

**City of Busselton**

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

**Overview**

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

**Annual national spend**

**\$1.69B**

↑ 8.4% vs last year  
↑ 6.9% vs Regional WA

**Annual top category**

**Other Discretionary Retail**

13.6% of spend for City of Busselton residents is within this category

**Annual top lifestyle**

**Retiree**

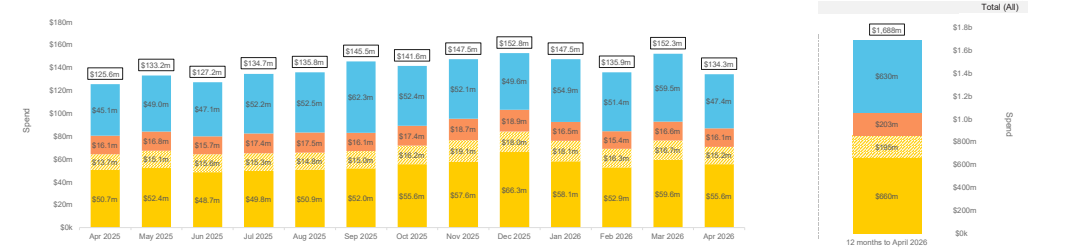
29.9% of spend for LGA residents are within this lifestyle

**Annual proportion of spend into the LGA**

**39.1%**

of spend for LGA residents during April 2026

All insights are based on CommBank IQ's nationally representative retail customer transaction data for April 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 (core) tab for all Lifestyle categories.



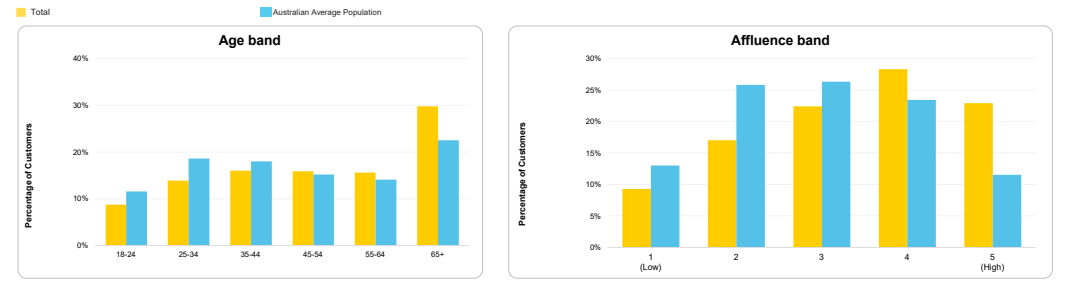
What are the highest performing categories for residents in LGA in the 12 months to April 2026?

Category	Current selection: Total (April 2026)			Annual (Last 12 months up to April 2026)				
	Spend	YoY Growth vs Regional WA	Penetration	Spend	YoY Growth vs Regional WA	Affinity	Penetration	Subcategory Leakage (Core subcategories only)
<b>Total</b>	<b>\$134.3M</b>	<b>↑ 6.9%</b>	<b>1.63%</b>	<b>\$1.69B</b>	<b>8.4%</b>	<b>↑ 7.2%</b>	<b>1.00x</b>	<b>\$202.9M</b>
<b>Discretionary Retail</b>	<b>\$29.5M</b>	<b>↑ 8.2%</b>	<b>1.84%</b>	<b>\$270.7M</b>	<b>8.9%</b>	<b>↑ 7.7%</b>	<b>1.00x</b>	<b>99.3%</b>
<b>Other Discretionary Retail</b>	<b>\$18.4M</b>	<b>↑ 10.1%</b>	<b>1.73%</b>	<b>\$232.8M</b>	<b>1.89%</b>	<b>↑ 6.9%</b>	<b>1.00x</b>	<b>98.9%</b>
<b>Department Stores, Clothing &amp; Accessories</b>	<b>\$8.4M</b>	<b>↑ 8.1%</b>	<b>1.10%</b>	<b>\$104.3M</b>	<b>8.5%</b>	<b>↑ 8.0%</b>	<b>0.99x</b>	<b>96.5%</b>
<b>Buy Now Pay Later</b>	<b>\$2.4M</b>	<b>↑ 17.7%</b>	<b>1.11%</b>	<b>\$28.5M</b>	<b>↑ 11.0%</b>	<b>↑ 11.1%</b>	<b>0.68x</b>	<b>17.0%</b>
<b>Print Media and Books</b>	<b>\$315K</b>	<b>↑ 19.2%</b>	<b>1.97%</b>	<b>\$3.7M</b>	<b>0.2%</b>	<b>↑ 7.3%</b>	<b>0.99x</b>	<b>38.4%</b>
<b>Children and Baby Stores</b>	<b>\$87K</b>	<b>↓ -5.4%</b>	<b>↓ -1.6%</b>	<b>\$1.3M</b>	<b>↑ 28.1%</b>	<b>↑ 10.4%</b>	<b>0.62x</b>	<b>9.3%</b>
<b>Food Retailing</b>	<b>\$27.8M</b>	<b>↑ 4.4%</b>	<b>1.32%</b>	<b>\$332.7M</b>	<b>6.1%</b>	<b>↑ 4.7%</b>	<b>1.00x</b>	<b>99.3%</b>
<b>Supermarkets</b>	<b>\$19.1M</b>	<b>↑ 4.2%</b>	<b>1.31%</b>	<b>\$227.9M</b>	<b>1.9%</b>	<b>↑ 3.4%</b>	<b>1.00x</b>	<b>98.9%</b>
<b>Groceries and Other Food Retailing</b>	<b>\$8.8M</b>	<b>↑ 4.9%</b>	<b>1.35%</b>	<b>\$104.8M</b>	<b>16.5%</b>	<b>↑ 8.9%</b>	<b>1.00x</b>	<b>97.4%</b>
<b>Household</b>	<b>\$25.9M</b>	<b>↑ 10.3%</b>	<b>1.73%</b>	<b>\$322.3M</b>	<b>9.4%</b>	<b>↑ 9.0%</b>	<b>1.00x</b>	<b>99.0%</b>
<b>Insurance</b>	<b>\$9.4M</b>	<b>↑ 10.3%</b>	<b>1.53%</b>	<b>\$110.7M</b>	<b>9.5%</b>	<b>↑ 7.0%</b>	<b>1.00x</b>	<b>64.7%</b>
<b>Telecommunication Services</b>	<b>\$4.0M</b>	<b>↑ 11.2%</b>	<b>1.10%</b>	<b>\$46.9M</b>	<b>8.3%</b>	<b>↑ 8.7%</b>	<b>0.99x</b>	<b>78.3%</b>
<b>Electricity, Gas and Water Supply</b>	<b>\$3.4M</b>	<b>↑ 20.3%</b>	<b>1.12%</b>	<b>\$50.4M</b>	<b>18.2%</b>	<b>↑ 17.8%</b>	<b>0.98x</b>	<b>50.0%</b>
<b>Personal Services</b>	<b>\$2.3M</b>	<b>↑ 6.5%</b>	<b>1.86%</b>	<b>\$29.4M</b>	<b>11.0%</b>	<b>↑ 9.1%</b>	<b>1.00x</b>	<b>79.9%</b>
<b>Motor Vehicle Services</b>	<b>\$2.1M</b>	<b>↑ 5.2%</b>	<b>1.33%</b>	<b>\$27.3M</b>	<b>15.0%</b>	<b>↑ 9.2%</b>	<b>1.11x</b>	<b>63.4%</b>
<b>Pet Care</b>	<b>\$1.6M</b>	<b>↑ 13.1%</b>	<b>1.43%</b>	<b>\$20.2M</b>	<b>↑ 7.4%</b>	<b>↑ 6.8%</b>	<b>1.21x</b>	<b>44.5%</b>
<b>Public Services</b>	<b>\$983K</b>	<b>↑ 30.9%</b>	<b>1.22%</b>	<b>\$11.1M</b>	<b>↓ -17.6%</b>	<b>↑ 0.7%</b>	<b>1.05x</b>	<b>56.5%</b>
<b>School Education</b>	<b>\$813K</b>	<b>↑ 9.8%</b>	<b>1.96%</b>	<b>\$9.0M</b>	<b>7.2%</b>	<b>↑ 11.9%</b>	<b>0.67x</b>	<b>22.5%</b>
<b>Fitness</b>	<b>\$684K</b>	<b>↓ -9.7%</b>	<b>↓ -1.1%</b>	<b>\$8.6M</b>	<b>↑ 8.3%</b>	<b>↑ 8.5%</b>	<b>0.73x</b>	<b>43.4%</b>
<b>Childcare Services</b>	<b>\$210K</b>	<b>↓ -29.0%</b>	<b>↑ 11.5%</b>	<b>\$3.7M</b>	<b>3.4%</b>	<b>↑ 3.1%</b>	<b>0.58x</b>	<b>3.7%</b>
<b>Charities</b>	<b>\$265K</b>	<b>↓ -6.0%</b>	<b>↓ -0.5%</b>	<b>\$3.1M</b>	<b>12.0%</b>	<b>↑ 4.9%</b>	<b>1.02x</b>	<b>32.6%</b>
<b>Computer Services</b>	<b>\$171K</b>	<b>↑ -1.4%</b>	<b>↑ 24.4%</b>	<b>\$2.0M</b>	<b>↓ -17.8%</b>	<b>↑ 8.2%</b>	<b>0.76x</b>	<b>13.3%</b>
<b>Tourism and Entertainment</b>	<b>\$16.2M</b>	<b>↑ 8.4%</b>	<b>1.87%</b>	<b>\$198.5M</b>	<b>11.3%</b>	<b>↑ 8.7%</b>	<b>1.00x</b>	<b>98.9%</b>
<b>Restaurants</b>	<b>\$3.6M</b>	<b>↑ 7.0%</b>	<b>1.10%</b>	<b>\$43.3M</b>	<b>8.9%</b>	<b>↑ 9.8%</b>	<b>0.99x</b>	<b>92.9%</b>
<b>Takeaway and Fast Food Outlets</b>	<b>\$2.8M</b>	<b>↑ 6.8%</b>	<b>1.62%</b>	<b>\$33.9M</b>	<b>7.3%</b>	<b>↑ 4.7%</b>	<b>0.98x</b>	<b>93.3%</b>
<b>Pubs, Taverns and Bars</b>	<b>\$2.6M</b>	<b>↑ 12.6%</b>	<b>1.54%</b>	<b>\$30.3M</b>	<b>11.7%</b>	<b>↑ 3.0%</b>	<b>1.04x</b>	<b>82.3%</b>
<b>Online Entertainment</b>	<b>\$2.0M</b>	<b>↑ 21.2%</b>	<b>↑ 18.2%</b>	<b>\$22.7M</b>	<b>14.5%</b>	<b>↑ 21.6%</b>	<b>0.98x</b>	<b>69.6%</b>
<b>Cafes</b>	<b>\$1.9M</b>	<b>↑ 1.8%</b>	<b>↓ -6.9%</b>	<b>\$23.3M</b>	<b>6.8%</b>	<b>↑ 0.1%</b>	<b>1.02x</b>	<b>88.5%</b>
<b>Attractions, Events and Recreation</b>	<b>\$1.8M</b>	<b>↑ 1.4%</b>	<b>1.04%</b>	<b>\$26.6M</b>	<b>23.5%</b>	<b>↑ 13.4%</b>	<b>0.94x</b>	<b>74.0%</b>
<b>Food Delivery Services</b>	<b>\$960K</b>	<b>↑ 10.2%</b>	<b>↑ 46.3%</b>	<b>\$10.3M</b>	<b>24.5%</b>	<b>↑ 45.0%</b>	<b>0.66x</b>	<b>28.1%</b>
<b>Breweries and Wineries</b>	<b>\$743K</b>	<b>↑ 8.9%</b>	<b>↑ 7.4%</b>	<b>\$8.2M</b>	<b>3.9%</b>	<b>↑ 1.4%</b>	<b>3.07x</b>	<b>62.6%</b>
<b>Private Transport</b>	<b>\$12.2M</b>	<b>↑ 13.6%</b>	<b>↑ 11.5%</b>	<b>\$134.2M</b>	<b>8.3%</b>	<b>↑ 4.0%</b>	<b>1.00x</b>	<b>96.8%</b>
<b>Accommodation</b>	<b>\$3.0M</b>	<b>↓ -12.7%</b>	<b>↓ -4.7%</b>	<b>\$40.7M</b>	<b>6.5%</b>	<b>↑ 4.5%</b>	<b>1.11x</b>	<b>65.6%</b>

Affinity is based on the proportion of the residents shopping with the category (not restricted to location) over the proportion of all Australia'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 April 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 April 2026?

Brand	Affinity	Penetration
<b>Top 5 Clothing &amp; Accessories</b>		
Ghanda Clothing	2.4%	13.5%
Angus And Coote	2.25%	4.3%
Gazman	2.07%	4.4%
Just Jeans	1.91%	11.2%
Sportsgirl	1.64%	10.9%
<b>Top 5 Food Retailing</b>		
Bunbury Farmers Market	>30%	65.7%
Liquor Stax	22.29%	36.3%
Liquor Barons	7.55%	11.8%
The Good Grocer	4.15%	10.2%
The Spud Shed	2.70%	14.6%
<b>Top 5 Eating and Drinking Out</b>		
Chicken Treat	10.63%	21.3%
Royal Automobile Club Of Austral	9.20%	12.2%
Dome Cafe	8.69%	33.6%
Miss Maud	2.62%	5.2%
Bakehouse	2.45%	6.7%
<b>Top 5 General Retail</b>		
Red Dot	11.03%	43.2%
Perth Duty Free	7.19%	7.5%
Depop	1.12%	2.8%
Kmart	1.06%	82.5%
Temu	1.03%	23.5%
<b>Top 5 Homewares and Appliances</b>		
House	2.61%	20.2%
Harvey Norman	2.10%	4.8%
The Good Guys	2.08%	27.3%
Beacon Lighting	2.06%	4.9%
Adairs	1.91%	11.2%
<b>Top 5 Personal Services</b>		
Priceline	3.95%	27.4%
Price Attack	3.76%	6.7%
Just Cuts	1.05%	4.2%
Adore Beauty	0.71%	1.5%
The Body Shop	0.68%	2.9%

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

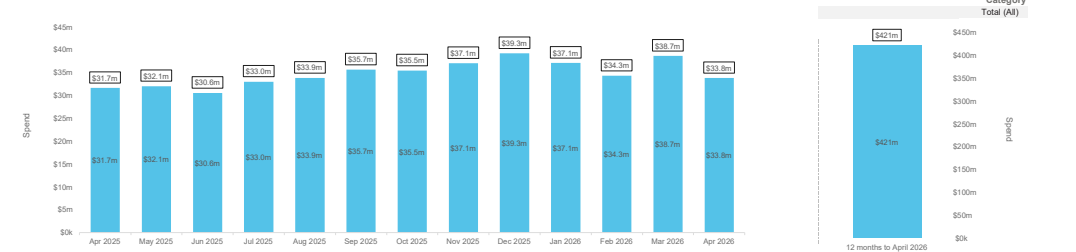
Month: April 2026 Resident location: Busselton

**Overview**

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

<p><b>Annual national spend</b></p> <p><b>\$421.0M</b></p> <p>↑ 10.0% vs last year ↑ 6.9% vs Regional WA</p>	<p><b>Annual top category</b></p> <p><b>Supermarkets</b></p> <p>14.0% of spend for Busselton residents is within this category</p>	<p><b>Annual top lifestyle</b></p> <p><b>Retiree</b></p> <p>27.5% of spend for Sub-region residents are within this lifestyle</p>	<p><b>Annual proportion of spend into the LGA</b></p> <p><b>81.2%</b></p> <p>of spend for Sub-region residents during April 2026</p>
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All insights are based on CouncilBank IQ's nationally representative retail customer transaction data for April 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 (core) tab for all Lifestyle categories.



Core Categories

- N/A for selection
- N/A for selection
- N/A for selection
- Busselton Resident Spend**

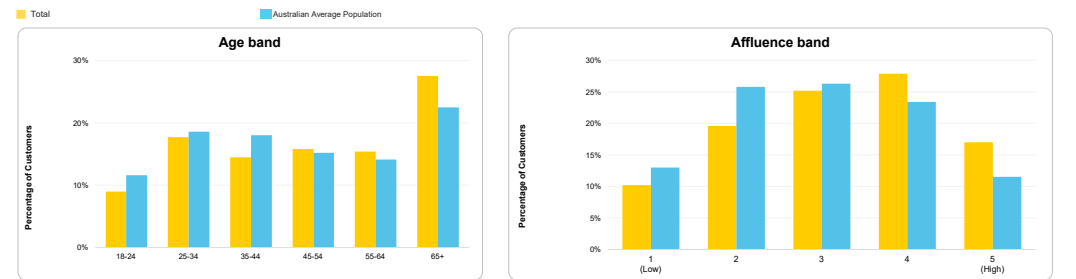
What are the highest performing categories for residents in Sub-region in the 12 months to April 2026?

Category	Current selection: Total (April 2026)			Annual (Last 12 months up to April 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA	Penetration	Spend	YoY Growth vs Regional WA	Affinity	Penetration		
<b>Total</b>	<b>\$33.8M</b>	<b>↑ 6.9%</b>	<b>16.9%</b>	<b>\$421.0M</b>	<b>↑ 10.0%</b>	<b>↑ 7.2%</b>	<b>1.00x</b>	<b>99.4%</b>	<b>\$66.0M</b>
<b>Discretionary Retail</b>	<b>\$7.8M</b>	<b>↑ 11.2%</b>	<b>18.8%</b>	<b>\$94.7M</b>	<b>↑ 11.5%</b>	<b>↑ 7.7%</b>	<b>1.00x</b>	<b>99.7%</b>	<b>\$12.0M</b>
<b>Other Discretionary Retail</b>	<b>\$4.6M</b>	<b>↑ 9.4%</b>	<b>17.3%</b>	<b>\$58.2M</b>	<b>↑ 9.9%</b>	<b>↑ 6.9%</b>	<b>1.00x</b>	<b>98.7%</b>	<b>\$6.4M</b>
<b>Department Stores, Clothing &amp; Accessories</b>	<b>\$2.2M</b>	<b>↑ 12.3%</b>	<b>10.8%</b>	<b>\$26.8M</b>	<b>↑ 13.4%</b>	<b>↑ 8.0%</b>	<b>0.98x</b>	<b>95.9%</b>	<b>\$6.4M</b>
<b>Buy Now Pay Later</b>	<b>\$699K</b>	<b>↑ 17.8%</b>	<b>11.0%</b>	<b>\$8.4M</b>	<b>↑ 16.7%</b>	<b>↑ 11.1%</b>	<b>0.75x</b>	<b>18.7%</b>	
<b>Print Media and Books</b>	<b>\$82K</b>	<b>↑ 26.3%</b>	<b>19.7%</b>	<b>\$817K</b>	<b>↓ -0.4%</b>	<b>↑ 7.3%</b>	<b>0.84x</b>	<b>32.6%</b>	
<b>Children and Baby Stores</b>	<b>\$24K</b>	<b>↑ 20.5%</b>	<b>↓ -1.6%</b>	<b>\$392K</b>	<b>↑ 57.6%</b>	<b>↑ 10.4%</b>	<b>0.56x</b>	<b>8.4%</b>	
<b>Food Retailing</b>	<b>\$7.1M</b>	<b>↑ 4.7%</b>	<b>13.2%</b>	<b>\$83.7M</b>	<b>↑ 8.4%</b>	<b>↑ 4.7%</b>	<b>1.00x</b>	<b>99.4%</b>	
<b>Supermarkets</b>	<b>\$4.9M</b>	<b>↑ 2.2%</b>	<b>13.1%</b>	<b>\$58.8M</b>	<b>↑ 4.8%</b>	<b>↑ 3.4%</b>	<b>1.00x</b>	<b>99.1%</b>	<b>\$7.8M</b>
<b>Groceries and Other Food Retailing</b>	<b>\$2.1M</b>	<b>↑ 10.7%</b>	<b>13.5%</b>	<b>\$24.9M</b>	<b>↑ 18.0%</b>	<b>↑ 8.9%</b>	<b>1.00x</b>	<b>97.3%</b>	<b>\$4.5M</b>
<b>Household</b>	<b>\$6.4M</b>	<b>↑ 12.8%</b>	<b>17.3%</b>	<b>\$78.0M</b>	<b>↑ 11.4%</b>	<b>↑ 9.0%</b>	<b>0.99x</b>	<b>98.7%</b>	
<b>Insurance</b>	<b>\$2.3M</b>	<b>↑ 6.6%</b>	<b>15.5%</b>	<b>\$26.6M</b>	<b>↑ 10.3%</b>	<b>↑ 7.0%</b>	<b>0.98x</b>	<b>62.1%</b>	
<b>Telecommunication Services</b>	<b>\$1.0M</b>	<b>↑ 9.2%</b>	<b>10.3%</b>	<b>\$11.9M</b>	<b>↑ 8.9%</b>	<b>↑ 8.7%</b>	<b>0.99x</b>	<b>78.6%</b>	
<b>Electricity, Gas and Water Supply</b>	<b>\$829K</b>	<b>↑ 18.9%</b>	<b>12.7%</b>	<b>\$12.0M</b>	<b>↑ 19.9%</b>	<b>↑ 17.8%</b>	<b>0.88x</b>	<b>44.7%</b>	
<b>Motor Vehicle Services</b>	<b>\$605K</b>	<b>↑ 51.2%</b>	<b>13.3%</b>	<b>\$6.6M</b>	<b>↑ 22.0%</b>	<b>↑ 9.2%</b>	<b>1.01x</b>	<b>57.3%</b>	
<b>Personal Services</b>	<b>\$561K</b>	<b>↑ 9.4%</b>	<b>18.6%</b>	<b>\$7.1M</b>	<b>↑ 15.6%</b>	<b>↑ 9.1%</b>	<b>0.97x</b>	<b>77.9%</b>	
<b>Pet Care</b>	<b>\$366K</b>	<b>↑ 7.0%</b>	<b>14.3%</b>	<b>\$4.8M</b>	<b>↑ 5.8%</b>	<b>↑ 6.8%</b>	<b>1.04x</b>	<b>38.3%</b>	
<b>Public Services</b>	<b>\$243K</b>	<b>↑ 11.9%</b>	<b>12.2%</b>	<b>\$2.8M</b>	<b>↓ -18.3%</b>	<b>↑ 0.7%</b>	<b>0.94x</b>	<b>50.8%</b>	
<b>School Education</b>	<b>\$202K</b>	<b>↑ 45.6%</b>	<b>19.6%</b>	<b>\$2.2M</b>	<b>↑ 11.6%</b>	<b>↑ 11.9%</b>	<b>0.58x</b>	<b>19.7%</b>	
<b>Fitness</b>	<b>\$171K</b>	<b>↑ 2.4%</b>	<b>↓ -1.1%</b>	<b>\$2.0M</b>	<b>↑ 6.8%</b>	<b>↑ 8.5%</b>	<b>0.67x</b>	<b>40.0%</b>	
<b>Charities</b>	<b>\$47K</b>	<b>↓ -3.7%</b>	<b>↓ -0.5%</b>	<b>\$711K</b>	<b>↑ 21.5%</b>	<b>↑ 4.9%</b>	<b>0.96x</b>	<b>30.6%</b>	
<b>Childcare Services</b>	<b>\$47K</b>	<b>↓ -14.4%</b>	<b>11.5%</b>	<b>\$779K</b>	<b>↑ 18.8%</b>	<b>13.1%</b>	<b>0.44x</b>	<b>2.9%</b>	
<b>Computer Services</b>	<b>\$45K</b>	<b>↑ 21.7%</b>	<b>12.4%</b>	<b>\$519K</b>	<b>↑ 34.0%</b>	<b>↑ 8.2%</b>	<b>0.68x</b>	<b>11.9%</b>	
<b>Tourism and Entertainment</b>	<b>\$4.3M</b>	<b>↑ 6.3%</b>	<b>18.7%</b>	<b>\$51.9M</b>	<b>↑ 13.8%</b>	<b>↑ 8.7%</b>	<b>1.00x</b>	<b>98.8%</b>	
<b>Restaurants</b>	<b>\$828K</b>	<b>↓ -1.1%</b>	<b>↑ 10.7%</b>	<b>\$10.3M</b>	<b>↑ 11.1%</b>	<b>↑ 9.8%</b>	<b>0.98x</b>	<b>92.2%</b>	<b>\$4.0M</b>
<b>Takeaway and Fast Food Outlets</b>	<b>\$797K</b>	<b>↑ 7.7%</b>	<b>16.2%</b>	<b>\$9.7M</b>	<b>↑ 12.5%</b>	<b>↑ 4.7%</b>	<b>0.98x</b>	<b>93.1%</b>	<b>\$2.7M</b>
<b>Pubs, Taverns and Bars</b>	<b>\$673K</b>	<b>↑ 2.7%</b>	<b>15.4%</b>	<b>\$8.3M</b>	<b>↑ 11.0%</b>	<b>↑ 3.0%</b>	<b>1.02x</b>	<b>80.6%</b>	<b>\$3.3M</b>
<b>Online Entertainment</b>	<b>\$565K</b>	<b>↑ 28.4%</b>	<b>↑ 18.2%</b>	<b>\$6.1M</b>	<b>↑ 24.7%</b>	<b>↑ 21.6%</b>	<b>0.99x</b>	<b>69.9%</b>	
<b>Attractions, Events and Recreation</b>	<b>\$338K</b>	<b>↑ 0.3%</b>	<b>10.4%</b>	<b>\$6.5M</b>	<b>↑ 16.4%</b>	<b>↑ 13.4%</b>	<b>0.91x</b>	<b>71.5%</b>	<b>\$2.0M</b>
<b>Cafes</b>	<b>\$487K</b>	<b>↑ 1.7%</b>	<b>↓ -6.9%</b>	<b>\$6.0M</b>	<b>↑ 11.0%</b>	<b>↑ 0.1%</b>	<b>0.99x</b>	<b>86.2%</b>	<b>\$1.4M</b>
<b>Food Delivery Services</b>	<b>\$267K</b>	<b>↑ 5.8%</b>	<b>↑ 46.3%</b>	<b>\$3.3M</b>	<b>↑ 29.1%</b>	<b>↑ 45.0%</b>	<b>0.72x</b>	<b>30.4%</b>	
<b>Breweries and Wineries</b>	<b>\$169K</b>	<b>↑ 2.4%</b>	<b>17.4%</b>	<b>\$1.8M</b>	<b>↓ -8.2%</b>	<b>↑ 1.4%</b>	<b>2.85x</b>	<b>40.2%</b>	<b>\$39.1K</b>
<b>Private Transport</b>	<b>\$2.9M</b>	<b>↑ 13.3%</b>	<b>↑ 11.9%</b>	<b>\$33.6M</b>	<b>↑ 11.3%</b>	<b>↑ 4.0%</b>	<b>1.00x</b>	<b>96.8%</b>	<b>\$9K</b>
<b>Accommodation</b>	<b>\$821K</b>	<b>↓ -8.3%</b>	<b>↓ -4.7%</b>	<b>\$10.7M</b>	<b>↑ 14.9%</b>	<b>↑ 4.5%</b>	<b>1.07x</b>	<b>62.8%</b>	<b>\$9K</b>

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 April 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 April 2026?

Brand	Affinity	Penetration
<b>Top 5 Clothing &amp; Accessories</b>		
Angus And Coote	2.7%	34.3%
Ghanda Clothing	2.06%	11.2%
Just Jeans	1.73%	10.2%
Williams Shoes	1.72%	6.1%
Best And Less	1.44%	30.4%
<b>Top 5 General Retail</b>		
Red Dot	10.93%	42.8%
Perth Duty Free	5.84%	5.9%
The Reject Shop	1.08%	39.7%
Kmart	1.06%	82.3%
Depop	1.00%	2.5%
<b>Top 5 Food Retailing</b>		
Bunbury Farmers Market	>30%	60.2%
Liquor Stax	13.20%	21.5%
Liquor Barons	6.03%	9.4%
The Good Grocer	3.70%	9.1%
The Spud Shed	3.27%	17.7%
<b>Top 5 Homewares and Appliances</b>		
House	2.50%	19.3%
Beacon Lighting	2.02%	4.8%
The Good Guys	1.90%	24.9%
Barbeques Galore	1.77%	3.0%
Harvey Norman	1.64%	3.7%
<b>Top 5 Eating and Drinking Out</b>		
Chicken Treat	9.35%	18.8%
Royal Automobile Club Of Austral	8.83%	11.7%
Dome Cafe	8.31%	32.1%
Bakehouse	3.81%	10.4%
Miss Maud	2.63%	5.2%
<b>Top 5 Personal Services</b>		
Priceline	3.97%	27.6%
Price Attack	3.91%	6.9%
Just Cuts	1.17%	4.6%
The Body Shop	0.61%	2.6%
Adore Beauty	0.56%	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: April 2026  
 Resident location: Dunsborough

**Overview**

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

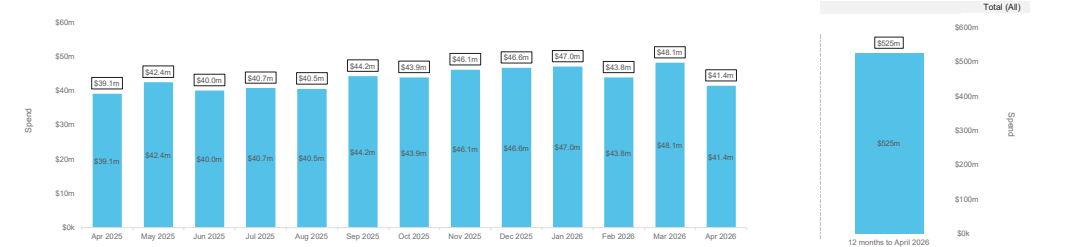
**Annual national spend**  
**\$524.7M**  
 ↑ 6.6% vs last year  
 ↓ 6.9% vs Regional WA

**Annual top category**  
**Other Discretionary Retail**  
 13.9% of spend for Dunsborough residents is within this category

**Annual top lifestyle**  
**Retiree**  
 26.9% of spend for Sub-region residents are within this lifestyle

**Annual proportion of spend into the LGA**  
**23.7%**  
 of spend for Sub-region residents during April 2026

All insights are based on CommBank IQ's nationally representative retail customer transaction data for April 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 (core) tab for all Lifestyle categories.



Core Categories: N/A for selection N/A for selection N/A for selection Dunsborough Resident Spend

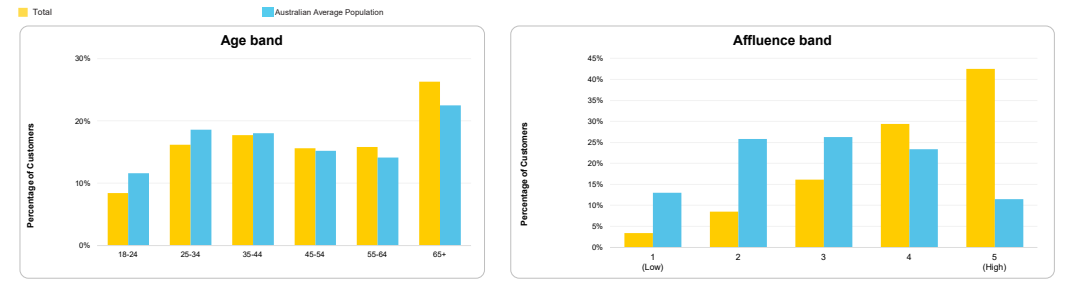
What are the highest performing categories for residents in Sub-region in the 12 months to April 2026?

Category	Current selection: Total (April 2026)			Annual (Last 12 months up to April 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA	Penetration	Spend	YoY Growth vs Regional WA	Affinity	Penetration	Subcategory Leakage (Core subcategories only)	
<b>Total</b>	<b>\$41.4M</b>	↑ 5.8%	16.9%	<b>\$524.7M</b>	↑ 6.6%	↑ 7.2%	<b>1.00x</b>	<b>99.3%</b>	<b>\$67.7M</b>
<b>Discretionary Retail</b>	<b>\$8.7M</b>	↑ 4.9%	18.8%	<b>\$112.8M</b>	↑ 7.7%	↑ 7.7%	<b>1.00x</b>	<b>99.3%</b>	<b>\$15.8M</b>
Other Discretionary Retail	\$5.8M	↑ 3.7%	17.3%	\$72.8M	↑ 6.0%	↑ 6.9%	1.00x	98.8%	\$8.4M
Department Stores, Clothing & Accessories	\$2.5M	↑ 8.5%	10.8%	\$31.9M	↑ 9.7%	↑ 8.0%	0.98x	96.2%	\$8.4M
Buy Now Pay Later	\$501K	↑ 0.1%	11.0%	\$6.2M	↓ -3.6%	↑ 11.1%	0.56x	14.0%	
Print Media and Books	\$105K	↑ 21.4%	19.7%	\$1.3M	↑ 7.1%	↑ 7.3%	1.09x	42.3%	
Children and Baby Stores	\$23K	↓ -27.5%	↓ -1.6%	\$404K	↑ 14.1%	↑ 10.4%	0.69x	10.3%	
<b>Food Retailing</b>	<b>\$8.2M</b>	↑ 3.8%	13.2%	<b>\$96.9M</b>	↑ 5.3%	↑ 4.7%	<b>1.00x</b>	<b>99.1%</b>	
Supermarkets	\$5.4M	↑ 4.6%	13.1%	\$63.4M	↑ 0.6%	↑ 3.4%	1.00x	98.7%	\$7.7M
Groceries and Other Food Retailing	\$2.8M	↑ 2.1%	13.5%	\$33.5M	↑ 15.5%	↑ 8.9%	1.00x	97.5%	\$5.1M
<b>Household</b>	<b>\$8.1M</b>	↑ 7.5%	17.3%	<b>\$100.3M</b>	↑ 7.8%	↑ 9.0%	<b>1.00x</b>	<b>99.2%</b>	
Insurance	\$3.0M	↑ 12.6%	15.5%	\$35.1M	↑ 6.5%	↑ 7.0%	1.00x	64.9%	
Electricity, Gas and Water Supply	\$1.1M	↑ 22.6%	12.7%	\$15.2M	↑ 15.9%	↑ 17.8%	0.97x	49.4%	
Telecommunication Services	\$1.1M	↑ 4.1%	10.3%	\$12.7M	↑ 5.1%	↑ 8.7%	0.97x	76.9%	
Personal Services	\$864K	↑ 4.1%	18.6%	\$10.5M	↑ 12.0%	↑ 9.1%	1.04x	83.1%	
Motor Vehicle Services	\$706K	↓ -11.3%	13.3%	\$9.4M	↑ 8.7%	↑ 9.2%	1.22x	69.7%	
Pet Care	\$459K	↑ 17.7%	14.3%	\$5.7M	↑ 3.9%	↑ 6.8%	1.14x	41.7%	
School Education	\$327K	↓ -8.1%	19.6%	\$3.3M	↑ 13.1%	↑ 11.9%	0.73x	24.7%	
Fitness	\$202K	↓ -13.0%	↓ -1.1%	\$3.0M	↑ 19.8%	↑ 8.5%	0.78x	46.3%	
Public Services	\$199K	↑ 22.4%	12.2%	\$2.8M	↓ -15.9%	↑ 0.7%	1.13x	61.0%	
Charities	\$65K	↑ 22.8%	↓ -0.5%	\$937K	↑ 3.9%	↑ 4.9%	0.98x	31.5%	
Computer Services	\$62K	↑ 14.6%	12.4%	\$773K	↓ -40.1%	↑ 8.2%	0.91x	15.9%	
Childcare Services	\$54K	↓ -35.5%	11.5%	\$631K	↓ -20.7%	↑ 3.1%	0.63x	4.1%	
<b>Tourism and Entertainment</b>	<b>\$5.1M</b>	↑ 14.6%	18.7%	<b>\$59.7M</b>	↑ 7.8%	↑ 8.7%	<b>1.00x</b>	<b>99.2%</b>	
Restaurants	\$1.4M	↑ 9.0%	10.7%	\$17.1M	↑ 5.6%	↑ 9.8%	1.02x	95.5%	\$6.1M
Pubs, Taverns and Bars	\$822K	↑ 29.0%	15.4%	\$9.2M	↑ 16.2%	↑ 3.0%	1.10x	86.6%	\$3.8M
Cafes	\$653K	↑ 2.3%	↓ -6.9%	\$8.2M	↑ 6.7%	↑ 0.1%	1.06x	92.6%	\$1.9M
Takeaway and Fast Food Outlets	\$651K	↑ 9.5%	18.2%	\$7.4M	↑ 3.1%	↑ 4.7%	0.99x	94.2%	\$2.5M
Online Entertainment	\$537K	↑ 18.3%	18.2%	\$5.8M	↑ 9.7%	↑ 21.6%	1.02x	72.4%	
Attractions, Events and Recreation	\$526K	↑ 27.5%	10.4%	\$7.3M	↑ 12.1%	↑ 13.4%	0.97x	75.7%	\$2.3M
Breweries and Wineries	\$304K	↑ 16.4%	17.4%	\$3.2M	↓ -4.0%	↑ 1.4%	3.42x	58.9%	\$743K
Food Delivery Services	\$140K	↑ 27.7%	14.3%	\$1.4M	↑ 11.5%	↑ 45.6%	0.53x	22.3%	
<b>Private Transport</b>	<b>\$3.9M</b>	↑ 16.9%	11.5%	<b>\$41.1M</b>	↑ 4.8%	↑ 4.0%	<b>1.00x</b>	<b>97.4%</b>	<b>\$0K</b>
<b>Accommodation</b>	<b>\$978K</b>	↓ -28.6%	↓ -4.7%	<b>\$14.4M</b>	↓ -0.5%	↑ 4.5%	<b>1.18x</b>	<b>68.5%</b>	<b>\$0K</b>

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 April 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 April 2026?

Brand	Affinity	Penetration
<b>Top 5 Clothing &amp; Accessories</b>		
Gazman	4.4%	9.6%
Ghanda Clothing	3.2%	17.7%
Billabong	1.5%	2.1%
Sportsgirl	1.5%	10.1%
Betts	1.4%	1.7%
<b>Top 5 General Retail</b>		
Perth Duty Free	9.9%	10.4%
Rest Dot	7.8%	30.8%
Depop	1.8%	4.6%
Temu	1.0%	23.1%
Kmart	1.0%	78.0%
<b>Top 5 Food Retailing</b>		
Brand	Affinity	Penetration
Bunbury Farmers Market	>30%	65.7%
Liquor Stax	28.7%	46.9%
Liquor Barons	10.0%	15.8%
The Good Grocer	6.7%	16.5%
The Jerky Co	2.2%	2.8%
<b>Top 5 Homewares and Appliances</b>		
Brand	Affinity	Penetration
Beacon Lighting	2.6%	6.2%
Adairs	2.5%	13.2%
House	2.1%	16.2%
The Good Guys	1.9%	25.8%
Harvey Norman	1.8%	4.2%
<b>Top 5 Eating and Drinking Out</b>		
Brand	Affinity	Penetration
Chicken Treat	9.4%	18.9%
Liquor Stax	7.7%	10.3%
Royal Automobile Club Of Austral	6.6%	25.9%
Miss Maud	2.8%	5.6%
Varsity Bar	2.3%	3.6%
<b>Top 5 Personal Services</b>		
Brand	Affinity	Penetration
Priceline	2.8%	19.8%
Price Attack	2.7%	4.8%
Adore Beauty	1.0%	2.1%
Mecca	0.8%	12.7%
Aesop	0.7%	1.1%

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

## City of Busselton

Resident Business Events Visitor Leakage  
 Month: April 2026 Resident location: West Busselton

### Overview

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

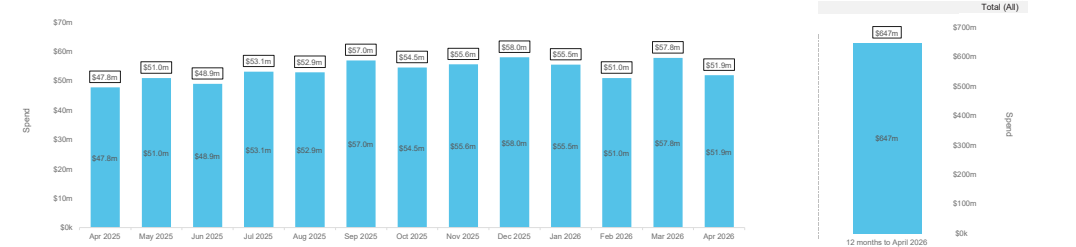
**Annual national spend**  
**\$647.1M**  
 ↑ 7.6% vs last year  
 ↓ 6.9% vs Regional WA

**Annual top category**  
**Supermarkets**  
 14.5% of spend for West Busselton residents is within this category

**Annual top lifestyle**  
**Retiree**  
 33% of spend for Sub-region residents are within this lifestyle

**Annual proportion of spend into the LGA**  
**29.3%**  
 of spend for Sub-region residents during April 2026

All insights are based on CommBank IQ's nationally representative retail customer transaction data for April 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 (core) tab for all Lifestyle categories.



Core Categories: N/A for selection N/A for selection N/A for selection West Busselton Resident Spend

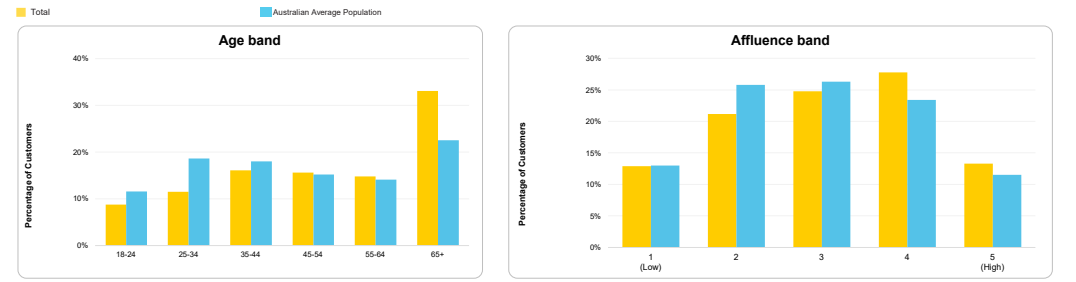
What are the highest performing categories for residents in Sub-region in the 12 months to April 2026?

Category	Current selection: Total (April 2026)			Annual (Last 12 months up to April 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA	Penetration	Spend	YoY Growth vs Regional WA	Affinity	Penetration	Subcategory Leakage (Core subcategories only)	
<b>Total</b>	<b>\$51.9M</b>	<b>↑ 8.6%</b>	<b>16.9%</b>	<b>\$647.1M</b>	<b>↑ 7.6%</b>	<b>↑ 7.2%</b>	<b>1.00x</b>	<b>99.3%</b>	<b>\$66.6M</b>
<b>Discretionary Retail</b>	<b>\$11.4M</b>	<b>↑ 12.9%</b>	<b>18.8%</b>	<b>\$140.1M</b>	<b>↑ 7.0%</b>	<b>↑ 7.7%</b>	<b>1.00x</b>	<b>99.0%</b>	<b>\$13.7M</b>
<b>Other Discretionary Retail</b>	<b>\$7.0M</b>	<b>↑ 16.2%</b>	<b>17.3%</b>	<b>\$86.2M</b>	<b>↑ 8.2%</b>	<b>↑ 6.9%</b>	<b>1.00x</b>	<b>99.0%</b>	<b>\$13.7M</b>
Department Stores, Clothing & Accessories	\$3.1M	↑ 2.9%	↑ 10.8%	\$39.9M	↑ 2.4%	↑ 8.0%	0.99x	97.1%	\$8.1M
Buy Now Pay Later	\$1.1M	↑ 27.4%	↑ 11.0%	\$12.8M	↑ 15.4%	↑ 11.1%	0.77x	19.1%	
Print Media and Books	\$103K	↑ 0.8%	19.7%	\$1.4M	↓ -8.5%	↑ 7.3%	1.02x	39.4%	
Children and Baby Stores	\$36K	↓ -5.3%	↓ -1.6%	\$472K	↑ 16.5%	↑ 10.4%	0.61x	9.2%	
<b>Food Retailing</b>	<b>\$11.2M</b>	<b>↑ 6.8%</b>	<b>13.2%</b>	<b>\$134.7M</b>	<b>↑ 4.6%</b>	<b>↑ 4.7%</b>	<b>1.00x</b>	<b>99.3%</b>	
Supermarkets	\$7.8M	↑ 6.0%	13.1%	\$93.7M	10.4%	↑ 3.4%	1.00x	98.8%	\$7.8M
Groceries and Other Food Retailing	\$3.4M	↑ 5.3%	13.5%	\$41.0M	↑ 15.7%	↑ 8.9%	1.00x	97.5%	\$5.1M
<b>Household</b>	<b>\$10.1M</b>	<b>↑ 11.9%</b>	<b>17.3%</b>	<b>\$127.9M</b>	<b>↑ 9.5%</b>	<b>↑ 9.0%</b>	<b>1.00x</b>	<b>99.2%</b>	
Insurance	\$3.0M	↑ 11.9%	15.2%	\$43.6M	↑ 10.8%	↑ 7.0%	1.03x	66.9%	
Telecommunication Services	\$1.7M	↑ 16.8%	10.3%	\$19.9M	↑ 9.2%	↑ 8.7%	1.01x	80.1%	
Electricity, Gas and Water Supply	\$1.3M	↑ 23.2%	12.7%	\$21.0M	↑ 19.9%	↑ 17.8%	1.07x	54.4%	
Personal Services	\$792K	↑ 8.4%	18.6%	\$10.7M	↑ 7.8%	↑ 9.1%	1.00x	80.0%	
Motor Vehicle Services	\$694K	↓ -3.3%	13.3%	\$9.5M	↑ 11.1%	↑ 9.2%	1.11x	63.5%	
Pet Care	\$665K	↑ 11.0%	14.3%	\$8.4M	↑ 13.1%	↑ 6.8%	1.33x	48.9%	
Public Services	\$505K	↑ 51.4%	12.2%	\$5.0M	↓ -17.5%	↑ 0.7%	1.07x	57.6%	
Fitness	\$274K	↓ -15.7%	↓ -1.1%	\$3.1M	↓ -2.2%	↑ 8.5%	0.74x	44.3%	
School Education	\$259K	↑ 15.4%	19.6%	\$3.0M	↓ -3.1%	↑ 11.9%	0.71x	23.9%	
Childcare Services	\$102K	↓ -26.5%	↑ 11.5%	\$1.7M	↑ 8.0%	↑ 3.1%	0.67x	4.3%	
Charities	\$94K	↓ -12.3%	↓ -0.5%	\$1.4M	↑ 15.8%	↑ 4.9%	1.11x	35.6%	
Computer Services	\$90K	↓ -19.0%	↑ 24.4%	\$650K	↓ -8.1%	↑ 8.2%	0.73x	12.7%	
<b>Tourism and Entertainment</b>	<b>\$6.1M</b>	<b>↑ 8.1%</b>	<b>18.7%</b>	<b>\$75.3M</b>	<b>↑ 9.1%</b>	<b>↑ 8.7%</b>	<b>1.00x</b>	<b>98.7%</b>	
Takeaway and Fast Food Outlets	\$1.2M	↑ 5.9%	16.2%	\$14.8M	↑ 3.4%	↑ 4.7%	0.97x	92.8%	\$3.5M
Restaurants	\$1.2M	↑ 12.7%	↑ 10.7%	\$14.0M	↑ 10.5%	↑ 9.8%	0.98x	91.6%	\$5.0M
Pubs, Taverns and Bars	\$962K	↑ 12.8%	15.4%	\$11.3M	↑ 8.8%	↑ 3.0%	1.02x	80.6%	\$4.1M
Online Entertainment	\$849K	↑ 20.4%	↑ 18.2%	\$9.5M	↑ 10.4%	↑ 21.6%	0.96x	68.3%	
Cafes	\$654K	↑ 2.4%	↓ -6.9%	\$8.0M	↑ 3.4%	↑ 0.1%	1.00x	87.2%	\$1.9M
Attractions, Events and Recreation	\$618K	↓ -12.8%	10.4%	\$9.6M	↑ 16.6%	↑ 13.4%	0.95x	74.4%	\$2.9M
Food Delivery Services	\$418K	↑ 11.4%	↑ 46.3%	\$5.1M	↑ 24.6%	↑ 45.0%	0.74x	31.5%	\$9.9M
Breweries and Wineries	\$254K	↑ 19.0%	↑ 7.4%	\$2.8M	↑ 0.1%	↑ 1.4%	3.00x	61.8%	\$600K
<b>Private Transport</b>	<b>\$4.6M</b>	<b>↑ 12.2%</b>	<b>11.9%</b>	<b>\$50.8M</b>	<b>↑ 9.9%</b>	<b>↑ 4.0%</b>	<b>0.99x</b>	<b>96.3%</b>	<b>\$9K</b>
<b>Accommodation</b>	<b>\$1.1M</b>	<b>↑ 8.0%</b>	<b>↓ -4.7%</b>	<b>\$13.5M</b>	<b>↑ 6.8%</b>	<b>↑ 4.5%</b>	<b>1.10x</b>	<b>64.9%</b>	<b>\$9K</b>

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 April 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 April 2026?

Brand	Affinity	Penetration
<b>Top 5 Clothing &amp; Accessories</b>		
Angus And Coote	2.91x	5.6%
Just Jeans	2.42x	14.2%
Ghanda Clothing	2.37x	12.8%
Sportsgirl	1.39x	13.0%
Spendless Shoes	1.82x	12.2%
<b>Top 5 Food Retailing</b>		
Bunbury Farmers Market	>30x	70.7%
Liquor Stax	25.30x	41.2%
Liquor Barons	6.75x	10.5%
The Spud Shed	3.33x	16.9%
The Good Grocer	2.70x	6.6%
<b>Top 5 Eating and Drinking Out</b>		
Chicken Treat	12.62x	25.2%
Royal Automobile Club Of Austral	10.71x	14.2%
Dome Cafe	10.26x	39.7%
Red Rooster	2.63x	41.1%
Sushi Sushii	2.63x	27.7%
<b>Top 5 General Retail</b>		
Red Dot	13.37x	52.4%
Perth Duty Free	6.54x	8.9%
The Reject Shop	1.26x	46.4%
Kmart	1.11x	86.4%
Temu	1.10x	25.3%
<b>Top 5 Homewares and Appliances</b>		
House	3.69x	23.9%
Harvey Norman	2.56x	5.8%
The Good Guys	2.28x	29.9%
Adairs	1.89x	11.1%
Beacon Lighting	1.88x	4.5%
<b>Top 5 Personal Services</b>		
PriceLine	4.77x	33.1%
Price Attack	4.46x	8.0%
Just Cuts	1.35x	5.3%
The Body Shop	0.87x	3.7%
Adore Beauty	0.67x	1.4%

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

City of Busseton

Resident Business Events Visitor Leakage  
 Month: April 2026 Spend location: City of Busseton

Overview

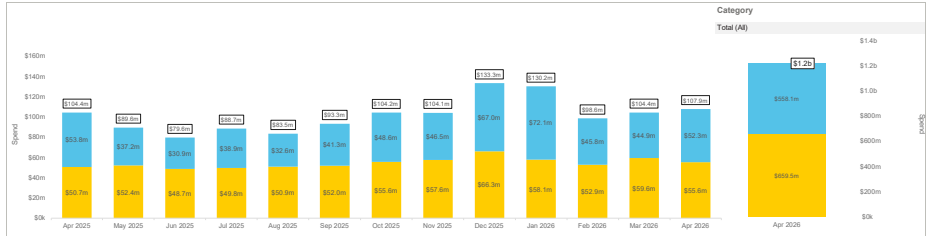
What are some of the key insights for the City of Busseton location for April 2026?

<b>Annual spend</b> <b>\$1.22B</b> ↑ 6.5% vs last year ↓ 4.4% Regional WA	<b>Annual customers</b> <b>\$904K</b> ↑ 4.1% vs last year	<b>Annual visitor spend</b> <b>\$558.1M</b> 46% of total spend within City of Busseton during April 2026 are from Visitors	<b>Annual visitors</b> <b>\$861K</b> 95% of total customers within City of Busseton during April 2026 are from Visitors
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All insights are based on ComScore IQ's nationally representative retail customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the City of Busseton 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 April 2026 versus the past year and Regional WA for the City of Busseton location?

Category	Current selection: Monthly (April 2026)								Latest year: Annual (April 2026)							
	All Customers				Residents				All Customers				Residents			
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	Growth		
<b>Total</b>	<b>\$107.9M</b>	<b>↑ 3.3%</b>	<b>↑ 3.4%</b>	<b>\$92.3M</b>	<b>↓ -2.7%</b>	<b>\$55.6M</b>	<b>↑ 9.7%</b>	<b>\$1.22B</b>	<b>↑ 6.5%</b>	<b>↑ 4.4%</b>	<b>\$558.1M</b>	<b>↑ 6.8%</b>	<b>\$659.9M</b>	<b>↑ 6.2%</b>		
<b>Food Retailing</b>	<b>\$33.5M</b>	<b>↑ 5.3%</b>	<b>↑ 2.3%</b>	<b>\$11.4M</b>	<b>↓ -8.7%</b>	<b>\$22.1M</b>	<b>↑ 3.8%</b>	<b>\$386.9M</b>	<b>↑ 8.8%</b>	<b>↑ 4.2%</b>	<b>\$121.1M</b>	<b>↑ 10.9%</b>	<b>\$263.9M</b>	<b>↑ 6.2%</b>		
<b>Supermarkets</b>	<b>\$21.1M</b>	<b>↑ 1.0%</b>	<b>↑ 2.2%</b>	<b>\$5.4M</b>	<b>↓ -4.1%</b>	<b>\$15.6M</b>	<b>↑ 2.8%</b>	<b>\$243.6M</b>	<b>↑ 0.4%</b>	<b>↑ 2.8%</b>	<b>\$57.2M</b>	<b>↑ 1.6%</b>	<b>\$186.2M</b>	<b>↑ 0.1%</b>		
<b>Groceries and Other Food Retailing</b>	<b>\$12.4M</b>	<b>↓ -0.7%</b>	<b>↑ 2.4%</b>	<b>\$5.9M</b>	<b>↓ -7.1%</b>	<b>\$6.5M</b>	<b>↑ 5.9%</b>	<b>\$142.6M</b>	<b>↑ 27.0%</b>	<b>↑ 8.0%</b>	<b>\$64.9M</b>	<b>↑ 30.1%</b>	<b>\$77.7M</b>	<b>↑ 24.5%</b>		
<b>Discretionary Retail</b>	<b>\$22.6M</b>	<b>↑ 10.7%</b>	<b>↑ 6.2%</b>	<b>\$8.4M</b>	<b>↑ 7.6%</b>	<b>\$14.3M</b>	<b>↑ 12.6%</b>	<b>\$262.9M</b>	<b>↑ 6.4%</b>	<b>↑ 4.9%</b>	<b>\$91.7M</b>	<b>↑ 6.4%</b>	<b>\$171.2M</b>	<b>↑ 4.9%</b>		
<b>Other Discretionary Retail</b>	<b>\$16.4M</b>	<b>↑ 15.2%</b>	<b>↑ 5.1%</b>	<b>\$5.4M</b>	<b>↑ 15.9%</b>	<b>\$11.0M</b>	<b>↑ 14.9%</b>	<b>\$189.4M</b>	<b>↑ 5.5%</b>	<b>↑ 4.8%</b>	<b>\$58.5M</b>	<b>↑ 5.4%</b>	<b>\$130.9M</b>	<b>↑ 5.5%</b>		
<b>Department Stores, Clothing &amp; Accessories</b>	<b>\$6.2M</b>	<b>↑ 0.3%</b>	<b>↑ 5.3%</b>	<b>\$3.0M</b>	<b>↓ -4.7%</b>	<b>\$3.3M</b>	<b>↑ 5.4%</b>	<b>\$73.5M</b>	<b>↑ 5.2%</b>	<b>↑ 5.2%</b>	<b>\$33.2M</b>	<b>↑ 8.1%</b>	<b>\$40.2M</b>	<b>↑ 3.0%</b>		
<b>Tourism and Entertainment</b>	<b>\$19.6M</b>	<b>↑ 0.4%</b>	<b>↑ 1.3%</b>	<b>\$13.2M</b>	<b>↓ -4.2%</b>	<b>\$6.4M</b>	<b>↑ 11.6%</b>	<b>\$208.2M</b>	<b>↑ 2.9%</b>	<b>↑ 3.0%</b>	<b>\$132.0M</b>	<b>↑ 0.2%</b>	<b>\$76.3M</b>	<b>↑ 6.7%</b>		
<b>Restaurants</b>	<b>\$4.9M</b>	<b>↓ -13.7%</b>	<b>↑ 2.2%</b>	<b>\$3.3M</b>	<b>↓ -21.5%</b>	<b>\$1.5M</b>	<b>↑ 10.0%</b>	<b>\$83.3M</b>	<b>↓ -5.9%</b>	<b>↑ 5.0%</b>	<b>\$34.9M</b>	<b>↑ 10.0%</b>	<b>\$16.4M</b>	<b>↑ 4.5%</b>		
<b>Pubs, Taverns and Bars</b>	<b>\$3.7M</b>	<b>↑ 24.2%</b>	<b>↑ 3.4%</b>	<b>\$2.3M</b>	<b>↑ 22.3%</b>	<b>\$1.5M</b>	<b>↑ 27.4%</b>	<b>\$38.9M</b>	<b>↑ 14.2%</b>	<b>↑ 2.8%</b>	<b>\$22.3M</b>	<b>↑ 14.8%</b>	<b>\$16.7M</b>	<b>↑ 13.5%</b>		
<b>Cafes</b>	<b>\$3.4M</b>	<b>↓ -1.5%</b>	<b>↓ -6.9%</b>	<b>\$2.3M</b>	<b>↓ -3.8%</b>	<b>\$1.1M</b>	<b>↑ 3.6%</b>	<b>\$36.5M</b>	<b>↑ 7.3%</b>	<b>↑ 0.5%</b>	<b>\$22.5M</b>	<b>↑ 6.9%</b>	<b>\$14.0M</b>	<b>↑ 8.1%</b>		
<b>Breweries and Wineries</b>	<b>\$3.3M</b>	<b>↑ 0.4%</b>	<b>↓ -4.4%</b>	<b>\$2.8M</b>	<b>↓ -0.3%</b>	<b>\$435.0K</b>	<b>↑ 5.1%</b>	<b>\$32.4M</b>	<b>↓ -4.4%</b>	<b>↑ 0.8%</b>	<b>\$27.3M</b>	<b>↓ -3.4%</b>	<b>\$5.1M</b>	<b>↓ -9.4%</b>		
<b>Takeaway and Fast Food Outlets</b>	<b>\$2.9M</b>	<b>↑ 6.8%</b>	<b>↑ 5.7%</b>	<b>\$1.4M</b>	<b>↑ 3.6%</b>	<b>\$1.5M</b>	<b>↑ 10.1%</b>	<b>\$31.8M</b>	<b>↑ 9.2%</b>	<b>↑ 2.2%</b>	<b>\$14.1M</b>	<b>↑ 10.8%</b>	<b>\$17.6M</b>	<b>↑ 7.9%</b>		
<b>Attractions, Events and Recreation</b>	<b>\$1.5M</b>	<b>↓ -0.9%</b>	<b>↓ -3.2%</b>	<b>\$1.1M</b>	<b>↓ -3.0%</b>	<b>\$385.0K</b>	<b>↑ 5.1%</b>	<b>\$15.3M</b>	<b>↓ -0.7%</b>	<b>↑ 5.7%</b>	<b>\$10.9M</b>	<b>↓ -2.6%</b>	<b>\$4.4M</b>	<b>↑ 4.2%</b>		
<b>Private Transport</b>	<b>\$10.7M</b>	<b>↑ 18.3%</b>	<b>↑ 9.2%</b>	<b>\$4.6M</b>	<b>↑ 19.6%</b>	<b>\$6.2M</b>	<b>↑ 17.3%</b>	<b>\$106.6M</b>	<b>↑ 12.9%</b>	<b>↑ 2.8%</b>	<b>\$41.0M</b>	<b>↑ 16.3%</b>	<b>\$65.6M</b>	<b>↑ 11.9%</b>		
<b>Accommodation - Online</b>	<b>\$8.5M</b>	<b>↓ -13.0%</b>	<b>↓ -8.9%</b>	<b>\$8.3M</b>	<b>↓ -13.8%</b>	<b>\$17.6M</b>	<b>↑ 59.8%</b>	<b>\$95.2M</b>	<b>↓ 4.9%</b>	<b>↑ 7.8%</b>	<b>\$89.8M</b>	<b>↑ 8.8%</b>	<b>\$1.5M</b>	<b>↓ -22.1%</b>		
<b>Accommodation - Instore</b>	<b>\$2.5M</b>	<b>↓ -28.0%</b>	<b>↓ -13.8%</b>	<b>\$2.2M</b>	<b>↓ -23.5%</b>	<b>\$399.0K</b>	<b>↓ -7.4%</b>	<b>\$32.7M</b>	<b>↓ -2.4%</b>	<b>↓ -3.1%</b>	<b>\$28.4M</b>	<b>↓ -4.5%</b>	<b>\$4.2M</b>	<b>↑ 17.3%</b>		

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 lack of sample size in the data. Past year spend is based on the same period last year. Note: Accommodation - Online - Attributed expenditure. See FAQ for more information.

Trip Type, customer segments and source markets

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

<b>Trip Type by spend</b> Tourists - Overnight Trip Total: \$25.5M Non-Tourists - Short Trip: \$10.3M Tourists - Day Trip Total: \$2.5M Non-Tourists - Regular/Routine Trips: \$2.2M	<b>Trip Type by unique customer count and trip count</b> Tourists - Overnight Trip Total: 75.9K Unique Customer Count, 79.8K Trip Count Non-Tourists - Short Trip: 71.8K Unique Customer Count, 98.8K Trip Count Tourists - Day Trip Total: 17.1K Unique Customer Count, 19.6K Trip Count Non-Tourists - Regular/Routine Trips: 3.3K Unique Customer Count, 7.2K Trip Count
<b>Top 5 customer segments by residents spend</b> Countryside Elite: \$16.9M Provincial Wealth: \$14.5M Aging Comfortably: \$6.4M Life on the Land: \$6.1M Prudent Nostalgia: \$3.1M	<b>Top 5 customer segments by unique residents count</b> Provincial Wealth: 8.7K Countryside Elite: 7.9K Aging Comfortably: 5.9K Life on the Land: 4.3K Country Living: 3.1K
<b>Top 5 customer segments by visitors spend</b> Prosperous Families: \$19.7M Golden Days: \$7.8M Countryside Elite: \$5.2M Metro High Flyers: \$4.0M Provincial Wealth: \$3.8M	<b>Top 5 customer segments by unique visitors count</b> Prosperous Families: 41.8K Metro High Flyers: 18.4K Golden Days: 18.1K Aging Comfortably: 12.7K Countryside Elite: 12.1K
<b>Top 10 source markets by visitors spend</b> Augusta Margaret River: \$5.3M Birling: \$4.2M Joondalup: \$3.4M Melville: \$2.7M Capel: \$2.2M Wanneroo: \$2.0M Coodan: \$1.8M Rockingham: \$1.8M Nuland: \$1.4M Cambridge: \$1.4M	<b>Top 10 source markets by unique visitors count</b> Birling: 12.1K Augusta Margaret River: 11.8K Joondalup: 8.9K Melville: 7.1K Burbury: 6.9K Coodan: 6.9K Wanneroo: 6.9K Rockingham: 5.8K Capel: 5.8K Swan: 4.8K

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

City of Busselton

Resident Business Events Visitor Leakage

Month: April 2026 Spend location: Busselton

Overview

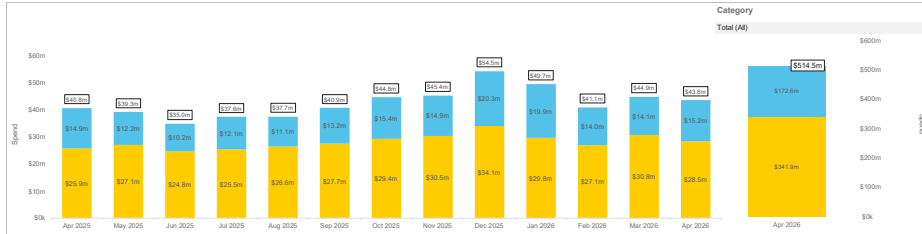
What are some of the key insights for the Busselton location for April 2026?

<p><b>Annual spend</b> \$514.5M</p> <p>↑ 5.7% vs last year ↓ 4.4% Regional WA</p>	<p><b>Annual customers</b> \$583K</p> <p>↑ 4.6% vs last year</p>	<p><b>Annual visitor spend</b> \$172.6M</p> <p>34% of total spend within Busselton during April 2026 are from Visitors</p>	<p><b>Annual visitors</b> \$540K</p> <p>93% of total customers within Busselton during April 2026 are from Visitors</p>
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All insights are based on CouncilBank IQ's nationally representative retailer customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last completed 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 April 2026 versus the past year and Regional WA for the Busselton location?

Category	Current selection: Monthly (April 2026)										Latest year: Annual (April 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	Spend	Growth	Spend	Growth				
<b>Total</b>	\$43.8M	↑ 7.2%	↑ 3.4%	\$19.2M	↑ 2.2%	\$28.5M	↑ 10.1%	\$514.5M	↑ 5.7%	↑ 4.4%	\$172.6M	↑ 8.6%	\$341.9M	↑ 4.3%						
Discretionary Retail	\$12.8M	↑ 15.1%	↑ 8.2%	\$4.1M	↑ 4.4%	\$9.8M	↑ 16.0%	\$163.7M	↑ 6.7%	↑ 4.9%	\$49.9M	↑ 8.3%	\$105.7M	↑ 7.1%						
Other Discretionary Retail	\$10.4M	↑ 16.1%	↑ 5.1%	\$3.0M	↑ 10.3%	\$7.4M	↑ 18.7%	\$124.5M	↑ 8.2%	↑ 4.8%	\$36.7M	↑ 7.3%	\$67.8M	↑ 8.6%						
Supermarkets	\$2.5M	↓ 2.2%	↑ 5.3%	\$1.0M	↓ 0.8%	\$1.4M	↑ 3.9%	\$29.2M	↑ 0.6%	↑ 5.2%	\$11.3M	↑ 1.2%	\$17.9M	↑ 0.3%						
Food Retailing	\$12.0M	↓ 5.9%	↑ 2.3%	\$2.8M	↓ 10.8%	\$9.2M	↑ 1.2%	\$143.0M	↓ 0.9%	↑ 4.2%	\$33.3M	↑ 1.4%	\$109.7M	↓ 1.6%						
Supermarkets	\$9.2M	↓ 1.2%	↑ 2.2%	\$1.9M	↓ 6.8%	\$7.3M	↑ 0.4%	\$108.8M	↓ 0.6%	↑ 2.8%	\$21.4M	↑ 1.7%	\$67.4M	↓ 1.1%						
Groceries and Other Food Retailing	\$2.8M	↓ 4.2%	↑ 2.4%	\$947.0K	↓ 17.9%	\$1.9M	↑ 4.7%	\$34.1M	↓ 2.0%	↑ 8.6%	\$11.9M	↑ 0.8%	\$22.3M	↓ 3.5%						
Tourism and Entertainment	\$7.0M	↓ 0.9%	↑ 1.3%	\$4.1M	↓ 6.6%	\$2.9M	↑ 7.9%	\$79.0M	↑ 4.4%	↑ 3.0%	\$44.6M	↑ 3.9%	\$35.0M	↑ 4.9%						
Pubs, Taverns and Bars	\$1.4M	↑ 2.2%	↑ 3.4%	\$646.0K	↓ 2.3%	\$793.0K	↑ 6.2%	\$17.0M	↑ 5.2%	↑ 2.8%	\$7.5M	↑ 5.8%	\$6.5M	↑ 4.6%						
Cafes	\$1.3M	↓ 6.0%	↑ 4.6%	\$313.0K	↓ 7.3%	\$532.0K	↑ 4.0%	\$15.0M	↓ 0.2%	↑ 0.5%	\$6.6M	↑ 2.2%	\$6.5M	↑ 2.8%						
Restaurants	\$1.3M	↓ 6.9%	↑ 2.2%	\$719.0K	↓ 10.8%	\$617.0K	↑ 8.2%	\$16.0M	↓ 0.5%	↑ 5.2%	\$8.3M	↓ 2.1%	\$7.6M	↑ 1.4%						
Takeaway and Fast Food Outlets	\$1.0M	↑ 6.4%	↑ 5.7%	\$451.0K	↓ 2.8%	\$566.0K	↑ 14.7%	\$11.9M	↑ 23.0%	↑ 2.2%	\$4.9M	↑ 23.3%	\$7.1M	↑ 22.7%						
Private Transport	\$6.1M	↑ 16.8%	↑ 9.2%	\$1.9M	↑ 16.9%	\$3.1M	↑ 16.7%	\$54.1M	↑ 21.6%	↑ 2.8%	\$19.0M	↑ 23.8%	\$35.0M	↑ 20.4%						
Accommodation - Instore	\$296.0K	↑ 90.3%	↓ 13.8%	\$201.0K	↑ 112.9%	\$95.0K	↑ 55.4%	\$3.3M	↑ 95.8%	↓ 3.1%	\$2.4M	↑ 165.5%	\$977.0K	↑ 20.9%						

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

Trip Type, customer segments and source markets

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

**Trip Type by spend**

- Tourists - Overnight Trip Total: \$6.9M
- Non-Tourists - Short Trip: \$4.4M
- Tourists - Day Trip Total: \$1.0M
- Non-Tourists - Regular/Routine Trips: \$979.0K

**Trip Type by unique customer count and trip count**

- Tourists - Overnight Trip Total: 40.9K Unique Customer Count, 41.2K Trip Count
- Non-Tourists - Short Trip: 38.5K Unique Customer Count, 42.9K Trip Count
- Tourists - Day Trip Total: 7.5K Unique Customer Count, 8.0K Trip Count
- Non-Tourists - Regular/Routine Trips: 2.2K Unique Customer Count, 4.0K Trip Count

**Top 5 customer segments by residents spend**

- Countryside Elite: \$8.0M
- Provincial Wealth: \$6.9M
- Aging Comfortably: \$4.1M
- Life on the Land: \$3.9M
- Prudent Nostalgia: \$2.1M

**Top 5 customer segments by unique residents count**

- Provincial Wealth: 7.8K
- Countryside Elite: 7.0K
- Aging Comfortably: 5.2K
- Life on the Land: 4.1K
- Country Living: 2.8K

**Top 5 customer segments by visitors spend**

- Prosperous Families: \$3.2M
- Countryside Elite: \$2.1M
- Provincial Wealth: \$1.8M
- Aging Comfortably: \$1.7M
- Golden Days: \$1.5M

**Top 5 customer segments by unique visitors count**

- Prosperous Families: 19.3K
- Metro High Flyers: 8.4K
- Countryside Elite: 8.1K
- Golden Days: 8.1K
- Aging Comfortably: 7.6K

**Top 10 source markets by visitors spend**

- Capel: \$1.2M
- Margaret River: \$1.2M
- Augusta: \$1.1M
- Pemberton: \$832.0K
- South Bunbury - Bunbury: \$279.0K
- Australind - Lecheval: \$277.0K
- Bridgetown - Boyup Brook: \$233.0K
- Dorridge - Baringup: \$221.0K
- Collyerup: \$178.0K
- Geloup - Strathman: \$144.0K

**Top 10 source markets by unique visitors count**

- Margaret River: 4.6K
- Augusta: 3.2K
- Capel: 2.3K
- Australind - Lecheval: 2.1K
- South Bunbury - Bunbury: 1.8K
- Pemberton: 1.6K
- Dorridge: 1.6K
- Eden - Pelican Point: 1.4K
- Dorridge - Baringup: 1.3K
- Bridgetown - Boyup Brook: 0.9K

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: April 2026 Spend location: West Bussetton

Overview

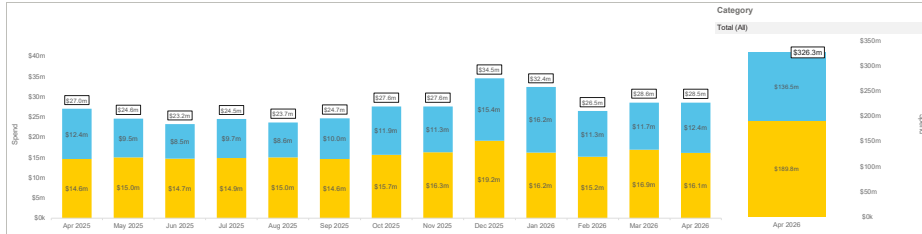
What are some of the key insights for the West Bussetton location for April 2026?

<p><b>Annual spend</b> \$326.3M</p> <p>↑ 12.3% vs last year ↑ 4.4% Regional WA</p>	<p><b>Annual customers</b> \$493K</p> <p>↑ 8.9% vs last year</p>	<p><b>Annual visitor spend</b> \$136.5M</p> <p>42% of total spend within West Bussetton during April 2026 are from Visitors</p>	<p><b>Annual visitors</b> \$450K</p> <p>91% of total customers within West Bussetton during April 2026 are from Visitors</p>
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All insights are based on CouncilBank IQ's nationally representative retail customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last completed 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 April 2026 versus the past year and Regional WA for the West Bussetton location?

Category	Current selection: Monthly (April 2026)								Latest year: Annual (April 2026)							
	All Customers				Residents				All Customers				Residents			
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	Growth		
<b>Total</b>	<b>\$28.5M</b>	<b>↑ 6.6%</b>	<b>↑ 3.4%</b>	<b>\$12.4M</b>	<b>↑ 0.3%</b>	<b>\$16.1M</b>	<b>↑ 10.1%</b>	<b>\$326.3M</b>	<b>↑ 12.3%</b>	<b>↑ 4.4%</b>	<b>\$136.5M</b>	<b>↑ 13.0%</b>	<b>\$189.8M</b>	<b>↑ 11.4%</b>		
<b>Food Retailing</b>	<b>\$12.3M</b>	<b>↑ 5.4%</b>	<b>↑ 2.3%</b>	<b>\$4.4M</b>	<b>-4.7%</b>	<b>\$8.0M</b>	<b>↑ 8.1%</b>	<b>\$145.0M</b>	<b>↑ 26.4%</b>	<b>-4.2%</b>	<b>\$40.7M</b>	<b>-11.4%</b>	<b>\$98.2M</b>	<b>↑ 18.9%</b>		
<b>Groceries and Other Food Retailing</b>	<b>\$6.2M</b>	<b>↑ 0.0%</b>	<b>↑ 2.4%</b>	<b>\$2.8M</b>	<b>-4.5%</b>	<b>\$3.4M</b>	<b>↑ 5.7%</b>	<b>\$72.3M</b>	<b>↑ 69.3%</b>	<b>↑ 8.0%</b>	<b>\$31.3M</b>	<b>↑ 80.0%</b>	<b>\$41.0M</b>	<b>↑ 61.0%</b>		
<b>Supermarkets</b>	<b>\$6.1M</b>	<b>↑ 2.0%</b>	<b>↑ 2.2%</b>	<b>\$1.6M</b>	<b>-5.1%</b>	<b>\$4.6M</b>	<b>↑ 4.6%</b>	<b>\$72.7M</b>	<b>↑ 0.0%</b>	<b>↑ 2.8%</b>	<b>\$17.4M</b>	<b>↑ 1.7%</b>	<b>\$55.2M</b>	<b>↑ 0.7%</b>		
<b>Discretionary Retail</b>	<b>\$6.0M</b>	<b>↑ 6.1%</b>	<b>↑ 6.2%</b>	<b>\$2.2M</b>	<b>↑ 6.5%</b>	<b>\$3.8M</b>	<b>↑ 5.9%</b>	<b>\$70.4M</b>	<b>-1.1%</b>	<b>↑ 4.9%</b>	<b>\$23.7M</b>	<b>↑ 1.3%</b>	<b>\$46.7M</b>	<b>↑ -3.3%</b>		
<b>Private Transport</b>	<b>\$3.8M</b>	<b>↑ 26.9%</b>	<b>↑ 9.2%</b>	<b>\$1.8M</b>	<b>↑ 28.9%</b>	<b>\$2.0M</b>	<b>↑ 27.8%</b>	<b>\$34.7M</b>	<b>↑ 7.5%</b>	<b>↑ 2.8%</b>	<b>\$15.6M</b>	<b>↑ 13.2%</b>	<b>\$19.0M</b>	<b>↑ 3.2%</b>		
<b>Tourism and Entertainment</b>	<b>\$2.8M</b>	<b>↑ 11.7%</b>	<b>↑ 1.3%</b>	<b>\$1.5M</b>	<b>↑ 6.5%</b>	<b>\$1.4M</b>	<b>↑ 18.0%</b>	<b>\$31.3M</b>	<b>↑ 13.9%</b>	<b>↑ 3.0%</b>	<b>\$15.0M</b>	<b>↑ 16.0%</b>	<b>\$16.3M</b>	<b>↑ 12.0%</b>		
<b>Takeaway and Fast Food Outlets</b>	<b>\$1.3M</b>	<b>↑ 8.4%</b>	<b>↑ 6.7%</b>	<b>\$619.0K</b>	<b>↑ 9.5%</b>	<b>\$701.0K</b>	<b>↑ 7.5%</b>	<b>\$14.9M</b>	<b>↑ 1.7%</b>	<b>↑ 2.2%</b>	<b>\$6.2M</b>	<b>↑ 7.5%</b>	<b>\$8.6M</b>	<b>↑ -2.1%</b>		
<b>Restaurants</b>	<b>\$417.0K</b>	<b>↑ 19.4%</b>	<b>↑ 2.2%</b>	<b>\$188.0K</b>	<b>↑ 1.5%</b>	<b>\$229.0K</b>	<b>↑ 39.0%</b>	<b>\$4.0M</b>	<b>↑ 28.4%</b>	<b>↑ 5.0%</b>	<b>\$2.1M</b>	<b>↑ 23.2%</b>	<b>\$2.5M</b>	<b>↑ 13.0%</b>		
<b>Attractions, Events and Recreation</b>	<b>\$329.0K</b>	<b>↑ 26.3%</b>	<b>↑ 3.2%</b>	<b>\$225.0K</b>	<b>↑ 41.0%</b>	<b>\$104.0K</b>	<b>↑ 2.1%</b>	<b>\$2.8M</b>	<b>↑ 27.7%</b>	<b>↑ 5.7%</b>	<b>\$1.6M</b>	<b>↑ 31.8%</b>	<b>\$1.2M</b>	<b>↑ 22.8%</b>		
<b>Cafes</b>	<b>\$273.0K</b>	<b>↑ 31.4%</b>	<b>↑ -6.9%</b>	<b>\$130.0K</b>	<b>↑ 28.5%</b>	<b>\$143.0K</b>	<b>↑ 34.3%</b>	<b>\$3.9M</b>	<b>↑ 61.8%</b>	<b>↑ 0.5%</b>	<b>\$1.6M</b>	<b>↑ 69.0%</b>	<b>\$1.9M</b>	<b>↑ 55.6%</b>		
<b>Accommodation - Instore</b>	<b>\$1.1M</b>	<b>↑ -32.8%</b>	<b>↑ -13.8%</b>	<b>\$923.0K</b>	<b>↑ -36.4%</b>	<b>\$158.0K</b>	<b>↑ -8.8%</b>	<b>\$15.2M</b>	<b>↑ -8.5%</b>	<b>↑ -3.1%</b>	<b>\$13.0M</b>	<b>↑ -13.5%</b>	<b>\$2.3M</b>	<b>↑ 41.1%</b>		

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 lack of sample size in the data. Past year spend is based on the same period last year. Note: Accommodation - Online - Attributed expenditure. See FAQ for more information.

Trip Type, customer segments and source markets

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

<p><b>Trip Type by spend</b></p> <p>Tourists - Overnight Trip Total: \$6.1M</p> <p>Non-Tourists - Short Trip: \$4.1M</p> <p>Tourists - Day Trip Total: \$813.0K</p> <p>Non-Tourists - Regular/Routine Trips: \$613.0K</p>	<p><b>Trip Type by unique customer count and trip count</b></p> <p>Tourists - Overnight Trip Total: 35.6K Unique Customer Count, 40.3K Trip Count</p> <p>Non-Tourists - Short Trip: 31.6K Unique Customer Count, 42.0K Trip Count</p> <p>Tourists - Day Trip Total: 7.9K Unique Customer Count, 9.4K Trip Count</p> <p>Non-Tourists - Regular/Routine Trips: 2.5K Unique Customer Count, 4.9K Trip Count</p>
<p><b>Top 5 customer segments by residents spend</b></p> <p>Countryside Elite: \$4.9M</p> <p>Provincial Wealth: \$3.9M</p> <p>Life on the Land: \$2.1M</p> <p>Aging Comfortably: \$2.0M</p> <p>Prudent Nostalgia: \$895.0K</p>	<p><b>Top 5 customer segments by unique residents count</b></p> <p>Provincial Wealth: 7.7K</p> <p>Countryside Elite: 7.1K</p> <p>Aging Comfortably: 4.8K</p> <p>Life on the Land: 4.0K</p> <p>Country Living: 2.7K</p>
<p><b>Top 5 customer segments by visitors spend</b></p> <p>Prosperous Families: \$3.8M</p> <p>Golden Days: \$1.8M</p> <p>Countryside Elite: \$1.6M</p> <p>Provincial Wealth: \$1.5M</p> <p>Aging Comfortably: \$802.0K</p>	<p><b>Top 5 customer segments by unique visitors count</b></p> <p>Prosperous Families: 20.7K</p> <p>Golden Days: 8.9K</p> <p>Micro High Flyers: 7.4K</p> <p>Countryside Elite: 7.2K</p> <p>Aging Comfortably: 6.3K</p>
<p><b>Top 10 source markets by visitors spend</b></p> <p>Argus: \$1.1M</p> <p>Margaret River: \$1.1M</p> <p>Capel: \$319.0K</p> <p>Pemberton: \$227.0K</p> <p>Worleby - West Leederville - Glendalough: \$177.0K</p> <p>Nedlands - Dalkeith - Crawley: \$172.0K</p> <p>Manly: \$146.0K</p> <p>Banyo: \$137.0K</p> <p>Mosman Park - Peppermint Grove: \$132.0K</p> <p>South Perth - Kensington: \$128.0K</p>	<p><b>Top 10 source markets by unique visitors count</b></p> <p>Margaret River: 5.6K</p> <p>Argus: 3.4K</p> <p>Capel: 1.6K</p> <p>South Burbury - Burbury: 1.3K</p> <p>Australind - Leichhardt: 1.2K</p> <p>Pemberton: 1.1K</p> <p>Darlington: 0.9K</p> <p>Dominion - Balingup: 0.9K</p> <p>Nedlands - Dalkeith - Crawley: 0.8K</p> <p>Easton - Pelican Point: 0.8K</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 Busselton

Resident Business Events Visitor Leakage

Month: April 2026 Spend location: Dunsborough

Overview

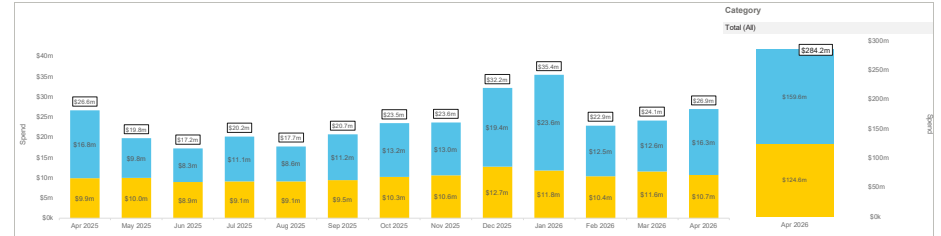
What are some of the key insights for the Dunsborough location for April 2026?

<p><b>Annual spend</b> \$284.2M</p> <p>↑ 2.3% vs last year ↓ 4.4% Regional WA</p>	<p><b>Annual customers</b> \$536K</p> <p>↑ 1.6% vs last year</p>	<p><b>Annual visitor spend</b> \$159.6M</p> <p>86% of total spend within Dunsborough during April 2026 are from Visitors</p>	<p><b>Annual visitors</b> \$501K</p> <p>94% of total customers within Dunsborough during April 2026 are from Visitors</p>
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All insights are based on CouncilBank IQ's nationally representative retail customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last completed 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 April 2026 versus the past year and Regional WA for the Dunsborough location?

Category	Current selection: Monthly (April 2026)										Latest year: Annual (April 2026)									
	All Customers		Visitors		Residents		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	Spend	Growth	Spend	Growth	Spend	Growth		
<b>Total</b>	\$284.2M	+2.3%	\$159.6M	+8.1%	\$124.6M	+8.1%	\$284.2M	+2.3%	\$159.6M	+8.1%	\$124.6M	+8.1%	\$199.6M	+0.9%	\$124.6M	+4.6%	\$124.6M	+4.6%		
Tourism and Entertainment	\$9.7M	+4.8%	\$7.6M	+8.3%	\$2.1M	+6.2%	\$96.9M	+2.2%	\$3.0%	\$72.1M	+4.9%	\$23.9M	+8.9%	\$23.9M	+8.9%	\$23.9M	+8.9%			
Restaurants	\$3.1M	+19.0%	\$2.2M	+23.3%	\$0.9M	+4.4%	\$215.0K	+4.5%	\$19.7M	+7.0%	\$17.2M	+5.8%	\$2.9M	+18.4%	\$2.9M	+18.4%				
Breweries and Wineries	\$2.0M	+2.3%	\$1.8M	+1.8%	\$0.2M	+1.8%	\$19.7M	+7.0%	\$17.2M	+5.8%	\$2.9M	+18.4%	\$2.9M	+18.4%						
Pubs, Taverns and Bars	\$1.9M	+5.2%	\$1.3M	+4.4%	\$0.6M	+4.4%	\$513.0K	+69.1%	\$17.2M	+21.8%	\$11.9M	+20.1%	\$5.2M	+25.8%						
Cafes	\$1.8M	+1.7%	\$1.3M	+4.0%	\$0.5M	+4.0%	\$455.0K	+5.7%	\$18.1M	+6.9%	\$12.5M	+5.2%	\$5.6M	+11.0%						
Takeaway and Fast Food Outlets	\$540.0K	+3.1%	\$361.0K	+2.4%	\$179.0K	+4.8%	\$5.0M	+3.8%	\$2.2%	\$3.0M	+0.7%	\$1.9M	+9.0%							
Attractions, Events and Recreation	\$354.0K	+4.7%	\$304.0K	+11.6%	\$50.0K	+7.8%	\$3.3M	+16.8%	\$1.7%	\$3.0M	+18.4%	\$317.0K	+1.6%							
Food Retailing	\$9.1M	+1.9%	\$4.2M	+3.9%	\$4.9M	+6.4%	\$97.9M	+2.3%	+4.2%	\$40.8M	+3.0%	\$57.9M	+2.1%							
Supermarkets	\$5.7M	+3.0%	\$2.0M	+0.6%	\$3.7M	+6.0%	\$1.9M	+1.7%	+2.8%	\$18.3M	+1.4%	\$43.6M	+1.8%							
Groceries and Other Food Retailing	\$3.4M	+0.9%	\$2.2M	+5.2%	\$1.2M	+7.9%	\$35.9M	+3.9%	+8.6%	\$21.6M	+4.5%	\$14.3M	+3.0%							
Discretionary Retail	\$3.7M	+13.9%	\$2.1M	+15.5%	\$1.6M	+11.8%	\$38.8M	+13.6%	+4.9%	\$20.0M	+14.6%	\$18.8M	+12.6%							
Other Discretionary Retail	\$2.6M	+16.3%	\$1.2M	+26.4%	\$1.3M	+8.4%	\$25.4M	+11.2%	+4.8%	\$10.2M	+9.1%	\$15.2M	+12.6%							
Department Stores, Clothing & Accessories	\$1.2M	+6.8%	\$885.0K	+3.2%	\$278.0K	+31.9%	\$13.4M	+18.5%	+5.2%	\$9.9M	+20.9%	\$3.5M	+12.3%							
Private Transport	\$1.8M	+6.8%	\$736.0K	+12.8%	\$1.0M	+2.8%	\$17.9M	+1.1%	+2.8%	\$6.3M	+3.9%	\$11.6M	+4.4%							
Accommodation - Instore	\$1.1M	+17.2%	\$1.0M	+14.1%	\$0.6M	+8.8%	\$14.1M	+6.7%	+3.1%	\$13.1M	+6.9%	\$995.0K	+15.8%							

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

Trip Type, customer segments and source markets

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

<p><b>Trip Type by spend</b></p> <ul style="list-style-type: none"> <li>Tourists - Overnight Trip Total: \$12.5M</li> <li>Non-Tourists - Short Trip: \$1.7M</li> <li>Tourists - Day Trip Total: \$712.0K</li> <li>Non-Tourists - Regular/Routine Trips: \$610.0K</li> </ul>	<p><b>Trip Type by unique customer count and trip count</b></p> <ul style="list-style-type: none"> <li>Tourists - Overnight Trip Total: 52.9K Unique Customer Count, 54.2K Trip Count</li> <li>Non-Tourists - Short Trip: 19.0K Unique Customer Count, 22.0K Trip Count</li> <li>Tourists - Day Trip Total: 6.7K Unique Customer Count, 7.1K Trip Count</li> <li>Non-Tourists - Regular/Routine Trips: 1.4K Unique Customer Count, 2.5K Trip Count</li> </ul>
<p><b>Top 5 customer segments by residents spend</b></p> <ul style="list-style-type: none"> <li>Countryside Elite: \$4.0M</li> <li>Provincial Wealth: \$3.7M</li> <li>Country Living: \$602.0K</li> <li>Affluent Adventurers: \$511.0K</li> <li>Life on the Land: \$474.0K</li> </ul>	<p><b>Top 5 customer segments by unique residents count</b></p> <ul style="list-style-type: none"> <li>Provincial Wealth: 5.9K</li> <li>Countryside Elite: 5.0K</li> <li>Country Living: 1.7K</li> <li>Life on the Land: 1.4K</li> <li>Aging Comfortably: 1.2K</li> </ul>
<p><b>Top 5 customer segments by visitors spend</b></p> <ul style="list-style-type: none"> <li>Prosperous Families: \$7.6M</li> <li>Golden Days: \$3.0M</li> <li>Metro High Flyers: \$1.7M</li> <li>Countryside Elite: \$1.1M</li> <li>Provincial Wealth: \$640.0K</li> </ul>	<p><b>Top 5 customer segments by unique visitors count</b></p> <ul style="list-style-type: none"> <li>Prosperous Families: 26.8K</li> <li>Metro High Flyers: 11.3K</li> <li>Golden Days: 10.8K</li> <li>Up and Coming: 5.5K</li> <li>Countryside Elite: 4.6K</li> </ul>
<p><b>Top 10 source markets by visitors spend</b></p> <ul style="list-style-type: none"> <li>Margaret River: \$442.0K</li> <li>Nedlands - Dalkeith - Crawley: \$409.0K</li> <li>Mooloolah - Poppoort - Grove: \$387.0K</li> <li>Spearwood - Mount Claremont: \$371.0K</li> <li>Subiaco - Sheraton Park: \$359.0K</li> <li>Cottesloe: \$358.0K</li> <li>Augusta: \$340.0K</li> <li>Claremont (WA): \$330.0K</li> <li>Karrinyup - Guelup - Carine: \$300.0K</li> <li>Pleasantville: \$261.0K</li> </ul>	<p><b>Top 10 source markets by unique visitors count</b></p> <ul style="list-style-type: none"> <li>Margaret River: 2.9K</li> <li>Augusta: 1.5K</li> <li>Nedlands - Dalkeith - Crawley: 1.2K</li> <li>Subiaco - Sheraton Park: 1.1K</li> <li>Karrinyup - Guelup - Carine: 1.1K</li> <li>Scarborough: 1.0K</li> <li>Cottesloe: 1.0K</li> <li>South Burbury - Burbury: 1.0K</li> <li>Mooloolah: 0.9K</li> <li>Innaloo - Doubleview: 0.9K</li> </ul>

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: April 2026  
Spend location: City of Busselton

Overview

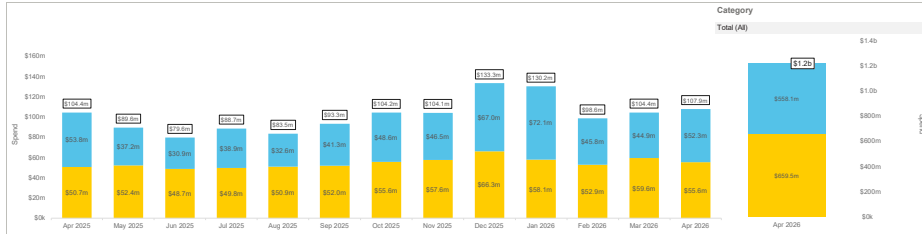
What are some of the key insights for the City of Busselton location for April 2026?

<p><b>Annual spend</b> <b>\$1.22B</b> ↑ 6.5% vs last year ↑ 4.4% Regional WA</p>	<p><b>Annual customers</b> <b>\$904K</b> ↑ 4.1% vs last year</p>	<p><b>Annual visitor spend</b> <b>\$558.1M</b> 46% of total spend within City of Busselton during April 2026 are from Visitors</p>	<p><b>Annual visitors</b> <b>\$861K</b> 95% of total customers within City of Busselton during April 2026 are from Visitors</p>
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All insights are based on CouncilBank IQ's nationally representative retail customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last completed 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 April 2026 versus the past year and Regional WA for the City of Busselton location?

Category	Current selection: Monthly (April 2026)								Latest year: Annual (April 2026)							
	All Customers				Residents				All Customers				Residents			
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	Growth		
<b>Total</b>	<b>195.0K</b>	<b>-2.8%</b>	<b>188.4K</b>	<b>-4.1%</b>	<b>36.6K</b>	<b>3.0%</b>	<b>904.4K</b>	<b>4.1%</b>	<b>860.7K</b>	<b>4.2%</b>	<b>43.7K</b>	<b>3.5%</b>	<b>195.0K</b>	<b>-2.8%</b>		
Tourism and Entertainment	134.1K	-3.3%	104.8K	-6.0%	29.7K	3.2%	689.6K	3.1%	647.8K	3.1%	42.1K	3.3%	134.1K	-3.3%		
Takeaway and Fast Food Outlets	57.0K	1.2%	37.1K	1.0%	19.9K	1.6%	280.8K	7.3%	243.7K	8.0%	37.1K	1.2%	57.0K	1.2%		
Restaurants	53.6K	-8.2%	37.1K	-13.9%	16.5K	8.0%	321.0K	-2.9%	284.9K	-3.2%	36.2K	3.5%	53.6K	-8.2%		
Cafes	49.2K	-5.3%	34.4K	-7.7%	14.8K	0.7%	291.0K	1.8%	257.8K	1.7%	33.3K	2.6%	49.2K	-5.3%		
Pubs, Taverns and Bars	35.5K	13.3%	23.4K	11.6%	12.1K	16.8%	215.0K	9.9%	184.1K	10.7%	30.9K	5.5%	35.5K	13.3%		
Breweries and Wineries	30.5K	1.0%	25.7K	0.4%	4.8K	0.5%	231.3K	1.2%	211.2K	1.6%	20.1K	-3.0%	30.5K	1.0%		
Attractions, Events and Recreation	23.9K	-10.7%	19.6K	-11.2%	4.3K	-8.3%	186.3K	2.2%	167.8K	2.6%	18.9K	-1.9%	23.9K	-10.7%		
Food Retailing	121.9K	-3.3%	86.8K	-8.8%	35.1K	-6.8%	689.6K	8.8%	525.7K	8.8%	42.4K	3.5%	121.9K	-3.3%		
Groceries and Other Food Retailing	91.3K	-3.1%	63.0K	-5.7%	28.3K	3.3%	452.7K	8.2%	411.1K	8.7%	41.7K	3.7%	91.3K	-3.1%		
Supermarkets	87.2K	-1.8%	63.9K	-4.5%	33.8K	2.9%	381.0K	2.8%	338.1K	2.7%	42.9K	3.4%	87.2K	-1.8%		
Discretionary Retail	81.8K	2.3%	49.2K	2.0%	32.7K	2.8%	329.8K	4.5%	287.3K	4.6%	42.6K	3.4%	81.8K	2.3%		
Other Discretionary Retail	65.9K	5.4%	35.4K	7.4%	30.5K	3.2%	283.1K	4.9%	211.1K	5.2%	42.0K	3.3%	65.9K	5.4%		
Department Stores, Clothing & Accessories	45.3K	-3.0%	24.9K	-6.5%	20.4K	1.7%	208.1K	3.1%	166.7K	3.2%	39.3K	2.9%	45.3K	-3.0%		
Private Transport	69.6K	-0.0%	43.1K	-6.7%	25.9K	1.3%	306.3K	6.2%	266.6K	6.7%	39.8K	3.3%	69.6K	-0.0%		
Accommodation - Online	17.8K	-8.5%	17.2K	-8.7%	3.0K	18.7%	183.7K	8.1%	161.4K	8.1%	2.9K	10.4%	17.8K	-8.5%		
Accommodation - Instore	16.7K	-6.5%	8.6K	-4.3%	2.1K	18.0%	95.6K	1.1%	84.0K	-0.6%	11.6K	15.9%	16.7K	-6.5%		

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

Trip Type, customer segments and source markets

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

**Trip Type by spend**

- Tourists - Overnight Trip Total: \$25.5M
- Non-Tourists - Short Trip: \$10.3M
- Tourists - Day Trip Total: \$2.5M
- Non-Tourists - Regular/Routine Trips: \$2.2M

**Trip Type by unique customer count and trip count**

- Tourists - Overnight Trip Total: 75.9K Unique Customer Count, 79.8K Trip Count
- Non-Tourists - Short Trip: 71.8K Unique Customer Count, 98.6K Trip Count
- Tourists - Day Trip Total: 17.1K Unique Customer Count, 19.6K Trip Count
- Non-Tourists - Regular/Routine Trips: 3.3K Unique Customer Count, 7.2K Trip Count

**Top 5 customer segments by residents spend**

- Countryside Elite: \$16.9M
- Provincial Wealth: \$14.5M
- Aging Comfortably: \$6.4M
- Life on the Land: \$6.1M
- Prudent Nostalgia: \$3.1M

**Top 5 customer segments by unique residents count**

- Provincial Wealth: 8.7K
- Countryside Elite: 7.9K
- Aging Comfortably: 5.9K
- Life on the Land: 4.3K
- Country Living: 3.1K

**Top 5 customer segments by visitors spend**

- Prosperous Families: \$19.7M
- Golden Days: \$7.8M
- Countryside Elite: \$5.2M
- Metro High Flyers: \$4.0M
- Provincial Wealth: \$3.8M

**Top 5 customer segments by unique visitors count**

- Prosperous Families: 41.8K
- Metro High Flyers: 18.4K
- Golden Days: 18.1K
- Aging Comfortably: 12.7K
- Countryside Elite: 12.1K

**Top 10 source markets by visitors spend**

- Augusta Margaret River: \$5.3M
- Stirling: \$4.2M
- Joondalup: \$3.4M
- Melville: \$2.7M
- Capel: \$2.2M
- Warrenno: \$2.0M
- Coodan: \$1.9M
- Rockingham: \$1.8M
- Nelands: \$1.4M
- Cambridge: \$1.4M

**Top 10 source markets by unique visitors count**

- Stirling: 12.1K
- Augusta Margaret River: 11.8K
- Joondalup: 8.9K
- Melville: 7.1K
- Burbury: 6.9K
- Coodan: 6.9K
- Warrenno: 6.9K
- Rockingham: 5.8K
- Capel: 5.8K
- Swan: 4.8K

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

City of Bussetton

Resident Business Events Visitor Leakage

Month: April 2026  
Spend location: West Bussetton

Overview

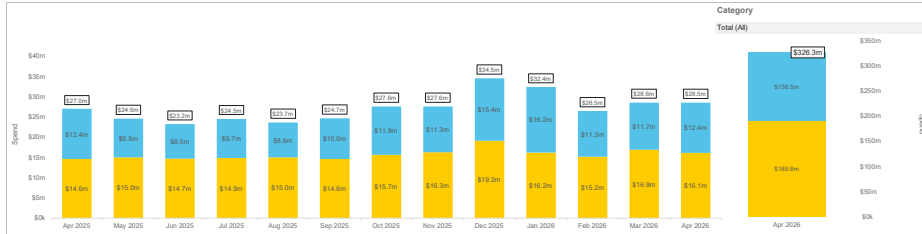
What are some of the key insights for the West Bussetton location for April 2026?

<p><b>Annual spend</b> <b>\$326.3M</b> ↑ 12.3% vs last year ↓ 4.4% Regional WA</p>	<p><b>Annual customers</b> <b>\$493K</b> ↑ 8.9% vs last year</p>	<p><b>Annual visitor spend</b> <b>\$136.5M</b> 42% of total spend within West Bussetton during April 2026 are from Visitors</p>	<p><b>Annual visitors</b> <b>\$450K</b> 91% of total customers within West Bussetton during April 2026 are from Visitors</p>
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All insights are based on CouncilBank IQ's nationally representative retail customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and SPAY 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 April 2026 versus the past year and Regional WA for the West Bussetton location?

Category	Current selection: Monthly (April 2026)								Latest year: Annual (April 2026)							
	All Customers				Residents				All Customers				Residents			
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	Growth		
<b>Total</b>	<b>110.0K</b>	<b>-0.8%</b>	<b>77.3K</b>	<b>-2.4%</b>	<b>32.7K</b>	<b>1.3%</b>	<b>492.7K</b>	<b>8.9%</b>	<b>449.9K</b>	<b>9.4%</b>	<b>42.8K</b>	<b>1.5%</b>	<b>42.8K</b>	<b>1.5%</b>		
<b>Food Retailing</b>	<b>62.2K</b>	<b>-2.4%</b>	<b>36.9K</b>	<b>-5.9%</b>	<b>25.3K</b>	<b>3.1%</b>	<b>285.2K</b>	<b>116.2%</b>	<b>228.0K</b>	<b>117.3%</b>	<b>42.2K</b>	<b>1.4%</b>	<b>42.2K</b>	<b>1.4%</b>		
<b>Groceries and Other Food Retailing</b>	<b>44.0K</b>	<b>-2.4%</b>	<b>25.4K</b>	<b>-4.3%</b>	<b>18.5K</b>	<b>1.3%</b>	<b>201.7K</b>	<b>125.4%</b>	<b>165.9K</b>	<b>129.8%</b>	<b>35.8K</b>	<b>1.3%</b>	<b>35.8K</b>	<b>1.3%</b>		
<b>Supermarkets</b>	<b>39.9K</b>	<b>-3.1%</b>	<b>18.4K</b>	<b>-7.4%</b>	<b>21.1K</b>	<b>1.1%</b>	<b>159.7K</b>	<b>2.0%</b>	<b>122.8K</b>	<b>2.6%</b>	<b>36.9K</b>	<b>1.8%</b>	<b>36.9K</b>	<b>1.8%</b>		
<b>Tourism and Entertainment</b>	<b>43.2K</b>	<b>1.8%</b>	<b>26.2K</b>	<b>0.1%</b>	<b>17.1K</b>	<b>-4.5%</b>	<b>219.3K</b>	<b>8.9%</b>	<b>184.2K</b>	<b>10.1%</b>	<b>35.2K</b>	<b>2.9%</b>	<b>35.2K</b>	<b>2.9%</b>		
<b>Takeaway and Fast Food Outlets</b>	<b>30.1K</b>	<b>13.6%</b>	<b>17.3K</b>	<b>13.7%</b>	<b>12.8K</b>	<b>1.4%</b>	<b>151.0K</b>	<b>6.4%</b>	<b>120.3K</b>	<b>7.8%</b>	<b>30.7K</b>	<b>1.3%</b>	<b>30.7K</b>	<b>1.3%</b>		
<b>Restaurants</b>	<b>6.9K</b>	<b>13.9%</b>	<b>2.9K</b>	<b>-4.4%</b>	<b>3.9K</b>	<b>32.8%</b>	<b>42.9K</b>	<b>14.1%</b>	<b>28.1K</b>	<b>12.6%</b>	<b>16.8K</b>	<b>16.5%</b>	<b>16.8K</b>	<b>16.5%</b>		
<b>Cafes</b>	<b>6.8K</b>	<b>11.7%</b>	<b>3.4K</b>	<b>-4.7%</b>	<b>3.4K</b>	<b>9.2%</b>	<b>48.6K</b>	<b>24.8%</b>	<b>33.3K</b>	<b>26.0%</b>	<b>15.3K</b>	<b>22.2%</b>	<b>15.3K</b>	<b>22.2%</b>		
<b>Activities, Events and Recreation</b>	<b>5.0K</b>	<b>2.0%</b>	<b>3.3K</b>	<b>18.2%</b>	<b>1.7K</b>	<b>-17.9%</b>	<b>34.2K</b>	<b>22.9%</b>	<b>24.0K</b>	<b>33.8%</b>	<b>10.2K</b>	<b>1.2%</b>	<b>10.2K</b>	<b>1.2%</b>		
<b>Discretionary Retail</b>	<b>40.7K</b>	<b>1.2%</b>	<b>18.8K</b>	<b>-1.1%</b>	<b>21.9K</b>	<b>14.3%</b>	<b>163.8K</b>	<b>3.8%</b>	<b>124.0K</b>	<b>3.7%</b>	<b>39.8K</b>	<b>1.0%</b>	<b>39.8K</b>	<b>1.0%</b>		
<b>Private Transport</b>	<b>32.2K</b>	<b>6.9%</b>	<b>19.1K</b>	<b>1.1%</b>	<b>13.1K</b>	<b>10.0%</b>	<b>152.9K</b>	<b>9.4%</b>	<b>124.1K</b>	<b>10.5%</b>	<b>28.8K</b>	<b>4.7%</b>	<b>28.8K</b>	<b>4.7%</b>		
<b>Accommodation - Instore</b>	<b>5.1K</b>	<b>-7.0%</b>	<b>3.9K</b>	<b>-9.4%</b>	<b>1.2K</b>	<b>1.9%</b>	<b>48.7K</b>	<b>-4.6%</b>	<b>40.7K</b>	<b>-6.7%</b>	<b>8.0K</b>	<b>17.8%</b>	<b>8.0K</b>	<b>17.8%</b>		

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 lack of sample size in the data. Past year spend is based on the same period last year. Note: Accommodation - Online - Allocated expenditure. See FAQ for more information.

Trip Type, customer segments and source markets

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

<p><b>Trip Type by spend</b></p> <ul style="list-style-type: none"> <li>Tourists - Overnight Trip Total: \$6.1M</li> <li>Non-Tourists - Short Trip: \$4.1M</li> <li>Tourists - Day Trip Total: \$813.0K</li> <li>Non-Tourists - Regular/Routine Trips: \$613.0K</li> </ul>	<p><b>Trip Type by unique customer count and trip count</b></p> <ul style="list-style-type: none"> <li>Tourists - Overnight Trip Total: 35.5K Unique Customer Count, 40.3K Trip Count</li> <li>Non-Tourists - Short Trip: 31.6K Unique Customer Count, 42.0K Trip Count</li> <li>Tourists - Day Trip Total: 7.9K Unique Customer Count, 5.4K Trip Count</li> <li>Non-Tourists - Regular/Routine Trips: 2.5K Unique Customer Count, 4.5K Trip Count</li> </ul>
<p><b>Top 5 customer segments by residents spend</b></p> <ul style="list-style-type: none"> <li>Countryside Elite: \$4.9M</li> <li>Provincial Wealth: \$3.9M</li> <li>Life on the Land: \$2.1M</li> <li>Aging Comfortably: \$2.0M</li> <li>Prudent Nostalgia: \$895.0K</li> </ul>	<p><b>Top 5 customer segments by unique residents count</b></p> <ul style="list-style-type: none"> <li>Provincial Wealth: 7.7K</li> <li>Countryside Elite: 7.1K</li> <li>Aging Comfortably: 4.8K</li> <li>Life on the Land: 4.0K</li> <li>Country Living: 2.7K</li> </ul>
<p><b>Top 5 customer segments by visitors spend</b></p> <ul style="list-style-type: none"> <li>Prosperous Families: \$3.8M</li> <li>Golden Days: \$1.8M</li> <li>Countryside Elite: \$1.6M</li> <li>Provincial Wealth: \$1.5M</li> <li>Aging Comfortably: \$802.0K</li> </ul>	<p><b>Top 5 customer segments by unique visitors count</b></p> <ul style="list-style-type: none"> <li>Prosperous Families: 20.7K</li> <li>Golden Days: 8.9K</li> <li>Micro High Flyers: 7.4K</li> <li>Countryside Elite: 7.2K</li> <li>Aging Comfortably: 6.3K</li> </ul>
<p><b>Top 10 source markets by visitors spend</b></p> <ul style="list-style-type: none"> <li>Augusta: \$1.1M</li> <li>Margaret River: \$1.1M</li> <li>Capel: \$319.0K</li> <li>Premberton: \$227.0K</li> <li>Woolley - West Leederville - Glendabugh: \$172.0K</li> <li>Nedlands - Dalkeith - Crawley: \$177.0K</li> <li>Manlyville: \$146.0K</li> <li>Manlyville: \$137.0K</li> <li>Manlyville: \$132.0K</li> <li>South Perth - Kensington: \$129.0K</li> </ul>	<p><b>Top 10 source markets by unique visitors count</b></p> <ul style="list-style-type: none"> <li>Margaret River: 5.5K</li> <li>Augusta: 3.4K</li> <li>Capel: 1.6K</li> <li>South Burbury - Burbury: 1.3K</li> <li>Australind - Leichhardt: 1.2K</li> <li>Premberton: 1.1K</li> <li>Darjaling: 0.9K</li> <li>Dominion - Balingup: 0.9K</li> <li>Nedlands - Dalkeith - Crawley: 0.8K</li> <li>Easton - Pelican Point: 0.8K</li> </ul>

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: April 2026 Spend location: Dunsborough

Overview

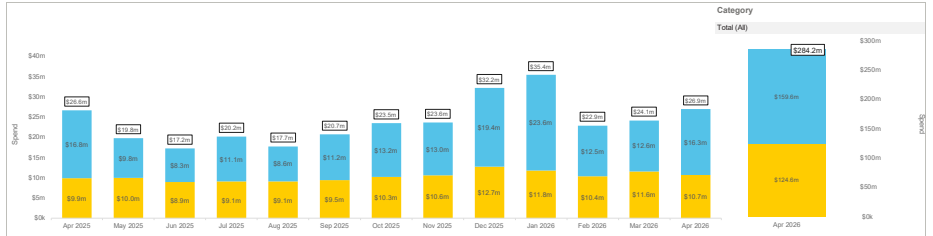
What are some of the key insights for the Dunsborough location for April 2026?

<p><b>Annual spend</b> \$284.2M</p> <p>↑ 2.3% vs last year ↓ 4.4% Regional WA</p>	<p><b>Annual customers</b> \$536K</p> <p>↑ 1.6% vs last year</p>	<p><b>Annual visitor spend</b> \$159.6M</p> <p>86% of total spend within Dunsborough during April 2026 are from Visitors</p>	<p><b>Annual visitors</b> \$501K</p> <p>94% of total customers within Dunsborough during April 2026 are from Visitors</p>
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All insights are based on CouncilBank IQ's nationally representative retail customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last completed 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 April 2026 versus the past year and Regional WA for the Dunsborough location?

Category	Current selection: Monthly (April 2026)								Latest year: Annual (April 2026)							
	All Customers				Residents				All Customers				Residents			
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	Growth		
<b>Total</b>	<b>95.7K</b>	<b>-0.6%</b>	<b>77.8K</b>	<b>-2.1%</b>	<b>17.9K</b>	<b>1.6%</b>	<b>433.6K</b>	<b>1.6%</b>	<b>800.9K</b>	<b>1.6%</b>	<b>34.7K</b>	<b>-2.9%</b>	<b>433.6K</b>	<b>1.6%</b>		
Tourism and Entertainment	68.9K	-0.8%	54.7K	-2.8%	13.9K	1.8%	206.9K	-2.2%	185.2K	-2.9%	21.7K	1.3%	206.9K	-2.2%		
Restaurants	30.9K	-10.0%	23.7K	-14.0%	7.2K	1.5%	160.4K	-1.1%	142.0K	-1.4%	18.4K	1.2%	160.4K	-1.1%		
Cafes	24.6K	-4.9%	18.7K	-7.6%	5.9K	1.4%	118.4K	1.5%	102.9K	1.5%	15.5K	13.0%	118.4K	1.5%		
Pubs, Taverns and Bars	18.5K	137.0%	13.6K	134.0%	4.9K	148.7%	122.4K	-3.2%	111.4K	-2.4%	11.0K	-10.5%	122.4K	-3.2%		
Breweries and Wineries	15.9K	13.9%	13.8K	14.2%	2.1K	1.7%	91.0K	-1.2%	75.8K	-2.3%	15.2K	4.7%	91.0K	-1.2%		
Takeaway and Fast Food Outlets	15.1K	1.6%	10.6K	13.1%	4.5K	16.4%	51.0K	-5.9%	47.3K	-7.3%	3.7K	16.3%	51.0K	-5.9%		
Attractions, Events and Recreation	6.4K	10.7%	5.6K	-3.1%	700	143.4%	13.3K	7.3%	385.9K	1.4%	27.3K	1.5%	13.3K	7.3%		
Food Retailing	68.9K	-2.2%	43.7K	-4.8%	13.3K	7.3%	275.4K	1.0%	251.4K	0.7%	24.1K	1.4%	275.4K	1.0%		
Groceries and Other Food Retailing	43.2K	-2.2%	33.5K	-5.0%	9.8K	19.0%	177.1K	1.5%	156.6K	1.2%	20.9K	0.9%	177.1K	1.5%		
Supermarkets	33.4K	1.0%	22.7K	-1.7%	10.7K	7.0%	122.0K	7.2%	103.6K	7.7%	18.4K	4.8%	122.0K	7.2%		
Discretionary Retail	24.8K	143.3%	16.6K	153.3%	8.3K	123.3%	96.0K	6.9%	79.0K	7.3%	17.0K	5.0%	96.0K	6.9%		
Other Discretionary Retail	20.7K	116.0%	12.9K	119.6%	7.8K	110.6%	61.4K	1.8%	42.5K	1.8%	8.9K	9.3%	61.4K	1.8%		
Department Stores, Clothing & Accessories	7.2K	16.0%	5.5K	10.7%	1.8K	26.9%	77.9K	-0.1%	63.2K	-0.3%	14.7K	1.9%	77.9K	-0.1%		
Private Transport	15.0K	-3.4%	8.7K	-2.1%	6.3K	-5.1%	39.7K	-4.1%	37.1K	-6.1%	2.6K	13.2%	39.7K	-4.1%		
Accommodation - Instore	4.2K	-3.3%	3.8K	-4.3%	400	7.9%										

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

Trip Type, customer segments and source markets

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

<p><b>Trip Type by spend</b></p> <p>Tourists - Overnight Trip Total: \$12.5M</p> <p>Non-Tourists - Short Trip: \$1.7M</p> <p>Tourists - Day Trip Total: \$712.0K</p> <p>Non-Tourists - Regular/Routine Trips: \$610.0K</p>	<p><b>Trip Type by unique customer count and trip count</b></p> <p>Tourists - Overnight Trip Total: 52.5K Unique Customer Count, 54.2K Trip Count</p> <p>Non-Tourists - Short Trip: 19.0K Unique Customer Count, 22.0K Trip Count</p> <p>Tourists - Day Trip Total: 6.7K Unique Customer Count, 7.1K Trip Count</p> <p>Non-Tourists - Regular/Routine Trips: 1.4K Unique Customer Count, 2.5K Trip Count</p>
<p><b>Top 5 customer segments by residents spend</b></p> <p>Countryside Elite: \$4.0M</p> <p>Provincial Wealth: \$3.7M</p> <p>Country Living: \$602.0K</p> <p>Affluent Adventurers: \$511.0K</p> <p>Life on the Land: \$474.0K</p>	<p><b>Top 5 customer segments by unique residents count</b></p> <p>Provincial Wealth: 5.9K</p> <p>Countryside Elite: 5.0K</p> <p>Country Living: 1.7K</p> <p>Life on the Land: 1.4K</p> <p>Aging Comfortably: 1.2K</p>
<p><b>Top 5 customer segments by visitors spend</b></p> <p>Prosperous Families: \$7.6M</p> <p>Golden Days: \$3.0M</p> <p>Metro High Flyers: \$1.7M</p> <p>Countryside Elite: \$1.1M</p> <p>Provincial Wealth: \$640.0K</p>	<p><b>Top 5 customer segments by unique visitors count</b></p> <p>Prosperous Families: 26.8K</p> <p>Metro High Flyers: 11.3K</p> <p>Golden Days: 10.8K</p> <p>Up and Coming: 5.5K</p> <p>Countryside Elite: 4.6K</p>
<p><b>Top 10 source markets by visitors spend</b></p> <p>Margaret River: \$442.0K</p> <p>Nedlands - Dalkeith - Crawley: \$409.0K</p> <p>Mooloolah - Peppermint Grove: \$387.0K</p> <p>Spearwood - Mount Claremont: \$371.0K</p> <p>Subiaco - Shenton Park: \$359.0K</p> <p>Cottesloe: \$358.0K</p> <p>Augusta: \$340.0K</p> <p>Claremont (WA): \$330.0K</p> <p>Karrinyup - Guelph - Carine: \$300.0K</p> <p>Pietermaritzburg: \$261.0K</p>	<p><b>Top 10 source markets by unique visitors count</b></p> <p>Margaret River: 2.9K</p> <p>Augusta: 1.5K</p> <p>Nedlands - Dalkeith - Crawley: 1.2K</p> <p>Subiaco - Shenton Park: 1.1K</p> <p>Karrinyup - Guelph - Carine: 1.1K</p> <p>Scarborough: 1.0K</p> <p>Cottesloe: 1.0K</p> <p>South Burbury - Burbury: 1.0K</p> <p>Mooloolah: 0.9K</p> <p>Innaloo - Doubleview: 0.9K</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	Spend location			
April 2026	Bussetton			

Overview

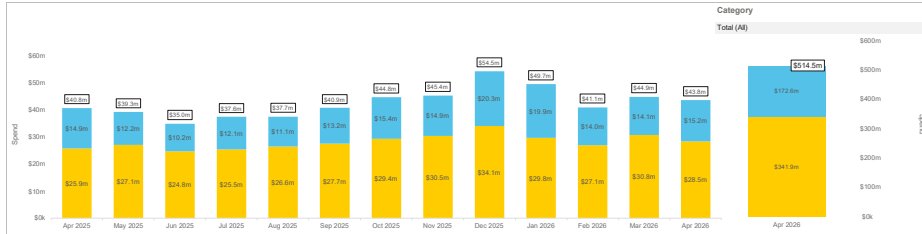
What are some of the key insights for the Bussetton location for April 2026?

<p><b>Annual spend</b> \$514.5M</p> <p>↑ 5.7% vs last year ↓ 4.4% Regional WA</p>	<p><b>Annual customers</b> \$583K</p> <p>↑ 4.6% vs last year</p>	<p><b>Annual visitor spend</b> \$172.6M</p> <p>34% of total spend within Bussetton during April 2026 are from Visitors</p>	<p><b>Annual visitors</b> \$540K</p> <p>93% of total customers within Bussetton during April 2026 are from Visitors</p>
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All insights are based on CommerceIQ's nationally representative retail customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

How much spend is going to businesses in the 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 April 2026 versus the past year and Regional WA for the Bussetton location?

Category	Current selection: Monthly (April 2026)								Latest year: Annual (April 2026)							
	All Customers				Residents				All Customers				Residents			
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	Growth		
<b>Total</b>	<b>118.7K</b>	<b>-6.4%</b>	<b>85.2K</b>	<b>-8.0%</b>	<b>33.6K</b>	<b>1.8%</b>	<b>892.3K</b>	<b>-4.6%</b>	<b>939.6K</b>	<b>-4.7%</b>	<b>42.9K</b>	<b>-3.2%</b>	<b>42.9K</b>	<b>-3.2%</b>		
Tourism and Entertainment	74.9K	-6.9%	53.7K	-9.6%	21.4K	8.8%	439.1K	-3.8%	400.6K	-3.7%	38.4K	-2.9%	38.4K	-2.9%		
Takeaway and Fast Food Outlets	25.3K	-1.7%	14.2K	-11.0%	11.1K	10.3%	136.8K	-14.0%	108.1K	-16.7%	29.7K	-7.0%	29.7K	-7.0%		
Cafes	23.6K	-7.2%	14.8K	-8.2%	8.8K	-5.5%	148.6K	-1.0%	122.6K	-1.2%	26.0K	0.4%	26.0K	0.4%		
Restaurants	22.4K	-7.4%	13.1K	-16.6%	9.3K	-9.6%	146.6K	-5.9%	118.2K	-6.9%	28.4K	0.9%	28.4K	0.9%		
Pubs, Taverns and Bars	14.9K	-3.4%	8.0K	-8.2%	6.9K	-2.8%	97.9K	-4.5%	75.6K	-5.0%	22.3K	-2.8%	22.3K	-2.8%		
Food Retailing	54.4K	-4.5%	29.3K	-7.5%	25.2K	-0.6%	251.7K	-7.2%	212.7K	-8.1%	39.0K	-2.4%	39.0K	-2.4%		
Supermarkets	43.5K	-4.2%	20.9K	-7.2%	22.7K	-1.2%	188.8K	-2.4%	152.1K	-2.4%	36.7K	-2.6%	36.7K	-2.6%		
Groceries and Other Food Retailing	35.1K	-2.7%	15.0K	-6.5%	15.2K	-1.1%	152.9K	-12.1%	119.7K	-15.4%	32.9K	-1.5%	32.9K	-1.5%		
Discretionary Retail	52.9K	-4.2%	25.6K	-3.9%	27.2K	-1.4%	203.7K	-2.6%	162.4K	-2.4%	41.1K	-3.3%	41.1K	-3.3%		
Other Discretionary Retail	45.8K	-1.7%	20.3K	-11.3%	25.4K	-2.0%	168.1K	-4.0%	127.5K	-4.3%	40.9K	-3.3%	40.9K	-3.3%		
Department Stores, Clothing & Accessories	19.4K	-8.4%	8.9K	-14.3%	10.5K	-2.7%	105.1K	-0.7%	73.2K	-1.7%	32.0K	-1.7%	32.0K	-1.7%		
Private Transport	36.6K	-2.2%	19.8K	-6.7%	16.8K	-2.2%	169.3K	-7.5%	135.1K	-8.3%	34.1K	-4.4%	34.1K	-4.4%		
Accommodation - Instore	1.8K	152.0%	900	134.5%	600	188.4%	12.4K	119.4%	9.6K	113.3%	2.8K	142.6%	2.8K	142.6%		

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 lack of sample size in the data. Past year spend is based on the same period last year. Note: Accommodation - Online - Attributed expenditure. See FAQ for more information.

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting Bussetton location during April 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 Busseton**

Resident Business Events Visitor Leakage  
 Month: April 2026 Spend location: City of Busseton

**Overview**

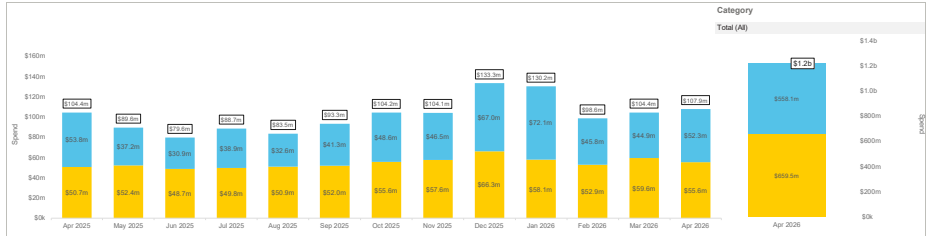
What are some of the key insights for the City of Busseton location for April 2026?

<p><b>Annual spend</b>  <b>\$1.22B</b>                  ↑ 6.5% vs last year                  ↓ 4.4% Regional WA</p>	<p><b>Annual customers</b>  <b>\$904K</b>                  ↑ 4.1% vs last year</p>	<p><b>Annual visitor spend</b>  <b>\$558.1M</b>                  46% of total spend within City of Busseton during April 2026 are from Visitors</p>	<p><b>Annual visitors</b>  <b>\$861K</b>                  95% of total customers within City of Busseton during April 2026 are from Visitors</p>
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All insights are based on ComScore IQ's nationally representative retail customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

**Trends**

How much spend is going to businesses in the City of Busseton location over time?



Data is up to last completed 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 April 2026 versus the past year and Regional WA for the City of Busseton location?

Category	Current selection: Monthly (April 2026)						Latest year: Annual (April 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
<b>Total</b>	\$652.40	↑ 6.3%	\$330.30	↑ 1.4%	\$1919.90	↑ 6.9%	\$1346.30	↓ 2.3%	\$648.40	↓ 2.9%	\$16.1K	↓ 2.6%
<b>Food Retailing</b>	\$274.40	↑ 5.7%	\$139.80	↓ 6.1%	\$629.30	↑ 6.7%	\$678.30	↓ 3.1%	\$232.20	↑ 8.9%	\$6.1K	↓ 2.7%
<b>Supermarkets</b>	\$241.40	↑ 2.9%	\$101.80	↑ 0.4%	\$462.50	→ -0.7%	\$638.90	↓ -2.3%	\$169.10	↓ -1.1%	\$4.3K	↓ -3.2%
<b>Groceries and Other Food Retailing</b>	\$135.80	↑ 2.4%	\$93.80	↓ 1.5%	\$229.20	↑ 2.5%	\$315.00	↑ 17.4%	\$157.90	↑ 19.8%	\$184.90	↑ 20.0%
<b>Discretionary Retail</b>	\$276.00	↑ 8.2%	\$169.60	↑ 5.5%	\$436.60	↑ 9.5%	\$796.80	↑ 0.9%	\$319.30	↑ 1.7%	\$4.0K	↑ 1.4%
<b>Other Discretionary Retail</b>	\$248.50	↑ 9.3%	\$151.80	↑ 7.8%	\$360.80	↑ 11.4%	\$748.40	↑ 0.5%	\$277.10	↑ 0.2%	\$3.1K	↑ 2.1%
<b>Department Stores, Clothing &amp; Accessories</b>	\$137.40	↑ 3.4%	\$119.20	↑ 1.9%	\$159.60	↑ 3.6%	\$306.50	↑ 2.1%	\$199.30	↑ 4.7%	\$1022.70	↑ 0.1%
<b>Tourism and Entertainment</b>	\$146.50	↑ 3.8%	\$126.50	↑ 0.8%	\$217.00	↑ 8.1%	\$302.00	↓ -0.6%	\$203.80	↓ -2.8%	\$1812.10	↑ 3.3%
<b>Restaurants</b>	\$91.30	↓ -6.0%	\$90.20	↓ -8.8%	\$93.80	↑ 1.9%	\$160.00	↓ -3.9%	\$122.40	↓ -7.6%	\$58.50	↑ 1.0%
<b>Pubs, Taverns and Bars</b>	\$105.40	↑ 9.6%	\$97.10	↑ 9.6%	\$121.60	↑ 9.0%	\$181.10	↑ 4.0%	\$120.90	↑ 3.7%	\$39.70	↑ 7.6%
<b>Cafes</b>	\$68.80	↑ 4.0%	\$65.50	↑ 4.2%	\$76.40	↑ 2.8%	\$125.40	↑ 5.4%	\$87.40	↑ 5.0%	\$419.80	↑ 5.3%
<b>Breweries and Wineries</b>	\$107.50	→ -0.0%	\$110.60	↓ -0.7%	\$90.70	↑ 4.6%	\$140.10	↓ -5.9%	\$129.20	↓ -5.0%	\$254.30	↓ -6.6%
<b>Takeaway and Fast Food Outlets</b>	\$50.90	↑ 9.3%	\$38.60	↑ 3.3%	\$73.80	↑ 3.9%	\$113.20	↑ 1.8%	\$68.00	↑ 2.6%	\$475.00	↑ 4.9%
<b>Attractions, Events and Recreation</b>	\$60.70	↑ 10.9%	\$54.30	↑ 9.2%	\$90.30	↑ 14.6%	\$82.20	↓ -2.8%	\$64.90	↓ -5.0%	\$239.00	↑ 5.8%
<b>Private Transport</b>	\$154.70	↑ 18.3%	\$100.70	↑ 20.5%	\$239.50	↑ 15.8%	\$348.10	↑ 6.3%	\$163.80	↑ 9.0%	\$168.60	↑ 7.4%
<b>Accommodation - Online</b>	\$485.30	↓ -4.9%	\$484.80	↓ -6.3%	\$916.80	↑ 86.2%	\$506.90	↓ -4.1%	\$585.00	↑ 8.4%	\$681.60	↓ -22.9%
<b>Accommodation - Instore</b>	\$231.90	↓ -18.5%	\$233.30	↓ -18.0%	\$144.70	↓ -21.5%	\$142.30	↓ -3.5%	\$338.70	↓ -4.3%	\$368.50	↑ 2.9%

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

**Trip Type, customer segments and source markets**

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

<p><b>Trip Type by spend</b></p>	<p><b>Trip Type by unique customer count and trip count</b></p>
<p><b>Top 5 customer segments by residents spend</b></p>	<p><b>Top 5 customer segments by unique residents count</b></p>
<p><b>Top 5 customer segments by visitors spend</b></p>	<p><b>Top 5 customer segments by unique visitors count</b></p>
<p><b>Top 10 source markets by visitors spend</b></p>	<p><b>Top 10 source markets by unique visitors count</b></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: April 2026	Spend location: West Bussetton			

Overview

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

**Annual spend**  
**\$326.3M**  
↑ 12.3% vs last year  
↑ 4.4% Regional WA

**Annual customers**  
**\$493K**  
↑ 8.9% vs last year

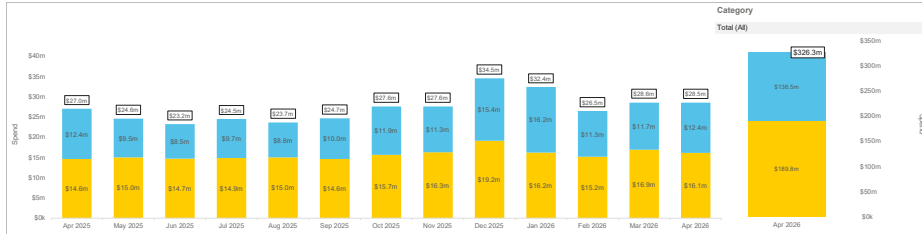
**Annual visitor spend**  
**\$136.5M**  
42% of total spend within West Bussetton during April 2026 are from Visitors

**Annual visitors**  
**\$450K**  
91% of total customers within West Bussetton during April 2026 are from Visitors

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

Trends

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



Data is up to last completed 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 April 2026 versus the past year and Regional WA for the West Bussetton location?

Category	Current selection: Monthly (April 2026)						Latest year: Annual (April 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
<b>Total</b>	<b>\$259.40</b>	<b>1.64%</b>	<b>\$160.40</b>	<b>1.28%</b>	<b>\$493.40</b>	<b>1.64%</b>	<b>\$662.20</b>	<b>3.2%</b>	<b>\$303.40</b>	<b>3.8%</b>	<b>\$4.4K</b>	<b>17.6%</b>
<b>Food Retailing</b>	<b>\$196.10</b>	<b>3.9%</b>	<b>\$117.90</b>	<b>1.3%</b>	<b>\$393.70</b>	<b>2.2%</b>	<b>\$566.60</b>	<b>8.7%</b>	<b>\$213.70</b>	<b>20.3%</b>	<b>\$296.10</b>	<b>14.6%</b>
<b>Food Retailing - Sub-categories</b>												
Groceries and Other Food Retailing	\$141.00	1.3%	\$110.10	1.1%	\$183.50	1.2%	\$358.50	1.5%	\$188.70	19.2%	\$146.30	14.2%
Supermarkets	\$155.10	1.5%	\$94.30	2.5%	\$217.10	1.3%	\$454.90	-1.7%	\$141.90	-0.9%	\$1496.20	-2.0%
<b>Discretionary Retail</b>	<b>\$147.50</b>	<b>1.4%</b>	<b>\$115.40</b>	<b>7.7%</b>	<b>\$175.20</b>	<b>1.5%</b>	<b>\$430.00</b>	<b>-4.5%</b>	<b>\$191.10</b>	<b>-2.3%</b>	<b>\$1174.70</b>	<b>-8.2%</b>
<b>Private Transport</b>	<b>\$118.90</b>	<b>1.6%</b>	<b>\$94.60</b>	<b>16.4%</b>	<b>\$154.40</b>	<b>16.2%</b>	<b>\$226.80</b>	<b>-1.7%</b>	<b>\$126.00</b>	<b>2.5%</b>	<b>\$661.60</b>	<b>-1.4%</b>
<b>Tourism and Entertainment</b>	<b>\$65.20</b>	<b>1.9%</b>	<b>\$56.10</b>	<b>16.4%</b>	<b>\$79.20</b>	<b>12.9%</b>	<b>\$142.50</b>	<b>1.4%</b>	<b>\$81.50</b>	<b>5.3%</b>	<b>\$461.90</b>	<b>8.9%</b>
<b>Takeaway and Fast Food Outlets</b>	<b>\$43.80</b>	<b>1.4%</b>	<b>\$35.80</b>	<b>15.6%</b>	<b>\$54.60</b>	<b>1.9%</b>	<b>\$98.40</b>	<b>-4.0%</b>	<b>\$51.80</b>	<b>-0.3%</b>	<b>\$251.30</b>	<b>-3.4%</b>
<b>Restaurants</b>	<b>\$60.70</b>	<b>1.4%</b>	<b>\$64.10</b>	<b>16.2%</b>	<b>\$58.20</b>	<b>1.6%</b>	<b>\$107.50</b>	<b>11.2%</b>	<b>\$80.70</b>	<b>9.4%</b>	<b>\$488.50</b>	<b>14.2%</b>
<b>Attractions, Events and Recreation</b>	<b>\$50.40</b>	<b>1.2%</b>	<b>\$59.20</b>	<b>20.0%</b>	<b>\$60.00</b>	<b>2.4%</b>	<b>\$92.30</b>	<b>1.9%</b>	<b>\$95.50</b>	<b>-1.5%</b>	<b>\$119.00</b>	<b>11.0%</b>
<b>Cafes</b>	<b>\$40.30</b>	<b>1.9%</b>	<b>\$38.10</b>	<b>34.8%</b>	<b>\$42.50</b>	<b>23.0%</b>	<b>\$71.20</b>	<b>1.9%</b>	<b>\$47.50</b>	<b>14.7%</b>	<b>\$123.00</b>	<b>12.4%</b>
<b>Accommodation - Instore</b>	<b>\$216.90</b>	<b>-27.8%</b>	<b>\$233.90</b>	<b>-29.7%</b>	<b>\$133.90</b>	<b>-2.4%</b>	<b>\$312.70</b>	<b>-4.1%</b>	<b>\$318.70</b>	<b>-7.6%</b>	<b>\$282.00</b>	<b>30.9%</b>

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 lack of sample size in the data. Past year spend is based on the same period last year. Note: Accommodation - Online - Attributed expenditure. See FAQ for more information.

Trip Type, customer segments and source markets

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

**Trip Type by spend**

Tourists - Overnight Trip Total	\$6.1M
Non-Tourists - Short Trip	\$4.1M
Tourists - Day Trip Total	\$813.0K
Non-Tourists - Regular/Routine Trips	\$613.0K

**Trip Type by unique customer count and trip count**

Tourists - Overnight Trip Total	35.6K	40.3K
Non-Tourists - Short Trip	31.6K	42.0K
Tourists - Day Trip Total	7.9K	5.4K
Non-Tourists - Regular/Routine Trips	2.5K	4.5K

**Top 5 customer segments by residents spend**

Countryside Elite	\$4.9M
Provincial Wealth	\$3.9M
Life on the Land	\$2.1M
Aging Comfortably	\$2.0M
Prudent Nostalgia	\$895.0K

**Top 5 customer segments by unique residents count**

Provincial Wealth	7.7K
Countryside Elite	7.1K
Aging Comfortably	4.8K
Life on the Land	4.0K
Country Living	2.7K

**Top 5 customer segments by visitors spend**

Prosperous Families	\$3.8M
Golden Days	\$1.8M
Countryside Elite	\$1.6M
Provincial Wealth	\$1.5M
Aging Comfortably	\$902.0K

**Top 5 customer segments by unique visitors count**

Prosperous Families	20.7K
Golden Days	8.9K
Micro High Flyers	7.4K
Countryside Elite	7.2K
Aging Comfortably	6.3K

**Top 10 source markets by visitors spend**

Augusta	\$1.1M
Margaret River	\$1.1M
Capel	\$319.0K
Perth	\$227.0K
Woolley - West Leederville - Glendabugh	\$177.0K
Nedlands - Dalkeith - Crawley	\$172.0K
Manly	\$146.0K
Banyo	\$137.0K
Mosman Park - Peppermint Grove	\$132.0K
South Perth - Kensington	\$128.0K

**Top 10 source markets by unique visitors count**

Margaret River	5.6K
Augusta	3.4K
Capel	1.6K
South Bunbury - Bunbury	1.3K
Australind - Leichhardt	1.2K
Perth	1.1K
Darlington - Dalkeith	0.9K
Dominion - Balingup	0.9K
Nedlands - Dalkeith - Crawley	0.8K
East - Palloa Point	0.8K

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

City of Busselton

Resident Business Events Visitor Leakage  
 Month: April 2026 Spend location: Dunsborough

Overview

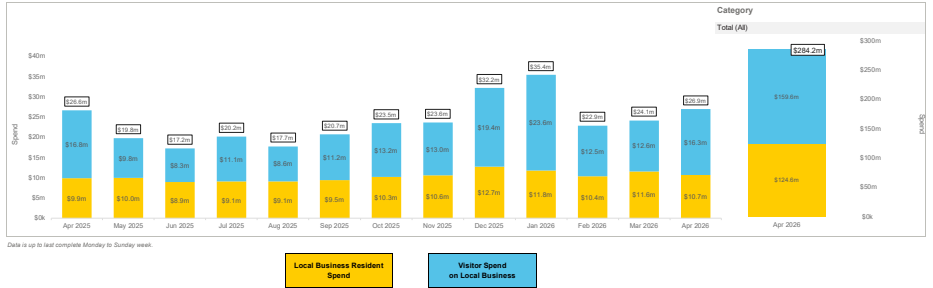
What are some of the key insights for the Dunsborough location for April 2026?

<p><b>Annual spend</b>  <b>\$284.2M</b>                  ↑ 2.3% vs last year                  ↓ 4.4% Regional WA</p>	<p><b>Annual customers</b>  <b>\$536K</b>                  ↑ 1.6% vs last year</p>	<p><b>Annual visitor spend</b>  <b>\$159.6M</b>                  56% of total spend within Dunsborough during April 2026 are from Visitors</p>	<p><b>Annual visitors</b>  <b>\$501K</b>                  94% of total customers within Dunsborough during April 2026 are from Visitors</p>
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All insights are based on CouncilBart IQ's nationally representative retail customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last completed 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 April 2026 versus the past year and Regional WA for the Dunsborough location?

Category	Current selection: Monthly (April 2026)						Latest year: Annual (April 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
<b>Total</b>	\$281.40	+1.6%	\$209.00	-1.0%	\$96.90	+1.2%	\$630.70	+0.6%	\$318.70	-1.0%	\$3.0K	+1.6%
Tourism and Entertainment	\$142.30	-1.1%	\$138.40	-3.0%	\$158.80	+8.8%	\$237.80	-2.3%	\$193.10	-4.7%	\$79.40	+3.2%
Restaurants	\$101.50	-8.9%	\$102.90	-10.3%	\$96.80	-1.1%	\$158.20	-0.6%	\$132.00	-12.6%	\$381.80	-3.4%
Breweries and Wineries	\$127.10	-6.0%	\$130.50	-5.8%	\$104.50	-8.1%	\$160.90	-4.6%	\$154.40	-3.5%	\$226.80	-4.8%
Pubs, Taverns and Bars	\$100.40	+9.9%	\$99.10	+8.5%	\$103.90	+13.7%	\$145.10	+5.6%	\$116.00	+3.8%	\$338.50	+11.3%
Cafes	\$71.80	+3.5%	\$70.00	+3.9%	\$77.50	+1.0%	\$112.70	+8.2%	\$87.80	+6.7%	\$304.30	+9.7%
Takeaway and Fast Food Outlets	\$35.90	-3.4%	\$34.10	-0.7%	\$39.90	-10.2%	\$54.80	+5.1%	\$40.10	+3.2%	\$128.10	+4.2%
Attractions, Events and Recreation	\$55.70	-5.4%	\$54.00	-8.8%	\$69.90	+24.4%	\$65.20	-11.9%	\$63.60	-11.9%	\$85.30	-12.0%
Food Retailing	\$168.10	+4.2%	\$66.10	+1.8%	\$376.10	-1.9%	\$391.20	+1.1%	\$128.80	+1.8%	\$128.30	+1.8%
Supermarkets	\$171.80	+2.7%	\$86.20	+1.2%	\$348.70	-1.0%	\$349.60	+0.2%	\$117.10	-0.2%	\$2123.20	+0.9%
Groceries and Other Food Retailing	\$77.70	+1.3%	\$64.30	-0.2%	\$123.50	-1.0%	\$130.40	+2.8%	\$86.10	+3.7%	\$593.90	+1.3%
Discretionary Retail	\$148.70	-0.3%	\$128.10	+0.2%	\$192.30	-4.4%	\$317.80	+6.0%	\$193.30	+6.4%	\$1019.00	+7.4%
Other Discretionary Retail	\$122.90	+0.3%	\$94.90	+5.7%	\$168.80	-2.0%	\$264.60	+4.0%	\$128.70	+1.6%	\$895.40	+7.3%
Department Stores, Clothing & Accessories	\$160.90	+2.7%	\$161.90	+2.5%	\$158.00	+4.0%	\$260.20	+8.9%	\$231.50	+11.2%	\$397.50	+2.7%
Private Transport	\$118.60	+10.2%	\$84.90	+16.0%	\$164.90	+8.1%	\$229.50	+1.2%	\$99.80	+4.2%	\$786.70	+1.4%
Accommodation - Instore	\$26.10	-14.4%	\$272.00	-19.3%	\$149.90	-84.2%	\$388.40	-2.7%	\$353.50	-0.9%	\$382.70	-25.9%

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

Trip Type, customer segments and source markets

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

<p><b>Trip Type by spend</b></p> <ul style="list-style-type: none"> <li>Tourists - Overnight Trip Total: \$12.5M</li> <li>Non-Tourists - Short Trip: \$1.7M</li> <li>Tourists - Day Trip Total: \$712.0K</li> <li>Non-Tourists - Regular/Routine Trips: \$610.0K</li> </ul>	<p><b>Trip Type by unique customer count and trip count</b></p> <ul style="list-style-type: none"> <li>Tourists - Overnight Trip Total: 52.9K Unique Customer Count, 54.2K Trip Count</li> <li>Non-Tourists - Short Trip: 19.0K Unique Customer Count, 22.0K Trip Count</li> <li>Tourists - Day Trip Total: 6.7K Unique Customer Count, 7.1K Trip Count</li> <li>Non-Tourists - Regular/Routine Trips: 1.4K Unique Customer Count, 2.5K Trip Count</li> </ul>
<p><b>Top 5 customer segments by residents spend</b></p> <ul style="list-style-type: none"> <li>Countryside Elite: \$4.0M</li> <li>Provincial Wealth: \$3.7M</li> <li>Country Living: \$602.0K</li> <li>Affluent Adventurers: \$511.0K</li> <li>Life on the Land: \$474.0K</li> </ul>	<p><b>Top 5 customer segments by unique residents count</b></p> <ul style="list-style-type: none"> <li>Provincial Wealth: 5.9K</li> <li>Countryside Elite: 5.0K</li> <li>Country Living: 1.7K</li> <li>Life on the Land: 1.4K</li> <li>Aging Comfortably: 1.2K</li> </ul>
<p><b>Top 5 customer segments by visitors spend</b></p> <ul style="list-style-type: none"> <li>Prosperous Families: \$7.6M</li> <li>Golden Days: \$3.0M</li> <li>Metro High Flyers: \$1.7M</li> <li>Countryside Elite: \$1.1M</li> <li>Provincial Wealth: \$640.0K</li> </ul>	<p><b>Top 5 customer segments by unique visitors count</b></p> <ul style="list-style-type: none"> <li>Prosperous Families: 26.8K</li> <li>Metro High Flyers: 11.3K</li> <li>Golden Days: 10.8K</li> <li>Up and Coming: 5.5K</li> <li>Countryside Elite: 4.6K</li> </ul>
<p><b>Top 10 source markets by visitors spend</b></p> <ul style="list-style-type: none"> <li>Margaret River: \$442.0K</li> <li>Nedlands - Dalkeith - Crawley: \$409.0K</li> <li>Mooloolah - Peppermint Grove: \$387.0K</li> <li>Spearwood - Mount Claremont: \$371.0K</li> <li>Subiaco - Shenton Park: \$359.0K</li> <li>Cottesloe: \$358.0K</li> <li>Augusta: \$340.0K</li> <li>Claremont (WA): \$330.0K</li> <li>Karrinyup - Guelph - Carine: \$300.0K</li> <li>Pleasanton: \$281.0K</li> </ul>	<p><b>Top 10 source markets by unique visitors count</b></p> <ul style="list-style-type: none"> <li>Margaret River: 2.9K</li> <li>Augusta: 1.5K</li> <li>Nedlands - Dalkeith - Crawley: 1.2K</li> <li>Subiaco - Shenton Park: 1.1K</li> <li>Karrinyup - Guelph - Carine: 1.1K</li> <li>Scarborough: 1.0K</li> <li>Cottesloe: 1.0K</li> <li>South Buryup - Bursary: 1.0K</li> <li>Mooloolah: 0.9K</li> <li>Innaloo - Doubleview: 0.9K</li> </ul>

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: April 2026 Spend location: Bussetton

Overview

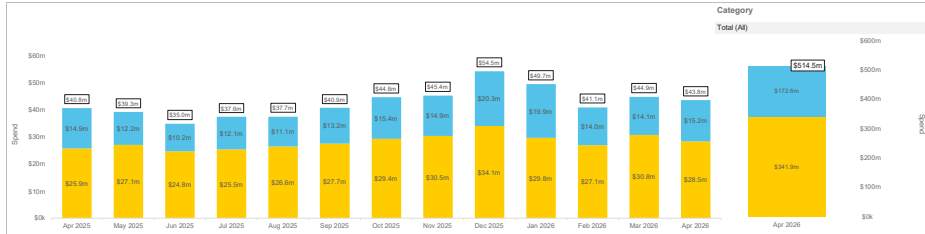
What are some of the key insights for the Bussetton location for April 2026?

<p><b>Annual spend</b> \$514.5M</p> <p>↑ 5.7% vs last year ↓ 4.4% Regional WA</p>	<p><b>Annual customers</b> \$583K</p> <p>↑ 4.6% vs last year</p>	<p><b>Annual visitor spend</b> \$172.6M</p> <p>34% of total spend within Bussetton during April 2026 are from Visitors</p>	<p><b>Annual visitors</b> \$540K</p> <p>93% of total customers within Bussetton during April 2026 are from Visitors</p>
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All insights are based on CommerceIQ's nationally representative retail customer transaction data for April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last completed 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 April 2026 versus the past year and Regional WA for the Bussetton location?

Category	Current selection: Monthly (April 2026)						Latest year: Annual (April 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
<b>Total</b>	<b>\$368.70</b>	<b>↑ 13.4%</b>	<b>\$179.90</b>	<b>↑ 11.2%</b>	<b>\$890.30</b>	<b>↑ 8.1%</b>	<b>\$883.20</b>	<b>↑ 1.0%</b>	<b>\$319.90</b>	<b>↑ 3.7%</b>	<b>\$8.0K</b>	<b>↑ 1.1%</b>
Discretionary Retail	\$243.80	↑ 13.5%	\$169.70	↑ 8.7%	\$324.10	↑ 14.4%	\$754.90	↓ 4.0%	\$296.30	↑ 3.4%	\$271.50	↑ 3.7%
Other Discretionary Retail	\$227.60	↑ 14.2%	\$149.60	↑ 9.9%	\$289.90	↑ 16.3%	\$740.90	↓ 4.0%	\$287.60	↑ 2.9%	\$276.20	↑ 3.2%
Department Stores, Clothing & Accessories	\$127.30	↑ 6.7%	\$115.40	↑ 5.3%	\$137.30	↑ 6.9%	\$277.70	↑ 1.4%	\$154.70	↑ 3.0%	\$59.30	↓ -1.4%
Food Retailing	\$220.50	↑ 2.7%	\$96.90	↓ -3.9%	\$364.10	↑ 1.9%	\$568.10	↓ -7.4%	\$166.60	↓ -6.2%	\$2813.40	↓ -3.9%
Supermarkets	\$211.10	↑ 3.1%	\$90.50	↑ 0.5%	\$322.10	↑ 1.6%	\$576.50	↓ -2.9%	\$140.80	↓ -0.7%	\$2382.10	↓ -3.6%
Groceries and Other Food Retailing	\$93.50	↓ -1.5%	\$63.30	↓ -12.2%	\$123.30	↑ 3.4%	\$223.70	↓ -12.6%	\$99.10	↓ -12.7%	\$678.10	↓ -4.8%
Tourism and Entertainment	\$93.90	↑ 6.9%	\$76.90	↑ 4.4%	\$137.30	↑ 7.0%	\$181.00	↑ 0.7%	\$111.00	↑ 0.1%	\$911.40	↑ 2.4%
Pubs, Taverns and Bars	\$96.60	↑ 5.9%	\$80.40	↑ 6.0%	\$115.40	↑ 3.3%	\$173.90	↑ 0.7%	\$68.70	↑ 0.8%	\$428.80	↑ 1.9%
Cafes	\$56.90	↑ 1.3%	\$54.80	↑ 1.0%	\$60.40	↑ 1.0%	\$100.80	↓ -1.1%	\$69.20	↑ 1.0%	\$249.50	↑ 3.2%
Restaurants	\$59.60	↓ -1.7%	\$54.80	↓ -3.9%	\$66.20	↓ -1.3%	\$109.00	↑ 5.3%	\$70.50	↑ 5.1%	\$249.30	↑ 0.5%
Takeaway and Fast Food Outlets	\$41.00	↑ 2.6%	\$31.80	↓ -1.8%	\$52.80	↓ 4.0%	\$87.00	↑ 7.4%	\$44.90	↑ 5.7%	\$245.60	↑ 14.7%
Private Transport	\$138.00	↑ 19.4%	\$96.70	↑ 23.9%	\$187.80	↑ 14.2%	\$319.50	↑ 13.1%	\$140.80	↑ 14.4%	\$1026.80	↑ 16.3%
Accommodation - Instore	\$194.00	↑ 26.3%	\$219.90	↑ 58.3%	\$155.30	↓ -17.5%	\$268.00	↓ -10.7%	\$246.00	↑ 24.4%	\$346.50	↓ -60.9%

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

Trip Type, customer segments and source markets

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

**Trip Type by spend**

- Tourists - Overnight Trip Total: \$6.9M
- Non-Tourists - Short Trip: \$4.4M
- Tourists - Day Trip Total: \$1.0M
- Non-Tourists - Regular/Routine Trips: \$979.0K

**Trip Type by unique customer count and trip count**

- Tourists - Overnight Trip Total: 40.0K Unique Customer Count, 41.2K Trip Count
- Non-Tourists - Short Trip: 38.5K Unique Customer Count, 42.9K Trip Count
- Tourists - Day Trip Total: 7.5K Unique Customer Count, 8.0K Trip Count
- Non-Tourists - Regular/Routine Trips: 2.2K Unique Customer Count, 4.0K Trip Count

**Top 5 customer segments by residents spend**

- Countryside Elite: \$8.0M
- Provincial Wealth: \$6.9M
- Aging Comfortably: \$4.1M
- Life on the Land: \$3.9M
- Prudent Nostalgia: \$2.1M

**Top 5 customer segments by unique residents count**

- Provincial Wealth: 7.8K
- Countryside Elite: 7.0K
- Aging Comfortably: 5.2K
- Life on the Land: 4.1K
- Country Living: 2.8K

**Top 5 customer segments by visitors spend**

- Prosperous Families: \$3.2M
- Countryside Elite: \$2.1M
- Provincial Wealth: \$1.8M
- Aging Comfortably: \$1.7M
- Golden Days: \$1.5M

**Top 5 customer segments by unique visitors count**

- Prosperous Families: 19.3K
- Metro High Flyers: 8.4K
- Countryside Elite: 8.1K
- Golden Days: 8.1K
- Aging Comfortably: 7.6K

**Top 10 source markets by visitors spend**

- Capel: \$1.2M
- Margaret River: \$1.2M
- Augusta: \$1.1M
- Pemberton: \$832.0K
- South Bunbury - Bunbury: \$279.0K
- Australind - Lecheval: \$257.0K
- Bridgetown - Boyup Brook: \$233.0K
- Dorridge - Baringup: \$221.0K
- Cajupatup: \$178.0K
- Geloup - Strathairn: \$144.0K

**Top 10 source markets by unique visitors count**

- Margaret River: 4.6K
- Augusta: 3.2K
- Capel: 2.3K
- Australind - Lecheval: 2.1K
- South Bunbury - Bunbury: 1.8K
- Pemberton: 1.6K
- Dorridge - Baringup: 1.4K
- East - Pellan-Point: 1.3K
- Dorridge - Baringup: 1.2K
- Bridgetown - Boyup Brook: 0.9K

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
Spend Location City of Bussetton	Start Date 01/04/2026	End Date 30/04/2026	Benchmark Type 52 weeks prior	
Event length: 30 days, Category coverage Score*: 100.0%				

**Overview**

What are some of the key insights for City of Bussetton for all categories between 1 April 2026 and 30 April 2026?

<p><b>Total spend</b> <b>\$107.9M</b> ↑ 3.1% uplift compared to Benchmark Period</p>	<p><b>Visitor spend</b> <b>\$52.3M</b> ↓ -2.8% uplift compared to Benchmark Period</p>	<p><b>Day spend</b> <b>\$99.4M</b> 92% of total spend over the event period was during the day (6am-6pm)</p>	<p><b>Night spend</b> <b>\$8.6M</b> 8% of total spend over the event period was at night (6pm-6am)</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 April 2026 and 30 April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

**Category Summary**

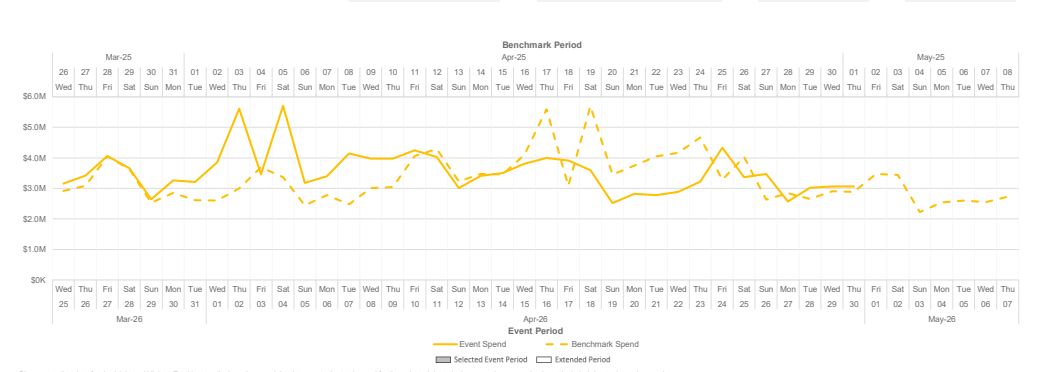
What are the key changes to category spend between the event period versus the benchmark period for the City of Bussetton location?  
 Event period: Wed 01-Apr-26 - Thu 30-Apr-26 (30 days)  
 Benchmark period: Wed 02-Apr-25 - Thu 01-May-25 (30 days)  
 Category coverage Score\*: 100.0%  
 Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with \* below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
<b>Total</b>	<b>\$99.4M</b>	<b>\$8.6M</b>	<b>\$52.3M</b>	<b>\$55.6M</b>	<b>\$107.9M</b>	<b>\$104.7M</b>	13.1%	153.2M	-2.8%	9.3%
<b>Food Retailing</b>	<b>\$31.2M</b>	<b>\$2.2M</b>	<b>\$11.4M</b>	<b>\$22.1M</b>	<b>\$33.5M</b>	<b>\$33.4M</b>	0.2%	163K	-5.5%	13.4%
Supermarkets			\$5.4M	\$15.6M	\$21.1M	\$20.9M	0.9%	1181K	-3.9%	12.6%
Groceries and Other Food Retailing			\$5.9M	\$6.5M	\$12.4M	\$12.5M	-0.9%	1118K	-6.9%	15.2%
<b>Discretionary Retail*</b>	<b>\$22.3M</b>	<b>\$304K</b>	<b>\$8.4M</b>	<b>\$14.3M</b>	<b>\$22.6M</b>	<b>\$20.5M</b>	10.2%	12.1M	7.1%	12.2%
Other Discretionary Retail			\$5.4M	\$11.0M	\$16.4M	\$14.3M	15.0%	12.1M	15.0%	14.9%
Department Stores, Clothing & Accessories			\$3.0M	\$3.3M	\$6.2M	\$6.3M	-0.6%	133K	-4.9%	3.8%
<b>Tourism and Entertainment</b>	<b>\$15.5M</b>	<b>\$4.1M</b>	<b>\$13.2M</b>	<b>\$6.4M</b>	<b>\$19.6M</b>	<b>\$19.6M</b>	0.3%	152K	-4.2%	11.0%
Restaurants	\$3.5M	\$1.3M	\$3.3M	\$1.5M	\$4.9M	\$5.7M	-14.0%	1799K	-21.7%	9.3%
Pubs, Taverns and Bars	\$2.2M	\$1.5M	\$2.3M	\$1.5M	\$3.7M	\$3.0M	23.9%	1721K	25.0%	28.7%
Cafes			\$2.2M	\$1.1M	\$3.4M	\$3.4M	-1.4%	148K	-4.0%	3.2%
Breweries and Wineries*			\$2.8M	\$44K	\$3.3M	\$3.3M	0.7%	124K	-3.5%	13.8%
Takeaway and Fast Food Outlets*	\$2.2M	\$664K	\$1.4M	\$1.5M	\$2.9M	\$2.7M	6.3%	112K	-3.5%	3.1%
Attractions, Events and Recreation*			\$1.1M	\$385K	\$1.5M	\$1.5M	-0.8%	111K	-2.0%	11.4%
<b>Private Transport</b>			<b>\$4.5M</b>	<b>\$6.2M</b>	<b>\$10.7M</b>	<b>\$9.0M</b>	18.4%	11.7M	19.7%	17.4%
<b>Accommodation - Online</b>					<b>\$8.5M</b>	<b>\$9.8M</b>	-13.6%	11.3M	-20.8%	4.8%
<b>Accommodation - In-store*</b>			<b>\$2.2M</b>	<b>\$310K</b>	<b>\$2.5M</b>	<b>\$3.1M</b>	-18.8%	1574K	-20.8%	4.8%

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

**Events Timeseries**

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to City of Bussetton between 25 March 2026 and 30 April 2026 (incl extended dates)



Please note that data for daynight 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 Bussetton	Total (All)	Total	All Customers	Wed 25-Mar-26	Wed 26-Mar-25	\$3.2M	\$2.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 26-Mar-26	Thu 27-Mar-25	\$3.4M	\$3.1M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 27-Mar-26	Fri 28-Mar-25	\$4.1M	\$4.1M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 28-Mar-26	Sat 29-Mar-25	\$5.7M	\$5.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 29-Mar-26	Sun 30-Mar-25	\$2.6M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 30-Mar-26	Mon 31-Mar-25	\$3.3M	\$2.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 31-Mar-26	Tue 01-Apr-25	\$3.2M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 01-Apr-26	Wed 02-Apr-25	\$3.9M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 02-Apr-26	Thu 03-Apr-25	\$6.8M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 03-Apr-26	Fri 04-Apr-25	\$3.5M	\$3.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 04-Apr-26	Sat 05-Apr-25	\$5.7M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 05-Apr-26	Sun 06-Apr-25	\$3.2M	\$2.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 06-Apr-26	Mon 07-Apr-25	\$3.4M	\$2.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 07-Apr-26	Tue 08-Apr-25	\$4.1M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 08-Apr-26	Wed 09-Apr-25	\$4.0M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 09-Apr-26	Thu 10-Apr-25	\$4.0M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 10-Apr-26	Fri 11-Apr-25	\$4.2M	\$4.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 11-Apr-26	Sat 12-Apr-25	\$4.0M	\$4.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 12-Apr-26	Sun 13-Apr-25	\$3.0M	\$3.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 13-Apr-26	Mon 14-Apr-25	\$3.4M	\$3.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 14-Apr-26	Tue 15-Apr-25	\$3.5M	\$3.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 15-Apr-26	Wed 16-Apr-25	\$3.8M	\$4.1M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 16-Apr-26	Thu 17-Apr-25	\$4.0M	\$5.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 17-Apr-26	Fri 18-Apr-25	\$3.9M	\$3.1M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 18-Apr-26	Sat 19-Apr-25	\$5.8M	\$5.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 19-Apr-26	Sun 20-Apr-25	\$2.5M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 20-Apr-26	Mon 21-Apr-25	\$2.8M	\$3.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 21-Apr-26	Tue 22-Apr-25	\$2.8M	\$4.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 22-Apr-26	Wed 23-Apr-25	\$2.9M	\$1.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 23-Apr-26	Thu 24-Apr-25	\$3.9M	\$4.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 24-Apr-26	Fri 25-Apr-25	\$4.3M	\$3.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 25-Apr-26	Sat 26-Apr-25	\$3.4M	\$4.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 26-Apr-26	Mon 27-Apr-25	\$5.6M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 27-Apr-26	Mon 28-Apr-25	\$2.6M	\$2.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 28-Apr-26	Tue 29-Apr-25	\$3.0M	\$2.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 29-Apr-26	Wed 30-Apr-25	\$3.1M	\$2.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 30-Apr-26	Thu 01-May-25	\$3.1M	\$2.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 01-May-26	Fri 02-May-25	\$3.8M	\$3.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 02-May-26	Sat 03-May-25	\$3.4M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 03-May-26	Sun 04-May-25	\$2.2M	\$2.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 04-May-26	Mon 05-May-25	\$2.9M	\$2.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 05-May-26	Tue 06-May-25	\$2.6M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 06-May-26	Wed 07-May-25	\$2.6M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 07-May-26	Thu 08-May-25	\$2.7M	\$2.7M

Resident
Business
Events
Visitor
Leakage

Spend Location	Start Date	End Date	Benchmark Type
West Bussetton	01/04/2026	30/04/2026	52 weeks prior
Event length: 30 days, Category coverage Score*: 97.5%			

**Overview**

What are some of the key insights for West Bussetton for all categories between 1 April 2026 and 30 April 2026?

<p><b>Total spend</b></p> <p><b>\$28.5M</b></p> <p>↑ 5.4%</p> <p>uplift compared to Benchmark Period</p>	<p><b>Visitor spend</b></p> <p><b>\$12.4M</b></p> <p>↑ 0.4%</p> <p>uplift compared to Benchmark Period</p>	<p><b>Day spend</b></p> <p><b>\$26.3M</b></p> <p>92% of total spend over the event period was during the day (6am-6pm)</p>	<p><b>Night spend</b></p> <p><b>\$2.3M</b></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 CommBank IQ's nationally representative retail customer transaction data between 1 April 2026 and 30 April 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 Bussetton location?

Event period: Wed 01-Apr-26 - Thu 30-Apr-26 (30 days)

Benchmark period: Wed 02-Apr-25 - Thu 01-May-25 (30 days)

Category coverage Score\*: 97.5%

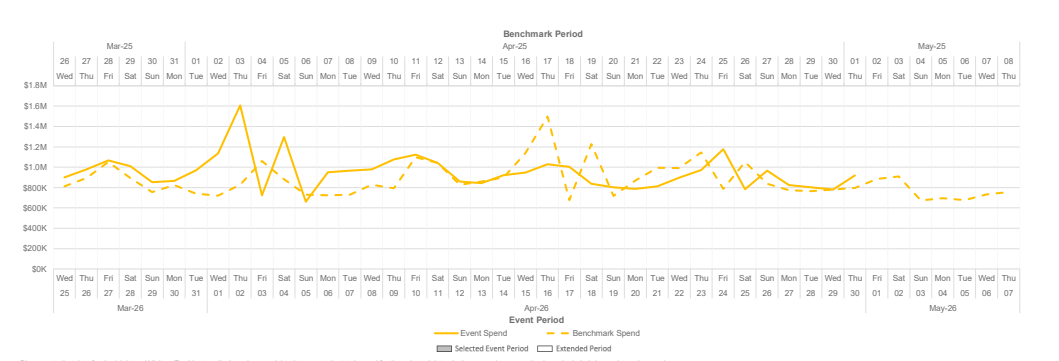
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with \* below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
<b>Total</b>	<b>\$26.3M</b>	<b>\$2.3M</b>	<b>\$12.4M</b>	<b>\$16.1M</b>	<b>\$28.5M</b>	<b>\$27.1M</b>	↑ 5.4%	↑\$1.5M	↑ 0.4%	↑ 9.6%
<b>Food Retailing</b>	<b>\$11.6M</b>	<b>\$683K</b>	<b>\$4.4M</b>	<b>\$8.0M</b>	<b>\$12.3M</b>	<b>\$12.2M</b>	↑ 1.3%	↑\$156K	↓ -4.5%	↑ 4.8%
Groceries and Other Food Retailing			\$2.8M	\$3.4M	\$6.2M	\$6.1M	↑ 0.8%	↑\$48K	↓ -4.4%	↑ 5.5%
Supermarkets			\$1.6M	\$4.6M	\$6.1M	\$6.0M	↑ 1.7%	↑\$105K	↓ -5.0%	↑ 4.3%
<b>Discretionary Retail**</b>	<b>\$5.8M</b>	<b>\$169K</b>	<b>\$2.1M</b>	<b>\$3.9M</b>	<b>\$6.0M</b>	<b>\$5.7M</b>	↑ 5.1%	↑\$290K	↓ -2.6%	↑ 3.2%
<b>Private Transport</b>	<b>\$1.8M</b>	<b>\$2.0M</b>	<b>\$2.0M</b>	<b>\$3.8M</b>	<b>\$3.8M</b>	<b>\$3.0M</b>	↑ 27.8%	↑\$835K	↑ 26.9%	↑ 28.4%
<b>Tourism and Entertainment</b>	<b>\$2.0M</b>	<b>\$795K</b>	<b>\$1.5M</b>	<b>\$1.4M</b>	<b>\$2.8M</b>	<b>\$2.6M</b>	↑ 11.4%	↑\$289K	↑ 6.8%	↑ 16.7%
Takeaway and Fast Food Outlets*	\$978K	\$342K	\$617K	\$701K	\$1.3M	\$1.2M	↑ 7.8%	↑\$96K	↑ 9.2%	↑ 6.1%
Restaurants*			\$183K	\$228K	\$409K					
Cafes**			\$129K	\$137K	\$266K					
Attractions, Events and Recreation**			\$156K	\$99K	\$255K					
<b>Accommodation - Instore**</b>			<b>\$899K</b>	<b>\$201K</b>	<b>\$1.1M</b>					

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

**Events Timeseries**

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to West Bussetton between 25 March 2026 and 30 April 2026 (incl extended dates)



Please note that data for daynight 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 Bussetton	Total (All)	Total	All Customers	Wed 25-Mar-26	Wed 26-Mar-25	\$899K	\$811K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Thu 26-Mar-26	Thu 27-Mar-25	\$979K	\$895K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Fri 27-Mar-26	Fri 28-Mar-25	\$1.1M	\$1.1M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sat 28-Mar-26	Sat 29-Mar-25	\$1.0M	\$996K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sun 29-Mar-26	Sun 30-Mar-25	\$952K	\$1764K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Mon 30-Mar-26	Mon 31-Mar-25	\$864K	\$829K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Tue 31-Mar-26	Tue 01-Apr-25	\$970K	\$741K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Wed 01-Apr-26	Wed 02-Apr-25	\$1.1M	\$720K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Thu 02-Apr-26	Thu 03-Apr-25	\$839K	\$829K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Fri 03-Apr-26	Fri 04-Apr-25	\$724K	\$1.1M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sat 04-Apr-26	Sat 05-Apr-25	\$1.3M	\$881K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sun 05-Apr-26	Sun 06-Apr-25	\$663K	\$729K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Tue 09-Apr-26	Tue 10-Apr-25	\$999K	\$724K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Wed 09-Apr-26	Wed 08-Apr-25	\$967K	\$730K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Wed 08-Apr-26	Wed 09-Apr-25	\$890K	\$829K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Thu 09-Apr-26	Thu 10-Apr-25	\$1.1M	\$793K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Fri 10-Apr-26	Fri 11-Apr-25	\$1.1M	\$1.1M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sat 11-Apr-26	Sat 12-Apr-25	\$1.0M	\$1.0M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sun 12-Apr-26	Sun 13-Apr-25	\$860K	\$829K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Mon 13-Apr-26	Mon 14-Apr-25	\$843K	\$859K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Tue 14-Apr-26	Tue 15-Apr-25	\$923K	\$899K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Wed 15-Apr-26	Wed 16-Apr-25	\$934K	\$1.1M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Thu 16-Apr-26	Thu 17-Apr-25	\$1.0M	\$1.0M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Fri 17-Apr-26	Fri 18-Apr-25	\$1.0M	\$677K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sat 19-Apr-26	Sat 19-Apr-25	\$839K	\$829K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sun 19-Apr-26	Sun 20-Apr-25	\$802K	\$719K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Mon 20-Apr-26	Mon 21-Apr-25	\$789K	\$887K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Tue 21-Apr-26	Tue 22-Apr-25	\$812K	\$899K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Wed 22-Apr-26	Wed 23-Apr-25	\$899K	\$899K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Thu 23-Apr-26	Thu 24-Apr-25	\$929K	\$1.1M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Fri 24-Apr-26	Fri 25-Apr-25	\$1.3M	\$786K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sat 25-Apr-26	Sat 26-Apr-25	\$784K	\$1.1M
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sun 26-Apr-26	Sun 27-Apr-25	\$959K	\$839K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Mon 27-Apr-26	Mon 28-Apr-25	\$823K	\$773K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Tue 28-Apr-26	Tue 29-Apr-25	\$802K	\$765K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Wed 29-Apr-26	Wed 30-Apr-25	\$780K	\$781K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Thu 30-Apr-26	Thu 01-May-25	\$829K	\$799K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Fri 01-May-26	Fri 02-May-25	\$884K	\$884K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sat 02-May-26	Sat 03-May-25	\$909K	\$909K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Sun 03-May-26	Sun 04-May-25	\$674K	\$674K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Mon 04-May-26	Mon 05-May-25	\$699K	\$699K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Tue 05-May-26	Tue 06-May-25	\$677K	\$677K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Wed 06-May-26	Wed 07-May-25	\$734K	\$734K
Sub-region	West Bussetton	Total (All)	Total	All Customers	Thu 07-May-26	Thu 08-May-25	\$756K	\$756K

**City of Busselton**

Resident	Business	Events	Visitor	Leakage
Spend Location Dunsborough	Start Date 01/04/2026	End Date 30/04/2026	Benchmark Type 52 weeks prior	
Event length: 30 days. Category coverage Score*: 99.2%				

**Overview**

What are some of the key insights for Dunsborough for all categories between 1 April 2026 and 30 April 2026?

<p><b>Total spend</b></p> <p><b>\$26.9M</b></p> <p>↑ 1.1%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p><b>Visitor spend</b></p> <p><b>\$16.3M</b></p> <p>↓ -2.9%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p><b>Day spend</b></p> <p><b>\$24.1M</b></p> <p>90% of total spend over the event period was during the day (6am-6pm)</p>	<p><b>Night spend</b></p> <p><b>\$2.8M</b></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 CommBank IQ's nationally representative retail customer transaction data between 1 April 2026 and 30 April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

**Category Summary**

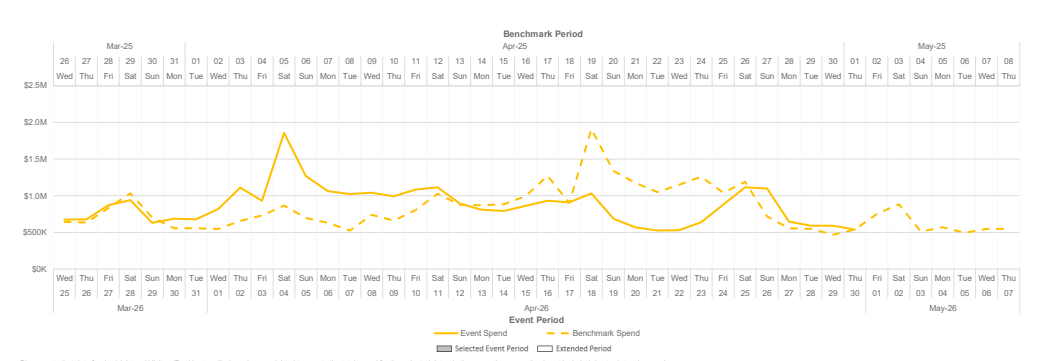
What are the key changes to category spend between the event period versus the benchmark period for the Dunsborough location?  
 Event period: Wed 01-Apr-26 - Thu 30-Apr-26 (30 days)  
 Benchmark period: Wed 02-Apr-25 - Thu 01-May-25 (30 days)  
 Category coverage Score\*: 99.2%  
 Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with \* below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
<b>Total</b>	<b>\$24.1M</b>	<b>\$2.8M</b>	<b>\$16.3M</b>	<b>\$10.7M</b>	<b>\$26.9M</b>	<b>\$26.6M</b>	↑ 1.1%	-\$301K	↓ -2.9%	1.80%
<b>Tourism and Entertainment</b>	<b>\$7.9M</b>	<b>\$1.7M</b>	<b>\$7.6M</b>	<b>\$2.1M</b>	<b>\$9.7M</b>	<b>\$9.8M</b>	↓ -1.7%	-\$171K	↓ -5.6%	1.14.7%
Restaurants	\$2.3M	\$778K	\$2.4M	\$697K	\$3.1M	\$3.9M	↓ -18.7%	-\$723K	↓ -22.7%	1.6.3%
Breweries and Wineries*			\$1.8M	\$232K	\$2.0M	\$2.1M	↓ -1.8%	-\$37K	↓ -2.9%	1.3.6%
Pubs, Taverns and Bars**	\$1.0M	\$829K	\$1.4M	\$502K	\$1.9M	\$1.2M	↑ 50.6%	\$629K	↑ 43.4%	1.62.5%
Cafes			\$1.3M	\$455K	\$1.8M	\$1.8M	↓ -1.7%	-\$30K	↓ -3.8%	1.5.8%
Takeaway and Fast Food Outlets***		\$442K	\$82K	\$324K	\$200K	\$524K				
Attractions, Events and Recreation**					\$341K					
<b>Food Retailing</b>	<b>\$8.4M</b>	<b>\$672K</b>	<b>\$4.2M</b>	<b>\$4.9M</b>	<b>\$9.1M</b>	<b>\$9.0M</b>	↑ 1.7%	-\$150K	↓ -3.1%	1.6.1%
Supermarkets			\$2.0M	\$3.7M	\$5.7M	\$5.6M	↑ 3.6%	-\$198K	↓ -0.5%	1.5.9%
Groceries and Other Food Retailing			\$2.2M	\$1.2M	\$3.4M	\$3.4M	↓ -1.3%	-\$44K	↓ -5.2%	1.6.6%
<b>Discretionary Retail</b>			<b>\$2.1M</b>	<b>\$1.6M</b>	<b>\$3.7M</b>	<b>\$3.2M</b>	↑ 14.4%	-\$468K	↑ 16.3%	↑ 12.2%
Other Discretionary Retail			\$1.2M	\$1.3M	\$2.5M					
Department Stores, Clothing & Accessories*			\$882K	\$280K	\$1.2M					
<b>Private Transport</b>			<b>\$738K</b>	<b>\$1.0M</b>	<b>\$1.8M</b>	<b>\$1.7M</b>	↑ 7.1%	-\$118K	↑ 12.8%	↑ 3.3%
<b>Accommodation - Instore**</b>					<b>\$1.1M</b>					

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

**Events Timeseries**

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Dunsborough between 25 March 2026 and 30 April 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	Wed 25-Mar-26	Wed 26-Mar-25	\$679K	\$439K
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	\$868K	\$833K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 28-Mar-26	Sat 29-Mar-25	\$949K	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 29-Mar-26	Sun 30-Mar-25	\$952K	\$705K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 30-Mar-26	Mon 31-Mar-25	\$687K	\$544K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 31-Mar-26	Tue 01-Apr-25	\$680K	\$556K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 01-Apr-26	Wed 02-Apr-25	\$816K	\$547K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 02-Apr-26	Thu 03-Apr-25	\$1.1M	\$658K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 03-Apr-26	Fri 04-Apr-25	\$931K	\$729K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 04-Apr-26	Sat 05-Apr-25	\$1.3M	\$877K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 05-Apr-26	Sun 06-Apr-25	\$1.3M	\$899K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 06-Apr-26	Mon 07-Apr-25	\$1.1M	\$611K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 07-Apr-26	Tue 08-Apr-25	\$1.0M	\$527K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 08-Apr-26	Wed 09-Apr-25	\$1.0M	\$741K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 09-Apr-26	Thu 10-Apr-25	\$894K	\$660K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 10-Apr-26	Fri 11-Apr-25	\$752K	\$586K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 11-Apr-26	Sat 12-Apr-25	\$1.1M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 12-Apr-26	Sun 13-Apr-25	\$890K	\$875K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 13-Apr-26	Mon 14-Apr-25	\$810K	\$872K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 14-Apr-26	Tue 15-Apr-25	\$792K	\$686K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 15-Apr-26	Wed 16-Apr-25	\$690K	\$692K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 16-Apr-26	Thu 17-Apr-25	\$931K	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 17-Apr-26	Fri 18-Apr-25	\$911K	\$900K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 18-Apr-26	Sat 19-Apr-25	\$1.0M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 19-Apr-26	Sun 20-Apr-25	\$655K	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 20-Apr-26	Mon 21-Apr-25	\$570K	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 21-Apr-26	Tue 22-Apr-25	\$539K	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 22-Apr-26	Wed 23-Apr-25	\$529K	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 23-Apr-26	Thu 24-Apr-25	\$637K	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 24-Apr-26	Fri 25-Apr-25	\$881K	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 25-Apr-26	Sat 26-Apr-25	\$1.1M	\$1.2M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 26-Apr-26	Sun 27-Apr-25	\$1.3M	\$719K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 27-Apr-26	Mon 28-Apr-25	\$649K	\$555K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 28-Apr-26	Tue 29-Apr-25	\$591K	\$548K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 29-Apr-26	Wed 30-Apr-25	\$589K	\$471K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 30-Apr-26	Thu 01-May-25	\$539K	\$539K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 01-May-26	Fri 02-May-25	\$1.3M	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 02-May-26	Sat 03-May-25	\$882K	\$882K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 03-May-26	Sun 04-May-25	\$513K	\$513K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 04-May-26	Mon 05-May-25	\$571K	\$571K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 05-May-26	Tue 06-May-25	\$495K	\$495K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 06-May-26	Wed 07-May-25	\$546K	\$546K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 07-May-26	Thu 08-May-25	\$548K	\$548K

## City of Bussetton

Resident	Business	Events	Visitor	Leakage
Spend Location Bussetton		Start Date 01/04/2026	End Date 30/04/2026	Benchmark Type 52 weeks prior
Event length: 30 days, Category coverage Score*: 90.2%				

### Overview

What are some of the key insights for Bussetton for all categories between 1 April 2026 and 30 April 2026?

**Total spend**

**\$43.8M**

↑ 6.8%

uplift compared to Benchmark Period

**Visitor spend**

**\$15.2M**

↑ 2.0%

uplift compared to Benchmark Period

**Day spend**

**\$40.3M**

92% of total spend over the event period was during the day (6am-6pm)

**Night spend**

**\$3.4M**

8% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 April 2026 and 30 April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

### Category Summary

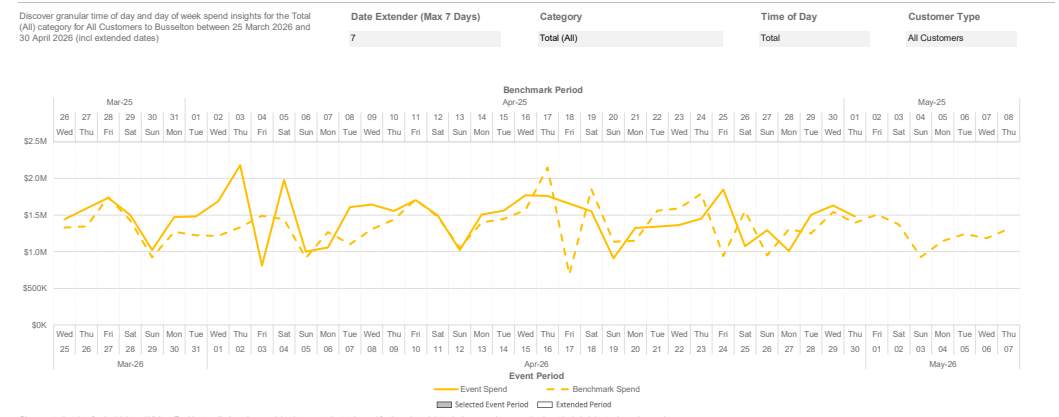
What are the key changes to category spend between the event period versus the benchmark period for the Bussetton location?

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
<b>Total</b>	<b>\$40.3M</b>	<b>\$3.4M</b>	<b>\$15.2M</b>	<b>\$28.5M</b>	<b>\$43.8M</b>	<b>\$41.0M</b>	↑ 6.8%	↑\$2.8M	↑ 2.0%	↑ 9.5%
<b>Discretionary Retail*</b>	<b>\$12.8M</b>	<b>\$119K</b>	<b>\$4.1M</b>	<b>\$8.8M</b>	<b>\$12.9M</b>	<b>\$11.6M</b>	↑ 11.6%	↑\$1.3M	↑ 3.4%	↑ 15.8%
Other Discretionary Retail*			\$3.1M	\$7.3M	\$10.4M	\$9.0M	↑ 16.0%	↑\$1.4M	↑ 6.3%	↑ 14.2%
Department Stores, Clothing & Accessories*			\$1.0M	\$1.5M	\$2.5M	\$2.6M	↓ -3.6%	-\$93K	↓ -16.1%	↓ -2.2%
<b>Food Retailing</b>	<b>\$11.1M</b>	<b>\$868K</b>	<b>\$2.8M</b>	<b>\$9.2M</b>	<b>\$12.0M</b>	<b>\$12.3M</b>	↓ -2.1%	↓\$277K	↓ -10.4%	↓ 0.8%
Supermarkets			\$1.9M	\$7.3M	\$9.2M	\$9.3M	↓ -1.3%	↓\$122K	↓ -6.3%	↓ 0.1%
Groceries and Other Food Retailing			\$949K	\$1.9M	\$2.8M	\$3.0M	↓ -4.4%	↓\$130K	↓ -17.2%	↓ 3.5%
<b>Tourism and Entertainment</b>	<b>\$5.5M</b>	<b>\$1.6M</b>	<b>\$4.1M</b>	<b>\$2.9M</b>	<b>\$7.0M</b>	<b>\$7.1M</b>	↓ -0.8%	↓\$54K	↓ -5.7%	↑ 7.2%
Cafes**			\$819K	\$527K	\$1.3M	\$1.4M	↓ -6.1%	↓\$88K	↓ -8.6%	↓ -7.2%
Pubs, Taverns and Bars**	\$834K	\$500K	\$615K	\$719K	\$1.3M					
Restaurants**	\$943K	\$370K	\$715K	\$598K	\$1.3M					
Takeaway and Fast Food Outlets**	\$773K	\$230K	\$428K	\$575K	\$1.0M					
Attractions, Events and Recreation**			\$41K	\$76K	\$117K					
<b>Private Transport</b>			<b>\$1.9M</b>	<b>\$3.1M</b>	<b>\$5.1M</b>	<b>\$4.3M</b>	↑ 16.4%	↑\$712K	↑ 16.6%	↑ 16.2%
<b>Accommodation - Instore**</b>					<b>\$217K</b>					

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

### Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Bussetton between 25 March 2026 and 30 April 2026 (incl extended dates)



### Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 25-Mar-26	Wed 26-Mar-25	\$1.4M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 26-Mar-26	Thu 27-Mar-25	\$1.8M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 27-Mar-26	Fri 28-Mar-25	\$1.7M	\$1.7M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 28-Mar-26	Sat 29-Mar-25	\$1.5M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 29-Mar-26	Sun 30-Mar-25	\$1.0M	\$1.022K
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 30-Mar-26	Mon 31-Mar-25	\$1.5M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 31-Mar-26	Tue 01-Apr-25	\$1.5M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 01-Apr-26	Wed 02-Apr-25	\$1.7M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 02-Apr-26	Thu 03-Apr-25	\$2.0M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 03-Apr-26	Fri 04-Apr-25	\$808K	\$1.5M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 04-Apr-26	Sat 05-Apr-25	\$2.8M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 05-Apr-26	Sun 06-Apr-25	\$1.0M	\$919K
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 06-Apr-26	Mon 07-Apr-25	\$1.1M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 07-Apr-26	Tue 08-Apr-25	\$1.8M	\$1.1M
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 08-Apr-26	Wed 09-Apr-25	\$1.6M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 09-Apr-26	Thu 10-Apr-25	\$1.4M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 10-Apr-26	Fri 11-Apr-25	\$1.7M	\$1.7M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 11-Apr-26	Sat 12-Apr-25	\$1.5M	\$1.5M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 12-Apr-26	Sun 13-Apr-25	\$1.0M	\$1.0M
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 13-Apr-26	Mon 14-Apr-25	\$1.5M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 14-Apr-26	Tue 15-Apr-25	\$1.6M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 15-Apr-26	Wed 16-Apr-25	\$1.8M	\$1.6M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 16-Apr-26	Thu 17-Apr-25	\$1.3M	\$2.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 17-Apr-26	Fri 18-Apr-25	\$1.7M	\$690K
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 18-Apr-26	Sat 19-Apr-25	\$1.6M	\$690K
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 19-Apr-26	Sun 20-Apr-25	\$808K	\$1.1M
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 20-Apr-26	Mon 21-Apr-25	\$1.3M	\$1.1M
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 21-Apr-26	Tue 22-Apr-25	\$1.3M	\$1.6M
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 22-Apr-26	Wed 23-Apr-25	\$1.4M	\$1.6M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 23-Apr-26	Thu 24-Apr-25	\$1.4M	\$1.6M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 24-Apr-26	Fri 25-Apr-25	\$1.3M	\$938K
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 25-Apr-26	Sat 26-Apr-25	\$1.1M	\$1.6M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 26-Apr-26	Sun 27-Apr-25	\$1.2M	\$948K
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 27-Apr-26	Mon 28-Apr-25	\$1.0M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 28-Apr-26	Tue 29-Apr-25	\$1.5M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 29-Apr-26	Wed 30-Apr-25	\$1.6M	\$1.5M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 30-Apr-26	Thu 01-May-25	\$1.5M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 01-May-26	Fri 02-May-25	\$1.3M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 02-May-26	Sat 03-May-25	\$1.4M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 03-May-26	Sun 04-May-25	\$929K	
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 04-May-26	Mon 05-May-25	\$1.1M	
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 05-May-26	Tue 06-May-25	\$1.2M	
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 06-May-26	Wed 07-May-25	\$1.2M	
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 07-May-26	Thu 08-May-25	\$1.3M	

**City of Bussetton**

Resident	Business	Events	Visitor	Leakage
Month	Spend location		Filter	
April 2026	City of Bussetton		All Visitors	

**Overview**

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

**Top category**

**Accommodation - Online**

\$5.3M of City of Bussetton Visitors spend during April 2026

**Top age band**

**25-34**

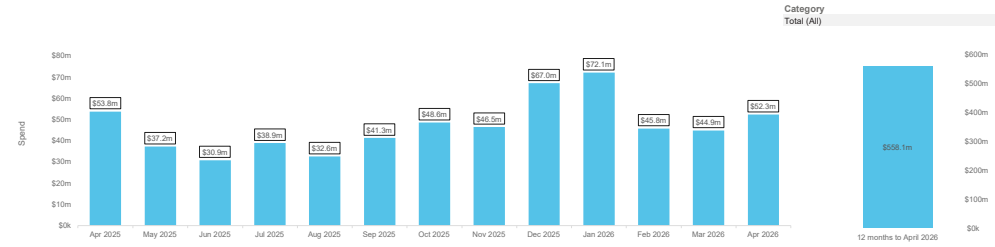
20.9% of City of Bussetton Visitors are within this age band

**Top lifestyle**

**Young Families**

20.3% of City of Bussetton Visitors are within this lifestyle

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202504) 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**

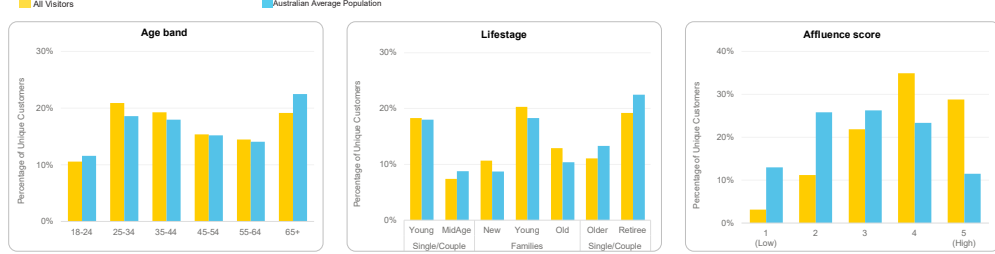
What are the highest performing categories for Visitors to City of Bussetton during the past 12 months (May 2025 - April 2026)?

Category	Monthly			Annual (Last 12 months up to April 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
<b>Total</b>	<b>\$52.3M</b>	<b>-2.7%</b>	<b>-0.7%</b>	<b>\$558.1M</b>	<b>+6.8%</b>		
<b>Tourism and Entertainment</b>	<b>\$13.2M</b>	<b>-4.2%</b>	<b>-4.7%</b>	<b>\$132.0M</b>	<b>+0.2%</b>	<b>0.98x</b>	<b>75.2%</b>
Restaurants	\$3.3M	-21.5%	-5.1%	\$34.9M	-10.6%	0.94x	33.1%
Breweries and Wineries	\$2.8M	-0.3%	-6.5%	\$27.3M	-3.4%	0.96x	24.5%
Pubs, Taverns and Bars	\$2.3M	22.3%	-2.6%	\$22.3M	14.8%	0.90x	21.4%
Cafes	\$2.3M	-3.8%	-16.4%	\$22.5M	6.9%	0.93x	29.9%
Takeaway and Fast Food Outlets	\$1.4M	3.6%	5.2%	\$14.1M	10.8%	0.92x	28.3%
Attractions, Events and Recreation	\$1.1M	-3.0%	-10.9%	\$10.9M	-2.6%	0.94x	19.5%
<b>Food Retailing</b>	<b>\$11.4M</b>	<b>-5.7%</b>	<b>-3.0%</b>	<b>\$122.1M</b>	<b>+15.0%</b>	<b>0.88x</b>	<b>61.1%</b>
Groceries and Other Food Retailing	\$5.9M	-7.1%	-4.5%	\$64.9M	10.1%	0.96x	47.8%
Supermarkets	\$5.4M	-4.1%	-2.2%	\$57.2M	1.6%	0.94x	39.3%
<b>Discretionary Retail</b>	<b>\$8.4M</b>	<b>+7.6%</b>	<b>+3.6%</b>	<b>\$91.7M</b>	<b>+6.4%</b>	<b>0.93x</b>	<b>33.4%</b>
Other Discretionary Retail	\$5.4M	15.9%	3.9%	\$58.5M	5.4%	0.89x	24.5%
Department Stores, Clothing & Accessories	\$3.0M	-4.7%	2.9%	\$33.2M	8.1%	0.86x	19.4%
<b>Accommodation - Online</b>	<b>\$5.3M</b>	<b>+13.8%</b>	<b>-4.5%</b>	<b>\$58.6M</b>	<b>+5.6%</b>	<b>1.03x</b>	
Private Transport	\$4.5M	19.6%	6.2%	\$41.0M	16.3%	0.92x	31.0%
<b>Accommodation - Instore</b>	<b>\$2.2M</b>	<b>-21.5%</b>	<b>-20.6%</b>	<b>\$28.4M</b>	<b>-4.8%</b>	<b>0.92x</b>	<b>9.8%</b>

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 (202504). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmarking distribution is based on all visitors. See FAQ for more information.

**Demographic profile**

What is the profile of Visitors to City of Bussetton during the recent static period (202504)?



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

**Brand preference**

What are the top brand preferences for Visitors to City of Bussetton during the recent static period (202504)?

How to read: 5.9% of Visitors to City of Bussetton have transacted with St John Of God in City of Bussetton. 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%
Bussetton Jetty	Attractions	1.01x	11.1%
Cape Naturaliste Lighthouse	Attractions	1.01x	2.6%
Ngili Cave	Attractions	1.01x	2.3%
Tasman Holiday Parks	Travel	1.00x	1.0%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.0%
Pullman	Travel	0.98x	1.3%
Abbey Beach Resort	Travel	0.95x	1.0%
Cheeky Monkey	Eating And Drinking Out	0.94x	2.1%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.8%
Dunsborough Bakery	Food Retailing	0.94x	5.5%
Shelter Brewing Co	Eating And Drinking Out	0.94x	12.8%
Bierfarm Metrop	Eating And Drinking Out	0.94x	4.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.93x	2.1%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.5%
Yallingup General Store And Cafe	Eating And Drinking Out	0.92x	4.1%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.3%
Yallingup Gugelhupf	Food Retailing	0.91x	1.1%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.2%
Aravina Estate	Eating And Drinking Out	0.90x	2.4%
Caves House Hotel	Eating And Drinking Out	0.90x	4.9%
The Coose	Eating And Drinking Out	0.90x	9.8%
Coles	Food Retailing	0.90x	25.2%
Merchant And Maker	Eating And Drinking Out	0.89x	5.0%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.5%
Wild And Woods	Eating And Drinking Out	0.88x	1.1%
Kyst	Eating And Drinking Out	0.88x	6.5%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.88x	1.2%
Cafe Evviva	Eating And Drinking Out	0.88x	1.2%
La Lah	Eating And Drinking Out	0.87x	1.7%

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	
April 2026	West Busselton		All Visitors	

**Overview**

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

**Top category**

**Groceries and Other Food Retailing**

\$2.8M of West Busselton Visitors spend during April 2026

**Top age band**

**65+**

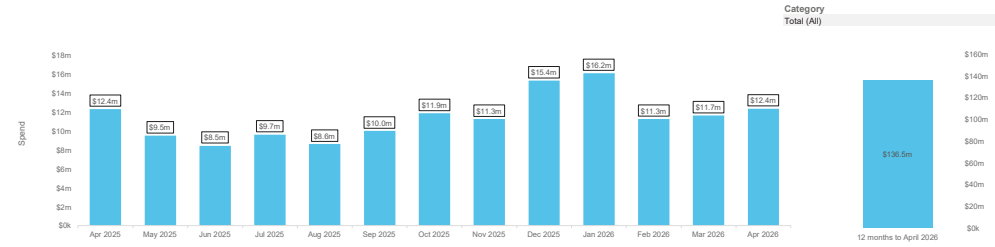
20.5% of West Busselton Visitors are within this age band

**Top lifestage**

**Young Families**

21.6% of West Busselton Visitors are within this lifestage

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202504) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPA Y spend is not included.



**Category performance**

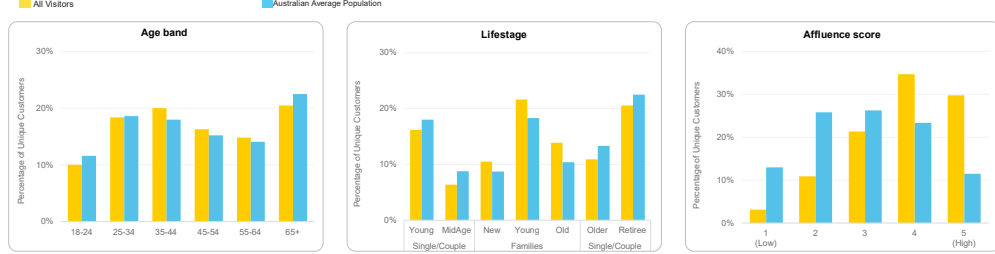
What are the highest performing categories for Visitors to West Busselton during the past 12 months (May 2025 - April 2026)?

Category	Spend	% Change vs last year		Annual (Last 12 months up to April 2026)			
		Spend location	Regional WA	Spend	vs previous 12 months	Affinity	Penetration
<b>Total</b>	<b>\$12.4M</b>	↑ 0.3%	↓ -0.7%	<b>\$136.5M</b>	↑ 13.6%		
<b>Food Retailing</b>	<b>\$4.4M</b>	↓ -4.7%	↓ -3.0%	<b>\$48.7M</b>	↑ 41.4%	<b>0.81x</b>	<b>50.7%</b>
Groceries and Other Food Retailing	\$2.8M	↓ -4.5%	↓ -4.5%	\$31.3M	↑ 80.6%	0.74x	36.9%
Supermarkets	\$1.6M	↓ -5.1%	↓ -2.2%	\$17.4M	↑ 1.7%	0.66x	27.3%
Discretionary Retail	\$2.2M	↑ 6.5%	↑ 3.6%	\$23.7M	↑ 1.3%	0.77x	27.5%
Private Transport	\$1.2M	↑ 25.9%	↑ 6.2%	\$16.6M	↑ 13.2%	0.82x	27.4%
<b>Tourism and Entertainment</b>	<b>\$1.5M</b>	↑ 6.5%	↓ -4.7%	<b>\$15.0M</b>	↑ 16.0%	<b>0.54x</b>	<b>40.9%</b>
Takeaway and Fast Food Outlets	\$619K	↑ 9.5%	↑ 5.2%	\$6.2M	↑ 7.5%	0.87x	26.7%
Attractions, Events and Recreation	\$229K	↑ 41.9%	↓ -10.9%	\$1.6M	↑ 31.8%	0.26x	5.3%
Restaurants	\$188K	↑ 1.5%	↓ -5.1%	\$2.1M	↑ 23.2%	0.16x	5.8%
Cafes	\$130K	↑ 28.5%	↓ -15.4%	\$1.6M	↑ 69.8%	0.23x	7.4%
<b>Accommodation - Instore</b>	<b>\$923K</b>	↓ -36.4%	↓ -20.5%	<b>\$13.0M</b>	↓ -13.8%	<b>0.85x</b>	<b>9.0%</b>

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 (202504). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmarking 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 (202504)?



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

**Brand preference**

What are the top brand preferences for Visitors to West Busselton during the recent static period (202504)?

How to read: 11.2% of Visitors to West Busselton have transacted with St John Of God in West Busselton. This is 1.96x 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	1.96x	11.2%
The Kiosk	Eating And Drinking Out	1.93x	1.2%
Mandaley Resort	Travel	1.91x	1.2%
Abbey Beach Resort	Travel	1.81x	2.0%
Burbury Farmers Market	Food Retailing	1.61x	24.7%
Vibe Petroleum	Private Transport	1.56x	13.8%
Subzero Gelato	Food Retailing	1.56x	2.1%
Petro Fuels	Private Transport	1.51x	2.4%
Broadwater Village Grocer	Food Retailing	1.49x	5.0%
Tonic By The Bay	Eating And Drinking Out	1.47x	6.3%
Kmart	General Retail	1.43x	17.7%
United Petrol	Private Transport	1.43x	3.7%
Obison Coffee Roasters	Eating And Drinking Out	1.40x	2.1%
The Par 3	Recreation	1.31x	3.0%
Gropers Fish And Chips	Eating And Drinking Out	1.30x	1.6%
Dusty Buns	Eating And Drinking Out	1.30x	2.1%
Aldi	Food Retailing	1.27x	9.2%
Leeuwinn Way Takeaway	Eating And Drinking Out	1.25x	1.5%
Kfc	Eating And Drinking Out	1.24x	4.3%
The Vietnamese Kitchen	Eating And Drinking Out	1.18x	1.7%
The Urban Coffee House	Eating And Drinking Out	1.16x	1.7%
Arconada	Recreational Goods	1.14x	3.7%
Chicken Treat	Eating And Drinking Out	1.13x	1.9%
Coffee Head Co	Eating And Drinking Out	1.13x	1.3%
Broadwater Pharmacy	Personal Goods Retailing	1.12x	1.1%
Vasse Bakery	Food Retailing	1.10x	3.1%
Amelia Park Lodge	Travel	1.08x	1.7%
Red Rooster	Eating And Drinking Out	1.08x	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
Month	Spend location		Filter	
April 2026	Dunsborough		All Visitors	

**Overview**

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

**Top category**  
**Restaurants**

\$2.4M of Dunsborough Visitors spend during April 2026

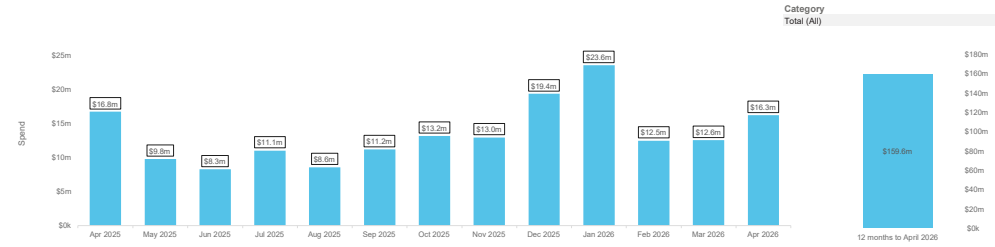
**Top age band**  
**25-34**

21.4% of Dunsborough Visitors are within this age band

**Top lifestage**  
**Young Families**

21.2% 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 (202504) 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**

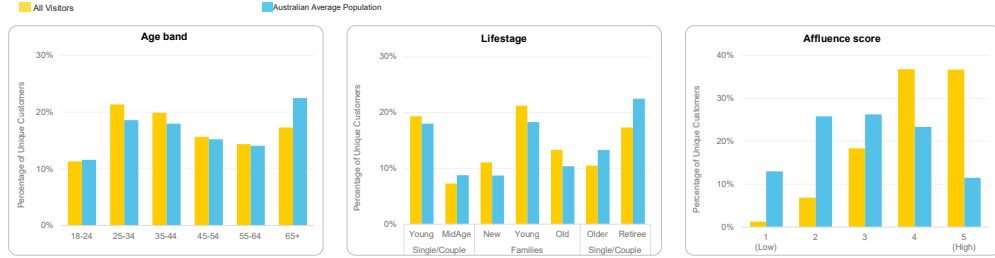
What are the highest performing categories for Visitors to Dunsborough during the past 12 months (May 2025 - April 2026)?

Category	% Change vs last year			Annual (Last 12 months up to April 2026)			
	Spend	Spend location	Regional WA	Spend	vs previous 12 months	Affinity	Penetration
<b>Total</b>	<b>\$16.3M</b>	<b>-3.1%</b>	<b>-0.7%</b>	<b>\$159.6M</b>	<b>+0.6%</b>		
<b>Tourism and Entertainment</b>	<b>\$7.6M</b>	<b>-5.5%</b>	<b>-4.7%</b>	<b>\$72.1M</b>	<b>-4.6%</b>	<b>0.88x</b>	<b>74.6%</b>
Restaurants	\$2.4M	-23.3%	-5.1%	\$24.4M	-15.1%	1.04x	37.0%
Breweries and Wineries	\$1.8M	-1.8%	-6.5%	\$17.2M	-5.8%	0.87x	22.2%
Pubs, Taverns and Bars	\$1.3M	45.4%	-2.6%	\$11.9M	20.1%	0.87x	20.5%
Cafes	\$1.3M	-4.0%	-15.4%	\$12.5M	5.2%	0.88x	28.3%
Takeaway and Fast Food Outlets	\$361K	2.4%	5.2%	\$3.0M	0.7%	0.49x	15.1%
Attractions, Events and Recreation	\$304K	-11.6%	-10.9%	\$3.0M	-18.4%	0.46x	9.4%
<b>Food Retailing</b>	<b>\$4.2M</b>	<b>-3.0%</b>	<b>-3.0%</b>	<b>\$40.0M</b>	<b>+3.0%</b>	<b>0.99x</b>	<b>61.6%</b>
Groceries and Other Food Retailing	\$2.2M	-5.2%	-4.5%	\$21.6M	4.5%	1.01x	50.2%
Supermarkets	\$2.0M	-0.6%	-2.2%	\$18.3M	1.4%	0.75x	31.3%
<b>Discretionary Retail</b>	<b>\$2.1M</b>	<b>+15.5%</b>	<b>+3.6%</b>	<b>\$20.0M</b>	<b>+14.6%</b>	<b>0.57x</b>	<b>20.7%</b>
Other Discretionary Retail	\$1.2M	26.4%	3.9%	\$10.2M	9.1%	0.57x	15.8%
Department Stores, Clothing & Accessories	\$885K	3.2%	2.9%	\$9.9M	20.9%	0.38x	8.5%
<b>Accommodation - Instore</b>	<b>\$1.0M</b>	<b>-14.1%</b>	<b>-26.5%</b>	<b>\$13.1M</b>	<b>-6.8%</b>	<b>0.70x</b>	<b>7.4%</b>
Private Transport	\$798K	12.5%	6.2%	\$6.3M	3.9%	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 (202504). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmarking is based on all visitors. See FAQ for more information.

**Demographic profile**

What is the profile of Visitors to Dunsborough during the recent static period (202504)?



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 (202504)?

How to read: 1.4% of Visitors to Dunsborough have transacted with Bettenays Margaret River 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
Bettenays Margaret River	Travel	1.74x	1.4%
Cape Naturaliste Lighthouse	Attractions	1.73x	4.4%
Night Cave	Attractions	1.73x	4.0%
Tasman Holiday Parks	Travel	1.73x	1.7%
The Margaret River Chocolate Company	Food Retailing	1.71x	17.2%
Hay Shed Hill Wines	Eating And Drinking Out	1.70x	1.1%
Pulman	Travel	1.68x	2.3%
Swings And Roundabouts	Eating And Drinking Out	1.67x	1.5%
Wise Wine	Eating And Drinking Out	1.66x	1.6%
Country Life Farm	Recreation	1.63x	1.0%
Cheeky Monkey	Eating And Drinking Out	1.62x	3.5%
Eagle Bay Brewing Co	Eating And Drinking Out	1.61x	6.4%
Dunsborough Bakery	Food Retailing	1.61x	9.5%
Bearfarm Meltrisp	Eating And Drinking Out	1.61x	7.9%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.60x	1.5%
Vasse Virgin	Personal Services	1.59x	1.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.59x	3.5%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.58x	2.6%
Yallingup General Store And Cafe	Eating And Drinking Out	1.58x	7.0%
Wild Hop Brewing Company	Eating And Drinking Out	1.58x	5.6%
Yallingup Goughupf	Food Retailing	1.57x	1.8%
Yallingup Woodfired Bakery	Food Retailing	1.55x	3.7%
Aravina Estate	Eating And Drinking Out	1.55x	4.1%
Caves House Hotel	Eating And Drinking Out	1.55x	8.4%
Woody Nook Wines	Eating And Drinking Out	1.55x	1.7%
Merchant And Maker	Eating And Drinking Out	1.54x	8.6%
Simmos Ice Creamery	Eating And Drinking Out	1.52x	7.7%
Wild And Woods	Eating And Drinking Out	1.51x	1.9%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.51x	2.0%
Cafe Ewiva	Eating And Drinking Out	1.50x	2.0%

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

**City of Bussetton**

Resident	Business	Events	Visitor	Leakage
Month	Spend location		Filter	
April 2026	Bussetton		All Visitors	

**Overview**

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

**Top category**

**Other Discretionary Retail**

\$3M of Bussetton Visitors spend during April 2026

**Top age band**

**25-34**

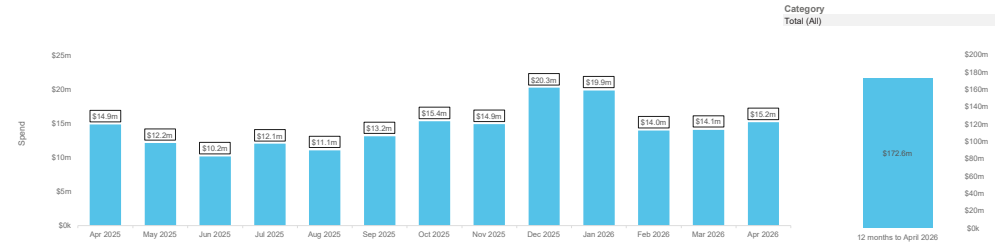
21.4% of Bussetton Visitors are within this age band

**Top lifestyle**

**Young Families**

20.6% of Bussetton Visitors are within this lifestyle

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202504) 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**

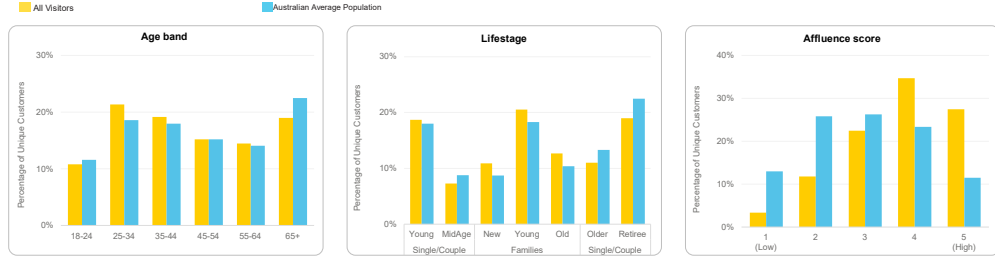
What are the highest performing categories for Visitors to Bussetton during the past 12 months (May 2025 - April 2026)?

Category	Monthly			Annual (Last 12 months up to April 2026)			
	Spend	% Change vs last year	Regional WA	Spend	vs previous 12 months	Affinity	Penetration
<b>Total</b>	<b>\$15.2M</b>	<b>↑ 2.2%</b>	<b>↓ -0.7%</b>	<b>\$172.6M</b>	<b>↑ 8.6%</b>		
<b>Tourism and Entertainment</b>	<b>\$4.1M</b>	<b>↓ -5.6%</b>	<b>↓ -4.7%</b>	<b>\$44.5M</b>	<b>↑ 3.9%</b>	<b>0.88x</b>	<b>74.2%</b>
Cafes	\$813K	↓ -7.3%	↓ -15.4%	\$8.5M	↑ 2.2%	0.71x	22.7%
Restaurants	\$719K	↓ -19.8%	↓ -5.1%	\$8.3M	↓ -2.1%	0.62x	21.9%
Pubs, Taverns and Bars	\$645K	↓ -2.3%	↓ -2.6%	\$7.5M	↑ 5.8%	0.59x	14.0%
Takeaway and Fast Food Outlets	\$451K	↓ -2.8%	↑ 5.2%	\$4.9M	↑ 23.3%	0.65x	20.0%
<b>Discretionary Retail</b>	<b>\$4.1M</b>	<b>↑ 4.4%</b>	<b>↑ 3.6%</b>	<b>\$48.0M</b>	<b>↑ 5.8%</b>	<b>0.84x</b>	<b>30.1%</b>
Other Discretionary Retail	\$3.0M	↑ 10.3%	↑ 3.9%	\$36.7M	↑ 7.3%	0.86x	23.6%
Department Stores, Clothing & Accessories	\$1.0M	↓ -9.8%	↑ 2.9%	\$11.3M	↑ 1.2%	0.60x	13.6%
<b>Food Retailing</b>	<b>\$2.8M</b>	<b>↓ -10.8%</b>	<b>↓ -3.0%</b>	<b>\$33.3M</b>	<b>↑ 1.4%</b>	<b>0.63x</b>	<b>39.4%</b>
Supermarkets	\$1.9M	↓ -6.8%	↓ -2.2%	\$21.4M	↑ 1.7%	0.68x	28.2%
Groceries and Other Food Retailing	\$947K	↓ -17.9%	↓ -4.5%	\$11.9M	↑ 0.8%	0.45x	22.2%
<b>Private Transport</b>	<b>\$1.9M</b>	<b>↑ 16.9%</b>	<b>↑ 6.2%</b>	<b>\$19.0M</b>	<b>↑ 23.8%</b>	<b>0.75x</b>	<b>25.0%</b>
<b>Accommodation - Instore</b>	<b>\$201K</b>	<b>↑ 112.9%</b>	<b>↓ -20.5%</b>	<b>\$2.4M</b>	<b>↑ 165.5%</b>	<b>0.17x</b>	<b>1.8%</b>

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 (202504). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmarking is based on all visitors. See FAQ for more information.

**Demographic profile**

What is the profile of Visitors to Bussetton during the recent static period (202504)?



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 Bussetton during the recent static period (202504)?

How to read: 17.7% of Visitors to Bussetton have transacted with Bussetton Jetty in Bussetton. This is 1.61x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Bussetton Jetty	Attractions	1.61x	17.7%
Sheller Brewing Co	Eating And Drinking Out	1.55x	20.0%
The Goose	Eating And Drinking Out	1.43x	15.6%
Kyot	Eating And Drinking Out	1.40x	10.3%
Mano Wraps	Eating And Drinking Out	1.31x	2.7%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.27x	3.5%
Catex	Private Transport	1.23x	11.6%
Esplanade Hotel	Eating And Drinking Out	1.21x	6.1%
Hungry Jacks	Eating And Drinking Out	1.12x	4.2%
Ship Inn	Eating And Drinking Out	1.12x	2.5%
Baked Bussetton	Food Retailing	1.10x	4.8%
Liberty Petrol	Private Transport	1.08x	7.4%
Zambreno	Eating And Drinking Out	1.08x	1.3%
The Fire Station	Eating And Drinking Out	1.08x	2.6%
Dan Murphys	Food Retailing	1.07x	6.2%
Timezone	Recreation	1.07x	1.3%
Geographe Restauranty	Eating And Drinking Out	1.05x	1.5%
The Vasse Tavern	Eating And Drinking Out	1.04x	1.7%
The Tav	Eating And Drinking Out	1.03x	2.1%
Dome Cafe	Eating And Drinking Out	1.02x	3.8%
Benesse Cafe	Eating And Drinking Out	1.02x	2.8%
Bussetton Pavilion	Eating And Drinking Out	1.01x	2.0%
Burnings Warehouse	Hardware And Garden Retailing	1.01x	9.0%
Best And Less	Clothing And Accessories	0.97x	3.4%
Bcf	Recreational Goods	0.96x	2.6%
Kwik Koffee	Eating And Drinking Out	0.92x	2.4%
Reading Cnemas	Films And Videos	0.91x	1.8%
Western Growers Fresh	Food Retailing	0.89x	1.5%
Cotton On	Clothing And Accessories	0.89x	1.6%
Sushi Sush	Eating And Drinking Out	0.88x	2.1%

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**

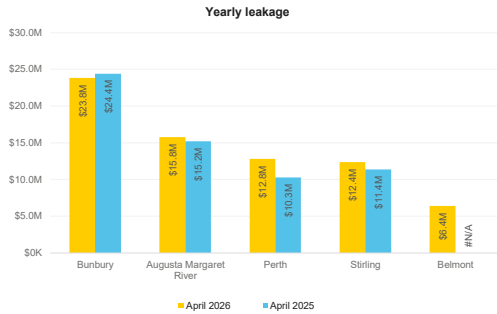
Resident Business Events Visitor **Leakage**

Region Type Category  
LGA Total (excl. Other)

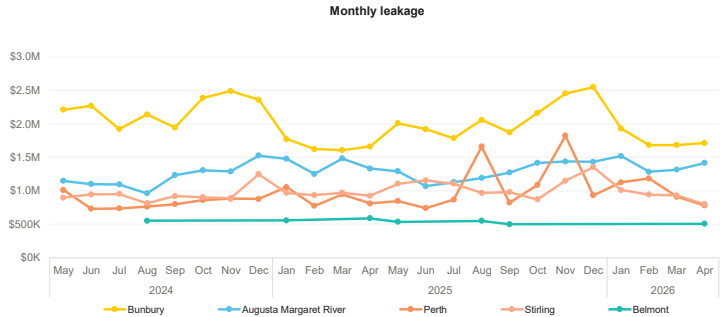
**Leakage trends by location and category**

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 April 2026, there was \$23.8m of spend by residents to Bunbury in Total (excl. Other), this was \$572k less than the previous 12 months



**How to read:** In the month of April 2026, there was \$1.7m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$1.7m in the month of April 2025



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

**Annual leakage by category**

How does the Leakage compare across categories?

**How to read:** In the 12 months to April 2026, residents spent \$23.8m on Total (excl. Other) in Bunbury. This was \$572k or -2.4% decrease compared to April 2025.

LGA	Total (excl. Other)			
	April 2026 Spend	April 2025 Spend	Spend Change	Spend % Change
<b>IN LGA</b>	\$58.12M	\$54.9M	↑\$3.3M	↑ 6.1%
<b>Online</b>	\$195.5M	\$166.8M	↑\$28.7M	↑ 14.7%
Bunbury	\$23.8M	\$24.4M	-\$572K	↓ -2.4%
Augusta Margaret River	\$15.8M	\$15.2M	↑\$558K	↑ 3.5%
Perth	\$12.8M	\$10.3M	↑\$2.5M	↑ 19.8%
Stirling	\$12.4M	\$11.4M	↑\$1.0M	↑ 8.2%
Belmont	\$6.4M			

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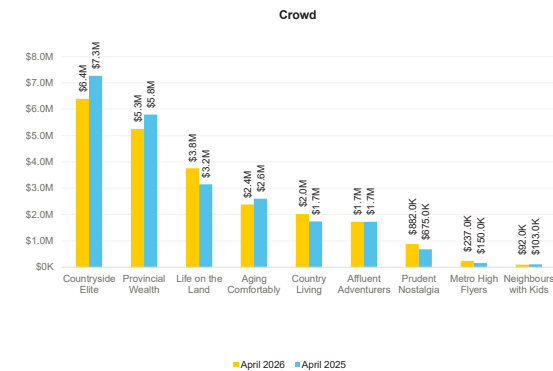
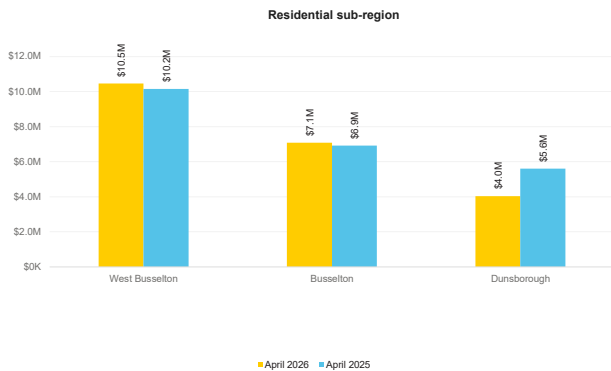
**Annual leakage by sub-region and crowd**

Location **Bunbury**

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

**How to read:** In the 12 months to April 2026, there was \$10.5m of spend by West Busselton residents to Bunbury in Total (excl. Other), this was \$303k more than the previous 12 months.

**How to read:** In the 12 months to April 2026, there was \$6.4m of spend by Countryside Elite residents to Bunbury in Total (excl. Other), this was \$868k less than the previous 12 months.



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City of Busselton

Resident Business Events Visitor **Leakage**

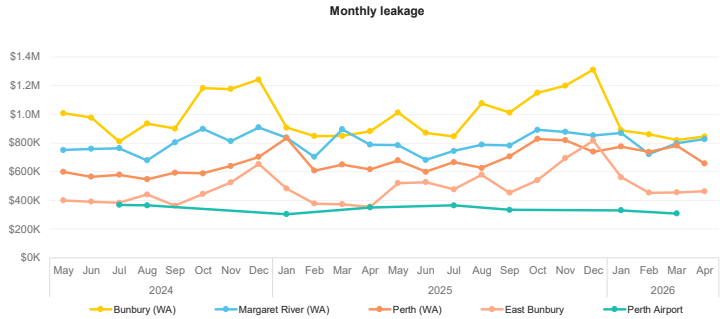
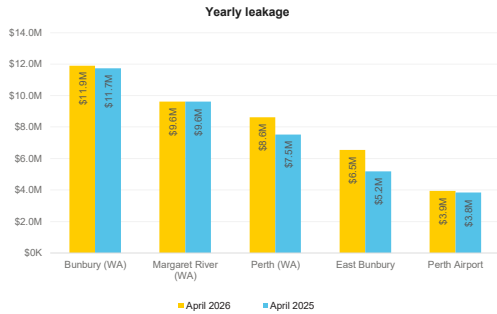
Region Type Category  
 Locality Total (excl. Other)

Leakage trends by location and category

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

**How to read:** In the 12 months to April 2026, there was \$11.9m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$175k more than the previous 12 months

**How to read:** In the month of April 2026, there was \$845k of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$882k in the month of April 2025



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

Annual leakage by category

How does the Leakage compare across categories?

**How to read:** In the 12 months to April 2026, residents spent \$11.9m on Total (excl. Other) in Bunbury (WA). This was \$175k or 1.5% increase compared to April 2025.

Locality	Total (excl. Other)			
	April 2026 Spend	April 2025 Spend	Spend Change	Spend % Change
<b>IN LGA</b>	\$58.12M	\$54.9M	↑\$3.3M	↑ 6.1%
<b>Online</b>	\$195.5M	\$166.8M	↑\$28.7M	↑ 14.7%
Bunbury (WA)	\$11.9M	\$11.7M	↑\$175K	↑ 1.5%
Margaret River (WA)	\$9.6M	\$9.6M	↑\$17K	↑ 0.2%
Perth (WA)	\$8.6M	\$7.5M	↑\$1.1M	↑ 12.7%
East Bunbury	\$6.5M	\$5.2M	↑\$1.4M	↑ 20.7%
Perth Airport	\$3.9M	\$3.8M	↑\$117K	↑ 3.0%

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

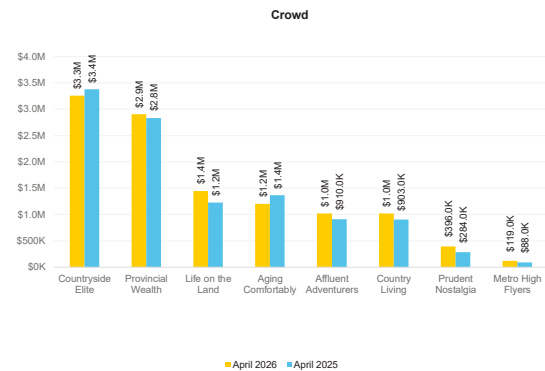
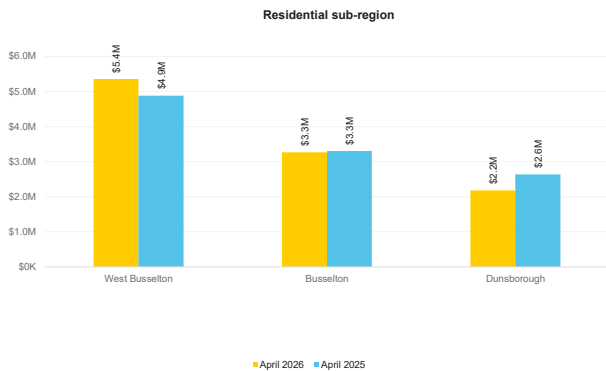
Annual leakage by sub-region and crowd

Location **Bunbury (WA)**

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

**How to read:** In the 12 months to April 2026, there was \$5.4m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$472k more than the previous 12 months.

**How to read:** In the 12 months to April 2026, there was \$3.3m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$125k less than the previous 12 months.



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