer	% Change vs last year		Spend per customer	% Change vs last year	
		Spend location	Regional WA		Spend location	Regional WA		Spend location	Regional WA
Total	\$257.10	↑ 0.6%		\$160.50	↑ 0.8%		\$463.60	↑ 1.5%	
Food Retailing	\$198.80	↑ 2.3%		\$119.60	↑ 5.5%		\$296.40	↑ 1.2%	
Groceries and Other Food Retailing	\$145.80	↑ 7.4%		\$115.70	↑ 12.7%		\$181.90	↑ 3.6%	
Supermarkets	\$154.20	↑ 0.1%		\$80.20	↓ -2.8%		\$212.20	↑ 2.1%	
Discretionary Retail	\$134.20	↓ -2.6%		\$104.10	↓ -0.6%		\$157.60	↓ -2.9%	
Private Transport	\$97.50	↓ -8.5%		\$77.90	↓ -8.1%		\$123.10	↓ -7.5%	
Tourism and Entertainment	\$63.00	↑ 6.0%		\$51.80	↑ 4.8%		\$77.60	↑ 8.1%	
Takeaway and Fast Food Outlets	\$41.80	↓ -0.2%		\$31.60	↑ 0.4%		\$52.80	↑ 0.2%	
Restaurants	\$60.10	↑ 2.8%		\$63.60	↑ 7.2%		\$57.40	↓ -0.4%	
Cafes	\$41.80	↑ 33.3%		\$39.00	↑ 44.6%		\$44.40	↑ 25.4%	
Attractions, Events and Recreation	\$50.60	↑ 3.0%		\$53.70	↑ 9.8%		\$47.40	↓ -3.7%	
Accommodation - Instore	\$279.70	↑ 16.1%		\$319.70	↑ 13.8%		\$164.50	↑ 68.3%	

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 West Busselton location during February 2026?

<p>Trip Type by spend</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: \$4.5M Non-Tourists - Short Trip: \$3.8M Tourists - Day Trip Total: \$870.0K Non-Tourists - Regular/Routine Trips: \$591.0K 	<p>Trip Type by unique customer count and trip count</p> <ul style="list-style-type: none"> Tourists - Overnight Trip Total: 30.2K Unique Customer Count, 31.4K Trip Count Non-Tourists - Short Trip: 28.7K Unique Customer Count, 39.8K Trip Count Tourists - Day Trip Total: 7.7K Unique Customer Count, 9.4K Trip Count Non-Tourists - Regular/Routine Trips: 2.6K Unique Customer Count, 4.4K Trip Count
<p>Top 5 customer segments by residents spend</p> <ul style="list-style-type: none"> Countryside Elite: \$4.9M Provincial Wealth: \$3.6M Life on the Land: \$1.9M Aging Comfortably: \$1.9M Country Living: \$888.0K 	<p>Top 5 customer segments by unique residents count</p> <ul style="list-style-type: none"> Provincial Wealth: 7.5K Countryside Elite: 7.0K Aging Comfortably: 5.1K Life on the Land: 3.9K Country Living: 2.8K
<p>Top 5 customer segments by visitors spend</p> <ul style="list-style-type: none"> Prosperous Families: \$2.4M Golden Days: \$2.2M Countryside Elite: \$1.5M Provincial Wealth: \$1.2M Aging Comfortably: \$1.2M 	<p>Top 5 customer segments by unique visitors count</p> <ul style="list-style-type: none"> Prosperous Families: 14.6K Golden Days: 10.3K Aging Comfortably: 7.6K Countryside Elite: 6.8K Metro High Flyers: 6.1K
<p>Top 10 source markets by visitors spend</p> <ul style="list-style-type: none"> Augusta: \$1.2M Margaret River: \$1.1M Capel: \$311.0K Pemberton: \$183.0K Innaloo - Doubleview: \$169.0K Nedlands - Dalkeith - Crawley: \$168.0K Bicton - Palmyra: \$153.0K Australind - Leschenault: \$143.0K Karrinyup - Gwelup - Carine: \$117.0K Melville: \$115.0K 	<p>Top 10 source markets by unique visitors count</p> <ul style="list-style-type: none"> Margaret River: 5.7K Augusta: 3.7K Capel: 1.7K Australind - Leschenault: 1.3K South Bunbury - Bunbury: 1.2K Pemberton: 1.0K Dalyellup: 0.8K Donnybrook - Balingup: 0.8K Eaton - Pelican Point: 0.8K Fremanlle: 0.6K

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	01/02/2026	28/02/2026	52 weeks prior
Event length: 28 days, Category coverage Score*: 100.0%				

Overview

What are some of the key insights for City of Busselton for all categories between 1 February 2026 and 28 February 2026?

<p>Total spend</p> <p>\$98.3M</p> <p>↑ 5.9%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$45.3M</p> <p>↑ 5.4%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$89.0M</p> <p><i>91% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$9.3M</p> <p><i>9% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 February 2026 and 28 February 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: Sun 01-Feb-26 - Sat 28-Feb-26 (28 days)
Benchmark period: Sun 02-Feb-25 - Sat 01-Mar-25 (28 days)

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$89.0M	\$9.3M	\$45.3M	\$53.0M	\$98.3M	\$92.8M	↑ 5.9%	↑\$5.5M	↑ 5.4%	↑ 6.3%
Food Retailing	\$28.2M	\$2.6M	\$9.5M	\$21.3M	\$30.8M	\$29.4M	↑ 5.0%	↑\$1.5M	↑ 6.1%	↑ 4.5%
Supermarkets			\$4.4M	\$15.1M	\$19.5M	\$18.8M	↑ 3.6%	↑\$685K	↑ 2.4%	↑ 4.0%
Groceries and Other Food Retailing			\$5.1M	\$6.3M	\$11.4M	\$10.6M	↑ 7.5%	↑\$790K	↑ 9.6%	↑ 5.8%
Discretionary Retail*	\$20.0M	\$275K	\$7.0M	\$13.3M	\$20.3M	\$18.3M	↑ 10.7%	↑\$2.0M	↑ 11.3%	↑ 10.4%
Other Discretionary Retail			\$4.6M	\$10.5M	\$15.1M	\$13.2M	↑ 14.1%	↑\$1.9M	↑ 9.3%	↑ 16.2%
Department Stores, Clothing & Accessories			\$2.5M	\$2.7M	\$5.2M	\$5.1M	↑ 2.0%	↑\$102K	↑ 14.9%	↓ -7.6%
Tourism and Entertainment	\$12.7M	\$4.3M	\$10.8M	\$6.2M	\$17.0M	\$16.2M	↑ 5.0%	↑\$807K	↑ 3.7%	↑ 7.3%
Restaurants	\$3.1M	\$1.4M	\$2.9M	\$1.6M	\$4.5M	\$4.7M	↓ -4.8%	↓\$227K	↓ -8.9%	↑ 4.0%
Pubs, Taverns and Bars	\$1.9M	\$1.5M	\$2.0M	\$1.4M	\$3.4M	\$2.8M	↑ 23.4%	↑\$647K	↑ 24.2%	↑ 22.4%
Cafes			\$1.9M	\$1.1M	\$3.0M	\$2.7M	↑ 11.3%	↑\$302K	↑ 16.8%	↑ 2.0%
Breweries and Wineries*			\$2.2M	\$397K	\$2.6M	\$2.7M	↓ -3.9%	↓\$103K	↓ -8.5%	↓ -23.1%
Takeaway and Fast Food Outlets*	\$1.7M	\$718K	\$1.0M	\$1.4M	\$2.4M					
Attractions, Events and Recreation*			\$887K	\$299K	\$1.2M					
Private Transport			\$3.2M	\$5.3M	\$8.5M	\$8.5M	↑ 0.1%	↑\$11K	↑ 0.2%	↓ -0.0%
Accommodation - Online*					\$7.5M	\$7.6M	↓ -1.3%	↓\$102K		
Accommodation - Instore*			\$2.8M	\$394K	\$3.2M	\$2.9M	↑ 10.6%	↑\$304K	↑ 12.7%	↑ 26.9%

* 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

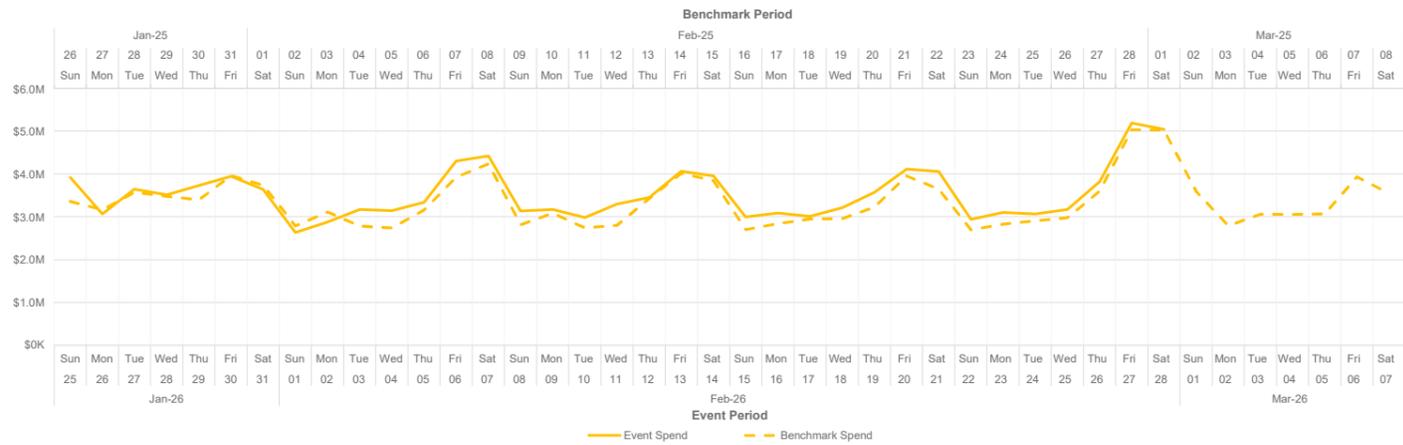
Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to City of Busselton between 25 January 2026 and 28 February 2026 (incl extended dates)

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	Sun 25-Jan-26	Sun 26-Jan-25	\$3.9M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 26-Jan-26	Mon 27-Jan-25	\$3.1M	\$3.2M
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	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 31-Jan-26	Sat 01-Feb-25	\$3.6M	\$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 01-Feb-26	Sun 02-Feb-25	\$2.6M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 02-Feb-26	Mon 03-Feb-25	\$2.9M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 03-Feb-26	Tue 04-Feb-25	\$3.2M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 04-Feb-26	Wed 05-Feb-25	\$3.1M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 05-Feb-26	Thu 06-Feb-25	\$3.3M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 06-Feb-26	Fri 07-Feb-25	\$4.3M	\$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 07-Feb-26	Sat 08-Feb-25	\$4.4M	\$4.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 08-Feb-26	Sun 09-Feb-25	\$3.1M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 09-Feb-26	Mon 10-Feb-25	\$3.2M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 10-Feb-26	Tue 11-Feb-25	\$3.0M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 11-Feb-26	Wed 12-Feb-25	\$3.3M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 12-Feb-26	Thu 13-Feb-25	\$3.5M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 13-Feb-26	Fri 14-Feb-25	\$4.1M	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 14-Feb-26	Sat 15-Feb-25	\$4.0M	\$3.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 15-Feb-26	Sun 16-Feb-25	\$3.0M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 16-Feb-26	Mon 17-Feb-25	\$3.1M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 17-Feb-26	Tue 18-Feb-25	\$3.0M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 18-Feb-26	Wed 19-Feb-25	\$3.2M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 19-Feb-26	Thu 20-Feb-25	\$3.6M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 20-Feb-26	Fri 21-Feb-25	\$4.1M	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 21-Feb-26	Sat 22-Feb-25	\$4.1M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 22-Feb-26	Sun 23-Feb-25	\$2.9M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 23-Feb-26	Mon 24-Feb-25	\$3.1M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 24-Feb-26	Tue 25-Feb-25	\$3.1M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 25-Feb-26	Wed 26-Feb-25	\$3.2M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 26-Feb-26	Thu 27-Feb-25	\$3.8M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 27-Feb-26	Fri 28-Feb-25	\$5.2M	\$5.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 28-Feb-26	Sat 01-Mar-25	\$5.0M	\$5.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 01-Mar-26	Sun 02-Mar-25		\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 02-Mar-26	Mon 03-Mar-25		\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 03-Mar-26	Tue 04-Mar-25		\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 04-Mar-26	Wed 05-Mar-25		\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 05-Mar-26	Thu 06-Mar-25		\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 06-Mar-26	Fri 07-Mar-25		\$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 07-Mar-26	Sat 08-Mar-25		\$3.5M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Busselton	01/02/2026	28/02/2026	52 weeks prior
Event length: 28 days, Category coverage Score*: 92.1%				

Overview

What are some of the key insights for Busselton for all categories between 1 February 2026 and 28 February 2026?

<p>Total spend</p> <p>\$41.1M</p> <p>↑ 7.5%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$14.0M</p> <p>↑ 8.8%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$37.3M</p> <p><i>91% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$3.8M</p> <p><i>9% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 February 2026 and 28 February 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*: 92.1%
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Event period: Sun 01-Feb-26 - Sat 28-Feb-26 (28 days)
Benchmark period: Sun 02-Feb-25 - Sat 01-Mar-25 (28 days)

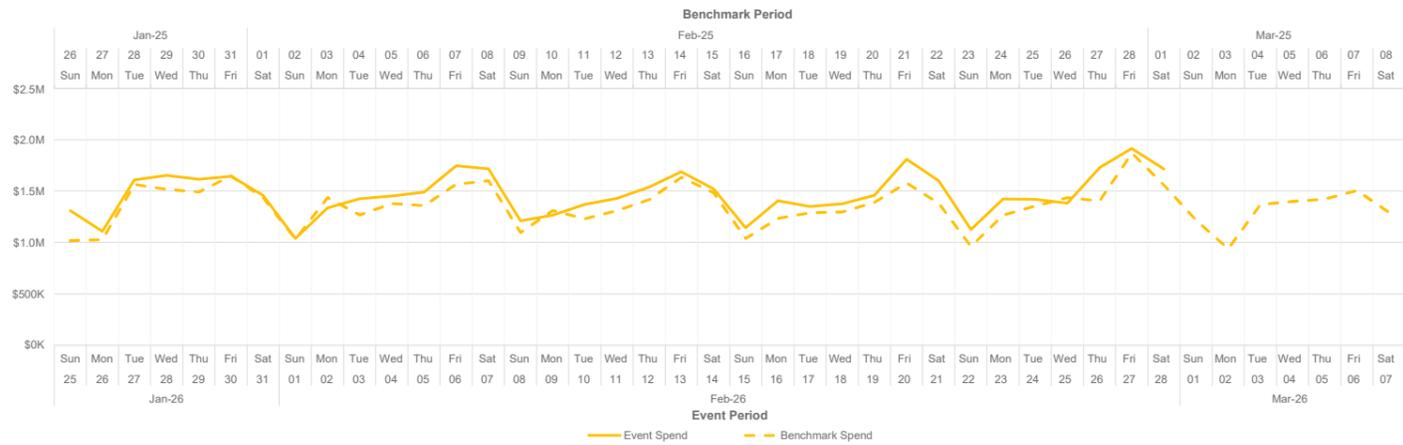
Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$37.3M	\$3.8M	\$14.0M	\$27.0M	\$41.1M	\$38.2M	↑ 7.5%	↑\$2.9M	↑ 8.8%	↑ 6.9%
Discretionary Retail*	\$12.1M	\$122K	\$3.8M	\$8.5M	\$12.2M	\$10.7M	↑ 13.9%	↑\$1.5M	↑ 11.9%	↑ 14.8%
Other Discretionary Retail			\$2.9M	\$7.2M	\$10.1M	\$8.7M	↑ 17.1%	↑\$1.5M	↑ 15.8%	↑ 24.1%
Department Stores, Clothing & Accessories			\$876K	\$1.2M	\$2.1M	\$2.1M	↑ 1.0%	↑\$22K	↑ 22.2%	↓ -1.7%
Food Retailing	\$10.3M	\$1.0M	\$2.6M	\$8.6M	\$11.3M	\$11.0M	↑ 2.1%	↑\$230K	↑ 0.2%	↑ 2.7%
Supermarkets			\$1.7M	\$7.0M	\$8.7M	\$8.6M	↑ 1.1%	↑\$91K	↓ -2.1%	↑ 1.9%
Groceries and Other Food Retailing			\$915K	\$1.7M	\$2.6M	\$2.5M	↑ 5.6%	↑\$138K	↑ 5.1%	↑ 5.7%
Tourism and Entertainment	\$4.9M	\$1.8M	\$3.9M	\$2.8M	\$6.6M	\$6.3M	↑ 4.8%	↑\$305K	↑ 4.8%	↑ 5.0%
Restaurants	\$1.0M	\$424K	\$722K	\$698K	\$1.5M	\$1.4M	↑ 7.7%	↑\$105K	↑ 3.8%	↑ 11.7%
Pubs, Taverns and Bars	\$831K	\$549K	\$633K	\$744K	\$1.4M	\$1.4M	↑ 1.5%	↑\$20K	↓ -2.8%	↑ 5.4%
Cafes*			\$755K	\$476K	\$1.2M	\$1.2M	↑ 1.3%	↑\$16K	↑ 8.1%	↓ -14.1%
Takeaway and Fast Food Outlets**	\$523K	\$210K	\$297K	\$437K	\$734K					
Attractions, Events and Recreation**					\$177K					
Private Transport			\$1.5M	\$2.8M	\$4.3M	\$4.1M	↑ 4.3%	↑\$179K	↑ 1.9%	↑ 5.6%
Accommodation - Instore**					\$347K					

* 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 January 2026 and 28 February 2026 (incl extended dates)

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



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Busselton	Total (All)	Total	All Customers	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	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 02-Feb-26	Mon 03-Feb-25	\$1.3M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 03-Feb-26	Tue 04-Feb-25	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 04-Feb-26	Wed 05-Feb-25	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 05-Feb-26	Thu 06-Feb-25	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 06-Feb-26	Fri 07-Feb-25	\$1.7M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 07-Feb-26	Sat 08-Feb-25	\$1.7M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 08-Feb-26	Sun 09-Feb-25	\$1.2M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 09-Feb-26	Mon 10-Feb-25	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 10-Feb-26	Tue 11-Feb-25	\$1.4M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 11-Feb-26	Wed 12-Feb-25	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 12-Feb-26	Thu 13-Feb-25	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 13-Feb-26	Fri 14-Feb-25	\$1.7M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 14-Feb-26	Sat 15-Feb-25	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 15-Feb-26	Sun 16-Feb-25	\$1.1M	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 16-Feb-26	Mon 17-Feb-25	\$1.4M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 17-Feb-26	Tue 18-Feb-25	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 18-Feb-26	Wed 19-Feb-25	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 19-Feb-26	Thu 20-Feb-25	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 20-Feb-26	Fri 21-Feb-25	\$1.8M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 21-Feb-26	Sat 22-Feb-25	\$1.6M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 22-Feb-26	Sun 23-Feb-25	\$1.1M	\$962K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 23-Feb-26	Mon 24-Feb-25	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 24-Feb-26	Tue 25-Feb-25	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 25-Feb-26	Wed 26-Feb-25	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 26-Feb-26	Thu 27-Feb-25	\$1.7M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 27-Feb-26	Fri 28-Feb-25	\$1.9M	\$1.8M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 28-Feb-26	Sat 01-Mar-25	\$1.7M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 01-Mar-26	Sun 02-Mar-25		\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 02-Mar-26	Mon 03-Mar-25		\$939K
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 03-Mar-26	Tue 04-Mar-25		\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 04-Mar-26	Wed 05-Mar-25		\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 05-Mar-26	Thu 06-Mar-25		\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 06-Mar-26	Fri 07-Mar-25		\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 07-Mar-26	Sat 08-Mar-25		\$1.3M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	Dunsborough	01/02/2026	28/02/2026	52 weeks prior

Event length: 28 days, Category coverage Score*: 99.1%

Overview

What are some of the key insights for Dunsborough for all categories between 1 February 2026 and 28 February 2026?

<p>Total spend</p> <p>\$23.0M</p> <p>↑ 6.7%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$12.5M</p> <p>↑ 5.7%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$20.0M</p> <p><i>87% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$3.0M</p> <p><i>13% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 February 2026 and 28 February 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*: 99.1%
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Event period: Sun 01-Feb-26 - Sat 28-Feb-26 (28 days)
Benchmark period: Sun 02-Feb-25 - Sat 01-Mar-25 (28 days)

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$20.0M	\$3.0M	\$12.5M	\$10.5M	\$23.0M	\$21.5M	↑ 6.7%	↑\$1.4M	↑ 5.7%	↑ 7.9%
Food Retailing	\$7.0M	\$816K	\$3.0M	\$4.9M	\$7.9M	\$7.1M	↑ 10.0%	↑\$715K	↑ 10.8%	↑ 9.6%
Supermarkets			\$1.4M	\$3.7M	\$5.1M	\$4.6M	↑ 10.4%	↑\$477K	↑ 12.3%	↑ 9.7%
Groceries and Other Food Retailing			\$1.6M	\$1.2M	\$2.8M	\$2.6M	↑ 9.3%	↑\$237K	↑ 9.5%	↑ 9.2%
Tourism and Entertainment	\$5.9M	\$1.8M	\$5.8M	\$2.0M	\$7.7M	\$7.5M	↑ 2.5%	↑\$187K	↑ 1.6%	↑ 5.2%
Restaurants^	\$1.8M	\$798K	\$1.9M	\$665K	\$2.6M	\$3.0M	↓ -13.4%	-\$402K	↓ -14.9%	↓ -8.3%
Pubs, Taverns and Bars^	\$792K	\$799K	\$1.1M	\$490K	\$1.6M	\$1.1M	↑ 48.6%	↑\$520K	↑ 47.3%	↑ 53.1%
Breweries and Wineries^			\$1.3M	\$199K	\$1.5M	\$1.6M	↓ -5.9%	-\$94K	↓ -7.3%	↓ -23.2%
Cafes			\$1.0M	\$432K	\$1.5M	\$1.3M	↑ 12.7%	↑\$168K	↑ 15.7%	↑ 5.4%
Takeaway and Fast Food Outlets^	\$269K	\$116K			\$385K					
Attractions, Events and Recreation					\$170K					
Discretionary Retail*			\$1.5M	\$1.5M	\$3.0M	\$2.6M	↑ 15.8%	↑\$409K	↑ 10.9%	↑ 4.5%
Other Discretionary Retail**			\$739K	\$1.1M	\$1.8M					
Department Stores, Clothing & Accessories**			\$726K	\$227K	\$953K					
Private Transport			\$455K	\$971K	\$1.4M	\$1.5M	↓ -6.2%	-\$95K	↓ -6.6%	↓ -6.3%
Accommodation - Instore*					\$1.2M	\$1.3M	↓ -7.1%	-\$93K	↓ -87.6%	↓ -79.4%

* 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

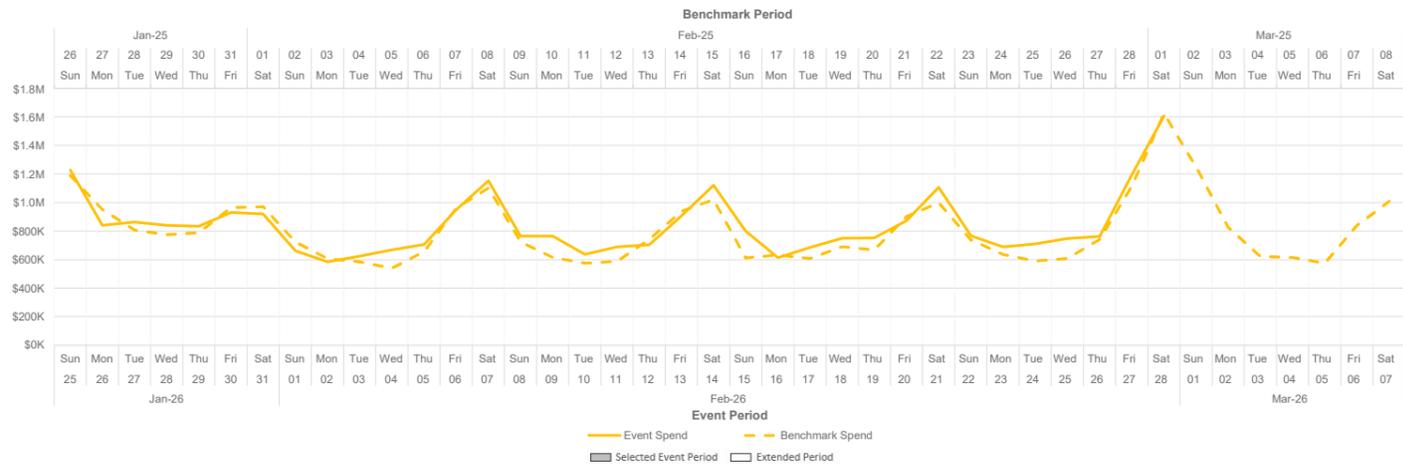
Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Dunsborough between 25 January 2026 and 28 February 2026 (incl extended dates)

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	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	\$840K	\$952K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 27-Jan-26	Tue 28-Jan-25	\$862K	\$807K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 28-Jan-26	Wed 29-Jan-25	\$841K	\$776K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 29-Jan-26	Thu 30-Jan-25	\$834K	\$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	\$920K	\$970K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 01-Feb-26	Sun 02-Feb-25	\$661K	\$724K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 02-Feb-26	Mon 03-Feb-25	\$584K	\$607K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 03-Feb-26	Tue 04-Feb-25	\$625K	\$585K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 04-Feb-26	Wed 05-Feb-25	\$668K	\$540K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 05-Feb-26	Thu 06-Feb-25	\$705K	\$656K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 06-Feb-26	Fri 07-Feb-25	\$948K	\$860K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 07-Feb-26	Sat 08-Feb-25	\$1.2M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 08-Feb-26	Sun 09-Feb-25	\$765K	\$724K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 09-Feb-26	Mon 10-Feb-25	\$764K	\$615K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 10-Feb-26	Tue 11-Feb-25	\$636K	\$575K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 11-Feb-26	Wed 12-Feb-25	\$689K	\$588K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 12-Feb-26	Thu 13-Feb-25	\$704K	\$741K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 13-Feb-26	Fri 14-Feb-25	\$906K	\$939K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 14-Feb-26	Sat 15-Feb-25	\$1.1M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 15-Feb-26	Sun 16-Feb-25	\$801K	\$612K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 16-Feb-26	Mon 17-Feb-25	\$614K	\$633K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 17-Feb-26	Tue 18-Feb-25	\$685K	\$608K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 18-Feb-26	Wed 19-Feb-25	\$749K	\$691K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 19-Feb-26	Thu 20-Feb-25	\$751K	\$669K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 20-Feb-26	Fri 21-Feb-25	\$873K	\$903K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 21-Feb-26	Sat 22-Feb-25	\$1.1M	\$898K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 22-Feb-26	Sun 23-Feb-25	\$767K	\$738K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 23-Feb-26	Mon 24-Feb-25	\$690K	\$636K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 24-Feb-26	Tue 25-Feb-25	\$709K	\$590K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 25-Feb-26	Wed 26-Feb-25	\$747K	\$609K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 26-Feb-26	Thu 27-Feb-25	\$763K	\$742K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 27-Feb-26	Fri 28-Feb-25	\$1.2M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 28-Feb-26	Sat 01-Mar-25	\$1.0M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 01-Mar-26	Sun 02-Mar-25		\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 02-Mar-26	Mon 03-Mar-25		\$826K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 03-Mar-26	Tue 04-Mar-25		\$623K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 04-Mar-26	Wed 05-Mar-25		\$615K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 05-Mar-26	Thu 06-Mar-25		\$574K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 06-Mar-26	Fri 07-Mar-25		\$839K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 07-Mar-26	Sat 08-Mar-25		\$1.0M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Region Type	Spend Location	Start Date	End Date	Benchmark Type
Sub-region	West Busselton	01/02/2026	28/02/2026	52 weeks prior
Event length: 28 days, Category coverage Score*: 98.8%				

Overview

What are some of the key insights for West Busselton for all categories between 1 February 2026 and 28 February 2026?

<p>Total spend</p> <p>\$26.5M</p> <p>↑ 4.7%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$11.3M</p> <p>↑ 5.2%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$24.0M</p> <p><i>90% of total spend over the event period was during the day (6am-6pm)</i></p>	<p>Night spend</p> <p>\$2.5M</p> <p><i>10% of total spend over the event period was at night (6pm-6am)</i></p>
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All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 February 2026 and 28 February 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*: 98.8%

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: Sun 01-Feb-26 - Sat 28-Feb-26 (28 days)
Benchmark period: Sun 02-Feb-25 - Sat 01-Mar-25 (28 days)

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$24.0M	\$2.5M	\$11.3M	\$15.2M	\$26.5M	\$25.3M	↑ 4.7%	↑\$1.2M	↑ 5.2%	↑ 4.4%
Food Retailing	\$10.9M	\$785K	\$3.9M	\$7.8M	\$11.7M	\$11.2M	↑ 4.7%	↑\$524K	↑ 6.9%	↑ 3.7%
Groceries and Other Food Retailing			\$2.6M	\$3.4M	\$5.9M	\$5.5M	↑ 7.3%	↑\$404K	↑ 11.0%	↑ 4.7%
Supermarkets			\$1.3M	\$4.5M	\$5.8M	\$5.6M	↑ 2.2%	↑\$124K	↓ -0.6%	↑ 3.1%
Discretionary Retail*	\$4.9M	\$189K	\$1.7M	\$3.3M	\$5.1M	\$5.0M	↑ 1.0%	↑\$52K	↑ 14.5%	↑ 3.5%
Private Transport			\$1.3M	\$1.5M	\$2.8M	\$2.9M	↓ -2.5%	-\$70K	↑ 0.2%	↓ -5.1%
Tourism and Entertainment	\$1.7M	\$796K	\$1.2M	\$1.4M	\$2.5M	\$2.3M	↑ 12.5%	↑\$281K	↑ 11.9%	↑ 13.5%
Takeaway and Fast Food Outlets*	\$791K	\$355K	\$450K	\$696K	\$1.1M	\$1.1M	↑ 5.4%	↑\$59K	↑ 5.9%	↑ 5.5%
Restaurants*			\$193K	\$235K	\$428K	\$360K	↑ 18.9%	↑\$68K	↑ 25.5%	↑ 28.8%
Cafes			\$127K	\$154K	\$279K	\$159K	↑ 75.5%	↑\$120K	↑ 126.8%	↑ 94.9%
Attractions, Events and Recreation**			\$93K	\$77K	\$170K					
Accommodation - Instore**			\$1.3M	\$184K	\$1.5M					

* Total sales not available for all days in selected range. * Day/night sales have been proportioned to total spend based on available days. * Visitors/Residents sales have been proportioned to total spend based on available days. Note benchmarking data is excluded where there are days within the target period which have been removed due to privacy 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 January 2026 and 28 February 2026 (incl extended dates)

Date Extender (Max 7 Days)

Category

Time of Day

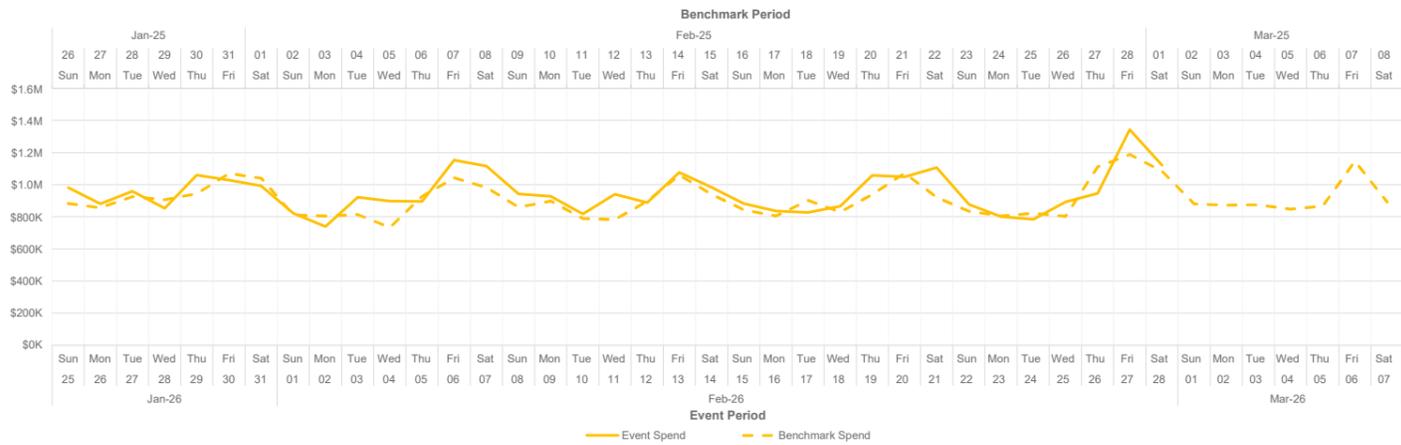
Customer Type

7

Total (All)

Total

All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 25-Jan-26	Sun 26-Jan-25	\$981K	\$883K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 26-Jan-26	Mon 27-Jan-25	\$881K	\$856K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 27-Jan-26	Tue 28-Jan-25	\$959K	\$926K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 28-Jan-26	Wed 29-Jan-25	\$853K	\$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	\$992K	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 01-Feb-26	Sun 02-Feb-25	\$822K	\$811K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 02-Feb-26	Mon 03-Feb-25	\$739K	\$805K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 03-Feb-26	Tue 04-Feb-25	\$922K	\$814K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 04-Feb-26	Wed 05-Feb-25	\$898K	\$734K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 05-Feb-26	Thu 06-Feb-25	\$896K	\$928K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 06-Feb-26	Fri 07-Feb-25	\$1.2M	\$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 07-Feb-26	Sat 08-Feb-25	\$1.1M	\$983K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 08-Feb-26	Sun 09-Feb-25	\$942K	\$861K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 09-Feb-26	Mon 10-Feb-25	\$928K	\$898K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 10-Feb-26	Tue 11-Feb-25	\$817K	\$789K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 11-Feb-26	Wed 12-Feb-25	\$940K	\$783K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 12-Feb-26	Thu 13-Feb-25	\$889K	\$896K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 13-Feb-26	Fri 14-Feb-25	\$1.1M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 14-Feb-26	Sat 15-Feb-25	\$983K	\$940K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 15-Feb-26	Sun 16-Feb-25	\$883K	\$844K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 16-Feb-26	Mon 17-Feb-25	\$837K	\$805K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 17-Feb-26	Tue 18-Feb-25	\$827K	\$903K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 18-Feb-26	Wed 19-Feb-25	\$866K	\$830K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 19-Feb-26	Thu 20-Feb-25	\$1.1M	\$940K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 20-Feb-26	Fri 21-Feb-25	\$1.0M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 21-Feb-26	Sat 22-Feb-25	\$1.1M	\$921K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 22-Feb-26	Sun 23-Feb-25	\$877K	\$835K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 23-Feb-26	Mon 24-Feb-25	\$801K	\$806K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 24-Feb-26	Tue 25-Feb-25	\$783K	\$823K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 25-Feb-26	Wed 26-Feb-25	\$892K	\$803K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 26-Feb-26	Thu 27-Feb-25	\$946K	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 27-Feb-26	Fri 28-Feb-25	\$1.3M	\$1.2M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 28-Feb-26	Sat 01-Mar-25	\$1.1M	\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 01-Mar-26	Sun 02-Mar-25		\$880K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 02-Mar-26	Mon 03-Mar-25		\$873K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 03-Mar-26	Tue 04-Mar-25		\$875K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 04-Mar-26	Wed 05-Mar-25		\$848K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 05-Mar-26	Thu 06-Mar-25		\$867K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 06-Mar-26	Fri 07-Mar-25		\$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 07-Mar-26	Sat 08-Mar-25		\$892K

City of Busselton

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

Overview

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

<p>Top category</p> <p>Accommodation - Online</p> <p><i>\$7.4M of City of Busselton Visitors spend during February 2026</i></p>	<p>Top age band</p> <p>25-34</p> <p><i>20.9% of City of Busselton Visitors are within this age band</i></p>	<p>Top lifestage</p> <p>Young Families</p> <p><i>20.4% 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 (March 2025 - February 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 (March 2025 - February 2026)?

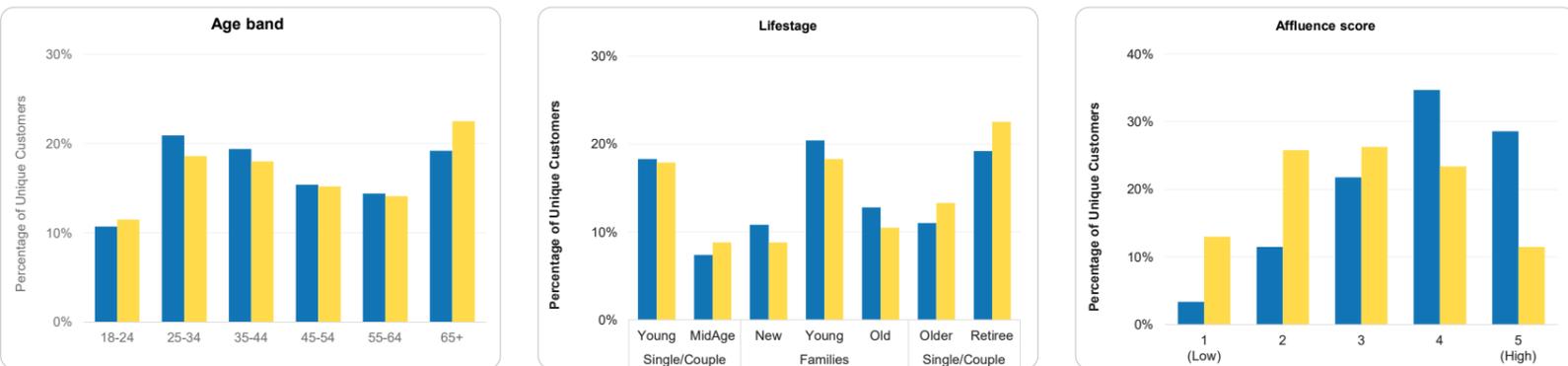
Category	Monthly			Annual (Last 12 months up to February 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$45.3M	↑ 8.9%	↑ 5.3%	\$559.3M	↑ 7.4%		
Tourism and Entertainment	\$10.8M	↑ 9.1%	↑ 7.3%	\$134.0M	↑ 0.8%	0.99x	75.2%
Restaurants	\$2.9M	↓ -1.7%	↑ 10.5%	\$36.9M	↓ -4.7%	0.94x	33.8%
Breweries and Wineries	\$2.1M	↑ 3.0%	↑ 5.7%	\$27.3M	↓ -5.1%	0.95x	24.2%
Pubs, Taverns and Bars	\$2.0M	↑ 29.2%	↑ 3.1%	\$21.7M	↑ 7.4%	0.90x	20.9%
Cafes	\$1.9M	↑ 21.9%	↑ 2.1%	\$22.7M	↑ 9.0%	0.93x	29.9%
Takeaway and Fast Food Outlets	\$1.0M	↑ 12.3%	↑ 16.2%	\$14.1M	↑ 8.5%	0.92x	28.1%
Attractions, Events and Recreation	\$852K	↓ -2.3%	↑ 3.9%	\$11.3M	↓ -0.7%	0.94x	19.6%
Food Retailing	\$9.5M	↑ 9.3%	↑ 6.8%	\$122.6M	↑ 20.6%	0.98x	60.9%
Groceries and Other Food Retailing	\$5.1M	↑ 12.9%	↑ 6.9%	\$64.9M	↑ 42.9%	0.96x	47.3%
Supermarkets	\$4.4M	↑ 5.4%	↑ 6.8%	\$57.8M	↑ 2.5%	0.94x	39.4%
Accommodation - Online	\$7.4M	↑ 5.9%	↑ 19.5%	\$89.0M	↑ 6.8%	1.03x	
Discretionary Retail	\$7.0M	↑ 13.1%	↑ 8.1%	\$90.9M	↑ 4.9%	0.93x	33.1%
Other Discretionary Retail	\$4.6M	↑ 11.5%	↑ 6.6%	\$57.5M	↑ 2.4%	0.89x	24.0%
Department Stores, Clothing & Accessories	\$2.5M	↑ 16.0%	↑ 12.6%	\$33.3M	↑ 9.7%	0.86x	19.4%
Private Transport	\$3.2M	↑ 0.9%	↑ 1.0%	\$40.1M	↑ 15.2%	0.92x	30.7%
Accommodation - Instore	\$2.7M	↑ 5.4%	↓ -5.7%	\$29.2M	↓ -6.7%	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 (March 2025 - February 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 (March 2025 - February 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 (March 2025 - February 2026)?

How to read: 5.9% 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	5.9%
Busselton Jetty	Attractions	1.01x	11.2%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.6%
Ngilgi Cave	Attractions	1.00x	2.3%
Tasman Holiday Parks	Travel	1.00x	1.0%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.1%
Pullman	Travel	0.97x	1.4%
Abbey Beach Resort	Travel	0.95x	1.1%
Cheeky Monkey	Eating And Drinking Out	0.94x	1.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.94x	2.9%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.7%
Dunsborough Bakery	Food Retailing	0.94x	5.5%
Shelter Brewing Co	Eating And Drinking Out	0.94x	12.4%
Beerfarm Metricup	Eating And Drinking Out	0.93x	4.7%
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	0.91x	4.8%
Aravina Estate	Eating And Drinking Out	0.90x	2.4%
The Goose	Eating And Drinking Out	0.90x	9.8%
Coles	Food Retailing	0.90x	25.1%
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%
Wild And Woods	Eating And Drinking Out	0.88x	1.2%
Cafe Evviva	Eating And Drinking Out	0.87x	1.2%
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 February 2026	Region Type Sub-region	Spend location Busselton		

Overview

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

<p>Top category</p> <p>Other Discretionary Retail</p> <p><i>\$2.9M of Busselton Visitors spend during February 2026</i></p>	<p>Top age band</p> <p>25-34</p> <p><i>21.2% of Busselton Visitors are within this age band</i></p>	<p>Top lifestage</p> <p>Young Families</p> <p><i>20.6% of Busselton Visitors are within this lifestage</i></p>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (March 2025 - February 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 (March 2025 - February 2026)?

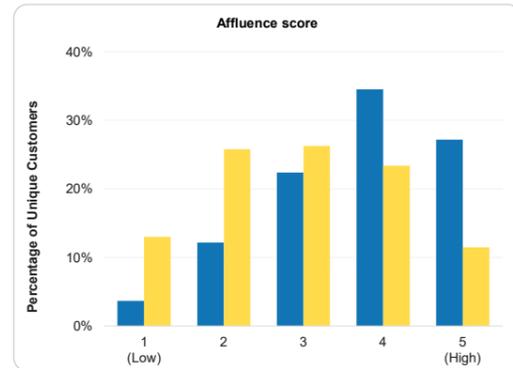
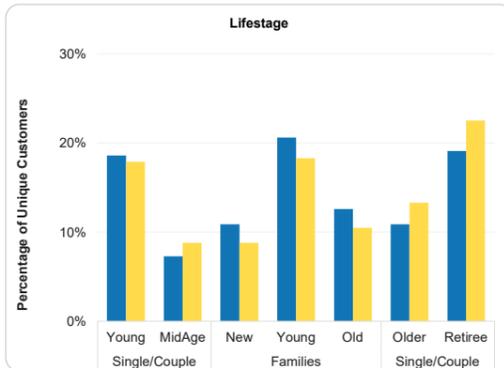
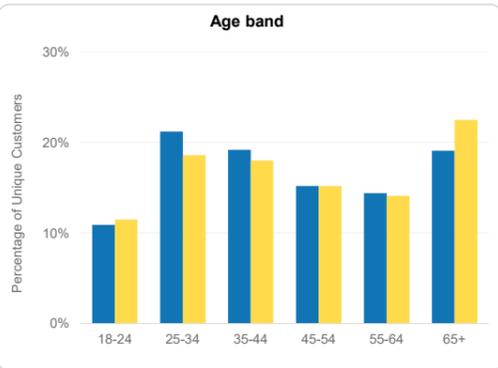
Category	Monthly			Annual (Last 12 months up to February 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$14.0M	↑ 10.2%	↑ 5.3%	\$172.3M	↑ 8.6%		
Tourism and Entertainment	\$3.9M	↑ 7.4%	↑ 7.3%	\$44.9M	↑ 5.4%	0.97x	74.1%
Restaurants	\$773K	↑ 5.5%	↑ 10.5%	\$8.6M	↑ 3.0%	0.62x	22.3%
Cafes	\$757K	↑ 14.3%	↑ 2.1%	\$8.6M	↑ 3.5%	0.71x	22.7%
Pubs, Taverns and Bars	\$631K	↓ -0.5%	↑ 3.1%	\$7.5M	↑ 4.6%	0.60x	13.9%
Takeaway and Fast Food Outlets	\$347K	↑ 18.7%	↑ 16.2%	\$4.8M	↑ 23.7%	0.64x	19.7%
Discretionary Retail	\$3.8M	↑ 11.5%	↑ 8.1%	\$47.8M	↑ 4.3%	0.84x	30.0%
Other Discretionary Retail	\$2.9M	↑ 12.2%	↑ 6.6%	\$36.3M	↑ 4.3%	0.86x	23.2%
Department Stores, Clothing & Accessories	\$874K	↑ 9.2%	↑ 12.6%	\$11.5M	↑ 4.2%	0.62x	13.9%
Food Retailing	\$2.6M	↑ 1.8%	↑ 6.8%	\$33.6M	↑ 3.1%	0.63x	39.2%
Supermarkets	\$1.7M	↓ -1.1%	↑ 6.8%	\$22.1M	↑ 4.3%	0.69x	28.9%
Groceries and Other Food Retailing	\$914K	↑ 7.6%	↑ 6.9%	\$11.5M	↑ 0.7%	0.43x	20.9%
Private Transport	\$1.5M	↑ 2.5%	↑ 1.0%	\$18.9M	↑ 22.6%	0.75x	25.0%
Accommodation - Instore	\$278K	↑ 276.0%	↓ -5.7%	\$2.1M	↑ 157.7%	0.16x	1.7%

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 (March 2025 - February 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 (March 2025 - February 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 (March 2025 - February 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	1.44x	15.7%
Kyst	Eating And Drinking Out	1.41x	10.8%
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	6.1%
Caltex	Private Transport	1.20x	11.7%
Ship Inn	Eating And Drinking Out	1.13x	2.6%
Hungry Jacks	Eating And Drinking Out	1.13x	4.3%
Baked Busselton	Food Retailing	1.10x	4.7%
Liberty Petrol	Private Transport	1.09x	7.0%
The Fire Station	Eating And Drinking Out	1.08x	2.6%
The Vasse Tavern	Eating And Drinking Out	1.07x	2.1%
Dan Murphys	Food Retailing	1.07x	6.2%
Timezone	Recreation	1.07x	1.3%
Zambro	Eating And Drinking Out	1.07x	1.3%
Geographe Restauranty	Eating And Drinking Out	1.04x	1.5%
The Tav	Eating And Drinking Out	1.03x	2.0%
Benesse Cafe	Eating And Drinking Out	1.02x	2.8%
Bunnings Warehouse	Hardware And Garden Retailing	1.01x	8.9%
Busselton Pavilion	Eating And Drinking Out	1.01x	1.9%
Best And Less	Clothing And Accessories	0.97x	3.3%
Bcf	Recreational Goods	0.96x	2.6%
Dome Cafe	Eating And Drinking Out	0.95x	3.8%
Kwik Koffee	Eating And Drinking Out	0.93x	2.4%
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 February 2026	Region Type Sub-region	Spend location Dunsborough		

Overview

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

<p>Top category Restaurants</p> <p><i>\$1.9M of Dunsborough Visitors spend during February 2026</i></p>	<p>Top age band 25-34</p> <p><i>21.3% of Dunsborough Visitors are within this age band</i></p>	<p>Top lifestage Young Families</p> <p><i>21.4% of Dunsborough 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 (March 2025 - February 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 (March 2025 - February 2026)?

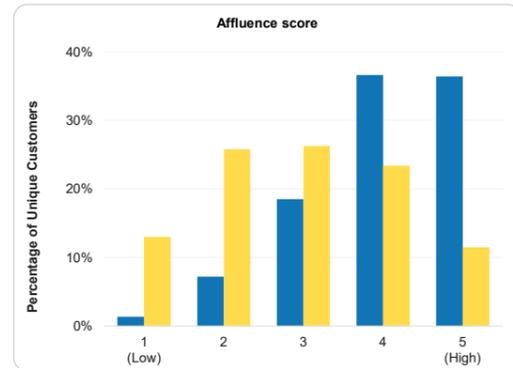
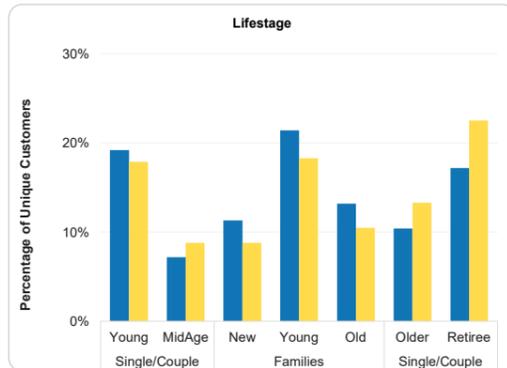
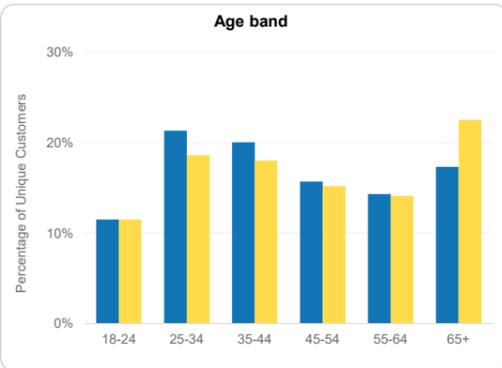
Category	Monthly			Annual (Last 12 months up to February 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$12.5M	↑ 11.7%	↑ 5.3%	\$160.8M	↓ -0.6%		
Tourism and Entertainment	\$5.8M	↑ 9.3%	↑ 7.3%	\$73.5M	↓ -5.0%	0.98x	74.6%
Restaurants	\$1.9M	↓ -5.8%	↑ 10.5%	\$26.2M	↓ -9.0%	1.05x	38.0%
Breweries and Wineries	\$1.3M	↑ 3.4%	↑ 5.7%	\$17.2M	↓ -8.7%	0.86x	21.7%
Pubs, Taverns and Bars	\$1.1M	↑ 55.0%	↑ 3.1%	\$11.4M	↑ 5.7%	0.85x	19.7%
Cafes	\$1.0M	↑ 22.4%	↑ 2.1%	\$12.6M	↑ 8.2%	0.89x	28.5%
Takeaway and Fast Food Outlets	\$213K	↑ 10.1%	↑ 16.2%	\$3.0M	↓ -5.0%	0.49x	15.0%
Attractions, Events and Recreation	\$157K	↓ -15.9%	↑ 3.9%	\$3.1M	↓ -25.3%	0.45x	9.5%
Food Retailing	\$3.0M	↑ 17.0%	↑ 6.8%	\$40.0M	↑ 3.3%	0.99x	61.8%
Groceries and Other Food Retailing	\$1.6M	↑ 15.4%	↑ 6.9%	\$21.8M	↑ 5.1%	1.02x	50.3%
Supermarkets	\$1.4M	↑ 18.9%	↑ 6.8%	\$18.3M	↑ 1.4%	0.75x	31.2%
Discretionary Retail	\$1.5M	↑ 26.5%	↑ 8.1%	\$19.5M	↑ 10.9%	0.56x	20.1%
Department Stores, Clothing & Accessories	\$804K	↑ 40.5%	↑ 12.6%	\$9.7M	↑ 19.3%	0.38x	8.5%
Other Discretionary Retail	\$738K	↑ 14.2%	↑ 6.6%	\$9.8M	↑ 3.7%	0.56x	15.2%
Accommodation - Instore	\$1.1M	↓ -6.6%	↓ -5.7%	\$13.3M	↓ -10.8%	0.69x	7.4%
Private Transport	\$456K	↓ -3.5%	↑ 1.0%	\$6.1M	↓ -1.2%	0.38x	12.6%

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

How to read: 4.4% of Visitors to Dunsborough have transacted with Cape Naturaliste Lighthouse 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
Cape Naturaliste Lighthouse	Attractions	1.74x	4.4%
Ngilgi Cave	Attractions	1.73x	4.0%
Bettenays Margaret River	Travel	1.73x	1.4%
Tasman Holiday Parks	Travel	1.73x	1.7%
The Margaret River Chocolate Company	Food Retailing	1.72x	17.5%
Hay Shed Hill Wines	Eating And Drinking Out	1.71x	1.0%
Swings And Roundabouts	Eating And Drinking Out	1.68x	1.3%
Pullman	Travel	1.68x	2.4%
Wise Wine	Eating And Drinking Out	1.66x	1.6%
Country Life Farm	Recreation	1.64x	1.0%
Cheeky Monkey	Eating And Drinking Out	1.62x	2.7%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.62x	5.1%
Eagle Bay Brewing Co	Eating And Drinking Out	1.62x	6.4%
Lamonts	Eating And Drinking Out	1.62x	1.0%
Dunsborough Bakery	Food Retailing	1.62x	9.4%
Beerfarm Metricup	Eating And Drinking Out	1.61x	8.1%
Vasse Virgin	Personal Services	1.61x	1.6%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.60x	1.5%
Meelup Farmhouse	Eating And Drinking Out	1.60x	1.1%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.58x	2.6%
Wild Hop Brewing Company	Eating And Drinking Out	1.58x	5.6%
Yallingup General Store And Cafe	Eating And Drinking Out	1.58x	6.7%
Yallingup Gugelhupf	Food Retailing	1.58x	1.8%
Yallingup Woodfired Bakery	Food Retailing	1.57x	3.6%
Caves House Hotel	Eating And Drinking Out	1.56x	8.3%
Aravina Estate	Eating And Drinking Out	1.56x	4.1%
Woody Nook Wines	Eating And Drinking Out	1.55x	1.7%
Merchant And Maker	Eating And Drinking Out	1.54x	8.7%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.53x	2.1%
Simmos Ice Creamery	Eating And Drinking Out	1.52x	7.6%

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 February 2026	Region Type Sub-region	Spend location West Busselton		

Overview

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

<p>Top category</p> <p>Groceries and Other Food Retailing</p> <p><i>\$2.6M of West Busselton Visitors spend during February 2026</i></p>	<p>Top age band</p> <p>65+</p> <p><i>20.5% of West Busselton Visitors are within this age band</i></p>	<p>Top lifestage</p> <p>Young Families</p> <p><i>21.7% of West Busselton Visitors are within this lifestage</i></p>
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Category performance

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

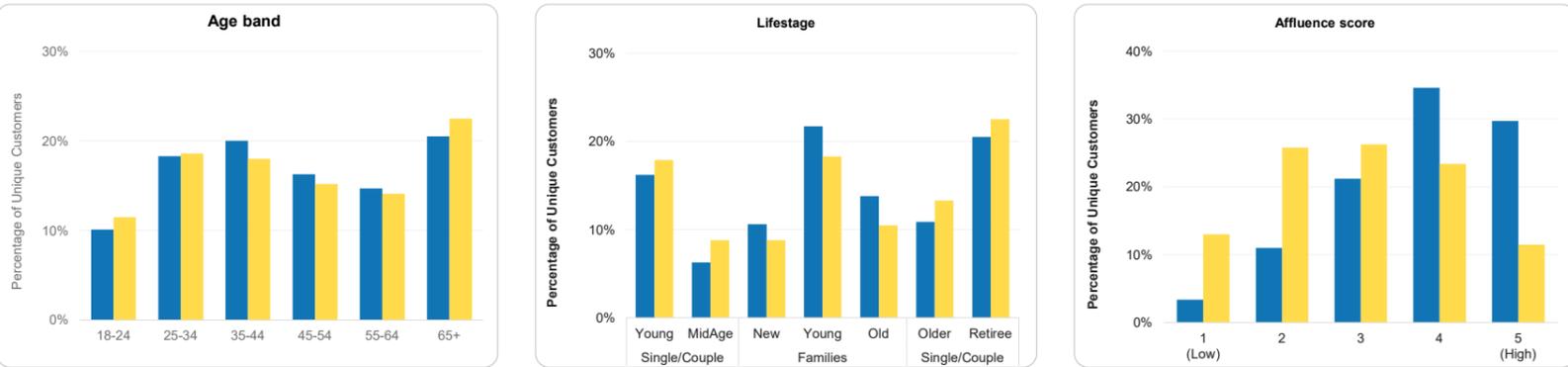
Category	Monthly			Annual (Last 12 months up to February 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$11.3M	↑ 6.2%	↑ 5.3%	\$136.4M	↑ 17.2%		
Food Retailing	\$3.9M	↑ 9.0%	↑ 6.8%	\$48.9M	↑ 61.3%	0.81x	50.6%
Groceries and Other Food Retailing	\$2.6M	↑ 13.1%	↑ 6.9%	\$31.5M	↑ 139.4%	0.75x	36.8%
Supermarkets	\$1.3M	↑ 1.7%	↑ 6.8%	\$17.4M	↑ 1.5%	0.66x	27.4%
Discretionary Retail	\$1.7M	↑ 6.2%	↑ 8.1%	\$23.6M	↑ 1.8%	0.77x	27.4%
Accommodation - Instore	\$1.3M	↑ 1.2%	↓ -5.7%	\$13.8M	↓ -11.5%	0.87x	9.3%
Private Transport	\$1.3M	↑ 0.8%	↑ 1.0%	\$15.1M	↑ 14.3%	0.82x	27.0%
Tourism and Entertainment	\$1.2M	↑ 14.6%	↑ 7.3%	\$15.2M	↑ 21.8%	0.54x	41.1%
Takeaway and Fast Food Outlets	\$451K	↑ 8.6%	↑ 16.2%	\$6.2M	↑ 5.8%	0.87x	26.6%
Restaurants	\$194K	↑ 18.2%	↑ 10.5%	\$2.1M	↑ 32.8%	0.17x	6.0%
Cafes	\$126K	↑ 92.1%	↑ 2.1%	\$1.5M	↑ 70.2%	0.23x	7.3%
Attractions, Events and Recreation	\$97K	↓ -3.2%	↑ 3.9%	\$1.7M	↑ 84.2%	0.26x	5.4%

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 (March 2025 - February 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 (March 2025 - February 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 (March 2025 - February 2026)?

How to read: 11.4% 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	11.4%
The Kiosk	Eating And Drinking Out	1.93x	1.2%
Mandalay Resort	Travel	1.92x	1.2%
Abbey Beach Resort	Travel	1.82x	2.1%
Bunbury Farmers Market	Food Retailing	1.61x	24.6%
Vibe Petroleum	Private Transport	1.58x	13.3%
Subzero Gelato	Food Retailing	1.57x	2.1%
Broadwater Village Grocer	Food Retailing	1.50x	5.1%
Tonic By The Bay	Eating And Drinking Out	1.49x	6.3%
Petro Fuels	Private Transport	1.48x	1.9%
Kmart	General Retail	1.44x	17.7%
United Petrol	Private Transport	1.43x	3.7%
Obison Coffee Roasters	Eating And Drinking Out	1.39x	2.1%
Gropers Fish And Chips	Eating And Drinking Out	1.31x	1.6%
Dusty Buns	Eating And Drinking Out	1.30x	2.1%
The Par 3	Recreation	1.29x	2.5%
Aldi	Food Retailing	1.28x	9.2%
Kfc	Eating And Drinking Out	1.26x	4.3%
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	1.16x	3.8%
Coffee Head Co	Eating And Drinking Out	1.14x	1.4%
Chicken Treat	Eating And Drinking Out	1.14x	1.9%
Broadwater Pharmacy	Personal Goods Retailing	1.13x	1.1%
Vasse Bakery	Food Retailing	1.12x	3.1%
Amelia Park Lodge	Travel	1.07x	1.6%
Red Rooster	Eating And Drinking Out	1.07x	2.8%
Boost Juice	Eating And Drinking Out	1.05x	1.5%
Brewplus	Food Retailing	0.95x	1.1%

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

City of Busselton

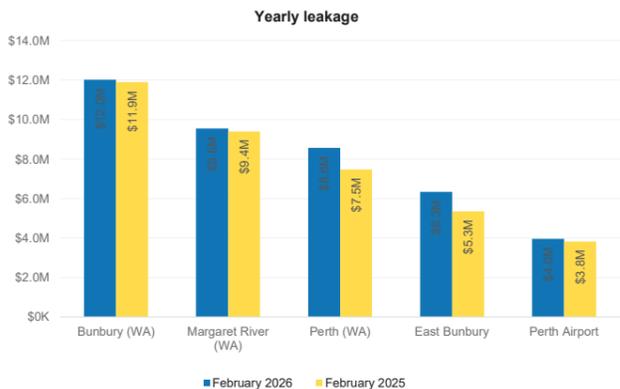
Resident Business Events Visitor **Leakage**

Region Type Category
 Locality Total (excl. Other)

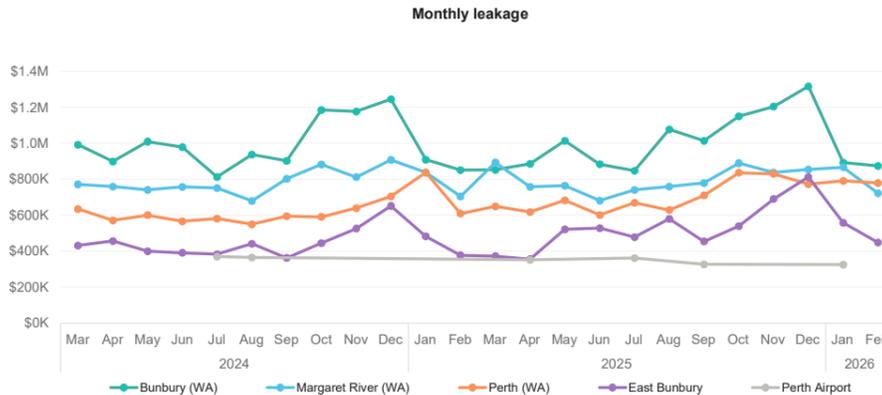
Leakage trends by location and category

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 February 2026, there was \$12.0m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$111k more than the previous 12 months



How to read: In the month of February 2026, there was \$874k of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$851k in the month of February 2025



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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to February 2026, residents spent \$12.0m on Total (excl. Other) in Bunbury (WA). This was \$111k or 0.9% increase compared to February 2025.

Locality	Total (excl. Other)			
	February 2026 Spend	February 2025 Spend	Spend Change	Spend % Change
IN LGA	\$571.9M	\$543.9M	↑\$28.0M	↑ 4.9%
Online	\$193.0M	\$165.1M	↑\$27.9M	↑ 14.5%
Bunbury (WA)	\$12.0M	\$11.9M	↑\$111K	↑ 0.9%
Margaret River (WA)	\$9.5M	\$9.4M	↑\$140K	↑ 1.5%
Perth (WA)	\$8.6M	\$7.5M	↑\$1.1M	↑ 12.7%
East Bunbury	\$6.3M	\$5.3M	↑\$990K	↑ 15.6%
Perth Airport	\$4.0M	\$3.8M	↑\$145K	↑ 3.7%

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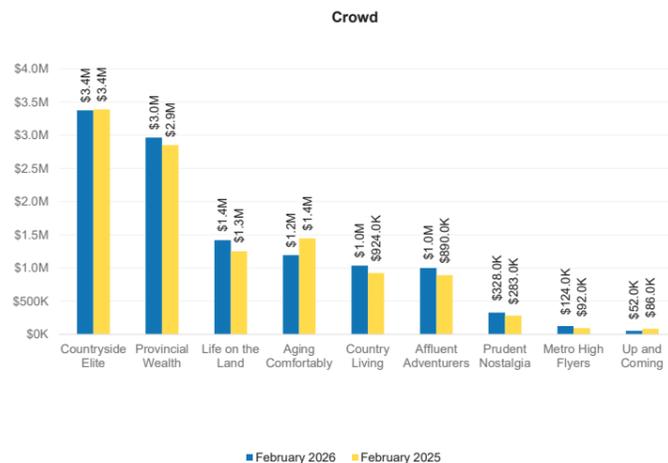
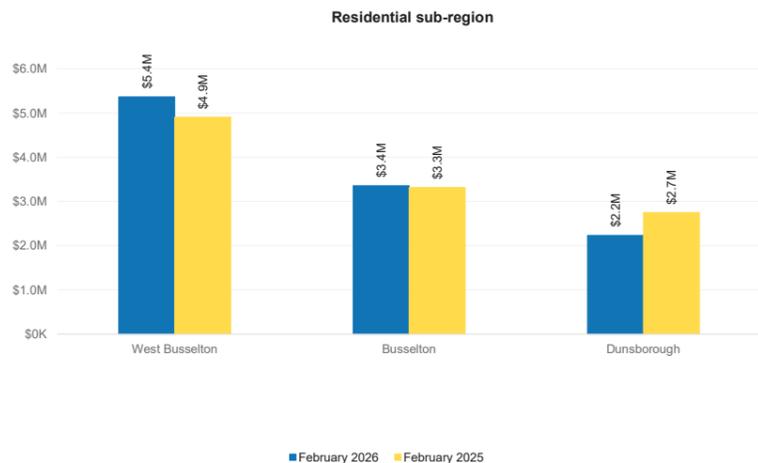
Annual leakage by sub-region and crowd

Location Bunbury (WA)

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

How to read: In the 12 months to February 2026, there was \$5.4m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$464k more than the previous 12 months.

How to read: In the 12 months to February 2026, there was \$3.4m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$15k 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 February 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**

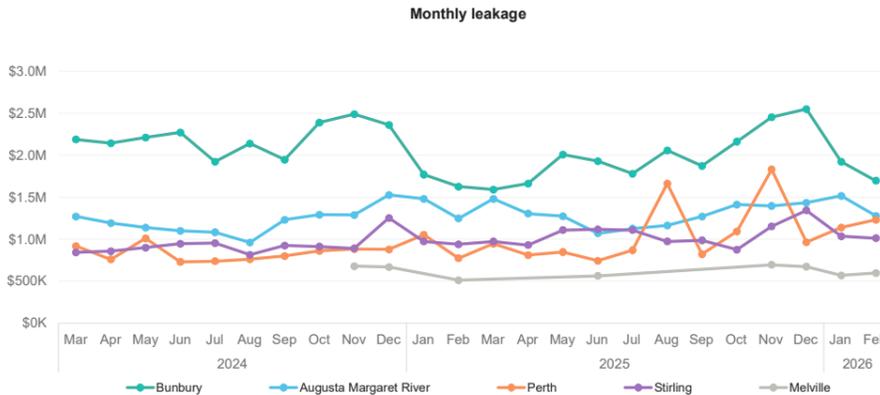
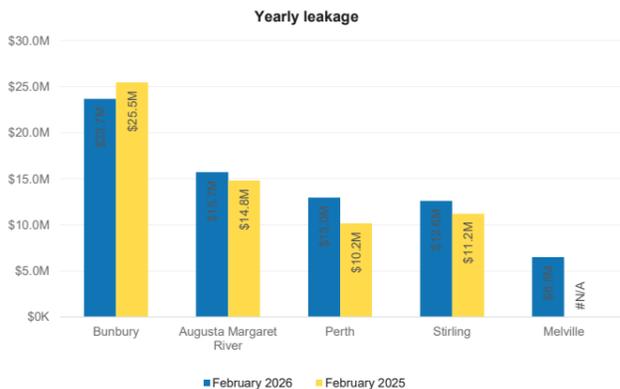
Region Type: LGA
 Category: Total (excl. Other)

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 February 2026, there was \$23.7m of spend by residents to Bunbury in Total (excl. Other), this was \$1.8m less than the previous 12 months

How to read: In the month of February 2026, there was \$1.7m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$1.6m in the month of February 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 February 2026, residents spent \$23.7m on Total (excl. Other) in Bunbury. This was \$1.8m or -7.5% decrease compared to February 2025.

LGA	Total (excl. Other)			
	February 2026 Spend	February 2025 Spend	Spend Change	Spend % Change
IN LGA	\$571.9M	\$543.9M	↑\$28.0M	↑ 4.9%
Online	\$193.0M	\$165.1M	↑\$27.9M	↑ 14.5%
Bunbury	\$23.7M	\$25.5M	-\$1.8M	↓ -7.5%
Augusta Margaret River	\$15.7M	\$14.8M	↑\$908K	↑ 5.8%
Perth	\$13.0M	\$10.2M	↑\$2.8M	↑ 21.5%
Stirling	\$12.6M	\$11.2M	↑\$1.4M	↑ 11.2%
Melville	\$6.5M			

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Annual leakage by sub-region and crowd

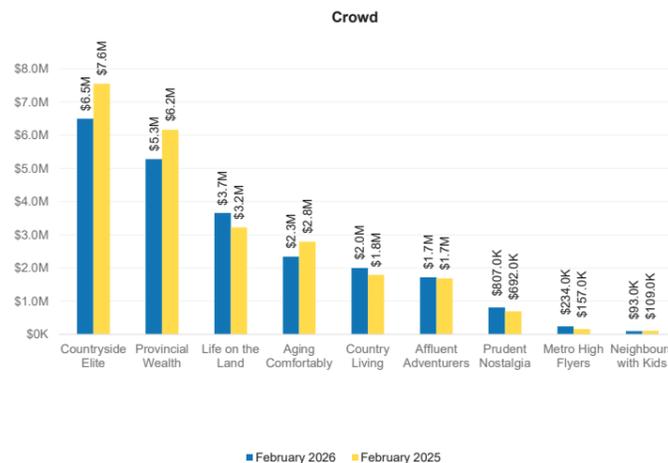
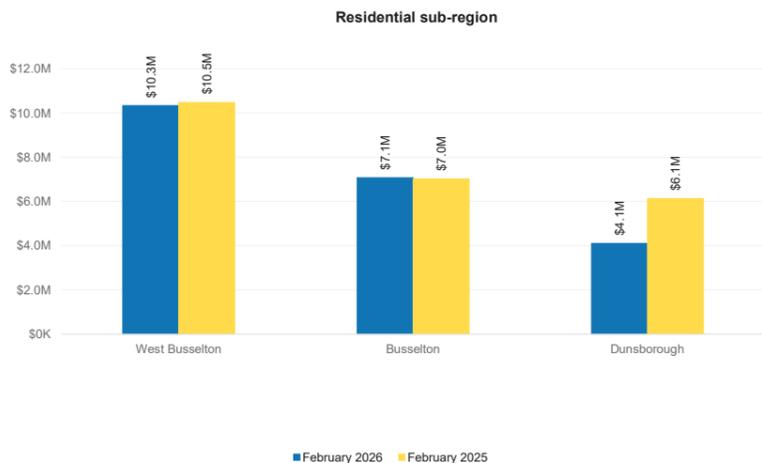
Location

Bunbury

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

How to read: In the 12 months to February 2026, there was \$10.3m of spend by West Busselton residents to Bunbury in Total (excl. Other), this was \$134k less than the previous 12 months.

How to read: In the 12 months to February 2026, there was \$6.5m of spend by Countryside Elite residents to Bunbury in Total (excl. Other), this was \$1.1m 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 February 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](#)**DISCLAIMER:**

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