

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Resident location	Resident type		
March 2026	City of Busselton	Total		

Overview

What are some of the key insights for Total residents for the 12 months until March 2026?

Annual national spend

\$1.68B

↑ 8.1% .vs last year
↑ 9.7% .vs Regional WA

Annual top category

Other Discretionary Retail

13.8% of spend for City of Busselton residents is within this category

Annual top lifestyle

Retiree

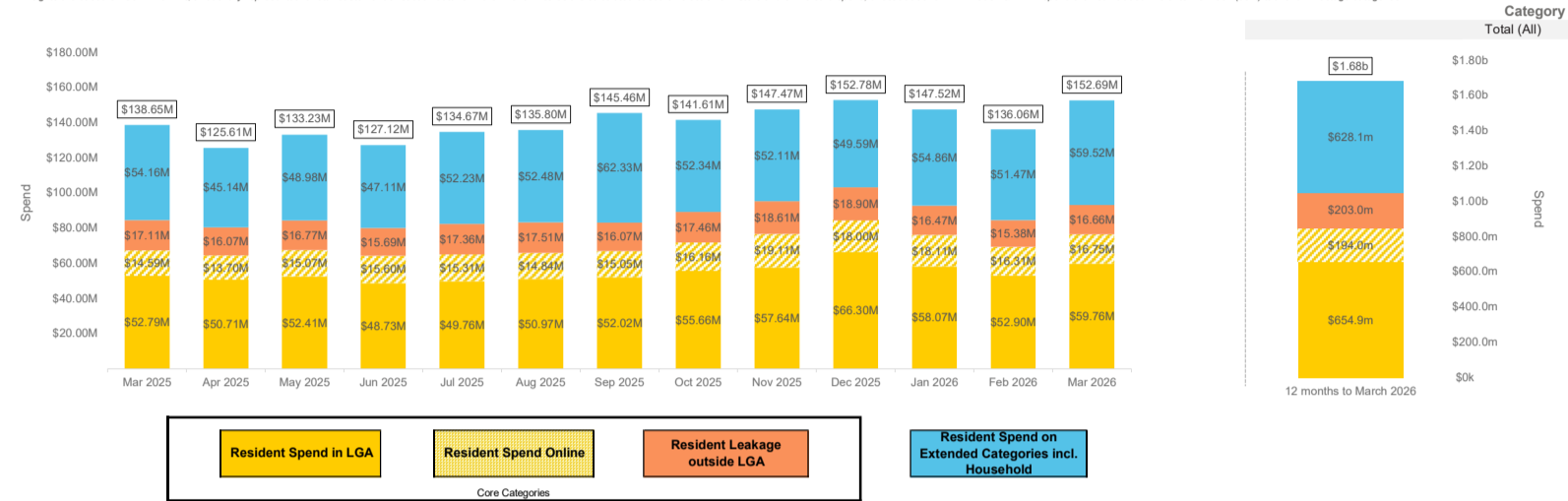
30% of spend for LGA residents are within this lifestyle

Annual proportion of spend into the LGA

39.0%

of spend for LGA residents during March 2026

All insights are based on CommBank IQ's nationally representative retail customer transaction data for March 2026. 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 Lifestyle categories.



What are the highest performing categories for residents in LGA in the 12 months to March 2026?

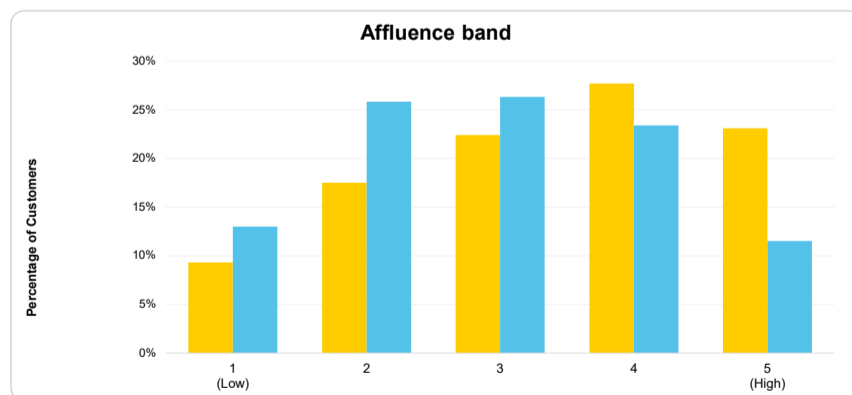
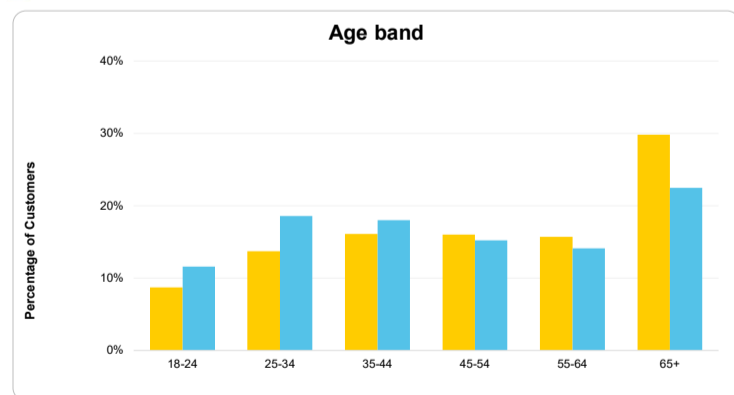
Category	Current selection: Total (March 2026)			Annual (Last 12 months up to March 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration		
Total	\$152.7M	↑ 10.1%	↑ 9.7%	\$1.68B	↑ 8.1%	↑ 7.0%			\$203.0M
Household	\$32.8M	↑ 13.5%	↑ 11.3%	\$320.1M	↑ 8.3%	↑ 8.6%	1.00x	99.1%	
Insurance	\$11.6M	↑ 14.4%	↑ 11.6%	\$109.9M	↑ 8.7%	↑ 6.8%	0.99x	64.4%	
Electricity, Gas and Water Supply	\$6.2M	↑ 17.3%	↑ 18.4%	\$49.8M	↑ 15.9%	↑ 15.6%	0.99x	50.2%	
Telecommunication Services	\$4.4M	↑ 10.9%	↑ 8.4%	\$46.5M	↑ 7.8%	↑ 8.6%	0.99x	78.5%	
Motor Vehicle Services	\$2.8M	↑ 26.8%	↑ 10.8%	\$27.2M	↑ 14.0%	↑ 9.1%	1.11x	63.5%	
Personal Services	\$2.4M	↑ 8.7%	↑ 8.6%	\$29.3M	↑ 10.8%	↑ 8.9%	0.99x	79.4%	
Pet Care	\$1.8M	↑ 21.8%	↑ 11.5%	\$20.0M	↑ 4.9%	↑ 6.7%	1.21x	44.5%	
Public Services	\$1.3M	↑ 5.3%	↑ 8.6%	\$10.9M	↓ -21.7%	→ 0.0%	1.04x	56.3%	
Fitness	\$774K	↑ 1.2%	↑ 7.1%	\$8.6M	↑ 12.0%	↑ 9.3%	0.73x	43.3%	
School Education	\$743K	↓ -3.0%	↑ 7.3%	\$8.9M	↑ 5.8%	↑ 11.4%	0.66x	22.1%	
Childcare Services	\$347K	↓ -4.7%	↑ 7.9%	\$3.8M	↑ 7.8%	↑ 2.6%	0.58x	3.8%	
Charities	\$270K	↑ 10.3%	↑ 4.5%	\$3.2M	↑ 8.6%	↑ 4.9%	1.03x	33.0%	
Computer Services	\$166K	↓ -24.3%	↑ 11.5%	\$2.0M	↓ -15.9%	↑ 6.6%	0.76x	13.1%	
Discretionary Retail	\$30.6M	↑ 12.8%	↑ 9.5%	\$368.1M	↑ 8.3%	↑ 7.5%	1.00x	99.4%	
Other Discretionary Retail	\$19.4M	↑ 15.1%	↑ 9.4%	\$231.2M	↑ 8.0%	↑ 6.7%	1.00x	99.0%	\$44.2M
Department Stores, Clothing & Accessories	\$8.4M	↑ 6.4%	↑ 9.6%	\$103.7M	↑ 8.8%	↑ 7.7%	0.98x	96.4%	\$24.0M
Buy Now Pay Later	\$2.4M	↑ 16.1%	↑ 11.2%	\$28.1M	↑ 10.3%	↑ 11.6%	0.68x	17.0%	
Print Media and Books	\$298K	↑ 6.3%	↓ -1.7%	\$3.7M	↓ -0.8%	↑ 6.5%	0.99x	38.5%	
Children and Baby Stores	\$164K	↑ 67.0%	↑ 9.0%	\$1.4M	↑ 30.3%	↑ 11.3%	0.62x	9.3%	
Food Retailing	\$30.2M	↑ 9.1%	↑ 7.5%	\$331.6M	↑ 6.7%	↑ 5.1%	1.00x	99.3%	
Supermarkets	\$21.1M	↑ 10.6%	↑ 7.6%	\$228.5M	↑ 2.2%	↑ 3.8%	1.00x	98.8%	\$24.7M
Groceries and Other Food Retailing	\$9.1M	↑ 5.9%	↑ 7.4%	\$103.1M	↑ 18.0%	↑ 9.6%	1.00x	97.5%	\$15.9M
Tourism and Entertainment	\$16.5M	↑ 3.9%	↑ 6.7%	\$197.3M	↑ 10.9%	↑ 9.7%	1.00x	99.0%	
Restaurants	\$3.7M	↓ -2.7%	↑ 7.1%	\$43.1M	↑ 9.4%	↑ 9.8%	0.99x	92.7%	\$15.7M
Takeaway and Fast Food Outlets	\$2.8M	↑ 6.2%	↑ 3.9%	\$33.7M	↑ 6.9%	↑ 4.6%	0.98x	93.3%	\$9.2M
Pubs, Taverns and Bars	\$2.6M	↑ 8.0%	↓ -1.2%	\$30.0M	↑ 10.1%	↑ 3.1%	1.04x	82.4%	\$11.8M
Online Entertainment	\$2.0M	↑ 19.2%	↑ 18.9%	\$22.3M	↑ 13.1%	↑ 21.2%	0.98x	69.4%	
Cafes	\$1.9M	↓ -3.0%	↓ -7.3%	\$23.3M	↑ 6.6%	↑ 0.4%	1.01x	88.4%	\$5.5M
Attractions, Events and Recreation	\$1.9M	↓ -0.6%	↑ 4.4%	\$26.6M	↑ 23.2%	↑ 13.9%	0.94x	74.0%	\$9.3M
Food Delivery Services	\$896K	↑ 20.1%	↑ 55.0%	\$10.3M	↑ 26.0%	↑ 44.2%	0.66x	28.0%	
Breweries and Wineries	\$714K	↓ -6.0%	↓ -2.8%	\$8.1M	↓ -4.2%	↑ 0.9%	3.07x	53.4%	\$1.8M

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 Total residents during the 12 months to March 2026?

■ Total ■ Australian Average Population



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

Brand preference

What are the top brand preferences of Total residents during the 12 months to March 2026?

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Ghanda Clothing	2.48x	13.3%
Angus And Coote	2.23x	4.3%
Gazman	2.01x	4.3%
Just Jeans	1.90x	11.2%
Sportsgirl	1.65x	11.0%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	66.1%
Liquor Slax	22.14x	36.4%
Liquor Barons	7.33x	11.6%
The Good Grocer	4.12x	10.0%
The Spud Shed	2.62x	14.1%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	10.53x	21.2%
Royal Automobile Club Of Australia	9.21x	12.1%
Dome Cafe	8.74x	33.9%
Miss Maud	2.60x	5.2%
Sushi Sushi	2.48x	26.2%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	11.06x	43.6%
Perth Duty Free	7.21x	7.5%
Depop	1.14x	2.7%
Kmart	1.06x	82.6%
Temu	1.05x	24.0%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	2.63x	20.4%
Harvey Norman	2.08x	4.7%
The Good Guys	2.05x	26.9%
Beacon Lighting	2.00x	4.8%
Adairs	1.89x	11.2%

Top 5 Personal Services

Brand	Affinity	Penetration
Priceline	3.87x	27.3%
Price Attack	3.70x	6.7%
Just Cuts	0.96x	3.9%
Adore Beauty	0.72x	1.5%
The Body Shop	0.68x	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	Resident location			
March 2026	Busselton			

Overview

What are some of the key insights for Total residents for the 12 months until March 2026?

Annual national spend

\$419.4M

↑ 9.9% .vs last year
↑ 9.7% .vs Regional WA

Annual top category

Supermarkets

14.2% of spend for Busselton residents is within this category

Annual top lifestage

Retiree

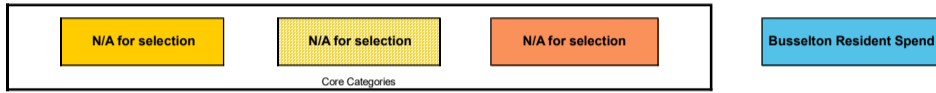
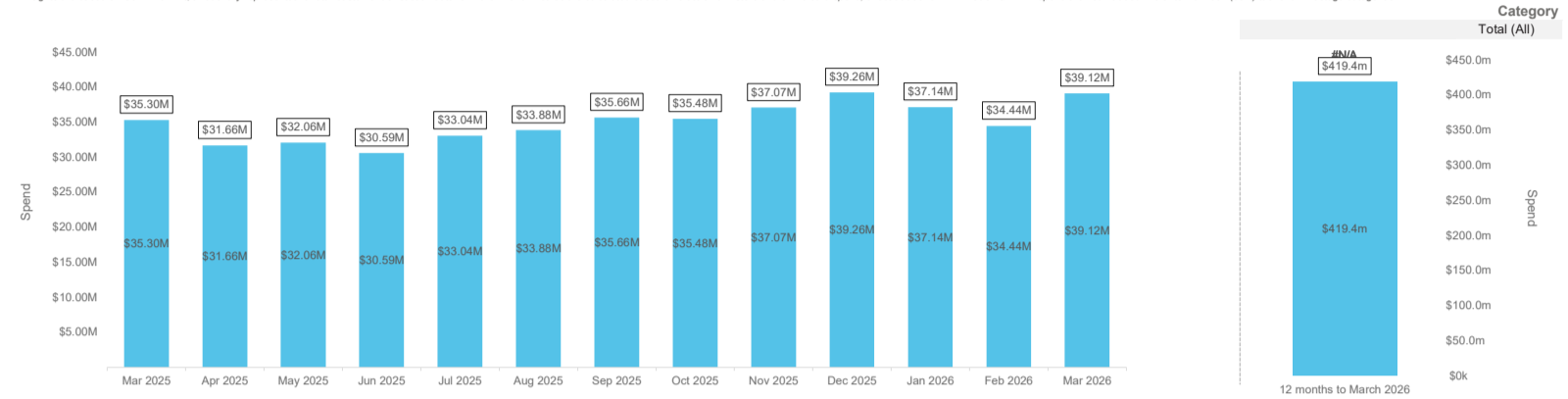
27.6% of spend for Sub-region residents are within this lifestage

Annual proportion of spend into the LGA

80.8%

of spend for Sub-region residents during March 2026

All insights are based on CommBank IQ's nationally representative retail customer transaction data for March 2026. 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.



What are the highest performing categories for residents in Sub-region in the 12 months to March 2026?

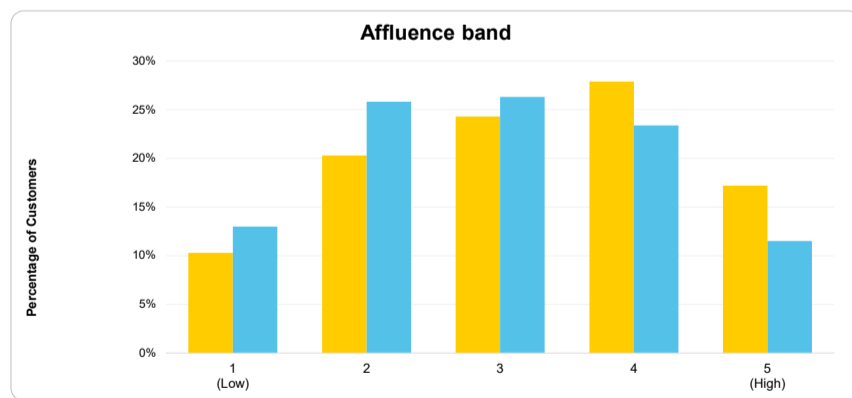
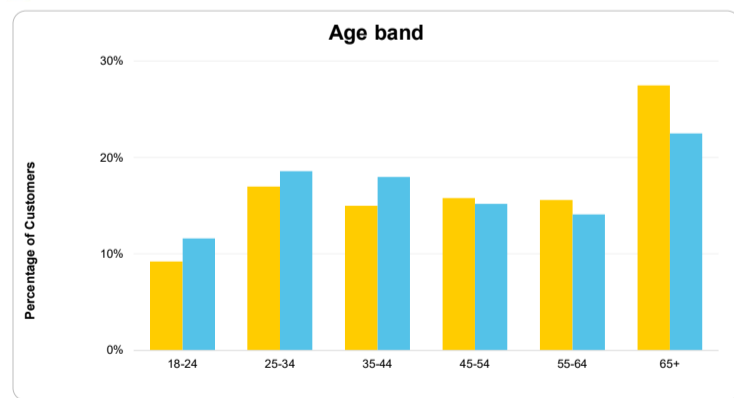
Category	Current selection: Total (March 2026)			Annual (Last 12 months up to March 2026)				Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration	
Total	\$39.1M	↑ 10.8%	↑ 9.7%	\$419.4M	↑ 9.9%	↑ 7.0%		\$56.3M
Household	\$8.2M	↑ 14.9%	↑ 11.3%	\$77.4M	↑ 10.4%	↑ 8.6%	1.00x	98.8%
Insurance	\$3.0M	↑ 20.4%	↑ 11.6%	\$26.5M	↑ 10.9%	↑ 6.8%	0.96x	62.5%
Electricity, Gas and Water Supply	\$1.4M	↑ 4.3%	↑ 18.4%	\$11.9M	↑ 17.3%	↑ 15.6%	0.89x	45.1%
Telecommunication Services	\$1.1M	↑ 6.1%	↑ 8.4%	\$11.8M	↑ 8.7%	↑ 8.6%	1.00x	79.1%
Motor Vehicle Services	\$669K	↑ 27.0%	↑ 10.8%	\$6.5M	↑ 15.2%	↑ 9.1%	1.00x	57.4%
Personal Services	\$611K	↑ 22.6%	↑ 8.6%	\$7.0M	↑ 14.6%	↑ 8.9%	0.96x	77.3%
Pet Care	\$439K	↑ 27.3%	↑ 11.5%	\$4.8M	↑ 2.2%	↑ 6.7%	1.04x	38.3%
Public Services	\$369K	↑ 16.3%	↑ 8.6%	\$2.7M	↓ -19.5%	→ 0.0%	0.93x	50.4%
School Education	\$235K	↑ 1.2%	↑ 7.3%	\$2.2M	↑ 8.3%	↑ 11.4%	0.58x	19.6%
Fitness	\$201K	↑ 33.5%	↑ 7.1%	\$2.0M	↑ 9.4%	↑ 9.3%	0.67x	40.2%
Charities	\$60K	↓ -7.6%	↑ 4.5%	\$713K	↑ 22.6%	↑ 4.9%	0.95x	30.5%
Childcare Services	\$51K	↓ -31.4%	↑ 7.9%	\$786K	↑ 24.8%	↑ 2.6%	0.43x	2.8%
Computer Services	\$44K	↑ 34.4%	↑ 11.5%	\$507K	↑ 36.6%	↑ 6.6%	0.66x	11.4%
Discretionary Retail	\$8.1M	↑ 14.5%	↑ 9.5%	\$94.0M	↑ 10.9%	↑ 7.5%	1.00x	99.4%
Other Discretionary Retail	\$5.1M	↑ 18.7%	↑ 9.4%	\$57.9M	↑ 9.1%	↑ 6.7%	1.00x	98.7%
Department Stores, Clothing & Accessories	\$2.1M	↑ 4.6%	↑ 9.6%	\$26.6M	↑ 13.2%	↑ 7.7%	0.98x	95.6%
Buy Now Pay Later	\$698K	↑ 12.7%	↑ 11.2%	\$8.3M	↑ 15.7%	↑ 11.6%	0.74x	18.6%
Children and Baby Stores	\$68K	↑ 336.0%	↑ 9.0%	\$387K	↑ 55.9%	↑ 11.3%	0.55x	8.2%
Print Media and Books	\$63K	↓ -12.5%	↓ -1.7%	\$802K	↑ 0.7%	↑ 6.5%	0.85x	33.1%
Food Retailing	\$7.7M	↑ 10.8%	↑ 7.5%	\$83.4M	↑ 9.3%	↑ 5.1%	1.00x	99.4%
Supermarkets	\$5.5M	↑ 10.7%	↑ 7.6%	\$59.4M	↑ 6.1%	↑ 3.8%	1.00x	99.1%
Groceries and Other Food Retailing	\$2.2M	↑ 11.3%	↑ 7.4%	\$24.1M	↑ 18.2%	↑ 9.6%	0.99x	97.2%
Tourism and Entertainment	\$4.5M	↑ 3.4%	↑ 6.7%	\$51.8M	↑ 14.4%	↑ 9.7%	1.00x	99.2%
Restaurants	\$902K	↓ -3.3%	↑ 7.1%	\$10.3M	↑ 13.2%	↑ 9.8%	0.98x	91.7%
Takeaway and Fast Food Outlets	\$826K	↑ 9.1%	↑ 3.9%	\$9.6M	↑ 12.7%	↑ 4.6%	0.98x	93.2%
Pubs, Taverns and Bars	\$792K	↑ 12.8%	↓ -1.2%	\$8.3M	↑ 10.0%	↑ 3.1%	1.02x	80.6%
Online Entertainment	\$553K	↑ 26.5%	↑ 18.9%	\$6.0M	↑ 23.7%	↑ 21.2%	0.98x	69.5%
Cafes	\$515K	↑ 3.7%	↓ -7.3%	\$5.9M	↑ 11.9%	↑ 0.4%	0.99x	86.2%
Attractions, Events and Recreation	\$441K	↓ -23.4%	↑ 4.4%	\$6.5M	↑ 19.7%	↑ 13.9%	0.91x	71.1%
Food Delivery Services	\$283K	↑ 26.9%	↑ 55.0%	\$3.3M	↑ 31.9%	↑ 44.2%	0.72x	30.5%
Breweries and Wineries	\$152K	↓ -21.1%	↓ -2.8%	\$1.8M	↓ -7.7%	↑ 0.9%	2.84x	49.2%

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 Total residents during the 12 months to March 2026?

■ Total ■ Australian Average Population



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

Brand preference

What are the top brand preferences of Total residents during the 12 months to March 2026?

Top 5 Clothing & Accessories		
Brand	Affinity	Penetration
Angus And Coote	2.22x	4.3%
Ghanda Clothing	2.02x	10.8%
Williams Shoes	1.68x	6.0%
Just Jeans	1.63x	9.6%
Sportsgirl	1.42x	9.5%

Top 5 General Retail		
Brand	Affinity	Penetration
Red Dot	10.88x	42.9%
Perth Duty Free	5.86x	6.1%
Depop	1.07x	2.6%
The Reject Shop	1.06x	39.2%
Kmart	1.05x	82.2%

Top 5 Food Retailing		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	60.5%
Liquor Slax	12.75x	21.0%
Liquor Barons	5.61x	8.9%
The Good Grocer	3.54x	8.6%
The Spud Shed	3.17x	17.1%

Top 5 Homewares and Appliances		
Brand	Affinity	Penetration
House	2.49x	19.3%
Beacon Lighting	1.99x	4.7%
The Good Guys	1.88x	24.7%
Barbeques Galore	1.85x	3.1%
Adairs	1.68x	10.0%

Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration
Chicken Treat	8.99x	18.1%
Royal Automobile Club Of Australia	8.84x	11.7%
Dome Cafe	8.29x	32.2%
Bakehouse	3.71x	10.0%
Miss Maud	2.55x	5.1%

Top 5 Personal Services		
Brand	Affinity	Penetration
Priceline	3.89x	27.5%
Price Attack	3.65x	6.6%
Just Cuts	1.05x	4.2%
The Body Shop	0.66x	2.9%
Adore Beauty	0.56x	1.2%

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

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Resident location			
March 2026	Dunsborough			

Overview

What are some of the key insights for Total residents for the 12 months until March 2026?

Annual national spend

\$522.6M

↑ 6.5% .vs last year
↑ 9.7% .vs Regional WA

Annual top category

Other Discretionary Retail

13.9% of spend for Dunsborough residents is within this category

Annual top lifestage

Retiree

27.1% of spend for Sub-region residents are within this lifestage

Annual proportion of spend into the LGA

23.7%

of spend for Sub-region residents during March 2026

All insights are based on CommBank IQ's nationally representative retail customer transaction data for March 2026. 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.



N/A for selection

N/A for selection

N/A for selection

Dunsborough Resident Spend

Core Categories

What are the highest performing categories for residents in Sub-region in the 12 months to March 2026?

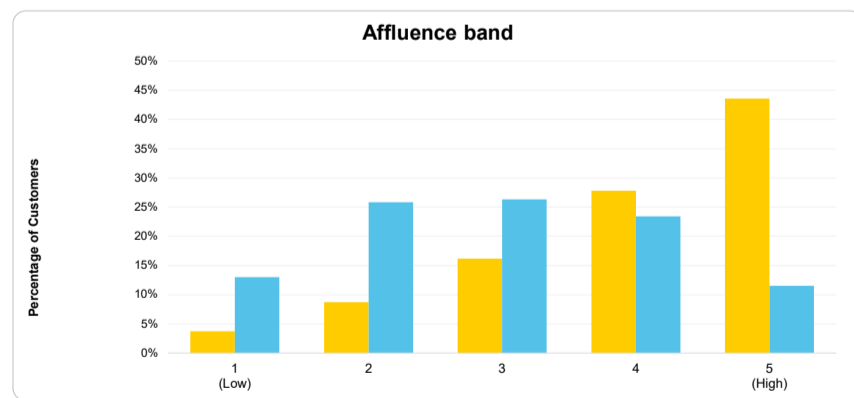
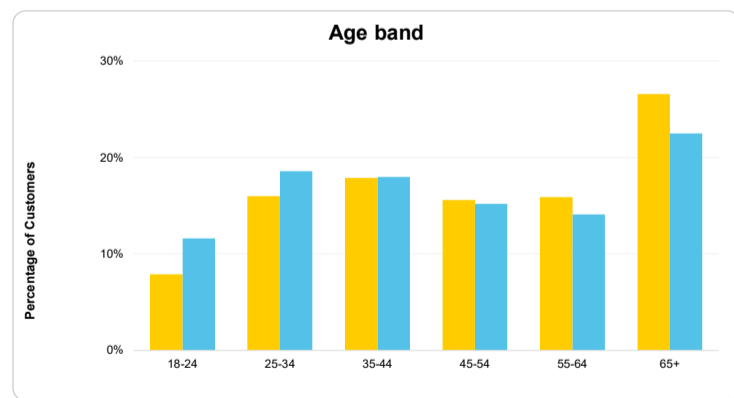
Category	Current selection: Total (March 2026)			Annual (Last 12 months up to March 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA		Affinity	Penetration	
Total	\$48.2M	↑ 10.3%	↑ 9.7%	\$522.6M	↑ 6.5%	↑ 7.0%			\$67.7M
Household	\$10.3M	↑ 16.6%	↑ 11.3%	\$99.8M	↑ 6.2%	↑ 8.6%	1.00x	99.2%	
Insurance	\$3.6M	↑ 13.0%	↑ 11.6%	\$34.8M	↑ 5.0%	↑ 6.8%	1.00x	65.0%	
Electricity, Gas and Water Supply	\$1.8M	↑ 36.3%	↑ 18.4%	\$15.0M	↑ 13.3%	↑ 15.6%	0.98x	49.8%	
Motor Vehicle Services	\$1.3M	↑ 56.2%	↑ 10.8%	\$9.5M	↑ 10.6%	↑ 9.1%	1.23x	70.5%	
Telecommunication Services	\$1.2M	↑ 10.0%	↑ 8.4%	\$12.6M	↑ 5.7%	↑ 8.6%	0.97x	77.1%	
Personal Services	\$866K	↑ 5.7%	↑ 8.6%	\$10.5M	↑ 13.3%	↑ 8.9%	1.02x	82.0%	
Pet Care	\$539K	↑ 17.7%	↑ 11.5%	\$5.7M	↑ 1.1%	↑ 6.7%	1.14x	41.7%	
Public Services	\$315K	↑ 1.3%	↑ 8.6%	\$2.7M	↓ -19.8%	→ 0.0%	1.13x	60.9%	
Fitness	\$211K	↓ -28.1%	↑ 7.1%	\$3.1M	↑ 22.0%	↑ 9.3%	0.77x	46.2%	
School Education	\$203K	↑ 4.7%	↑ 7.3%	\$3.3M	↑ 16.1%	↑ 11.4%	0.71x	23.8%	
Charities	\$88K	↑ 23.1%	↑ 4.5%	\$925K	↓ -7.1%	↑ 4.9%	1.00x	32.0%	
Childcare Services	\$79K	↓ -14.0%	↑ 7.9%	\$960K	↓ -18.4%	↑ 2.6%	0.65x	4.2%	
Computer Services	\$68K	↓ -50.8%	↑ 11.5%	\$765K	↓ -41.0%	↑ 6.6%	0.92x	15.8%	
Discretionary Retail	\$9.5M	↑ 9.2%	↑ 9.5%	\$112.3M	↑ 6.7%	↑ 7.5%	1.00x	99.4%	
Other Discretionary Retail	\$6.3M	↑ 12.4%	↑ 9.4%	\$72.7M	↑ 6.2%	↑ 6.7%	1.00x	99.1%	\$16.0M
Department Stores, Clothing & Accessories	\$2.6M	↑ 1.2%	↑ 9.6%	\$31.7M	↑ 9.8%	↑ 7.7%	0.98x	96.1%	\$8.4M
Buy Now Pay Later	\$484K	↑ 6.2%	↑ 11.2%	\$6.3M	↓ -2.6%	↑ 11.6%	0.57x	14.2%	
Print Media and Books	\$121K	↑ 24.3%	↓ -1.7%	\$1.3M	↑ 5.6%	↑ 6.5%	1.11x	43.1%	
Children and Baby Stores	\$51K	↑ 63.0%	↑ 9.0%	\$413K	↑ 15.4%	↑ 11.3%	0.71x	10.6%	
Food Retailing	\$8.9M	↑ 8.3%	↑ 7.5%	\$96.6M	↑ 5.9%	↑ 5.1%	1.00x	99.2%	
Supermarkets	\$5.9M	↑ 10.2%	↑ 7.6%	\$63.3M	↑ 0.6%	↑ 3.8%	1.00x	98.7%	\$7.6M
Groceries and Other Food Retailing	\$3.0M	↑ 4.6%	↑ 7.4%	\$33.4M	↑ 17.8%	↑ 9.6%	1.00x	98.0%	\$5.1M
Tourism and Entertainment	\$5.1M	↑ 4.5%	↑ 6.7%	\$59.1M	↑ 6.0%	↑ 9.7%	1.00x	99.2%	
Restaurants	\$1.4M	↓ -1.0%	↑ 7.1%	\$17.0M	↑ 5.5%	↑ 9.8%	1.01x	95.4%	\$6.1M
Pubs, Taverns and Bars	\$796K	↑ 12.7%	↓ -1.2%	\$9.0M	↑ 12.6%	↑ 3.1%	1.10x	86.8%	\$3.8M
Cafes	\$656K	↓ -3.6%	↓ -7.3%	\$8.2M	↑ 6.1%	↑ 0.4%	1.06x	92.3%	\$1.9M
Takeaway and Fast Food Outlets	\$625K	↑ 0.3%	↑ 3.9%	\$7.4M	↑ 2.0%	↑ 4.6%	0.99x	94.2%	\$2.5M
Attractions, Events and Recreation	\$582K	↑ 15.5%	↑ 4.4%	\$7.2M	↑ 6.6%	↑ 13.9%	0.97x	76.1%	\$2.2M
Online Entertainment	\$545K	↑ 16.7%	↑ 18.9%	\$5.7M	↑ 8.2%	↑ 21.2%	1.02x	72.5%	
Breweries and Wineries	\$303K	↑ 2.3%	↓ -2.8%	\$3.2M	↓ -4.8%	↑ 0.9%	3.42x	59.4%	\$716K
Food Delivery Services	\$105K	↑ 3.6%	↑ 50.0%	\$1.4M	↑ 10.1%	↑ 44.2%	0.52x	22.1%	

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

Demographic profiles

What is the profile of Total residents during the 12 months to March 2026?

■ Total ■ Australian Average Population



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

Brand preference

What are the top brand preferences of Total residents during the 12 months to March 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	4.43x	9.5%	Bunbury Farmers Market	>30x	66.2%	Chicken Treat	9.42x	18.9%
Ghanda Clothing	3.32x	17.8%	Liquor Slax	29.08x	47.8%	Royal Automobile Club Of Australia	7.90x	10.4%
Sportsgirl	1.54x	10.3%	Liquor Barons	9.68x	15.3%	Dome Cafe	6.95x	27.0%
Betts	1.53x	1.8%	The Good Grocer	6.70x	16.3%	Miss Maud	2.92x	5.8%
Just Jeans	1.52x	9.0%	The Jerky Co	2.32x	2.9%	Varsity Bar	2.39x	3.6%
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	9.43x	9.8%	Beacon Lighting	2.62x	6.3%	Priceline	2.74x	19.3%
Red Dot	7.88x	31.1%	Adairs	2.19x	13.0%	Price Attack	2.71x	4.9%
Depop	1.83x	4.4%	House	2.15x	16.7%	Adore Beauty	1.04x	2.2%
Temu	1.06x	24.2%	The Good Guys	1.92x	25.2%	Mecca	0.84x	12.7%
Kmart	1.00x	78.0%	Barbeques Galore	1.76x	3.0%	Loccitane	0.79x	1.3%

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 March 2026	Resident location West Busselton			

Overview

What are some of the key insights for Total residents for the 12 months until March 2026?

Annual national spend

\$642.7M

↑ 7.0% .vs last year
↑ 9.7% .vs Regional WA

Annual top category

Supermarkets

14.6% of spend for West Busselton residents is within this category

Annual top lifestage

Retiree

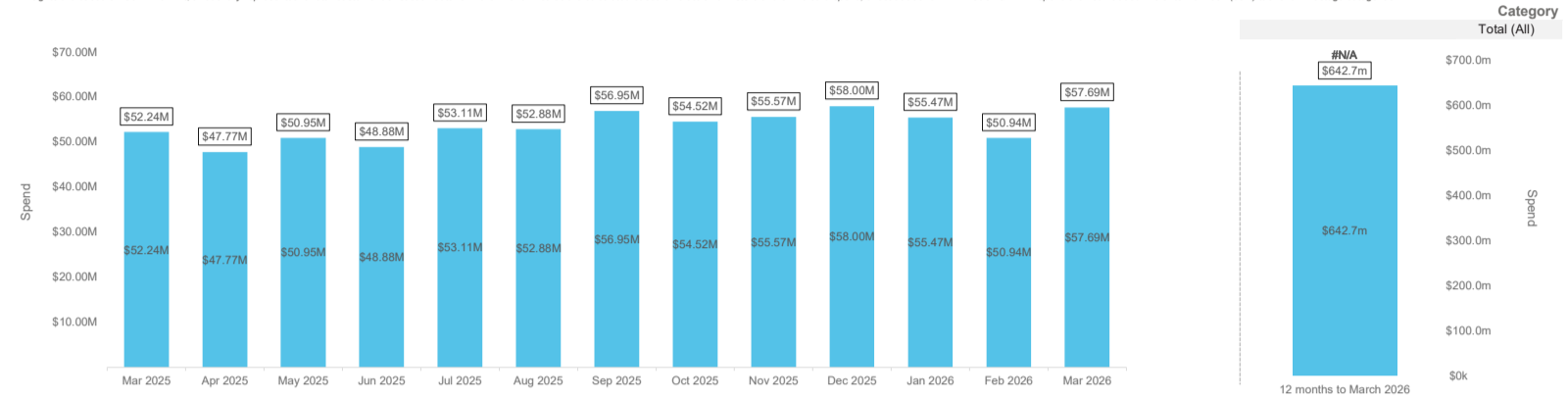
32.9% of spend for Sub-region residents are within this lifestage

Annual proportion of spend into the LGA

29.4%

of spend for Sub-region residents during March 2026

All insights are based on CommBank iQ's nationally representative retail customer transaction data for March 2026. 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.



N/A for selection

N/A for selection

N/A for selection

West Busselton Resident Spend

Core Categories

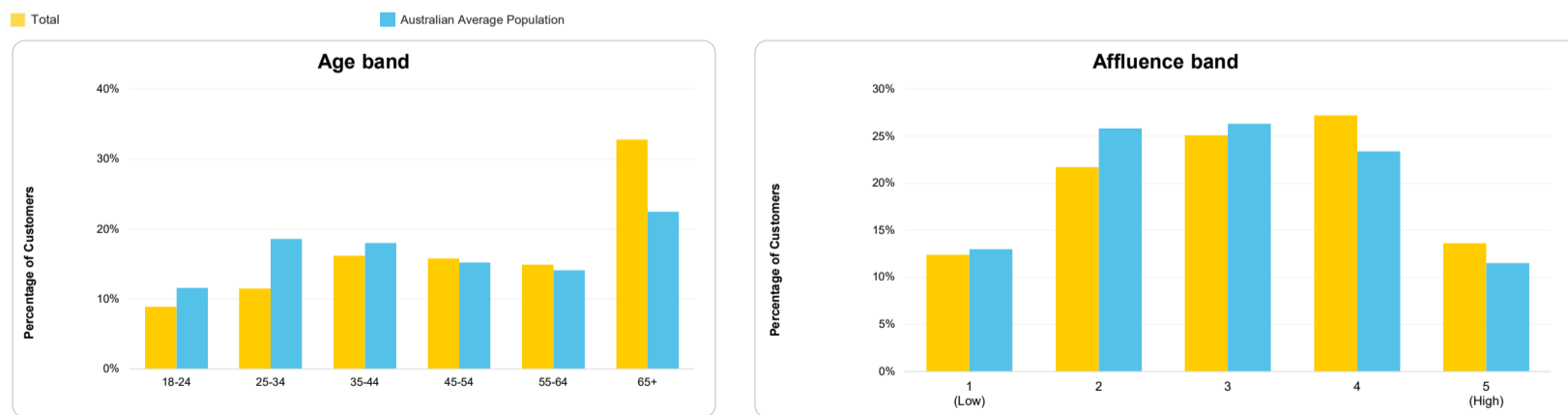
What are the highest performing categories for residents in Sub-region in the 12 months to March 2026?

Category	Current selection: Total (March 2026)			Annual (Last 12 months up to March 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration		
Total	\$57.7M	↑ 10.4%	↑ 9.7%	\$642.7M	↑ 7.0%	↑ 7.0%			\$66.2M
Household	\$12.8M	↑ 10.4%	↑ 11.3%	\$126.8M	↑ 8.2%	↑ 8.6%	1.00x	99.2%	
Insurance	\$4.4M	↑ 11.6%	↑ 11.6%	\$43.2M	↑ 9.3%	↑ 6.8%	1.02x	66.1%	
Electricity, Gas and Water Supply	\$2.6M	↑ 12.8%	↑ 18.4%	\$20.8M	↑ 17.7%	↑ 15.6%	1.07x	54.2%	
Telecommunication Services	\$1.8M	↑ 14.2%	↑ 8.4%	\$19.7M	↑ 7.9%	↑ 8.6%	1.01x	80.2%	
Personal Services	\$874K	↑ 4.6%	↑ 8.6%	\$10.6M	↑ 6.6%	↑ 8.9%	1.00x	79.9%	
Motor Vehicle Services	\$745K	→ 0.0%	↑ 10.8%	\$9.5M	↑ 10.9%	↑ 9.1%	1.11x	63.2%	
Pet Care	\$742K	↑ 27.9%	↑ 11.5%	\$8.4M	↑ 12.4%	↑ 6.7%	1.33x	49.0%	
Public Services	\$583K	↓ -1.2%	↑ 8.6%	\$4.8M	↓ -23.2%	→ 0.0%	1.07x	57.6%	
Fitness	\$327K	↑ 11.8%	↑ 7.1%	\$3.1M	↑ 3.3%	↑ 9.3%	0.75x	44.5%	
School Education	\$274K	↓ -13.2%	↑ 7.3%	\$2.9M	↓ -4.8%	↑ 11.4%	0.70x	23.5%	
Childcare Services	\$187K	↑ 1.8%	↑ 7.9%	\$1.8M	↑ 13.3%	↑ 2.6%	0.67x	4.4%	
Charities	\$115K	↑ 19.0%	↑ 4.5%	\$1.4M	↑ 14.9%	↑ 4.9%	1.12x	36.0%	
Computer Services	\$53K	↑ 19.6%	↑ 11.5%	\$665K	↓ -1.0%	↑ 6.6%	0.72x	12.5%	
Food Retailing	\$12.1M	↑ 9.0%	↑ 7.5%	\$134.1M	↑ 4.7%	↑ 5.1%	1.00x	99.2%	
Supermarkets	\$8.6M	↑ 11.2%	↑ 7.6%	\$93.7M	↑ 0.1%	↑ 3.8%	1.00x	98.8%	\$7.7M
Groceries and Other Food Retailing	\$3.5M	↑ 4.1%	↑ 7.4%	\$40.4M	↑ 17.2%	↑ 9.6%	1.00x	97.4%	\$5.2M
Discretionary Retail	\$11.3M	↑ 15.8%	↑ 9.5%	\$138.8M	↑ 5.7%	↑ 7.5%	1.00x	99.4%	
Other Discretionary Retail	\$6.9M	↑ 17.4%	↑ 9.4%	\$85.2M	↑ 6.1%	↑ 6.7%	1.00x	99.2%	\$13.6M
Department Stores, Clothing & Accessories	\$3.1M	↑ 10.4%	↑ 9.6%	\$39.2M	↑ 3.1%	↑ 7.7%	0.99x	97.4%	\$8.2M
Buy Now Pay Later	\$1.1M	↑ 24.9%	↑ 11.2%	\$12.6M	↑ 13.8%	↑ 11.6%	0.76x	19.1%	
Print Media and Books	\$103K	↑ 3.3%	↓ -1.7%	\$1.4M	↓ -9.2%	↑ 6.5%	1.01x	39.1%	
Children and Baby Stores	\$37K	↓ -7.0%	↑ 9.0%	\$474K	↑ 21.9%	↑ 11.3%	0.61x	9.1%	
Tourism and Entertainment	\$6.2M	↑ 3.4%	↑ 6.7%	\$74.8M	↑ 8.7%	↑ 9.7%	1.00x	98.5%	
Takeaway and Fast Food Outlets	\$1.2M	↑ 4.2%	↑ 3.9%	\$14.7M	↑ 2.5%	↑ 4.6%	0.97x	92.8%	\$3.5M
Restaurants	\$1.2M	↓ -4.2%	↑ 7.1%	\$13.9M	↑ 10.4%	↑ 9.8%	0.98x	91.8%	\$4.8M
Pubs, Taverns and Bars	\$920K	↑ 3.4%	↓ -1.2%	\$11.2M	↑ 7.7%	↑ 3.1%	1.02x	80.6%	\$4.1M
Online Entertainment	\$861K	↑ 16.6%	↑ 18.9%	\$9.4M	↑ 8.6%	↑ 21.2%	0.96x	68.0%	
Attractions, Events and Recreation	\$733K	↑ 0.9%	↑ 4.4%	\$9.7M	↑ 18.7%	↑ 13.9%	0.95x	74.9%	\$2.9M
Cafes	\$631K	↓ -6.1%	↓ -7.3%	\$8.0M	↑ 2.7%	↑ 0.4%	1.00x	67.4%	\$1.9M
Food Delivery Services	\$469K	↑ 24.2%	↑ 55.0%	\$5.1M	↑ 25.6%	↑ 44.2%	0.74x	31.4%	
Breweries and Wineries	\$235K	↓ -2.1%	↓ -2.8%	\$2.8M	↓ -1.5%	↑ 0.9%	3.04x	52.9%	\$587K

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 Total residents during the 12 months to March 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 Total residents during the 12 months to March 2026?

Top 5 Clothing & Accessories			Top 5 Food Retailing			Top 5 Eating and Drinking Out		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Angus And Coote	2.93x	5.7%	Bunbury Farmers Market	>30x	71.3%	Chicken Treat	12.67x	25.5%
Just Jeans	2.40x	14.2%	Liquor Slax	25.27x	41.5%	Royal Automobile Club Of Australia	10.59x	14.0%
Ghanda Clothing	2.35x	12.6%	Liquor Barons	6.76x	10.7%	Dome Cafe	10.21x	39.6%
Sportsgirl	1.94x	12.9%	The Spud Shed	3.05x	16.4%	Sushi Sushi	2.77x	29.3%
Williams Shoes	1.83x	6.6%	The Good Grocer	2.77x	6.7%	Red Rooster	2.60x	41.2%
Top 5 General Retail			Top 5 Homewares and Appliances			Top 5 Personal Services		
Brand	Affinity	Penetration	Brand	Affinity	Penetration	Brand	Affinity	Penetration
Red Dot	13.45x	53.0%	House	3.09x	24.0%	Priceline	4.67x	33.0%
Perth Duty Free	6.89x	7.2%	Harvey Norman	2.57x	5.8%	Price Attack	4.48x	8.2%
The Reject Shop	1.22x	44.9%	The Good Guys	2.25x	29.5%	Just Cuts	1.23x	4.9%
Temu	1.13x	25.9%	Spotlight	1.89x	54.5%	The Body Shop	0.85x	3.7%
Kmart	1.11x	86.6%	Adairs	1.85x	11.0%	Adore Beauty	0.68x	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 Bussetton

Resident Business Events Visitor Leakage

Month: March 2026 Spend location: City of Bussetton

Overview

What are some of the key insights for the City of Bussetton location for March 2026?

Annual spend
\$1.21B

17.0% vs last year
14.5% Regional WA

Annual customers
911K

15.9% vs last year

Annual visitor spend
\$558.6M

46% of total spend
within City of Bussetton during March 2026 are from Visitors

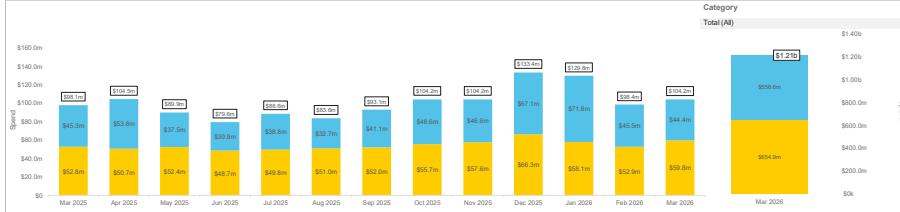
Annual visitors
\$868K

95% of total customers
within City of Bussetton during March 2026 are from Visitors

All insights are based on Council IQ's nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPV, direct debit and BPV 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 Bussetton over time?



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend Visitor Spend on Local Business

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)										Latest year: Annual (March 2026)			
	All Customers		Visitors		Residents		All Customers		Visitors		Residents			
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth		
Total	\$104.2M	16.2%	17.4%	\$44.4M	-2.9%	\$59.8M	13.2%	\$1.21B	17.0%	14.5%	\$558.6M	6.3%	\$864.9M	16.9%
Food Retailing	\$33.2M	6.6%	6.6%	\$9.3M	-8.8%	\$23.9M	9.1%	\$306.9M	10.8%	14.7%	\$122.7M	20.2%	\$293.2M	16.9%
Supermarkets	\$21.7M	8.6%	6.6%	\$4.5M	1.6%	\$17.3M	10.5%	\$245.1M	1.4%	3.2%	\$57.9M	4.4%	\$187.2M	10.5%
Groceries and Other Food Retailing	\$11.5M	1.8%	14.4%	\$4.8M	-3.0%	\$6.7M	15.6%	\$140.8M	32.3%	9.5%	\$64.8M	39.1%	\$76.0M	127.1%
Discretionary Retail	\$21.4M	14.1%	17.3%	\$7.0M	6.5%	\$14.5M	19.2%	\$280.7M	4.8%	14.7%	\$91.1M	6.8%	\$169.6M	13.7%
Other Discretionary Retail	\$15.7M	15.1%	17.4%	\$4.5M	8.8%	\$11.2M	18.8%	\$197.3M	4.0%	14.5%	\$57.7M	4.4%	\$120.5M	13.8%
Department Stores, Clothing & Accessories	\$5.7M	19.8%	17.2%	\$2.4M	2.5%	\$3.3M	16.1%	\$73.5M	16.7%	15.6%	\$33.4M	11.0%	\$40.1M	13.4%
Tourism and Entertainment	\$17.2M	-3.8%	-0.8%	\$10.7M	-8.1%	\$6.5M	14.0%	\$208.7M	3.2%	3.4%	\$132.9M	1.6%	\$78.7M	16.6%
Restaurants	\$4.4M	#####	11.0%	\$2.8M	#####	\$1.6M	-3.0%	\$54.0M	-2.0%	16.1%	\$36.2M	-6.0%	\$18.4M	14.7%
Pubs, Taverns and Bars	\$3.4M	10.0%	-2.9%	\$1.9M	4.7%	\$1.5M	19.0%	\$38.2M	11.1%	3.3%	\$21.8M	11.8%	\$16.4M	10.3%
Cafes	\$3.0M	-3.9%	-7.0%	\$1.9M	-4.3%	\$1.1M	-3.3%	\$36.0M	18.8%	10.8%	\$22.6M	9.3%	\$13.9M	17.4%
Breweries and Wineries	\$2.7M	-2.9%	13.9%	\$2.3M	-2.0%	\$450.0K	-7.2%	\$32.4M	-4.3%	2.1%	\$27.3M	-3.0%	\$5.1M	#####
Takeaway and Fast Food Outlets	\$2.5M	14.2%	13.1%	\$1.0M	0.3%	\$1.5M	7.0%	\$31.6M	19.0%	11.8%	\$14.1M	11.3%	\$17.5M	17.2%
Attractions, Events and Recreation	\$1.2M	#####	-3.2%	\$834.0K	#####	\$397.0K	14.4%	\$15.3M	-1.9%	6.3%	\$10.9M	-3.5%	\$4.4M	12.5%
Private Transport	\$11.7M	29.0%	24.0%	\$4.5M	18.8%	\$7.2M	38.5%	\$105.6M	12.8%	2.2%	\$40.3M	116.5%	\$44.7M	180.6%
Accommodation - Online	\$6.2M	-16.4%	-2.8%	\$6.0M	-16.6%	\$164.0K	-2.7%	\$90.0M	17.7%	11.1%	\$88.4M	8.5%	\$1.6M	-22.4%
Accommodation - Instore	\$2.9M	-4.7%	-6.8%	\$2.5M	-6.8%	\$323.0K	-4.7%	\$33.3M	-0.6%	-1.7%	\$29.0M	-3.2%	\$4.3M	-21.2%

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. #N/A - Accommodation - Online - Attribution expenditure. See #N/A 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 Bussetton location during March 2026?

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 6 customer segments by unique residents count

Top 5 customer segments by visitors spend

Top 5 customer segments by unique visitors count

Top 10 source markets by visitors spend

Top 10 source markets by unique visitors count

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

City of Busselton

Resident Business Events Visitor Leakage
 Month: March 2026 Spend location: City of Busselton

Overview

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

Annual spend
\$1.21B
↑ 7.0% vs last year
 ↓ 4.5% Regional WA

Annual customers
911K
↑ 5.9% vs last year

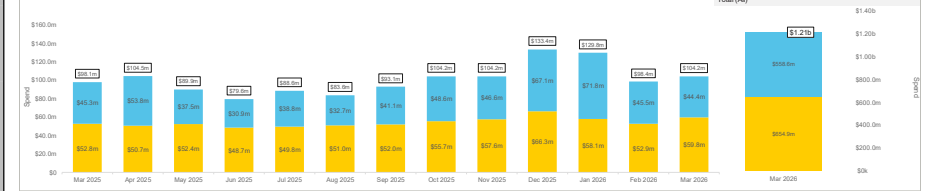
Annual visitor spend
\$558.6M
46% of total spend
 within City of Busselton during March 2026 are from Visitors

Annual visitors
\$868K
95% of total customers
 within City of Busselton during March 2026 are from Visitors

All insights are based on ComBank IQ's nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPV, direct debit and BPV 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 March 2026 versus the past year and Regional WA for the City of Busselton location?

Category	Current selection: Monthly (March 2026)						Latest year: Annual (March 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth
Total	182.9K	-3.1%	146.0K	-4.4%	36.9K	2.8%	911.1K	5.9%	887.6K	6.0%	43.8K	3.0%
Tourism and Entertainment	123.9K	-3.7%	93.9K	-6.4%	30.0K	2.1%	694.9K	4.8%	682.6K	6.0%	42.0K	2.7%
Restaurants	50.5K	#####	33.6K	#####	16.9K	2.6%	325.9K	0.3%	289.8K	-0.1%	36.1K	3.3%
Takeaway and Fast Food Outlets	49.6K	1.0%	29.5K	-2.5%	20.1K	4.4%	282.2K	8.0%	245.2K	9.4%	37.0K	2.7%
Cafes	46.8K	-6.8%	32.0K	-7.9%	14.8K	-4.2%	293.3K	3.1%	260.2K	3.2%	33.1K	2.1%
Pubs, Taverns and Bars	34.3K	7.7%	22.9K	4.9%	12.9K	15.4%	213.9K	8.0%	183.0K	9.4%	30.7K	4.3%
Breweries and Wineries	27.9K	-2.6%	22.3K	-2.5%	5.2K	-2.8%	231.2K	1.3%	210.9K	1.8%	20.3K	-3.4%
Attractions, Events and Recreation	18.9K	-7.8%	15.2K	-6.3%	3.7K	#####	188.0K	4.3%	169.6K	5.0%	18.4K	-1.4%
Food Retailing	112.0K	-3.1%	78.5K	-5.6%	35.8K	2.7%	672.4K	8.0%	629.1K	8.4%	43.2K	2.9%
Groceries and Other Food Retailing	82.0K	-2.7%	53.9K	-5.9%	28.7K	3.8%	452.4K	10.6%	411.0K	11.4%	41.9K	3.3%
Supermarkets	82.8K	-2.3%	49.7K	-5.5%	34.1K	2.3%	395.0K	4.8%	342.8K	5.0%	42.8K	3.0%
Discretionary Retail	74.9K	-0.1%	41.7K	-2.6%	33.2K	3.2%	330.3K	5.2%	287.8K	6.5%	42.6K	3.0%
Department Stores, Clothing & Accessories	62.0K	1.4%	30.7K	4.8%	31.3K	3.8%	252.1K	4.8%	210.2K	5.1%	41.9K	3.0%
Private Transport	40.6K	-4.5%	20.4K	#####	20.2K	1.9%	207.7K	1.0%	168.5K	1.5%	39.2K	2.7%
Accommodation - Online	87.4K	2.3%	38.7K	-0.7%	27.9K	7.0%	387.3K	8.1%	357.9K	8.9%	39.7K	3.2%
Accommodation - In-store	14.5K	-16.3%	14.1K	-16.7%	4.0K	1.7%	154.3K	6.8%	152.1K	7.2%	2.3K	-4.1%
	10.7K	-9.2%	8.8K	-10.8%	1.9K	-0.9%	95.9K	0.3%	84.6K	-1.5%	11.4K	16.3%

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. Note: Accommodation - Online - Attributional 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 March 2026?

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 6 customer segments by unique residents count

Top 5 customer segments by visitors spend

Top 5 customer segments by unique visitors count

Top 10 source markets by visitors spend

Top 10 source markets by unique visitors count

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

City of Bussetton

Resident Business Events Visitor Leakage

Month: March 2026 Spend location: City of Bussetton

Overview

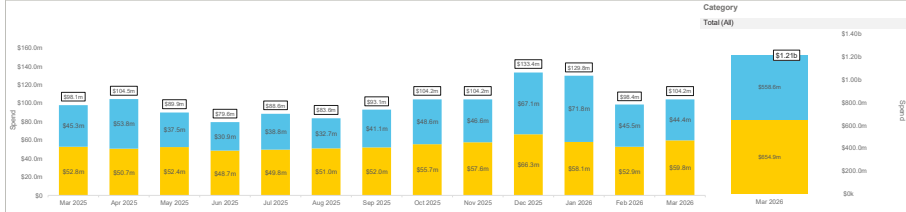
What are some of the key insights for the City of Bussetton location for March 2026?

<p>Annual spend \$1.21B</p> <p>↑ 7.0% vs last year ↑ 4.5% Regional WA</p>	<p>Annual customers 911K</p> <p>↑ 5.9% vs last year</p>	<p>Annual visitor spend \$558.6M</p> <p>46% of total spend within City of Bussetton during March 2026 are from Visitors</p>	<p>Annual visitors \$868K</p> <p>95% of total customers within City of Bussetton during March 2026 are from Visitors</p>
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All insights are based on Council IQ's nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPV, direct debit and BPV 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 Bussetton location over time?



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend Visitor Spend on Local Business

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)				Latest year: Annual (March 2026)				Spend per Customer	
	All Customers		Visitors		Residents		All Customers		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth
Total	\$669.40	↑ 9.2%	\$364.16	↑ 2.9%	\$1619.20	↑ 10.3%	\$1331.90	↑ 1.1%	\$643.90	↑ 2.7%
Food Retailing	\$296.78	↑ 9.5%	\$121.73	↓ 6.5%	\$673.20	↑ 6.3%	\$674.20	↑ 2.5%	\$281.80	↑ 6.9%
Supermarkets	\$268.70	↑ 11.2%	\$95.60	↑ 7.5%	\$506.10	↑ 8.0%	\$635.70	↓ -3.3%	\$169.00	↓ -0.5%
Groceries and Other Food Retailing	\$139.50	↑ 4.7%	\$89.90	↑ 3.1%	\$232.40	↑ 1.8%	\$311.10	↑ 19.6%	\$157.60	↑ 24.8%
Discretionary Retail	\$285.80	↑ 14.2%	\$166.70	↑ 9.3%	\$435.90	↑ 14.6%	\$789.20	↓ -0.4%	\$316.60	↑ 1.2%
Other Discretionary Retail	\$253.90	↑ 11.0%	\$147.20	↑ 3.8%	\$358.30	↑ 14.4%	\$742.80	↓ -0.7%	\$274.50	↓ -0.7%
Department Stores, Clothing & Accessories	\$139.30	↑ 15.0%	\$118.50	↑ 14.1%	\$160.30	↑ 13.9%	\$353.70	↑ 1.7%	\$198.20	↑ 0.7%
Tourism and Entertainment	\$138.70	↓ -0.1%	\$113.80	↓ -2.8%	\$216.60	↑ 1.9%	\$300.40	↓ -1.8%	\$203.70	↓ -3.3%
Restaurants	\$86.30	↓ -4.0%	\$82.80	↓ -3.8%	\$93.20	↓ -6.1%	\$167.50	↓ -2.9%	\$124.90	↓ -5.9%
Pubs, Taverns and Bars	\$97.60	↑ 2.6%	\$85.70	↓ -0.1%	\$116.70	↑ 4.9%	\$178.80	↑ 2.3%	\$119.40	↑ 2.2%
Cafes	\$54.20	↑ 3.1%	\$58.80	↑ 3.9%	\$76.70	↑ 3.0%	\$124.70	↑ 5.3%	\$86.90	↑ 5.2%
Breweries and Wineries	\$98.70	↓ -0.3%	\$101.30	↑ 0.6%	\$87.40	↓ -4.5%	\$140.10	↓ -5.6%	\$129.40	↓ -4.8%
Takeaway and Fast Food Outlets	\$50.60	↑ 4.0%	\$34.90	↑ 2.9%	\$73.50	↑ 2.5%	\$112.00	↑ 0.5%	\$57.50	↑ 1.7%
Attractions, Events and Recreation	\$65.20	↓ -2.9%	\$55.00	#####	\$107.30	↑ 31.8%	\$81.50	↓ -5.9%	\$64.30	↓ -8.1%
Private Transport	\$173.90	↑ 26.0%	\$104.40	↑ 19.3%	\$272.80	↑ 27.9%	\$341.70	↑ 4.2%	\$150.40	↓ 6.7%
Accommodation - Online	\$425.60	↓ -1.3%	\$423.70	↓ -1.3%	\$463.90	↓ -4.3%	\$583.00	0.9%	\$581.50	↑ 1.4%
Accommodation - Instore	\$266.20	↑ 2.7%	\$288.40	↑ 4.6%	\$166.30	↓ -5.9%	\$347.30	↓ -0.9%	\$343.70	↑ 4.2%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year. Note: Accommodation - Online - Attributional 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 Bussetton location during March 2026?

<p>Trip Type by spend</p>	<p>Trip Type by unique customer count and trip count</p>
<p>Top 5 customer segments by residents spend</p>	<p>Top 6 customer segments by unique residents count</p>
<p>Top 5 customer segments by visitors spend</p>	<p>Top 5 customer segments by unique visitors count</p>
<p>Top 10 source markets by visitors spend</p>	<p>Top 10 source markets by unique visitors count</p>

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 Bussetton

Resident Business Events Visitor Leakage

Month: March 2026 Spend location: Bussetton

Overview

What are some of the key insights for the Bussetton location for March 2026?

Annual spend
\$511.1M

↑ 5.1% vs last year
↑ 4.5% Regional WA

Annual customers
589K

↑ 7.2% vs last year

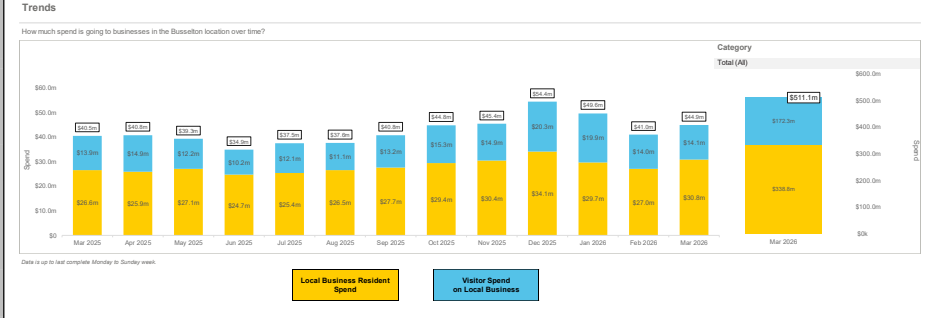
Annual visitor spend
\$172.3M

34% of total spend
within Bussetton during March 2026 are from Visitors

Annual visitors
\$546K

93% of total customers
within Bussetton during March 2026 are from Visitors

All insights are based on ComScan IQ's nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPV, direct debit and BPV spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.



Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)						Latest year: Annual (March 2026)									
	All Customers			Visitors			Residents			All Customers			Residents			
	Spend	YoY Growth vs Regional WA		Spend	Growth		Spend	Growth		Spend	YoY Growth vs Regional WA		Spend	Growth		
Total	\$44.9M	10.8%	↑ 7.4%	\$14.1M	↑ 1.9%		\$38.8M	↑ 16.6%		\$511.1M	↑ 5.1%	↑ 4.5%	\$172.3M	9.3%	\$338.8M	↑ 3.0%
Discretionary Retail	\$12.8M	20.2%	↑ 7.3%	\$3.7M	8.9%		\$9.1M	↑ 25.4%		\$192.3M	↑ 5.6%	↑ 4.7%	\$47.2M	6.2%	\$145.1M	↑ 5.3%
Other Discretionary Retail	\$10.7M	23.0%	↑ 7.4%	\$2.9M	14.5%		\$7.7M	↑ 27.4%		\$122.1M	↑ 6.5%	↑ 4.5%	\$36.4M	↑ 6.8%	\$85.7M	↑ 6.3%
Department Stores, Clothing & Accessories	\$2.2M	↑ 5.7%	↑ 7.2%	\$800.0K	↓ -7.6%		\$1.4M	↑ 15.3%		\$29.3M	↑ 2.1%	↑ 5.6%	\$11.4M	↑ 4.4%	\$17.9M	↑ 0.7%
Food Retailing	\$12.6M	↑ 7.4%	↑ 6.0%	\$2.7M	↓ -0.3%		\$9.9M	↑ 9.7%		\$143.2M	↓ -0.6%	↑ 4.7%	\$33.6M	↑ 4.1%	\$109.6M	↓ -1.8%
Supermarkets	\$9.9M	↑ 8.0%	↑ 6.0%	\$1.8M	↑ 1.5%		\$8.1M	↑ 10.3%		\$110.8M	↑ 0.0%	↑ 3.2%	\$22.1M	↑ 3.4%	\$88.7M	↓ -0.3%
Groceries and Other Food Retailing	\$2.6M	↑ 2.0%	↑ 4.4%	\$880.0K	↓ -3.0%		\$1.8M	↑ 5.3%		\$32.3M	↓ -4.6%	↑ 0.5%	\$11.5M	↑ 1.8%	\$20.8M	↓ -7.0%
Tourism and Entertainment	\$6.6M	↓ -4.4%	↓ -0.8%	\$3.6M	↓ -9.0%		\$2.9M	↑ 1.9%		\$79.0M	↑ 4.7%	↑ 3.4%	\$44.6M	↑ 5.4%	\$34.4M	↑ 3.8%
Pubs, Taverns and Bars	\$1.4M	↑ 0.8%	↓ -2.0%	\$606.0K	↓ -4.8%		\$798.0K	↑ 5.4%		\$17.0M	↑ 5.3%	↑ 3.3%	\$7.5M	↑ 6.7%	\$9.0M	↑ 4.2%
Restaurants	\$1.3M	↓ -8.0%	↑ 1.0%	\$658.0K	#####		\$671.0K	↓ -1.5%		\$16.0M	↑ 1.2%	↑ 6.1%	\$8.5M	↑ 1.9%	\$7.5M	↑ 0.4%
Cafes	\$1.2M	↓ -7.7%	↓ -7.0%	\$734.0K	↓ -0.0%		\$512.0K	#####		\$15.1M	↑ 0.7%	↑ 0.8%	\$8.5M	↑ 3.9%	\$6.5M	↑ 3.2%
Takeaway and Fast Food Outlets	\$949.0K	↑ 15.0%	↑ 3.1%	\$355.0K	↑ 7.3%		\$594.0K	↑ 20.2%		\$11.8M	↑ 24.0%	↑ 1.8%	\$4.9M	↑ 26.5%	\$7.0M	↑ 22.3%
Private Transport	\$6.0M	↑ 35.6%	↑ 24.0%	\$2.0M	↑ 24.6%		\$4.0M	↑ 41.7%		\$63.4M	↑ 21.2%	↑ 2.2%	\$18.8M	↑ 25.2%	\$34.6M	↑ 19.8%
Accommodation - Instore	\$308.0K	↑ 51.4%	↓ -6.8%	\$232.0K	↑ 88.8%		\$75.0K	↓ -6.2%		\$3.2M	↑ 91.3%	↓ -1.7%	\$2.2M	#####	\$943.0K	↑ 15.0%

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 - Attribution 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 Bussetton location during March 2026?

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 5 customer segments by unique residents count

Top 5 customer segments by visitors spend

Top 5 customer segments by unique visitors count

Top 10 source markets by visitors spend

Top 10 source markets by unique visitors count

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

City of Bussetton

Resident Business Events Visitor Leakage

Month: March 2026 Spend location: Bussetton

Overview

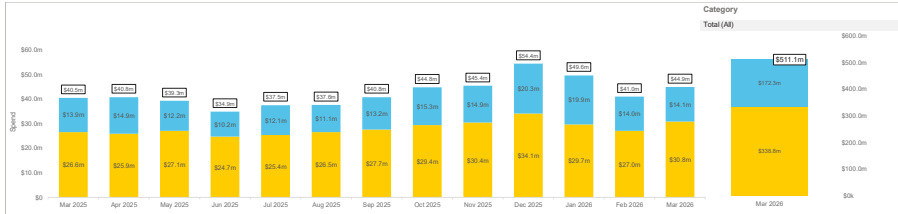
What are some of the key insights for the Bussetton location for March 2026?

<p>Annual spend \$511.1M</p> <p>↑ 5.1% vs last year ↑ 4.5% Regional WA</p>	<p>Annual customers 589K</p> <p>↑ 7.2% vs last year</p>	<p>Annual visitor spend \$172.3M</p> <p>34% of total spend within Bussetton during March 2026 are from Visitors</p>	<p>Annual visitors \$546K</p> <p>93% of total customers within Bussetton during March 2026 are from Visitors</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPV, direct debit and BPV 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 Bussetton location over time?



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend | Visitor Spend on Local Business

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)				Latest year: Annual (March 2026)				Customers	
	All Customers		Visitors		Residents		All Customers		Residents	
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth
Total	112.9K	-2.6%	79.9K	-4.9%	33.9K	↑ 2.9%	688.6K	↑ 7.2%	546.9K	↑ 3.0%
Tourism and Entertainment	79.4K	-4.4%	48.6K	-7.5%	22.9K	↑ 3.2%	443.7K	↑ 6.2%	384.4K	↑ 2.6%
Takeaway and Fast Food Outlets	23.1K	↑ 6.0%	11.8K	↑ 1.2%	11.3K	↑ 11.4%	137.3K	↑ 17.0%	108.8K	↑ 20.2%
Cafes	22.6K	-9.4%	13.9K	↓ -9.8%	8.7K	↓ -8.9%	149.6K	↑ 1.9%	123.7K	↑ 2.3%
Restaurants	22.6K	-8.3%	12.3K	#####	10.3K	↑ 9.5%	148.6K	↓ -3.6%	120.3K	↓ -4.7%
Pub, Taverns and Bars	15.4K	-2.3%	8.2K	↓ -8.3%	7.2K	↑ 4.4%	96.9K	↑ 6.1%	76.4K	↑ 7.0%
Food Retailing	62.6K	-0.3%	27.6K	-2.5%	25.6K	↑ 2.2%	283.1K	↑ 9.3%	214.2K	↑ 10.8%
Supermarkets	43.0K	↓ -1.9%	19.8K	↓ -5.2%	23.2K	↑ 1.1%	195.1K	↑ 5.3%	158.1K	↑ 5.9%
Groceries and Other Food Retailing	27.4K	↑ 3.0%	12.8K	↑ 3.2%	14.9K	↑ 2.8%	147.2K	↑ 12.4%	114.9K	↑ 16.2%
Discretionary Retail	61.7K	↑ 2.1%	24.1K	↑ 0.3%	27.8K	↑ 3.9%	299.3K	↑ 3.9%	164.2K	↑ 4.1%
Other Discretionary Retail	45.7K	↑ 5.3%	19.6K	↑ 5.6%	20.1K	↑ 4.9%	169.4K	↑ 4.2%	128.9K	↑ 5.1%
Department Stores, Clothing & Accessories	18.4K	↓ -4.0%	7.9K	↓ -9.9%	10.9K	↑ 1.0%	106.7K	↑ 1.4%	74.8K	↑ 1.3%
Private Transport	38.3K	↑ 4.7%	19.8K	↑ 0.3%	18.8K	↑ 9.7%	170.4K	↑ 10.2%	136.6K	↑ 11.8%
Accommodation - Instore	1.3K	↑ 26.4%	900	↑ 32.8%	400	↑ 13.4%	12.1K	#####	9.5K	#####

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 at the date. Past year spend is based on the same period last year. New accommodation - Online - Attribution 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 Bussetton location during March 2026?

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 5 customer segments by unique residents count

Top 5 customer segments by visitors spend

Top 5 customer segments by unique visitors count

Top 10 source markets by visitors spend

Top 10 source markets by unique visitors count

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

City of Busselton

Resident Business Events Visitor Leakage

Month: March 2026 Spend location: Busselton

Overview

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

Annual spend

\$511.1M

↑ 5.1% vs last year
↑ 4.5% Regional WA

Annual customers

589K

↑ 7.2% vs last year

Annual visitor spend

\$172.3M

34% of total spend within Busselton during March 2026 are from Visitors

Annual visitors

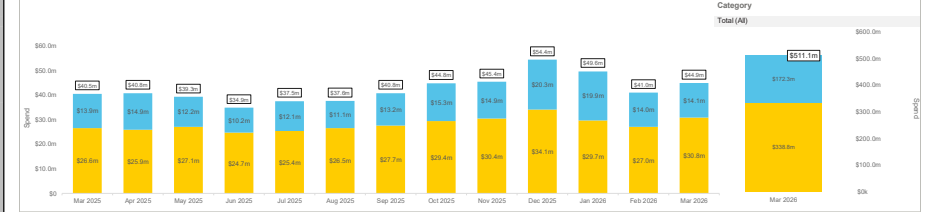
\$546K

93% of total customers within Busselton during March 2026 are from Visitors

All insights are based on ComBank IQ's nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPV, direct debit and BPV 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?



Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)				Latest year: Annual (March 2026)							
	All Customers		Residents		All Customers		Residents					
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth				
Total	\$397.70	13.7%	\$178.70	6.4%	\$997.90	12.8%	\$688.30	-2.0%	\$316.60	1.8%	\$73.9K	1.6%
Discretionary Retail	\$248.60	17.8%	\$154.30	8.8%	\$331.00	20.8%	\$742.00	1.8%	\$291.20	2.1%	\$259.60	2.0%
Other Discretionary Retail	\$233.40	17.4%	\$148.80	8.2%	\$296.90	21.0%	\$730.90	1.7%	\$284.50	1.6%	\$245.60	3.9%
Department Stores, Clothing & Accessories	\$118.60	10.0%	\$101.80	2.9%	\$131.20	14.1%	\$274.30	1.0%	\$152.90	3.0%	\$560.10	-0.7%
Food Retailing	\$238.10	7.7%	\$98.90	2.2%	\$385.30	7.4%	\$665.90	-9.1%	\$166.90	-6.1%	\$281.00	-4.3%
Supermarkets	\$230.00	11.0%	\$90.50	7.1%	\$345.50	16.5%	\$568.30	-4.3%	\$139.60	-0.5%	\$239.80	-3.1%
Groceries and Other Food Retailing	\$96.10	-0.9%	\$68.50	-6.9%	\$120.40	2.4%	\$219.30	#####	\$99.90	#####	\$544.10	-4.4%
Tourism and Entertainment	\$92.50	-0.0%	\$74.30	-1.6%	\$132.80	-1.3%	\$179.10	-1.4%	\$110.10	-1.0%	\$907.50	1.3%
Pubs, Taverns and Bars	\$91.40	1.30%	\$74.30	3.9%	\$110.70	1.0%	\$171.60	-0.8%	\$97.80	-0.3%	\$424.10	1.0%
Restaurants	\$58.90	-0.9%	\$53.60	-1.1%	\$65.20	#####	\$108.00	5.2%	\$70.30	1.6%	\$268.40	-0.0%
Cafes	\$50.10	1.9%	\$52.80	4.2%	\$59.70	11.4%	\$100.60	-1.2%	\$69.10	1.6%	\$251.10	3.3%
Takeaway and Fast Food Outlets	\$41.10	8.6%	\$30.10	6.0%	\$52.50	7.9%	\$86.30	6.0%	\$44.70	5.3%	\$245.20	15.1%
Private Transport	\$156.20	29.5%	\$99.70	24.2%	\$216.70	29.2%	\$313.00	10.4%	\$137.50	12.0%	\$1020.90	14.9%
Accommodation - Instore	\$237.00	19.7%	\$254.20	142.1%	\$196.10	-17.3%	\$262.90	-17.2%	\$237.90	17.4%	\$350.40	-54.3%

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. #N/A - Attributional 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 March 2026?

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 5 customer segments by unique residents count

Top 5 customer segments by visitors spend

Top 5 customer segments by unique visitors count

Top 10 source markets by visitors spend

Top 10 source markets by unique visitors count

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

City of Bussetton

Resident Business Events Visitor Leakage

Month: March 2026 Spend location: Dunsborough

Overview

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

Annual spend
\$284.7M

↑ 2.9% vs last year
↑ 4.5% Regional WA

Annual customers
537K

↑ 2.6% vs last year

Annual visitor spend
\$160.6M

56% of total spend within Dunsborough during March 2026 are from Visitors

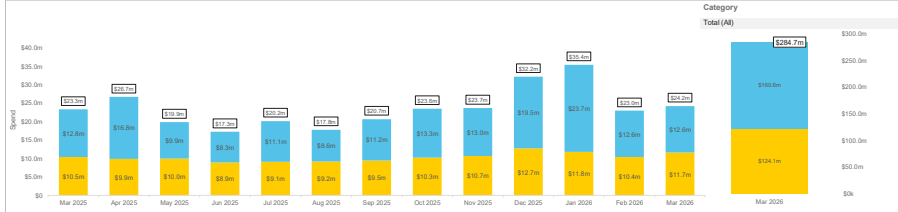
Annual visitors
\$503K

84% of total customers within Dunsborough during March 2026 are from Visitors

All insights are based on ComBarIQ's nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPV, direct debit and BPV 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 by Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)						Latest year: Annual (March 2026)											
	All Customers			Visitors			Residents			All Customers			Visitors			Residents		
	Spend	YoY Growth vs Regional WA		Spend	Growth		Spend	Growth		Spend	YoY Growth vs Regional WA		Spend	Growth		Spend	Growth	
Total	\$24.2M	14.0%	17.4%	\$12.6M	-1.3%		\$11.7M	11.3%		\$284.7M	2.9%	14.5%	\$160.6M	1.9%		\$124.1M	14.2%	
Food Retailing	\$8.2M	7.7%	16.6%	\$2.8M	-1.3%		\$5.4M	11.0%		\$97.7M	3.8%	14.7%	\$40.1M	6.9%		\$57.6M	12.1%	
Supermarkets	\$5.4M	9.7%	16.6%	\$1.3M	0.5%		\$4.1M	13.0%		\$91.7M	2.8%	13.2%	\$18.3M	4.3%		\$43.4M	12.2%	
Groceries and Other Food Retailing	\$2.8M	1.2%	14.4%	\$1.6M	-2.7%		\$1.3M	9.2%		\$36.0M	15.1%	9.5%	\$21.7M	7.3%		\$14.2M	12.0%	
Tourism and Entertainment	\$7.9M	-6.9%	-8.8%	\$5.9M	-7.9%		\$2.1M	0.1%		\$96.6M	-5.6%	13.4%	\$73.0M	-3.3%		\$23.8M	14.4%	
Restaurants	\$2.8M	#####	11.6%	\$2.0M	#####		\$0.8M	#####		\$34.0M	-7.0%	16.1%	\$25.6M	#####		\$8.4M	12.2%	
Breweries and Wineries	\$1.7M	1.0%	13.9%	\$1.5M	1.7%		\$235.0K	-4.4%		\$19.7M	-7.4%	12.1%	\$17.2M	-5.5%		\$2.5M	#####	
Pubs, Taverns and Bars	\$1.5M	23.0%	-2.9%	\$1.0M	16.0%		\$503.0K	143.2%		\$16.5M	14.2%	13.3%	\$11.5M	12.9%		\$5.0M	117.1%	
Cafes	\$1.5M	-6.0%	-7.6%	\$1.0M	-6.9%		\$459.0K	-4.0%		\$18.1M	8.8%	10.8%	\$12.5M	8.1%		\$1.9M	110.4%	
Takeaway and Fast Food Outlets	\$364.0K	#####	13.1%	\$208.0K	-5.6%		\$155.0K	#####		\$5.0M	13.3%	11.8%	\$3.0M	-0.3%		\$1.9M	19.4%	
Attractions, Events and Recreation	\$223.0K	16.0%	-3.2%	\$197.0K	3.6%		\$26.0K	132.9%		\$3.4M	#####	16.3%	\$3.1M	#####		\$300.0K	#####	
Discretionary Retail	\$3.2M	11.4%	17.3%	\$1.6M	11.3%		\$1.6M	11.6%		\$38.4M	13.8%	14.7%	\$19.7M	14.9%		\$18.7M	112.7%	
Other Discretionary Retail	\$2.2M	10.9%	17.4%	\$811.0K	17.4%		\$1.3M	12.4%		\$25.1M	10.8%	14.5%	\$9.9M	7.3%		\$15.2M	132.2%	
Department Stores, Clothing & Accessories	\$1.0M	13.0%	17.2%	\$757.0K	15.8%		\$286.0K	17.8%		\$13.3M	19.9%	15.6%	\$9.8M	23.6%		\$3.5M	110.4%	
Private Transport	\$2.8M	24.1%	24.0%	\$611.0K	-13.5%		\$1.4M	29.3%		\$17.8M	18.3%	12.2%	\$6.2M	2.3%		\$11.2M	-4.8%	
Accommodation - In-store	\$1.2M	-3.7%	-6.8%	\$1.1M	0.9%		\$65.0K	-45.2%		\$14.3M	-6.4%	-1.7%	\$13.3M	-6.2%		\$1.1M	-8.4%	

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. #N/A - Accommodation - Online - Attribution expenditure. See F102 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 March 2026?

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 5 customer segments by unique residents count

Top 5 customer segments by visitors spend

Top 5 customer segments by unique visitors count

Top 10 source markets by visitors spend

Top 10 source markets by unique visitors count

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

City of Busselton

Resident Business Events Visitor Leakage

Month: March 2026 Spend location: Dunsborough

Overview

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

Annual spend
\$284.7M

↑ 2.9% vs last year
↑ 4.5% Regional WA

Annual customers
537K

↑ 2.6% vs last year

Annual visitor spend
\$160.6M

56% of total spend within Dunsborough during March 2026 are from Visitors

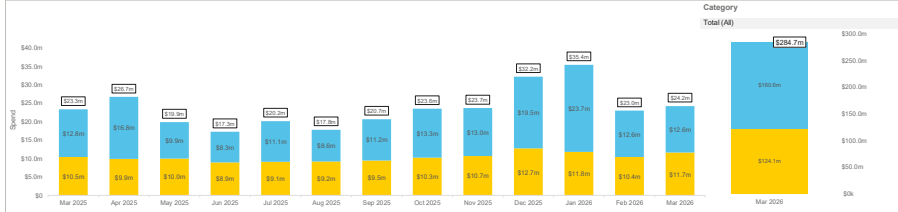
Annual visitors
\$503K

84% of total customers within Dunsborough during March 2026 are from Visitors

All insights are based on Combank IQ's nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPV, direct debit and BPV 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.

Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)				Latest year: Annual (March 2026)				Customers			
	All Customers		Visitors		Residents		All Customers		Residents			
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth		
Total	88.8K	-2.6%	87.9K	-3.7%	17.9K	-1.7%	837.2K	2.6%	503.0K	2.8%	34.4K	1.9%
Tourism and Entertainment	81.0K	-3.1%	48.3K	-4.5%	13.1K	12.2%	465.0K	0.8%	374.8K	0.8%	38.1K	1.9%
Restaurants	27.8K	#####	20.7K	#####	7.0K	-3.0%	210.2K	1.3%	188.6K	0.9%	21.6K	5.0%
Cafes	23.0K	-8.0%	17.0K	-8.0%	6.9K	-7.9%	161.9K	1.0%	143.5K	1.0%	18.3K	-0.2%
Pubs, Taverns and Bars	17.1K	25.4%	12.2K	21.2%	4.9K	37.0%	115.7K	10.1%	100.9K	10.4%	15.1K	8.1%
Breweries and Wineries	14.4K	17.0%	12.3K	0.7%	2.2K	15.3%	121.0K	-4.0%	110.6K	-3.8%	11.1K	#####
Takeaway and Fast Food Outlets	10.8K	-7.3%	6.8K	-8.2%	4.0K	-2.0%	90.3K	-3.6%	75.9K	-4.0%	14.9K	1.8%
Attractions, Events and Recreation	3.9K	1.4%	3.6K	1.1%	300	128.6%	51.2K	-7.6%	47.7K	-8.6%	3.6K	111.0%
Food Retailing	49.1K	-3.9%	36.0K	-8.2%	13.1K	-0.1%	338.1K	3.0%	311.1K	-3.1%	27.0K	1.8%
Groceries and Other Food Retailing	36.7K	-3.7%	26.7K	-6.4%	10.0K	14.3%	277.0K	2.3%	253.3K	2.4%	23.8K	2.2%
Supermarkets	29.3K	-2.9%	18.9K	-4.6%	10.7K	-0.0%	177.3K	1.8%	157.0K	3.3%	20.3K	0.9%
Discretionary Retail	19.9K	2.6%	11.5K	0.3%	8.9K	5.9%	120.0K	6.3%	101.8K	6.9%	18.1K	3.1%
Other Discretionary Retail	16.9K	1.5%	8.9K	1.0%	8.0K	5.5%	94.0K	1.5%	77.2K	5.8%	16.8K	3.3%
Department Stores, Clothing & Accessories	5.4K	-4.9%	3.7K	#####	1.7K	10.3%	51.3K	11.0%	42.5K	11.5%	8.7K	8.6%
Private Transport	14.2K	-4.3%	7.5K	-8.5%	7.9K	15.8%	78.3K	0.3%	83.4K	6.3%	14.7K	0.5%
Accommodation - Instore	4.2K	-8.2%	3.9K	1.6%	300	-16.6%	39.8K	-6.9%	37.3K	-6.8%	2.6K	19.2%

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. *Non-accommodation - Online - Attribution 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 March 2026?

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 6 customer segments by unique residents count

Top 5 customer segments by visitors spend

Top 5 customer segments by unique visitors count

Top 10 source markets by visitors spend

Top 10 source markets by unique visitors count

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

City of Bussetton

Resident Business Events Visitor Leakage

Month: March 2026 Spend location: Dunsborough

Overview

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

Annual spend
\$284.7M

↑ 2.9% vs last year
↑ 4.5% Regional WA

Annual customers
537K

↑ 2.6% vs last year

Annual visitor spend
\$160.6M

56% of total spend within Dunsborough during March 2026 are from Visitors

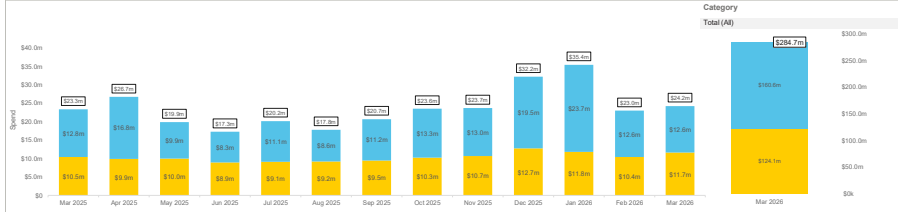
Annual visitors
\$503K

84% of total customers within Dunsborough during March 2026 are from Visitors

All insights are based on Comibank IQ's nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPV, direct debit and BPV 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.

Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)						Latest year: Annual (March 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	\$282.70	16.8%	\$186.50	1.8%	\$652.80	1.9%	\$529.80	10.2%	\$319.30	-0.7%	\$13.0K	12.7%
Food Retailing	\$167.80	15.4%	\$78.10	4.1%	\$412.70	13.2%	\$388.90	10.2%	\$128.80	2.2%	\$217.30	10.6%
Supermarkets	\$184.80	13.0%	\$69.80	5.3%	\$383.40	13.0%	\$348.10	-0.0%	\$116.80	0.9%	\$216.40	13.1%
Groceries and Other Food Retailing	\$77.00	16.2%	\$58.20	3.9%	\$127.00	1.4%	\$129.80	12.7%	\$85.90	4.9%	\$598.20	-0.2%
Tourism and Entertainment	\$129.30	-3.0%	\$121.90	-3.6%	\$156.30	-2.4%	\$238.90	-2.4%	\$194.70	-4.1%	\$788.90	12.4%
Restaurants	\$94.70	-6.0%	\$94.40	-6.1%	\$95.70	14.2%	\$161.80	-8.9%	\$135.90	#####	\$380.00	-4.1%
Breweries and Wineries	\$117.90	-7.3%	\$119.00	-6.4%	\$108.70	#####	\$162.40	-3.0%	\$155.90	-1.7%	\$226.40	-3.7%
Pubs, Taverns and Bars	\$90.70	-1.4%	\$86.00	-4.3%	\$102.40	1.4%	\$143.00	1.3%	\$114.50	2.3%	\$332.50	18.4%
Cafes	\$64.50	12.2%	\$60.00	1.2%	\$77.50	1.3%	\$111.90	18.5%	\$87.20	1.8%	\$305.40	110.6%
Takeaway and Fast Food Outlets	\$33.70	-4.0%	\$30.40	-4.7%	\$39.20	#####	\$55.00	17.1%	\$40.20	4.9%	\$130.50	17.5%
Attractions, Events and Recreation	\$57.00	1.1%	\$54.00	0.5%	\$99.80	3.3%	\$60.90	#####	\$64.40	#####	\$65.20	#####
Discretionary Retail	\$160.30	8.6%	\$136.80	10.9%	\$192.10	5.4%	\$319.80	7.0%	\$193.40	7.4%	\$1029.80	19.3%
Other Discretionary Retail	\$127.70	15.0%	\$91.20	2.3%	\$168.30	16.6%	\$266.80	15.2%	\$127.80	1.5%	\$906.20	19.5%
Department Stores, Clothing & Accessories	\$194.30	19.1%	\$205.80	12.2%	\$169.20	-2.3%	\$299.00	18.0%	\$230.90	110.8%	\$395.70	11.7%
Private Transport	\$139.80	25.7%	\$84.00	28.7%	\$186.20	24.5%	\$227.40	-0.5%	\$86.10	2.5%	\$784.20	14.3%
Accommodation - Instore	\$273.00	-3.5%	\$280.70	-0.7%	\$187.20	-24.4%	\$360.60	-0.5%	\$356.40	6.6%	\$424.60	-15.1%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.
 Note: Accommodation - Online - Attributional 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 March 2026?

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 6 customer segments by unique residents count

Top 5 customer segments by visitors spend

Top 5 customer segments by unique visitors count

Top 10 source markets by visitors spend

Top 10 source markets by unique visitors count

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

City of Bussetton

Resident Business Events Visitor Leakage

Month: March 2026 Spend location: West Bussetton

Overview

What are some of the key insights for the West Bussetton location for March 2026?

Annual spend
\$325.2M

↑ 14.0% vs last year
↑ 4.5% Regional WA

Annual customers
495K

↑ 11.2% vs last year

Annual visitor spend
\$136.5M

42% of total spend
within West Bussetton during March 2026 are from Visitors

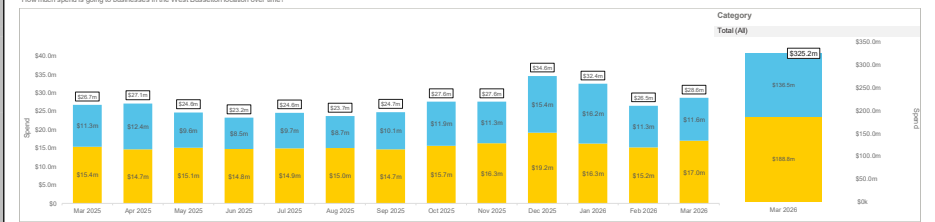
Annual visitors
\$452K

91% of total customers
within West Bussetton during March 2026 are from Visitors

All insights are based on Comibank IQ2 nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPV, direct debit and BPV 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 Bussetton location over time?



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend **Visitor Spend on Local Business**

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)						Latest year: Annual (March 2026)											
	All Customers			Visitors			Residents			All Customers			Visitors			Residents		
	Spend	YoY Growth vs Regional WA		Spend	Growth		Spend	Growth		Spend	YoY Growth vs Regional WA		Spend	Growth		Spend	Growth	
Total	\$28.6M	↑ 7.0%	↑ 7.4%	\$11.8M	2.7%		\$17.0M	↑ 10.3%		\$325.2M	↑ 14.0%	↑ 4.5%	\$136.5M	↑ 16.1%		\$188.8M	↑ 12.8%	
Food Retailing	\$12.5M	↑ 4.4%	↑ 5.0%	\$3.8M	-0.8%		\$8.7M	↑ 6.8%		\$144.8M	↑ 21.8%	↑ 4.7%	\$46.8M	↑ 25.4%		\$98.0M	↑ 22.9%	
Supermarkets	\$6.4M	↑ 7.2%	↑ 6.6%	\$1.4M	↑ 2.9%		\$5.0M	↑ 8.4%		\$72.5M	↑ 1.1%	↑ 3.2%	\$17.5M	↑ 3.3%		\$55.0M	↑ 0.4%	
Groceries and Other Food Retailing	\$6.0M	↑ 1.0%	↑ 4.4%	\$2.4M	↓ -2.8%		\$3.6M	↑ 4.6%		\$72.3M	↑ 89.0%	↑ 9.5%	\$31.4M	#####		\$40.8M	↑ 78.2%	
Discretionary Retail	\$5.4M	↑ 3.2%	↑ 7.3%	\$1.7M	↓ -2.3%		\$3.7M	↑ 5.8%		\$70.0M	↓ -1.2%	↑ 4.7%	\$23.6M	↑ 1.8%		\$46.5M	↓ -2.7%	
Private Transport	\$3.8M	↑ 33.0%	↑ 24.0%	\$1.6M	↑ 13.5%		\$2.2M	↑ 32.1%		\$33.5M	↑ 7.1%	↑ 2.2%	\$12.3M	↑ 12.4%		\$21.2M	↑ 3.1%	
Tourism and Entertainment	\$2.8M	↑ 4.0%	↓ -4.8%	\$1.2M	↓ -6.2%		\$1.4M	↑ 14.0%		\$30.9M	↑ 14.8%	↑ 3.4%	\$14.5M	↑ 18.5%		\$16.0M	↑ 13.3%	
Takeaway and Fast Food Outlets	\$1.2M	↑ 1.4%	↑ 3.1%	\$465.0K	↓ -2.0%		\$724.0K	↑ 3.7%		\$14.8M	↑ 1.0%	↑ 1.8%	\$6.2M	↑ 7.3%		\$8.6M	↓ -3.1%	
Restaurants	\$396.0K	↑ 11.9%	↑ 1.6%	\$167.0K	↑ 5.3%		\$230.0K	↑ 17.3%		\$4.5M	↑ 31.4%	↑ 6.1%	\$2.1M	↑ 28.4%		\$2.4M	↑ 34.1%	
Attractions, Events and Recreation	\$279.0K	↑ 4.7%	↓ -3.2%	\$134.0K	#####		\$145.0K	↑ 44.0%		\$2.7M	↑ 36.0%	↑ 6.3%	\$1.5M	↑ 42.4%		\$1.2M	↑ 29.0%	
Cafes	\$274.0K	↑ 38.0%	↑ 7.0%	\$129.0K	↑ 40.9%		\$145.0K	↑ 38.0%		\$3.8M	↑ 11.8%	↑ 0.8%	\$1.6M	↑ 23.3%		\$2.2M	↑ 13.9%	
Accommodation - in-store	\$1.4M	↓ -16.2%	↓ -4.8%	\$1.2M	↓ -28.2%		\$183.0K	↑ 24.4%		\$15.8M	↓ -4.6%	↓ -1.7%	\$13.5M	↓ -9.9%		\$2.3M	↓ -46.4%	

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. #N/A - Accommodation - Online - Attribution expenditure. See #162 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 Bussetton location during March 2026?

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 5 customer segments by unique residents count

Top 5 customer segments by visitors spend

Top 5 customer segments by unique visitors count

Top 10 source markets by visitors spend

Top 10 source markets by unique visitors count

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

City of Bussetton

Resident Business Events Visitor Leakage
 Month: March 2026 Spend location: West Bussetton

Overview

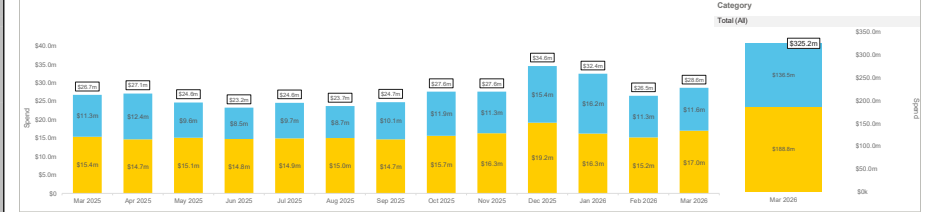
What are some of the key insights for the West Bussetton location for March 2026?

<p>Annual spend \$325.2M +14.0% vs last year +4.5% Regional WA</p>	<p>Annual customers 495K +11.2% vs last year</p>	<p>Annual visitor spend \$136.5M 42% of total spend within West Bussetton during March 2026 are from Visitors</p>	<p>Annual visitors \$452K 91% of total customers within West Bussetton during March 2026 are from Visitors</p>
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All insights are based on Council IQ's nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPAY, 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 Bussetton location over time?



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend (Yellow box)
 Visitor Spend on Local Business (Blue box)

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)				Latest year: Annual (March 2026)				Focal metric			
	All Customers		Visitors		Residents		All Customers		Residents		Spend per Customer	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth		
Total	\$277.10	+0.3%	\$166.60	+8.8%	\$235.90	+4.3%	\$697.00	+2.2%	\$301.70	+3.9%	\$44.4K	+9.1%
Food Retailing	\$244.20	+8.3%	\$116.60	+7.8%	\$235.90	+4.3%	\$538.30	+9.7%	\$213.70	+24.4%	\$292.80	+15.4%
Supermarkets	\$171.40	+8.8%	\$86.50	+10.5%	\$234.40	+5.4%	\$451.10	-3.2%	\$141.20	-1.5%	\$1487.90	-2.7%
Groceries and Other Food Retailing	\$145.80	+7.3%	\$106.70	+8.3%	\$192.20	+3.4%	\$357.50	+41.7%	\$188.70	+49.7%	\$1146.20	+61.1%
Discretionary Retail	\$139.40	+1.7%	\$191.90	+0.6%	\$167.20	+0.8%	\$428.40	-5.2%	\$189.10	-2.7%	\$1171.50	-6.4%
Private Transport	\$124.30	+8.9%	\$92.50	+13.2%	\$162.60	+21.2%	\$222.20	-3.3%	\$122.80	+6.2%	\$652.90	+4.8%
Tourism and Entertainment	\$64.80	+6.7%	\$51.10	-1.4%	\$62.60	+13.0%	\$140.60	+3.5%	\$80.40	+6.2%	\$469.30	+3.6%
Takeaway and Fast Food Outlets	\$43.10	+2.3%	\$32.40	+0.5%	\$54.70	+2.7%	\$97.60	-5.8%	\$51.20	-1.4%	\$282.00	+4.0%
Restaurants	\$60.80	+6.3%	\$61.70	+9.3%	\$60.30	+4.4%	\$104.80	+9.7%	\$79.10	+6.1%	\$145.90	+14.0%
Attractions, Events and Recreation	\$73.50	+19.4%	\$69.70	-5.2%	\$77.40	+59.3%	\$81.00	+7.8%	\$64.20	+3.9%	\$119.30	+20.5%
Cafes	\$40.80	+24.0%	\$39.20	+11.8%	\$43.40	+13.7%	\$99.60	+20.9%	\$46.30	+12.6%	\$120.80	+23.6%
Accommodation - in-store	\$257.40	+3.9%	\$292.80	+5.4%	\$143.80	+21.8%	\$320.10	+0.4%	\$328.10	-2.7%	\$279.90	+33.6%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year. New accommodation - Online - Attribution expenditure. See F102 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 Bussetton location during March 2026?

<p>Trip Type by spend</p>	<p>Trip Type by unique customer count and trip count</p>
<p>Top 5 customer segments by residents spend</p>	<p>Top 6 customer segments by unique residents count</p>
<p>Top 5 customer segments by visitors spend</p>	<p>Top 5 customer segments by unique visitors count</p>
<p>Top 10 source markets by visitors spend</p>	<p>Top 10 source markets by unique visitors count</p>

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 Bussetton

Resident Business Events Visitor Leakage

Month: March 2026 Spend location: West Bussetton

Overview

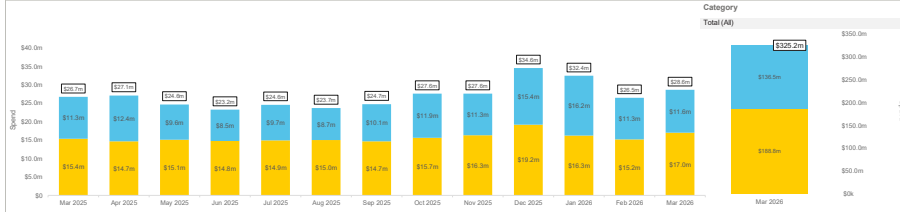
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<p>Annual spend \$325.2M</p> <p>+14.0% vs last year +4.5% Regional WA</p>	<p>Annual customers 495K</p> <p>+11.2% vs last year</p>	<p>Annual visitor spend \$136.5M</p> <p>42% of total spend within West Bussetton during March 2026 are from Visitors</p>	<p>Annual visitors \$452K</p> <p>91% of total customers within West Bussetton during March 2026 are from Visitors</p>
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All insights are based on Comibank IQ2 nationally representative retail customer transaction data for March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPAY, 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 Bussetton location over time?



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (March 2026)						Latest year: Annual (March 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	\$277.10	+0.3%	\$166.60	+8.8%	\$254.90	+6.7%	\$697.00	+2.2%	\$361.70	+3.8%	\$44.4K	+9.1%
Food Retailing	\$244.20	+8.3%	\$116.60	+7.8%	\$235.90	+4.3%	\$538.30	+9.7%	\$213.70	+24.4%	\$292.80	+15.4%
Supermarkets	\$171.40	+8.8%	\$86.50	+10.5%	\$234.40	+5.4%	\$451.10	-3.2%	\$141.20	-1.5%	\$1487.90	-2.7%
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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 - Airbnb/Expedia. See F102 for more information.

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

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<p>Top 10 source markets by visitors spend</p>	<p>Top 10 source markets by unique visitors count</p>

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 Busseton

Resident	Business	Events	Visitor	Leakage
Spend Location City of Busseton		Start Date 01/03/2026	End Date 31/03/2026	Benchmark Type 52 weeks prior
Event length: 31 days, Category coverage Score*: 99.6%				

Overview

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

<p>Total spend \$104.2M ↑ 8.8% <i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend \$44.4M ↑ 2.8% <i>uplift compared to Benchmark Period</i></p>	<p>Day spend \$95.2M 91% of total spend over the event period was during the day (6am-6pm)</p>	<p>Night spend \$9.0M 9% of total spend over the event period was at night (6pm-6am)</p>
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All insights are based on ComBank IQ's nationally representative retail customer transaction data between 1 March 2026 and 31 March 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 Busseton location?

Category coverage Score*: 99.6%

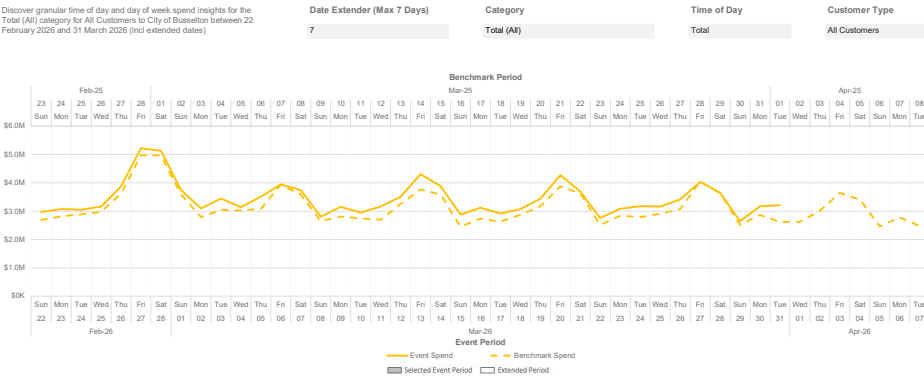
Event period: Sun 01-Mar-26 - Tue 31-Mar-26 (31 days)
Benchmark period: Sun 02-Mar-25 - Tue 01-Apr-25 (31 days)
Category coverage score is defined as the proportion of complaint days / all days in the event period. Only the categories with * below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$95.2M	\$9.0M	\$44.4M	\$59.8M	\$104.2M	\$95.6M	↑ 8.8%	\$8.4M	↑ 2.8%	↑ 13.6%
Food Retailing	\$30.9M	\$2.4M	\$4.5M	\$23.9M	\$33.2M	\$30.8M	↑ 8.0%	\$2.4M	↑ 3.5%	↑ 9.9%
Supermarkets			\$4.5M	\$17.3M	\$21.7M	\$19.8M	↑ 10.0%	\$2.0M	↑ 6.1%	↑ 11.0%
Groceries and Other Food Retailing			\$4.8M	\$6.7M	\$11.5M	\$11.0M	↑ 4.4%	\$487K	↑ 1.3%	↑ 6.8%
Discretionary Retail*	\$21.1M	\$272K	\$7.0M	\$14.5M	\$21.4M	\$18.4M	↑ 16.1%	\$3.0M	↑ 10.9%	↑ 18.8%
Other Discretionary Retail			\$4.5M	\$11.2M	\$15.7M	\$13.5M	↑ 16.9%	\$2.3M	↑ 12.9%	↑ 18.7%
Department Stores, Clothing & Accessories			\$2.4M	\$3.2M	\$5.7M	\$5.0M	↑ 13.8%	\$687K	↑ 7.2%	↑ 18.7%
Tourism and Entertainment	\$13.2M	\$4.0M	\$19.7M	\$6.5M	\$17.2M	\$16.9M	↑ 9.9%	\$320K	↓ -0.7%	↑ 6.5%
Restaurants	\$3.0M	\$1.3M	\$2.0M	\$1.0M	\$4.4M	\$4.7M	↓ -6.5%	-\$320K	↓ -11.0%	↑ 1.3%
Pubs, Taverns and Bars	\$1.9M	\$1.5M	\$1.9M	\$1.5M	\$3.4M	\$2.9M	↑ 15.9%	\$454K	↑ 11.9%	↑ 20.4%
Cafes	\$1.9M	\$1.1M	\$1.1M	\$3.0M	\$3.0M	\$3.0M	↓ -0.2%	-\$17K	↑ 0.9%	↓ -2.0%
Breweries and Wineries**			\$2.2M	\$438K	\$2.7M					
Takeaway and Fast Food Outlets*	\$1.8M	\$676K	\$1.0M	\$1.5M	\$2.5M					
Attractions, Events and Recreation**			\$819K	\$302K	\$1.2M					
Private Transport	\$4.1M	\$7.6M	\$7.6M	\$11.7M	\$9.0M	\$9.0M	↑ 30.1%	\$2.7M	↑ 20.7%	↑ 35.9%
Accommodation - Online*				\$6.2M	\$6.2M	\$6.8M	↓ -8.9%	-\$600K		
Accommodation - Instore*			\$2.5M	\$336K	\$2.9M	\$3.1M	↓ -7.3%	↓-\$226K	↓ -11.0%	↓ -10.5%

* Total sales not available for all days in selected range. ** Day/night sales have been proportioned to total spend based on available data. *** Visitors/Residents sales have been proportioned to total spend based on available data. Size 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 Busseton between 22 February 2026 and 31 March 2026 (and extended dates).



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Busseton	Total (All)	Total	All Customers	Sun 23-Feb-26	Sun 23-Feb-25	\$3.0M	\$2.7M
LGA	City of Busseton	Total (All)	Total	All Customers	Mon 24-Feb-26	Mon 24-Feb-25	\$3.1M	\$2.8M
LGA	City of Busseton	Total (All)	Total	All Customers	Tue 24-Feb-26	Tue 25-Feb-25	\$3.1M	\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Wed 25-Feb-26	Wed 26-Feb-25	\$3.2M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Thu 26-Feb-26	Thu 27-Feb-25	\$3.0M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Fri 27-Feb-26	Fri 28-Feb-25	\$6.0M	\$6.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Sat 28-Feb-26	Sat 01-Mar-25	\$5.1M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Sun 01-Mar-26	Sun 02-Mar-25	\$9.0M	\$9.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Mon 03-Mar-26	Mon 03-Mar-25	\$3.1M	\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Tue 04-Mar-26	Tue 04-Mar-25	\$3.0M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Wed 05-Mar-26	Wed 05-Mar-25	\$3.1M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Thu 06-Mar-26	Thu 06-Mar-25	\$3.0M	\$3.1M
LGA	City of Busseton	Total (All)	Total	All Customers	Fri 07-Mar-26	Fri 07-Mar-25	\$3.0M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Sat 08-Mar-26	Sat 08-Mar-25	\$3.1M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Sun 09-Mar-26	Sun 09-Mar-25	\$2.8M	\$2.6M
LGA	City of Busseton	Total (All)	Total	All Customers	Mon 09-Mar-26	Mon 09-Mar-25	\$3.3M	\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Tue 10-Mar-26	Tue 11-Mar-25	\$2.9M	\$2.8M
LGA	City of Busseton	Total (All)	Total	All Customers	Wed 11-Mar-26	Wed 12-Mar-25	\$3.2M	\$2.7M
LGA	City of Busseton	Total (All)	Total	All Customers	Thu 12-Mar-26	Thu 13-Mar-25	\$3.0M	\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Fri 13-Mar-26	Fri 14-Mar-25	\$4.0M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Sat 14-Mar-26	Sat 15-Mar-25	\$3.0M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Sun 15-Mar-26	Sun 15-Mar-25	\$2.8M	\$2.5M
LGA	City of Busseton	Total (All)	Total	All Customers	Mon 16-Mar-26	Mon 17-Mar-25	\$3.1M	\$2.7M
LGA	City of Busseton	Total (All)	Total	All Customers	Tue 17-Mar-26	Tue 18-Mar-25	\$2.8M	\$2.6M
LGA	City of Busseton	Total (All)	Total	All Customers	Wed 18-Mar-26	Wed 19-Mar-25	\$3.1M	\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Thu 19-Mar-26	Thu 20-Mar-25	\$3.0M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Fri 20-Mar-26	Fri 21-Mar-25	\$4.0M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Sat 21-Mar-26	Sat 22-Mar-25	\$3.0M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Sun 22-Mar-26	Sun 23-Mar-25	\$2.8M	\$2.5M
LGA	City of Busseton	Total (All)	Total	All Customers	Mon 23-Mar-26	Mon 24-Mar-25	\$3.1M	\$2.8M
LGA	City of Busseton	Total (All)	Total	All Customers	Tue 24-Mar-26	Tue 25-Mar-25	\$3.2M	\$2.8M
LGA	City of Busseton	Total (All)	Total	All Customers	Wed 25-Mar-26	Wed 26-Mar-25	\$3.2M	\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Thu 26-Mar-26	Thu 27-Mar-25	\$3.4M	\$3.1M
LGA	City of Busseton	Total (All)	Total	All Customers	Fri 27-Mar-26	Fri 28-Mar-25	\$4.0M	\$4.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Sat 28-Mar-26	Sat 29-Mar-25	\$9.0M	\$9.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Sun 29-Mar-26	Sun 30-Mar-25	\$2.5M	\$2.5M
LGA	City of Busseton	Total (All)	Total	All Customers	Mon 30-Mar-26	Mon 31-Mar-25	\$3.2M	\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Tue 01-Apr-26	Tue 02-Apr-25	\$3.2M	\$2.9M
LGA	City of Busseton	Total (All)	Total	All Customers	Wed 03-Apr-26	Wed 04-Apr-25	\$3.0M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Thu 04-Apr-26	Thu 05-Apr-25	\$3.0M	\$3.0M
LGA	City of Busseton	Total (All)	Total	All Customers	Fri 05-Apr-26	Fri 06-Apr-25	\$2.5M	\$2.5M
LGA	City of Busseton	Total (All)	Total	All Customers	Sun 06-Apr-26	Sun 07-Apr-25	\$2.8M	\$2.8M
LGA	City of Busseton	Total (All)	Total	All Customers	Mon 07-Apr-26	Mon 08-Apr-25	\$2.8M	\$2.8M

City of Busseton

Resident Business Events Visitor Leakage

Spend Location	Start Date	End Date	Benchmark Type
Busseton	01/03/2026	31/03/2026	52 weeks prior
Event length: 31 days, Category coverage Score*: 90.8%			

Overview

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

<p>Total spend</p> <p>\$44.9M</p> <p>↑ 11.7%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$14.1M</p> <p>↑ 3.9%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$41.0M</p> <p>91% of total spend over the event period was during the day (6am-6pm)</p>	<p>Night spend</p> <p>\$3.9M</p> <p>9% of total spend over the event period was at night (6pm-6am)</p>
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Category Summary

What are the key changes to category spend between the event period versus the benchmark period for the Busseton location? Category coverage Score*: 90.8%

Event period: Sun 01-Mar-26 - Tue 31-Mar-26 (31 days) Category coverage score is defined as the proportion of complaint days / all days in the event period. Only the categories with * below are impacted.

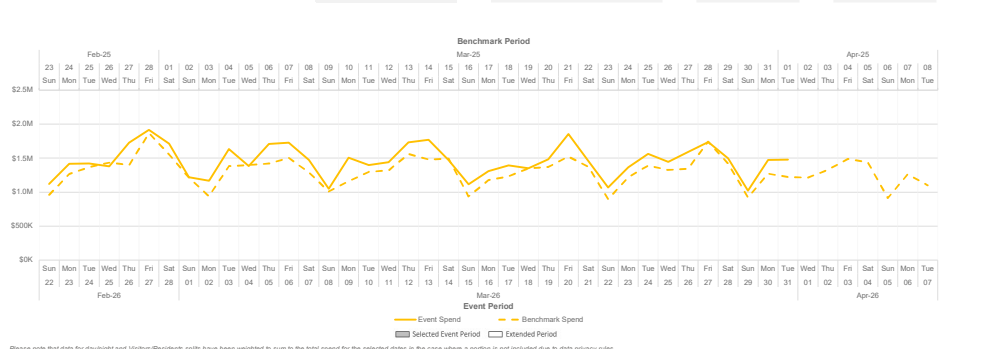
Benchmark period: Sun 02-Mar-25 - Tue 01-Apr-25 (31 days)

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$41.0M	\$3.9M	\$14.1M	\$30.8M	\$44.9M	\$40.2M	↑ 11.7%	↑\$4.7M	↑ 3.9%	↑ 15.7%
Discretionary Retail*	\$12.7M	\$11.1K	\$3.7M	\$9.1M	\$12.8M	\$10.6M	↑ 20.8%	↑\$2.2M	↑ 10.7%	↑ 25.4%
Other Discretionary Retail			\$2.9M	\$7.7M	\$10.7M	\$8.6M	↑ 23.6%	↑\$2.0M	↑ 18.5%	↑ 31.0%
Department Stores, Clothing & Accessories			\$797K	\$1.4M	\$2.2M	\$2.0M	↑ 7.6%	↑\$154K	↓ -0.5%	↑ 20.9%
Food Retailing	\$11.6M	\$963K	\$2.7M	\$9.8M	\$12.5M	\$11.6M	↑ 8.3%	↑\$961K	↑ 2.0%	↑ 10.2%
Supermarkets			\$1.8M	\$8.1M	\$9.9M	\$9.0M	↑ 9.7%	↑\$974K	↑ 3.6%	↑ 11.1%
Groceries and Other Food Retailing			\$880K	\$1.8M	\$2.6M	\$2.5M	↑ 3.5%	↑\$90K	↓ -1.3%	↑ 6.2%
Tourism and Entertainment	\$4.9M	\$1.8M	\$3.6M	\$2.9M	\$6.5M	\$6.6M	↓ -1.1%	↓\$74K	↓ -4.8%	↑ 3.3%
Pubs, Taverns and Bars**	\$919K	\$371K	\$601K	\$290K	\$1.4M	\$1.4M				
Restaurants**	\$543K	\$384K	\$659K	\$672K	\$1.3M	\$1.4M	↓ -5.2%	↓\$73K	↓ -10.2%	↓ 0.9%
Cafes			\$732K	\$512K	\$1.2M	\$1.3M	↓ -5.5%	↓\$73K	↓ -2.7%	↓ -9.9%
Takeaway and Fast Food Outlets**	\$663K	\$222K	\$316K	\$569K	\$885K	\$97K				
Attractions, Events and Recreation*					\$97K					
Private Transport			\$2.0M	\$4.0M	\$6.0M	\$4.4M	↑ 35.8%	↑\$1.6M	↑ 26.4%	↑ 40.8%
Accommodation - Instore*					\$203K					

* Total sales not available for all days in selected range. ** Day/night sales have been proportioned to total spend based on available data. *** Visitors/Residents sales have been proportioned to total spend based on available data. Size 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 Busseton between 22 February 2026 and 31 March 2026 (not extended dates)



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Busseton	Total (All)	Total	All Customers	Sun 23-Feb-26	Sun 23-Feb-25	\$1.1M	\$926K
Sub-region	Busseton	Total (All)	Total	All Customers	Mon 24-Feb-26	Mon 24-Feb-25	\$1.3M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Tue 24-Feb-26	Tue 25-Feb-25	\$1.4M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Wed 25-Feb-26	Wed 26-Feb-25	\$1.4M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Thu 26-Feb-26	Thu 27-Feb-25	\$1.7M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Fri 27-Feb-26	Fri 28-Feb-25	\$1.8M	\$1.8M
Sub-region	Busseton	Total (All)	Total	All Customers	Sat 28-Feb-26	Sat 01-Mar-25	\$1.7M	\$1.0M
Sub-region	Busseton	Total (All)	Total	All Customers	Sun 01-Mar-26	Sun 02-Mar-25	\$1.2M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Mon 03-Mar-26	Mon 03-Mar-25	\$1.2M	\$1.0M
Sub-region	Busseton	Total (All)	Total	All Customers	Tue 03-Mar-26	Tue 04-Mar-25	\$1.9M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Wed 04-Mar-26	Wed 05-Mar-25	\$1.4M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Thu 05-Mar-26	Thu 06-Mar-25	\$1.7M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Fri 06-Mar-26	Fri 07-Mar-25	\$1.7M	\$1.5M
Sub-region	Busseton	Total (All)	Total	All Customers	Sat 07-Mar-26	Sat 08-Mar-25	\$1.9M	\$1.3M
Sub-region	Busseton	Total (All)	Total	All Customers	Sun 08-Mar-26	Sun 09-Mar-25	\$1.1M	\$1.0M
Sub-region	Busseton	Total (All)	Total	All Customers	Mon 09-Mar-26	Mon 10-Mar-25	\$1.2M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Tue 10-Mar-26	Tue 11-Mar-25	\$1.4M	\$1.3M
Sub-region	Busseton	Total (All)	Total	All Customers	Wed 11-Mar-26	Wed 12-Mar-25	\$1.4M	\$1.3M
Sub-region	Busseton	Total (All)	Total	All Customers	Thu 12-Mar-26	Thu 13-Mar-25	\$1.9M	\$1.9M
Sub-region	Busseton	Total (All)	Total	All Customers	Fri 13-Mar-26	Fri 14-Mar-25	\$1.9M	\$1.5M
Sub-region	Busseton	Total (All)	Total	All Customers	Sat 14-Mar-26	Sat 15-Mar-25	\$1.3M	\$1.5M
Sub-region	Busseton	Total (All)	Total	All Customers	Sun 15-Mar-26	Sun 16-Mar-25	\$1.1M	\$877K
Sub-region	Busseton	Total (All)	Total	All Customers	Mon 16-Mar-26	Mon 17-Mar-25	\$1.3M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Tue 17-Mar-26	Tue 18-Mar-25	\$1.4M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Wed 18-Mar-26	Wed 19-Mar-25	\$1.4M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Thu 19-Mar-26	Thu 20-Mar-25	\$1.8M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Fri 20-Mar-26	Fri 21-Mar-25	\$1.9M	\$1.5M
Sub-region	Busseton	Total (All)	Total	All Customers	Sat 21-Mar-26	Sat 22-Mar-25	\$1.9M	\$1.8M
Sub-region	Busseton	Total (All)	Total	All Customers	Sun 22-Mar-26	Sun 23-Mar-25	\$1.1M	\$897K
Sub-region	Busseton	Total (All)	Total	All Customers	Mon 23-Mar-26	Mon 24-Mar-25	\$1.4M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Tue 24-Mar-26	Tue 25-Mar-25	\$1.9M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Wed 25-Mar-26	Wed 26-Mar-25	\$1.4M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Thu 26-Mar-26	Thu 27-Mar-25	\$1.6M	\$1.3M
Sub-region	Busseton	Total (All)	Total	All Customers	Fri 27-Mar-26	Fri 28-Mar-25	\$1.7M	\$1.7M
Sub-region	Busseton	Total (All)	Total	All Customers	Sat 28-Mar-26	Sat 29-Mar-25	\$1.9M	\$1.4M
Sub-region	Busseton	Total (All)	Total	All Customers	Sun 29-Mar-26	Sun 30-Mar-25	\$1.5M	\$921K
Sub-region	Busseton	Total (All)	Total	All Customers	Mon 30-Mar-26	Mon 31-Mar-25	\$1.9M	\$1.3M
Sub-region	Busseton	Total (All)	Total	All Customers	Tue 31-Mar-26	Tue 01-Apr-25	\$1.9M	\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Wed 01-Apr-26	Wed 02-Apr-25		\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Thu 02-Apr-26	Thu 03-Apr-25		\$1.3M
Sub-region	Busseton	Total (All)	Total	All Customers	Fri 03-Apr-26	Fri 04-Apr-25		\$1.3M
Sub-region	Busseton	Total (All)	Total	All Customers	Sat 04-Apr-26	Sat 05-Apr-25		\$1.2M
Sub-region	Busseton	Total (All)	Total	All Customers	Sun 05-Apr-26	Sun 06-Apr-25		\$914K
Sub-region	Busseton	Total (All)	Total	All Customers	Mon 06-Apr-26	Mon 07-Apr-25		\$1.3M
Sub-region	Busseton	Total (All)	Total	All Customers	Tue 07-Apr-26	Tue 08-Apr-25		\$1.1M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Spend Location	Start Date	End Date	Benchmark Type	
Dunsborough	01/03/2026	31/03/2026	\$2 weeks prior	
Event length: 31 days, Category coverage Score*: 98.4%				

Overview

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

<p>Total spend</p> <p>\$24.3M</p> <p>↑ 9.0%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$12.6M</p> <p>↑ 6.2%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$21.5M</p> <p>89% of total spend over the event period was during the day (6am-6pm)</p>	<p>Night spend</p> <p>\$2.8M</p> <p>11% of total spend over the event period was at night (6pm-6am)</p>
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All insights are based on ComBank IQ's nationally representative retail customer transaction data between 1 March 2026 and 31 March 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

What are the key changes to category spend between the event period versus the benchmark period for the Dunsborough location? Category coverage Score*: 98.4%

Event period: Sun 01-Mar-26 - Tue 31-Mar-26 (31 days) Category coverage score is defined as the proportion of complaint days / all days in the event period. Only the categories with * below are impacted.

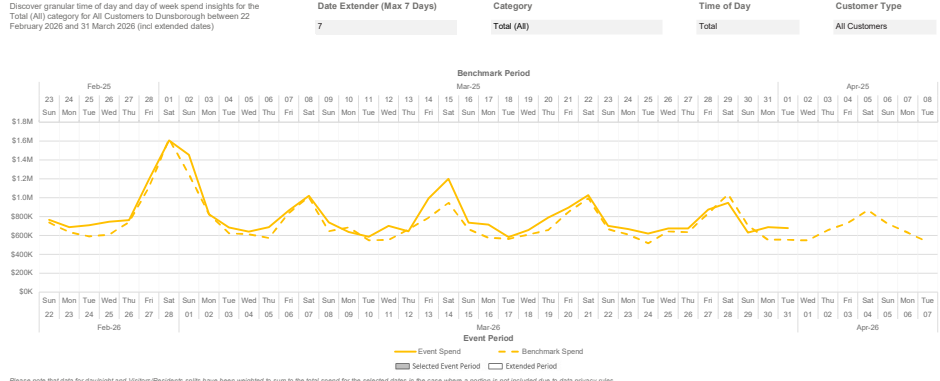
Benchmark period: Sun 02-Mar-25 - Tue 01-Apr-25 (31 days)

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$21.0M	\$2.8M	\$12.6M	\$11.7M	\$24.3M	\$22.2M	↑ 9.0%	\$12.0M	↑ 6.2%	↑ 12.2%
Food Retailing	\$7.6M	\$676K	\$2.8M	\$5.4M	\$8.2M	\$7.5M	↑ 10.2%	\$763K	↑ 6.9%	↑ 12.2%
Supermarkets			\$1.3M	\$4.1M	\$5.4M	\$4.8M	↑ 11.8%	\$569K	↑ 8.9%	↑ 12.7%
Groceries and Other Food Retailing			\$1.6M	\$1.3M	\$2.8M	\$2.6M	↑ 7.4%	\$195K	↑ 5.4%	↑ 10.1%
Tourism and Entertainment	\$6.3M	\$1.7M	\$5.9M	\$2.1M	\$7.9M	\$7.8M	↑ 2.4%	\$189K	↑ 1.7%	↑ 4.5%
Restaurants*	\$1.8M	\$778K	\$2.0M	\$674K	\$2.6M	\$3.0M	↓ -10.9%	-\$329K	↓ -11.5%	↓ 2.0%
Breweries and Wineries**			\$1.5M	\$245K	\$1.7M	\$1.6M				
Pubs, Taverns and Bars**	\$520K	\$730K	\$1.0M	\$504K	\$1.5M	\$1.2M	↑ 32.6%	\$381K	↑ 25.6%	↑ 46.9%
Cafe			\$1.0M	\$489K	\$1.5M	\$1.5M	↑ -0.7%	-\$11K	↓ -0.5%	↓ -2.3%
Takeaway and Fast Food Outlets**	\$251K	\$109K		\$214K						
Attractions, Events and Recreation*			\$1.5M	\$1.7M	\$3.2M	\$2.7M	↑ 16.6%	\$454K	↑ 5.0%	↑ 2.4%
Discretionary Retail*			\$691K	\$1.2M	\$1.9M					
Other Discretionary Retail**			\$585K	\$292K	\$877K					
Department Stores, Clothing & Accessories**			\$610K	\$1.4M	\$2.0M	\$1.6M	↑ 28.0%	\$410K	↑ 18.9%	↑ 29.7%
Private Transport			\$1.2M	\$1.2M	\$2.4M	\$2.4M	↑ -2.1%	-\$28K	↓ -84.2%	↓ -91.1%
Accommodation - Instore*										

* Total sales not available for all days in selected range. ** Day/night sales have been proportioned to total spend based on available data. * Visitor/Residents sales have been proportioned to total spend based on available data. Size 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 22 February 2026 and 31 March 2026 (incl extended dates)



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 23-Feb-26	Sun 23-Feb-25	\$767K	\$738K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 24-Feb-26	Mon 24-Feb-25	\$689K	\$630K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 24-Feb-26	Tue 25-Feb-25	\$759K	\$550K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 25-Feb-26	Wed 26-Feb-25	\$747K	\$696K
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	\$118K	\$118K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 28-Feb-26	Sat 01-Mar-25	\$1.8M	\$1.8M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 01-Mar-26	Sun 02-Mar-25	\$1.8M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 03-Mar-26	Mon 03-Mar-25	\$659K	\$629K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 03-Mar-26	Tue 04-Mar-25	\$684K	\$623K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 04-Mar-26	Wed 05-Mar-25	\$642K	\$614K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 05-Mar-26	Thu 06-Mar-25	\$687K	\$574K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 06-Mar-26	Fri 07-Mar-25	\$699K	\$629K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 07-Mar-26	Sat 08-Mar-25	\$1.9M	\$1.9M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 08-Mar-26	Sun 09-Mar-25	\$739K	\$645K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 09-Mar-26	Mon 10-Mar-25	\$617K	\$656K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 10-Mar-26	Tue 11-Mar-25	\$586K	\$550K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 11-Mar-26	Wed 12-Mar-25	\$701K	\$553K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 12-Mar-26	Thu 13-Mar-25	\$559K	\$666K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 13-Mar-26	Fri 14-Mar-25	\$699K	\$790K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 14-Mar-26	Sat 15-Mar-25	\$1.2M	\$817K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 15-Mar-26	Sun 16-Mar-25	\$735K	\$676K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 16-Mar-26	Mon 17-Mar-25	\$717K	\$576K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 17-Mar-26	Tue 18-Mar-25	\$583K	\$564K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 18-Mar-26	Wed 19-Mar-25	\$657K	\$610K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 19-Mar-26	Thu 20-Mar-25	\$789K	\$696K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 20-Mar-26	Fri 21-Mar-25	\$285K	\$284K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 21-Mar-26	Sat 22-Mar-25	\$1.8M	\$299K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 22-Mar-26	Sun 23-Mar-25	\$703K	\$656K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 23-Mar-26	Mon 24-Mar-25	\$667K	\$610K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 24-Mar-26	Tue 25-Mar-25	\$620K	\$518K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 25-Mar-26	Wed 26-Mar-25	\$619K	\$643K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 26-Mar-26	Thu 27-Mar-25	\$677K	\$636K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 27-Mar-26	Fri 28-Mar-25	\$874K	\$833K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 28-Mar-26	Sat 29-Mar-25	\$966K	\$1.9M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 29-Mar-26	Sun 30-Mar-25	\$629K	\$705K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 30-Mar-26	Mon 31-Mar-25	\$669K	\$566K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 01-Apr-26	Tue 01-Apr-25	\$679K	\$556K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 02-Apr-26	Wed 03-Apr-25	\$659K	\$548K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 03-Apr-26	Thu 03-Apr-25	\$598K	\$588K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 04-Apr-26	Fri 04-Apr-25	\$732K	\$732K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 05-Apr-26	Sat 05-Apr-25	\$689K	\$689K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 06-Apr-26	Sun 06-Apr-25	\$725K	\$725K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 07-Apr-26	Mon 07-Apr-25	\$631K	\$631K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 08-Apr-26	Tue 08-Apr-25	\$529K	\$529K

City of Busseton

Resident	Business	Events	Visitor	Leakage
Spend Location	Start Date	End Date	Benchmark Type	
West Busseton	01/03/2026	31/03/2026	\$2 weeks prior	
Event length: 31 days, Category coverage Score*: 97.6%				

Overview

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

<p>Total spend</p> <p>\$28.6M</p> <p>↑ 8.4%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$11.6M</p> <p>↑ 4.8%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$26.3M</p> <p>92% of total spend over the event period was during the day (6am-6pm)</p>	<p>Night spend</p> <p>\$2.3M</p> <p>8% of total spend over the event period was at night (6pm-6am)</p>
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All insights are based on ComBank IQ's nationally representative retail customer transaction data between 1 March 2026 and 31 March 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 Busseton location? Category coverage Score*: 97.6%

Event period: Sun 01-Mar-26 - Tue 31-Mar-26 (31 days) Category coverage score is defined as the proportion of complaint days / all days in the event period. Only the categories with * below are impacted.

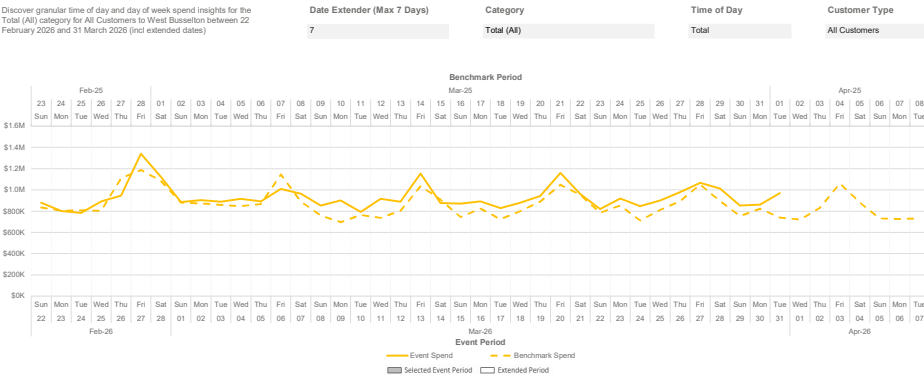
Benchmark period: Sun 02-Mar-25 - Tue 01-Apr-25 (31 days)

Category	Spend			Change vs Benchmark Period						
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$26.3M	\$2.3M	\$11.6M	\$17.0M	\$28.6M	\$26.4M	↑ 8.4%	\$12.2M	↑ 4.8%	↑ 11.1%
Food Retailing	\$11.7M	\$728K	\$3.8M	\$8.7M	\$11.7M	\$12.9M	↓ 10.1%	\$1727K	↓ 1.2%	↓ 7.9%
Supermarkets			\$1.4M	\$5.0M	\$6.4M	\$5.9M	↑ 9.0%	\$532K	↑ 7.0%	1.9%
Groceries and Other Food Retailing			\$2.4M	\$3.6M	\$6.0M	\$5.8M	↑ 3.4%	\$201K	→ 0.0%	6.0%
Discretionary Retail*	\$5.2M	\$197K	\$1.7M	\$3.7M	\$6.4M	\$6.1M	↑ 6.1%	\$310K	↑ 3.9%	1.7%
Private Transport			\$1.6M	\$2.2M	\$3.8M	\$3.0M	↑ 23.8%	\$728K	↑ 14.7%	13.3%
Tourism and Entertainment*	\$1.9M	\$729K	\$1.1M	\$1.4M	\$2.6M	\$2.4M	↑ 7.9%	\$189K	↓ -4.7%	13.2%
Takeaway and Fast Food Outlets*	\$850K	\$341K	\$497K	\$729K	\$1.2M	\$1.1M	↑ 4.8%	\$155K	↑ 3.1%	1.5%
Restaurants**			\$164K	\$239K	\$403K	\$397K				
Cafes**			\$129K	\$143K	\$269K					
Attractions, Events and Recreation**			\$61K	\$90K	\$151K					
Accommodation - Instore**			\$1.0M	\$229K	\$1.3M					

* Total sales not available for all days in selected range. ** Day/night sales have been proportioned to total spend based on available days. * Visitors/Residents sales have been proportioned to total spend based on available days. Size 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 insights for the Total (All) category for All Customers to West Busseton between 22 February 2026 and 31 March 2026 (incl extended dates).



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 23-Feb-26	Sun 23-Feb-25	\$881K	\$833K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 24-Feb-26	Mon 24-Feb-25	\$881K	\$830K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 24-Feb-26	Tue 24-Feb-25	\$783K	\$808K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 25-Feb-26	Wed 25-Feb-25	\$892K	\$803K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 26-Feb-26	Thu 27-Feb-25	\$346K	\$1.1M
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 27-Feb-26	Fri 28-Feb-25	\$1.1M	\$1.2M
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 28-Feb-26	Sat 01-Mar-25	\$1.1M	\$1.1M
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 01-Mar-26	Sun 02-Mar-25	\$887K	\$880K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 02-Mar-26	Mon 03-Mar-25	\$909K	\$873K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 03-Mar-26	Tue 04-Mar-25	\$888K	\$890K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 04-Mar-26	Wed 05-Mar-25	\$915K	\$847K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 05-Mar-26	Thu 06-Mar-25	\$811K	\$877K
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 06-Mar-26	Fri 07-Mar-25	\$1.1M	\$1.1M
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 07-Mar-26	Sat 08-Mar-25	\$964K	\$892K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 08-Mar-26	Sun 09-Mar-25	\$803K	\$759K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 09-Mar-26	Mon 10-Mar-25	\$881K	\$879K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 10-Mar-26	Tue 11-Mar-25	\$794K	\$764K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 11-Mar-26	Wed 12-Mar-25	\$916K	\$737K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 12-Mar-26	Thu 13-Mar-25	\$599K	\$599K
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 13-Mar-26	Fri 14-Mar-25	\$1.1M	\$1.0M
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 14-Mar-26	Sat 15-Mar-25	\$877K	\$910K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 15-Mar-26	Sun 16-Mar-25	\$810K	\$744K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 16-Mar-26	Mon 17-Mar-25	\$892K	\$824K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 17-Mar-26	Tue 18-Mar-25	\$828K	\$724K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 18-Mar-26	Wed 19-Mar-25	\$881K	\$801K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 19-Mar-26	Thu 20-Mar-25	\$892K	\$896K
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 20-Mar-26	Fri 21-Mar-25	\$1.1M	\$1.0M
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 21-Mar-26	Sat 22-Mar-25	\$993K	\$938K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 22-Mar-26	Sun 23-Mar-25	\$829K	\$765K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 23-Mar-26	Mon 24-Mar-25	\$918K	\$854K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 24-Mar-26	Tue 25-Mar-25	\$846K	\$712K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 25-Mar-26	Wed 26-Mar-25	\$938K	\$812K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 26-Mar-26	Thu 27-Mar-25	\$890K	\$866K
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 27-Mar-26	Fri 28-Mar-25	\$1.1M	\$1.1M
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 28-Mar-26	Sat 29-Mar-25	\$916K	\$898K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 29-Mar-26	Sun 30-Mar-25	\$853K	\$719K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 30-Mar-26	Mon 31-Mar-25	\$833K	\$823K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 01-Apr-26	Tue 01-Apr-25	\$917K	\$740K
Sub-region	West Busseton	Total (All)	Total	All Customers	Wed 02-Apr-26	Wed 03-Apr-25	\$721K	\$721K
Sub-region	West Busseton	Total (All)	Total	All Customers	Thu 03-Apr-26	Thu 03-Apr-25	\$830K	\$830K
Sub-region	West Busseton	Total (All)	Total	All Customers	Fri 04-Apr-26	Fri 04-Apr-25	\$1.1M	\$1.1M
Sub-region	West Busseton	Total (All)	Total	All Customers	Sat 05-Apr-26	Sat 05-Apr-25	\$881K	\$881K
Sub-region	West Busseton	Total (All)	Total	All Customers	Sun 06-Apr-26	Sun 06-Apr-25	\$731K	\$731K
Sub-region	West Busseton	Total (All)	Total	All Customers	Mon 07-Apr-26	Mon 07-Apr-25	\$727K	\$727K
Sub-region	West Busseton	Total (All)	Total	All Customers	Tue 08-Apr-26	Tue 08-Apr-25	\$731K	\$731K

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month March 2026	Spend location City of Busselton		Filter All Visitors	

Overview

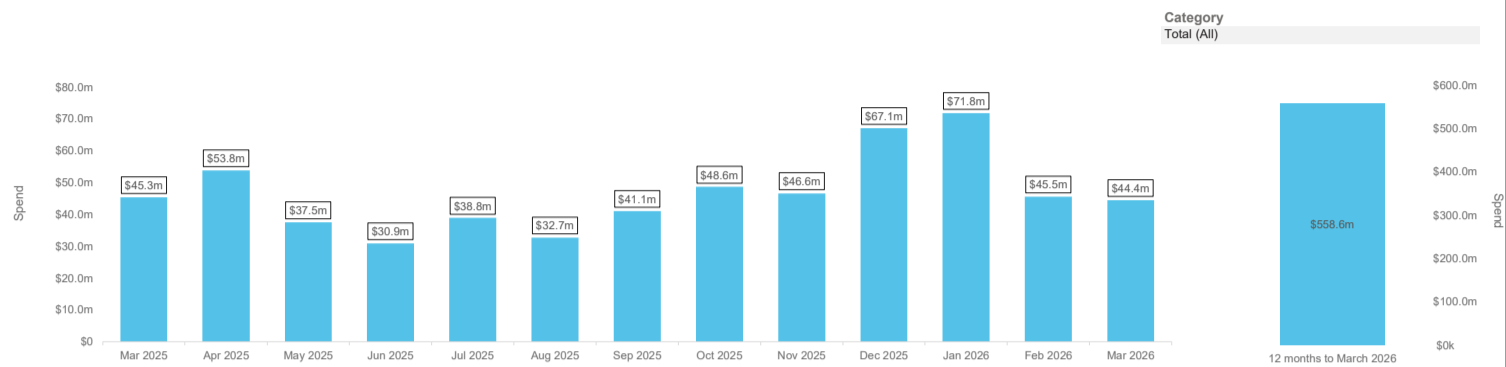
What are some of the key insights for Visitors to City of Busselton?

Top category
Accommodation - Online
\$6M of City of Busselton Visitors spend during March 2026

Top age band
25-34
20.9% of City of Busselton Visitors are within this age band

Top lifecycle
Young Families
20.4% of City of Busselton Visitors are within this lifecycle

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202503) 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

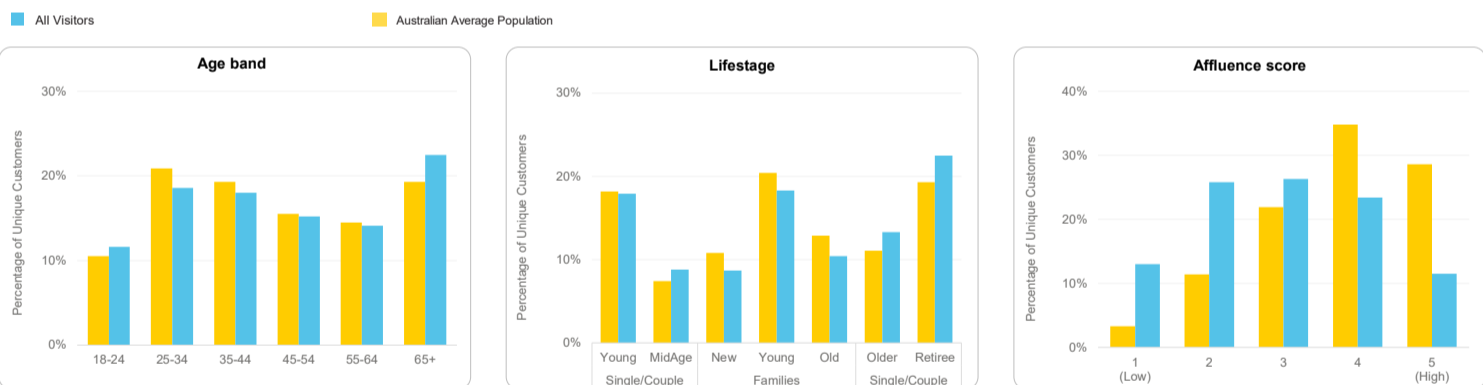
What are the highest performing categories for Visitors to City of Busselton during the past 12 months (April 2025 - March 2026)?

Category	Monthly			Annual (Last 12 months up to March 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$44.4M	↓ -2.0%	↑ 5.1%	\$558.6M	↑ 8.5%		
Tourism and Entertainment	\$10.7M	↓ -8.1%	↓ -3.3%	\$132.9M	↑ 1.6%	0.99x	75.2%
Restaurants	\$2.8M	↓ -20.3%	↑ 0.2%	\$36.2M	↓ -6.0%	0.94x	33.4%
Breweries and Wineries	\$2.3M	↓ -2.0%	↑ 5.7%	\$27.3M	↓ -3.0%	0.95x	24.3%
Pubs, Taverns and Bars	\$1.9M	↑ 4.7%	↓ -8.7%	\$21.8M	↑ 11.8%	0.90x	21.1%
Cafes	\$1.9M	↓ -4.3%	↓ -10.4%	\$22.6M	↑ 9.3%	0.93x	30.0%
Takeaway and Fast Food Outlets	\$1.0M	↑ 0.3%	↑ 6.7%	\$14.1M	↑ 11.3%	0.92x	28.3%
Attractions, Events and Recreation	\$834K	↓ -18.4%	↓ -9.9%	\$10.9M	↓ -3.5%	0.92x	19.6%
Food Retailing	\$9.3M	↓ -0.8%	↑ 3.3%	\$122.7M	↑ 20.2%	0.98x	61.0%
Groceries and Other Food Retailing	\$4.8M	↓ -3.0%	↓ -1.7%	\$64.8M	↑ 39.1%	0.96x	47.4%
Supermarkets	\$4.5M	↑ 1.6%	↑ 5.8%	\$57.9M	↑ 4.4%	0.94x	39.5%
Discretionary Retail	\$7.0M	↑ 6.5%	↑ 5.2%	\$91.1M	↑ 6.8%	0.93x	33.2%
Other Discretionary Retail	\$4.5M	↑ 8.8%	↑ 5.3%	\$57.7M	↑ 4.4%	0.89x	24.2%
Department Stores, Clothing & Accessories	\$2.4M	↑ 2.5%	↑ 5.2%	\$33.4M	↑ 11.0%	0.86x	19.4%
Accommodation - Online	\$6.0M	↓ -16.8%	↓ -2.8%	\$88.4M	↑ 8.5%	1.03x	
Private Transport	\$4.2M	↑ 18.6%	↑ 22.1%	\$40.3M	↑ 16.2%	0.92x	30.8%
Accommodation - Instore	\$2.5M	↓ -6.8%	↓ -10.5%	\$29.0M	↓ -3.2%	0.92x	9.7%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (202503). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.

Demographic profile

What is the profile of Visitors to City of Busselton during the recent static period (202503)?



Brand preference

What are the top brand preferences for Visitors to City of Busselton during the recent static period (202503)?

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	11.3%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.6%
Ngilgi Cave	Attractions	1.01x	2.3%
Tasman Holiday Parks	Travel	1.00x	1.0%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.1%
Pullman	Travel	0.98x	1.4%
Abbey Beach Resort	Travel	0.95x	1.0%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.7%
Cheeky Monkey	Eating And Drinking Out	0.94x	1.8%
Dunborough Bakery	Food Retailing	0.94x	5.5%
Shelter Brewing Co	Eating And Drinking Out	0.94x	12.4%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.94x	2.6%
Beerfarm Metricup	Eating And Drinking Out	0.94x	4.6%
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	4.0%
Yallingup Gugelthupf	Food Retailing	0.92x	1.1%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.1%
Aravina Estate	Eating And Drinking Out	0.91x	2.4%
Caves House Hotel	Eating And Drinking Out	0.90x	4.8%
The Goose	Eating And Drinking Out	0.90x	9.9%
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%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.4%
Kyst	Eating And Drinking Out	0.88x	6.6%
Wild And Woods	Eating And Drinking Out	0.88x	1.1%
Cafe Evviva	Eating And Drinking Out	0.88x	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 March 2026	Spend location Busselton		Filter All Visitors	

Overview

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

Top category

Other Discretionary Retail

\$2.9M of Busselton Visitors spend during March 2026

Top age band

25-34

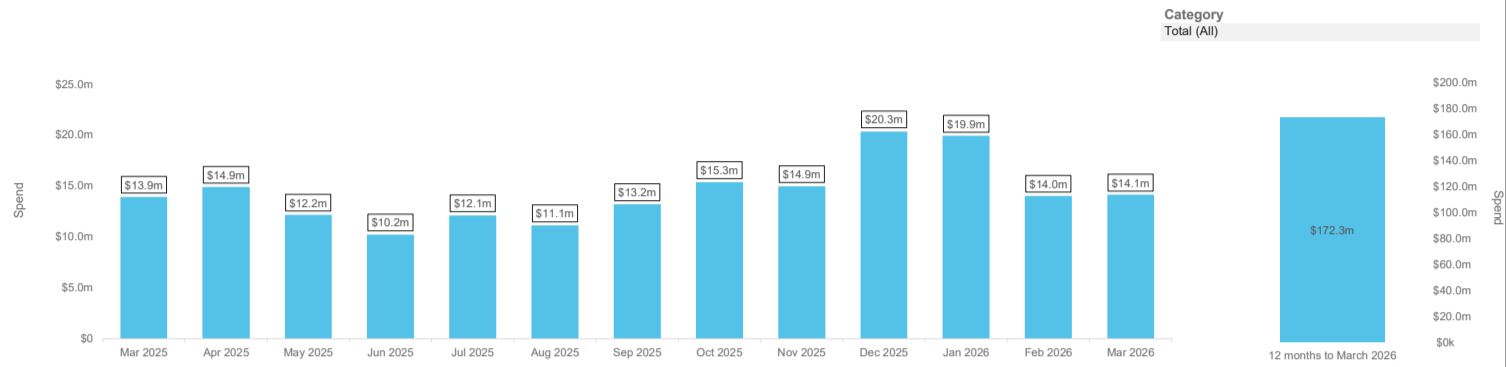
21.3% of Busselton Visitors are within this age band

Top lifestage

Young Families

20.5% of Busselton Visitors are within this lifestage

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202503) 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

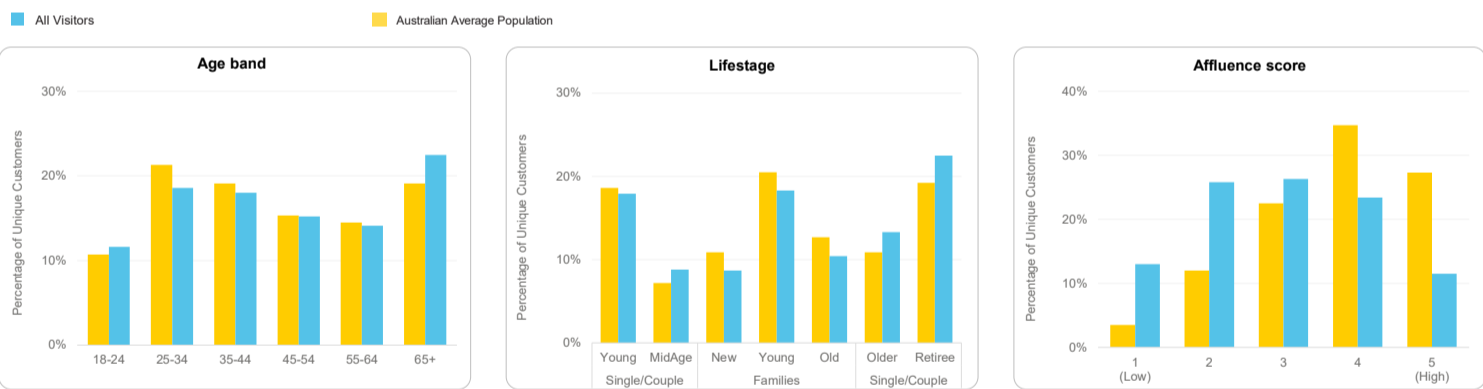
What are the highest performing categories for Visitors to Busselton during the past 12 months (April 2025 - March 2026)?

Category	Monthly			Annual (Last 12 months up to March 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$14.1M	↑ 1.5%	↑ 5.1%	\$172.3M	↑ 9.3%		
Discretionary Retail	\$3.7M	↑ 8.9%	↑ 5.2%	\$47.9M	↑ 6.2%	0.84x	30.1%
Other Discretionary Retail	\$2.9M	↑ 14.5%	↑ 5.3%	\$36.4M	↑ 6.8%	0.86x	23.4%
Department Stores, Clothing & Accessories	\$800K	↓ -7.6%	↑ 5.2%	\$11.4M	↑ 4.4%	0.61x	13.7%
Tourism and Entertainment	\$3.6M	↓ -9.0%	↓ -3.3%	\$44.6M	↑ 5.4%	0.98x	74.2%
Cafes	\$734K	↓ -6.0%	↓ -10.4%	\$8.5M	↑ 3.9%	0.71x	22.7%
Restaurants	\$658K	↓ -15.2%	↑ 0.2%	\$8.5M	↑ 1.9%	0.62x	22.0%
Pubs, Taverns and Bars	\$606K	↓ -4.8%	↓ -8.7%	\$7.5M	↑ 6.7%	0.60x	14.0%
Takeaway and Fast Food Outlets	\$355K	↑ 7.3%	↑ 6.7%	\$4.9M	↑ 26.5%	0.65x	19.9%
Food Retailing	\$2.7M	↓ -0.3%	↑ 3.3%	\$33.6M	↑ 4.1%	0.63x	39.2%
Supermarkets	\$1.8M	↑ 1.5%	↑ 5.8%	\$22.1M	↑ 5.4%	0.69x	29.0%
Groceries and Other Food Retailing	\$880K	↓ -3.9%	↓ -1.7%	\$11.5M	↑ 1.8%	0.43x	21.1%
Private Transport	\$2.0M	↑ 24.6%	↑ 22.1%	\$18.8M	↑ 25.2%	0.75x	25.0%
Accommodation - Instore	\$232K	↑ 88.8%	↓ -10.5%	\$2.2M	↑ 165.3%	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 (202503). 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 (202503)?



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 (202503)?

How to read: 17.9% of Visitors to Busselton have transacted with Busselton Jetty in Busselton. This is 1.60x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.60x	17.9%
Shelter Brewing Co	Eating And Drinking Out	1.49x	19.8%
The Goose	Eating And Drinking Out	1.43x	15.7%
Kyst	Eating And Drinking Out	1.40x	10.5%
Mano Wraps	Eating And Drinking Out	1.31x	2.7%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.27x	3.5%
Caltex	Private Transport	1.21x	11.7%
Esplanade Hotel	Eating And Drinking Out	1.21x	6.1%
Hungry Jacks	Eating And Drinking Out	1.13x	4.2%
Ship Inn	Eating And Drinking Out	1.13x	2.5%
Baked Busselton	Food Retailing	1.10x	4.7%
Liberty Petrol	Private Transport	1.09x	7.2%
The Fire Station	Eating And Drinking Out	1.08x	2.6%
Timezone	Recreation	1.07x	1.3%
Dan Murphys	Food Retailing	1.07x	6.2%
Zambro	Eating And Drinking Out	1.07x	1.3%
The Vasse Tavern	Eating And Drinking Out	1.05x	1.9%
Geographe Restauranty	Eating And Drinking Out	1.05x	1.5%
The Tav	Eating And Drinking Out	1.02x	2.0%
Benesse Cafe	Eating And Drinking Out	1.02x	2.8%
Busselton Pavilion	Eating And Drinking Out	1.01x	1.9%
Bunnings Warehouse	Hardware And Garden Retailing	1.01x	8.9%
Dome Cafe	Eating And Drinking Out	0.99x	3.8%
Best And Less	Clothing And Accessories	0.97x	3.3%
Bcf	Recreational Goods	0.95x	2.6%
Kwik Koffee	Eating And Drinking Out	0.92x	2.4%
Sushi Sushi	Eating And Drinking Out	0.90x	2.2%
Reading Cinemas	Films And Videos	0.90x	1.8%
Cotton On	Clothing And Accessories	0.89x	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	Spend location		Filter	
March 2026	Dunsborough		All Visitors	

Overview

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

Top category

Restaurants

\$2M of Dunsborough Visitors spend during March 2026

Top age band

25-34

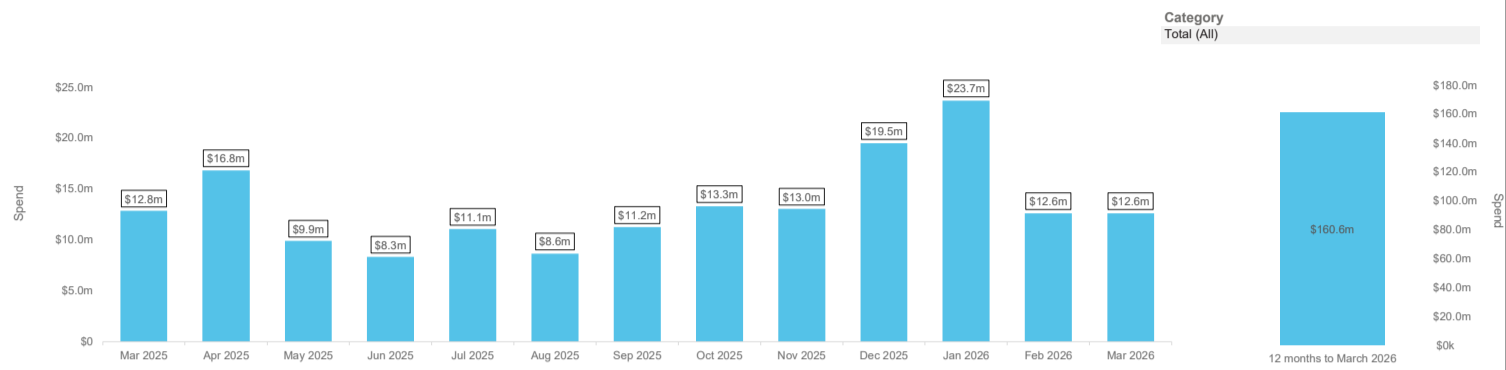
21.3% of Dunsborough Visitors are within this age band

Top lifestage

Young Families

21.3% of Dunsborough Visitors are within this lifestage

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202503) 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 (April 2025 - March 2026)?

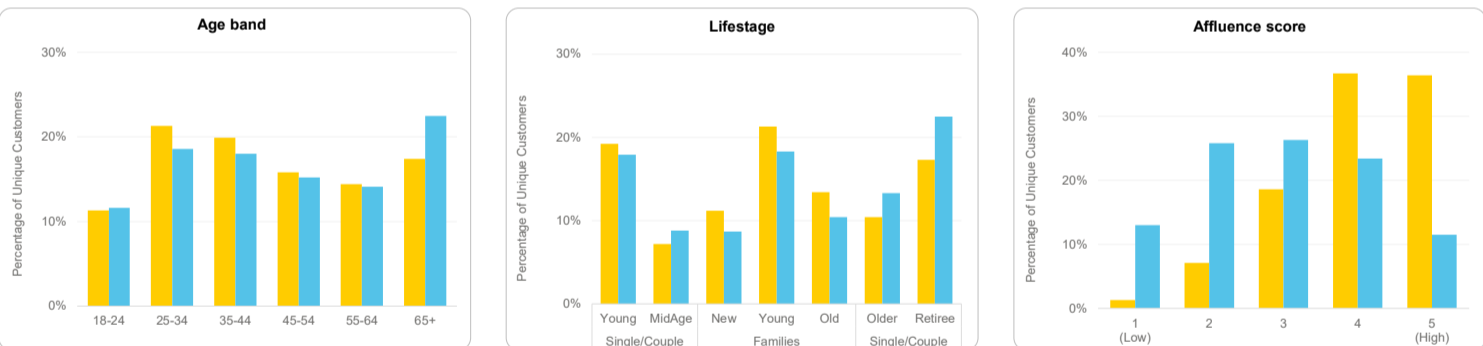
Category	Monthly			Annual (Last 12 months up to March 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$12.6M	↓ -1.9%	↑ 5.1%	\$160.6M	↑ 1.9%		
Tourism and Entertainment	\$5.9M	↓ -7.9%	↓ -3.3%	\$73.0M	↓ -3.3%	0.98x	74.5%
Restaurants	\$2.0M	↓ -23.4%	↑ 0.2%	\$25.6M	↓ -10.3%	1.05x	37.5%
Breweries and Wineries	\$1.5M	↑ 1.7%	↑ 5.7%	\$17.2M	↓ -5.5%	0.86x	22.0%
Pubs, Taverns and Bars	\$1.0M	↑ 16.0%	↓ -8.7%	\$11.5M	↑ 12.9%	0.86x	20.0%
Cafes	\$1.0M	↓ -6.9%	↓ -10.4%	\$12.5M	↑ 8.1%	0.89x	28.5%
Takeaway and Fast Food Outlets	\$208K	↓ -5.6%	↑ 6.7%	\$3.0M	↓ -0.3%	0.49x	15.0%
Attractions, Events and Recreation	\$197K	↑ 3.6%	↓ -9.9%	\$3.1M	↓ -21.6%	0.46x	9.5%
Food Retailing	\$2.8M	↓ -1.3%	↑ 3.3%	\$40.1M	↑ 5.9%	0.99x	61.9%
Groceries and Other Food Retailing	\$1.6M	↓ -2.7%	↓ -1.7%	\$21.7M	↑ 7.3%	1.02x	50.4%
Supermarkets	\$1.3M	↑ 0.5%	↑ 5.8%	\$18.3M	↑ 4.3%	0.75x	31.2%
Discretionary Retail	\$1.6M	↑ 11.3%	↑ 5.2%	\$19.7M	↑ 14.9%	0.57x	20.2%
Other Discretionary Retail	\$811K	↑ 7.4%	↑ 5.3%	\$9.9M	↑ 7.3%	0.56x	15.4%
Department Stores, Clothing & Accessories	\$757K	↑ 15.8%	↑ 5.2%	\$9.8M	↑ 23.6%	0.38x	8.5%
Accommodation - Instore	\$1.1M	↑ 0.9%	↓ -10.5%	\$13.3M	↓ -6.2%	0.70x	7.4%
Private Transport	\$611K	↑ 13.7%	↑ 22.1%	\$6.2M	↑ 2.3%	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 (202503). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.

Demographic profile

What is the profile of Visitors to Dunsborough during the recent static period (202503)?

■ 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 (202503)?

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%
Bettenays Margaret River	Travel	1.74x	1.4%
Ngilgi Cave	Attractions	1.73x	4.0%
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%
Pullman	Travel	1.68x	2.4%
Swings And Roundabouts	Eating And Drinking Out	1.68x	1.4%
Wise Wine	Eating And Drinking Out	1.67x	1.6%
Country Life Farm	Recreation	1.64x	1.0%
Eagle Bay Brewing Co	Eating And Drinking Out	1.62x	6.4%
Lamonts	Eating And Drinking Out	1.62x	1.0%
Cheeky Monkey	Eating And Drinking Out	1.62x	3.1%
Dunsborough Bakery	Food Retailing	1.62x	9.5%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.62x	4.4%
Beerfarm Metricup	Eating And Drinking Out	1.61x	7.9%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.61x	1.5%
Vasse Virgin	Personal Services	1.61x	1.6%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.59x	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	6.9%
Yallingup Gugelhupf	Food Retailing	1.58x	1.6%
Yallingup Woodfired Bakery	Food Retailing	1.57x	3.6%
Aravina Estate	Eating And Drinking Out	1.56x	4.1%
Caves House Hotel	Eating And Drinking Out	1.56x	8.3%
Woody Nook Wines	Eating And Drinking Out	1.55x	1.7%
Merchant And Maker	Eating And Drinking Out	1.55x	8.7%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.53x	2.1%
Simmos Ice Creamery	Eating And Drinking Out	1.53x	7.7%
Wild And Woods	Eating And Drinking Out	1.52x	2.0%

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

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Spend location		Filter	
March 2026	Dunsborough		All Visitors	

Overview

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

Top category

Restaurants

\$2M of Dunsborough Visitors spend during March 2026

Top age band

25-34

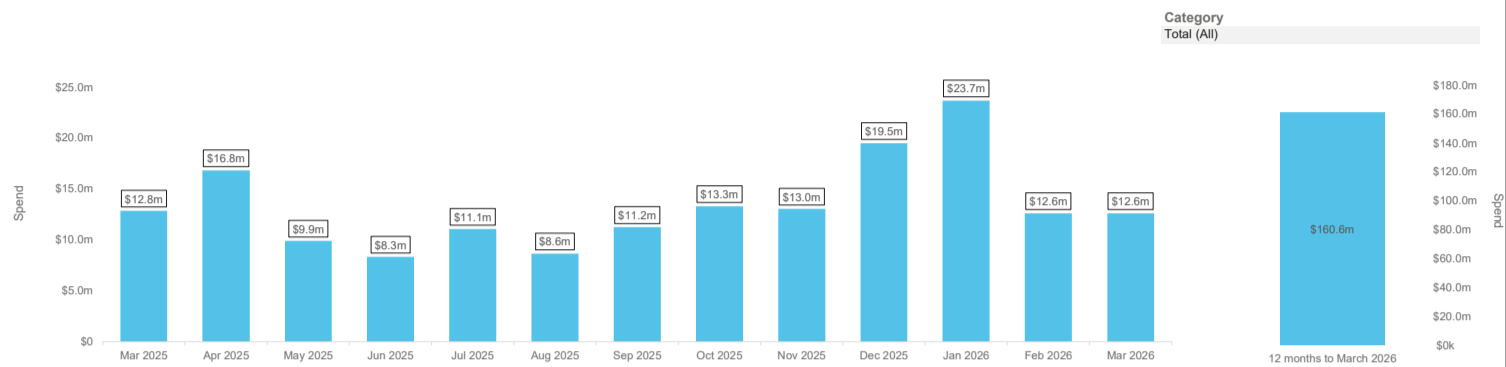
21.3% of Dunsborough Visitors are within this age band

Top lifestage

Young Families

21.3% of Dunsborough Visitors are within this lifestage

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202503) 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

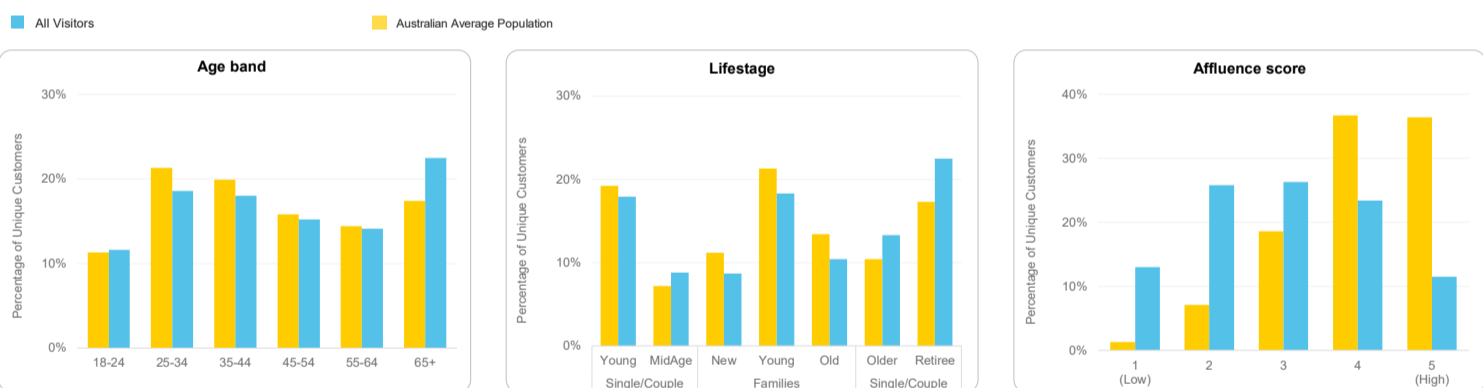
What are the highest performing categories for Visitors to Dunsborough during the past 12 months (April 2025 - March 2026)?

Category	Monthly			Annual (Last 12 months up to March 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$12.6M	-1.9%	5.1%	\$160.6M	1.9%		
Tourism and Entertainment	\$5.9M	-7.9%	-3.3%	\$73.0M	-3.3%	0.98x	74.5%
Restaurants	\$2.0M	-23.4%	0.2%	\$25.6M	-10.3%	1.05x	37.5%
Breweries and Wineries	\$1.5M	1.7%	5.7%	\$17.2M	-5.5%	0.86x	22.0%
Pubs, Taverns and Bars	\$1.0M	16.0%	-8.7%	\$11.5M	12.9%	0.86x	20.0%
Cafes	\$1.0M	-6.9%	-10.4%	\$12.5M	8.1%	0.89x	28.5%
Takeaway and Fast Food Outlets	\$208K	-5.6%	6.7%	\$3.0M	-0.3%	0.49x	15.0%
Attractions, Events and Recreation	\$197K	3.6%	-9.9%	\$3.1M	-21.6%	0.46x	9.5%
Food Retailing	\$2.8M	-1.3%	3.3%	\$40.1M	5.9%	0.99x	61.9%
Groceries and Other Food Retailing	\$1.6M	-2.7%	-1.7%	\$21.7M	7.3%	1.02x	50.4%
Supermarkets	\$1.3M	0.5%	5.8%	\$18.3M	4.3%	0.75x	31.2%
Discretionary Retail	\$1.6M	11.3%	5.2%	\$19.7M	14.9%	0.57x	20.2%
Other Discretionary Retail	\$811K	7.4%	5.3%	\$9.9M	7.3%	0.56x	15.4%
Department Stores, Clothing & Accessories	\$757K	15.8%	5.2%	\$9.8M	23.6%	0.38x	8.5%
Accommodation - Instore	\$1.1M	0.9%	-10.5%	\$13.3M	-6.2%	0.70x	7.4%
Private Transport	\$611K	13.7%	22.1%	\$6.2M	2.3%	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 (202503). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.

Demographic profile

What is the profile of Visitors to Dunsborough during the recent static period (202503)?



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 (202503)?

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%
Bettenays Margaret River	Travel	1.74x	1.4%
Ngilgi Cave	Attractions	1.73x	4.0%
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%
Pullman	Travel	1.68x	2.4%
Swings And Roundabouts	Eating And Drinking Out	1.68x	1.4%
Wise Wine	Eating And Drinking Out	1.67x	1.6%
Country Life Farm	Recreation	1.64x	1.0%
Eagle Bay Brewing Co	Eating And Drinking Out	1.62x	6.4%
Lamonts	Eating And Drinking Out	1.62x	1.0%
Cheeky Monkey	Eating And Drinking Out	1.62x	3.1%
Dunsborough Bakery	Food Retailing	1.62x	9.5%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.62x	4.4%
Beerfarm Metricup	Eating And Drinking Out	1.61x	7.9%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.61x	1.5%
Vasse Virgin	Personal Services	1.61x	1.6%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.59x	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	6.9%
Yallingup Gugelhupf	Food Retailing	1.58x	1.6%
Yallingup Woodfired Bakery	Food Retailing	1.57x	3.6%
Aravina Estate	Eating And Drinking Out	1.56x	4.1%
Caves House Hotel	Eating And Drinking Out	1.56x	8.3%
Woody Nook Wines	Eating And Drinking Out	1.55x	1.7%
Merchant And Maker	Eating And Drinking Out	1.55x	8.7%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.53x	2.1%
Simmos Ice Creamery	Eating And Drinking Out	1.53x	7.7%
Wild And Woods	Eating And Drinking Out	1.52x	2.0%

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

City of Busselton

Resident Business Events **Visitor** Leakage

Month: March 2026 Spend location: West Busselton Filter: All Visitors

Overview

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

Top category

Groceries and Other Food Retailing

\$2.4M of West Busselton Visitors spend during March 2026

Top age band

65+

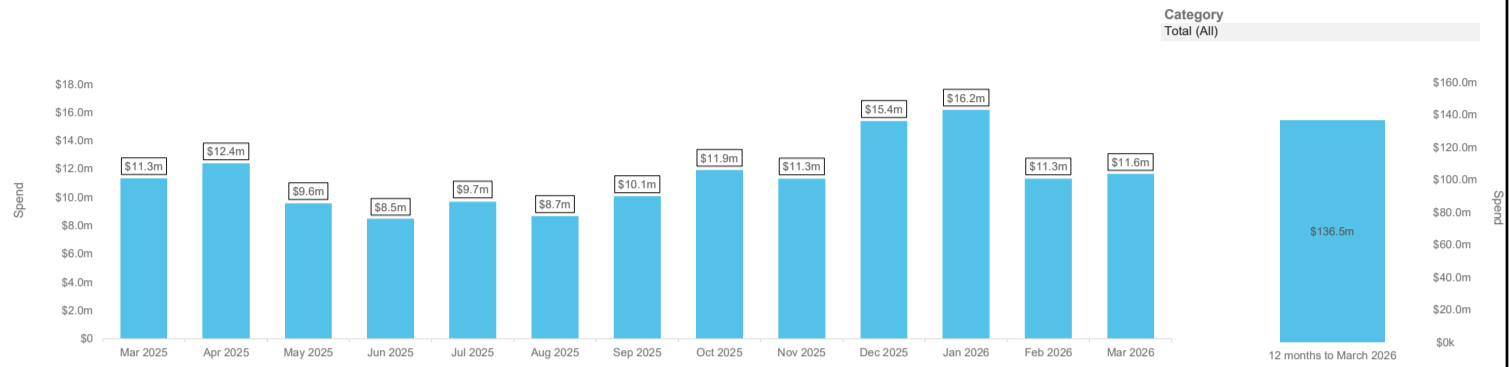
20.5% of West Busselton Visitors are within this age band

Top lifestyle

Young Families

21.6% of West Busselton Visitors are within this lifestyle

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202503) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

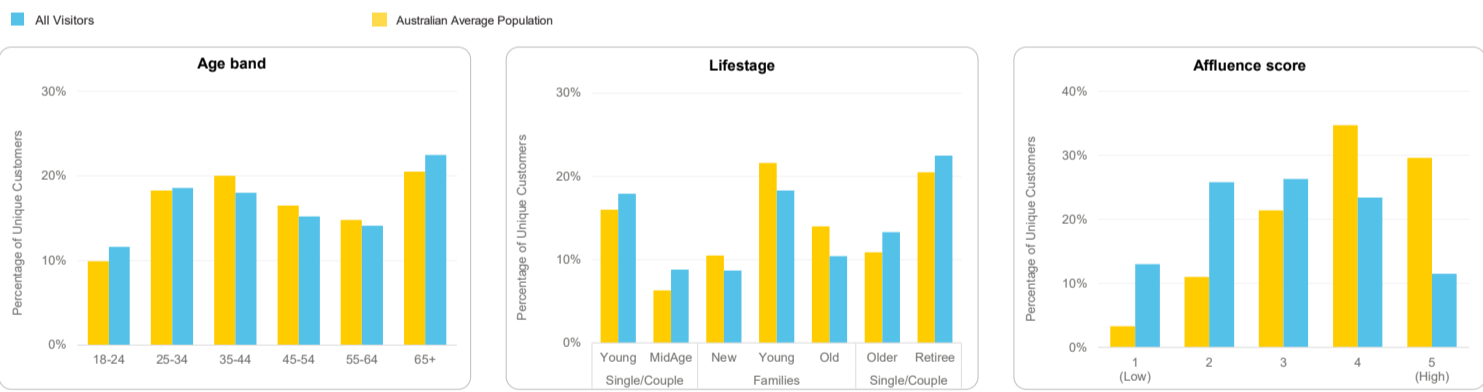
What are the highest performing categories for Visitors to West Busselton during the past 12 months (April 2025 - March 2026)?

Category	Monthly			Annual (Last 12 months up to March 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$11.6M	↑ 2.7%	↑ 5.1%	\$136.5M	↑ 16.1%		
Food Retailing	\$3.8M	↓ -0.8%	↑ 3.3%	\$48.9M	↑ 53.4%	0.81x	50.6%
Groceries and Other Food Retailing	\$2.4M	↓ -2.8%	↓ -1.7%	\$31.4M	↑ 110.1%	0.75x	36.8%
Supermarkets	\$1.4M	↑ 2.9%	↑ 5.8%	\$17.5M	↑ 3.3%	0.65x	27.4%
Discretionary Retail	\$1.7M	↓ -2.3%	↑ 5.2%	\$23.6M	↑ 1.8%	0.77x	27.5%
Private Transport	\$1.6M	↑ 13.5%	↑ 22.1%	\$15.3M	↑ 12.4%	0.82x	27.2%
Accommodation - Instore	\$1.2M	↓ -20.2%	↓ -10.5%	\$13.5M	↓ -9.9%	0.86x	9.1%
Tourism and Entertainment	\$1.2M	↓ -6.2%	↓ -3.3%	\$14.9M	↑ 18.5%	0.54x	40.9%
Takeaway and Fast Food Outlets	\$465K	↓ -2.0%	↑ 6.7%	\$6.2M	↑ 7.3%	0.87x	26.7%
Restaurants	\$167K	↑ 5.3%	↑ 0.2%	\$2.1M	↑ 28.4%	0.17x	5.9%
Attractions, Events and Recreation	\$134K	↓ -19.2%	↓ -9.9%	\$1.5M	↑ 42.4%	0.25x	5.1%
Cafes	\$129K	↑ 40.9%	↓ -10.4%	\$1.6M	↑ 72.3%	0.23x	7.4%

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 (202503). 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 (202503)?



Brand preference

What are the top brand preferences for Visitors to West Busselton during the recent static period (202503)?

How to read: 11.3% 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	11.3%
The Kiosk	Eating And Drinking Out	1.93x	1.2%
Mandalay Resort	Travel	1.92x	1.2%
Abbey Beach Resort	Travel	1.82x	2.0%
Bunbury Farmers Market	Food Retailing	1.61x	24.7%
Vibe Petroleum	Private Transport	1.57x	13.6%
Subzero Gelato	Food Retailing	1.56x	2.1%
Petro Fuels	Private Transport	1.50x	2.1%
Broadwater Village Grocer	Food Retailing	1.50x	5.1%
Tonic By The Bay	Eating And Drinking Out	1.49x	6.3%
Kmart	General Retail	1.44x	17.8%
United Petrol	Private Transport	1.43x	3.7%
Obison Coffee Roasters	Eating And Drinking Out	1.41x	2.1%
Dusty Buns	Eating And Drinking Out	1.30x	2.1%
Gropers Fish And Chips	Eating And Drinking Out	1.30x	1.6%
The Par 3	Recreation	1.30x	2.7%
Aldi	Food Retailing	1.28x	9.2%
Leeuwin Way Takeaway	Eating And Drinking Out	1.25x	1.5%
Kfc	Eating And Drinking Out	1.25x	4.3%
The Vietnamese Kitchen	Eating And Drinking Out	1.19x	1.7%
The Urban Coffee House	Eating And Drinking Out	1.17x	1.7%
Anaconda	Recreational Goods	1.15x	3.8%
Coffee Head Co	Eating And Drinking Out	1.13x	1.3%
Chicken Treat	Eating And Drinking Out	1.13x	1.9%
Broadwater Pharmacy	Personal Goods Retailing	1.12x	1.1%
Vasse Bakery	Food Retailing	1.11x	3.1%
Amelia Park Lodge	Travel	1.08x	1.6%
Red Rooster	Eating And Drinking Out	1.07x	2.8%
Boost Juice	Eating And Drinking Out	1.05x	1.5%
Bottega	Eating And Drinking Out	0.99x	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

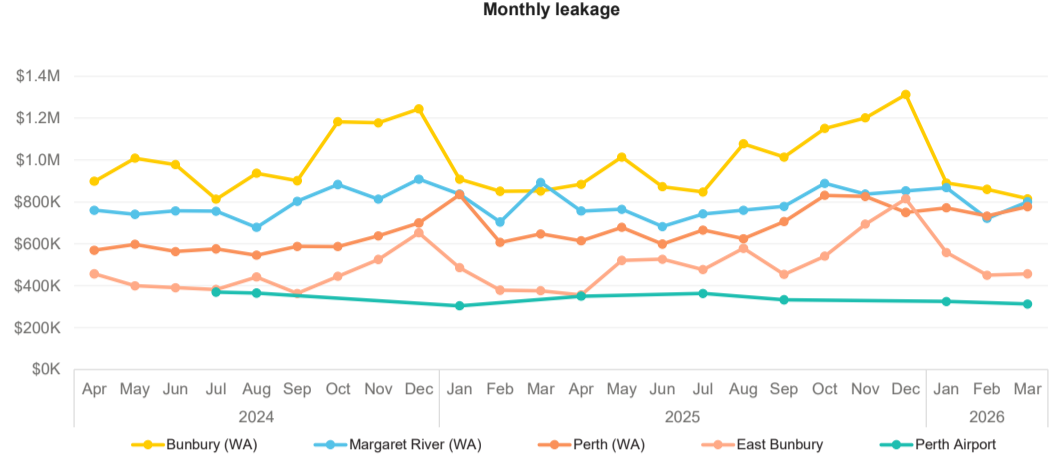
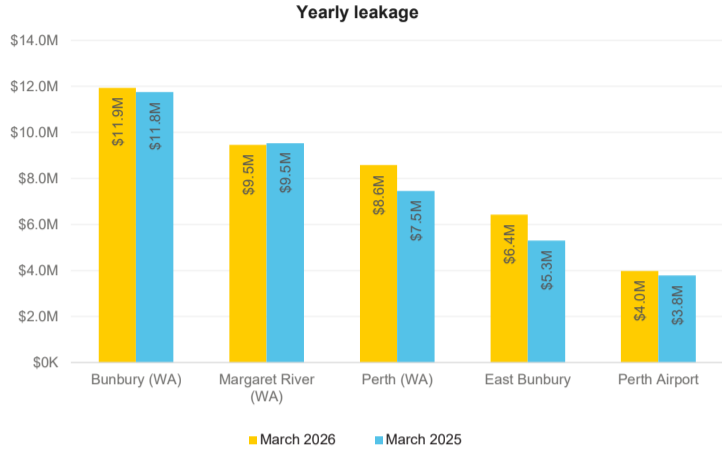
Locality Total (excl. Other)

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 March 2026, there was \$11.9m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$184k more than the previous 12 months

How to read: In the month of March 2026, there was \$815k of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$852k in the month of March 2025



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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to March 2026, residents spent \$11.9m on Total (excl. Other) in Bunbury (WA). This was \$184k or 1.5% increase compared to March 2025.

Locality	Total (excl. Other)			
	March 2026 Spend	March 2025 Spend	Spend Change	Spend % Change
IN LGA	\$577.5M	\$543.4M	↑\$34.1M	↑ 5.9%
Online	\$194.0M	\$166.0M	↑\$28.0M	↑ 14.4%
Bunbury (WA)	\$11.9M	\$11.8M	↑\$184K	↑ 1.5%
Margaret River (WA)	\$9.5M	\$9.5M	-\$81K	↓ -0.9%
Perth (WA)	\$8.6M	\$7.5M	↑\$1.1M	↑ 13.1%
East Bunbury	\$6.4M	\$5.3M	↑\$1.1M	↑ 17.6%
Perth Airport	\$4.0M	\$3.8M	↑\$186K	↑ 4.7%

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Annual leakage by sub-region and crowd

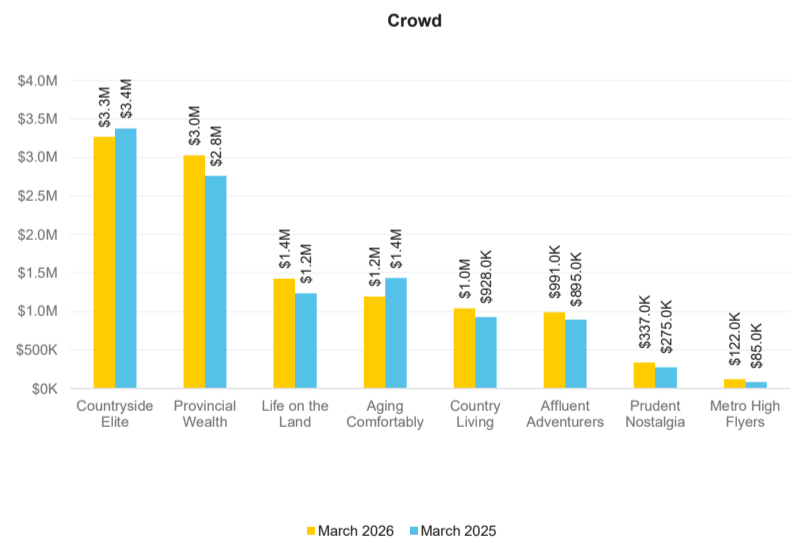
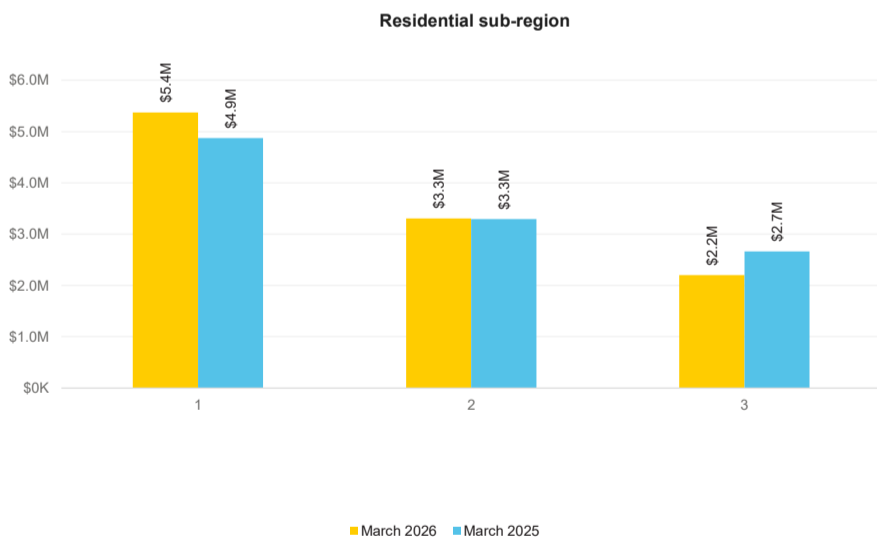
Location

Bunbury (WA)

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

How to read: In the 12 months to March 2026, there was \$5.4m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$500k more than the previous 12 months.

How to read: In the 12 months to March 2026, there was \$3.3m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$108k less than the previous 12 months.



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City of Busselton

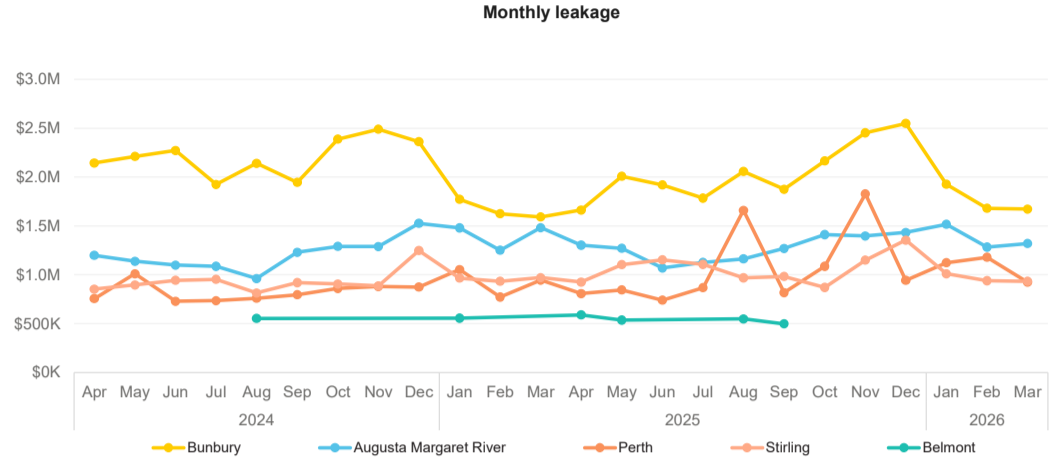
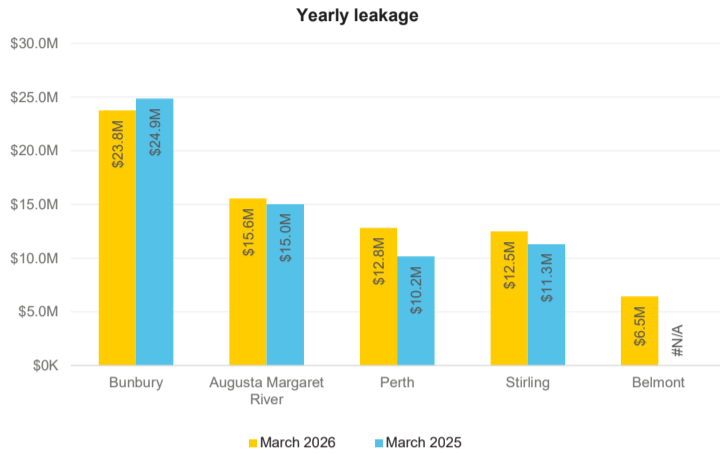
Resident	Business	Events	Visitor	Leakage
Region Type	Category			
LGA	Total (excl. Other)			

Leakage trends by location and category

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

How to read: In the 12 months to March 2026, there was \$23.8m of spend by residents to Bunbury in Total (excl. Other), this was \$1.1m less than the previous 12 months

How to read: In the month of March 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 March 2025



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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to March 2026, residents spent \$23.8m on Total (excl. Other) in Bunbury. This was \$1.1m or -4.7% decrease compared to March 2025.

LGA	Total (excl. Other)			
	March 2026 Spend	March 2025 Spend	Spend Change	Spend % Change
IN LGA	\$577.5M	\$543.4M	↑\$34.1M	↑ 5.9%
Online	\$194.0M	\$166.0M	↑\$28.0M	↑ 14.4%
Bunbury	\$23.8M	\$24.9M	-\$1.1M	↓ -4.7%
Augusta Margaret River	\$15.6M	\$15.0M	↑\$527K	↑ 3.4%
Perth	\$12.8M	\$10.2M	↑\$2.6M	↑ 20.6%
Stirling	\$12.5M	\$11.3M	↑\$1.2M	↑ 9.7%
Belmont	\$6.5M			

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

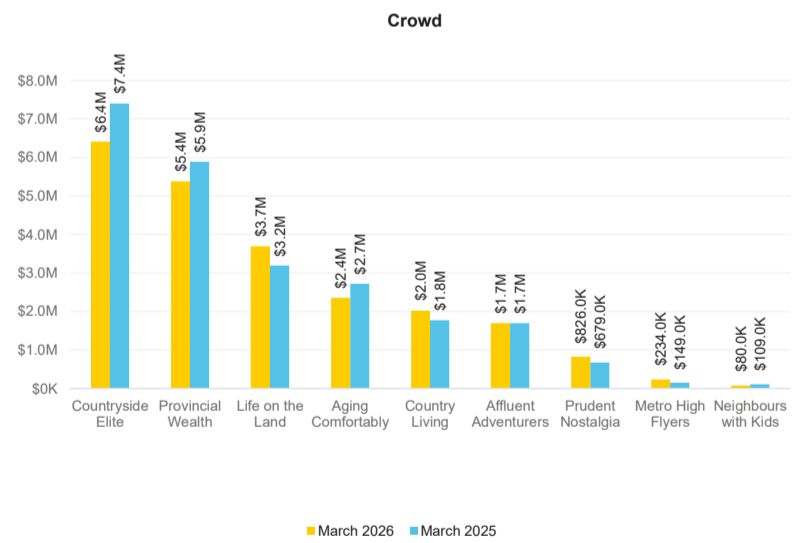
Annual leakage by sub-region and crowd

Location: Bunbury

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

How to read: In the 12 months to March 2026, there was \$10.4m of spend by West Busselton residents to Bunbury in Total (excl. Other), this was \$129k more than the previous 12 months.

How to read: In the 12 months to March 2026, there was \$6.4m of spend by Countryside Elite residents to Bunbury in Total (excl. Other), this was \$993k less than the previous 12 months.



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City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

Region

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?

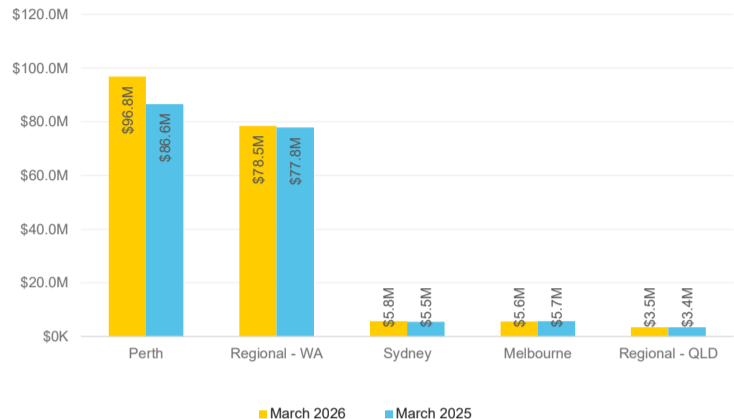
How to read:

In the 12 months to March 2026, there was \$96.8m of spend by residents to Perth in Total (excl. Other), this was \$10.2m more than the previous 12 months

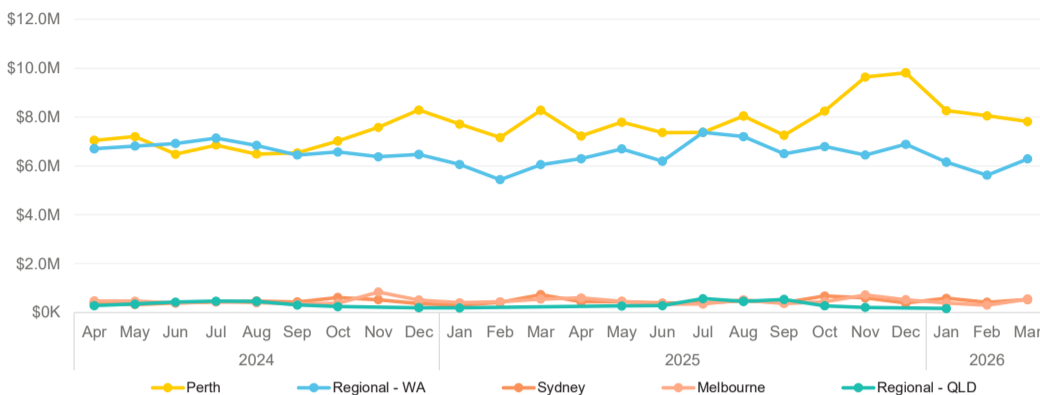
How to read:

In the month of March 2026, there was \$7.8m of spend by residents to Perth in Total (excl. Other), this was compared to \$8.3m in the month of March 2025

Yearly leakage



Monthly leakage



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Annual leakage by category

How does the Leakage compare across categories?

How to read:

In the 12 months to March 2026, residents spent \$96.8m on Total (excl. Other) in Perth. This was \$10.2m or 10.5% increase compared to March 2025.

Region	Total (excl. Other)			
	March 2026 Spend	March 2025 Spend	Spend Change	Spend % Change
IN LGA	\$577.5M	\$543.4M	↑\$34.1M	↑ 5.9%
Online	\$194.0M	\$166.0M	↑\$28.0M	↑ 14.4%
Perth	\$96.8M	\$86.6M	↑\$10.2M	↑ 10.5%
Regional - WA	\$78.5M	\$77.8M	↑\$638K	↑ 0.8%
Sydney	\$5.8M	\$5.5M	↑\$333K	↑ 5.7%
Melbourne	\$5.6M	\$5.7M	-\$69K	↓ -1.2%
Regional - QLD	\$3.5M	\$3.4M	↑\$97K	↑ 2.8%

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Annual leakage by sub-region and crowd

Location

Perth

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

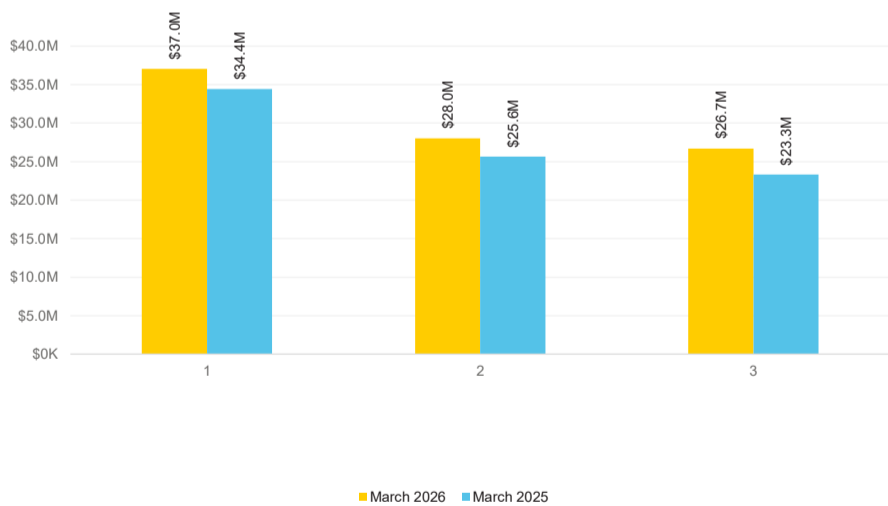
How to read:

In the 12 months to March 2026, there was \$37.0m of spend by Dunsborough residents to Perth in Total (excl. Other), this was \$2.6m more than the previous 12 months.

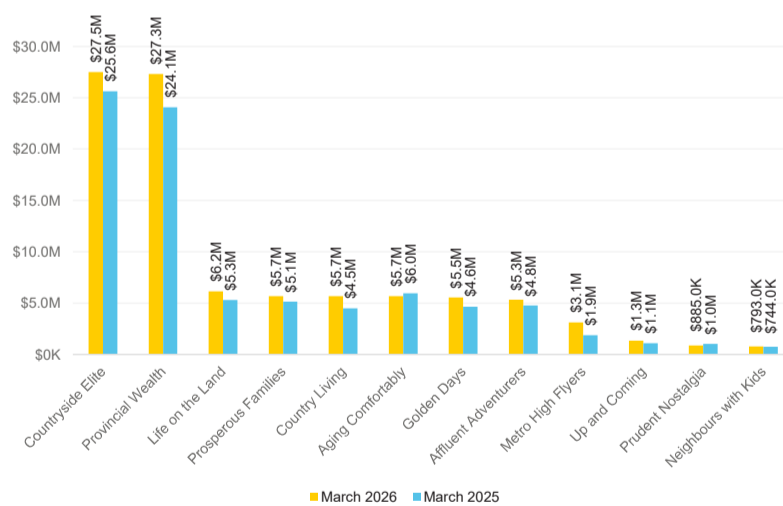
How to read:

In the 12 months to March 2026, there was \$27.5m of spend by Countryside Elite residents to Perth in Total (excl. Other), this was \$1.9m more than the previous 12 months.

Residential sub-region



Crowd



All insights are based on CommBank IQ's nationally representative retail customer transaction data for the 12 months to March 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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