

Resident	Business	Events	Visitor	Leakage
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for July 2026. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestyle categories.



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.



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).

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City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Resident location			
July 2026	Busselton			

Overview

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

Annual national spend \$448.1M ↑ 13.3% vs last year ↑ 10.5% vs Regional WA	Annual top category Other Discretionary Retail 13.6% of spend for Busselton residents is within this category	Annual top lifestyle Retiree 28.5% 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 July 2026
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for July 2026. Metrics are calculated based on electronic in-store and online card spend, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestyle categories.



City of Busselton

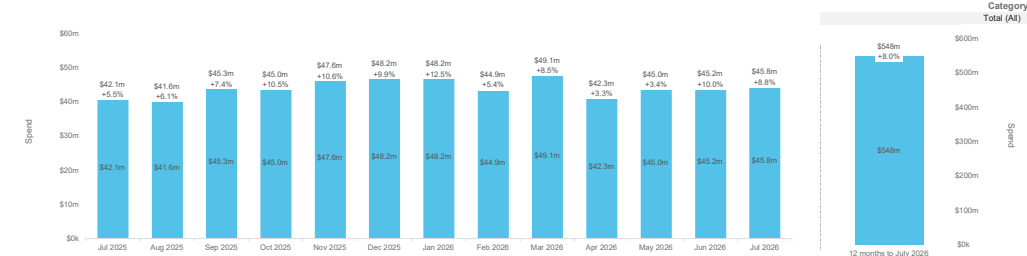
Resident	Business	Events	Visitor	Leakage
Month	Resident location			
July 2026	Dunsborough			

Overview

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

Annual national spend \$548.2M ↑ 8.0% vs last year ↑ 10.5% vs Regional WA	Annual top category Other Discretionary Retail 13.7% 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 July 2026
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N/A for selection	N/A for selection	N/A for selection	Dunsborough Resident Spend
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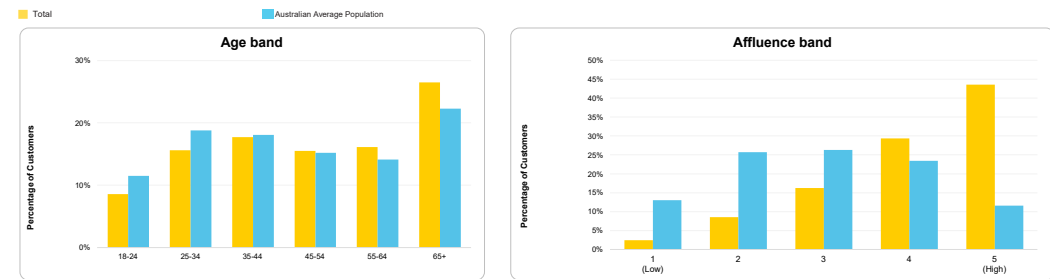
What are the highest performing categories for residents in Sub-region in the 12 months to July 2026?

Category	Month (July 2026)			Annual (Last 12 months up to July 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration		
Total	\$45.8M	↑ 8.8%	↑ 10.9%	\$548.2M	↑ 8.0%	↑ 8.9%			\$69.4M
Discretionary Retail	\$10.0M	↑ 19.8%	↑ 11.8%	\$117.8M	↑ 8.8%	↑ 8.8%	1.00x	99.2%	
Other Discretionary Retail	\$6.4M	↑ 22.6%	↑ 12.8%	\$75.1M	↑ 7.8%	↑ 8.2%	1.00x	98.7%	\$15.5M
Department Stores, Clothing & Accessories	\$2.8M	↑ 18.9%	↑ 9.8%	\$33.8M	↑ 14.1%	↑ 9.5%	0.98x	96.3%	\$8.6M
Buy Now Pay Later	\$680K	↑ 4.7%	↑ 10.7%	\$6.9M	↓ -0.6%	↑ 10.6%	0.58x	14.5%	
Print Media and Books	\$101K	↓ -3.0%	↑ 2.1%	\$1.3M	↑ 10.1%	↑ 9.5%	1.11x	42.8%	
Children and Baby Stores	\$31K	↓ -29.1%	↑ 15.2%	\$409K	↓ -12.0%	↑ 12.0%	0.67x	10.3%	
Household	\$9.2M	↑ 2.4%	↑ 8.9%	\$103.8M	↑ 8.8%	↑ 10.1%	1.00x	99.5%	
Insurance	\$3.2M	↑ 9.3%	↑ 6.9%	\$35.7M	↑ 7.7%	↑ 7.8%	0.99x	64.6%	
Electricity, Gas and Water Supply	\$1.6M	↑ 0.4%	↑ 11.5%	\$15.4M	↑ 19.1%	↑ 20.5%	0.98x	49.4%	
Telecommunication Services	\$1.1M	↑ 6.4%	↑ 9.0%	\$13.0M	↑ 5.4%	↑ 8.8%	0.96x	76.1%	
Personal Services	\$951K	↑ 5.3%	↑ 15.4%	\$11.0M	↑ 12.8%	↑ 10.5%	1.03x	83.4%	
Motor Vehicle Services	\$728K	↓ -1.8%	↑ 7.4%	\$9.8M	↑ 9.9%	↑ 10.0%	1.24x	70.8%	
Pet Care	\$507K	↑ 3.7%	↑ 9.3%	\$6.0M	↑ 12.3%	↑ 8.6%	1.14x	42.3%	
School Education	\$410K	↓ -26.0%	↑ 11.7%	\$3.5M	↓ -1.4%	↑ 11.5%	0.73x	25.2%	
Fitness	\$239K	↓ -13.8%	↑ 14.3%	\$3.6M	↑ 12.2%	↑ 6.6%	0.81x	52.0%	
Public Services	\$198K	↓ -23.1%	↑ 2.2%	\$2.7M	↓ -2.3%	↑ 3.0%	1.14x	61.0%	
Childcare Services	\$119K	↑ 45.8%	↓ -2.0%	\$1.0M	↓ -7.6%	↑ 5.2%	0.62x	4.0%	
Computer Services	\$84K	↑ 25.2%	↑ 10.6%	\$1.0M	↓ -24.4%	↑ 14.1%	1.00x	24.1%	
Charities	\$62K	↑ 10.7%	↑ 1.7%	\$1.1M	↑ 5.7%	↑ 5.0%	0.99x	32.8%	
Food Retailing	\$8.1M	↑ 8.2%	↑ 9.2%	\$100.9M	↑ 7.3%	↑ 6.2%	1.00x	99.2%	
Supermarkets	\$5.4M	↑ 8.2%	↑ 8.0%	\$66.3M	↑ 4.2%	↑ 5.2%	1.00x	98.9%	\$7.9M
Groceries and Other Food Retailing	\$2.7M	↑ 8.2%	↑ 11.2%	\$34.7M	↑ 13.7%	↑ 9.9%	1.00x	98.2%	\$5.2M
Tourism and Entertainment	\$5.5M	↑ 12.8%	↑ 13.3%	\$64.7M	↑ 11.3%	↑ 11.9%	1.00x	99.5%	
Restaurants	\$1.3M	↑ 12.5%	↑ 23.1%	\$15.7M	↑ 5.0%	↑ 9.7%	1.02x	94.9%	\$5.7M
Cafes	\$868K	↑ 4.2%	↑ 3.8%	\$10.5M	↑ 13.1%	↑ 5.0%	1.05x	94.7%	\$2.9M
Pubs, Taverns and Bars	\$858K	↑ 14.5%	↑ 12.7%	\$10.3M	↑ 19.6%	↑ 7.0%	1.10x	87.8%	\$4.1M
Attractions, Events and Recreation	\$781K	↑ 23.3%	↑ 0.9%	\$8.3M	↑ 19.7%	↑ 12.6%	0.96x	76.3%	\$2.3M
Online Entertainment	\$623K	↑ 29.3%	↑ 13.7%	\$6.6M	↑ 15.8%	↑ 22.3%	1.02x	73.8%	
Takeaway and Fast Food Outlets	\$577K	↑ 7.5%	↑ 10.4%	\$6.9M	↑ 3.6%	↑ 6.7%	0.97x	92.3%	\$2.2M
Breweries and Wineries	\$314K	↑ 0.9%	↑ 17.0%	\$4.8M	↑ 6.5%	↑ 8.9%	3.12x	67.4%	\$996K
Food Delivery Services	\$128K	↓ -2.9%	↑ 45.1%	\$1.4M	↑ 6.2%	↑ 50.1%	0.53x	23.4%	
Private Transport	\$3.6M	↑ 1.0%	↑ 11.2%	\$43.6M	↑ 6.8%	↑ 8.1%	1.01x	97.7%	\$0K
Accommodation	\$1.4M	↓ -3.6%	↑ 8.1%	\$15.1M	↓ -1.8%	↑ 3.4%	1.19x	68.5%	\$0K

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 July 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 July 2026?

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Gazman</td><td>4.67x</td><td>9.9%</td></tr><tr><td>Ghanda Clothing</td><td>3.21x</td><td>17.6%</td></tr><tr><td>Sportsgirl</td><td>1.54x</td><td>10.0%</td></tr><tr><td>Rip Curl</td><td>1.48x</td><td>3.8%</td></tr><tr><td>Just Jeans</td><td>1.47x</td><td>8.6%</td></tr></table>	Brand	Affinity	Penetration	Gazman	4.67x	9.9%	Ghanda Clothing	3.21x	17.6%	Sportsgirl	1.54x	10.0%	Rip Curl	1.48x	3.8%	Just Jeans	1.47x	8.6%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>65.7%</td></tr><tr><td>Liquor Stax</td><td>29.91x</td><td>48.2%</td></tr><tr><td>Liquor Barons</td><td>10.52x</td><td>16.3%</td></tr><tr><td>The Good Grocer</td><td>6.71x</td><td>17.4%</td></tr><tr><td>The Jerky Co</td><td>2.18x</td><td>3.1%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	65.7%	Liquor Stax	29.91x	48.2%	Liquor Barons	10.52x	16.3%	The Good Grocer	6.71x	17.4%	The Jerky Co	2.18x	3.1%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>8.03x</td><td>19.2%</td></tr><tr><td>Royal Automobile Club Of Austral</td><td>8.14x</td><td>10.9%</td></tr><tr><td>Dome Cafe</td><td>5.87x</td><td>22.5%</td></tr><tr><td>Miss Maud</td><td>2.93x</td><td>5.8%</td></tr><tr><td>Varsity Bar</td><td>2.40x</td><td>3.6%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	8.03x	19.2%	Royal Automobile Club Of Austral	8.14x	10.9%	Dome Cafe	5.87x	22.5%	Miss Maud	2.93x	5.8%	Varsity Bar	2.40x	3.6%
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City of Busselton

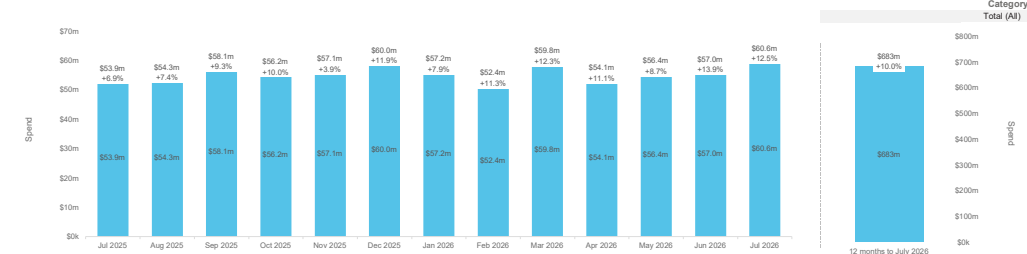
Resident	Business	Events	Visitor	Leakage
Month	Resident location			
July 2026	West Busselton			

Overview

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

Annual national spend \$683.1M ↑ 10.0% vs last year ↑ 10.5% vs Regional WA	Annual top category Supermarkets 14.3% of spend for West Busselton residents is within this category	Annual top lifestyle Retiree 32.7% 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 July 2026
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N/A for selection	N/A for selection	N/A for selection	West Busselton Resident Spend
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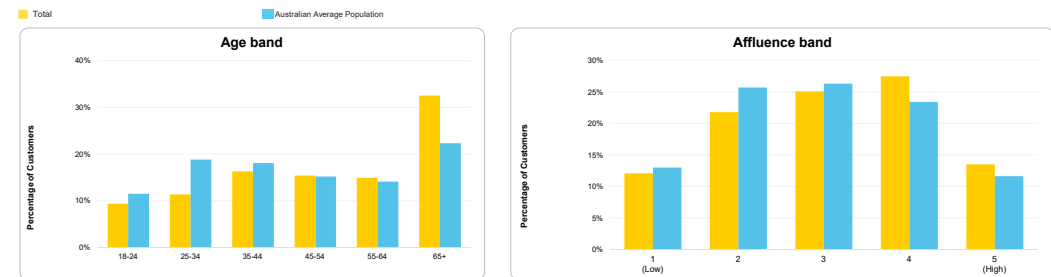
What are the highest performing categories for residents in Sub-region in the 12 months to July 2026?

Category	Month (July 2026)			Annual (Last 12 months up to July 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration		
Total	\$60.6M	↑ 12.6%	↑ 10.9%	\$683.1M	↑ 10.0%	↑ 8.9%			\$69.8M
Household	\$13.1M	↑ 8.0%	↑ 8.9%	\$133.3M	↑ 10.7%	↑ 10.1%	1.00x	99.2%	
Insurance	\$3.9M	↑ 6.4%	↑ 6.9%	\$44.5M	↑ 10.5%	↑ 7.8%	1.03x	67.3%	
Electricity, Gas and Water Supply	\$3.1M	↑ 11.6%	↑ 11.5%	\$22.2M	↑ 25.2%	↑ 20.5%	1.06x	53.5%	
Telecommunication Services	\$1.9M	↑ 10.1%	↑ 9.0%	\$20.6M	↑ 9.9%	↑ 8.8%	1.02x	80.3%	
Personal Services	\$1.1M	↑ 11.9%	↑ 15.4%	\$11.4M	↑ 8.9%	↑ 10.5%	1.00x	80.4%	
Motor Vehicle Services	\$975K	↑ 6.5%	↑ 7.4%	\$9.6M	↑ 6.4%	↑ 10.0%	1.14x	65.1%	
Pet Care	\$710K	↓ -12.4%	↑ 9.3%	\$8.7M	↑ 8.5%	↑ 8.6%	1.32x	48.8%	
Public Services	\$522K	↑ 19.4%	↑ 2.2%	\$5.0M	↓ -1.8%	↑ 3.0%	1.08x	58.0%	
Fitness	\$317K	↑ 7.0%	↑ 14.3%	\$3.5M	↓ -2.9%	↑ 6.6%	0.74x	47.2%	
School Education	\$282K	↑ 30.7%	↑ 11.7%	\$3.6M	↓ -2.1%	↑ 11.5%	0.71x	24.3%	
Childcare Services	\$169K	↓ -10.1%	↓ -2.0%	\$1.3M	↑ 4.9%	↑ 5.2%	0.71x	4.6%	
Charities	\$104K	↓ -4.6%	↑ 1.7%	\$1.5M	↑ 15.3%	↑ 5.0%	1.09x	35.9%	
Computer Services	\$87K	↑ 37.4%	↑ 10.6%	\$896K	↑ 17.4%	↑ 14.1%	0.86x	20.6%	
Discretionary Retail	\$12.5M	↑ 17.8%	↑ 11.6%	\$147.2M	↑ 10.6%	↑ 8.8%	1.00x	99.3%	
Other Discretionary Retail	\$7.4M	↑ 21.5%	↑ 12.8%	\$89.4M	↑ 11.8%	↑ 8.2%	1.00x	98.9%	\$13.9M
Department Stores, Clothing & Accessories	\$3.5M	↑ 11.2%	↑ 9.8%	\$41.2M	↑ 5.3%	↑ 9.5%	0.99x	97.0%	\$8.4M
Buy Now Pay Later	\$1.4M	↑ 16.5%	↑ 10.7%	\$14.7M	↑ 18.5%	↑ 10.6%	0.78x	19.4%	
Print Media and Books	\$109K	↑ 12.0%	↑ 2.1%	\$1.4M	↑ 1.3%	↑ 9.5%	1.03x	39.9%	
Children and Baby Stores	\$45K	↑ 41.1%	↑ 15.2%	\$548K	↑ 16.2%	↑ 12.0%	0.61x	9.5%	
Food Retailing	\$12.1M	↑ 11.1%	↑ 9.2%	\$140.6M	↑ 6.7%	↑ 6.2%	1.00x	99.1%	
Supermarkets	\$8.4M	↑ 8.5%	↑ 8.0%	\$97.4M	↑ 3.6%	↑ 5.2%	1.00x	98.7%	\$8.2M
Groceries and Other Food Retailing	\$3.7M	↑ 17.6%	↑ 11.2%	\$43.2M	↑ 14.6%	↑ 9.9%	1.00x	97.4%	\$5.4M
Tourism and Entertainment	\$7.6M	↑ 16.6%	↑ 13.3%	\$83.0M	↑ 11.7%	↑ 11.9%	1.00x	98.7%	
Takeaway and Fast Food Outlets	\$1.3M	↑ 13.4%	↑ 10.4%	\$14.7M	↑ 5.1%	↑ 6.7%	0.97x	91.8%	\$3.3M
Pubs, Taverns and Bars	\$1.2M	↑ 23.2%	↑ 12.7%	\$12.8M	↑ 10.8%	↑ 7.0%	1.03x	82.0%	\$4.6M
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Attractions, Events and Recreation	\$1.0M	↑ 11.9%	↑ 0.9%	\$10.8M	↑ 12.6%	↑ 12.6%	0.93x	73.6%	\$3.2M
Cafes	\$997K	↑ 5.2%	↑ 3.8%	\$11.5M	↑ 17.3%	↑ 5.0%	1.00x	90.3%	\$2.9M
Food Delivery Services	\$554K	↑ 23.4%	↑ 45.1%	\$5.8M	↑ 25.5%	↑ 50.1%	0.76x	33.4%	
Breweries and Wineries	\$291K	↑ 17.6%	↑ 17.0%	\$3.9M	↑ 11.9%	↑ 9.9%	2.61x	66.4%	\$83.9K
Private Transport	\$4.9M	↑ 9.9%	↑ 11.2%	\$54.5M	↑ 10.8%	↑ 8.1%	1.00x	96.5%	\$9K
Accommodation	\$1.4M	↑ 8.0%	↑ 8.1%	\$13.7M	↑ 1.7%	↑ 3.4%	1.10x	64.2%	\$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 July 2026?



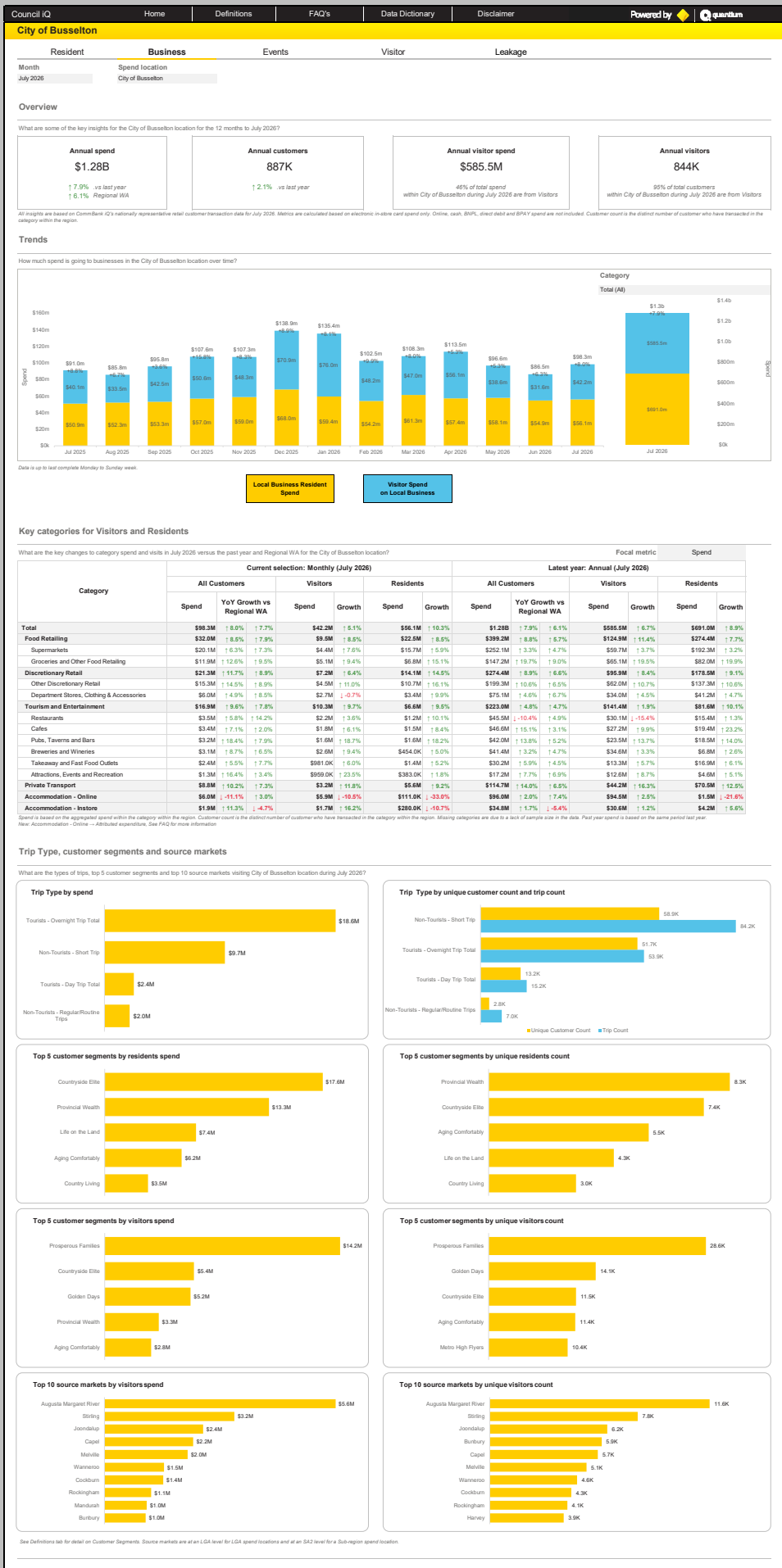
See Definitions tab for detail on Affluence band. Spend and Penetration is based on aggregated spend and proportion of the customer group shopping with the category within the region.

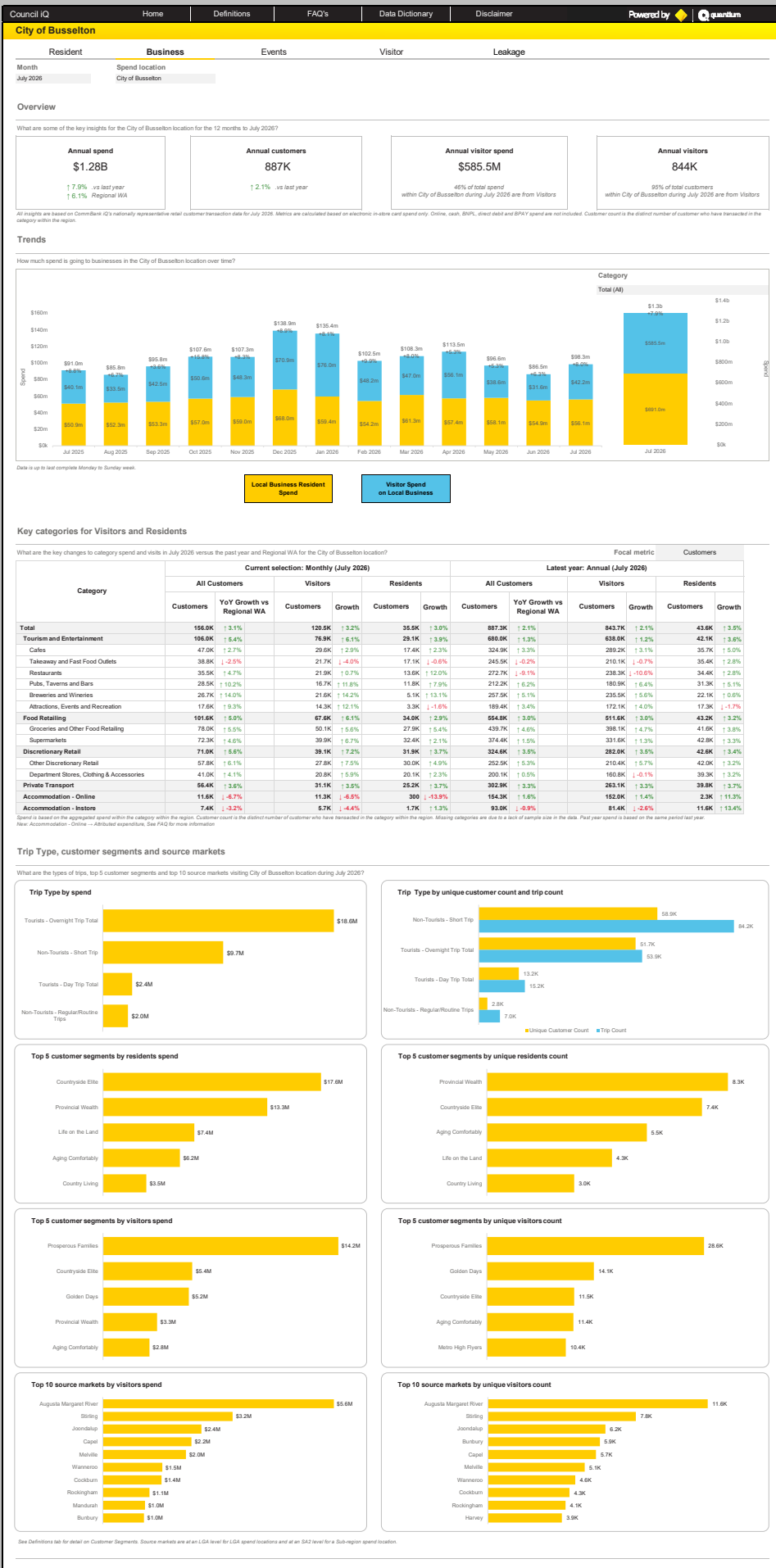
Brand preference

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

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Angus And Coote</td><td>2.80x</td><td>5.2%</td></tr><tr><td>Ghanda Clothing</td><td>2.43x</td><td>13.4%</td></tr><tr><td>Just Jeans</td><td>2.37x</td><td>13.9%</td></tr><tr><td>Sportsgirl</td><td>1.34x</td><td>12.6%</td></tr><tr><td>Best And Less</td><td>1.83x</td><td>38.8%</td></tr></table>	Brand	Affinity	Penetration	Angus And Coote	2.80x	5.2%	Ghanda Clothing	2.43x	13.4%	Just Jeans	2.37x	13.9%	Sportsgirl	1.34x	12.6%	Best And Less	1.83x	38.8%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>70.9%</td></tr><tr><td>Liquor Stax</td><td>25.99x</td><td>41.9%</td></tr><tr><td>Liquor Barons</td><td>6.57x</td><td>10.2%</td></tr><tr><td>The Spud Shed</td><td>3.20x</td><td>17.5%</td></tr><tr><td>The Good Grocer</td><td>2.56x</td><td>6.6%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	70.9%	Liquor Stax	25.99x	41.9%	Liquor Barons	6.57x	10.2%	The Spud Shed	3.20x	17.5%	The Good Grocer	2.56x	6.6%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>11.93x</td><td>25.3%</td></tr><tr><td>Royal Automobile Club Of Austral</td><td>10.46x</td><td>14.0%</td></tr><tr><td>Dome Cafe</td><td>10.15x</td><td>38.9%</td></tr><tr><td>Red Rooster</td><td>2.64x</td><td>40.6%</td></tr><tr><td>Jamaica Blue</td><td>2.44x</td><td>15.7%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	11.93x	25.3%	Royal Automobile Club Of Austral	10.46x	14.0%	Dome Cafe	10.15x	38.9%	Red Rooster	2.64x	40.6%	Jamaica Blue	2.44x	15.7%
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Top 5 General Retail <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Red Dot</td><td>13.70x</td><td>53.2%</td></tr><tr><td>Perth Duty Free</td><td>6.81x</td><td>7.2%</td></tr><tr><td>The Reject Shop</td><td>1.29x</td><td>47.3%</td></tr><tr><td>Temu</td><td>1.12x</td><td>25.1%</td></tr><tr><td>Kmart</td><td>1.11x</td><td>86.7%</td></tr></table>	Brand	Affinity	Penetration	Red Dot	13.70x	53.2%	Perth Duty Free	6.81x	7.2%	The Reject Shop	1.29x	47.3%	Temu	1.12x	25.1%	Kmart	1.11x	86.7%	Top 5 Homewares and Appliances <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>House</td><td>2.96x</td><td>22.8%</td></tr><tr><td>Harvey Norman</td><td>2.53x</td><td>6.7%</td></tr><tr><td>The Good Guys</td><td>2.27x</td><td>29.7%</td></tr><tr><td>Adairs</td><td>1.90x</td><td>11.2%</td></tr><tr><td>Spotlight</td><td>1.87x</td><td>54.3%</td></tr></table>	Brand	Affinity	Penetration	House	2.96x	22.8%	Harvey Norman	2.53x	6.7%	The Good Guys	2.27x	29.7%	Adairs	1.90x	11.2%	Spotlight	1.87x	54.3%	Top 5 Personal Services <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Priceline</td><td>4.93x</td><td>33.0%</td></tr><tr><td>Price Attack</td><td>3.72x</td><td>7.7%</td></tr><tr><td>Just Cuts</td><td>1.77x</td><td>7.0%</td></tr><tr><td>The Body Shop</td><td>0.84x</td><td>3.5%</td></tr><tr><td>Adore Beauty</td><td>0.61x</td><td>1.3%</td></tr></table>	Brand	Affinity	Penetration	Priceline	4.93x	33.0%	Price Attack	3.72x	7.7%	Just Cuts	1.77x	7.0%	The Body Shop	0.84x	3.5%	Adore Beauty	0.61x	1.3%
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City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Spend location

July 2026

City of Busselton

Overview

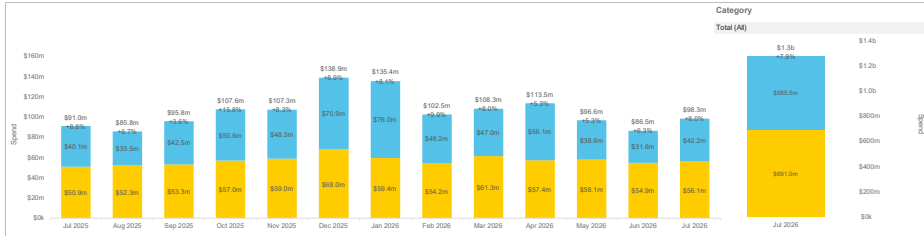
What are some of the key insights for the City of Busselton location for the 12 months to July 2026?

Annual spend \$1.28B ↑ 7.9% -vs last year ↓ 6.1% -Regional WA	Annual customers 887K ↑ 2.1% -vs last year	Annual visitor spend \$585.5M 46% of total spend within City of Busselton during July 2026 are from Visitors	Annual visitors 844K 95% of total customers within City of Busselton during July 2026 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for July 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

Trends

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



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

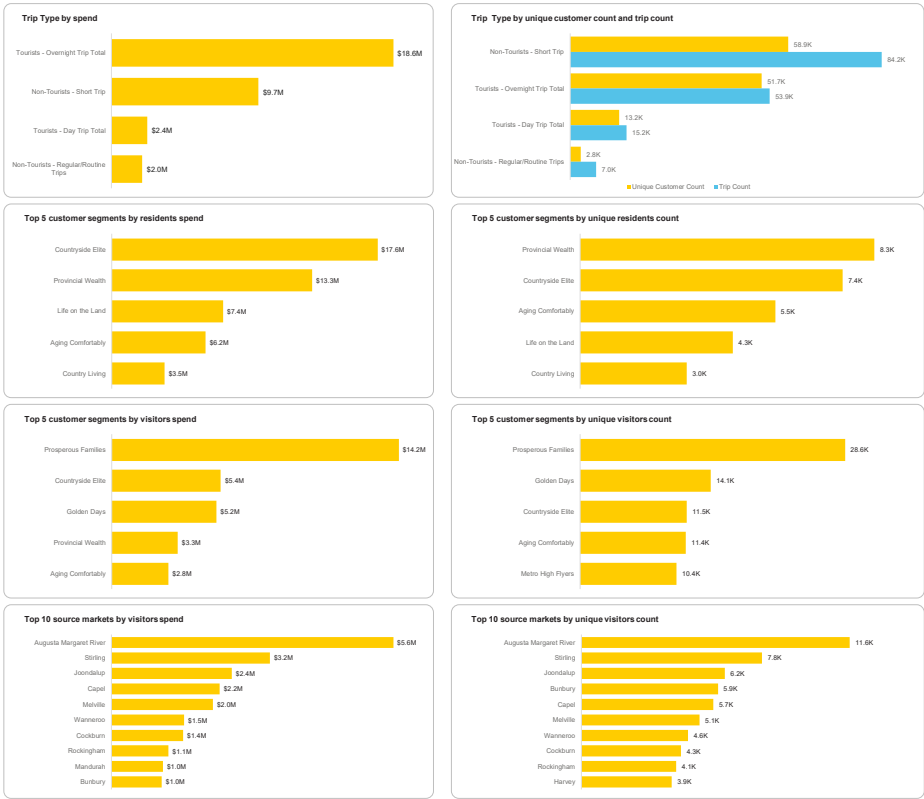
What are the key changes to category spend and visits in July 2026 versus the past year and Regional WA for the City of Busselton location?

What are the key changes to category spend and visits in July 2026 versus the past year and Regional WA for the City of Busselton location?											Focal metric		Spend per Customer					
Category	Current selection: Monthly (July 2026)						Latest year: Annual (July 2026)											
	All Customers			Visitors			Residents			All Customers			Visitors			Residents		
	Spend per Customer	YoY Growth vs Regional WA	Growth	Spend per Customer	Growth	Spend per Customer	Spend per Customer	YoY Growth vs Regional WA	Growth	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	Growth	
Total	\$629.90	↑ 4.7%		\$249.80	↑ 1.9%		\$1690.40	↑ 7.1%		\$1438.80	↑ 6.8%		\$694.00	↑ 4.8%		\$151.06	↑ 5.2%	
Food Retailing	\$314.70	↑ 3.4%	↑ 2.3%	\$140.30	↑ 1.9%		\$661.90	↑ 8.3%		\$719.60	↑ 8.6%		\$244.10	↑ 8.1%		\$4.46	↑ 4.4%	
Supermarkets	\$277.70	↑ 1.7%		\$109.50	↑ 0.9%		\$484.40	↑ 3.7%		\$673.20	↑ 1.8%		\$180.10	↑ 2.4%		\$6.95	↓ -0.1%	
Groceries and Other Food Retailing	\$152.60	↑ 6.7%		\$102.30	↑ 3.6%		\$243.10	↑ 9.2%		\$334.70	↑ 14.5%		\$163.60	↑ 14.2%		\$190.70	↑ 15.5%	
Discretionary Retail	\$299.80	↑ 6.8%		\$183.90	↓ -4.7%		\$441.80	↑ 10.5%		\$845.30	↑ 6.2%		\$340.20	↑ 4.7%		\$4.2K	↑ 0.8%	
Other Discretionary Retail	\$264.10	↑ 7.9%		\$163.30	↑ 3.3%		\$357.30	↑ 10.7%		\$789.30	↑ 5.0%		\$294.60	↑ 4.7%		\$3.3K	↑ 1.7%	
Department Stores, Clothing & Accessories	\$147.10	↑ 0.8%		\$127.60	↓ -6.2%		\$167.20	↑ 7.4%		\$375.40	↑ 4.1%		\$211.10	↑ 4.7%		\$104.90	↑ 1.4%	
Tourism and Entertainment	\$169.80	↑ 3.9%		\$133.90	↑ 3.4%		\$225.40	↑ 6.4%		\$327.90	↑ 3.4%		\$221.70	↑ 0.7%		\$10.20	↑ 0.2%	
Restaurants	\$97.50	↑ 1.0%		\$102.20	↑ 2.9%		\$90.00	↓ -1.7%		\$167.00	↓ -1.4%		\$128.50	↓ -0.3%		\$44.70	↓ -1.5%	
Cafes	\$71.70	↑ 4.3%		\$62.00	↑ 3.1%		\$68.30	↑ 5.9%		\$143.50	↑ 11.4%		\$94.20	↑ 6.6%		\$54.30	↑ 17.3%	
Pubs, Taverns and Bars	\$112.30	↑ 7.5%		\$98.10	↑ 6.2%		\$132.40	↑ 9.5%		\$197.80	↑ 7.2%		\$130.00	↑ 6.8%		\$58.00	↑ 8.0%	
Breweries and Wineries	\$115.80	↓ -4.6%		\$122.30	↓ -4.2%		\$88.20	↓ -7.1%		\$160.90	↓ -1.8%		\$146.90	↓ -2.1%		\$31.40	↑ 2.0%	
Takeaway and Fast Food Outlets	\$61.40	↑ 8.2%		\$45.10	↑ 10.4%		\$82.10	↑ 5.8%		\$122.90	↑ 6.1%		\$63.40	↑ 6.4%		\$47.60	↑ 3.2%	
Attractions, Events and Recreation	\$76.20	↑ 6.5%		\$66.90	↑ 10.1%		\$116.90	↑ 3.4%		\$91.10	↑ 4.1%		\$73.20	↑ 4.5%		\$10.20	↑ 0.8%	
Private Transport	\$166.40	↑ 6.3%		\$102.10	↑ 8.9%		\$223.40	↑ 6.4%		\$378.50	↑ 16.3%		\$168.00	↑ 12.6%		\$177.10	↑ 3.0%	
Accommodation - Online	\$919.90	↓ -4.7%		\$322.40	↓ -4.3%		\$413.60	↓ -2.2%		\$622.20	↑ 9.4%		\$621.60	↑ 1.1%		\$665.30	↓ -29.6%	
Accommodation - Instore	\$262.20	↑ 15.0%		\$289.20	↑ 21.6%		\$169.20	↓ -11.9%		\$273.80	↑ 2.6%		\$276.90	↑ 4.0%		\$359.40	↓ -4.9%	

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

Trip Type, customer segments and source markets

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



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

Council IQHomeDefinitionsFAQ'sData DictionaryDisclaimer

Powered byQuantum

City of Busselton

ResidentBusinessEventsVisitorLeakage

MonthSpend location

July 2026Busselton

Overview

What are some of the key insights for the Busselton location for the 12 months to July 2026?

Annual spend\$535.7M

↑ 9.4% -vs last year

↑ 6.1% -Regional WA

Annual customers569K

↑ 2.0% -vs last year

Annual visitor spend\$180.0M

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

Annual visitors527K

92% of total customers within Busselton during July 2026 are from Visitors

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

Trends

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

Category

Total (All)

\$0m\$10m\$20m\$30m\$40m\$50m\$60m

Jul 2025

Aug 2025

Sep 2025

Oct 2025

Nov 2025

Dec 2025

Jan 2026

Feb 2026

Mar 2026

Apr 2026

May 2026

Jun 2026

Jul 2026

\$0m\$100m\$200m\$300m\$400m\$500m\$600m

Jul 2026

Local Business Resident Spend

Visitor Spend on Local Business

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 July 2026 versus the past year and Regional WA for the Busselton location?

Focal metricSpend

Current selection: Monthly (July 2026)

Latest year: Annual (July 2026)

Category	All Customers				Visitors		Residents		All Customers				Visitors		Residents	
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	Growth		
Total	\$42.3M	↑ 11.4%	↑ 7.7%	\$13.3M	↑ 10.1%	\$29.0M	↑ 12.0%	\$535.7M	↑ 9.4%	↑ 6.1%	\$180.0M	↑ 10.8%	\$355.7M	↑ 8.7%		
Discretionary Retail	\$12.4M	↑ 18.8%	↑ 8.9%	\$2.7M	↑ 18.1%	\$8.7M	↑ 24.8%	\$160.2M	↑ 12.7%	↑ 6.8%	\$89.2M	↑ 10.9%	\$115.0M	↑ 13.9%		
Other Discretionary Retail	\$10.1M	↑ 21.5%	↑ 8.9%	\$2.8M	↑ 9.5%	\$7.3M	↑ 28.8%	\$132.2M	↑ 15.3%	↑ 6.5%	\$38.9M	↑ 13.3%	\$93.3M	↑ 16.2%		
Department Stores, Clothing & Accessories	\$2.3M	↑ 11.6%	↑ 8.5%	\$892.0K	↑ 12.1%	\$1.4M	↑ 10.9%	\$28.0M	↑ 1.7%	↑ 6.7%	\$11.3M	↑ 3.0%	\$16.8M	↑ 0.9%		
Food Retailing	\$11.8M	↑ 6.7%	↑ 7.9%	\$2.6M	↑ 8.8%	\$9.2M	↑ 6.2%	\$147.0M	↑ 2.8%	↑ 5.7%	\$34.6M	↑ 3.1%	\$112.4M	↑ 2.4%		
Supermarkets	\$8.9M	↑ 3.9%	↑ 7.3%	\$1.6M	↑ 7.6%	\$7.2M	↑ 3.1%	\$111.0M	↑ 1.9%	↑ 4.7%	\$22.2M	↑ 3.2%	\$88.8M	↑ 1.5%		
Groceries and Other Food Retailing	\$2.9M	↑ 16.5%	↑ 9.9%	\$927.0K	↑ 10.9%	\$2.0M	↑ 19.3%	\$36.0M	↑ 4.8%	↑ 9.0%	\$12.4M	↑ 3.0%	\$23.6M	↑ 5.8%		
Tourism and Entertainment	\$6.6M	↑ 12.7%	↑ 7.8%	\$3.4M	↑ 17.3%	\$3.2M	↑ 8.2%	\$85.0M	↑ 6.7%	↑ 4.7%	\$47.5M	↑ 6.5%	\$37.5M	↑ 8.3%		
Pubs, Taverns and Bars	\$1.6M	↑ 13.0%	↑ 7.9%	\$817.0K	↑ 14.3%	\$853.0K	↑ 12.1%	\$19.9M	↑ 9.8%	↑ 5.2%	\$8.2M	↑ 5.3%	\$16.0M	↑ 2.7%		
Cafes	\$1.5M	↑ 13.0%	↑ 2.0%	\$697.0K	↑ 10.7%	\$836.0K	↑ 14.9%	\$20.4M	↑ 14.0%	↑ 3.1%	\$10.8M	↑ 10.6%	\$9.8M	↑ 17.9%		
Restaurants	\$951.0K	↑ 10.1%	↑ 14.2%	\$499.0K	↑ 14.9%	\$452.0K	↑ 5.1%	\$13.9M	↑ -2.4%	↑ 4.9%	\$7.7M	↑ -2.9%	\$5.8M	↑ -1.7%		
Takeaway and Fast Food Outlets	\$948.0K	↑ 13.6%	↑ 7.7%	\$382.0K	↑ 23.7%	\$566.0K	↑ 7.7%	\$10.8M	↑ 13.8%	↑ 4.5%	\$4.4M	↑ 11.5%	\$6.4M	↑ 15.5%		
Private Transport	\$4.6M	↑ 6.3%	↑ 7.3%	\$1.9M	↑ 8.9%	\$3.0M	↑ 8.0%	\$87.8M	↑ 28.2%	↑ 6.8%	\$20.4M	↑ 28.4%	\$37.3M	↑ 28.1%		
Accommodation - Instore	\$405.0K	↑ 99.5%	↑ -4.7%	\$309.0K	↑ 121.4%	\$95.0K	↑ 51.0%	\$4.3M	↑ 129.6%	↑ -5.4%	\$3.4M	↑ 283.1%	\$927.0K	↑ 21.4%		

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

New: Accommodation - Online - Allocated expenditure. See FAQ for more information

Trip Type, customer segments and source markets

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

Trip Type by spend

Tourists - Overnight Trip Total\$5.4M

Non-Tourists - Short Trip\$4.3M

Non-Tourists - Regular/Routine Trips\$1.0M

Tourists - Day Trip Total\$918.0K

Trip Type by unique customer count and trip count

Non-Tourists - Short Trip32.8K42.8K

Tourists - Overnight Trip Total27.8K28.9K

Tourists - Day Trip Total6.2K6.7K

Non-Tourists - Regular/Routine Trips2.0K4.3K

Top 5 customer segments by residents spend

Countryside Elite\$7.8M

Provincial Wealth\$6.4M

Life on the Land\$4.3M

Aging Comfortably\$4.0M

Prudent Nostalgia\$1.9M

Top 5 customer segments by unique residents count

Provincial Wealth7.6K

Countryside Elite6.9K

Aging Comfortably5.2K

Life on the Land4.1K

Country Living2.7K

Top 5 customer segments by visitors spend

Countryside Elite\$2.3M

Prosperous Families\$2.3M

Provincial Wealth\$1.6M

Aging Comfortably\$1.3M

Life on the Land\$1.3M

Top 5 customer segments by unique visitors count

Prosperous Families12.6K

Countryside Elite8.1K

Aging Comfortably7.1K

Life on the Land5.9K

Golden Days5.9K

Top 10 source markets by visitors spend

Margaret River\$1.3M

Augusta\$1.1M

Capel\$1.1M

Pemberton\$871.0K

Australind - Leathersault\$257.0K

Bridgeport - Boyup Brook\$255.0K

Dunrobin - Boyup Brook\$252.0K

South Burrely - Burrely\$244.0K

Capelup\$238.0K

Eden - Pelican Point\$186.0K

Top 10 source markets by unique visitors count

Margaret River4.8K

Augusta3.2K

Capel2.4K

Australind - Leathersault2.1K

South Burrely - Burrely1.9K

Deijellup1.7K

Pemberton1.7K

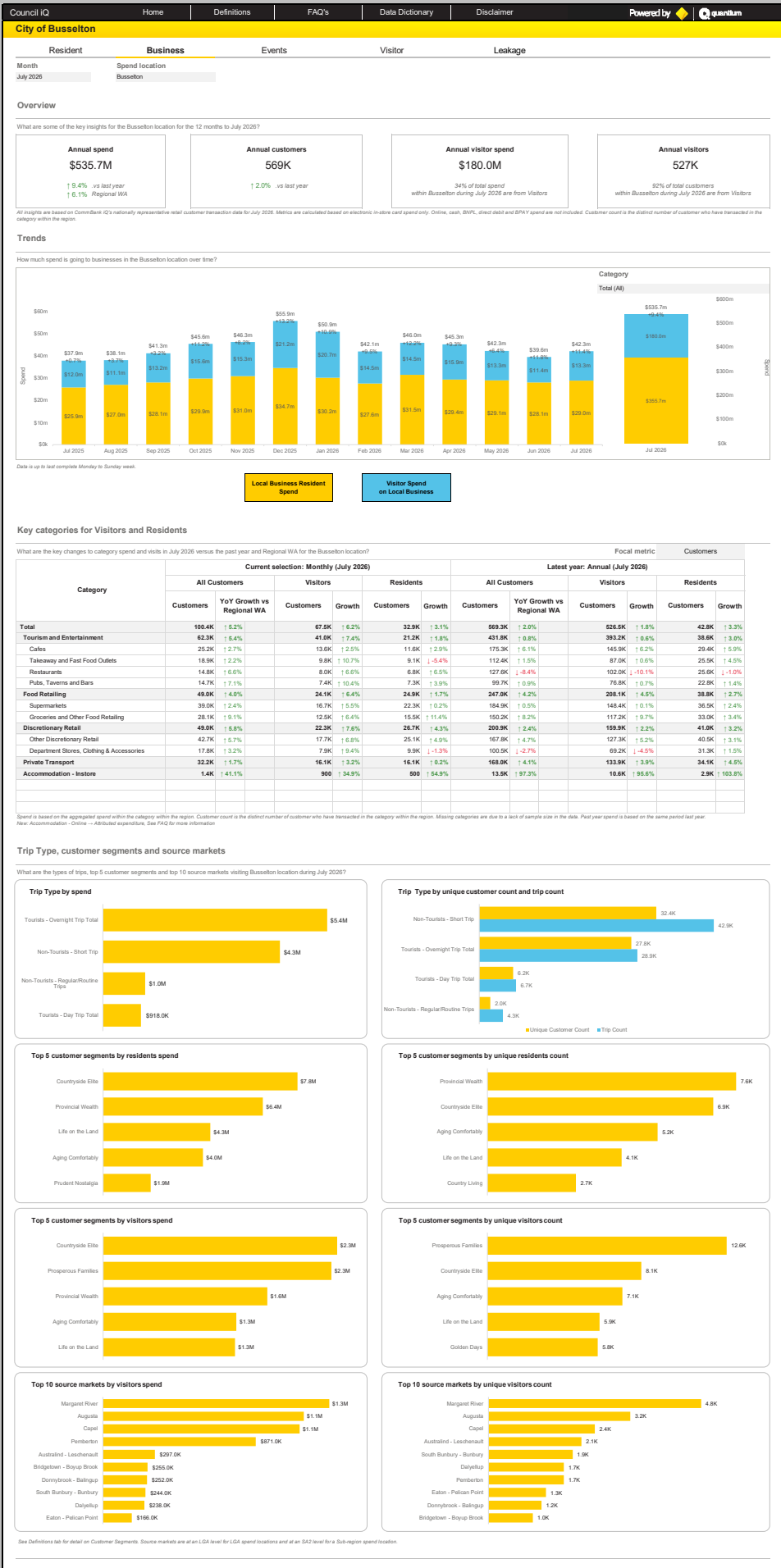
Eden - Pelican Point1.2K

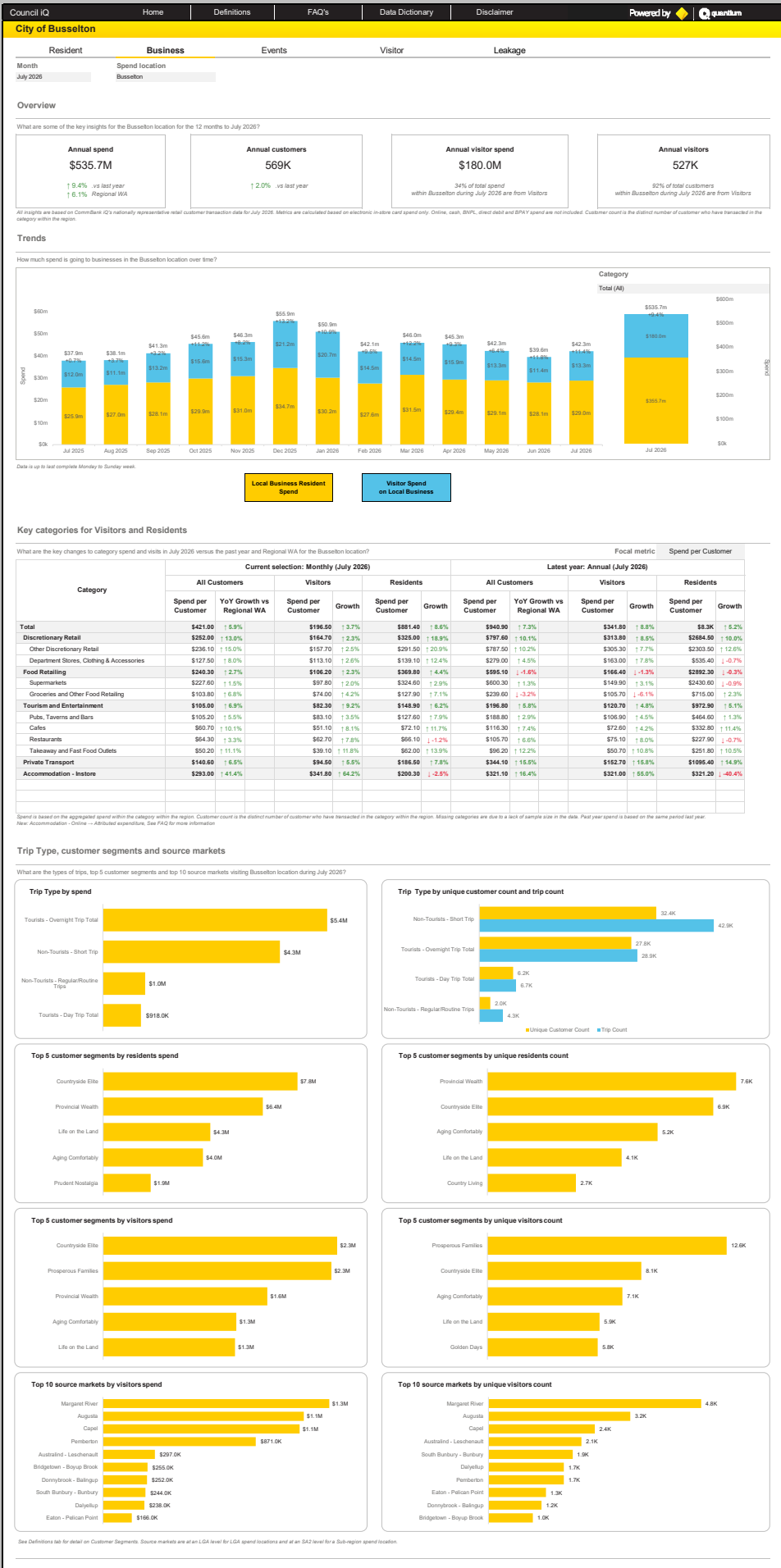
Dunrobin - Boyup Brook1.2K

Bridgeport - Boyup Brook1.0K

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

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Council IQHomeDefinitionsFAQ'sData DictionaryDisclaimer

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City of Busselton

ResidentBusinessEventsVisitorLeakage

MonthSpend locationJuly 2026Dunsborough

Overview

What are some of the key insights for the Dunsborough location for the 12 months to July 2026?

Annual spend\$297.6M
↑ 4.1% -vs last year
↑ 6.1% -Regional WA

Annual customers527K
↑ 0.7% -vs last year

Annual visitor spend\$167.1M
56% of total spend within Dunsborough during July 2026 are from Visitors

Annual visitors492K
93% of total customers within Dunsborough during July 2026 are from Visitors

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

Trends

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

CategoryTotal (All)

Month	Local Business Resident Spend	Visitor Spend on Local Business	Total
Jul 2025	\$5.4m	\$15.4m	\$20.8m
Aug 2025	\$5.4m	\$14.6m	\$19.4m
Sep 2025	\$8.6m	\$15.7m	\$21.4m
Oct 2025	\$10.6m	\$13.9m	\$24.5m
Nov 2025	\$11.0m	\$13.8m	\$24.5m
Dec 2025	\$13.1m	\$20.3m	\$33.5m
Jan 2026	\$12.1m	\$24.8m	\$36.9m
Feb 2026	\$10.6m	\$15.1m	\$25.7m
Mar 2026	\$11.8m	\$13.4m	\$25.2m
Apr 2026	\$11.0m	\$17.4m	\$28.5m
May 2026	\$11.2m	\$15.2m	\$21.4m
Jun 2026	\$8.6m	\$17.4m	\$17.4m
Jul 2026	\$110.0m	\$197.6m	\$297.6m

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 July 2026 versus the past year and Regional WA for the Dunsborough location?

Category	Current selection: Monthly (July 2026)						Latest year: Annual (July 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	\$314.60	↑ 1.2%	\$224.80	↑ 9.8%	\$608.70	↑ 1.6%	\$665.10	↑ 3.4%	\$339.50	↑ 1.2%	\$3.8K	↑ 3.4%
Food Retailing	\$176.80	↑ 1.3%	\$96.10	↑ 2.8%	\$385.20	→ 0.0%	\$388.80	↓ 4.2%	\$134.80	↓ 4.3%	\$228.10	↑ 8.9%
Supermarkets	\$198.70	↑ 0.4%	\$91.50	→ 0.0%	\$359.80	↑ 1.0%	\$370.00	↑ 3.0%	\$124.70	↑ 2.1%	\$232.20	↑ 3.5%
Groceries and Other Food Retailing	\$82.80	↑ 1.4%	\$66.20	↑ 3.4%	\$127.10	↓ 2.1%	\$134.40	↑ 5.0%	\$86.50	↑ 5.7%	\$613.20	↓ -0.8%
Tourism and Entertainment	\$155.40	↑ 0.9%	\$154.10	↑ 0.7%	\$159.60	↑ 1.6%	\$256.20	↑ 0.4%	\$209.10	↓ -1.9%	\$832.70	↑ 5.2%
Restaurants	\$115.00	↑ 3.0%	\$123.40	↑ 5.4%	\$97.20	↓ -1.0%	\$168.50	↓ -4.4%	\$140.30	↓ -8.1%	\$375.00	↓ -1.4%
Breweries and Wineries	\$130.60	↓ -11.7%	\$135.70	↓ -11.0%	\$102.30	↓ -15.5%	\$171.80	↓ -6.1%	\$163.40	↓ -6.2%	\$260.10	↓ -2.4%
Cafes	\$72.50	↑ 1.9%	\$69.50	↑ 1.8%	\$79.40	↑ 2.4%	\$121.00	↑ 8.4%	\$93.40	↑ 5.9%	\$345.50	↑ 10.4%
Pubs, Taverns and Bars	\$105.70	↑ 8.7%	\$102.90	↑ 9.8%	\$111.20	↑ 7.2%	\$157.80	↑ 10.0%	\$124.40	↑ 6.7%	\$331.20	↑ 16.5%
Attractions, Events and Recreation	\$75.60	↑ 6.2%	\$77.50	↑ 7.6%	\$56.50	↓ -9.4%	\$77.20	↑ 5.3%	\$76.20	↑ 5.7%	\$89.80	↑ 1.2%
Takeaway and Fast Food Outlets	\$45.50	↑ 26.0%	\$45.80	↑ 37.9%	\$45.10	↑ 11.0%	\$51.70	↑ 7.7%	\$40.40	↑ 7.2%	\$102.40	↑ 2.0%
Discretionary Retail	\$172.80	↓ -6.9%	\$148.20	↓ -13.4%	\$203.70	↑ 14.0%	\$333.30	↑ 5.0%	\$200.90	↑ 2.4%	\$1042.00	↑ 8.9%
Other Discretionary Retail	\$142.40	↑ 11.4%	\$105.90	↑ 5.4%	\$181.30	↑ 15.8%	\$282.90	↑ 6.1%	\$140.10	↑ 5.2%	\$939.40	↑ 6.9%
Department Stores, Clothing & Accessories	\$195.30	↓ -16.8%	\$201.00	↓ -27.2%	\$183.40	↑ 19.7%	\$262.40	↑ 2.8%	\$229.20	↑ 0.7%	\$401.70	↑ 8.2%
Private Transport	\$119.20	↑ 1.7%	\$80.50	↑ 4.4%	\$154.20	↑ 0.6%	\$248.40	↑ 6.0%	\$108.50	↑ 8.7%	\$838.10	↑ 2.2%
Accommodation - Instore	\$316.10	↑ 26.8%	\$318.70	↑ 25.1%	\$281.30	↓ -12.9%	\$392.00	↑ 3.1%	\$392.50	↑ 6.6%	\$384.50	↓ -24.3%

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 Dunsborough location during July 2026?

Trip Type by spend

Trip Type	Spend
Tourists - Overnight Trip Total	\$8.8M
Non-Tourists - Short Trip	\$1.5M
Tourists - Day Trip Total	\$589.0K
Non-Tourists - Regular/Routine Trips	\$434.0K

Trip Type by unique customer count and trip count

Trip Type	Unique Customer Count	Trip Count
Tourists - Overnight Trip Total	34.5K	35.4K
Non-Tourists - Short Trip	14.0K	16.5K
Tourists - Day Trip Total	4.8K	5.2K
Non-Tourists - Regular/Routine Trips	1.0K	1.9K

Top 5 customer segments by residents spend

Customer Segment	Spend
Countryside Elite	\$4.1M
Provincial Wealth	\$3.1M
Country Living	\$278.0K
Affluent Adventurers	\$557.0K
Life on the Land	\$497.0K

Top 5 customer segments by unique residents count

Customer Segment	Count
Provincial Wealth	5.1K
Countryside Elite	4.7K
Country Living	1.6K
Aging Comfortably	1.4K
Life on the Land	1.3K

Top 5 customer segments by visitors spend

Customer Segment	Spend
Prosperous Families	\$5.7M
Golden Days	\$2.0M
Metro High Flyers	\$1.2M
Countryside Elite	\$992.0K
Provincial Wealth	\$549.0K

Top 5 customer segments by unique visitors count

Customer Segment	Count
Prosperous Families	18.4K
Golden Days	8.1K
Metro High Flyers	8.5K
Countryside Elite	4.9K
Up and Coming	3.3K

Top 10 source markets by visitors spend

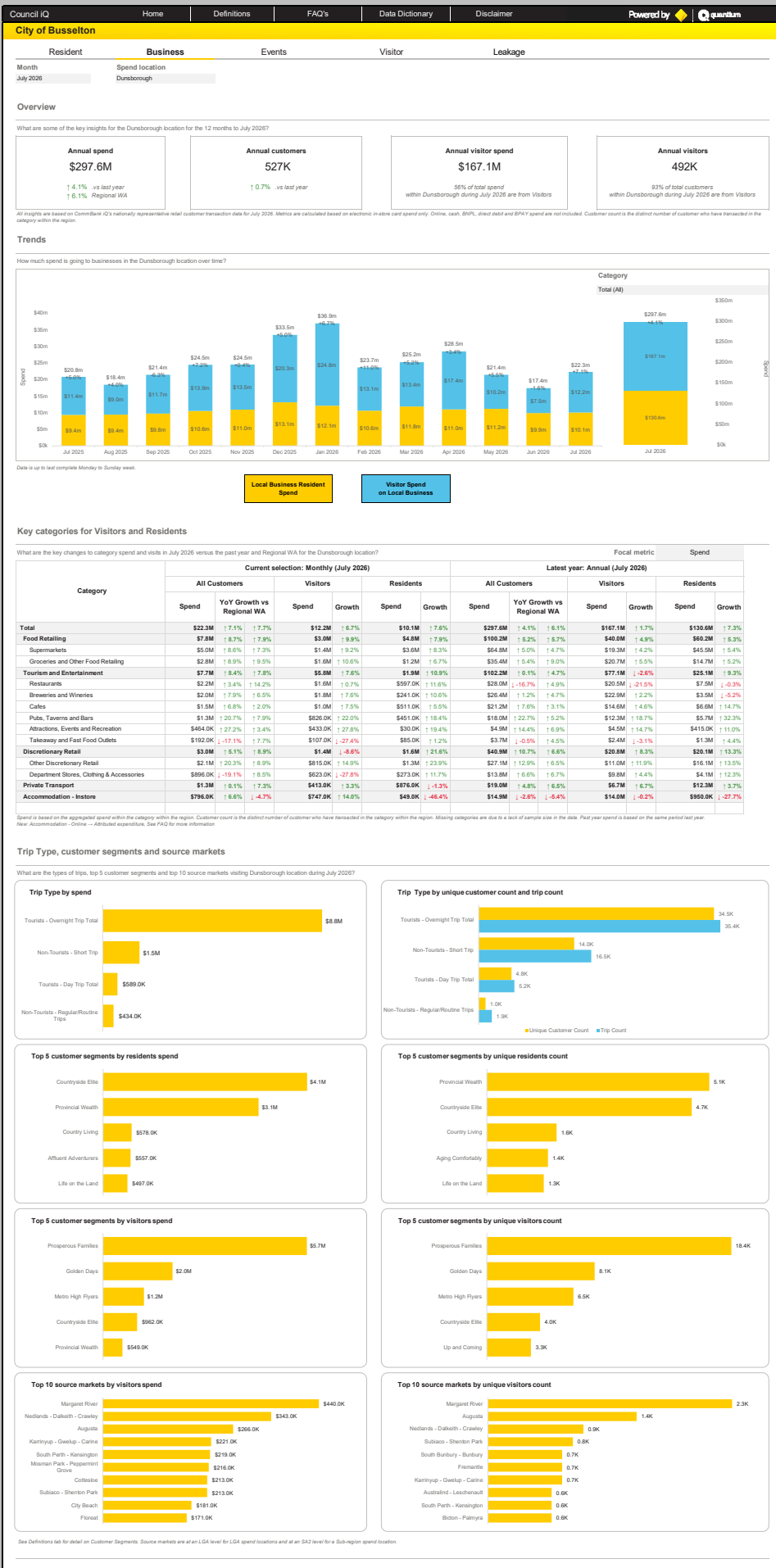
Source Market	Spend
Margaret River	\$440.0K
Netherlands - Dalketh - Crawley	\$343.0K
Augusta	\$266.0K
Karinyup - Gwelup - Carine	\$221.0K
South Perth - Kensington	\$219.0K
Monar Park - Poppycrest Grove	\$216.0K
Collabie	\$213.0K
Subiaco - Shenton Park	\$213.0K
City Beach	\$181.0K
Forest	\$171.0K

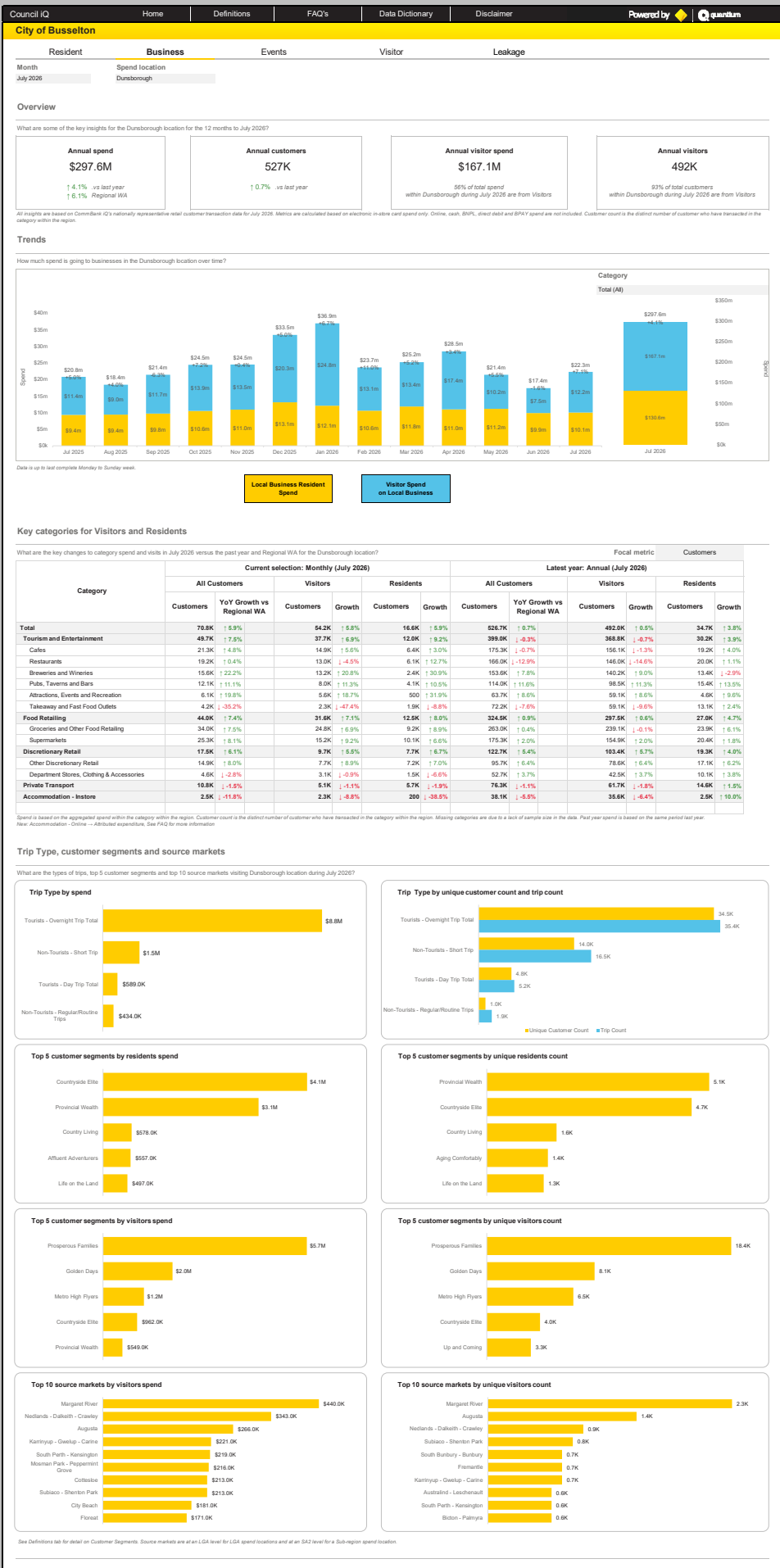
Top 10 source markets by unique visitors count

Source Market	Count
Margaret River	2.3K
Augusta	1.4K
Netherlands - Dalketh - Crawley	0.9K
Subiaco - Shenton Park	0.8K
South Bunbury - Bunbury	0.7K
Fremantle	0.7K
Karinyup - Gwelup - Carine	0.7K
Australind - Leederville	0.6K
South Perth - Kensington	0.6K
Bidon - Palmyra	0.6K

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

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1% of total customers

Visitor Spend

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.

See Definitions tab for details on Customer Segments. Square markets are at an LBA level for LBA-served locations and at an SAZ level for a Sub-union-served location.

Council IQHomeDefinitionsFAQ'sData DictionaryDisclaimer

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City of Bussetton

ResidentBusinessEventsVisitorLeakage

MonthSpend locationJuly 2026West Bussetton

Overview

What are some of the key insights for the West Bussetton location for the 12 months to July 2026?

Annual spend\$344.5M

↑ 10.8% -vs last year

↑ 6.1% -Regional WA

Annual customers486K

↑ 5.2% -vs last year

Annual visitor spend\$143.1M

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

Annual visitors444K

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

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

Trends

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

Category

Total (All)

\$40m

\$35m

\$30m

\$25m

\$20m

\$15m

\$10m

\$5m

\$0k

Jul 2025

Aug 2025

Sep 2025

Oct 2025

Nov 2025

Dec 2025

Jan 2026

Feb 2026

Mar 2026

Apr 2026

May 2026

Jun 2026

Jul 2026

\$25.3m

\$24.5m

\$25.5m

\$28.5m

\$28.5m

\$35.9m

\$33.7m

\$27.4m

\$29.8m

\$29.9m

\$27.5m

\$25.7m

\$27.5m

\$23.9m

\$12.3m

\$18.9m

\$12.3m

\$12.6m

\$16.1m

\$16.9m

\$11.7m

\$12.2m

\$15.1m

\$10.1m

\$8.9m

\$10.7m

\$15.3m

\$10.8m

\$15.1m

\$16.2m

\$16.8m

\$18.2m

\$16.8m

\$10.7m

\$17.9m

\$16.8m

\$17.5m

\$16.6m

\$16.7m

\$344.5m

\$143.1m

\$201.4m

Jul 2026

\$0k

\$50m

\$100m

\$150m

\$200m

\$250m

\$300m

\$350m

\$400m

Local Business Resident Spend

Visitor Spend on Local Business

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 July 2026 versus the past year and Regional WA for the West Bussetton location?

Focal metricSpend

Current selection: Monthly (July 2026)

Latest year: Annual (July 2026)

Category	All Customers				Visitors		Residents				All Customers				Visitors		Residents				
	Spend		YoY Growth vs Regional WA		Spend	Growth	Spend		Growth	YoY Growth vs Regional WA	Spend		YoY Growth vs Regional WA		Spend	Growth	Spend		YoY Growth vs Regional WA		
	Spend	YoY Growth vs Regional WA	Spend	Growth			Spend	Growth			Spend	YoY Growth vs Regional WA	Spend	Growth			Spend	Growth	Spend	Growth	
Total	\$27.6M	↑ 8.7%	\$10.7M	↑ 7.4%	\$16.7M	↑ 9.5%	\$344.5M	↑ 10.8%	↑ 6.1%	\$143.1M	↑ 11.0%	\$201.4M	↑ 10.7%	\$101.7M	↑ 10.9%	\$101.7M	↑ 10.9%	\$101.7M	↑ 10.9%	\$101.7M	↑ 10.9%
Food Retailing	\$12.3M	↑ 10.2%	\$2.9M	↑ 7.2%	\$2.9M	↑ 7.2%	\$5.4M	↑ 11.6%	↑ 5.7%	\$5.4M	↑ 11.6%	\$5.4M	↑ 11.6%	\$5.4M	↑ 11.6%	\$5.4M	↑ 11.6%	\$5.4M	↑ 11.6%	\$5.4M	↑ 11.6%
Supermarkets	\$6.2M	↑ 9.0%	↑ 7.3%	↑ 1.3M	↑ 5.9%	\$4.8M	↑ 5.5%	\$76.5M	↑ 4.1%	↑ 4.7%	\$18.2M	↑ 3.5%	\$58.1M	↑ 4.2%	\$58.1M	↑ 4.2%	\$58.1M	↑ 4.2%	\$58.1M	↑ 4.2%	
Groceries and Other Food Retailing	\$6.2M	↑ 12.4%	↑ 9.5%	\$2.6M	↑ 6.0%	\$3.6M	↑ 15.5%	\$75.5M	↑ 37.8%	↑ 9.0%	\$31.9M	↑ 40.2%	\$43.6M	↑ 36.1%	\$43.6M	↑ 36.1%	\$43.6M	↑ 36.1%	\$43.6M	↑ 36.1%	
Discretionary Retail	\$5.9M	↑ 1.0%	↑ 8.9%	\$2.1M	↑ 12.4%	\$3.8M	↓ -4.3%	\$73.3M	↑ 0.6%	↑ 6.6%	\$25.0M	↑ 4.0%	\$48.3M	↓ -1.1%	\$48.3M	↓ -1.1%	\$48.3M	↓ -1.1%	\$48.3M	↓ -1.1%	
Private Transport	\$3.0M	↑ 18.3%	↑ 7.3%	\$1.3M	↑ 19.0%	\$1.8M	↑ 17.8%	\$37.9M	↑ 10.1%	↑ 6.5%	\$17.1M	↑ 15.6%	\$20.8M	↑ 6.0%	\$20.8M	↑ 6.0%	\$20.8M	↑ 6.0%	\$20.8M	↑ 6.0%	
Tourism and Entertainment	\$2.6M	↑ 4.6%	↑ 7.8%	\$1.1M	↓ -8.8%	\$1.4M	↑ 9.2%	\$34.2M	↑ 15.4%	↑ 4.7%	\$16.4M	↑ 15.4%	\$17.8M	↑ 15.4%	\$17.8M	↑ 15.4%	\$17.8M	↑ 15.4%	\$17.8M	↑ 15.4%	
Takeaway and Fast Food Outlets	\$1.2M	↑ 14.0%	↑ 7.7%	\$491.0K	↑ 4.7%	\$750.0K	↑ 3.5%	\$15.0M	↑ 2.3%	↑ 4.5%	\$9.5M	↑ 5.4%	\$9.1M	↑ 0.2%	\$9.1M	↑ 0.2%	\$9.1M	↑ 0.2%	\$9.1M	↑ 0.2%	
Restaurants	\$303.0K	↑ 10.5%	↑ 14.2%	\$130.0K	↑ 0.7%	\$173.0K	↑ 19.2%	\$4.1M	↑ 19.5%	↑ 4.9%	\$2.0M	↑ 21.5%	\$2.1M	↑ 18.1%	\$2.1M	↑ 18.1%	\$2.1M	↑ 18.1%	\$2.1M	↑ 18.1%	
Cafes	\$292.0K	↓ -14.7%	↑ 2.0%	\$102.0K	↓ -25.3%	\$191.0K	↓ -7.8%	\$5.0M	↑ 72.5%	↑ 3.1%	\$2.1M	↑ 63.7%	\$2.9M	↑ 79.3%	\$2.9M	↑ 79.3%	\$2.9M	↑ 79.3%	\$2.9M	↑ 79.3%	
Breweries and Wineries	\$117.0K	↓ -20.4%	↑ 6.5%	\$87.0K	↓ -27.1%	\$30.0K	↑ 8.3%	\$1.8M	↑ 5.5%	↑ 4.7%	\$1.3M	↑ 3.4%	\$485.0K	↑ 12.6%	\$485.0K	↑ 12.6%	\$485.0K	↑ 12.6%	\$485.0K	↑ 12.6%	
Accommodation - Instore	\$731.0K	↓ -6.9%	↓ -4.7%	\$595.0K	↓ -5.0%	\$135.0K	↓ -14.5%	\$15.5M	↓ -8.6%	↓ -5.4%	\$13.2M	↓ -12.5%	\$2.3M	↑ 22.8%	\$2.3M	↑ 22.8%	\$2.3M	↑ 22.8%	\$2.3M	↑ 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.

New: Accommodation - Online - Allocated expenditure. See FAQ for more information

Trip Type, customer segments and source markets

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

Trip Type by spend

Tourists - Overnight Trip Total\$4.4M

Non-Tourists - Short Trip\$3.9M

Tourists - Day Trip Total\$848.0K

Non-Tourists - Regular/Routine Trips\$575.0K

Trip Type by unique customer count and trip count

Tourists - Overnight Trip Total27.5K

Non-Tourists - Short Trip26.4K

Tourists - Day Trip Total7.5K

Non-Tourists - Regular/Routine Trips4.4K

Top 5 customer segments by residents spend

Countryside Elite\$5.6M

Provincial Wealth\$3.9M

Life on the Land\$2.6M

Aging Comfortably\$1.8M

Country Living\$1.0M

Top 5 customer segments by unique residents count

Provincial Wealth7.3K

Countryside Elite7.0K

Aging Comfortably4.8K

Life on the Land4.0K

Country Living2.7K

Top 5 customer segments by visitors spend

Prosperous Families\$2.7M

Countryside Elite\$1.7M

Golden Days\$1.2M

Provincial Wealth\$1.0M

Aging Comfortably\$871.0K

Top 5 customer segments by unique visitors count

Prosperous Families14.0K

Golden Days7.4K

Countryside Elite6.8K

Aging Comfortably5.9K

Provincial Wealth4.8K

Top 10 source markets by visitors spend

Margaret River\$1.3M

Augusta\$1.2M

Capel\$350.0K

Pemberton\$227.0K

Dornbrook - Balingup\$126.0K

Australind - Lechenault\$123.0K

Bridgeview - Biyup Brook\$118.0K

South Burbury - Burbury\$117.0K

South Perth - Karangin\$111.0K

Nedlands - Dalkeith - Crawley\$109.0K

Top 10 source markets by unique visitors count

Margaret River5.4K

Augusta3.7K

Capel1.8K

Australind - Lechenault1.2K

Pemberton1.1K

South Burbury - Burbury1.1K

Darlingup0.8K

East - Pelican Point0.8K

Dornbrook - Balingup0.7K

Bridgeview - Biyup Brook0.6K

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

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Resident	Business	Events	Visitor	Leakage
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Overview

What are some of the key insights for the West Busseton location for the 12 months to July 2026?

↑ 10.8% .vs last year
↑ 6.1% Regional WA

↑ 5.2% .vs last year

42% of total spend
within West Busselton during July 2026 are from Visitors

91% of total customers
within West Bussellton during July 2026 are from Visitors

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

Trends

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



**Visitor Spend
on Local Business**

Key categories for Visitors and Residents

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

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 Russellton location during July 2020?



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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Spend Location

City of Busselton

Start Date

01/07/2026

End Date

31/07/2026

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 Busselton for all categories between 1 July 2026 and 31 July 2026?

Total spend

\$98.3M

↑ 7.3%

uplift compared to Benchmark Period

Visitor spend

\$42.2M

↑ 4.5%

uplift compared to Benchmark Period

Day spend

\$90.4M

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

Night spend

\$7.9M

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

All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 July 2026 and 31 July 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Event period: Wed 01-Jul-26 - Fri 31-Jul-26 (31 days)

Benchmark period: Wed 02-Jul-25 - Fri 01-Aug-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	\$90.4M	\$7.9M	\$42.2M	\$56.1M	\$98.3M	\$91.6M	↑ 7.3%	\$16.7M	↑ 4.5%	↑ 9.5%
Food Retailing	\$29.8M	\$2.2M	\$9.5M	\$22.5M	\$32.0M	\$29.8M	↑ 7.4%	\$2.2M	↑ 7.0%	↑ 7.6%
Supermarkets			\$4.4M	\$15.7M	\$20.1M	\$19.0M	↑ 5.6%	\$1.1M	↑ 6.2%	↑ 5.5%
Groceries and Other Food Retailing			\$5.1M	\$6.8M	\$11.9M	\$10.8M	↑ 10.6%	\$1.1M	↑ 7.6%	↑ 12.8%
Discretionary Retail*	\$21.0M	\$296K	\$7.2M	\$14.1M	\$21.3M	\$19.2M	↑ 11.1%	\$2.1M	↑ 7.0%	↑ 13.3%
Other Discretionary Retail			\$4.5M	\$10.7M	\$15.3M	\$13.4M	↑ 13.5%	\$1.8M	↑ 13.4%	↑ 18.2%
Department Stores, Clothing & Accessories			\$2.7M	\$3.4M	\$6.0M	\$5.7M	↑ 5.3%	\$303K	↑ 4.9%	↑ 13.0%
Tourism and Entertainment	\$13.2M	\$3.7M	\$10.3M	\$6.6M	\$16.9M	\$15.6M	↑ 7.9%	\$1.2M	↑ 8.4%	↑ 7.0%
Restaurants	\$2.2M	\$1.2M	\$2.2M	\$1.2M	\$3.5M	\$3.3M	↑ 4.0%	\$153K	↑ 2.0%	↑ 7.7%
Cafes			\$1.8M	\$1.5M	\$3.4M	\$3.2M	↑ 6.1%	\$195K	↑ 5.6%	↑ 7.3%
Pubs, Taverns and Bars	\$1.8M	\$1.4M	\$1.6M	\$1.6M	\$3.2M	\$2.8M	↑ 15.1%	\$420K	↑ 16.6%	↑ 13.5%
Breweries and Wineries*			\$2.7M	\$445K	\$3.1M					
Takeaway and Fast Food Outlets*	\$1.7M	\$647K	\$994K	\$1.4M	\$2.4M	\$2.3M	↑ 3.7%	\$86K	↓ -0.5%	↓ -2.3%
Attractions, Events and Recreation*			\$970K	\$372K	\$1.3M					
Private Transport			\$3.2M	\$5.6M	\$8.8M	\$8.0M	↑ 10.8%	\$858K	↑ 11.4%	↑ 10.5%
Accommodation - Online					\$6.0M		↓ -12.4%	-\$847K		
Accommodation - Instore*				\$1.6M	\$301K	\$1.9M	↑ 11.0%	\$191K	↑ 11.3%	↓ -15.2%

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

Events Timeseries

Discover granular time of day and day of week spend insights for the Total (All) category for All Customers to City of Busselton between 24 June 2026 and 31 July 2026 (incl extended dates)

Date Extender (Max 7 Days)

7

Category

Total (All)

Time of Day

Total

Customer Type

All Customers

Event Spend

Benchmark Spend

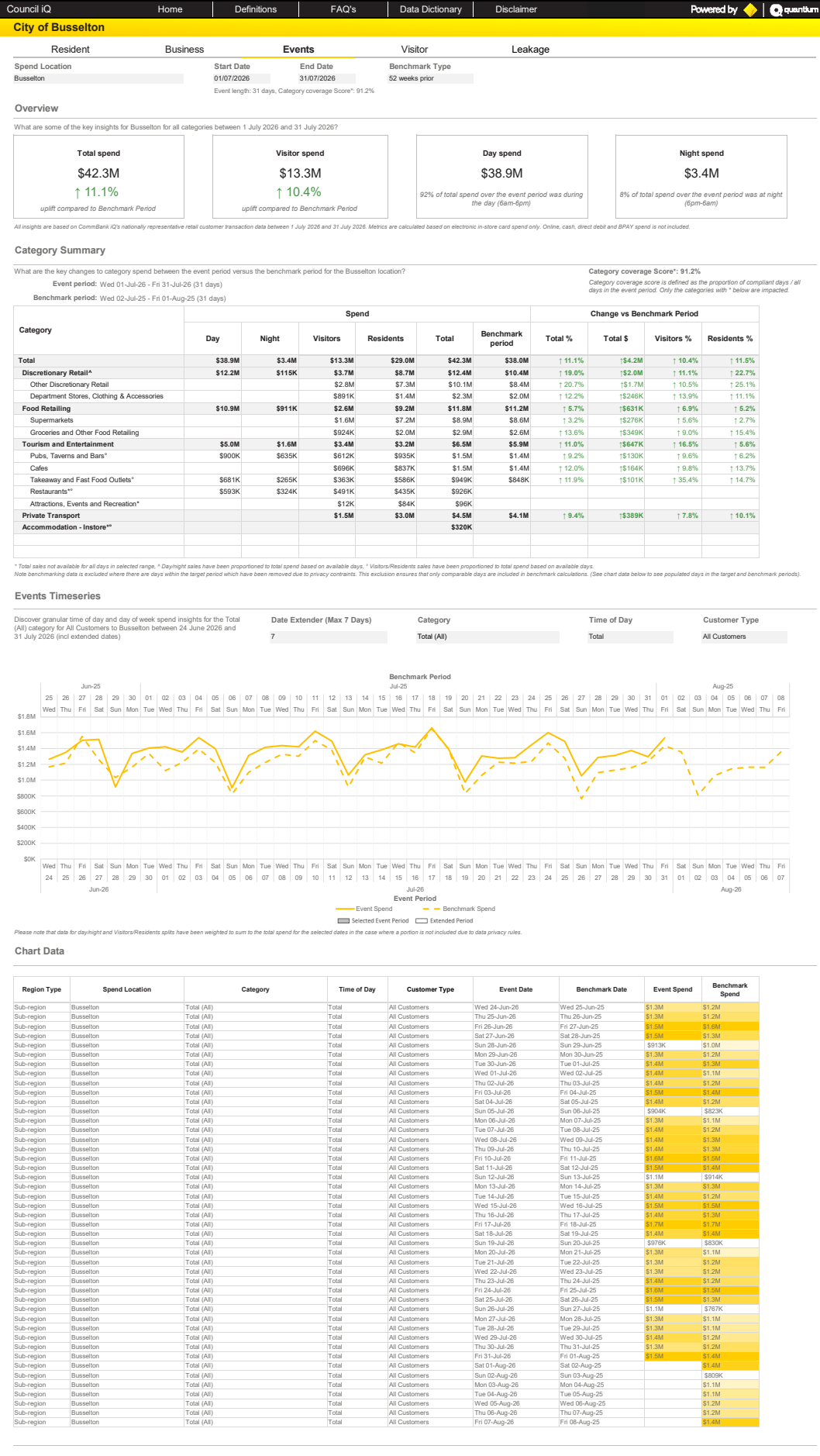
Selected Event Period

Extended Period

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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 24-Jun-26	Wed 25-Jun-25	\$2.6M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 25-Jun-26	Thu 26-Jun-25	\$2.9M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 26-Jun-26	Fri 27-Jun-25	\$3.6M	\$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 27-Jun-26	Sat 28-Jun-25	\$9.6M	\$8.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 28-Jun-26	Sun 29-Jun-25	\$2.4M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 29-Jun-26	Mon 30-Jun-25	\$2.8M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 30-Jun-26	Tue 01-Jul-25	\$3.0M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 01-Jul-26	Wed 02-Jul-25	\$2.8M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 02-Jul-26	Thu 03-Jul-25	\$3.0M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 03-Jul-26	Fri 04-Jul-25	\$3.7M	\$3.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 04-Jul-26	Sat 05-Jul-25	\$3.7M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 05-Jul-26	Sun 06-Jul-25	\$2.7M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 06-Jul-26	Mon 07-Jul-25	\$3.2M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 07-Jul-26	Tue 08-Jul-25	\$3.3M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 08-Jul-26	Wed 09-Jul-25	\$3.3M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 09-Jul-26	Thu 10-Jul-25	\$3.4M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 10-Jul-26	Fri 11-Jul-25	\$6.6M	\$6.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 11-Jul-26	Sat 12-Jul-25	\$4.3M	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 12-Jul-26	Sun 13-Jul-25	\$2.9M	\$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 13-Jul-26	Mon 14-Jul-25	\$3.2M	\$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 14-Jul-26	Tue 15-Jul-25	\$3.2M	\$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 15-Jul-26	Wed 16-Jul-25	\$3.3M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 16-Jul-26	Thu 17-Jul-25	\$3.4M	\$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 17-Jul-26	Fri 18-Jul-25	\$3.9M	\$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 18-Jul-26	Sat 19-Jul-25	\$8.6M	\$8.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 19-Jul-26	Sun 20-Jul-25	\$2.5M	\$2.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 20-Jul-26	Mon 21-Jul-25	\$2.7M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 21-Jul-26	Tue 22-Jul-25	\$2.6M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 22-Jul-26	Wed 23-Jul-25	\$2.7M	\$2.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 23-Jul-26	Thu 24-Jul-25	\$3.1M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 24-Jul-26	Fri 25-Jul-25	\$3.5M	\$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 25-Jul-26	Sat 26-Jul-25	\$3.4M	\$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 26-Jul-26	Sun 27-Jul-25	\$2.6M	\$2.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 27-Jul-26	Mon 28-Jul-25	\$2.6M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 28-Jul-26	Tue 29-Jul-25	\$2.6M	\$2.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 29-Jul-26	Wed 30-Jul-25	\$2.7M	\$2.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 30-Jul-26	Thu 31-Jul-25	\$2.8M	\$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 01-Aug-26	Fri 01-Aug-25	\$3.5M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 01-Aug-26	Sat 02-Aug-25	\$3.3M	\$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 02-Aug-26	Sun 03-Aug-25	\$2.1M	
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 03-Aug-26	Mon 04-Aug-25	\$2.3M	
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 04-Aug-26	Tue 05-Aug-25	\$2.3M	
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 05-Aug-26	Wed 06-Aug-25	\$2.4M	
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 06-Aug-26	Thu 07-Aug-25	\$2.5M	
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 07-Aug-26	Fri 08-Aug-25	\$3.1M	



City of Busselton

Resident	Business	Events	Visitor	Leakage
Spend Location Dunsborough	Start Date 01/07/2026	End Date 31/07/2026	Benchmark Type 52 weeks prior	
Event length: 31 days, Category coverage Score*: 97.4%				

Overview

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

Total spend \$22.3M ↑ 6.4% uplift compared to Benchmark Period	Visitor spend \$12.2M ↑ 5.8% uplift compared to Benchmark Period	Day spend \$19.8M 89% of total spend over the event period was during the day (6am-6pm)	Night spend \$2.4M 11% of total spend over the event period was at night (6pm-6am)
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 July 2026 and 31 July 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Event period: Wed 01-Jul-26 - Fri 31-Jul-26 (31 days)

Benchmark period: Wed 02-Jul-25 - Fri 01-Aug-25 (31 days)

Category coverage Score*: 97.4%

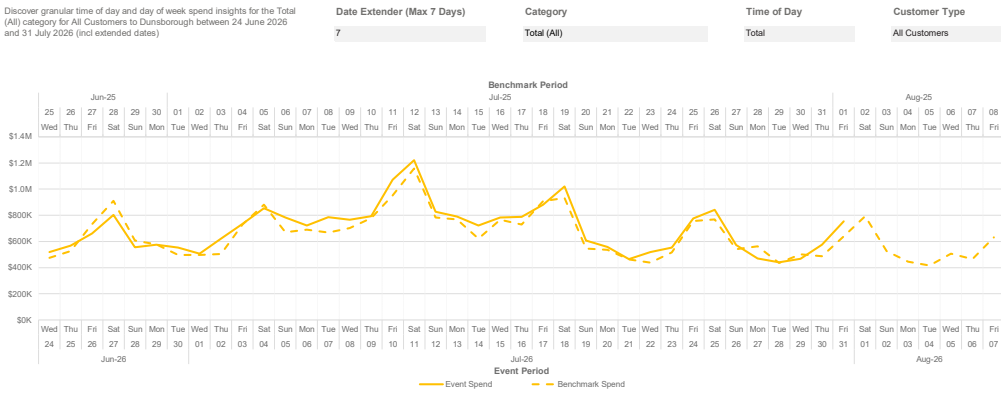
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$19.8M	\$2.4M	\$12.2M	\$10.1M	\$22.3M	\$20.9M	↑ 6.4%	\$13.3M	↑ 5.8%	↑ 7.1%
Food Retailing	\$7.2M	\$601K	\$3.0M	\$4.8M	\$7.8M	\$7.3M	↑ 7.8%	\$570K	↑ 8.9%	↑ 7.1%
Supermarkets			\$1.4M	\$3.6M	\$5.0M	\$4.7M	↑ 8.0%	\$374K	↑ 8.3%	↑ 7.9%
Groceries and Other Food Retailing			\$1.6M	\$1.2M	\$2.8M	\$2.6M	↑ 7.4%	\$192K	↑ 9.4%	↑ 4.7%
Tourism and Entertainment	\$6.2M	\$1.5M	\$5.8M	\$1.9M	\$7.7M	\$7.2M	↑ 6.9%	\$497K	↑ 6.4%	↑ 8.6%
Restaurants*	\$1.4M	\$778K	\$1.6M	\$598K	\$2.2M	\$2.2M	↑ 2.4%	\$51K	↓ -0.8%	↑ 10.9%
Breweries and Wineries*			\$1.8M	\$248K	\$2.0M	\$1.9M	↑ 5.8%	\$111K	↑ 25.8%	↑ 24.9%
Cafes			\$1.0M	\$511K	\$1.5M	\$1.5M	↑ 6.5%	\$94K	↑ 6.8%	↑ 5.4%
Pubs, Taverns and Bars*	\$639K	\$636K	\$827K	\$449K	\$1.3M	\$1.1M	↑ 17.2%	\$187K	↑ 19.9%	↑ 12.3%
Attractions, Events and Recreation*					\$460K	\$364K	↑ 26.4%	\$96K	↑ 187.5%	↑ 75.0%
Takeaway and Fast Food Outlets**	\$123K	\$68K			\$191K	\$236K	↓ -19.1%	-\$45K	↓ -48.5%	↓ -33.3%
Discretionary Retail*			\$1.4M	\$1.6M	\$3.0M					
Other Discretionary Retail**			\$745K	\$1.1M	\$1.9M					
Department Stores, Clothing & Accessories**			\$511K	\$216K	\$727K					
Private Transport			\$413K	\$877K	\$1.3M	\$1.3M	↑ 0.1%	\$1K	↑ 3.0%	↓ -0.8%
Accommodation - Instore*					\$677K					

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

Events Timeseries

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



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 24-Jun-26	Wed 25-Jun-25	\$520K	\$476K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 25-Jun-26	Thu 26-Jun-25	\$567K	\$527K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 26-Jun-26	Fri 27-Jun-25	\$660K	\$732K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 27-Jun-26	Sat 28-Jun-25	\$692K	\$611K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 28-Jun-26	Sun 29-Jun-25	\$559K	\$607K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 29-Jun-26	Mon 30-Jun-25	\$575K	\$577K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 30-Jun-26	Tue 01-Jul-25	\$554K	\$498K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 01-Jul-26	Wed 02-Jul-25	\$506K	\$498K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 02-Jul-26	Thu 03-Jul-25	\$621K	\$555K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 03-Jul-26	Fri 04-Jul-25	\$735K	\$730K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 04-Jul-26	Sat 05-Jul-25	\$853K	\$880K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 05-Jul-26	Sun 06-Jul-25	\$794K	\$671K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 06-Jul-26	Mon 07-Jul-25	\$721K	\$699K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 07-Jul-26	Tue 08-Jul-25	\$765K	\$666K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 08-Jul-26	Wed 09-Jul-25	\$769K	\$703K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 09-Jul-26	Thu 10-Jul-25	\$719K	\$777K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 10-Jul-26	Fri 11-Jul-25	\$1.1M	\$661K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 11-Jul-26	Sat 12-Jul-25	\$1.3M	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 12-Jul-26	Sun 13-Jul-25	\$659K	\$763K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 13-Jul-26	Mon 14-Jul-25	\$795K	\$769K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 14-Jul-26	Tue 15-Jul-25	\$723K	\$622K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 15-Jul-26	Wed 16-Jul-25	\$764K	\$769K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 16-Jul-26	Thu 17-Jul-25	\$769K	\$729K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 17-Jul-26	Fri 18-Jul-25	\$882K	\$908K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 18-Jul-26	Sat 19-Jul-25	\$868K	\$868K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 19-Jul-26	Sun 20-Jul-25	\$657K	\$547K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 20-Jul-26	Mon 21-Jul-25	\$558K	\$537K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 21-Jul-26	Tue 22-Jul-25	\$485K	\$482K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 22-Jul-26	Wed 23-Jul-25	\$519K	\$438K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 23-Jul-26	Thu 24-Jul-25	\$553K	\$517K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 24-Jul-26	Fri 25-Jul-25	\$775K	\$766K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 25-Jul-26	Sat 26-Jul-25	\$842K	\$769K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 26-Jul-26	Mon 27-Jul-25	\$574K	\$540K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 27-Jul-26	Tue 28-Jul-25	\$469K	\$566K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 28-Jul-26	Wed 29-Jul-25	\$441K	\$435K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 29-Jul-26	Thu 30-Jul-25	\$468K	\$501K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 30-Jul-26	Fri 31-Jul-25	\$576K	\$488K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 31-Jul-26	Sat 01-Aug-25	\$759K	\$688K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 01-Aug-26	Sun 02-Aug-25	\$764K	\$764K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 02-Aug-26	Mon 03-Aug-25	\$527K	\$527K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 03-Aug-26	Tue 04-Aug-25	\$449K	\$449K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 04-Aug-26	Wed 05-Aug-25	\$417K	\$417K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 05-Aug-26	Thu 06-Aug-25	\$506K	\$506K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 06-Aug-26	Fri 07-Aug-25	\$466K	\$466K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 07-Aug-26	Sat 08-Aug-25	\$632K	\$632K

Resident	Business	Events	Visitor	Leakage
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Overview

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



	Spend	Change vs Benchmark Period
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* Total sales not available for all days in selected range, ^a Daynight sales have been proportioned to total spend based on available days, ^b 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).



Chart Data

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Spend location

Filter

July 2026

City of Busselton

All Visitors

Overview

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

Top category

Accommodation - Online

\$5.9M of City of Busselton Visitors spend during July 2026

Top age band

25-34

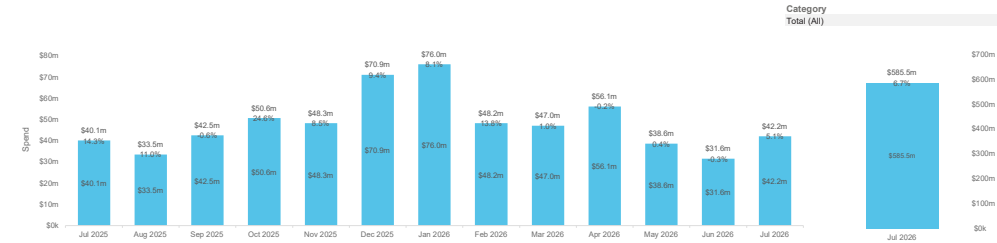
20.9% of City of Busselton Visitors are within this age band

Top lifestage

Young Families

20.4% of City of Busselton Visitors are within this lifestage

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202507) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

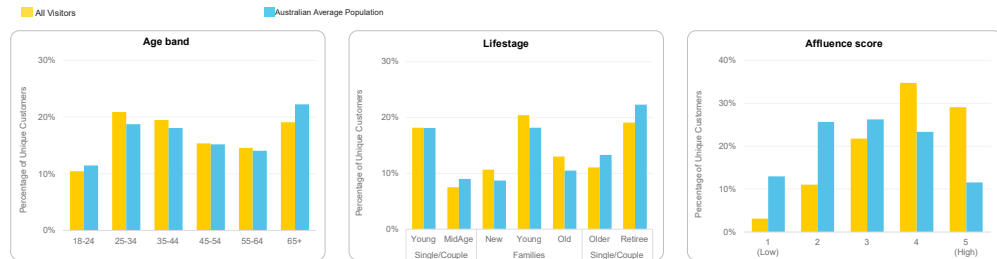
What are the highest performing categories for Visitors to City of Busselton during the past 12 months (August 2025 - July 2026)?

Category	Monthly			Annual (Last 12 months up to July 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$42.2M	↑ 5.1%	↑ 5.5%	\$585.5M	↑ 6.7%		
Tourism and Entertainment	\$10.3M	↑ 9.7%	↑ 5.1%	\$141.4M	↑ 1.9%	0.99x	75.6%
Breweries and Wineries	\$2.6M	↑ 9.4%	↑ 6.7%	\$34.6M	↑ 3.3%	0.96x	27.9%
Restaurants	\$2.2M	↑ 3.6%	↑ 16.1%	\$30.1M	↓ -15.4%	0.92x	28.2%
Cafes	\$1.8M	↑ 6.1%	↓ -6.6%	\$27.2M	↑ 9.9%	0.94x	34.3%
Pubs, Taverns and Bars	\$1.6M	↑ 18.7%	↑ 5.0%	\$23.5M	↑ 13.7%	0.90x	21.4%
Takeaway and Fast Food Outlets	\$981K	↑ 6.0%	↑ 11.8%	\$13.3M	↑ 5.7%	0.91x	24.9%
Attractions, Events and Recreation	\$959K	↑ 23.5%	↓ -1.2%	\$12.6M	↑ 8.7%	0.95x	20.4%
Food Retailing	\$9.5M	↑ 8.5%	↑ 6.6%	\$124.9M	↑ 11.4%	0.98x	60.6%
Groceries and Other Food Retailing	\$5.1M	↑ 9.4%	↑ 6.3%	\$65.1M	↑ 19.5%	0.96x	47.2%
Supermarkets	\$4.4M	↑ 7.6%	↑ 6.7%	\$59.7M	↑ 3.7%	0.94x	39.3%
Discretionary Retail	\$7.2M	↑ 6.4%	↑ 7.6%	\$95.9M	↑ 8.4%	0.93x	33.4%
Other Discretionary Retail	\$4.5M	↑ 11.0%	↑ 7.2%	\$62.0M	↑ 10.7%	0.89x	24.9%
Department Stores, Clothing & Accessories	\$2.7M	↓ -0.7%	↑ 5.6%	\$34.0M	↑ 4.5%	0.86x	19.1%
Accommodation - Online	\$5.9M	↓ -16.3%	↑ 3.0%	\$94.5M	↑ 2.5%	1.03x	
Private Transport	\$3.2M	↑ 11.8%	↑ 4.6%	\$44.2M	↑ 16.3%	0.92x	31.2%
Accommodation - In-store	\$1.7M	↑ 16.2%	↓ -7.8%	\$30.6M	↑ 1.2%	0.92x	9.7%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (202507). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on all visitors. See FAQ for more information.

Demographic profile

What is the profile of Visitors to City of Busselton during the recent static period (January 1900)?



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

Brand preference

What are the top brand preferences for Visitors to City of Busselton during the recent static period (202507)?

How to read: 5.8% of Visitors to City of Busselton have transacted with St John Of God in City of Busselton. This is 1.03x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.03x	5.8%
Busselton Jetty	Attractions	1.01x	11.2%
Njilgi Cave	Attractions	1.00x	2.3%
Tasman Holiday Parks	Travel	1.00x	1.0%
Cape Naturaliste Lighthouse	Attractions	1.00x	2.5%
The Margaret River Chocolate Company	Food Retailing	1.00x	9.8%
Pulman	Travel	0.97x	1.3%
Abbey Beach Resort	Travel	0.95x	1.0%
Beerlarm Metricup	Eating And Drinking Out	0.94x	4.6%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.8%
Shelter Brewing Co	Eating And Drinking Out	0.94x	12.6%
Cheeki Monkey	Eating And Drinking Out	0.94x	2.5%
Dunborough Bakery	Food Retailing	0.93x	5.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	0.92x	1.3%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.3%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.5%
Yallingup Goughupf	Food Retailing	0.92x	1.1%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	4.1%
Aravina Estate	Eating And Drinking Out	0.91x	2.5%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.2%
Caves House Hotel	Eating And Drinking Out	0.90x	4.9%
The Goose	Eating And Drinking Out	0.89x	9.7%
Coles	Food Retailing	0.89x	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	4.0%
Kyst	Eating And Drinking Out	0.88x	6.5%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.87x	1.2%
Fishbone Wines	Eating And Drinking Out	0.86x	1.1%
La Lah	Eating And Drinking Out	0.86x	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 Bussetton

Resident

Business

Events

Visitor

Leakage

Month

Spend location

Filter

July 2026

Bussetton

All Visitors

Overview

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

Top category

Other Discretionary Retail

\$2.8M of Bussetton Visitors spend during July 2026

Top age band

25-34

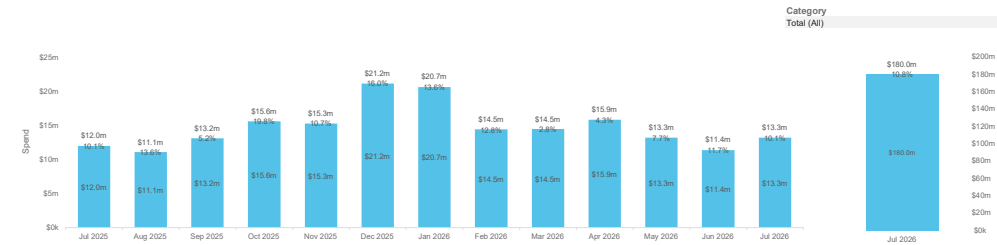
21.3% of Bussetton Visitors are within this age band

Top lifestyle

Young Families

20.0% 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 (202507) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

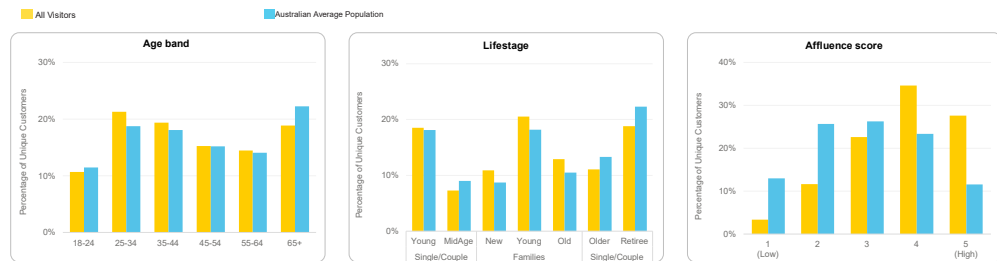
What are the highest performing categories for Visitors to Bussetton during the past 12 months (August 2025 - July 2026)?

Category	Monthly			Annual (Last 12 months up to July 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$13.3M	↑ 10.1%	↑ 5.5%	\$180.0M	↑ 10.8%		
Discretionary Retail	\$3.7M	↑ 10.1%	↑ 7.6%	\$50.2M	↑ 10.8%	0.84x	30.4%
Other Discretionary Retail	\$2.8M	↑ 9.5%	↑ 7.2%	\$38.9M	↑ 13.3%	0.86x	24.2%
Department Stores, Clothing & Accessories	\$692K	↑ 12.1%	↑ 6.6%	\$11.3M	↑ 3.0%	0.59x	13.1%
Tourism and Entertainment	\$3.4M	↑ 17.3%	↑ 5.1%	\$47.3M	↑ 5.5%	0.96x	74.7%
Cafes	\$697K	↑ 10.7%	↓ 4.6%	\$10.6M	↑ 10.8%	0.78x	27.7%
Pubs, Taverns and Bars	\$617K	↑ 14.3%	↑ 5.0%	\$8.2M	↑ 5.3%	0.61x	14.6%
Restaurants	\$499K	↑ 14.9%	↑ 16.1%	\$7.7M	↓ -2.9%	0.63x	19.4%
Takeaway and Fast Food Outlets	\$382K	↑ 23.7%	↑ 11.8%	\$4.4M	↑ 11.5%	0.60x	16.5%
Food Retailing	\$2.6M	↑ 8.8%	↑ 6.6%	\$34.6M	↑ 3.1%	0.64x	39.5%
Supermarkets	\$1.6M	↑ 7.6%	↑ 6.7%	\$22.2M	↑ 3.2%	0.68x	28.2%
Groceries and Other Food Retailing	\$927K	↑ 10.9%	↑ 6.3%	\$12.4M	↑ 3.0%	0.45x	22.3%
Private Transport	\$1.5M	↑ 8.9%	↑ 4.6%	\$20.4M	↑ 20.4%	0.75x	25.4%
Accommodation - Instore	\$309K	↑ 121.4%	↓ -7.8%	\$3.4M	↑ 203.1%	0.19x	2.0%

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 (202507). 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 Bussetton during the recent static period (January 1900)?



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

Brand preference

What are the top brand preferences for Visitors to Bussetton during the recent static period (202507)?

How to read: 18.0% of Visitors to Bussetton have transacted with Bussetton Jetty in Bussetton. This is 1.62x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Bussetton Jetty	Attractions	1.62x	18.0%
Sheller Brewing Co	Eating And Drinking Out	1.50x	20.2%
The Goose	Eating And Drinking Out	1.43x	15.6%
Kyrt	Eating And Drinking Out	1.40x	10.4%
Maro Wraps	Eating And Drinking Out	1.31x	2.7%
Caltex	Private Transport	1.28x	11.9%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.27x	3.5%
Esplanade Hotel	Eating And Drinking Out	1.20x	6.1%
Hungry Jacks	Eating And Drinking Out	1.12x	4.3%
Ship Inn	Eating And Drinking Out	1.11x	2.5%
Dome Cafe	Eating And Drinking Out	1.11x	3.7%
Liberty Petrol	Private Transport	1.09x	7.5%
Baked Bussetton	Food Retailing	1.09x	4.9%
The Fire Station	Eating And Drinking Out	1.09x	2.7%
Timezone	Recreation	1.07x	1.3%
Dan Murphys	Food Retailing	1.07x	6.3%
Geographe Restauranty	Eating And Drinking Out	1.06x	1.6%
Zambrero	Eating And Drinking Out	1.06x	1.3%
Benesse Cafe	Eating And Drinking Out	1.02x	2.8%
The Vasse Tavern	Eating And Drinking Out	1.02x	1.4%
Burnings Warehouse	Hardware And Garden Retailing	1.02x	9.2%
Bussetton Pavilion	Eating And Drinking Out	1.01x	2.2%
The Tav	Eating And Drinking Out	1.01x	2.0%
Best And Less	Clothing And Accessories	0.97x	3.4%
Bcf	Recreational Goods	0.96x	2.6%
Kwik Koffee	Eating And Drinking Out	0.94x	2.3%
Western Growers Fresh	Food Retailing	0.91x	1.9%
Reading Cinemas	Films And Videos	0.91x	2.0%
Cotton On	Clothing And Accessories	0.90x	1.6%
Sushi Sush	Eating And Drinking Out	0.86x	1.7%

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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

Spend location

Filter

July 2026

Dunsborough

All Visitors

Overview

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

Top category

Breweries and Wineries

\$1.8M of Dunsborough Visitors spend during July 2026

Top age band

25-34

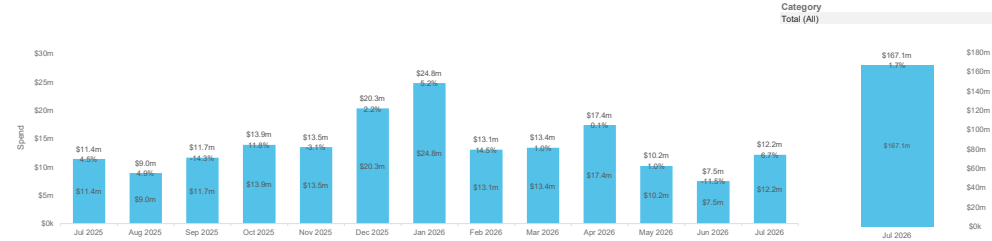
21.2% of Dunsborough Visitors are within this age band

Top lifestyle

Young Families

21.2% of Dunsborough Visitors are within this lifestyle

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202507) 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

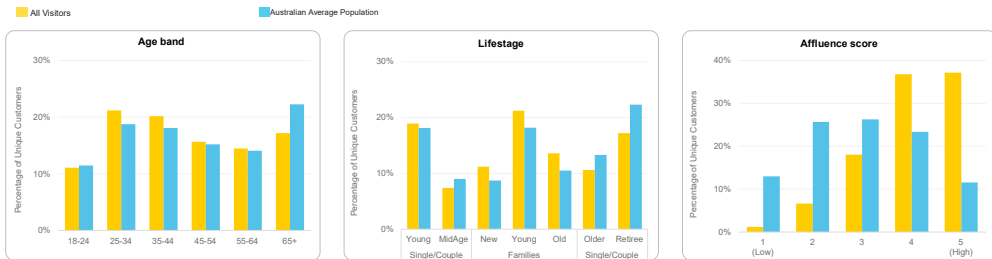
What are the highest performing categories for Visitors to Dunsborough during the past 12 months (August 2025 - July 2026)?

Category	Monthly			Annual (Last 12 months up to July 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$12.2M	↑ 6.7%	↑ 5.5%	\$167.1M	↑ 1.7%		
Tourism and Entertainment	\$5.8M	↑ 7.6%	↑ 5.1%	\$77.1M	↓ -2.6%	0.88x	75.0%
Breweries and Wineries	\$1.8M	↑ 7.6%	↑ 6.7%	\$22.9M	↑ 2.2%	0.98x	28.5%
Restaurants	\$1.6M	↑ 0.7%	↑ 16.1%	\$20.9M	↓ -21.5%	0.97x	29.7%
Cafes	\$1.0M	↑ 7.5%	↓ -8.6%	\$14.6M	↑ 4.6%	0.87x	31.7%
Pubs, Taverns and Bars	\$529K	↑ 22.0%	↑ 5.0%	\$12.3M	↑ 18.7%	0.84x	20.0%
Attractions, Events and Recreation	\$433K	↑ 27.8%	↓ -1.2%	\$4.5M	↑ 14.7%	0.56x	12.0%
Takeaway and Fast Food Outlets	\$107K	↓ -27.4%	↑ 11.8%	\$2.4M	↓ -3.1%	0.44x	12.0%
Food Retailing	\$3.0M	↑ 9.9%	↑ 6.6%	\$40.0M	↑ 4.9%	0.97x	60.5%
Groceries and Other Food Retailing	\$1.6M	↑ 10.6%	↑ 6.3%	\$20.7M	↑ 5.5%	0.99x	48.6%
Supermarkets	\$1.4M	↑ 9.2%	↑ 6.7%	\$19.3M	↑ 4.2%	0.75x	31.5%
Discretionary Retail	\$1.4M	↓ -8.6%	↑ 7.6%	\$20.8M	↑ 8.3%	0.58x	21.0%
Other Discretionary Retail	\$815K	↑ 14.9%	↑ 7.2%	\$11.0M	↑ 11.9%	0.57x	16.0%
Department Stores, Clothing & Accessories	\$623K	↓ -27.8%	↑ 8.6%	\$9.8M	↑ 4.4%	0.39x	8.6%
Accommodation - In-store	\$747K	↑ 14.8%	↓ -7.8%	\$14.0M	↓ -40.2%	0.69x	7.2%
Private Transport	\$413K	↑ 3.3%	↑ 4.6%	\$6.7M	↑ 6.7%	0.37x	12.8%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (202507). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on all visitors. See FAQ for more information.

Demographic profile

What is the profile of Visitors to Dunsborough during the recent static period (January 1900)?



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 (202507)?

How to read: 1.4% of Visitors to Dunsborough have transacted with Bettenays Margaret River in Dunsborough. This is 1.73x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Bettenays Margaret River	Travel	1.73x	1.4%
Nightly Care	Attractions	1.72x	4.0%
Tasman Holiday Parks	Travel	1.72x	1.8%
Cape Naturaliste Lighthouse	Attractions	1.72x	4.3%
The Margaret River Chocolate Company	Food Retailing	1.71x	16.9%
Hay Shed Hill Wines	Eating And Drinking Out	1.69x	1.0%
Swings And Roundabouts	Eating And Drinking Out	1.67x	1.7%
Pullman	Travel	1.67x	2.2%
Wise Wine	Eating And Drinking Out	1.66x	1.4%
Beerfarm Metriup	Eating And Drinking Out	1.61x	8.0%
Eagle Bay Brewing Co	Eating And Drinking Out	1.61x	6.4%
Dunsborough Bakery	Food Retailing	1.60x	9.0%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.60x	1.6%
Cheeky Monkey	Eating And Drinking Out	1.59x	4.2%
Vasse Virgin	Personal Services	1.58x	1.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.57x	2.2%
Wild Hop Brewing Company	Eating And Drinking Out	1.57x	5.7%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.57x	2.5%
Yallingup Gughupf	Food Retailing	1.57x	1.8%
Yallingup General Store And Cafe	Eating And Drinking Out	1.57x	7.0%
Aravina Estate	Eating And Drinking Out	1.56x	4.3%
Yallingup Woodfield Bakery	Food Retailing	1.55x	3.7%
Caves House Hotel	Eating And Drinking Out	1.54x	8.4%
Merchant And Maker	Eating And Drinking Out	1.53x	8.7%
Wild And Woods	Eating And Drinking Out	1.51x	1.9%
Cafe Eviva	Eating And Drinking Out	1.51x	1.7%
Simmos Ice Creamery	Eating And Drinking Out	1.50x	6.8%
Woody Nook Wines	Eating And Drinking Out	1.50x	1.7%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.50x	2.0%
Fishbone Wines	Eating And Drinking Out	1.48x	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.

City of Bussetton

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

Overview

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

Top category

Groceries and Other Food Retailing

\$2.6M of West Bussetton Visitors spend during July 2026

Top age band

65+

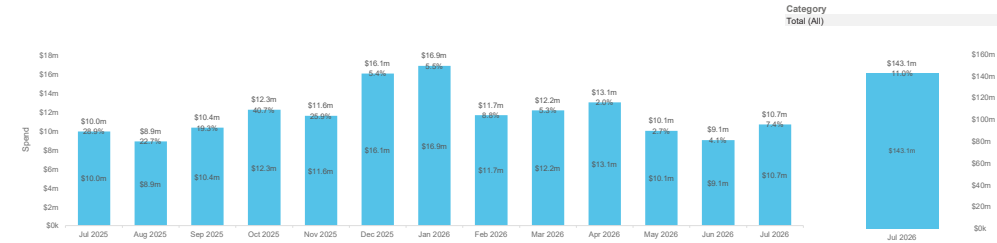
20.4% of West Bussetton Visitors are within this age band

Top lifestage

Young Families

21.6% of West Bussetton Visitors are within this lifestage

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202507) 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 Bussetton during the past 12 months (August 2025 - July 2026)?

Category	Monthly			Annual (Last 12 months up to July 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$10.7M	↑ 7.4%	↑ 5.5%	\$143.1M	↑ 11.0%		
Food Retailing	\$3.9M	↑ 7.2%	↑ 6.8%	\$50.1M	↑ 24.4%	0.81x	50.3%
Groceries and Other Food Retailing	\$2.6M	↑ 8.0%	↑ 6.3%	\$31.9M	↑ 40.2%	0.74x	36.6%
Supermarkets	\$1.3M	↑ 5.9%	↑ 6.7%	\$18.2M	↑ 3.8%	0.65x	27.2%
Discretionary Retail	\$2.1M	↑ 12.4%	↑ 7.8%	\$25.0M	↑ 4.8%	0.76x	27.4%
Private Transport	\$1.3M	↑ 19.0%	↑ 4.6%	\$17.1M	↑ 15.6%	0.83x	27.9%
Tourism and Entertainment	\$1.1M	↓ -8.8%	↑ 5.1%	\$16.4M	↑ 15.4%	0.54x	41.1%
Takeaway and Fast Food Outlets	\$491K	↓ 4.7%	↑ 11.8%	\$6.5M	↑ 5.4%	0.93x	25.4%
Restaurants	\$130K	↑ 0.7%	↑ 16.1%	\$2.0M	↑ 21.5%	0.17x	5.1%
Cafes	\$102K	↓ -25.3%	↓ -8.6%	\$2.1M	↑ 63.7%	0.25x	9.3%
Breweries and Wineries	\$87K	↓ -27.1%	↑ 6.7%	\$1.3M	↑ 3.4%	0.08x	2.2%
Accommodation - Instore	\$95K	↓ -5.0%	↓ -7.8%	\$13.2M	↓ -12.5%	0.82x	8.7%

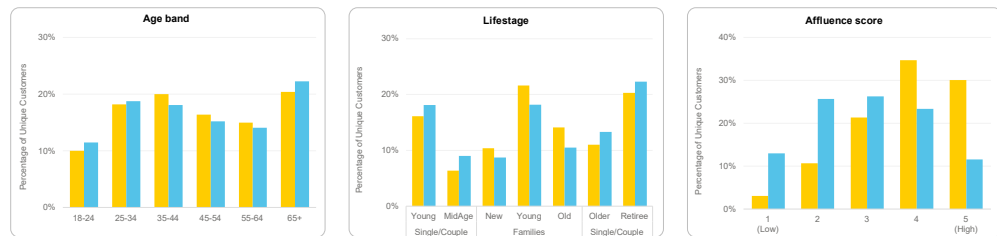
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Demographic profile

What is the profile of Visitors to West Bussetton during the recent static period (January 1900)?

All Visitors

Australian Average Population



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

Brand preference

What are the top brand preferences for Visitors to West Bussetton during the recent static period (202507)?

How to read: 11.1% of Visitors to West Bussetton have transacted with St John Of God in West Bussetton. This is 1.95x 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	1.95x	11.1%
The Kiosk	Eating And Drinking Out	1.30x	1.2%
Mandalay Resort	Travel	1.30x	1.2%
Abbey Beach Resort	Travel	1.80x	1.9%
Bunbury Farmers Market	Food Retailing	1.60x	25.0%
Subzero Gelato	Food Retailing	1.55x	2.1%
Vibe Petroleum	Private Transport	1.54x	13.9%
Petro Fuels	Private Transport	1.52x	2.8%
Broadwater Village Grocer	Food Retailing	1.48x	5.0%
Tonic By The Bay	Eating And Drinking Out	1.44x	6.3%
United Petrol	Private Transport	1.43x	3.9%
Kmart	General Retail	1.41x	17.7%
Olsson Coffee Roasters	Eating And Drinking Out	1.35x	2.0%
The Par 3	Recreation	1.32x	3.0%
Gropers Fish And Chips	Eating And Drinking Out	1.29x	1.6%
Dusty Buns	Eating And Drinking Out	1.27x	2.0%
Aldi	Food Retailing	1.25x	9.1%
Leeuwin Way Takeaway	Eating And Drinking Out	1.23x	1.5%
Kfc	Eating And Drinking Out	1.23x	4.3%
The Vietnamese Kitchen	Eating And Drinking Out	1.15x	1.7%
Anaconda	Recreational Goods	1.14x	3.8%
The Urban Coffee House	Eating And Drinking Out	1.14x	1.6%
Coffee Head Co	Eating And Drinking Out	1.11x	1.4%
Chicken Treat	Eating And Drinking Out	1.11x	2.0%
Broadwater Pharmacy	Personal Goods Retailing	1.10x	1.1%
Vasse Bakery	Food Retailing	1.09x	3.1%
Amelia Park Lodge	Travel	1.06x	1.7%
Red Rooster	Eating And Drinking Out	1.04x	2.7%
Boost Juice	Eating And Drinking Out	1.02x	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

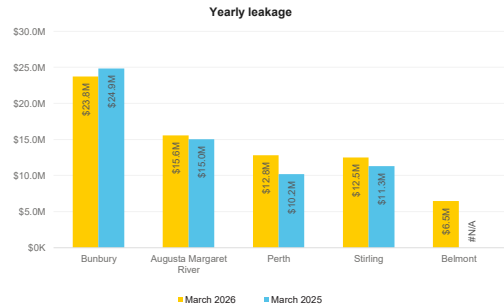
LGA

Total (excl. Other)

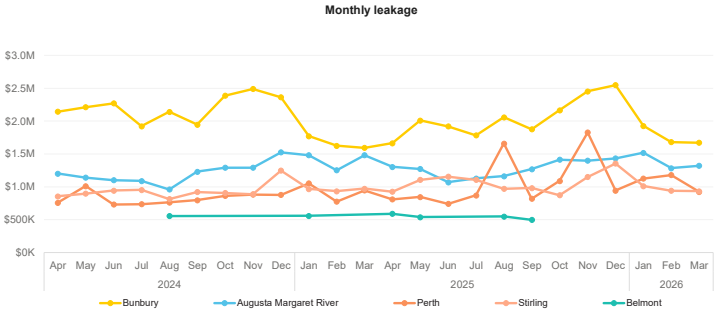
Leakage trends by location and category

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



How to read: In the month of March 2026, there was \$1.7m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$1.6m in the month of March 2025



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

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

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

Annual leakage by sub-region and crowd

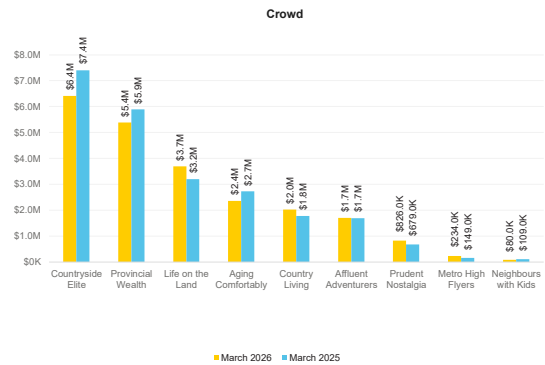
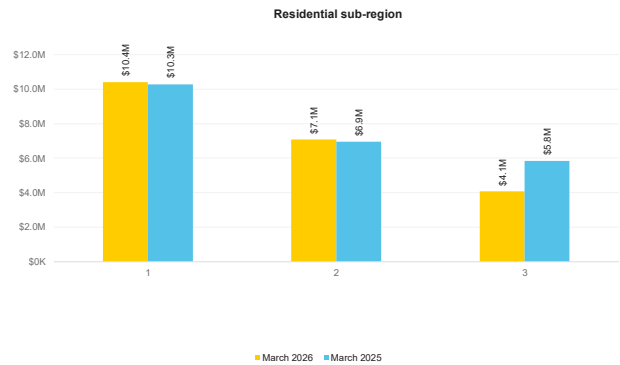
Location

Bunbury

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

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

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



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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

Locality

Total (excl. Other)

Leakage trends by location and category

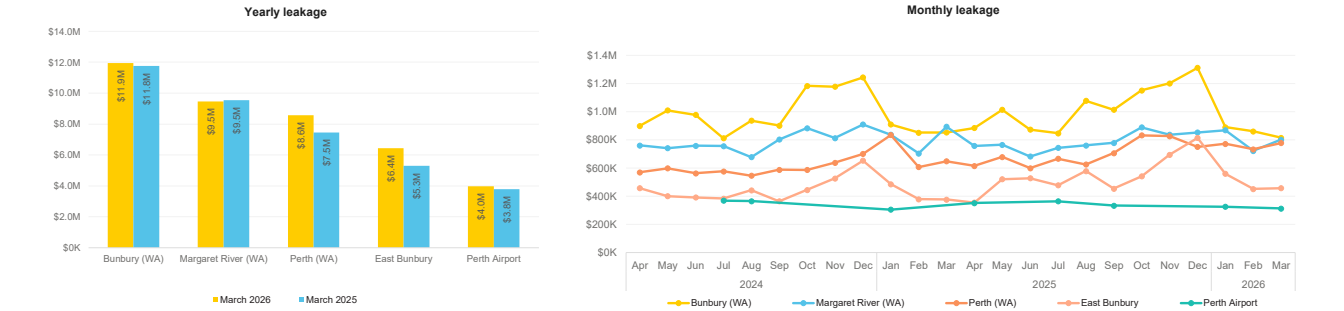
What are the top 5 locations where the residents spend money and how has this changed over time?

How to read:

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

How to read:

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



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Annual leakage by category

How does the Leakage compare across categories?

How to read:

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

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

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Annual leakage by sub-region and crowd

Location Bunbury (WA)

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

How to read:

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

How to read:

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



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City of Busselton

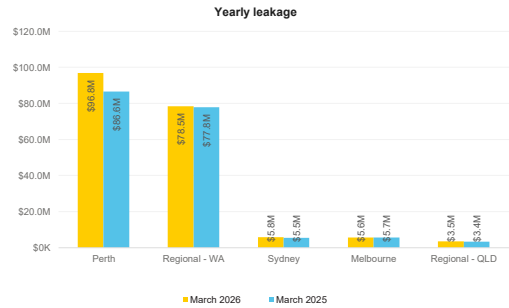
Resident Business Events Visitor Leakage

Region Type Category
Region Total (excl. Other)

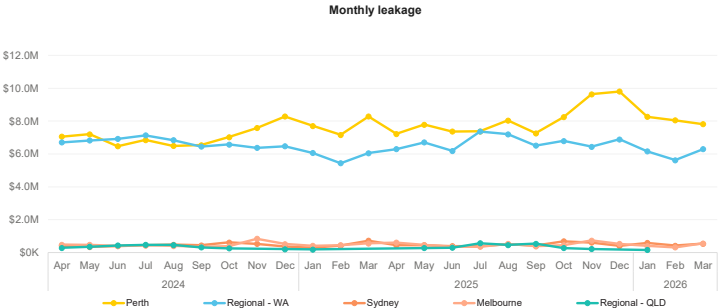
Leakage trends by location and category

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

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



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



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

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

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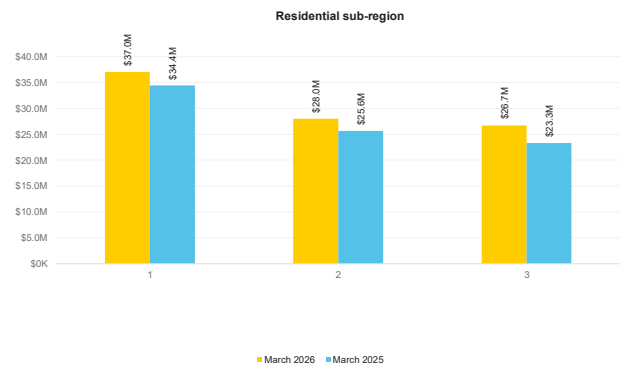
Annual leakage by sub-region and crowd

Location

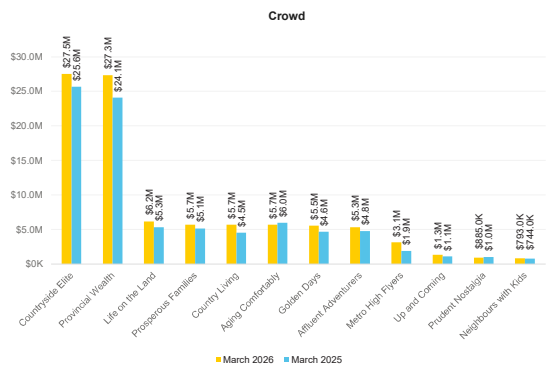
Perth

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

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



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



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City of Busselton

Resident

Business

Events

Visitor

Leakage

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