

City of Busselton

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

Overview

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

Annual national spend

\$1.70B

↑ 8.5% vs last year
↑ 5.8% vs Regional WA

Annual top category

Supermarkets

13.5% of spend for City of Busselton residents is within this category

Annual top lifestyle

Retiree

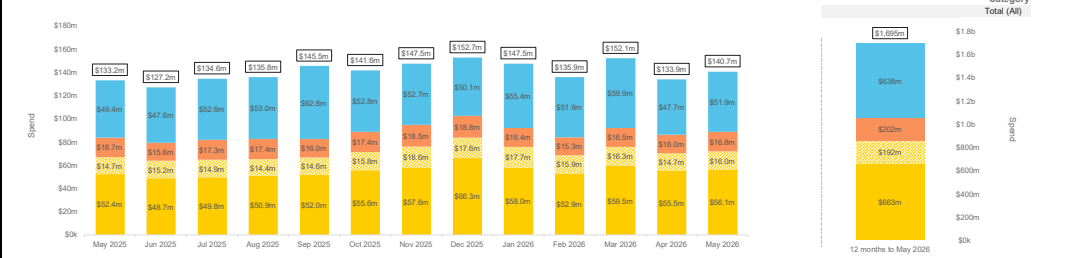
29.9% of spend for LGA residents are within this lifestyle

Annual proportion of spend into the LGA

39.1%

of spend for LGA residents during May 2026

All insights are based on CouncilBank IQ's nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BPAY spend are not included. Refer to Definition (core) tab for all Lifestyle categories.



Resident Spend in LGA

Resident Spend Online

Resident Leakage outside LGA

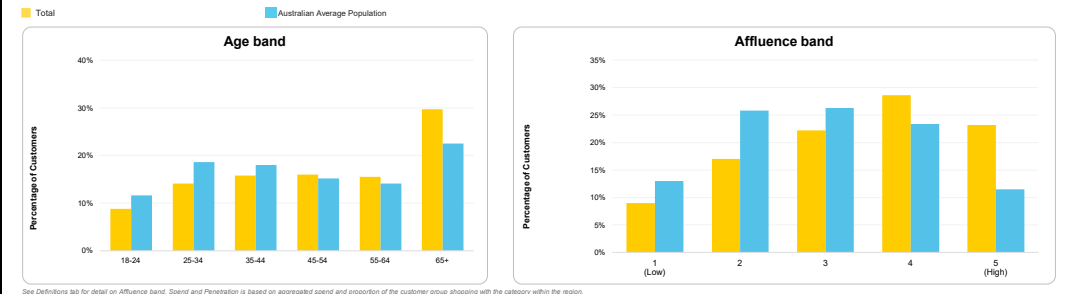
Resident Spend on Extended Categories incl. Household

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

Category	Month (May 2026)			Annual (Last 12 months up to May 2026)				
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	\$140.7M	↑ 5.6%	1.58x	\$1.70B	↑ 8.5%	↑ 7.2%		\$202.0M
Discretionary Retail	\$30.6M	↑ 6.5%	1.70x	\$366.6M	↑ 9.3%	↑ 7.5%	1.00x	99.3%
Other Discretionary Retail	\$19.0M	↑ 6.3%	1.66x	\$228.3M	↑ 9.3%	↑ 6.8%	1.00x	98.8%
Department Stores, Clothing & Accessories	\$8.8M	↑ 6.4%	1.87x	\$104.6M	↑ 9.0%	↑ 7.9%	0.98x	96.3%
Buy Now Pay Later	\$2.4M	↑ 11.1%	1.50x	\$28.7M	↑ 11.0%	↑ 10.3%	0.69x	17.2%
Print Media and Books	\$323K	↑ 15.3%	1.47x	\$3.7M	↑ 2.2%	↑ 7.4%	1.00x	38.9%
Children and Baby Stores	\$72K	↓ -44.5%	↓ -3.9%	\$1.3M	↑ 17.9%	↑ 8.3%	0.62x	9.2%
Food Retailing	\$28.3M	↑ 6.8%	1.42x	\$334.1M	↑ 6.0%	↑ 4.6%	1.00x	99.2%
Supermarkets	\$19.2M	↑ 4.5%	1.39x	\$228.6M	↑ 2.3%	↑ 3.4%	1.00x	98.8%
Groceries and Other Food Retailing	\$9.1M	↑ 11.5%	1.53x	\$105.5M	↑ 15.3%	↑ 6.5%	1.00x	97.4%
Household	\$28.0M	↑ 8.7%	1.36x	\$329.4M	↑ 10.0%	↑ 8.1%	1.00x	99.2%
Insurance	\$9.0M	↑ 5.6%	1.26x	\$111.2M	↑ 9.3%	↑ 6.7%	1.00x	64.6%
Electricity, Gas and Water Supply	\$4.8M	↑ 13.1%	1.59x	\$50.9M	↑ 20.6%	↑ 18.9%	0.99x	50.4%
Telecommunication Services	\$3.9M	↑ 3.2%	1.41x	\$47.0M	↑ 8.1%	↑ 8.3%	0.99x	78.2%
Personal Services	\$2.5M	↑ 8.2%	1.54x	\$29.6M	↑ 11.7%	↑ 8.7%	1.00x	80.4%
Motor Vehicle Services	\$2.2M	↓ -6.1%	↓ -3.0%	\$27.2M	↑ 13.7%	↑ 8.3%	1.12x	63.9%
Pet Care	\$1.8M	↑ 13.4%	1.89x	\$20.4M	↑ 9.6%	↑ 7.1%	1.21x	44.6%
Public Services	\$979K	↑ 0.6%	1.07x	\$11.1M	↓ -14.5%	↑ 1.9%	1.05x	56.6%
School Education	\$902K	↑ 15.1%	1.31x	\$9.1M	↑ 6.5%	↑ 10.7%	0.67x	22.6%
Fitness	\$610K	↓ -11.0%	1.23x	\$8.5M	↑ 5.0%	↑ 7.2%	0.74x	44.0%
Computer Services	\$587K	↑ 3.7%	1.15x	\$7.7M	↑ 9.7%	↑ 15.1%	0.90x	39.6%
Childcare Services	\$346K	↓ -12.2%	↓ -4.4%	\$3.6M	↑ 3.8%	↑ 3.5%	0.60x	3.9%
Charities	\$253K	↑ 20.9%	1.95x	\$3.2M	↑ 14.0%	↑ 5.0%	1.02x	32.8%
Tourism and Entertainment	\$16.9M	↑ 8.5%	1.08x	\$200.1M	↑ 11.1%	↑ 9.8%	1.00x	98.9%
Restaurants	\$3.7M	↑ 4.7%	1.12x	\$43.4M	↑ 7.7%	↑ 9.4%	0.99x	93.0%
Takeaway and Fast Food Outlets	\$3.0M	↑ 11.6%	1.76x	\$34.2M	↑ 7.8%	↑ 5.0%	0.98x	93.6%
Pubs, Taverns and Bars	\$2.6M	↑ 8.0%	1.65x	\$30.7M	↑ 11.2%	↑ 2.7%	1.04x	82.2%
Online Entertainment	\$2.1M	↑ 20.2%	↑ 18.4%	\$23.0M	↑ 14.8%	↑ 21.8%	0.98x	69.9%
Cafes	\$2.0M	↑ 6.2%	↓ -3.7%	\$23.4M	↑ 7.3%	↓ -0.3%	1.02x	88.7%
Attractions, Events and Recreation	\$1.9M	↑ 10.0%	1.12x	\$26.8M	↑ 23.0%	↑ 13.9%	0.95x	74.2%
Food Delivery Services	\$863K	↑ 12.2%	1.48x	\$10.4M	↑ 24.3%	↑ 46.7%	0.67x	28.3%
Breweries and Wineries	\$699K	↑ 8.5%	1.10x	\$8.2M	↓ -2.9%	↑ 2.3%	3.08x	52.9%
Private Transport	\$11.9M	↑ 6.8%	1.67x	\$134.9M	↑ 8.8%	↑ 4.8%	1.00x	96.8%
Accommodation	\$3.2M	↓ -7.6%	↓ -2.4%	\$40.4M	↑ 5.4%	↑ 3.9%	1.11x	65.6%

Demographic profiles

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



Brand preference

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

Brand	Affinity	Penetration
Top 5 Clothing & Accessories		
Ghanda Clothing	2.50x	13.6%
Angus And Coote	2.23x	4.2%
Galman	2.07x	4.4%
Just Jeans	1.91x	11.3%
Sportsgirl	1.65x	11.0%
Top 5 Food Retailing		
Burbury Farmers Market	>30x	66.2%
Liquor Stax	22.76x	37.0%
Liquor Barnos	7.67x	11.9%
The Good Grocer	4.10x	10.3%
The Spud Shed	2.72x	14.7%
Top 5 Eating and Drinking Out		
Chicken Treat	10.50x	21.1%
Royal Automobile Club Of Austral	9.32x	12.4%
Done Cafe	6.67x	33.4%
Miss Maud	2.64x	5.2%
Bakehouse	2.52x	7.0%
Top 5 General Retail		
Red Dot	11.15x	43.6%
Peth Duty Free	7.30x	7.6%
Depop	1.05x	2.9%
Kmart	1.06x	82.7%
Temu	1.04x	23.6%
Top 5 Homewares and Appliances		
House	2.50x	19.9%
Harvey Norman	2.12x	4.8%
The Good Guys	2.07x	27.2%
Beacon Lighting	2.03x	4.8%
Adairs	1.93x	11.4%
Top 5 Personal Services		
Princeline	3.99x	27.5%
Price Attack	3.20x	6.7%
Just Cuts	1.13x	4.5%
Adore Beauty	0.69x	1.5%
The Body Shop	0.67x	2.9%

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

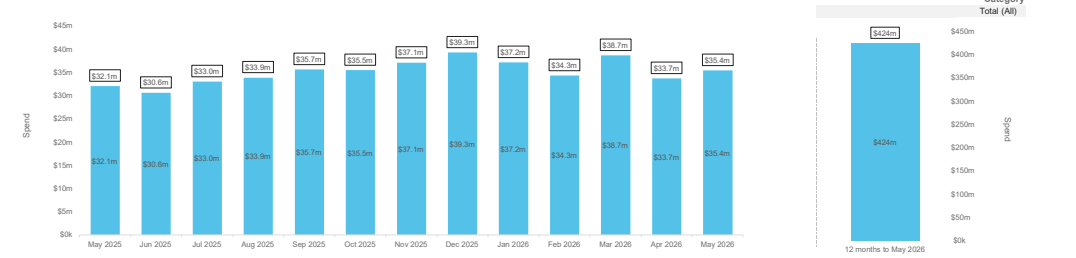
Month: May 2026
 Resident location: Busselton

Overview

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

<p>Annual national spend</p> <p>\$424.3M</p> <p>↑ 10.5% vs last year ↑ 5.8% vs Regional WA</p>	<p>Annual top category</p> <p>Supermarkets</p> <p>13.9% of spend for Busselton residents is within this category</p>	<p>Annual top lifestyle</p> <p>Retiree</p> <p>27.5% of spend for Sub-region residents are within this lifestyle</p>	<p>Annual proportion of spend into the LGA</p> <p>Not available</p> <p>of spend for Sub-region residents during May 2026</p>
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N/A for selection	N/A for selection	N/A for selection	Busselton Resident Spend
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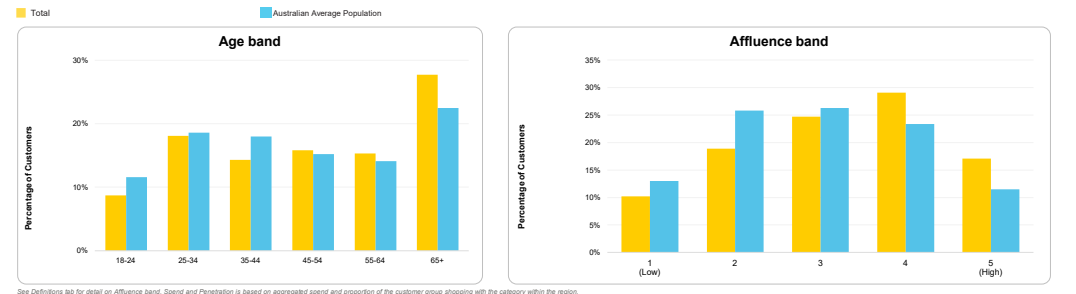
What are the highest performing categories for residents in Sub-region in the 12 months to May 2026?

Category	Month (May 2026)			Annual (Last 12 months up to May 2026)					
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA		Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	\$35.4M	↑ 10.6%	↑ 5.8%	\$424.3M	↑ 10.5%	↑ 7.2%			\$55.9M
Discretionary Retail	\$8.1M	↑ 18.1%	↑ 7.0%	\$94.6M	↑ 13.4%	↑ 7.5%	1.00x	99.3%	
Other Discretionary Retail	\$4.9M	↑ 18.5%	↑ 6.6%	\$57.7M	↑ 12.2%	↑ 6.8%	0.99x	98.6%	\$12.1M
Department Stores, Clothing & Accessories	\$2.3M	↑ 17.6%	↑ 8.7%	\$27.2M	↑ 14.7%	↑ 7.9%	0.98x	96.7%	\$6.5M
Buy Now Pay Later	\$728K	↑ 20.2%	↑ 5.0%	\$8.6M	↑ 17.7%	↑ 10.3%	0.76x	18.9%	
Print Media and Books	\$76K	↑ 12.8%	↑ 4.7%	\$829K	↓ -0.3%	↑ 7.4%	0.89x	34.3%	
Children and Baby Stores	\$25K	↓ -32.4%	↓ -3.9%	\$380K	↑ 44.8%	↑ 8.3%	0.57x	8.5%	
Food Retailing	\$7.1M	↑ 7.3%	↑ 4.2%	\$84.1M	↑ 8.1%	↑ 4.6%	1.00x	99.3%	
Supermarkets	\$4.9M	↑ 4.9%	↑ 3.9%	\$59.0M	↑ 4.9%	↑ 3.4%	1.00x	99.0%	\$7.7M
Groceries and Other Food Retailing	\$2.2M	↑ 13.2%	↑ 5.3%	\$25.1M	↑ 16.7%	↑ 6.5%	1.00x	97.3%	\$4.5M
Household	\$6.8M	↑ 8.7%	↑ 3.6%	\$78.8M	↑ 11.9%	↑ 8.1%	0.99x	98.7%	
Insurance	\$2.1M	↑ 7.9%	↑ 2.6%	\$26.8M	↑ 10.3%	↑ 6.7%	0.96x	62.4%	
Electricity, Gas and Water Supply	\$1.1M	↑ 17.9%	↑ 5.9%	\$12.2M	↑ 21.1%	↑ 18.9%	0.89x	45.2%	
Telecommunication Services	\$1.0M	↑ 9.8%	↑ 4.1%	\$12.0M	↑ 9.4%	↑ 8.3%	0.99x	78.2%	
Personal Services	\$603K	↑ 9.6%	↑ 5.4%	\$7.1M	↑ 16.5%	↑ 8.7%	0.97x	78.2%	
Pet Care	\$518K	↑ 41.9%	↑ 8.9%	\$4.9M	↑ 11.5%	↑ 7.1%	1.05x	38.5%	
Motor Vehicle Services	\$467K	↓ -21.4%	↓ -3.0%	\$6.5M	↑ 16.5%	↑ 8.3%	1.02x	57.9%	
School Education	\$264K	↑ 48.4%	↑ 3.1%	\$2.3M	↑ 14.2%	↑ 10.7%	0.99x	19.8%	
Public Services	\$241K	↓ -12.5%	↑ 0.7%	\$2.7M	↓ -16.7%	↑ 1.9%	0.95x	50.9%	
Computer Services	\$166K	↑ 37.6%	↑ 15.7%	\$1.9M	↑ 25.8%	↑ 15.1%	0.79x	35.0%	
Fitness	\$142K	↓ -30.0%	↑ 2.3%	\$1.9M	↓ -0.7%	↑ 7.2%	0.68x	40.5%	
Charities	\$54K	↑ 12.0%	↑ 1.8%	\$719K	↑ 21.8%	↑ 5.0%	0.97x	31.0%	
Childcare Services	\$49K	↑ 8.9%	↑ 4.4%	\$779K	↑ 24.5%	↑ 3.5%	0.45x	2.9%	
Tourism and Entertainment	\$4.5M	↑ 9.2%	↑ 10.8%	\$52.3M	↑ 12.8%	↑ 9.8%	1.00x	96.8%	
Restaurants	\$891K	↓ -0.1%	↑ 11.2%	\$10.3M	↑ 8.2%	↑ 9.4%	0.98x	92.3%	\$4.1M
Takeaway and Fast Food Outlets	\$851K	↑ 6.5%	↑ 7.6%	\$9.7M	↑ 11.7%	↑ 5.0%	0.98x	93.6%	\$2.7M
Pubs, Taverns and Bars	\$720K	↑ 6.6%	↑ 6.5%	\$8.4M	↑ 10.1%	↑ 2.7%	1.01x	80.2%	\$3.3M
Online Entertainment	\$586K	↑ 17.6%	↑ 18.4%	\$6.2M	↑ 23.1%	↑ 21.8%	0.99x	70.2%	
Cafes	\$515K	↑ 7.6%	↓ -3.7%	\$6.0M	↑ 10.5%	↓ -0.3%	1.00x	87.0%	\$1.4M
Attractions, Events and Recreation	\$488K	↑ 18.0%	↑ 12.0%	\$6.6M	↑ 17.1%	↑ 13.9%	0.92x	72.0%	\$2.0M
Food Delivery Services	\$302K	↑ 27.1%	↑ 48.2%	\$3.4M	↑ 30.6%	↑ 46.7%	0.72x	30.5%	
Breweries and Wineries	\$153K	↑ 15.8%	↑ 10.8%	\$1.8M	↓ -6.3%	↑ 2.3%	2.86x	49.0%	\$400K
Private Transport	\$2.9M	↑ 8.1%	↑ 6.7%	\$33.8M	↑ 11.2%	↑ 4.8%	1.00x	96.6%	\$9K
Accommodation	\$935K	↑ 23.9%	↓ -2.4%	\$10.9M	↑ 17.4%	↑ 3.9%	1.06x	62.8%	\$9K

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 May 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 May 2026?

<p>Top 5 Clothing & Accessories</p> <table border="1"> <tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr> <tr><td>Angus And Coote</td><td>2.36x</td><td>4.5%</td></tr> <tr><td>Ghanda Clothing</td><td>2.07x</td><td>11.3%</td></tr> <tr><td>Just Jeans</td><td>1.79x</td><td>10.5%</td></tr> <tr><td>Williams Shoes</td><td>1.73x</td><td>6.2%</td></tr> <tr><td>Sportsgirl</td><td>1.46x</td><td>9.7%</td></tr> </table>	Brand	Affinity	Penetration	Angus And Coote	2.36x	4.5%	Ghanda Clothing	2.07x	11.3%	Just Jeans	1.79x	10.5%	Williams Shoes	1.73x	6.2%	Sportsgirl	1.46x	9.7%	<p>Top 5 Food Retailing</p> <table border="1"> <tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr> <tr><td>Bunbury Farmers Market</td><td>>30x</td><td>60.5%</td></tr> <tr><td>Liquor Stax</td><td>13.55x</td><td>22.0%</td></tr> <tr><td>Liquor Barnos</td><td>6.00x</td><td>9.2%</td></tr> <tr><td>The Good Grocer</td><td>3.64x</td><td>9.2%</td></tr> <tr><td>The Spud Shed</td><td>3.30x</td><td>17.9%</td></tr> </table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	60.5%	Liquor Stax	13.55x	22.0%	Liquor Barnos	6.00x	9.2%	The Good Grocer	3.64x	9.2%	The Spud Shed	3.30x	17.9%	<p>Top 5 Eating and Drinking Out</p> <table border="1"> <tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr> <tr><td>Chicken Treat</td><td>9.17x</td><td>18.5%</td></tr> <tr><td>Royal Automobile Club Of Austral</td><td>8.96x</td><td>11.9%</td></tr> <tr><td>Dome Cafe</td><td>8.45x</td><td>32.6%</td></tr> <tr><td>Bakehouse</td><td>4.09x</td><td>11.3%</td></tr> <tr><td>Miss Maud</td><td>2.65x</td><td>5.2%</td></tr> </table>	Brand	Affinity	Penetration	Chicken Treat	9.17x	18.5%	Royal Automobile Club Of Austral	8.96x	11.9%	Dome Cafe	8.45x	32.6%	Bakehouse	4.09x	11.3%	Miss Maud	2.65x	5.2%
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Affinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all Australian's shopping with the brand. Penetration is based on the proportion of the residents shopping with the brand (not restricted to location).

City of Busselton

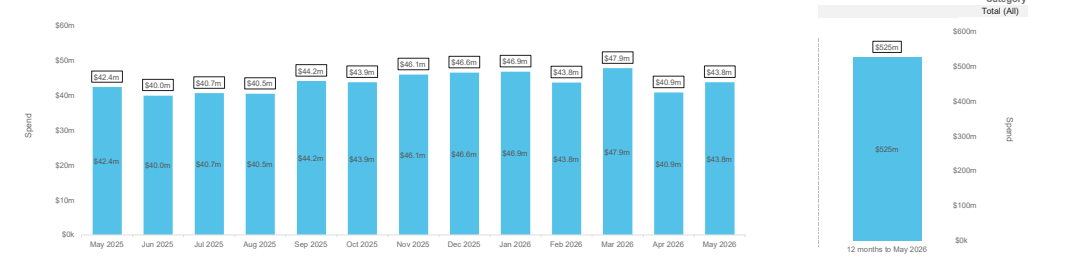
Resident Business Events Visitor Leakage
 Month Resident location
 May 2026 Dunsborough

Overview

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

Annual key spend \$525.3M ↑ 6.4% vs last year ↑ 5.8% vs Regional WA	Annual top category Other Discretionary Retail 13.5% of spend for Dunsborough residents is within this category	Annual top lifestyle Retiree 26.6% of spend for Sub-region residents are within this lifestyle	Annual proportion of spend into the LGA Not available of spend for Sub-region residents during May 2026
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All insights are based on CouncilBank IQ's nationally representative retail customer transaction data for May 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**

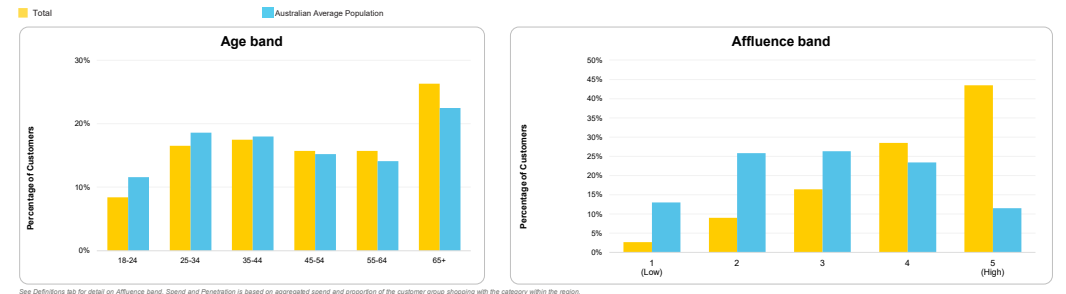
What are the highest performing categories for residents in Sub-region in the 12 months to May 2026?

Category	Month (May 2026)			Annual (Last 12 months up to May 2026)				
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	\$43.8M	↑ 3.3%	15.8%	\$525.3M	↑ 6.4%	↑ 7.2%		\$67.3M
Discretionary Retail	\$9.7M	↑ 6.6%	7.0%	\$111.0M	↑ 6.6%	↑ 7.5%	1.00x	99.2%
Other Discretionary Retail	\$6.4M	↑ 6.3%	6.6%	\$71.0M	↑ 5.9%	↑ 6.8%	1.00x	98.7%
Department Stores, Clothing & Accessories	\$2.7M	↑ 9.5%	8.7%	\$32.0M	↑ 10.8%	↑ 7.9%	0.98x	95.8%
Buy Now Pay Later	\$514K	↓ -2.5%	5.0%	\$6.2M	↓ -4.4%	↑ 10.3%	0.59x	14.5%
Print Media and Books	\$114K	↑ 28.6%	14.7%	\$1.3M	↑ 10.3%	↑ 7.4%	1.10x	42.4%
Children and Baby Stores	\$23K	↓ -46.1%	↓ -3.9%	\$38K	↑ 1.7%	↑ 8.3%	0.67x	10.0%
Household	\$8.8M	↑ 6.3%	13.8%	\$102.8M	↑ 8.4%	↑ 9.1%	1.00x	99.4%
Insurance	\$2.9M	↑ 4.4%	12.6%	\$35.2M	↑ 6.5%	↑ 6.7%	1.00x	64.6%
Electricity, Gas and Water Supply	\$1.5M	↑ 6.6%	15.9%	\$15.2M	↑ 18.6%	↑ 18.9%	0.98x	50.1%
Telecommunication Services	\$1.1M	↑ 1.5%	14.1%	\$12.7M	↑ 4.7%	↑ 8.3%	0.97x	78.6%
Motor Vehicle Services	\$85K	↑ 12.7%	↓ -3.0%	\$9.4M	↑ 11.1%	↑ 8.3%	1.24x	70.8%
Personal Services	\$79K	↑ 1.3%	15.4%	\$10.5M	↑ 12.7%	↑ 8.7%	1.04x	83.4%
Pet Care	\$445K	↑ 3.5%	18.9%	\$5.8M	↑ 6.5%	↑ 7.1%	1.14x	41.9%
School Education	\$349K	↑ 50.4%	13.1%	\$3.4M	↑ 17.2%	↑ 10.7%	0.74x	24.8%
Public Services	\$257K	↑ 21.3%	10.7%	\$2.8M	↓ -9.3%	↑ 1.9%	1.13x	60.5%
Computer Services	\$225K	↓ -4.3%	↑ 15.7%	\$2.8M	↓ -7.5%	↑ 15.1%	1.02x	45.0%
Fitness	\$194K	↓ -8.7%	12.3%	\$3.0M	↑ 16.7%	↑ 7.2%	0.80x	47.5%
Childcare Services	\$102K	↑ 25.0%	↓ -4.4%	\$95K	↓ -9.7%	↑ 3.5%	0.62x	4.0%
Charities	\$99K	↑ 15.6%	11.8%	\$950K	↑ 6.0%	↑ 5.0%	1.00x	32.0%
Food Retailing	\$8.2M	↑ 8.1%	14.2%	\$97.2M	↑ 5.4%	↑ 4.6%	1.00x	99.1%
Supermarkets	\$5.3M	↑ 6.0%	13.9%	\$63.8M	↑ 1.1%	↑ 3.4%	1.00x	96.7%
Groceries and Other Food Retailing	\$2.9M	↑ 12.2%	15.3%	\$33.6M	↑ 14.8%	↑ 8.5%	1.00x	97.9%
Tourism and Entertainment	\$5.0M	↑ 8.3%	18.8%	\$60.1M	↑ 7.5%	↑ 8.8%	1.00x	99.4%
Restaurants	\$1.4M	↑ 2.6%	11.2%	\$17.1M	↑ 4.5%	↑ 9.4%	1.02x	95.8%
Pubs, Taverns and Bars	\$754K	↑ 10.7%	16.5%	\$9.4M	↑ 16.3%	↑ 2.7%	1.10x	87.0%
Takeaway and Fast Food Outlets	\$703K	↑ 18.9%	17.6%	\$7.5M	↑ 4.0%	↑ 5.0%	0.99x	94.9%
Cafes	\$689K	↑ 6.2%	↓ -3.7%	\$8.2M	↑ 7.7%	↓ -0.3%	1.07x	93.0%
Attractions, Events and Recreation	\$577K	↑ 13.4%	↑ 12.0%	\$7.4M	↑ 10.5%	↑ 13.9%	0.97x	76.3%
Online Entertainment	\$543K	↑ 16.5%	↑ 18.4%	\$5.9M	↑ 10.3%	↑ 21.8%	1.03x	72.9%
Breweries and Wineries	\$249K	↓ -8.8%	↑ 10.8%	\$3.2M	↓ -4.2%	↑ 2.3%	3.44x	59.0%
Food Delivery Services	\$93K	↓ -7.4%	↑ 48.2%	\$1.4M	↑ 10.4%	↑ 46.7%	0.53x	22.5%
Private Transport	\$3.7M	↑ 9.8%	16.7%	\$41.4M	↑ 5.3%	↑ 4.8%	1.01x	97.7%
Accommodation	\$1.3M	↑ 5.6%	↓ -2.4%	\$14.4M	↑ -0.5%	↑ 3.9%	1.18x	69.7%

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 May 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 May 2026?

Top 5 Clothing & Accessories <table border="1"> <tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr> <tr><td>Gazman</td><td>4.52x</td><td>9.6%</td></tr> <tr><td>Ghanda Clothing</td><td>3.25x</td><td>17.7%</td></tr> <tr><td>Rip Curl</td><td>1.54x</td><td>4.0%</td></tr> <tr><td>Betts</td><td>1.45x</td><td>1.6%</td></tr> <tr><td>Sportsgirl</td><td>1.45x</td><td>9.6%</td></tr> </table>	Brand	Affinity	Penetration	Gazman	4.52x	9.6%	Ghanda Clothing	3.25x	17.7%	Rip Curl	1.54x	4.0%	Betts	1.45x	1.6%	Sportsgirl	1.45x	9.6%	Top 5 Food Retailing <table border="1"> <tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr> <tr><td>Bunbury Farmers Market</td><td>>30x</td><td>66.2%</td></tr> <tr><td>Liquor Slax</td><td>29.27x</td><td>47.6%</td></tr> <tr><td>Liquor Barnos</td><td>10.32x</td><td>16.1%</td></tr> <tr><td>The Good Grocer</td><td>6.70x</td><td>16.9%</td></tr> <tr><td>The Jerky Co</td><td>2.26x</td><td>3.0%</td></tr> </table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	66.2%	Liquor Slax	29.27x	47.6%	Liquor Barnos	10.32x	16.1%	The Good Grocer	6.70x	16.9%	The Jerky Co	2.26x	3.0%	Top 5 Eating and Drinking Out <table border="1"> <tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr> <tr><td>Chicken Treat</td><td>9.32x</td><td>18.8%</td></tr> <tr><td>Royal Automobile Club Of Austral</td><td>7.88x</td><td>10.5%</td></tr> <tr><td>Dome Cafe</td><td>6.48x</td><td>25.0%</td></tr> <tr><td>Miss Maud</td><td>2.79x</td><td>5.5%</td></tr> <tr><td>Varsity Bar</td><td>2.34x</td><td>3.5%</td></tr> </table>	Brand	Affinity	Penetration	Chicken Treat	9.32x	18.8%	Royal Automobile Club Of Austral	7.88x	10.5%	Dome Cafe	6.48x	25.0%	Miss Maud	2.79x	5.5%	Varsity Bar	2.34x	3.5%
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City of Busselton

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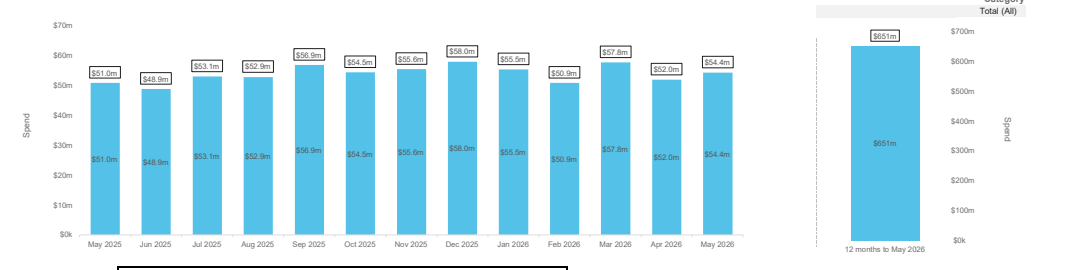
Month: May 2026
 Resident location: West Busselton

Overview

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

<p>Annual national spend \$650.5M ↑ 7.9% vs last year ↑ 5.8% vs Regional WA</p>	<p>Annual top category Supermarkets 14.5% of spend for West Busselton residents is within this category</p>	<p>Annual top lifestyle Retiree 33% of spend for Sub-region residents are within this lifestyle</p>	<p>Annual proportion of spend into the LGA Not available of spend for Sub-region residents during May 2026</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for May 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.



N/A for selection	N/A for selection	N/A for selection	West Busselton Resident Spend
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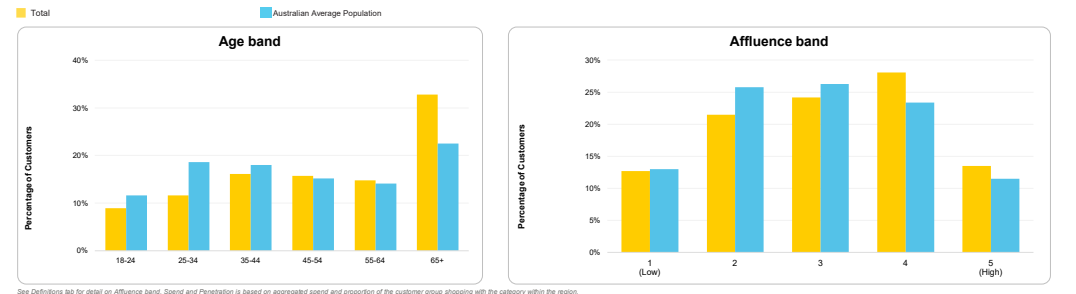
What are the highest performing categories for residents in Sub-region in the 12 months to May 2026?

Category	Month (May 2026)			Annual (Last 12 months up to May 2026)				
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	\$54.4M	↑ 6.7%	↑ 5.8%	\$650.5M	↑ 7.9%	↑ 7.2%		\$66.2M
Food Retailing	\$11.6M	↑ 6.5%	↑ 4.2%	\$135.5M	↑ 4.7%	↑ 4.6%	1.00x	99.2%
Supermarkets	\$8.0M	↑ 4.6%	↑ 3.9%	\$94.1M	↑ 0.9%	↑ 3.4%	1.00x	98.9%
Groceries and Other Food Retailing	\$3.6M	↑ 11.1%	↑ 5.3%	\$41.4M	↑ 14.6%	↑ 8.5%	1.00x	97.4%
Discretionary Retail	\$11.4M	↑ 3.7%	↑ 7.0%	\$138.3M	↑ 7.0%	↑ 7.5%	1.00x	99.4%
Other Discretionary Retail	\$6.8M	↑ 4.0%	↑ 6.6%	\$84.4M	↑ 8.2%	↑ 6.8%	1.00x	99.1%
Department Stores, Clothing & Accessories	\$3.4M	↑ 1.2%	↑ 8.7%	\$39.1M	↑ 2.4%	↑ 7.9%	0.99x	97.2%
Buy Now Pay Later	\$1.1M	↑ 14.7%	↑ 5.0%	\$13.0M	↑ 15.6%	↑ 10.3%	0.78x	19.3%
Print Media and Books	\$113K	↑ 0.3%	↑ 4.7%	\$1.4M	↓ -6.5%	↑ 7.4%	1.02x	39.3%
Children and Baby Stores	\$19K	↓ -9.3%	↓ -3.9%	\$449K	↑ 8.4%	↑ 8.3%	0.80x	9.0%
Household	\$11.1M	↑ 8.9%	↑ 3.6%	\$130.9M	↑ 9.9%	↑ 8.1%	1.00x	98.4%
Insurance	\$3.6M	↑ 5.1%	↑ 2.6%	\$43.8M	↑ 10.1%	↑ 6.7%	1.03x	66.9%
Electricity, Gas and Water Supply	\$1.9M	↑ 15.9%	↑ 5.9%	\$21.3M	↑ 22.2%	↑ 18.9%	1.07x	54.5%
Telecommunication Services	\$1.6M	↑ 1.7%	↑ 4.1%	\$20.0M	↑ 9.0%	↑ 8.3%	1.01x	80.3%
Personal Services	\$956K	↑ 13.4%	↑ 5.4%	\$10.8M	↑ 8.5%	↑ 8.7%	1.00x	80.6%
Motor Vehicle Services	\$802K	↓ -8.1%	↓ -3.0%	\$9.4M	↑ 9.2%	↑ 8.3%	1.12x	63.7%
Pet Care	\$735K	↑ 3.2%	↑ 8.9%	\$8.5M	↑ 12.9%	↑ 7.1%	1.33x	48.9%
Public Services	\$446K	↑ 6.2%	↑ 0.7%	\$5.0M	↓ -14.8%	↑ 1.9%	1.08x	58.1%
School Education	\$243K	↓ -5.1%	↑ 3.1%	\$3.0M	↓ -4.6%	↑ 10.7%	0.71x	23.9%
Fitness	\$231K	↓ -4.4%	↑ 2.3%	\$3.1M	↓ -4.1%	↑ 7.2%	0.75x	44.5%
Computer Services	\$171K	↓ -2.8%	↑ 15.7%	\$2.7M	↑ 22.0%	↑ 15.1%	0.89x	39.4%
Childcare Services	\$171K	↓ -17.7%	↓ -4.4%	\$1.7M	↑ 3.0%	↑ 2.5%	0.89x	4.5%
Charities	\$132K	↑ 35.4%	↑ 1.8%	\$1.4M	↑ 10.9%	↑ 5.0%	1.09x	35.0%
Tourism and Entertainment	\$6.6M	↑ 13.0%	↑ 10.8%	\$76.1M	↑ 9.6%	↑ 9.8%	1.00x	98.7%
Takeaway and Fast Food Outlets	\$1.3M	↑ 11.6%	↑ 7.5%	\$14.9M	↑ 4.6%	↑ 5.0%	0.97x	92.9%
Restaurants	\$1.2M	↑ 13.0%	↑ 11.2%	\$14.2M	↑ 10.7%	↑ 9.4%	0.97x	91.6%
Pubs, Taverns and Bars	\$997K	↑ 10.8%	↑ 6.5%	\$11.4M	↑ 8.8%	↑ 2.7%	1.02x	80.5%
Online Entertainment	\$887K	↑ 29.4%	↑ 18.4%	\$9.7M	↑ 11.9%	↑ 21.8%	0.96x	68.5%
Attractions, Events and Recreation	\$758K	↑ 5.0%	↑ 12.0%	\$9.7M	↑ 14.5%	↑ 13.9%	0.95x	74.5%
Cafes	\$712K	↑ 8.8%	↓ -3.7%	\$8.1M	↑ 4.6%	↓ -0.3%	1.00x	87.2%
Food Delivery Services	\$428K	↑ 11.0%	↑ 48.2%	\$5.2M	↑ 24.3%	↑ 46.7%	0.75x	31.8%
Breweries and Wineries	\$262K	↑ 20.5%	↑ 10.8%	\$2.9M	↑ 2.0%	↑ 2.3%	3.02x	51.9%
Private Transport	\$4.5M	↑ 6.5%	↑ 6.7%	\$51.1M	↑ 9.3%	↑ 4.8%	0.99x	96.3%
Accommodation	\$914K	↓ -28.7%	↓ -2.4%	\$13.2M	↑ 3.4%	↑ 3.9%	1.10x	64.7%

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Demographic profiles

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

<p>Top 5 Clothing & Accessories</p> <table border="1"> <tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr> <tr><td>Angus And Coote</td><td>2.78x</td><td>5.3%</td></tr> <tr><td>Just Jeans</td><td>2.46x</td><td>14.5%</td></tr> <tr><td>Ghanda Clothing</td><td>2.41x</td><td>13.1%</td></tr> <tr><td>Sportsgirl</td><td>1.98x</td><td>13.1%</td></tr> <tr><td>Spendless Shoes</td><td>1.84x</td><td>12.5%</td></tr> </table>	Brand	Affinity	Penetration	Angus And Coote	2.78x	5.3%	Just Jeans	2.46x	14.5%	Ghanda Clothing	2.41x	13.1%	Sportsgirl	1.98x	13.1%	Spendless Shoes	1.84x	12.5%	<p>Top 5 Food Retailing</p> <table border="1"> <tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr> <tr><td>Bunbury Farmers Market</td><td>>30x</td><td>71.0%</td></tr> <tr><td>Liquor Stax</td><td>25.82x</td><td>42.0%</td></tr> <tr><td>Liquor Barnes</td><td>6.90x</td><td>10.7%</td></tr> <tr><td>The Spud Shed</td><td>3.13x</td><td>16.9%</td></tr> <tr><td>The Good Grocer</td><td>2.68x</td><td>6.7%</td></tr> </table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	71.0%	Liquor Stax	25.82x	42.0%	Liquor Barnes	6.90x	10.7%	The Spud Shed	3.13x	16.9%	The Good Grocer	2.68x	6.7%	<p>Top 5 Eating and Drinking Out</p> <table border="1"> <tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr> <tr><td>Chicken Treat</td><td>12.41x</td><td>25.0%</td></tr> <tr><td>Royal Automobile Club Of Austral</td><td>10.78x</td><td>14.3%</td></tr> <tr><td>Dome Cafe</td><td>10.21x</td><td>39.4%</td></tr> <tr><td>Red Rooster</td><td>2.66x</td><td>41.3%</td></tr> <tr><td>Miss Maud</td><td>2.52x</td><td>5.0%</td></tr> </table>	Brand	Affinity	Penetration	Chicken Treat	12.41x	25.0%	Royal Automobile Club Of Austral	10.78x	14.3%	Dome Cafe	10.21x	39.4%	Red Rooster	2.66x	41.3%	Miss Maud	2.52x	5.0%
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Affinity is based on the proportion of the residents shopping with the brand (not restricted to location) over the proportion of all 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 Bussetton

Resident Business Events Visitor Leakage

Month: May 2026 Spend location: City of Bussetton

Overview

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

Annual spend
\$1.22B
↑ 6.2% vs last year
↓ 4.2% Regional WA

Annual customers
899K
↑ 2.7% vs last year

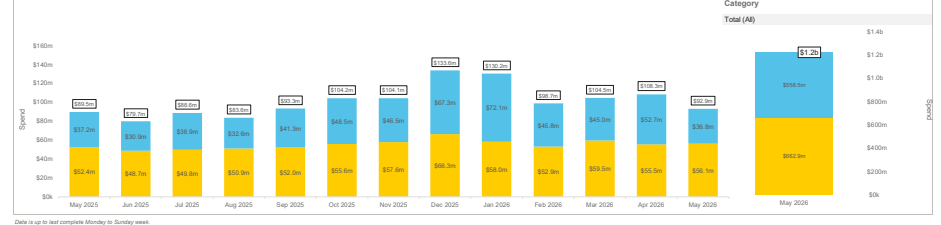
Annual visitor spend
\$558.5M
46% of total spend
within City of Bussetton during May 2026 are from Visitors

Annual visitors
855K
95% of total customers
within City of Bussetton during May 2026 are from Visitors

All insights are based on Combank IQ3 nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPW, 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 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 May 2026 versus the past year and Regional WA for the City of Bussetton location?

Category	Current selection: Monthly (May 2026)										Latest year: Annual (May 2026)			
	All Customers		Visitors		Residents		All Customers		Visitors		Residents		Spend	
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	Growth
Total	\$92.9M	+3.8%	\$36.8M	-0.9%	\$56.1M	+7.1%	\$1.22B	+6.2%	\$558.5M	+6.7%	\$662.9M	+6.6%		
Food Retailing	\$30.2M	+3.4%	\$8.0M	-0.4%	\$22.3M	+5.4%	\$386.6M	+8.0%	\$121.7M	+12.8%	\$264.8M	+6.0%		
Supermarkets	\$19.3M	+2.5%	\$3.7M	+0.7%	\$15.5M	+3.0%	\$243.9M	+9.0%	\$72.2M	+1.3%	\$186.6M	+0.5%		
Groceries and Other Food Retailing	\$11.0M	+6.1%	\$4.3M	+1.3%	\$6.7M	+11.4%	\$162.0M	+23.0%	\$64.5M	+25.0%	\$78.1M	+21.9%		
Discretionary Retail	\$21.4M	+8.0%	\$6.5M	+1.5%	\$14.9M	+9.4%	\$264.4M	+6.2%	\$92.0M	+6.5%	\$172.5M	+5.5%		
Other Discretionary Retail	\$15.4M	+10.7%	\$4.2M	+11.6%	\$11.2M	+10.4%	\$190.9M	+7.0%	\$58.9M	+7.1%	\$132.0M	+6.9%		
Department Stores, Clothing & Accessories	\$6.0M	+1.5%	\$4.2M	-5.2%	\$3.6M	+6.2%	\$73.6M	+4.3%	\$33.1M	+5.5%	\$40.5M	+3.4%		
Tourism and Entertainment	\$16.0M	+2.7%	\$8.4M	-3.6%	\$8.6M	+2.1%	\$268.3M	+2.0%	\$131.4M	-0.9%	\$76.9M	+7.3%		
Restaurants	\$3.4M	-11.9%	\$2.0M	-18.4%	\$1.4M	-0.9%	\$22.8M	+8.1%	\$14.8M	+13.0%	\$18.4M	+2.9%		
Pubs, Taverns and Bars	\$3.0M	+20.6%	\$1.5M	+14.6%	\$1.5M	+27.4%	\$39.5M	+15.5%	\$22.4M	+15.1%	\$17.0M	+16.0%		
Cafes	\$2.7M	+3.1%	\$1.5M	+0.4%	\$1.2M	+6.6%	\$36.6M	+6.6%	\$22.5M	+5.4%	\$14.0M	+8.6%		
Takeaway and Fast Food Outlets	\$2.6M	+10.3%	\$964.0K	+3.5%	\$1.6M	+4.8%	\$32.0M	+9.0%	\$14.2M	+10.1%	\$17.9M	+9.2%		
Beverages and Wineries	\$2.4M	+4.7%	\$1.8M	+2.3%	\$444.0K	+6.1%	\$32.5M	+4.3%	\$27.3M	-3.7%	\$5.2M	+7.4%		
Attractions, Events and Recreation	\$912.0K	+8.7%	\$552.0K	+20.0%	\$360.0K	+16.7%	\$14.9M	+1.8%	\$10.2M	+4.2%	\$4.4M	+4.0%		
Private Transport	\$8.7M	+10.3%	\$3.1M	+13.8%	\$5.6M	+8.5%	\$107.5M	+13.1%	\$41.4M	+16.7%	\$66.1M	+11.5%		
Accommodation - Online	\$4.6M	+18.8%	\$4.5M	+19.8%	\$131.0K	+35.7%	\$90.1M	+2.5%	\$88.6M	+3.0%	\$1.5M	+20.2%		
Accommodation - Instore	\$1.8M	-7.9%	\$1.5M	-6.3%	\$301.0K	+15.4%	\$32.6M	-2.9%	\$28.4M	-4.9%	\$4.2M	+14.9%		

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. Visiting categories are due to a lack of sample size in the data. First 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 Bussetton location during May 2026?

Trip Type by spend

- Tourists - Overnight Trip Total: \$13.0M
- Non-Tourists - Short Trip: \$9.7M
- Tourists - Day Trip Total: \$2.2M
- Non-Tourists - Regular/Routine Trips: \$2.1M

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 61.0K Unique Customer Count, 89.5K Trip Count
- Tourists - Overnight Trip Total: 46.8K Unique Customer Count, 48.8K Trip Count
- Tourists - Day Trip Total: 14.8K Unique Customer Count, 17.4K Trip Count
- Non-Tourists - Regular/Routine Trips: 3.4K Unique Customer Count, 7.7K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$17.3M
- Provincial Wealth: \$14.7M
- Ageing Comfortably: \$6.3M
- Life on the Land: \$6.3M
- Country Living: \$3.1M

Top 5 customer segments by unique residents count

- Provincial Wealth: 8.9K
- Countryside Elite: 7.9K
- Ageing Comfortably: 5.6K
- Life on the Land: 4.3K
- Country Living: 3.1K

Top 5 customer segments by visitors spend

- Prosperous Families: \$9.0M
- Golden Days: \$5.8M
- Countryside Elite: \$4.9M
- Provincial Wealth: \$3.8M
- Ageing Comfortably: \$3.3M

Top 5 customer segments by unique visitors count

- Prosperous Families: 27.1K
- Golden Days: 15.8K
- Mid-to High Flyers: 12.2K
- Ageing Comfortably: 12.2K
- Countryside Elite: 10.8K

Top 10 source markets by visitors spend

- Augusta Margaret River: \$5.4M
- Sliding: \$2.4M
- Capel: \$2.0M
- Jeeralup: \$2.0M
- Melville: \$1.5M
- Wanneroo: \$1.4M
- Cookburn: \$1.2M
- Nannup: \$951.0K
- Rockingham: \$926.0K
- Bunbury: \$921.0K

Top 10 source markets by unique visitors count

- Augusta Margaret River: 12.0K
- Sliding: 8.1K
- Jeeralup: 6.0K
- Bunbury: 5.8K
- Capel: 5.4K
- Melville: 4.7K
- Wanneroo: 4.6K
- Cookburn: 4.6K
- Rockingham: 4.1K
- Harvey: 3.9K

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

City of Bussetton

Resident Business Events Visitor Leakage
 Month: May 2026 Spend location: Bussetton

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

Annual spend
\$516.4M
 ↑ 6.1% vs last year
 ↓ 4.2% Regional WA

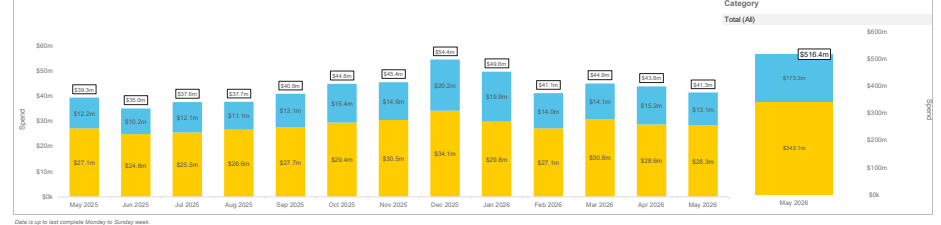
Annual customers
577K
 ↑ 2.6% vs last year

Annual visitor spend
\$173.3M
 34% of total spend
 within Bussetton during May 2026 are from Visitors

Annual visitors
535K
 93% of total customers
 within Bussetton during May 2026 are from Visitors

All insights are based on Combank IQ3 nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic (i.e. drive card) spend only. Online, cash, BPP, direct debit and BPPV 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.
 Legend: 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 May 2026 versus the past year and Regional WA for the Bussetton location?

Category	Current selection: Monthly (May 2026)										Latest year: Annual (May 2026)							
	All Customers			Visitors			Residents			All Customers			Visitors			Residents		
	Spend	YoY Growth vs Regional WA	Growth	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Growth	Spend	Growth	Spend	Growth	Spend	Growth		
Total	\$41.3M	↑ 5.1%	↑ 2.6%	\$13.1M	↑ 7.2%	\$28.3M	↑ 4.1%	\$516.4M	↑ 6.1%	↑ 4.2%	\$173.3M	↑ 8.3%	\$343.1M	↑ 5.0%				
Discretionary Retail	\$12.4M	↑ 10.3%	↑ 4.9%	\$3.6M	↑ 13.7%	\$8.8M	↑ 9.0%	\$164.9M	↑ 8.4%	↑ 4.9%	\$48.4M	↑ 7.5%	\$106.4M	↑ 8.8%				
Other Discretionary Retail	\$10.0M	↑ 14.4%	↑ 5.2%	\$2.8M	↑ 18.3%	\$7.2M	↑ 12.9%	\$125.7M	↑ 10.0%	↑ 4.9%	\$37.1M	↑ 10.0%	\$88.6M	↑ 10.8%				
Department Stores, Clothing & Accessories	\$2.4M	↓ 3.0%	↑ 4.2%	\$0.8M	↑ 1.0%	\$1.6M	↓ 4.7%	\$29.1M	↓ 0.1%	↑ 4.9%	\$11.3M	↓ 0.2%	\$17.8M	↓ 0.1%				
Food Retailing	\$11.3M	↓ 8.7%	↑ 3.4%	\$2.3M	↓ 4.4%	\$9.0M	↑ 0.4%	\$142.8M	↓ 0.8%	↑ 4.0%	\$33.2M	↑ 0.5%	\$109.7M	↓ 1.2%				
Supermarkets	\$8.7M	↓ 0.6%	↑ 3.3%	\$1.5M	↓ 1.9%	\$7.2M	↓ 0.3%	\$108.8M	↓ 0.9%	↑ 2.7%	\$21.4M	↑ 1.2%	\$87.4M	↓ 0.9%				
Groceries and Other Food Retailing	\$2.6M	↓ 0.8%	↑ 3.7%	\$0.6M	↓ 8.7%	\$1.8M	↑ 3.1%	\$34.1M	↓ 2.0%	↑ 8.0%	\$11.8M	↓ 0.8%	\$22.3M	↓ 2.6%				
Tourism and Entertainment	\$6.1M	↑ 3.5%	↑ 3.2%	\$3.0M	↓ 9.9%	\$3.1M	↑ 2.1%	\$79.4M	↑ 3.7%	↑ 2.7%	\$44.1M	↑ 2.0%	\$35.3M	↑ 6.8%				
Pubs, Taverns and Bars	\$1.0M	↑ 10.0%	↑ 4.2%	\$0.6M	↑ 6.4%	\$0.5M	↑ 13.4%	\$17.1M	↑ 3.7%	↑ 2.2%	\$7.5M	↑ 3.7%	\$9.0M	↑ 5.0%				
Cafes	\$1.1M	↓ 5.1%	↓ 4.1%	\$0.6M	↓ 4.7%	\$0.5M	↓ 5.6%	\$14.9M	↓ 1.1%	↓ 0.0%	\$9.5M	↑ 0.0%	\$6.5M	↓ 3.3%				
Restaurants	\$1.1M	↑ 0.5%	↑ 5.3%	\$0.9M	↓ 7.7%	\$0.4M	↑ 8.0%	\$16.0M	↓ 1.4%	↑ 4.8%	\$8.3M	↓ 4.4%	\$7.7M	↑ 2.1%				
Takeaway and Fast Food Outlets	\$1.1M	↑ 10.0%	↑ 6.6%	\$3.7M	↑ 1.0%	\$6.8M	↑ 17.3%	\$12.0M	↑ 22.4%	↑ 2.8%	\$4.9M	↑ 21.4%	\$7.2M	↑ 23.1%				
Private Transport	\$4.8M	↑ 9.8%	↑ 5.0%	\$1.8M	↑ 14.5%	\$3.0M	↑ 7.1%	\$84.3M	↑ 21.4%	↑ 3.8%	\$19.2M	↑ 22.8%	\$35.2M	↑ 20.7%				
Accommodation - Instore	\$24.0M	↑ 47.4%	↓ 12.8%	\$16.0M	↑ 61.1%	\$7.9M	↑ 22.8%	\$3.4M	↑ 14.2%	↓ 4.8%	\$2.4M	↑ 164.2%	\$992.0M	↑ 23.3%				

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

Trip Type by spend

- Tourists - Overnight Trip Total: \$4.5M
- Non-Tourists - Short Trip: \$4.5M
- Non-Tourists - Regular/Routine Trips: \$1.1M
- Tourists - Day Trip Total: \$834.0K

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 33.1K Unique Customer Count, 43.8K Trip Count
- Tourists - Overnight Trip Total: 26.2K Unique Customer Count, 27.2K Trip Count
- Tourists - Day Trip Total: 6.8K Unique Customer Count, 7.2K Trip Count
- Non-Tourists - Regular/Routine Trips: 2.3K Unique Customer Count, 4.9K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$7.6M
- Provincial Wealth: \$6.8M
- Aging Comfortably: \$4.1M
- Life on the Land: \$3.7M
- Prudent Nostalgia: \$2.0M

Top 5 customer segments by unique residents count

- Provincial Wealth: 7.8K
- Countryside Elite: 7.1K
- Aging Comfortably: 5.3K
- Life on the Land: 4.1K
- Country Living: 2.8K

Top 5 customer segments by visitors spend

- Countryside Elite: \$2.2M
- Provincial Wealth: \$2.0M
- Prosperous Families: \$2.0M
- Aging Comfortably: \$1.6M
- Golden Days: \$1.3M

Top 5 customer segments by unique visitors count

- Prosperous Families: 11.9K
- Countryside Elite: 7.8K
- Aging Comfortably: 7.9K
- Golden Days: 7.2K
- Provincial Wealth: 6.3K

Top 10 source markets by visitors spend

- Margaret River: \$1.2M
- Argoilla: \$1.2M
- Capel: \$1.1M
- Pemberton: \$895.0K
- Australian - Leichhardt: \$297.0K
- Bridgetown - Boyup Brook: \$269.0K
- South Burbury - Burbury: \$237.0K
- Doromy Brook - Balingup: \$225.0K
- Dalyellup: \$190.0K
- Yanchep: \$182.0K

Top 10 source markets by unique visitors count

- Margaret River: 5.0K
- Argoilla: 3.3K
- Capel: 2.3K
- Australian - Leichhardt: 1.9K
- South Burbury - Burbury: 1.9K
- Pemberton: 1.6K
- Dalyellup: 1.4K
- Eaton - Pelican Point: 1.2K
- Doromy Brook - Balingup: 1.2K
- Bridgetown - Boyup Brook: 0.9K

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

City of Bussetton

Resident Business Events Visitor Leakage

Month: May 2026 Spend location: Dunsborough

Overview

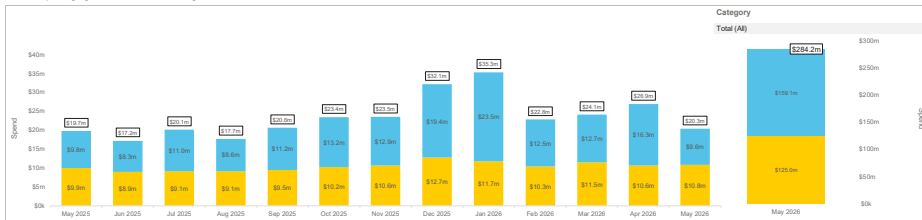
What are some of the key insights for the Dunsborough location for May 2026?

<p>Annual spend \$284.2M</p> <p>↑ 2.2% vs last year ↓ 4.2% Regional WA</p>	<p>Annual customers 533K</p> <p>↑ 0.6% vs last year</p>	<p>Annual visitor spend \$159.1M</p> <p>86% of total spend within Dunsborough during May 2026 are from Visitors</p>	<p>Annual visitors 499K</p> <p>93% of total customers within Dunsborough during May 2026 are from Visitors</p>
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All insights are based on Combank IQ3 nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic (i.e. credit card) spend only. Online, cash, BPPV, direct debit and BPPV spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend Visitor Spend on Local Business

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (May 2026)						Latest year: Annual (May 2026)							
	All Customers		Visitors		Residents		All Customers		Visitors		Residents			
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth		
Total	\$20.3M	↑ 3.0%	\$9.6M	↓ -2.3%	\$10.8M	↑ 8.3%	\$284.2M	↑ 2.2%	↓ 4.2%	\$159.1M	↓ -0.2%	\$125.0M	↑ 5.3%	
Food Retailing	\$7.3M	↑ 7.2%	\$2.3M	↑ 3.4%	\$5.0M	↑ 9.0%	\$97.7M	↑ 2.8%	↓ 4.0%	\$39.7M	↑ 3.0%	\$58.0M	↑ 2.2%	
Supermarkets	\$4.7M	↑ 6.7%	\$1.0M	↑ 3.4%	\$3.7M	↑ 7.0%	\$62.2M	↑ 1.9%	↓ 2.7%	\$18.4M	↑ 1.2%	\$43.8M	↑ 2.2%	
Groceries and Other Food Retailing	\$2.3M	↑ 6.3%	\$1.3M	↑ 3.0%	\$1.0M	↑ 3.4%	\$35.5M	↑ 4.0%	↑ 0.0%	\$21.3M	↓ 4.7%	\$14.2M	↑ 4.3%	
Tourism and Entertainment	\$6.6M	↑ 6.1%	\$4.4M	↓ -4.0%	\$2.2M	↑ 10.2%	\$98.0M	↓ -2.6%	↑ 2.7%	\$71.9M	↓ -6.2%	\$24.0M	↑ 6.2%	
Restaurants	\$2.0M	↓ -19.5%	↑ 5.3%	\$1.4M	↓ -22.0%	\$656.0K	↓ -11.4%	\$32.2M	↓ -14.2%	↑ 4.8%	\$24.0M	↓ -17.5%	\$8.2M	↓ -2.9%
Breweries and Wineries	\$1.5M	↑ 10.4%	↓ -3.3%	\$1.3M	↑ 9.3%	\$216.0K	↑ 18.0%	\$19.8M	↓ -6.0%	↓ -0.1%	\$17.3M	↓ -5.1%	\$2.5M	↓ -15.9%
Cafes	\$1.2M	↑ 4.2%	↓ -4.1%	\$761.0K	↑ 0.1%	\$487.0K	↑ 11.4%	\$18.1M	↑ 1.6%	↓ -0.0%	\$12.5M	↑ 3.7%	\$5.7M	↑ 11.9%
Pubs, Taverns and Bars	\$1.2M	↑ 36.7%	↑ 4.2%	\$754.0K	↑ 27.7%	\$432.0K	↑ 54.0%	\$17.6M	↑ 24.8%	↑ 2.2%	\$12.1M	↑ 21.7%	\$3.4M	↑ 22.3%
Takeaway and Fast Food Outlets	\$357.0K	↑ 15.7%	↑ 6.0%	\$155.0K	↑ 2.0%	\$202.0K	↑ 29.2%	\$5.0M	↑ 3.8%	↑ 2.8%	\$3.0M	↓ -0.1%	\$2.0M	↑ 10.4%
Attraction, Events and Recreation	\$163.0K	↓ -29.6%	↓ -0.8%	\$144.0K	↓ -27.1%	\$20.0K	↓ -43.6%	\$3.3M	↑ -14.4%	↑ 4.1%	\$3.0M	↑ -14.9%	\$302.0K	↓ -8.1%
Discretionary Retail	\$3.0M	↓ -0.6%	↑ 4.9%	\$1.2M	↓ -12.0%	\$1.8M	↑ 8.2%	\$38.8M	↑ 11.1%	↓ 4.9%	\$19.9M	↑ 10.7%	\$18.9M	↑ 11.4%
Other Discretionary Retail	\$2.1M	↑ 0.7%	↑ 5.2%	\$636.0K	↑ 3.4%	\$1.4M	↓ -0.5%	\$32.4M	↑ 9.0%	↑ 4.9%	\$10.2M	↑ 8.4%	\$15.2M	↑ 10.3%
Department Stores, Clothing & Accessories	\$930.0K	↓ -3.3%	↑ 4.2%	\$515.0K	↓ -29.7%	\$415.0K	↑ 10.0%	\$13.3M	↑ 14.1%	↑ 4.9%	\$9.7M	↑ 13.3%	\$3.7M	↑ 10.3%
Private Transport	\$1.2M	↓ -4.8%	↑ 5.0%	\$348.0K	↓ -4.5%	\$880.0K	↓ -4.6%	\$17.8M	↑ 1.7%	↑ 3.8%	\$6.3M	↓ 4.0%	\$11.5M	↑ 0.4%
Accommodation - Instore	\$810.0K	↓ -3.8%	↓ -12.8%	\$757.0K	↑ 3.0%	\$53.0K	↓ -50.3%	\$4.1M	↓ -6.6%	↓ -4.6%	\$13.2M	↓ -5.1%	\$931.0K	↓ -22.8%

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 May 2026?

Trip Type by spend

- Tourists - Overnight Trip Total: \$5.8M
- Non-Tourists - Short Trip: \$1.5M
- Tourists - Day Trip Total: \$575.0K
- Non-Tourists - Regular/Routine Trips: \$395.0K

Trip Type by unique customer count and trip count

- Tourists - Overnight Trip Total: 28.8K Unique Customer Count, 29.7K Trip Count
- Non-Tourists - Short Trip: 14.6K Unique Customer Count, 17.2K Trip Count
- Tourists - Day Trip Total: 5.9K Unique Customer Count, 5.7K Trip Count
- Non-Tourists - Regular/Routine Trips: 1.3K Unique Customer Count, 2.3K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$4.3M
- Provincial Wealth: \$3.7M
- Country Living: \$968.0K
- Affluent Adventurers: \$558.0K
- Life on the Land: \$465.0K

Top 5 customer segments by unique residents count

- Provincial Wealth: 5.2K
- Countryside Elite: 4.9K
- Country Living: 1.7K
- Aging Comfortably: 1.3K
- Life on the Land: 1.3K

Top 5 customer segments by visitors spend

- Prosperous Families: \$3.8M
- Golden Days: \$2.2M
- Metro High Flyers: \$1.0M
- Countryside Elite: \$719.0K
- Provincial Wealth: \$505.0K

Top 5 customer segments by unique visitors count

- Prosperous Families: 15.2K
- Golden Days: 9.1K
- Metro High Flyers: 7.0K
- Countryside Elite: 3.7K
- Aging Comfortably: 3.4K

Top 10 source markets by visitors spend

- Margaret River: \$379.0K
- Argylla: \$270.0K
- Cottesloe: \$245.0K
- Nedlands - Dalkeith - Cranley: \$200.0K
- South Perth - Kensington: \$195.0K
- Moanup Park - Peppermint Grove: \$192.0K
- Wembley - West Leederville: \$150.0K
- Karrinyup - Gwelup - Carine: \$142.0K
- Subiaco - Shenton Park: \$135.0K
- Fremantle: \$134.0K

Top 10 source markets by unique visitors count

- Margaret River: 2.0K
- Argylla: 1.6K
- South Bunbury - Burullup: 0.8K
- Nedlands - Dalkeith - Cranley: 0.7K
- Australind - Leachmanville: 0.7K
- Karrinyup - Gwelup - Carine: 0.7K
- Cottesloe: 0.6K
- Subiaco - Shenton Park: 0.6K
- Moanup Park - Peppermint Grove: 0.6K
- South Perth - Kensington: 0.6K

See Definitions for details 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: May 2026 Spend location: West Bussetton

Overview

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

Annual spend
\$328.3M
 ↑ 11.3% vs last year
 ↓ 4.2% Regional WA

Annual customers
490K
 ↑ 6.8% vs last year

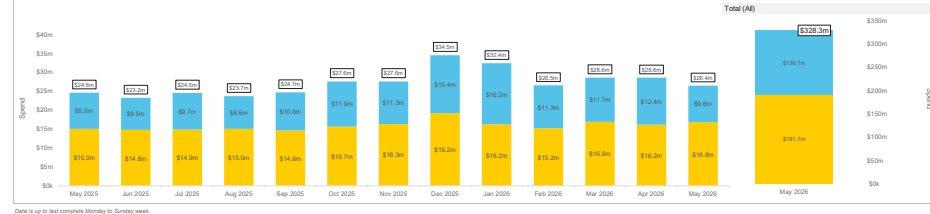
Annual visitor spend
\$136.7M
 42% of total spend
 within West Bussetton during May 2026 are from Visitors

Annual visitors
447K
 91% of total customers
 within West Bussetton during May 2026 are from Visitors

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

Trends

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



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (May 2026)						Latest year: Annual (May 2026)						Focal metric	
	All Customers		Visitors		Residents		All Customers		Visitors		Residents		Spend	
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	Growth
Total	\$26.4M	↑ 7.5%	↑ 2.6%	\$9.6M	↑ 1.0%	\$16.8M	↑ 11.6%	\$328.3M	↑ 11.3%	↓ 4.2%	\$136.7M	↑ 11.8%	\$191.7M	↑ 10.9%
Food Retailing	\$11.7M	↑ 6.2%	↑ 3.4%	\$3.4M	↓ -0.2%	\$8.3M	↑ 9.0%	\$145.7M	↑ 22.9%	↓ 4.0%	\$48.7M	↑ 34.3%	\$96.9M	↑ 17.9%
Supermarkets	\$5.8M	↑ 4.1%	↑ 3.3%	\$1.2M	↑ 1.8%	\$4.6M	↑ 4.8%	\$72.9M	↑ 1.3%	↓ 2.7%	\$17.4M	↑ 1.5%	\$55.4M	↑ 1.3%
Groceries and Other Food Retailing	\$5.8M	↑ 8.3%	↑ 3.7%	\$2.2M	↓ -1.3%	\$3.6M	↑ 4.9%	\$72.8M	↑ 0.3%	↓ 0.0%	\$31.3M	↑ 0.3%	\$41.5M	↑ 5.1%
Discretionary Retail	\$6.0M	↑ 7.9%	↑ 4.9%	\$1.7M	↑ 1.5%	\$4.3M	↑ 10.8%	\$70.8M	↓ -0.6%	↑ 4.9%	\$23.7M	↑ 1.4%	\$47.1M	↓ -1.5%
Private Transport	\$3.0M	↑ 19.0%	↑ 5.0%	\$1.2M	↑ 19.6%	\$1.8M	↑ 18.6%	\$35.2M	↑ 7.8%	↓ 3.8%	\$15.8M	↑ 13.1%	\$19.3M	↑ 3.8%
Tourism and Entertainment	\$2.3M	↑ 8.6%	↑ 3.2%	\$935.0K	↓ -1.3%	\$1.4M	↑ 16.6%	\$31.4M	↑ 13.3%	↓ 2.7%	\$15.0M	↑ 13.9%	\$16.5M	↑ 12.9%
Takeaway and Fast Food Outlets	\$1.2M	↑ 7.0%	↑ 6.0%	\$434.0K	↑ 6.2%	\$744.0K	↑ 9.9%	\$14.9M	↑ 2.7%	↓ 2.8%	\$6.3M	↑ 7.0%	\$8.7M	↓ -0.6%
Restaurants	\$208.0K	↑ 6.4%	↑ 5.3%	\$127.0K	↓ -3.4%	\$181.0K	↑ 14.6%	\$4.6M	↑ 24.4%	↑ 4.8%	\$2.1M	↑ 19.1%	\$2.5M	↑ 29.2%
Cafes	\$284.0K	↑ 46.8%	↓ -4.1%	\$112.0K	↑ 43.6%	\$172.0K	↑ 49.9%	\$3.6M	↑ 64.9%	↓ -0.0%	\$1.6M	↑ 70.8%	\$1.9M	↑ 60.3%
Attractions, Events and Recreation	\$161.0K	↓ -18.5%	↓ -0.8%	\$63.0K	↓ -36.5%	\$99.0K	↓ -0.5%	\$2.7M	↑ 19.0%	↑ 4.1%	\$1.5M	↑ 22.7%	\$1.2M	↑ 15.8%
Accommodation - Instore	\$748.0K	↓ -20.4%	↓ -12.8%	\$579.0K	↓ -25.2%	\$169.0K	↑ 2.5%	\$15.1M	↓ -9.7%	↓ -4.6%	\$12.8M	↓ -14.8%	\$2.3M	↑ 36.2%

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

Trip Type by spend

- Non-Tourists - Short Trip: \$3.8M
- Tourists - Overnight Trip Total: \$3.2M
- Tourists - Day Trip Total: \$815.0K
- Non-Tourists - Regular/Routine Trips: \$592.0K

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 27.6K Unique, 39.9K Trip
- Tourists - Overnight Trip Total: 23.7K Unique, 34.7K Trip
- Tourists - Day Trip Total: 1.3K Unique, 8.9K Trip
- Non-Tourists - Regular/Routine Trips: 2.7K Unique, 5.0K Trip

Top 5 customer segments by residents spend

- Countryside Elite: \$5.3M
- Provincial Wealth: \$4.1M
- Life on the Land: \$2.2M
- Ageing Comfortably: \$2.0M
- Country Living: \$951.0K

Top 5 customer segments by unique residents count

- Provincial Wealth: 7.6K
- Countryside Elite: 7.1K
- Ageing Comfortably: 5.0K
- Life on the Land: 4.0K
- Country Living: 2.7K

Top 5 customer segments by visitors spend

- Prosperous Families: \$2.1M
- Countryside Elite: \$1.5M
- Golden Days: \$1.3M
- Provincial Wealth: \$1.1M
- Ageing Comfortably: \$1.1M

Top 5 customer segments by unique visitors count

- Prosperous Families: 12.9K
- Golden Days: 7.8K
- Countryside Elite: 6.9K
- Ageing Comfortably: 6.4K
- Provincial Wealth: 5.2K

Top 10 source markets by visitors spend

- Margaret River: \$1.2M
- Argoilla: \$1.1M
- Capel: \$302.0K
- Pemberton: \$226.0K
- South Bunbury - Bunbury: \$117.0K
- Austalind - Leachault: \$111.0K
- Bridgetown - Boyup Brook: \$103.0K
- Forresterfield - Wattle Grove: \$98.0K
- Dorothybrook - Balingup: \$90.0K
- Dalyellup: \$84.0K

Top 10 source markets by unique visitors count

- Margaret River: 5.6K
- Argoilla: 3.9K
- Capel: 1.6K
- Pemberton: 1.1K
- Austalind - Leachault: 1.1K
- South Bunbury - Bunbury: 1.0K
- Dalyellup: 0.9K
- Eaton - Pelican Point: 0.8K
- Dorothybrook - Balingup: 0.7K
- Bridgetown - Boyup Brook: 0.6K

See Definitions for details 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: May 2026 Spend location: City of Bussetton

Overview

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

Annual spend
\$1.22B
 +6.2% vs last year
 +4.2% Regional WA

Annual customers
899K
 +2.7% vs last year

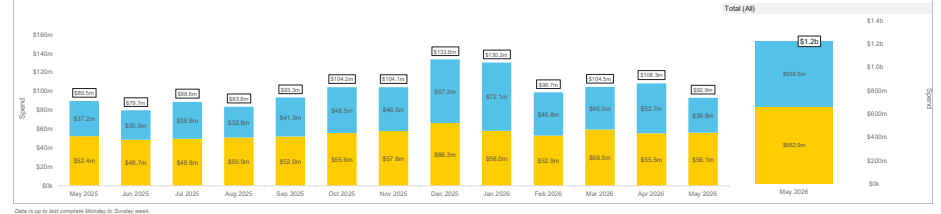
Annual visitor spend
\$558.5M
 46% of total spend
 within City of Bussetton during May 2026 are from Visitors

Annual visitors
855K
 95% of total customers
 within City of Bussetton during May 2026 are from Visitors

All insights are based on Comberlink IQ3 nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPP, direct debit and BPPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last complete Monday to Sunday week.
 Legend: 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 May 2026 versus the past year and Regional WA for the City of Bussetton location?

Category	Current selection: Monthly (May 2026)				Latest year: Annual (May 2026)				Focal metric		Customers	
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth
Total	167.4K	+4.3%	121.2K	+6.5%	36.2K	+3.5%	899.9K	+2.7%	855.3K	+2.7%	43.6K	+3.5%
Tourism and Entertainment	105.1K	-5.0%	75.3K	-8.6%	28.8K	+5.3%	684.0K	+1.5%	641.9K	+1.3%	42.1K	+3.6%
Takeaway and Fast Food Outlets	45.3K	-2.2%	24.9K	-9.0%	20.4K	+7.7%	278.6K	+5.2%	241.2K	+1.5%	37.3K	+4.0%
Restaurants	41.6K	-4.5%	25.2K	-11.4%	16.4K	+8.0%	318.6K	+4.3%	282.4K	-0.2%	36.2K	+3.4%
Cafes	41.0K	+2.8%	25.5K	+6.0%	15.5K	+4.5%	289.9K	+0.5%	256.4K	+0.2%	33.5K	+3.2%
Pubs, Taverns and Bars	29.3K	+6.6%	17.1K	+1.4%	12.2K	+15.0%	214.7K	+8.9%	183.7K	+9.4%	31.0K	+5.8%
Breweries and Wineries	23.6K	-5.8%	18.6K	-8.4%	5.0K	+5.4%	230.0K	-0.2%	209.9K	+0.1%	20.1K	-3.5%
Attractions, Events and Recreation	15.0K	-16.0%	11.1K	-18.0%	3.8K	-10.7%	181.9K	-0.4%	163.1K	-0.3%	18.1K	-1.4%
Food Retailing	98.0K	+3.4%	63.2K	+6.9%	34.8K	+3.2%	665.6K	+4.6%	622.3K	+4.6%	42.3K	+3.5%
Groceries and Other Food Retailing	73.7K	-2.8%	45.5K	-6.5%	28.2K	+3.9%	449.9K	+6.2%	408.2K	+6.4%	41.0K	+3.7%
Supermarkets	71.0K	-1.8%	37.7K	-6.1%	33.4K	+3.5%	376.2K	+1.3%	335.4K	+1.0%	42.9K	+3.6%
Discretionary Retail	69.6K	+1.0%	36.7K	-2.0%	32.9K	+4.5%	328.1K	+3.4%	288.4K	+3.3%	42.7K	+3.5%
Other Discretionary Retail	57.8K	+3.9%	28.9K	+2.9%	30.8K	+4.9%	282.8K	+4.5%	210.7K	+4.7%	42.1K	+3.4%
Department Stores, Clothing & Accessories	40.1K	+1.1%	18.7K	+4.0%	21.4K	+3.6%	204.4K	+1.5%	155.0K	+1.1%	39.3K	+3.0%
Private Transport	56.1K	-1.8%	30.6K	-4.2%	25.4K	+1.3%	304.7K	+4.4%	264.9K	+4.6%	39.8K	+3.5%
Accommodation - Online	11.6K	+17.3%	11.3K	+17.9%	300	+18.4%	152.7K	+2.6%	150.4K	+2.6%	2.3K	+5.6%
Accommodation - Instore	8.1K	-11.0%	6.3K	-13.0%	1.8K	-3.4%	94.3K	-0.6%	82.8K	-2.2%	11.8K	+12.8%

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 City of Bussetton location during May 2026?

Trip Type by spend

- Tourists - Overnight Trip Total: \$13.0M
- Non-Tourists - Short Trip: \$9.7M
- Tourists - Day Trip Total: \$2.2M
- Non-Tourists - Regular/Routine Trips: \$2.1M

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 61.0K Unique Customer Count, 89.5K Trip Count
- Tourists - Overnight Trip Total: 46.8K Unique Customer Count, 48.8K Trip Count
- Tourists - Day Trip Total: 14.8K Unique Customer Count, 17.4K Trip Count
- Non-Tourists - Regular/Routine Trips: 3.6K Unique Customer Count, 7.7K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$17.3M
- Provincial Wealth: \$14.7M
- Ageing Comfortably: \$6.3M
- Life on the Land: \$6.3M
- Country Living: \$3.1M

Top 5 customer segments by unique residents count

- Provincial Wealth: 8.9K
- Countryside Elite: 7.9K
- Ageing Comfortably: 5.6K
- Life on the Land: 4.3K
- Country Living: 3.1K

Top 5 customer segments by visitors spend

- Prosperous Families: \$9.0M
- Golden Days: \$5.8M
- Countryside Elite: \$4.6M
- Provincial Wealth: \$3.8M
- Ageing Comfortably: \$3.3M

Top 5 customer segments by unique visitors count

- Prosperous Families: 27.1K
- Golden Days: 15.8K
- Mid-to High Flyers: 12.2K
- Ageing Comfortably: 12.2K
- Countryside Elite: 10.8K

Top 10 source markets by visitors spend

- Augusta Margaret River: \$5.4M
- Stirling: \$2.4M
- Cooper: \$2.0M
- Jeandrup: \$2.0M
- Melville: \$1.5M
- Wanneroo: \$1.4M
- Cookburn: \$1.2M
- Nannup: \$951.0K
- Rockingham: \$926.0K
- Bunbury: \$921.0K

Top 10 source markets by unique visitors count

- Augusta Margaret River: 12.0K
- Stirling: 8.1K
- Jeandrup: 6.0K
- Bunbury: 5.8K
- Cooper: 5.4K
- Melville: 4.7K
- Wanneroo: 4.6K
- Cookburn: 4.6K
- Rockingham: 4.1K
- Harvey: 3.9K

See Definitions for details on Customer Segments. Source markets are at 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: May 2026 Spend location: Bussetton

Overview

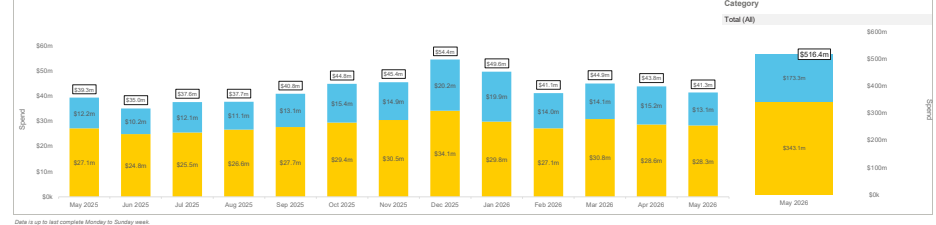
What are some of the key insights for the Bussetton location for May 2026?

<p>Annual spend \$516.4M +6.1% vs last year +4.2% Regional WA</p>	<p>Annual customers 577K +2.6% vs last year</p>	<p>Annual visitor spend \$173.3M 34% of total spend within Bussetton during May 2026 are from Visitors</p>	<p>Annual visitors 535K 93% of total customers within Bussetton during May 2026 are from Visitors</p>
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All insights are based on Combank (CIB) nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic (in-store card spend only). Online, cash, BPPV, direct debit and BPPV 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.

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (May 2026)				Latest year: Annual (May 2026)				Focal metric		Customers	
	All Customers		Residents		All Customers		Residents		Customers	Growth	Customers	Growth
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth				
Total	101.3K	+4.5%	67.8K	+7.9%	577.4K	+2.6%	534.6K	+2.5%	42.8K	+3.3%	42.8K	+3.3%
Tourism and Entertainment	23.6K	+1.7%	11.5K	+8.1%	12.1K	+13.1%	135.7K	+11.1%	108.6K	+11.9%	29.1K	+8.3%
Takeaway and Fast Food Outlets	21.1K	+7.9%	11.7K	+12.2%	9.4K	+1.9%	147.4K	+12.2%	26.1K	+1.3%	26.1K	+1.3%
Cafes	18.4K	+1.0%	8.8K	+11.1%	9.8K	+16.5%	145.2K	+6.6%	116.8K	+4.3%	29.3K	+1.1%
Restaurants	14.8K	+3.0%	7.3K	+10.6%	7.5K	+6.0%	97.0K	+2.3%	74.7K	+2.0%	22.4K	+3.2%
Pubs, Taverns and Bars	49.8K	+1.8%	22.0K	+1.5%	27.7K	+4.8%	202.9K	+1.6%	161.4K	+1.1%	41.1K	+3.9%
Discretionary Retail	44.1K	+4.5%	18.1K	+3.6%	26.0K	+5.2%	167.7K	+3.9%	127.1K	+3.9%	40.9K	+3.8%
Other Discretionary Retail	18.6K	+6.6%	7.1K	+13.3%	11.3K	+2.3%	104.1K	+2.4%	72.1K	+4.3%	32.0K	+2.2%
Department Stores, Clothing & Accessories	49.2K	+2.7%	23.6K	+8.6%	25.6K	+3.4%	249.2K	+6.0%	210.3K	+6.4%	38.9K	+2.8%
Food Retailing	39.8K	+0.6%	16.8K	+5.6%	23.0K	+3.4%	187.4K	+1.3%	150.8K	+0.9%	36.6K	+3.2%
Supermarkets	27.4K	+3.3%	11.9K	+11.7%	15.5K	+4.4%	150.6K	+8.8%	117.9K	+10.9%	32.8K	+1.6%
Groceries and Other Food Retailing	33.9K	+1.8%	16.4K	+3.8%	16.4K	+0.0%	168.7K	+5.7%	134.6K	+6.8%	34.1K	+4.3%
Private Transport	1.2K	+22.9%	700	+16.1%	460	+37.6%	12.8K	+106.1%	9.7K	+100.3%	2.8K	+123.9%
Accommodation - Interstate												

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 Bussetton location during May 2026?

Trip Type by spend

Tourists - Overnight Trip Total	\$4.0M
Non-Tourists - Short Trip	\$4.0M
Non-Tourists - Regular/Routine Trips	\$1.1M
Tourists - Day Trip Total	\$834.0K

Trip Type by unique customer count and trip count

Non-Tourists - Short Trip	33.1K	43.8K
Tourists - Overnight Trip Total	26.2K	27.2K
Tourists - Day Trip Total	6.8K	7.2K
Non-Tourists - Regular/Routine Trips	2.3K	4.9K

Top 5 customer segments by residents spend

Countryside Elite	\$7.6M
Provincial Wealth	\$6.8M
Ageing Comfortably	\$4.1M
Life on the Land	\$3.7M
Prudent Nostalgia	\$2.0M

Top 5 customer segments by unique residents count

Provincial Wealth	7.8K
Countryside Elite	7.1K
Ageing Comfortably	5.3K
Life on the Land	4.1K
Country Living	2.8K

Top 5 customer segments by visitors spend

Countryside Elite	\$2.2M
Provincial Wealth	\$2.0M
Prosperous Families	\$2.0M
Ageing Comfortably	\$1.6M
Golden Days	\$1.3M

Top 5 customer segments by unique visitors count

Prosperous Families	11.9K
Countryside Elite	7.8K
Ageing Comfortably	7.9K
Golden Days	7.2K
Provincial Wealth	6.3K

Top 10 source markets by visitors spend

Margaret River	\$1.2M
Angoula	\$1.2M
Coquil	\$1.1M
Pemberton	\$895.0K
Australian - Leichhardt	\$297.0K
Bridgetown - Boyup Brook	\$269.0K
South Burbury - Burbury	\$237.0K
Dorrobush - Balingup	\$225.0K
Dalyellup	\$190.0K
Yanchep	\$182.0K

Top 10 source markets by unique visitors count

Margaret River	5.0K
Angoula	3.3K
Coquil	2.3K
Australian - Leichhardt	1.9K
South Burbury - Burbury	1.9K
Pemberton	1.6K
Dalyellup	1.4K
Eaton - Pelican Point	1.2K
Dorrobush - Balingup	1.2K
Bridgetown - Boyup Brook	0.9K

See Definitions 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: May 2026 Spend location: Dunsborough

Overview

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

Annual spend
\$284.2M
 ↑ 2.2% vs last year
 ↓ 4.2% Regional WA

Annual customers
533K
 ↑ 0.6% vs last year

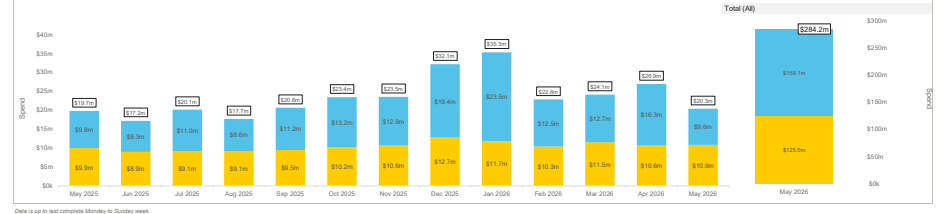
Annual visitor spend
\$159.1M
 86% of total spend
 within Dunsborough during May 2026 are from Visitors

Annual visitors
499K
 93% of total customers
 within Dunsborough during May 2026 are from Visitors

All insights are based on Combank IQ3 nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNP, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last complete Monday to Sunday week.
 Legend: 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 May 2026 versus the past year and Regional WA for the Dunsborough location?

Category	Current selection: Monthly (May 2026)						Latest year: Annual (May 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth
Total	68.6K	-4.0%	61.4K	-6.5%	17.2K	-4.3%	533.3K	0.6%	498.5K	0.5%	34.7K	1.1%
Tourism and Entertainment	48.7K	-4.8%	35.9K	-8.1%	12.8K	5.9%	401.4K	-1.0%	371.1K	-1.3%	30.3K	1.6%
Restaurants	22.4K	-9.4%	15.4K	-13.3%	7.0K	1.0%	205.5K	-4.5%	183.7K	-5.4%	21.8K	1.3%
Cafes	18.7K	-0.1%	12.5K	-3.7%	6.2K	17.9%	160.0K	-2.3%	141.5K	-2.9%	18.5K	0.7%
Publ, Taverns and Bars	13.2K	127.0%	8.6K	120.0%	4.6K	41.5%	119.4K	116.0%	103.7K	116.0%	15.9K	116.0%
Breweries and Wineries	11.6K	-0.3%	9.7K	-0.5%	1.9K	0.6%	122.2K	-3.2%	111.4K	-2.3%	10.8K	-11.4%
Takeaway and Fast Food Outlets	7.9K	-12.7%	3.9K	-27.0%	4.0K	19.7%	89.7K	-3.4%	74.4K	-4.9%	15.3K	1.4%
Attractions, Events and Recreation	3.7K	-24.8%	3.0K	-23.0%	7.0K	-30.0%	49.9K	-9.0%	48.3K	-9.3%	3.9K	-6.2%
Food Retailing	40.2K	-15.8%	27.4K	-6.0%	12.8K	5.8%	342.9K	0.8%	307.8K	0.3%	27.2K	1.2%
Groceries and Other Food Retailing	30.1K	-1.2%	20.6K	-3.5%	9.3K	4.4%	273.9K	0.4%	249.9K	0.1%	24.1K	1.8%
Supermarkets	24.0K	-0.6%	13.6K	-4.3%	10.4K	1.7%	176.1K	0.2%	155.6K	0.1%	20.5K	1.1%
Discretionary Retail	16.9K	14.5%	8.8K	1.8%	8.1K	7.7%	122.1K	1.6%	103.6K	1.6%	18.9K	4.9%
Other Discretionary Retail	14.9K	6.3%	6.9K	1.6%	7.8K	19.5%	98.3K	0.4%	79.1K	0.0%	17.1K	5.0%
Department Stores, Clothing & Accessories	4.2K	-4.1%	2.7K	-3.4%	1.9K	-6.2%	51.3K	7.0%	42.5K	0.5%	8.9K	17.6%
Private Transport	10.1K	-9.7%	4.3K	-15.7%	5.9K	-4.7%	77.1K	-1.2%	62.4K	-1.7%	14.6K	0.7%
Accommodation - Instore	3.3K	-6.0%	3.0K	-4.8%	3.0K	-16.1%	39.5K	-4.3%	36.9K	-5.3%	2.6K	111.2%

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

Trip Type by spend

- Tourists - Overnight Trip Total: \$5.8M
- Non-Tourists - Short Trip: \$1.5M
- Tourists - Day Trip Total: \$575.0K
- Non-Tourists - Regular/Routine Trips: \$395.0K

Trip Type by unique customer count and trip count

- Tourists - Overnight Trip Total: 28.8K Unique Customer Count, 29.7K Trip Count
- Non-Tourists - Short Trip: 14.4K Unique Customer Count, 17.2K Trip Count
- Tourists - Day Trip Total: 5.9K Unique Customer Count, 5.7K Trip Count
- Non-Tourists - Regular/Routine Trips: 1.3K Unique Customer Count, 2.3K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$4.3M
- Provincial Wealth: \$3.7M
- Country Living: \$998.0K
- Affluent Adventurers: \$558.0K
- Life on the Land: \$468.0K

Top 5 customer segments by unique residents count

- Provincial Wealth: 5.2K
- Countryside Elite: 4.9K
- Country Living: 1.7K
- Aging Comfortably: 1.3K
- Life on the Land: 1.3K

Top 5 customer segments by visitors spend

- Prosperous Families: \$3.8M
- Golden Days: \$2.2M
- Metro High Flyers: \$1.0M
- Countryside Elite: \$719.0K
- Provincial Wealth: \$505.0K

Top 5 customer segments by unique visitors count

- Prosperous Families: 15.2K
- Golden Days: 9.1K
- Metro High Flyers: 7.0K
- Countryside Elite: 3.7K
- Aging Comfortably: 3.4K

Top 10 source markets by visitors spend

- Margaret River: \$379.0K
- Argylla: \$270.0K
- Cottesloe: \$245.0K
- Nedlands - Dalkeith - Cranley: \$200.0K
- South Perth - Kalamunda: \$195.0K
- Moanup Park - Peppermint Grove: \$192.0K
- Wentleyup - West Leederville: \$150.0K
- Karrinyup - Gwelup - Carine: \$142.0K
- Subiaco - Shenton Park: \$135.0K
- Fremantle: \$134.0K

Top 10 source markets by unique visitors count

- Margaret River: 2.6K
- Argylla: 1.6K
- South Perth - Kalamunda: 0.8K
- Nedlands - Dalkeith - Cranley: 0.7K
- Austliid - Leachman: 0.7K
- Karrinyup - Gwelup - Carine: 0.7K
- Cottesloe: 0.6K
- Subiaco - Shenton Park: 0.6K
- Moanup Park - Peppermint Grove: 0.6K
- South Perth - Kalamunda: 0.6K

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

City of Bussetton

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

Overview

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

Annual spend
\$328.3M
 ↑ 11.3% vs last year
 ↓ 4.2% Regional WA

Annual customers
490K
 ↑ 8.8% vs last year

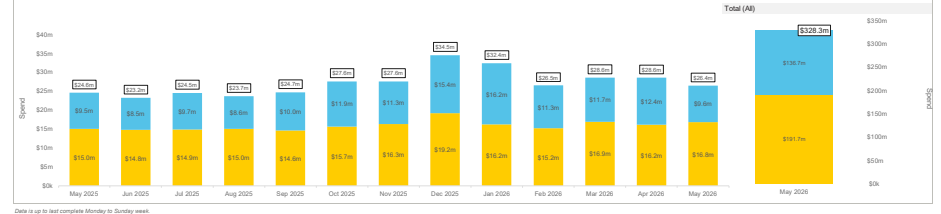
Annual visitor spend
\$136.7M
 42% of total spend
 within West Bussetton during May 2026 are from Visitors

Annual visitors
447K
 91% of total customers
 within West Bussetton during May 2026 are from Visitors

All insights are based on Compendix IQ's nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic (in-store card spend only). Online, cash, BPPV, direct debit and BPPV 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 May 2026 versus the past year and Regional WA for the West Bussetton location?

Category	Current selection: Monthly (May 2026)						Latest year: Annual (May 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth
Total	92.9K	↓ -1.7%	60.3K	↓ -4.8%	32.6K	↓ -4.7%	489.5K	↓ 6.8%	446.8K	↑ 7.1%	42.7K	↑ 3.6%
Food Retailing	64.4K	↓ -1.0%	28.9K	↓ -4.6%	25.9K	↓ 3.4%	267.4K	↑ 11.9%	226.9K	↑ 13.3%	40.1K	↑ 4.7%
Groceries and Other Food Retailing	39.2K	↑ 1.1%	20.4K	↓ -2.7%	18.9K	↓ 5.7%	201.4K	↑ 1.2%	165.5K	↑ 23.0%	35.9K	↑ 7.6%
Supermarkets	34.9K	↓ -1.4%	13.5K	↓ -8.0%	21.1K	↓ 3.2%	158.7K	↓ 1.2%	121.8K	↓ 0.8%	36.9K	↑ 3.1%
Discretionary Retail	38.3K	↑ 3.1%	16.3K	↓ -1.1%	22.9K	↑ 6.1%	162.8K	↑ 2.6%	122.9K	↑ 2.3%	39.8K	↑ 3.5%
Tourism and Entertainment	35.8K	↓ -1.8%	18.7K	↓ -6.4%	17.1K	↓ 3.9%	218.1K	↑ 7.2%	182.7K	↑ 7.9%	35.3K	↑ 3.7%
Takeaway and Fast Food Outlets	25.7K	↑ 0.3%	12.6K	↓ -3.5%	13.2K	↑ 4.2%	150.6K	↑ 5.6%	119.7K	↑ 6.3%	30.9K	↑ 3.0%
Cafes	6.8K	↑ 9.2%	3.0K	↑ 6.4%	3.8K	↑ 11.5%	48.9K	↑ 24.7%	33.4K	↑ 24.9%	15.4K	↑ 24.4%
Restaurants	6.0K	↑ 6.7%	2.8K	↓ -2.4%	3.6K	↑ 13.7%	42.7K	↑ 10.1%	25.9K	↑ 7.6%	16.9K	↑ 14.2%
Attractions, Events and Recreation	2.5K	↓ -30.0%	1.2K	↓ -30.0%	1.4K	↓ -30.0%	33.4K	↑ 18.1%	23.5K	↑ 29.1%	9.9K	↓ -1.7%
Private Transport	25.6K	↑ 1.9%	13.1K	↓ -6.1%	12.4K	↑ 4.1%	162.7K	↑ 7.8%	123.8K	↑ 8.3%	28.9K	↑ 5.6%
Accommodation - Instore	3.7K	↓ -22.9%	2.6K	↓ -27.5%	1.1K	↓ -8.8%	47.7K	↓ -7.2%	39.7K	↓ -9.5%	8.0K	↑ 5.6%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year. 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 May 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 for details 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: May 2026 Spend location: City of Bussetton

Overview

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

Annual spend
\$1.22B
 ↑ 6.2% vs last year
 ↓ 4.2% Regional WA

Annual customers
899K
 ↑ 2.7% vs last year

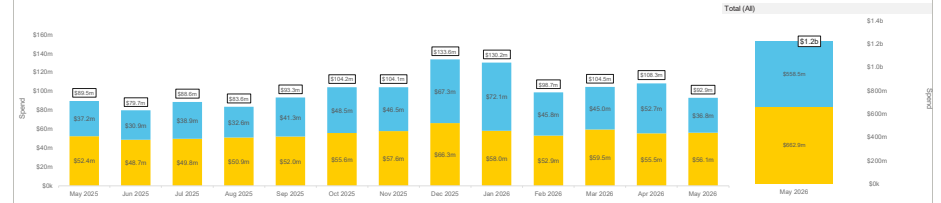
Annual visitor spend
\$558.5M
 46% of total spend
 within City of Bussetton during May 2026 are from Visitors

Annual visitors
855K
 95% of total customers
 within City of Bussetton during May 2026 are from Visitors

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

Category	Current selection: Monthly (May 2026)						Latest year: Annual (May 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	\$990.40	↑ 8.5%	\$303.90	↑ 5.9%	\$1648.60	↑ 3.5%	\$1358.90	↑ 3.4%	\$653.10	↑ 3.0%	\$16.2K	↑ 3.1%
Food Retailing	\$308.60	↑ 7.4%	\$126.20	↑ 7.0%	\$639.50	↑ 1.6%	\$683.80	↑ 3.9%	\$233.10	↑ 8.6%	\$6.1K	↑ 2.4%
Supermarkets	\$271.30	↑ 4.4%	\$98.90	↑ 7.3%	\$465.80	↓ -0.5%	\$644.80	↓ -0.7%	\$170.70	↑ 0.2%	\$4.4K	↓ -3.1%
Groceries and Other Food Retailing	\$148.90	↑ 9.1%	\$63.60	↑ 5.0%	\$228.10	↑ 7.2%	\$317.10	↑ 16.3%	\$158.00	↑ 17.9%	\$187.00	↑ 17.6%
Discretionary Retail	\$307.20	↑ 7.0%	\$177.50	↑ 7.1%	\$482.00	↑ 4.5%	\$606.00	↑ 2.8%	\$322.30	↑ 3.1%	\$4.0K	↑ 2.4%
Other Discretionary Retail	\$266.60	↑ 6.6%	\$155.50	↑ 8.5%	\$363.70	↑ 5.3%	\$755.20	↑ 2.4%	\$279.50	↑ 2.3%	\$3.1K	↑ 3.4%
Department Stores, Clothing & Accessories	\$148.80	↑ 2.6%	\$124.40	↑ 0.9%	\$170.20	↑ 2.5%	\$359.90	↑ 2.8%	\$200.50	↑ 4.3%	\$1029.00	↑ 0.4%
Tourism and Entertainment	\$142.90	↑ 8.1%	\$112.10	↑ 6.4%	\$221.00	↑ 6.8%	\$304.90	↑ 0.9%	\$204.70	↓ -2.2%	\$1826.00	↑ 3.6%
Restaurants	\$92.80	↑ 7.8%	\$79.40	↑ 7.0%	\$88.00	↑ 8.8%	\$165.80	↑ 4.0%	\$121.90	↓ -0.3%	\$508.00	↑ 0.0%
Pubs, Taverns and Bars	\$103.30	↑ 13.1%	\$88.60	↑ 13.0%	\$123.90	↑ 10.8%	\$183.70	↑ 6.1%	\$122.20	↑ 9.2%	\$548.70	↑ 9.7%
Cafes	\$65.30	↑ 6.1%	\$58.10	↑ 7.4%	\$77.10	↑ 2.5%	\$126.20	↑ 6.1%	\$87.90	↑ 5.3%	\$418.90	↑ 5.2%
Takeaway and Fast Food Outlets	\$57.30	↑ 12.7%	\$38.70	↑ 13.7%	\$79.90	↑ 6.0%	\$114.90	↑ 4.1%	\$58.70	↑ 4.4%	\$478.10	↑ 5.0%
Breweries and Wineries	\$100.70	↑ 11.0%	\$103.70	↑ 11.7%	\$89.20	↑ 10.1%	\$141.60	↑ 4.1%	\$130.30	↓ -3.8%	\$287.50	↑ 4.0%
Attractions, Events and Recreation	\$60.90	↑ 9.9%	\$49.60	↑ 14.9%	\$93.90	↑ 30.1%	\$82.20	↑ 1.4%	\$64.10	↓ -3.9%	\$245.20	↑ 9.9%
Private Transport	\$155.70	↑ 12.3%	\$191.00	↑ 18.8%	\$221.60	↑ 7.1%	\$352.70	↑ 8.3%	\$166.20	↑ 10.7%	\$1660.30	↑ 7.7%
Accommodation - Online	\$395.80	↓ -1.9%	\$394.30	↓ -2.3%	\$486.20	↑ 14.7%	\$599.20	↓ -0.1%	\$689.10	↑ 0.5%	\$665.70	↓ -24.4%
Accommodation - Instore	\$225.60	↑ 4.5%	\$241.60	↑ 7.6%	\$168.90	↓ -7.2%	\$345.30	↓ -2.2%	\$342.40	↓ -2.7%	\$366.10	↑ 1.1%

Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Visiting categories are due to a lack of category data in the data. First 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 Bussetton location during May 2026?

Trip Type by spend

- Tourists - Overnight Trip Total: \$13.0M
- Non-Tourists - Short Trip: \$9.7M
- Tourists - Day Trip Total: \$2.2M
- Non-Tourists - Regular/Routine Trips: \$2.1M

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 61.0K Unique Customer Count, 89.5K Trip Count
- Tourists - Overnight Trip Total: 46.8K Unique Customer Count, 48.8K Trip Count
- Tourists - Day Trip Total: 14.8K Unique Customer Count, 17.4K Trip Count
- Non-Tourists - Regular/Routine Trips: 3.4K Unique Customer Count, 7.7K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$17.3M
- Provincial Wealth: \$14.7M
- Ageing Comfortably: \$6.3M
- Life on the Land: \$6.3M
- Country Living: \$3.1M

Top 5 customer segments by unique residents count

- Provincial Wealth: 8.9K
- Countryside Elite: 7.9K
- Ageing Comfortably: 5.6K
- Life on the Land: 4.3K
- Country Living: 3.1K

Top 5 customer segments by visitors spend

- Prosperous Families: \$9.8M
- Golden Days: \$5.8M
- Countryside Elite: \$4.8M
- Provincial Wealth: \$3.8M
- Ageing Comfortably: \$3.3M

Top 5 customer segments by unique visitors count

- Prosperous Families: 27.1K
- Golden Days: 15.8K
- Mid-to High Flyers: 12.2K
- Ageing Comfortably: 12.2K
- Countryside Elite: 10.8K

Top 10 source markets by visitors spend

- Augusta Margaret River: \$5.4M
- Sliding: \$2.4M
- Capel: \$2.0M
- Jeeraloup: \$2.0M
- Melville: \$1.5M
- Wanneroo: \$1.4M
- Cooburn: \$1.2M
- Nannup: \$851.0K
- Rockingham: \$808.0K
- Bunbury: \$821.0K

Top 10 source markets by unique visitors count

- Augusta Margaret River: 12.0K
- Sliding: 8.1K
- Jeeraloup: 6.0K
- Bunbury: 5.8K
- Capel: 5.4K
- Melville: 4.7K
- Wanneroo: 4.6K
- Cooburn: 4.6K
- Rockingham: 4.1K
- Harvey: 3.9K

See Definitions for details on Customer Segments. Source markets are at LGA level for LGA spend locations and at SA2 level for SA2 region spend locations.

City of Bussetton

Resident Business Events Visitor Leakage

Month: May 2026 Spend location: Bussetton

Overview

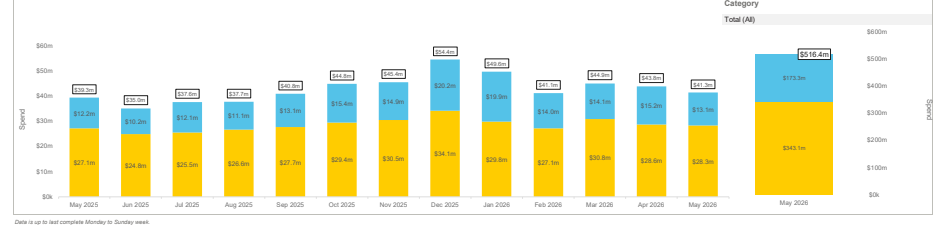
What are some of the key insights for the Bussetton location for May 2026?

<p>Annual spend \$516.4M ↑ 6.1% vs last year ↓ 4.2% Regional WA</p>	<p>Annual customers 577K ↑ 2.6% vs last year</p>	<p>Annual visitor spend \$173.3M 34% of total spend within Bussetton during May 2026 are from Visitors</p>	<p>Annual visitors 535K 93% of total customers within Bussetton during May 2026 are from Visitors</p>
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All insights are based on Combank IQ3 nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNP, 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.

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (May 2026)						Latest year: Annual (May 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	\$408.20	↑ 16.0%	\$193.40	↑ 16.4%	\$838.70	↑ 0.8%	\$884.30	↑ 3.4%	\$324.20	↑ 6.6%	\$8.0K	↑ 1.6%
Discretionary Retail	\$249.00	↑ 8.4%	\$165.40	↑ 15.5%	\$315.40	↑ 4.2%	\$764.70	↑ 6.7%	\$300.10	↑ 6.4%	\$268.30	↑ 4.8%
Other Discretionary Retail	\$226.50	↑ 9.4%	\$152.40	↑ 14.2%	\$278.00	↑ 7.3%	\$749.80	↑ 6.4%	\$291.80	↑ 5.9%	\$216.40	↑ 6.8%
Department Stores, Clothing & Accessories	\$129.60	↑ 3.3%	\$124.70	↑ 17.2%	\$132.60	↓ 4.3%	\$279.70	↓ 2.3%	\$157.10	↓ 4.8%	\$56.10	↓ 2.2%
Food Retailing	\$229.80	↑ 2.1%	\$97.50	↑ 4.6%	\$381.50	↓ 2.8%	\$673.10	↓ 6.6%	\$167.60	↓ 4.7%	\$287.60	↑ 4.0%
Supermarkets	\$217.70	→ 0.0%	\$88.70	↑ 4.0%	\$311.90	↓ 3.6%	\$580.30	↓ 1.9%	\$141.80	↑ 0.3%	\$2384.70	↓ 3.9%
Groceries and Other Food Retailing	\$95.80	↑ 2.5%	\$67.70	↑ 3.4%	\$117.30	↓ 1.2%	\$228.10	↓ 9.9%	\$99.90	↓ 10.6%	\$680.00	↓ 4.2%
Tourism and Entertainment	\$97.30	↑ 9.7%	\$74.80	↑ 8.1%	\$138.40	↑ 5.6%	\$183.10	↑ 2.4%	\$111.50	↑ 0.8%	\$918.40	↑ 3.0%
Pubs, Taverns and Bars	\$100.10	↑ 13.6%	\$81.70	↑ 19.0%	\$116.10	↑ 7.0%	\$176.60	↑ 3.3%	\$100.30	↑ 3.7%	\$403.40	↑ 2.4%
Cafes	\$54.20	↑ 3.1%	\$51.80	↑ 8.6%	\$57.30	↓ 3.8%	\$101.10	↓ 0.3%	\$69.70	↑ 1.9%	\$247.00	↓ 4.5%
Restaurants	\$60.50	↓ 1.0%	\$57.90	↑ 3.8%	\$62.90	↓ 6.8%	\$110.00	↑ 5.0%	\$70.90	↑ 4.2%	\$271.50	↑ 0.9%
Takeaway and Fast Food Outlets	\$44.70	↑ 9.1%	\$32.50	↑ 9.8%	\$56.30	↑ 3.7%	\$88.60	↑ 10.2%	\$45.60	↑ 8.5%	\$246.30	↑ 13.0%
Private Transport	\$135.60	↑ 11.6%	\$93.80	↑ 18.8%	\$177.20	↑ 7.1%	\$322.90	↑ 14.9%	\$143.00	↑ 16.7%	\$1032.70	↑ 15.8%
Accommodation - Instore	\$227.50	↑ 20.3%	\$253.50	↑ 40.8%	\$182.60	↓ 10.7%	\$273.60	↓ 6.7%	\$251.20	↑ 26.8%	\$348.60	↓ 46.1%

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

Trip Type by spend

Tourists - Overnight Trip Total	\$4.0M
Non-Tourists - Short Trip	\$4.5M
Non-Tourists - Regular/Routine Trips	\$1.1M
Tourists - Day Trip Total	\$834.0K

Trip Type by unique customer count and trip count

Non-Tourists - Short Trip	33.1K
Tourists - Overnight Trip Total	26.2K
Tourists - Day Trip Total	7.2K
Non-Tourists - Regular/Routine Trips	4.9K

Top 5 customer segments by residents spend

Countryside Elite	\$7.6M
Provincial Wealth	\$6.8M
Ageing Comfortably	\$4.1M
Life on the Land	\$3.7M
Prudent Nostalgia	\$2.0M

Top 5 customer segments by unique residents count

Provincial Wealth	7.8K
Countryside Elite	7.1K
Ageing Comfortably	5.3K
Life on the Land	4.1K
Country Living	2.8K

Top 5 customer segments by visitors spend

Countryside Elite	\$2.2M
Provincial Wealth	\$2.0M
Prosperous Families	\$2.0M
Ageing Comfortably	\$1.6M
Golden Days	\$1.3M

Top 5 customer segments by unique visitors count

Prosperous Families	11.9K
Countryside Elite	7.8K
Ageing Comfortably	7.9K
Golden Days	7.2K
Provincial Wealth	6.3K

Top 10 source markets by visitors spend

Margaret River	\$1.2M
Argoilla	\$1.2M
Capel	\$1.1M
Pemberton	\$895.0K
Australian - Leathersault	\$267.0K
Bridgetown - Boyup Brook	\$265.0K
South Burbury - Burbury	\$237.0K
Dorrobush - Balingup	\$225.0K
Dalyellup	\$190.0K
Yanchep	\$182.0K

Top 10 source markets by unique visitors count

Margaret River	5.0K
Argoilla	3.3K
Capel	2.3K
Australian - Leathersault	1.9K
South Burbury - Burbury	1.9K
Pemberton	1.6K
Dalyellup	1.4K
Eaton - Pelican Point	1.2K
Dorrobush - Balingup	1.2K
Bridgetown - Boyup Brook	0.9K

See Definitions for details on Customer Segments. Source markets are at LGA level for LGA spend locations and at SA2 level for SA2 region spend locations.

City of Bussetton

Resident Business Events Visitor Leakage

Month: May 2026 Spend location: Dunsborough

Overview

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

Annual spend
\$284.2M
↑ 2.2% vs last year
↓ 4.2% Regional WA

Annual customers
533K
↑ 0.6% vs last year

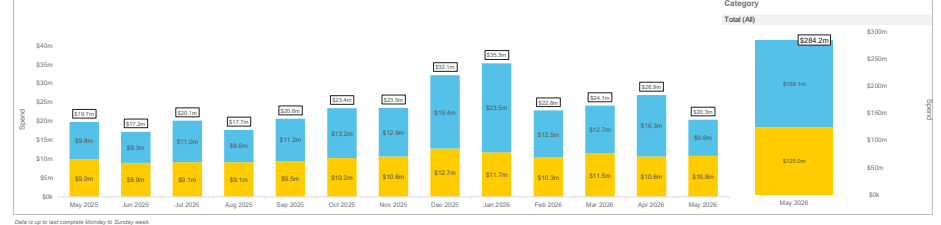
Annual visitor spend
\$159.1M
86% of total spend
within Dunsborough during May 2026 are from Visitors

Annual visitors
499K
93% of total customers
within Dunsborough during May 2026 are from Visitors

All insights are based on Combank IQ3 nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPP, direct debit and BPP are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last complete Monday to Sunday week.

Key categories for Visitors and Residents

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

Category	Current selection: Monthly (May 2026)						Latest year: Annual (May 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	\$286.40	↑ 7.3%	\$186.30	↑ 4.5%	\$625.70	↑ 3.8%	\$532.90	↑ 1.5%	\$319.20	↓ -0.6%	\$3.6K	↑ 2.1%
Food Retailing	\$180.70	↑ 9.2%	\$83.60	↑ 9.0%	\$389.10	↑ 3.1%	\$292.40	↓ 2.3%	\$129.40	↓ 2.7%	\$2128.90	↓ -0.5%
Supermarkets	\$198.10	↑ 7.3%	\$75.50	↑ 8.1%	\$358.60	↑ 2.7%	\$303.30	↑ 1.7%	\$118.40	↑ 1.1%	\$2134.80	↑ 1.0%
Groceries and Other Food Retailing	\$83.50	↑ 9.5%	\$60.90	↑ 7.4%	\$133.90	↑ 8.0%	\$129.60	↓ 4.1%	\$65.30	↓ 4.3%	\$580.60	↑ 1.0%
Tourism and Entertainment	\$132.90	↑ 5.1%	\$123.80	↑ 4.5%	\$168.30	↑ 4.5%	\$239.10	↑ 1.6%	\$193.90	↓ -4.0%	\$792.60	↑ 3.5%
Restaurants	\$90.20	↓ -11.1%	\$88.40	↓ -11.1%	\$94.30	↓ -11.8%	\$156.90	↓ -10.1%	\$130.90	↓ -12.9%	\$375.40	↓ -5.8%
Breweries and Wineries	\$127.10	↑ 10.8%	\$129.60	↑ 9.8%	\$114.60	↑ 17.2%	\$162.10	↓ -3.0%	\$155.40	↓ -2.9%	\$230.70	↓ -5.0%
Cafes	\$66.70	↑ 4.4%	\$60.80	↑ 4.0%	\$78.50	↑ 3.2%	\$113.30	↑ 8.0%	\$88.20	↑ 6.5%	\$305.60	↑ 11.2%
Pubs, Taverns and Bars	\$91.30	↑ 7.6%	\$87.30	↑ 6.0%	\$96.60	↑ 9.5%	\$146.60	↑ 7.1%	\$116.70	↑ 4.4%	\$344.70	↑ 14.5%
Takeaway and Fast Food Outlets	\$45.00	↑ 32.6%	\$39.80	↑ 41.5%	\$49.90	↑ 17.8%	\$56.10	↑ 7.5%	\$40.90	↑ 5.0%	\$130.40	↑ 5.7%
Attractions, Events and Recreation	\$44.30	↓ -6.4%	\$47.80	↓ -4.7%	\$28.80	↓ -19.5%	\$65.30	↓ -5.9%	\$63.70	↓ -6.2%	\$86.10	↓ -4.1%
Discretionary Retail	\$177.60	↓ -4.9%	\$130.20	↓ -13.6%	\$228.00	↓ 0.5%	\$317.40	↓ 4.4%	\$191.90	↓ 3.8%	\$1028.60	↑ 6.2%
Other Discretionary Retail	\$141.30	↓ -5.3%	\$92.80	↑ 0.8%	\$183.90	↓ -9.4%	\$263.90	↓ 3.0%	\$129.00	↑ 1.7%	\$680.60	↑ 4.5%
Department Stores, Clothing & Accessories	\$220.40	↑ 0.8%	\$190.10	↓ -23.1%	\$274.70	↑ 13.4%	\$560.00	↓ 0.6%	\$227.70	↑ 5.5%	\$415.30	↑ 9.3%
Private Transport	\$121.20	↑ 5.7%	\$81.70	↑ 13.3%	\$150.00	↓ 0.1%	\$231.30	↑ 2.9%	\$101.00	↑ 5.8%	\$786.90	↓ -0.3%
Accommodation - Instore	\$242.60	↑ 2.4%	\$250.60	↑ 8.2%	\$166.80	↓ -49.7%	\$368.30	↓ -2.3%	\$366.10	↓ 0.1%	\$389.40	↓ -30.6%

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

Trip Type by spend

- Tourists - Overnight Trip Total: \$5.8M
- Non-Tourists - Short Trip: \$1.5M
- Tourists - Day Trip Total: \$575.0K
- Non-Tourists - Regular/Routine Trips: \$395.0K

Trip Type by unique customer count and trip count

- Tourists - Overnight Trip Total: 28.8K Unique Customer Count, 29.7K Trip Count
- Non-Tourists - Short Trip: 14.4K Unique Customer Count, 17.2K Trip Count
- Tourists - Day Trip Total: 5.9K Unique Customer Count, 5.7K Trip Count
- Non-Tourists - Regular/Routine Trips: 1.3K Unique Customer Count, 2.3K Trip Count

Top 5 customer segments by residents spend

- Countryside Elite: \$4.3M
- Provincial Wealth: \$3.7M
- Country Living: \$998.0K
- Affluent Adventurers: \$558.0K
- Life on the Land: \$468.0K

Top 5 customer segments by unique residents count

- Provincial Wealth: 5.2K
- Countryside Elite: 4.9K
- Country Living: 1.7K
- Aging Comfortably: 1.3K
- Life on the Land: 1.3K

Top 5 customer segments by visitors spend

- Prosperous Families: \$3.8M
- Golden Days: \$2.2M
- Metro High Flyers: \$1.0M
- Countryside Elite: \$719.0K
- Provincial Wealth: \$505.0K

Top 5 customer segments by unique visitors count

- Prosperous Families: 15.2K
- Golden Days: 9.1K
- Metro High Flyers: 7.0K
- Countryside Elite: 3.7K
- Aging Comfortably: 3.4K

Top 10 source markets by visitors spend

- Margaret River: \$379.0K
- Argylla: \$270.0K
- Cottesloe: \$245.0K
- Nedlands - Dalkeith - Cranley: \$200.0K
- South Perth - Kalamington: \$195.0K
- Moosman Park - Peppermint Grove: \$192.0K
- Wentley - West Leederville - : \$150.0K
- Karrinyup - Gwelup - Carine: \$142.0K
- Subiaco - Shenton Park: \$135.0K
- Fremantle: \$134.0K

Top 10 source markets by unique visitors count

- Margaret River: 2.0K
- Argylla: 1.6K
- South Bunbury - Burullup: 0.8K
- Nedlands - Dalkeith - Cranley: 0.7K
- Australind - Leachaston: 0.7K
- Karrinyup - Gwelup - Carine: 0.7K
- Cottesloe: 0.6K
- Subiaco - Shenton Park: 0.6K
- Moosman Park - Peppermint Grove: 0.6K
- South Perth - Kalamington: 0.6K

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

City of Bussetton

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

Overview

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

Annual spend
\$328.3M
 ↑ 11.3% vs last year
 ↓ 4.2% Regional WA

Annual customers
490K
 ↑ 8.8% vs last year

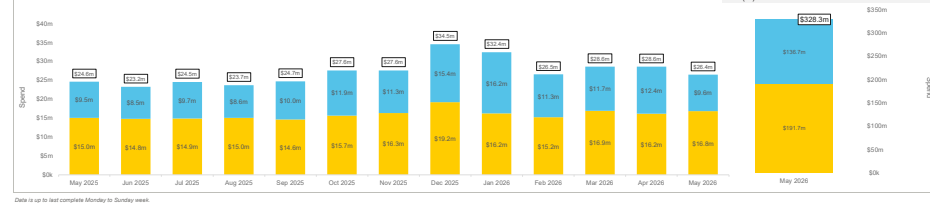
Annual visitor spend
\$136.7M
 42% of total spend
 within West Bussetton during May 2026 are from Visitors

Annual visitors
447K
 91% of total customers
 within West Bussetton during May 2026 are from Visitors

All insights are based on Combank IQ3 nationally representative retail customer transaction data for May 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BPP, direct debit and BPPAY 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 May 2026 versus the past year and Regional WA for the West Bussetton location?

Category	Current selection: Monthly (May 2026)						Latest year: Annual (May 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	\$284.40	↑ 9.3%	\$199.80	↑ 6.0%	\$615.10	↑ 6.7%	\$670.80	↓ 4.2%	\$305.90	↓ 4.4%	\$4.0K	↑ 7.1%
Food Retailing	\$214.20	↑ 7.2%	\$118.60	↑ 4.6%	\$319.30	↑ 5.4%	\$545.50	↑ 9.9%	\$214.80	↑ 18.6%	\$247.00	↑ 12.6%
Supermarkets	\$168.90	↑ 5.7%	\$89.30	↑ 10.6%	\$219.90	↑ 1.5%	\$459.30	→ -0.0%	\$143.20	↑ 0.7%	\$1505.60	↓ -1.8%
Groceries and Other Food Retailing	\$148.10	↑ 7.0%	\$108.60	↑ 4.2%	\$192.90	↑ 8.7%	\$361.40	↑ 30.3%	\$169.10	↑ 33.2%	\$1107.80	↑ 42.4%
Discretionary Retail	\$156.20	↑ 4.7%	\$112.30	↑ 2.7%	\$185.50	↑ 4.4%	\$435.20	↓ -3.1%	\$192.70	↓ -8.8%	\$1183.80	↓ -4.9%
Private Transport	\$118.80	↑ 16.7%	\$92.70	↑ 19.7%	\$146.20	↑ 13.9%	\$230.20	→ -0.0%	\$128.00	↓ 4.4%	\$668.10	↓ -1.7%
Tourism and Entertainment	\$64.70	↑ 10.6%	\$49.90	↑ 5.4%	\$80.90	↑ 12.2%	\$144.10	↑ 5.7%	\$81.90	↑ 5.5%	\$466.00	↑ 8.8%
Takeaway and Fast Food Outlets	\$45.70	↑ 7.6%	\$34.50	↑ 10.1%	\$56.50	↑ 4.5%	\$99.20	↓ -2.8%	\$32.20	↑ 1.2%	\$281.20	↓ -3.9%
Restaurants	\$91.40	→ -0.2%	\$52.90	↑ -1.1%	\$50.40	↑ 0.8%	\$108.90	↑ 13.0%	\$61.30	↑ 10.7%	\$100.00	↑ 13.1%
Cafes	\$42.00	↑ 34.4%	\$37.80	↑ 34.9%	\$45.40	↑ 33.6%	\$72.80	↑ 32.2%	\$48.50	↑ 36.7%	\$125.50	↑ 28.9%
Attractions, Events and Recreation	\$63.40	↑ 16.4%	\$52.80	↓ -9.2%	\$72.80	↑ 42.0%	\$82.30	↑ 1.2%	\$65.10	↓ -5.0%	\$122.80	↑ 17.7%
Accommodation - Instore	\$204.10	↑ 3.3%	\$223.10	↑ 3.2%	\$168.10	↑ 12.3%	\$315.80	↓ -2.7%	\$322.30	↓ -6.0%	\$283.60	↑ 29.0%

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

Trip Type by spend

- Non-Tourists - Short Trip: \$3.8M
- Tourists - Overnight Trip Total: \$3.2M
- Tourists - Day Trip Total: \$815.0K
- Non-Tourists - Regular/Routine Trips: \$592.0K

Trip Type by unique customer count and trip count

- Non-Tourists - Short Trip: 27.6K Unique, 39.9K Trips
- Tourists - Overnight Trip Total: 23.7K Unique, 34.7K Trips
- Tourists - Day Trip Total: 1.3K Unique, 8.9K Trips
- Non-Tourists - Regular/Routine Trips: 2.7K Unique, 5.0K Trips

Top 5 customer segments by residents spend

- Countryside Elite: \$5.3M
- Provincial Wealth: \$4.1M
- Life on the Land: \$2.2M
- Aging Comfortably: \$2.0M
- Country Living: \$951.0K

Top 5 customer segments by unique residents count

- Provincial Wealth: 7.6K
- Countryside Elite: 7.1K
- Aging Comfortably: 5.0K
- Life on the Land: 4.0K
- Country Living: 2.7K

Top 5 customer segments by visitors spend

- Prosperous Families: \$2.1M
- Countryside Elite: \$1.5M
- Golden Days: \$1.3M
- Provincial Wealth: \$1.1M
- Aging Comfortably: \$1.1M

Top 5 customer segments by unique visitors count

- Prosperous Families: 12.9K
- Golden Days: 7.8K
- Countryside Elite: 6.9K
- Aging Comfortably: 6.4K
- Provincial Wealth: 5.2K

Top 10 source markets by visitors spend

- Margaret River: \$1.2M
- Argoilla: \$1.1M
- Capel: \$300.0K
- Pemberton: \$226.0K
- South Bunbury - Bunbury: \$117.0K
- Austalind - Leachauit: \$111.0K
- Bridgetown - Boyup Brook: \$103.0K
- Fornesfield - Wattle Grove: \$98.0K
- Dorrobrouk - Balingup: \$90.0K
- Dalyellup: \$84.0K

Top 10 source markets by unique visitors count

- Margaret River: 5.6K
- Argoilla: 3.9K
- Capel: 1.6K
- Pemberton: 1.1K
- Austalind - Leachauit: 1.1K
- South Bunbury - Bunbury: 1.0K
- Dalyellup: 0.9K
- Eaton - Pelican Point: 0.8K
- Dorrobrouk - Balingup: 0.7K
- Bridgetown - Boyup Brook: 0.6K

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

City of Bussetton

Resident	Business	Events	Visitor	Leakage
Spend Location City of Bussetton	Start Date 01/05/2026	End Date 31/05/2026	Benchmark Type 52 weeks prior	
Event length: 31 days, Category coverage Score*: 100.0%				

Overview

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

<p>Total spend</p> <p>\$92.9M</p> <p>↑ 3.7%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$36.8M</p> <p>↓ -2.7%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$85.7M</p> <p>92% of total spend over the event period was during the day (6am-6pm)</p>	<p>Night spend</p> <p>\$7.2M</p> <p>8% of total spend over the event period was at night (6pm-6am)</p>
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All insights are based on ComBank IQ's nationally representative retail customer transaction data between 1 May 2026 and 31 May 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?

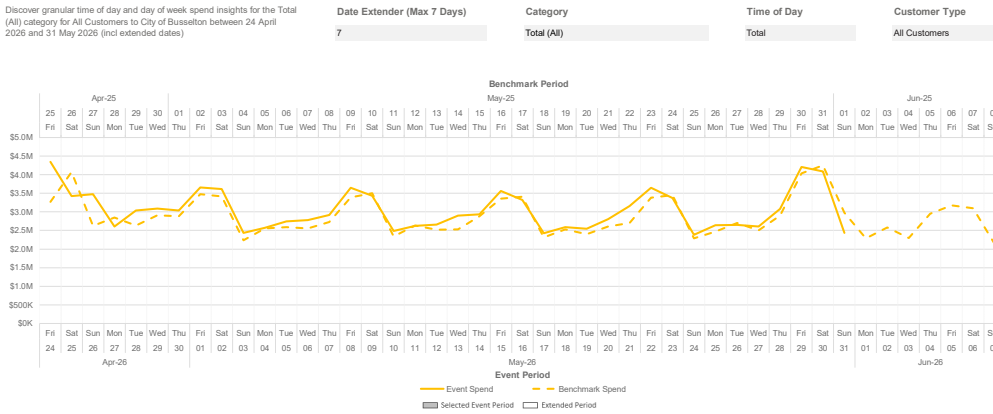
Event period: Fri 01-May-26 - Sun 31-May-26 (31 days)
Benchmark period: Fri 02-May-25 - Sun 01-Jun-25 (31 days)
Category coverage Score*: 100.0%
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$85.7M	\$7.2M	\$36.8M	\$56.1M	\$92.9M	\$89.6M	↑ 3.7%	↑\$3.3M	↓ -2.7%	↑ 8.3%
Food Retailing	\$28.4M	\$1.8M	\$8.0M	\$22.3M	\$30.2M	\$29.2M	↑ 3.7%	↑\$1.1M	↓ -2.5%	↑ 6.1%
Supermarkets			\$3.7M	\$15.5M	\$19.3M	\$18.7M	↑ 2.9%	↑\$544K	↓ -0.1%	↑ 3.7%
Groceries and Other Food Retailing			\$4.3M	\$6.7M	\$11.0M	\$10.4M	↑ 5.1%	↑\$554K	↓ -4.6%	↑ 12.3%
Discretionary Retail*	\$21.1M	\$285K	\$6.5M	\$14.9M	\$21.4M	\$19.5M	↑ 9.1%	↑\$1.8M	↑ 5.0%	↑ 11.0%
Other Discretionary Retail	\$4.2M	\$11.2M	\$1.4M	\$15.4M	\$13.6M	\$11.9M	↑ 11.9%	↑\$1.6M	↑ 12.3%	↑ 11.8%
Department Stores, Clothing & Accessories	\$2.3M	\$3.6M	\$6.0M	\$5.6M	\$5.6M	\$5.6M	↑ 2.4%	↑\$140K	↓ -5.0%	↑ 8.5%
Tourism and Entertainment	\$11.7M	\$3.3M	\$8.4M	\$6.6M	\$15.0M	\$15.2M	↓ -1.2%	↓\$180K	↓ -8.0%	↑ 11.0%
Restaurants	\$2.4M	\$1.0M	\$2.0M	\$1.4M	\$3.4M	\$4.1M	↓ -15.9%	↓\$649K	↓ -24.1%	↓ -1.2%
Pubs, Taverns and Bars	\$1.8M	\$1.2M	\$1.5M	\$1.5M	\$3.0M	\$2.6M	↑ 17.5%	↑\$450K	↑ 10.4%	↑ 25.3%
Cafes			\$1.5M	\$1.2M	\$2.7M	\$2.7M	↓ -0.5%	↓\$13K	↓ -4.8%	↑ 5.8%
Takeaway and Fast Food Outlets*	\$2.0M	\$631K	\$979K	\$1.6M	\$2.6M	\$2.4M	↑ 8.2%	↑\$196K	↓ -2.1%	↑ 12.7%
Breweries and Wineries*			\$1.9M	\$443K	\$2.4M	\$2.4M	↓ -2.5%	↓\$62K	↓ -4.2%	↑ 8.7%
Attractions, Events and Recreation*			\$579K	\$35K	\$914K	\$1.0M	↓ -10.3%	↓\$105K	↓ -23.9%	↑ 10.3%
Private Transport			\$3.1M	\$5.6M	\$8.7M	\$7.9M	↑ 10.6%	↑\$837K	↑ 12.0%	↑ 9.9%
Accommodation - Online					\$4.6M	\$5.7M	↓ -19.4%	↓\$1.1M		
Accommodation - Instore*			\$1.5M	\$313K	\$1.8M	\$2.0M	↓ -7.3%	↓\$143K	↓ -25.7%	↓ -24.8%

* Total sales not available for all days in selected range. * Daylight 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 24 April 2026 and 31 May 2026 (incl extended dates)



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 24-Apr-26	Fri 25-Apr-25	\$4.4M	\$3.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 25-Apr-26	Sat 26-Apr-25	\$3.4M	\$4.1M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 26-Apr-26	Sun 27-Apr-25	\$5.2M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 27-Apr-26	Mon 28-Apr-25	\$2.2M	\$2.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 28-Apr-26	Tue 29-Apr-25	\$3.0M	\$2.6M
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	\$3.0M	\$2.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 01-May-26	Fri 02-May-25	\$9.7M	\$9.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 02-May-26	Sat 03-May-25	\$3.0M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 03-May-26	Sun 04-May-25	\$2.4M	\$2.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 04-May-26	Mon 05-May-25	\$2.6M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 05-May-26	Tue 06-May-25	\$2.7M	\$2.0M
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	\$2.9M	\$2.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 08-May-26	Fri 09-May-25	\$3.0M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 09-May-26	Sat 10-May-25	\$5.4M	\$5.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 10-May-26	Sun 11-May-25	\$2.5M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 11-May-26	Mon 12-May-25	\$2.6M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 12-May-26	Tue 13-May-25	\$2.7M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 13-May-26	Wed 14-May-25	\$2.6M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 14-May-26	Thu 15-May-25	\$2.9M	\$2.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 15-May-26	Fri 16-May-25	\$3.0M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 16-May-26	Sat 17-May-25	\$3.3M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 17-May-26	Sun 18-May-25	\$2.4M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 18-May-26	Mon 19-May-25	\$2.6M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 19-May-26	Tue 20-May-25	\$2.5M	\$2.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 20-May-26	Wed 21-May-25	\$2.8M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 21-May-26	Thu 22-May-25	\$3.2M	\$2.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 22-May-26	Fri 23-May-25	\$3.0M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 23-May-26	Sat 24-May-25	\$3.4M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 24-May-26	Sun 25-May-25	\$2.4M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 25-May-26	Mon 26-May-25	\$2.6M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 26-May-26	Tue 27-May-25	\$2.6M	\$2.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 27-May-26	Wed 28-May-25	\$2.6M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 28-May-26	Thu 29-May-25	\$3.1M	\$2.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 29-May-26	Fri 30-May-25	\$3.2M	\$4.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 30-May-26	Sat 31-May-25	\$3.2M	\$3.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 31-May-26	Sun 01-Jun-25	\$2.4M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 01-Jun-26	Mon 02-Jun-25	\$2.3M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 02-Jun-26	Tue 03-Jun-25	\$2.6M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 03-Jun-26	Wed 04-Jun-25	\$2.3M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 04-Jun-26	Thu 05-Jun-25	\$3.0M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 05-Jun-26	Fri 06-Jun-25	\$3.2M	\$3.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 06-Jun-26	Sat 07-Jun-25	\$3.1M	\$3.1M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 07-Jun-26	Sun 08-Jun-25	\$2.1M	\$2.1M

Resident
Business
Events
Visitor
Leakage

Spend Location	Start Date	End Date	Benchmark Type
Bussetton	01/05/2026	31/05/2026	52 weeks prior
Event length: 31 days, Category coverage Score*: 90.1%			

Overview

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

<p>Total spend</p> <p>\$41.3M</p> <p>↑ 6.2%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$13.1M</p> <p>↑ 7.4%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$38.0M</p> <p>92% of total spend over the event period was during the day (6am-6pm)</p>	<p>Night spend</p> <p>\$3.3M</p> <p>8% of total spend over the event period was at night (6pm-6am)</p>
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 May 2026 and 31 May 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?

Event period: Fri 01-May-26 - Sun 31-May-26 (31 days)

Benchmark period: Fri 02-May-25 - Sun 01-Jun-25 (31 days)

Category coverage Score*: 90.1%

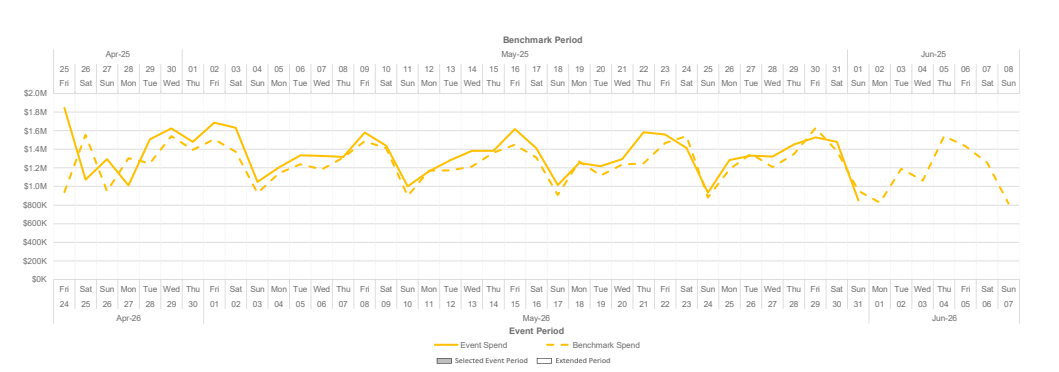
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$38.0M	\$3.3M	\$13.1M	\$28.3M	\$41.3M	\$38.9M	↑ 6.2%	↑\$2.4M	↑ 7.4%	↑ 5.8%
Discretionary Retail*	\$12.3M	\$123K	\$3.6M	\$8.7M	\$12.4M	\$11.1M	↑ 11.8%	↑\$1.3M	↑ 15.5%	↑ 10.3%
Other Discretionary Retail			\$2.8M	\$7.2M	\$10.0M	\$8.6M	↑ 15.6%	↑\$1.4M	↑ 26.1%	↑ 21.6%
Department Stores, Clothing & Accessories			\$889K	\$1.5M	\$2.4M	\$2.5M	-2.0%	-\$49K	↑ 11.1%	↑ 1.3%
Food Retailing	\$10.5M	\$751K	\$2.3M	\$9.0M	\$11.3M	\$14.3M	↓ 20.2%	↓\$4.9M	↓ -4.6%	↓ 1.8%
Supermarkets			\$1.5M	\$7.2M	\$8.7M	\$8.7M	0.2%	-\$49K	↓ -2.0%	0.8%
Groceries and Other Food Retailing			\$809K	\$1.8M	\$2.6M	\$2.6M	0.2%	-\$5K	↓ -8.7%	1.0%
Tourism and Entertainment	\$4.7M	\$1.4M	\$3.0M	\$3.1M	\$6.1M	\$6.0M	↑ 2.8%	↑\$18K	↓ -6.4%	↑ 11.8%
Pubs, Taverns and Bars		\$921K	\$561K	\$590K	\$883K	\$1.5M	↑ 8.5%	↑\$16K	↑ 9.9%	↑ 19.8%
Cafes**			\$607K	\$538K	\$1.1M	\$1.2M	↓ 6.2%	↓\$76K	↓ -10.6%	↓ -8.8%
Restaurants***		\$780K	\$318K	\$492K	\$606K	\$1.1M				
Takeaway and Fast Food Outlets**		\$812K	\$244K	\$380K	\$676K	\$1.1M				↑ 35.5%
Attractions, Events and Recreation*					\$20K					
Private Transport	\$1.5M		\$1.5M	\$2.9M	\$4.5M	\$4.0M	↑ 11.0%	↑\$443K	↑ 14.1%	↑ 9.2%
Accommodation - Instore*					\$152K					

* Total sales not available for all days in selected range. ** Daylight sales have been proportioned to total spend based on available data. *** Visitors/Residents sales have been proportioned to total spend based on available data. 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 24 April 2026 and 31 May 2026 (incl extended dates)



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 24-Apr-26	Fri 25-Apr-25	\$1.6M	\$939K
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	\$1.3M	\$949K
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	\$1.7M	\$1.6M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 02-May-26	Sat 03-May-25	\$1.6M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 03-May-26	Sun 04-May-25	\$1.0M	\$900K
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 04-May-26	Mon 05-May-25	\$1.2M	\$1.1M
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 05-May-26	Tue 06-May-25	\$1.3M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 06-May-26	Wed 07-May-25	\$1.3M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 07-May-26	Thu 08-May-25	\$1.3M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 08-May-26	Fri 09-May-25	\$1.6M	\$1.5M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 09-May-26	Sat 10-May-25	\$1.6M	\$1.6M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 10-May-26	Sun 11-May-25	\$1.0M	\$899K
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 11-May-26	Mon 12-May-25	\$1.2M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 12-May-26	Tue 13-May-25	\$1.3M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 13-May-26	Wed 14-May-25	\$1.4M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 14-May-26	Thu 15-May-25	\$1.4M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 15-May-26	Fri 16-May-25	\$1.6M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 16-May-26	Sat 17-May-25	\$1.4M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 17-May-26	Sun 18-May-25	\$1.0M	\$919K
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 18-May-26	Mon 19-May-25	\$1.3M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 19-May-26	Tue 20-May-25	\$1.2M	\$1.1M
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 20-May-26	Wed 21-May-25	\$1.3M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 21-May-26	Thu 22-May-25	\$1.3M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 22-May-26	Fri 23-May-25	\$1.3M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 23-May-26	Sat 24-May-25	\$1.4M	\$1.5M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 24-May-26	Sun 25-May-25	\$933K	\$881K
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 25-May-26	Mon 26-May-25	\$1.3M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 26-May-26	Tue 27-May-25	\$1.3M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 27-May-26	Wed 28-May-25	\$1.3M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 28-May-26	Thu 29-May-25	\$1.5M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 29-May-26	Fri 30-May-25	\$1.5M	\$1.6M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 30-May-26	Sat 31-May-25	\$1.4M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 31-May-26	Sun 01-Jun-25	\$851K	\$954K
Sub-region	Bussetton	Total (All)	Total	All Customers	Mon 01-Jun-26	Mon 02-Jun-25	\$825K	\$825K
Sub-region	Bussetton	Total (All)	Total	All Customers	Tue 02-Jun-26	Tue 03-Jun-25	\$1.2M	\$1.2M
Sub-region	Bussetton	Total (All)	Total	All Customers	Wed 03-Jun-26	Wed 04-Jun-25	\$1.1M	\$1.1M
Sub-region	Bussetton	Total (All)	Total	All Customers	Thu 04-Jun-26	Thu 05-Jun-25	\$1.3M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Fri 05-Jun-26	Fri 06-Jun-25	\$1.4M	\$1.4M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sat 06-Jun-26	Sat 07-Jun-25	\$1.3M	\$1.3M
Sub-region	Bussetton	Total (All)	Total	All Customers	Sun 07-Jun-26	Sun 08-Jun-25	\$819K	\$819K

City of Busselton

Resident	Business	Events	Visitor	Leakage
Spend Location Dunsborough	Start Date 01/05/2026	End Date 31/05/2026	Benchmark Type 52 weeks prior	
Event length: 31 days, Category coverage Score*: 96.6%				

Overview

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

<p>Total spend \$20.3M ↑ 0.3% <i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend \$9.6M ↓ -7.8% <i>uplift compared to Benchmark Period</i></p>	<p>Day spend \$18.2M 90% of total spend over the event period was during the day (6am-6pm)</p>	<p>Night spend \$2.1M 10% 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 May 2026 and 31 May 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: Fri 01-May-26 - Sun 31-May-26 (31 days)
Benchmark period: Fri 02-May-25 - Sun 01-Jun-25 (31 days)

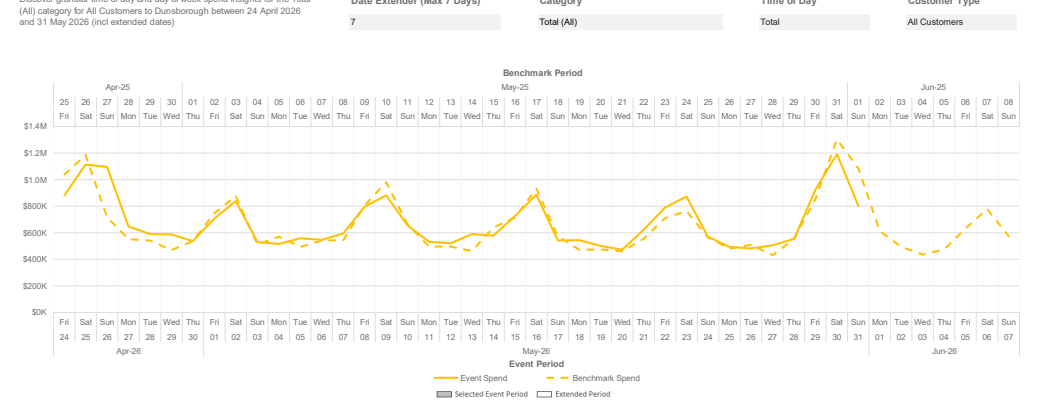
Category coverage Score*: 96.6%
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$18.2M	\$2.1M	\$9.6M	\$10.8M	\$20.3M	\$20.3M	↑ 0.3%	-\$54K	↓ -7.8%	↑ 8.7%
Food Retailing	\$6.8M	\$489K	\$2.3M	\$5.0M	\$7.3M	\$6.9M	↑ 5.6%	-\$387K	↓ -2.2%	↑ 9.6%
Supermarkets			\$1.0M	\$3.7M	\$4.7M	\$4.5M	↑ 6.1%	-\$274K	↑ 0.3%	↑ 7.9%
Groceries and Other Food Retailing			\$1.3M	\$1.2M	\$2.5M	\$2.4M	↑ 4.8%	-\$114K	↓ -4.0%	↑ 15.4%
Tourism and Entertainment	\$5.2M	\$1.3M	\$4.4M	\$2.0M	\$6.5M	\$6.9M	↓ -6.2%	+\$429K	↑ -11.9%	↑ 7.6%
Restaurants*	\$1.4M	\$806K	\$1.4M	\$656K	\$2.0M	\$2.7M	↓ -24.3%	+\$647K	↑ -29.9%	↓ -12.5%
Breweries and Wineries*			\$1.2M	\$227K	\$1.5M	\$1.5M	↑ 0.5%	\$7K	↓ -11.8%	↑ -15.8%
Cafes			\$760K	\$487K	\$1.3M	\$1.3M	↓ -1.3%	-\$16K	↓ -7.5%	↑ 10.2%
Pubs, Taverns and Bars**	\$662K	\$543K	\$753K	\$452K	\$1.2M	\$918K	↑ 31.3%	-\$287K	↑ 23.4%	↑ 53.3%
Takeaway and Fast Food Outlets**	\$249K	\$93K	\$148K	\$194K	\$342K					
Attractions, Events and Recreation**			\$131K	\$25K	\$156K					
Discretionary Retail**			\$1.2M	\$1.5M	\$2.7M					
Other Discretionary Retail**			\$549K	\$1.0M	\$1.6M					
Department Stores, Clothing & Accessories**			\$474K	\$215K	\$689K					
Private Transport			\$347K	\$879K	\$1.2M	\$1.3M	↓ -5.6%	-\$73K	↓ -9.4%	↓ -3.9%
Accommodation - Instore*					\$764K					

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to Dunsborough between 24 April 2026 and 31 May 2026 (incl extended dates)



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 24-Apr-26	Fri 25-Apr-25	\$861K	\$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	\$1.1M	\$719K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 27-Apr-26	Mon 28-Apr-25	\$569K	\$553K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 28-Apr-26	Tue 29-Apr-25	\$591K	\$542K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 29-Apr-26	Wed 30-Apr-25	\$588K	\$471K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 30-Apr-26	Thu 01-May-25	\$538K	\$538K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 01-May-26	Fri 02-May-25	\$789K	\$768K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 02-May-26	Sat 03-May-25	\$539K	\$679K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 03-May-26	Sun 04-May-25	\$529K	\$510K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 04-May-26	Mon 05-May-25	\$516K	\$571K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 05-May-26	Tue 06-May-25	\$559K	\$495K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 06-May-26	Wed 07-May-25	\$547K	\$543K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 07-May-26	Thu 08-May-25	\$595K	\$545K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 08-May-26	Fri 09-May-25	\$798K	\$807K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 09-May-26	Sat 10-May-25	\$698K	\$691K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 10-May-26	Sun 11-May-25	\$655K	\$663K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 11-May-26	Mon 12-May-25	\$533K	\$496K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 12-May-26	Tue 13-May-25	\$521K	\$497K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 13-May-26	Wed 14-May-25	\$589K	\$483K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 14-May-26	Thu 15-May-25	\$579K	\$640K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 15-May-26	Fri 16-May-25	\$728K	\$714K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 16-May-26	Sat 17-May-25	\$670K	\$692K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 17-May-26	Sun 18-May-25	\$543K	\$574K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 18-May-26	Mon 19-May-25	\$549K	\$472K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 19-May-26	Tue 20-May-25	\$502K	\$475K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 20-May-26	Wed 21-May-25	\$474K	\$461K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 21-May-26	Thu 22-May-25	\$622K	\$554K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 22-May-26	Fri 23-May-25	\$791K	\$768K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 23-May-26	Sat 24-May-25	\$671K	\$763K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 24-May-26	Sun 25-May-25	\$572K	\$567K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 25-May-26	Mon 26-May-25	\$493K	\$480K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 26-May-26	Tue 27-May-25	\$481K	\$511K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 27-May-26	Wed 28-May-25	\$505K	\$432K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 28-May-26	Thu 29-May-25	\$559K	\$555K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 29-May-26	Fri 30-May-25	\$679K	\$699K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 30-May-26	Sat 31-May-25	\$1.3M	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 31-May-26	Sun 01-Jun-25	\$602K	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 01-Jun-26	Mon 02-Jun-25	\$612K	\$612K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 02-Jun-26	Tue 03-Jun-25	\$489K	\$489K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 03-Jun-26	Wed 04-Jun-25	\$459K	\$459K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 04-Jun-26	Thu 05-Jun-25	\$474K	\$474K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 05-Jun-26	Fri 06-Jun-25	\$634K	\$634K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 06-Jun-26	Sat 07-Jun-25	\$779K	\$779K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 07-Jun-26	Sun 08-Jun-25	\$579K	\$579K

City of Bussellton

Resident	Business	Events	Visitor	Leakage
Spend Location West Bussellton	Start Date 01/05/2026	End Date 31/05/2026	Benchmark Type 52 weeks prior	
Event length: 31 days, Category coverage Score*: 98.1%				

Overview

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

<p>Total spend</p> <p>\$26.4M</p> <p>↑ 7.7%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Visitor spend</p> <p>\$9.6M</p> <p>↑ 0.3%</p> <p><i>uplift compared to Benchmark Period</i></p>	<p>Day spend</p> <p>\$24.6M</p> <p>93% of total spend over the event period was during the day (6am-6pm)</p>	<p>Night spend</p> <p>\$1.8M</p> <p>7% 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 May 2026 and 31 May 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 Bussellton location?

Event period: Fri 01-May-26 - Sun 31-May-26 (31 days)
 Benchmark period: Fri 02-May-25 - Sun 01-Jun-25 (31 days)

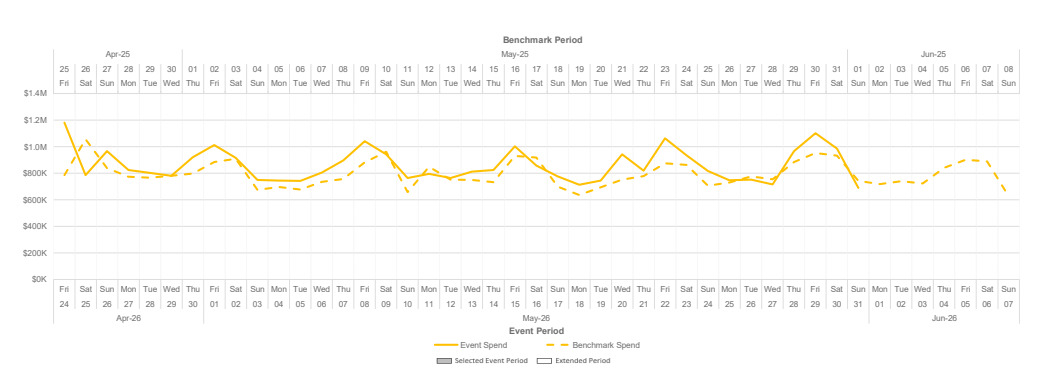
Category coverage Score*: 98.1%
 Category coverage score is defined as the proportion of compliant days in all days in the event period. Only the categories with * below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$24.6M	\$1.8M	\$9.6M	\$16.8M	\$26.4M	\$24.5M	↑ 7.7%	↑\$1.9M	↑ 0.3%	↑ 12.6%
Food Retailing	\$11.1M	\$737K	\$3.4M	\$8.3M	\$11.7M	\$11.0M	↑ 5.9%	↑\$647K	↓ -1.5%	↑ 9.3%
Supermarkets			\$1.2M	\$4.6M	\$5.8M	\$5.6M	↑ 4.5%	↑\$251K	↑ 2.0%	↑ 5.2%
Groceries and Other Food Retailing			\$2.2M	\$3.6M	\$5.8M	\$5.4M	↑ 7.4%	↑\$400K	↓ -3.6%	↑ 14.9%
Discretionary Retail**	\$5.8M	\$199K	\$1.7M	\$4.3M	\$6.0M	\$5.5M	↑ 9.2%	↑\$502K	↓ -0.9%	↑ 15.2%
Private Transport*			\$1.2M	\$1.0M	\$3.0M	\$2.6M	↑ 16.3%	↑\$470K	↑ 16.7%	↑ 19.1%
Tourism and Entertainment	\$1.8M	\$558K	\$934K	\$1.4M	\$2.3M	\$2.2M	↑ 6.2%	↑\$135K	↓ -6.2%	↑ 16.8%
Takeaway and Fast Food Outlets*	\$875K	\$302K	\$434K	\$745K	\$1.2M	\$1.1M	↑ 5.8%	↑\$59K	↑ 0.9%	↑ 9.7%
Restaurants*			\$127K	\$180K	\$307K	\$293K	↑ 4.8%	↑\$14K	↑ 0.8%	↑ 21.6%
Cafes*			\$109K	\$176K	\$285K					
Attractions, Events and Recreation**			\$53K	\$69K	\$122K					
Accommodation - Instore**			\$571K	\$158K	\$729K					

* Total sales not available for all days in selected range. * Daylight 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 Bussellton between 24 April 2026 and 31 May 2026 (incl extended dates)



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Bussellton	Total (All)	Total	All Customers	Fri 24-Apr-26	Fri 25-Apr-25	\$1.2M	\$789K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sat 25-Apr-26	Sat 26-Apr-25	\$785K	\$1.1M
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sun 26-Apr-26	Sun 27-Apr-25	\$959K	\$939K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Mon 27-Apr-26	Mon 28-Apr-25	\$525K	\$774K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Tue 28-Apr-26	Tue 29-Apr-25	\$802K	\$769K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Wed 29-Apr-26	Wed 30-Apr-25	\$781K	\$781K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Thu 30-Apr-26	Thu 01-May-25	\$921K	\$797K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Fri 01-May-26	Fri 02-May-25	\$738K	\$888K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sat 02-May-26	Sat 03-May-25	\$916K	\$909K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sun 03-May-26	Sun 04-May-25	\$750K	\$674K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Mon 04-May-26	Mon 05-May-25	\$744K	\$696K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Tue 05-May-26	Tue 06-May-25	\$743K	\$679K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Wed 06-May-26	Wed 07-May-25	\$809K	\$743K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Thu 07-May-26	Thu 08-May-25	\$896K	\$757K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Fri 08-May-26	Fri 09-May-25	\$1.0M	\$882K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sat 09-May-26	Sat 10-May-25	\$963K	\$899K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sun 10-May-26	Sun 11-May-25	\$769K	\$657K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Mon 11-May-26	Mon 12-May-25	\$799K	\$849K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Tue 12-May-26	Tue 13-May-25	\$769K	\$751K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Wed 13-May-26	Wed 14-May-25	\$813K	\$749K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Thu 14-May-26	Thu 15-May-25	\$654K	\$732K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Fri 15-May-26	Fri 16-May-25	\$1.0M	\$899K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sat 16-May-26	Sat 17-May-25	\$857K	\$819K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sun 17-May-26	Sun 18-May-25	\$775K	\$698K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Mon 18-May-26	Mon 19-May-25	\$719K	\$636K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Tue 19-May-26	Tue 20-May-25	\$744K	\$694K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Wed 20-May-26	Wed 21-May-25	\$843K	\$751K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Thu 21-May-26	Thu 22-May-25	\$819K	\$779K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Fri 22-May-26	Fri 23-May-25	\$1.1M	\$978K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sat 23-May-26	Sat 24-May-25	\$935K	\$862K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sun 24-May-26	Sun 25-May-25	\$817K	\$707K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Mon 25-May-26	Mon 26-May-25	\$747K	\$730K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Tue 26-May-26	Tue 27-May-25	\$729K	\$777K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Wed 27-May-26	Wed 28-May-25	\$719K	\$755K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Thu 28-May-26	Thu 29-May-25	\$868K	\$884K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Fri 29-May-26	Fri 30-May-25	\$1.1M	\$952K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sat 30-May-26	Sat 31-May-25	\$828K	\$838K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sun 31-May-26	Sun 01-Jun-25	\$690K	\$743K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Mon 01-Jun-26	Mon 02-Jun-25	\$719K	\$719K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Tue 02-Jun-26	Tue 03-Jun-25	\$739K	\$739K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Wed 03-Jun-26	Wed 04-Jun-25	\$723K	\$723K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Thu 04-Jun-26	Thu 05-Jun-25	\$840K	\$840K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Fri 05-Jun-26	Fri 06-Jun-25	\$800K	\$800K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sat 06-Jun-26	Sat 07-Jun-25	\$880K	\$880K
Sub-region	West Bussellton	Total (All)	Total	All Customers	Sun 07-Jun-26	Sun 08-Jun-25	\$529K	\$529K

City of Bussetton

Resident
Business
Events
Visitor
Leakage

Month:
 Spend location:
 Filter:

Overview

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

Top category

Accommodation - Online

\$4.5M of City of Bussetton Visitors spend during May 2026

Top age band

25-34

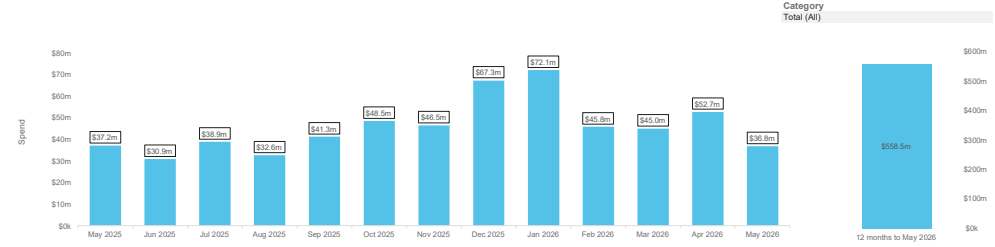
21% of City of Bussetton Visitors are within this age band

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 (202505) 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

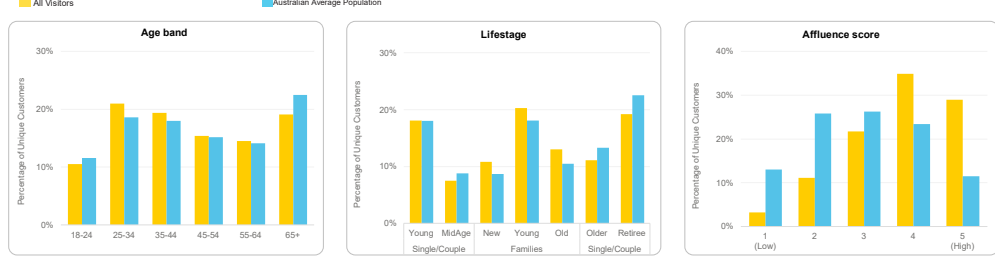
What are the highest performing categories for Visitors to City of Bussetton during the past 12 months (June 2025 - May 2026)?

Category	Monthly			Annual (Last 12 months up to May 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$36.8M	-0.9%	0.6%	\$558.6M	+5.7%		
Tourism and Entertainment	\$8.4M	-3.8%	-6.8%	\$131.4M	-0.9%	0.9x	75.1%
Restaurants	\$2.0M	-18.4%	-4.4%	\$34.4M	-13.0%	0.94x	33.0%
Breweries and Wineries	\$1.9M	2.3%	-7.1%	\$27.3M	-3.7%	0.96x	24.5%
Pub, Taverns and Bars	\$1.5M	14.6%	-0.1%	\$22.4M	15.1%	0.90x	21.5%
Cafes	\$1.5M	0.4%	-14.5%	\$22.5M	5.4%	0.93x	30.0%
Takeaway and Fast Food Outlets	\$964K	3.5%	8.9%	\$14.2M	10.1%	0.92x	28.2%
Attractions, Events and Recreation	\$552K	-20.0%	-7.1%	\$10.5M	-4.2%	0.94x	19.1%
Food Retailing	\$8.0M	-0.4%	0.3%	\$121.7M	12.8%	0.98x	61.1%
Groceries and Other Food Retailing	\$4.3M	-1.3%	-1.2%	\$64.5M	25.5%	0.96x	47.7%
Supermarkets	\$3.7M	0.7%	1.1%	\$57.2M	1.3%	0.94x	39.2%
Discretionary Retail	\$6.5M	5.0%	5.1%	\$92.0M	6.5%	0.93x	33.4%
Other Discretionary Retail	\$4.2M	11.6%	6.2%	\$58.9M	7.1%	0.89x	24.6%
Department Stores, Clothing & Accessories	\$2.3M	-5.3%	2.5%	\$33.1M	5.5%	0.86x	19.3%
Accommodation - Online	\$4.5M	-19.8%	-6.3%	\$8.6M	3.0%	1.03x	
Private Transport	\$3.1M	13.8%	2.1%	\$41.4M	15.7%	0.92x	31.0%
Accommodation - Instore	\$1.5M	-6.3%	-19.8%	\$28.4M	-4.9%	0.92x	9.7%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (202505). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark, affinity 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 (202505)?



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 (202505)?

How to read: 5.8% 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	5.8%
Bussetton Jetty	Attractions	1.01x	11.0%
Ngily Cave	Attractions	1.01x	2.3%
Tasman Holiday Parks	Travel	1.01x	1.0%
Cape Naturaliste Lighthouse	Attractions	1.00x	2.5%
The Margaret River Chocolate Company	Food Retailing	1.00x	10.0%
Pulman	Travel	0.98x	1.3%
Abbey Beach Resort	Travel	0.95x	1.0%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.9%
Beerfarm Metricup	Eating And Drinking Out	0.94x	4.6%
Shelter Brewing Co	Eating And Drinking Out	0.94x	12.5%
Dunsborough Bakery	Food Retailing	0.94x	5.6%
Cheeky Monkey	Eating And Drinking Out	0.94x	2.2%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.92x	1.8%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.5%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.3%
Yallingup General Store And Cafe	Eating And Drinking Out	0.92x	4.1%
Yallingup Gugelthupf	Food Retailing	0.92x	1.1%
Aravina Estate	Eating And Drinking Out	0.91x	2.4%
Yallingup Woodfired Bakery	Food Retailing	0.90x	2.2%
Caves House Hotel	Eating And Drinking Out	0.90x	4.0%
The Goose	Eating And Drinking Out	0.90x	9.8%
Coles	Food Retailing	0.90x	25.2%
Merchant And Maker	Eating And Drinking Out	0.89x	5.1%
Wild And Woods	Eating And Drinking Out	0.88x	1.1%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	4.3%
Kyst	Eating And Drinking Out	0.88x	6.5%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.88x	1.2%
Cafe Eviva	Eating And Drinking Out	0.88x	1.1%
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 Busseton

Resident Business Events Visitor Leakage

Month: May 2026 Spend location: Busseton Filter: All Visitors

Overview

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

Top category

Other Discretionary Retail

\$2.8M of Busseton Visitors spend during May 2026

Top age band

25-34

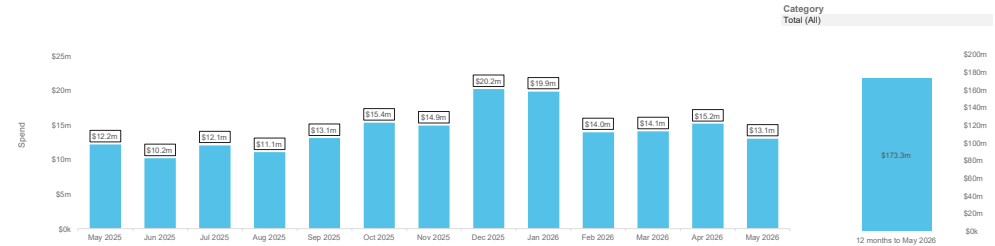
21.5% of Busseton Visitors are within this age band

Top lifestyle

Young Families

20.5% of Busseton Visitors are within this lifestyle

Demographic insights are based on CommBank IQ's nationally representative retail transaction data for the recent static period (202505) 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

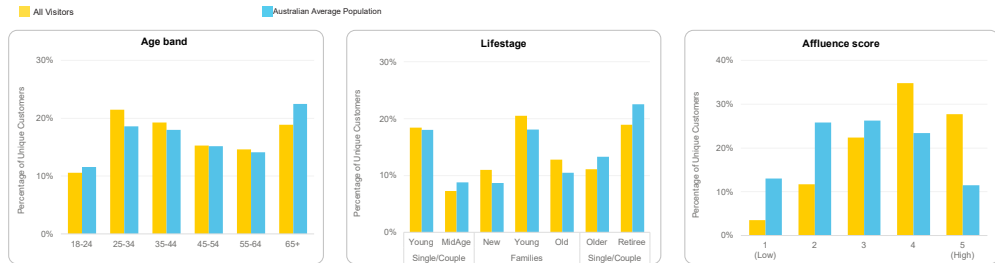
What are the highest performing categories for Visitors to Busseton during the past 12 months (June 2025 - May 2026)?

Category	Monthly			Annual (Last 12 months up to May 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$13.1M	↑ 7.2%	↑ 6.6%	\$173.3M	↑ 8.3%		
Discretionary Retail	\$3.8M	↑ 13.7%	↑ 5.1%	\$48.4M	↑ 7.5%	0.84x	30.2%
Other Discretionary Retail	\$2.8M	↑ 19.3%	↑ 6.2%	\$37.1M	↑ 10.0%	0.85x	23.8%
Department Stores, Clothing & Accessories	\$89K	↑ 1.6%	↑ 2.5%	\$11.3M	↑ 0.2%	0.60x	13.5%
Tourism and Entertainment	\$3.0M	↓ -3.9%	↓ -0.6%	\$44.1M	↑ 2.0%	0.97x	73.9%
Cafes	\$608K	↓ -4.7%	↓ -14.6%	\$8.5M	↑ 0.6%	0.71x	22.7%
Pubs, Taverns and Bars	\$598K	↑ 6.4%	↓ -0.1%	\$7.5M	↑ 5.7%	0.59x	14.0%
Restaurants	\$509K	↓ -7.7%	↑ 4.4%	\$8.3M	↓ -4.4%	0.62x	21.9%
Takeaway and Fast Food Outlets	\$375K	↑ 1.0%	↑ 8.9%	\$4.9M	↑ 21.4%	0.65x	19.9%
Food Retailing	\$2.3M	↓ -4.4%	↑ 0.3%	\$33.2M	↑ 0.5%	0.83x	39.3%
Supermarkets	\$1.5M	↓ -1.9%	↑ 1.1%	\$21.4M	↑ 1.2%	0.68x	28.2%
Groceries and Other Food Retailing	\$806K	↓ -8.7%	↓ -1.2%	\$11.8M	↓ -0.8%	0.44x	22.0%
Private Transport	\$1.2M	↑ 14.5%	↑ 2.1%	\$19.2M	↑ 22.6%	0.76x	25.2%
Accommodation - Instore	\$165K	↑ 61.1%	↓ -19.8%	\$2.4M	↑ 154.2%	0.17x	1.6%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (202505). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark penetration is based on all visitors. See FAQ for more information.

Demographic profile

What is the profile of Visitors to Busseton during the recent static period (202505)?



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 Busseton during the recent static period (202505)?

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

Brand	Industry	Affinity	Penetration
Busseton Jetty	Attractions	1.61x	17.7%
Shelter Brewing Co	Eating And Drinking Out	1.50x	20.0%
The Goose	Eating And Drinking Out	1.43x	15.6%
Kyst	Eating And Drinking Out	1.41x	10.3%
Mano Wraps	Eating And Drinking Out	1.31x	2.7%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.28x	3.4%
Catex	Private Transport	1.25x	11.7%
Egplanade Hotel	Eating And Drinking Out	1.20x	6.1%
Hungry Jacks	Eating And Drinking Out	1.12x	4.2%
Ship Inn	Eating And Drinking Out	1.11x	2.5%
Liberty Petrol	Private Transport	1.09x	7.5%
Baked Busseton	Food Retailing	1.09x	4.9%
The Fire Station	Eating And Drinking Out	1.07x	2.6%
Timezone	Recreation	1.07x	1.3%
Dan Murphys	Food Retailing	1.07x	6.2%
Zambrero	Eating And Drinking Out	1.07x	1.3%
Geographe Restauranty	Eating And Drinking Out	1.06x	1.5%
Dome Cafe	Eating And Drinking Out	1.04x	3.7%
The Vasse Tavern	Eating And Drinking Out	1.03x	1.6%
The Tav	Eating And Drinking Out	1.02x	2.1%
Benesse Cafe	Eating And Drinking Out	1.02x	2.9%
Bunnings Warehouse	Hardware And Garden Retailing	1.02x	9.0%
Busseton Pavillon	Eating And Drinking Out	1.00x	2.0%
Best And Less	Clothing And Accessories	0.97x	3.4%
Bcf	Recreational Goods	0.95x	2.6%
Kwik Koffee	Eating And Drinking Out	0.93x	2.4%
Reading Cinemas	Films And Videos	0.90x	1.9%
Cotton On	Clothing And Accessories	0.89x	1.6%
Sushi Sush	Eating And Drinking Out	0.89x	2.0%
Western Growers Fresh	Food Retailing	0.88x	1.5%

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 Busseton

Resident Business Events Visitor Leakage

Month: May 2026 Spend location: Dunsborough Filter: All Visitors

Overview

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

Top category
Restaurants

\$1.4M of Dunsborough Visitors spend during May 2026

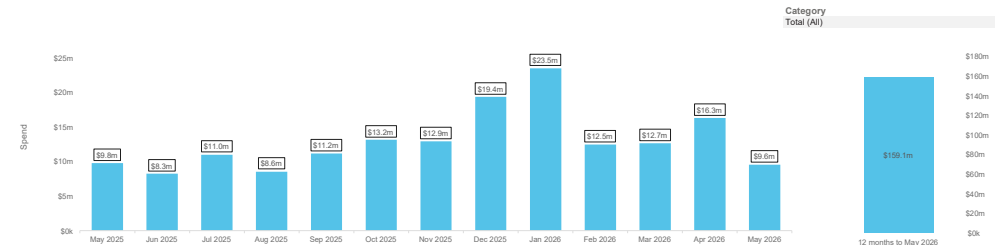
Top age band
25-34

21.5% of Dunsborough Visitors are within this age band

Top lifestyle
Young Families

21.2% of Dunsborough Visitors are within this lifestyle

Demographic insights are based on CommBank IC's nationally representative retail customer transaction data for the recent static period (202505) 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

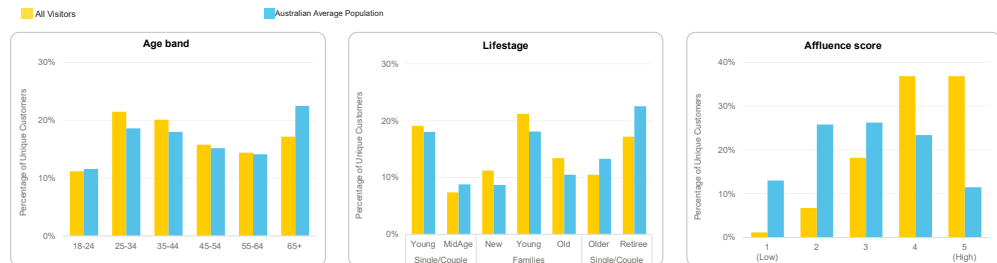
What are the highest performing categories for Visitors to Dunsborough during the past 12 months (June 2025 - May 2026)?

Category	Monthly			Annual (Last 12 months up to May 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$9.6M	-2.3%	+0.5%	\$159.1M	-0.2%		
Tourism and Entertainment	\$4.4M	+4.0%	+0.8%	\$71.9M	+5.2%	0.9x	74.4%
Restaurants	\$1.4M	-22.9%	+4.4%	\$24.0M	-17.5%	1.04x	36.8%
Breweries and Wineries	\$1.3M	+9.3%	-7.1%	\$17.3M	+5.1%	0.87x	22.3%
Cafes	\$761K	+0.1%	-14.5%	\$12.5M	+3.7%	0.88x	26.4%
Pubs, Taverns and Bars	\$754K	+27.7%	+0.1%	\$12.1M	+21.7%	0.88x	20.8%
Takeaway and Fast Food Outlets	\$155K	+2.0%	+8.9%	\$3.0M	+0.1%	0.49x	14.9%
Attractions, Events and Recreation	\$144K	-27.1%	-7.1%	\$3.0M	-14.9%	0.46x	9.3%
Food Retailing	\$2.3M	+3.5%	+0.3%	\$39.7M	+3.0%	0.98x	61.6%
Groceries and Other Food Retailing	\$1.3M	+3.6%	-1.2%	\$21.3M	+4.7%	1.01x	50.1%
Supermarkets	\$1.0M	+3.4%	+1.1%	\$18.4M	+1.2%	0.75x	31.2%
Discretionary Retail	\$1.2M	-12.0%	+5.1%	\$19.9M	+10.7%	0.58x	20.8%
Other Discretionary Retail	\$636K	+3.4%	+6.2%	\$10.2M	+8.4%	0.57x	15.9%
Department Stores, Clothing & Accessories	\$519K	-25.7%	+2.5%	\$9.7M	+13.3%	0.38x	8.5%
Accommodation - Instore	\$757K	+3.0%	+19.8%	\$13.2M	+5.1%	0.70x	7.4%
Private Transport	\$346K	-4.5%	+2.1%	\$6.3M	+4.0%	0.37x	12.5%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (202505). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark penetration 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 (202505)?



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 (202505)?

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%
Ngili Cave	Attractions	1.72x	4.0%
Tasman Holiday Parks	Travel	1.72x	1.7%
Cape Naturaliste Lighthouse	Attractions	1.72x	4.3%
The Margaret River Chocolate Company	Food Retailing	1.71x	17.2%
Hay Shed Hill Wines	Eating And Drinking Out	1.70x	1.0%
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	1.64x	1.1%
Eagle Bay Brewing Co	Eating And Drinking Out	1.61x	6.5%
Beerfarm Metricup	Eating And Drinking Out	1.61x	7.9%
Dunsborough Bakery	Food Retailing	1.61x	9.6%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.60x	1.5%
Cheeky Monkey	Eating And Drinking Out	1.59x	3.8%
Vasse Virgin	Personal Services	1.59x	1.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.58x	3.1%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.58x	2.6%
Wild Hop Brewing Company	Eating And Drinking Out	1.58x	5.7%
Yallingup General Store And Cafe	Eating And Drinking Out	1.57x	7.0%
Yallingup Coughtrupt	Food Retailing	1.57x	1.9%
Arawina Estate	Eating And Drinking Out	1.56x	4.2%
Yallingup Woodfired Bakery	Food Retailing	1.55x	3.7%
Caves House Hotel	Eating And Drinking Out	1.55x	8.5%
Merchant And Maker	Eating And Drinking Out	1.53x	8.7%
Woody Nook Wines	Eating And Drinking Out	1.53x	1.7%
Wild And Woods	Eating And Drinking Out	1.52x	1.9%
Simmos Ice Creamery	Eating And Drinking Out	1.51x	7.4%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.50x	2.0%
Cafe Eviva	Eating And Drinking Out	1.50x	1.9%

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.

Resident
Business
Events
Visitor
Leakage

Month:
 Spend location:
 Filter:

Overview

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

Top category

Groceries and Other Food Retailing

\$2.2M of West Busseton Visitors spend during May 2026

Top age band

65+

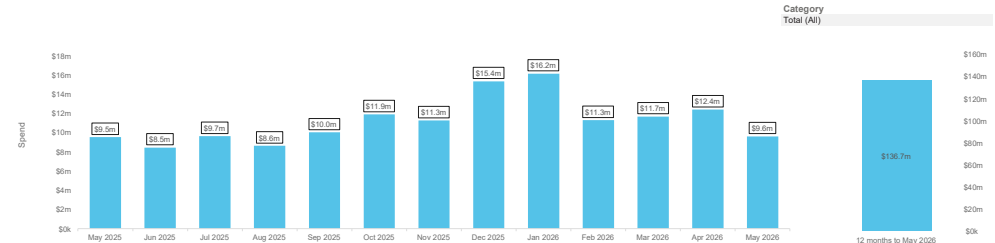
20.4% of West Busseton Visitors are within this age band

Top lifestyle

Young Families

21.5% of West Busseton Visitors are within this lifestyle

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202505) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

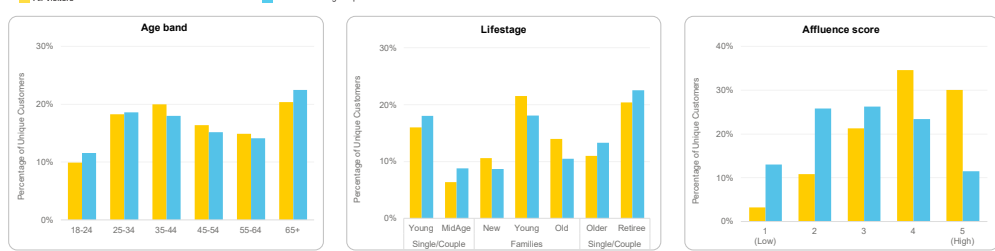
What are the highest performing categories for Visitors to West Busseton during the past 12 months (June 2025 - May 2026)?

Category	Monthly			Annual (Last 12 months up to May 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$9.6M	↑ 1.0%	↑ 0.5%	\$136.7M	↑ 11.8%		
Food Retailing	\$3.4M	↓ 4.2%	↑ 0.3%	\$48.7M	↑ 34.3%	0.81x	50.8%
Groceries and Other Food Retailing	\$2.2M	↓ -1.3%	↓ -1.2%	\$31.3M	↑ 63.8%	0.74x	37.1%
Supermarkets	\$1.2M	↑ 1.8%	↑ 1.1%	\$17.4M	↑ 1.5%	0.66x	27.3%
Discretionary Retail	\$1.7M	↑ 1.5%	↑ 5.1%	\$23.7M	↑ 1.4%	0.76x	27.5%
Private Transport	\$1.2M	↑ 19.6%	↑ 2.1%	\$15.8M	↑ 13.1%	0.83x	27.7%
Tourism and Entertainment	\$935K	↓ -1.3%	↓ -0.6%	\$15.0M	↑ 13.9%	0.54x	40.9%
Takeaway and Fast Food Outlets	\$434K	↑ 6.2%	↑ 8.9%	\$6.3M	↑ 7.6%	0.87x	26.8%
Restaurants	\$127K	↓ -3.4%	↑ 4.4%	\$2.1M	↑ 19.1%	0.16x	5.8%
Cafes	\$112K	↑ 43.6%	↓ -14.5%	\$1.6M	↑ 70.8%	0.23x	7.5%
Attractions, Events and Recreation	\$63K	↓ -36.5%	↓ -7.1%	\$1.5M	↑ 22.7%	0.26x	5.3%
Accommodation - Instore	\$579K	↓ -25.2%	↓ -19.8%	\$12.8M	↓ -14.8%	0.84x	8.9%

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 (202505). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on all visitors. See FAQ for more information.

Demographic profile

What is the profile of Visitors to West Busseton during the recent static period (202505)?



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 Busseton during the recent static period (202505)?

How to read: 11.2% of Visitors to West Busseton have transacted with St John Of God in West Busseton. This is 1.97x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.97x	11.2%
The Kiosk	Eating And Drinking Out	1.92x	1.2%
Mandalay Resort	Travel	1.91x	1.2%
Abbey Beach Resort	Travel	1.81x	1.9%
Bunbury Farmers Market	Food Retailing	1.61x	24.9%
Subzero Gelato	Food Retailing	1.57x	2.1%
Vibe Petroleum	Private Transport	1.56x	13.9%
Petro Fuels	Private Transport	1.52x	2.5%
Broadwater Village Grocer	Food Retailing	1.49x	5.0%
Tonic By The Bay	Eating And Drinking Out	1.46x	6.3%
United Petrol	Private Transport	1.43x	3.8%
Kmart	General Retail	1.43x	17.7%
Obson Coffee Roasters	Eating And Drinking Out	1.38x	2.1%
The Par 3	Recreation	1.32x	3.1%
Gropers Fish And Chips	Eating And Drinking Out	1.30x	1.6%
Dusty Buns	Eating And Drinking Out	1.30x	2.2%
Aldi	Food Retailing	1.27x	9.1%
Leezwin Way Takeaway	Eating And Drinking Out	1.25x	1.5%
Kfc	Eating And Drinking Out	1.23x	4.3%
The Vietnamese Kitchen	Eating And Drinking Out	1.17x	1.7%
The Urban Coffee House	Eating And Drinking Out	1.16x	1.7%
Anaconda	Recreational Goods	1.14x	3.7%
Chicken Treat	Eating And Drinking Out	1.14x	1.9%
Coffee Head Co	Eating And Drinking Out	1.12x	1.3%
Broadwater Pharmacy	Personal Goods Retailing	1.11x	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	1.03x	1.5%
Bottega	Eating And Drinking Out	1.00x	1.2%

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

City of Busselton

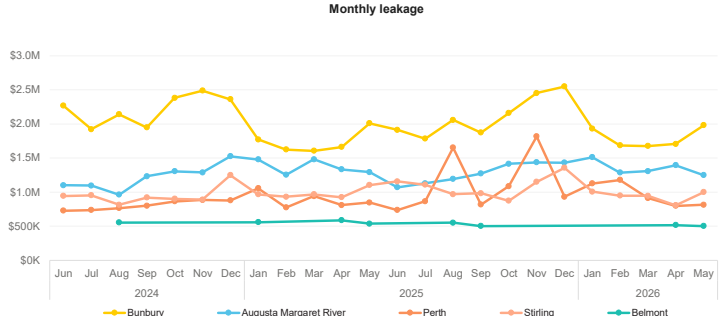
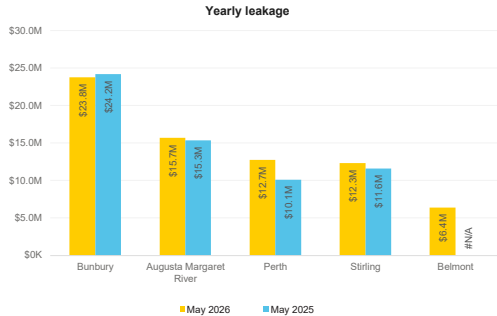
Resident	Business	Events	Visitor	Leakage
Region Type	Category			
LGA	Total (excl. Other)			

Leakage trends by location and category

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

How to read: In the 12 months to May 2026, there was \$23.8m of spend by residents to Bunbury in Total (excl. Other), this was \$409k less than the previous 12 months

How to read: In the month of May 2026, there was \$2.0m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.0m in the month of May 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 May 2026, residents spent \$23.8m on Total (excl. Other) in Bunbury. This was \$409k or -1.7% decrease compared to May 2025.

LGA	Total (excl. Other)			
	May 2026 Spend	May 2025 Spend	Spend Change	Spend % Change
IN LGA	\$584.4M	\$547.1M	↑\$37.3M	↑ 6.4%
Online	\$191.7M	\$164.7M	↑\$27.0M	↑ 14.1%
Bunbury	\$23.8M	\$24.2M	-\$409K	↓ -1.7%
Augusta Margaret River	\$15.7M	\$15.3M	↑\$341K	↑ 2.2%
Perth	\$12.7M	\$10.1M	↑\$2.6M	↑ 20.8%
Stirling	\$12.3M	\$11.6M	↑\$736K	↑ 6.0%
Belmont	\$6.4M			

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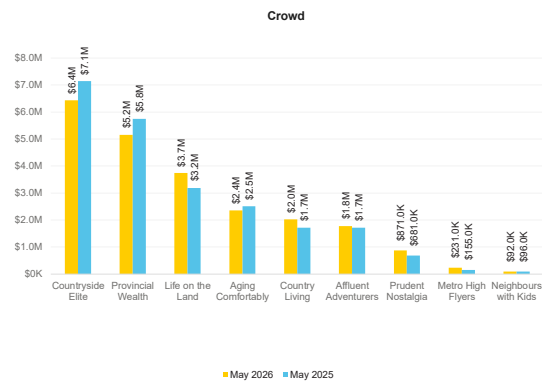
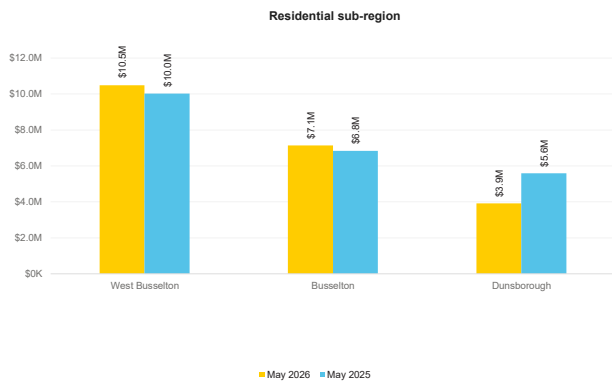
Annual leakage by sub-region and crowd

Location: Bunbury

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

How to read: In the 12 months to May 2026, there was \$10.5m of spend by West Busselton residents to Bunbury in Total (excl. Other), this was \$465k more than the previous 12 months.

How to read: In the 12 months to May 2026, there was \$6.4m of spend by Countryside Elite residents to Bunbury in Total (excl. Other), this was \$713k less than the previous 12 months.



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

City of Busselton

Resident Business Events Visitor **Leakage**

Region Type Category

Locality Total (excl. Other)

Leakage trends by location and category

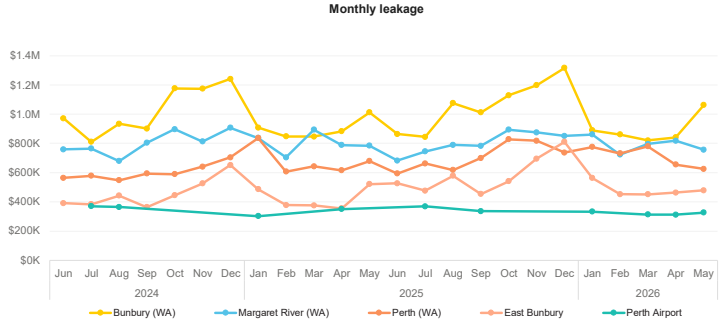
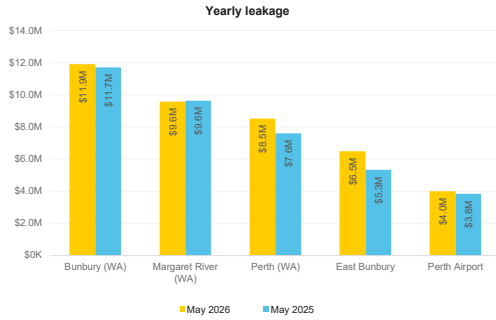
What are the top 5 locations where the residents spend money and how has this changed over time?

How to read:

In the 12 months to May 2026, there was \$11.9m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$206k more than the previous 12 months

How to read:

In the month of May 2026, there was \$1.1m of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$1.0m in the month of May 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 May 2026, residents spent \$11.9m on Total (excl. Other) in Bunbury (WA). This was \$206k or 1.7% increase compared to May 2025.

Locality	Total (excl. Other)			
	May 2026 Spend	May 2025 Spend	Spend Change	Spend % Change
IN LGA	\$584.4M	\$547.1M	↑\$37.3M	↑ 6.4%
Online	\$191.7M	\$164.7M	↑\$27.0M	↑ 14.1%
Bunbury (WA)	\$11.9M	\$11.7M	↑\$206K	↑ 1.7%
Margaret River (WA)	\$9.6M	\$9.6M	- \$56K	↓ -0.6%
Perth (WA)	\$8.5M	\$7.6M	↑\$923K	↑ 10.8%
East Bunbury	\$6.5M	\$5.3M	↑\$1.2M	↑ 18.1%
Perth Airport	\$4.0M	\$3.8M	↑\$173K	↑ 4.3%

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

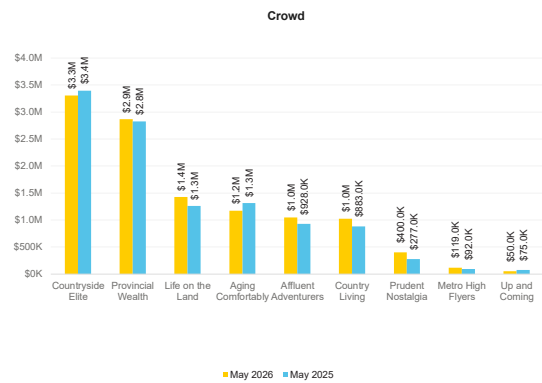
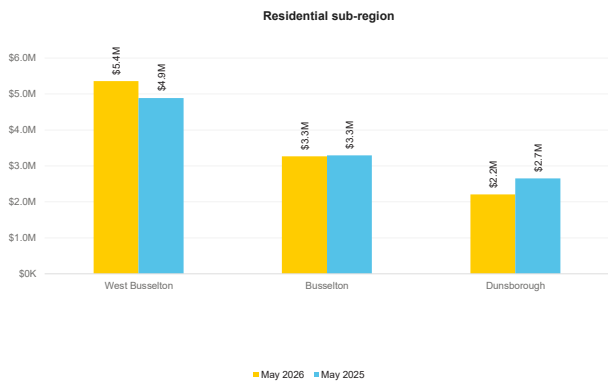
How does the proportion of expenditure change by sub-region and Crowd?

How to read:

In the 12 months to May 2026, there was \$5.4m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$469k more than the previous 12 months.

How to read:

In the 12 months to May 2026, there was \$3.3m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$86k less than the previous 12 months.



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

City of Busselton[Resident](#)[Business](#)[Events](#)[Visitor](#)[Leakage](#)**DISCLAIMER:**

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