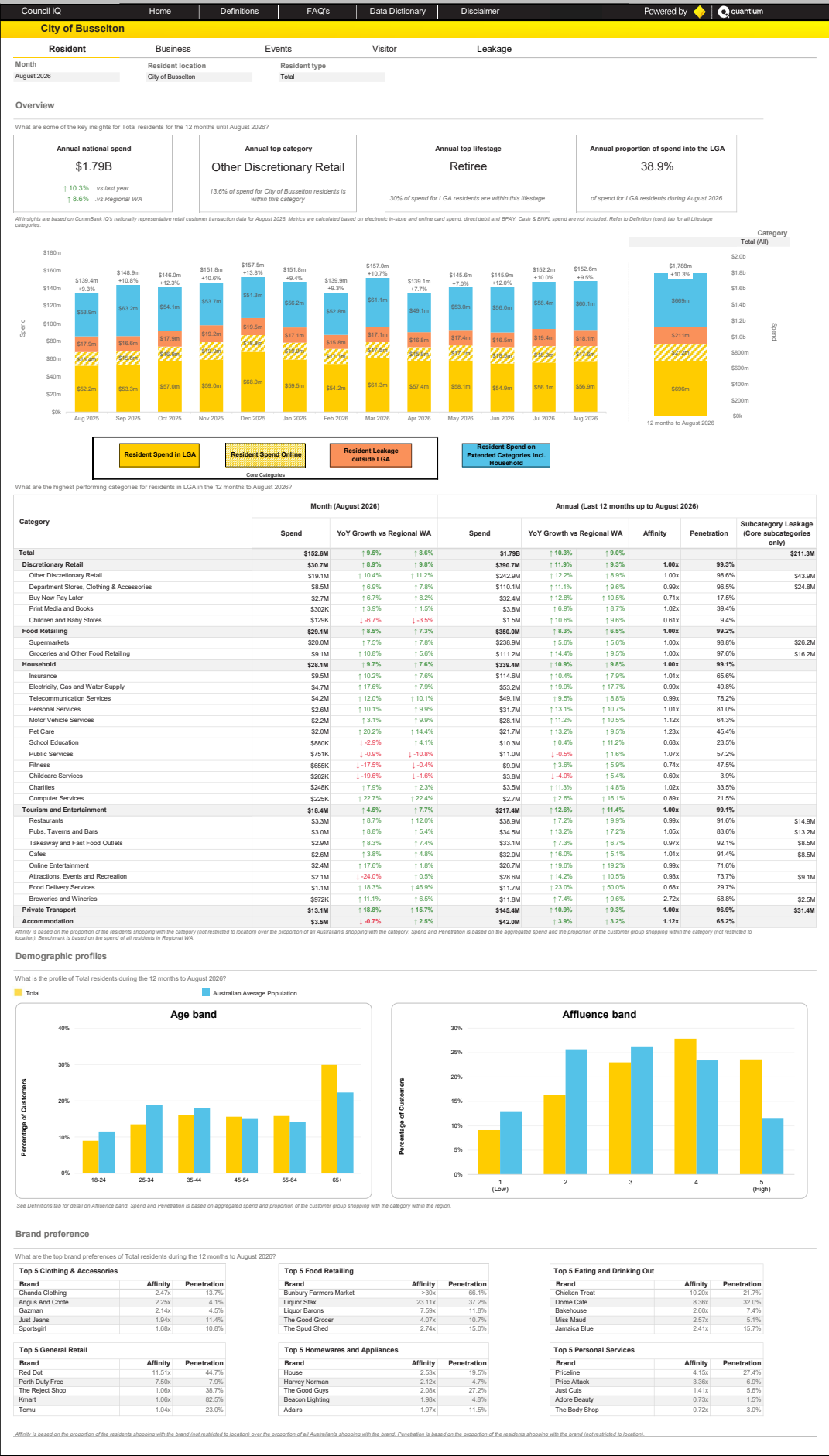
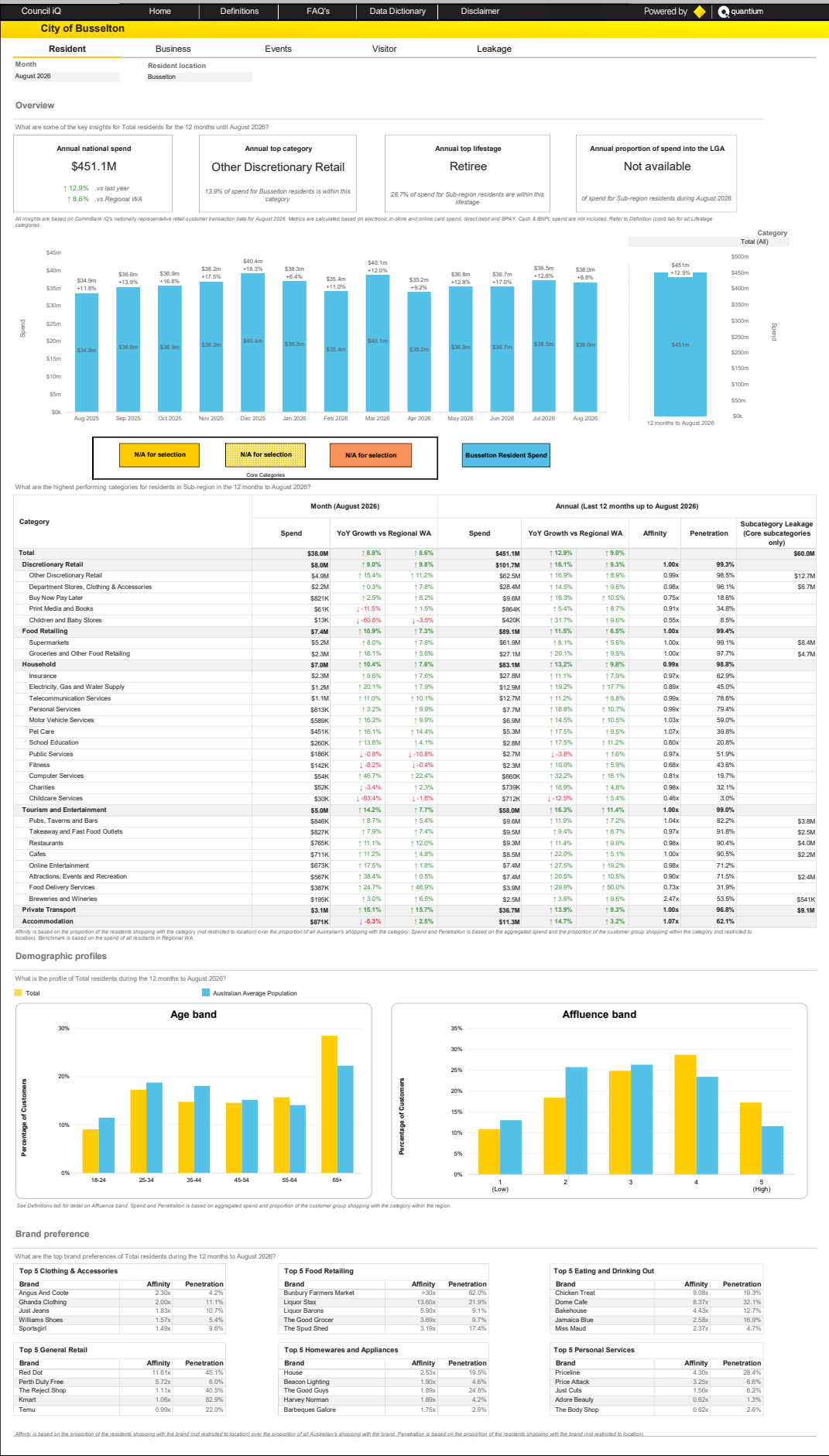
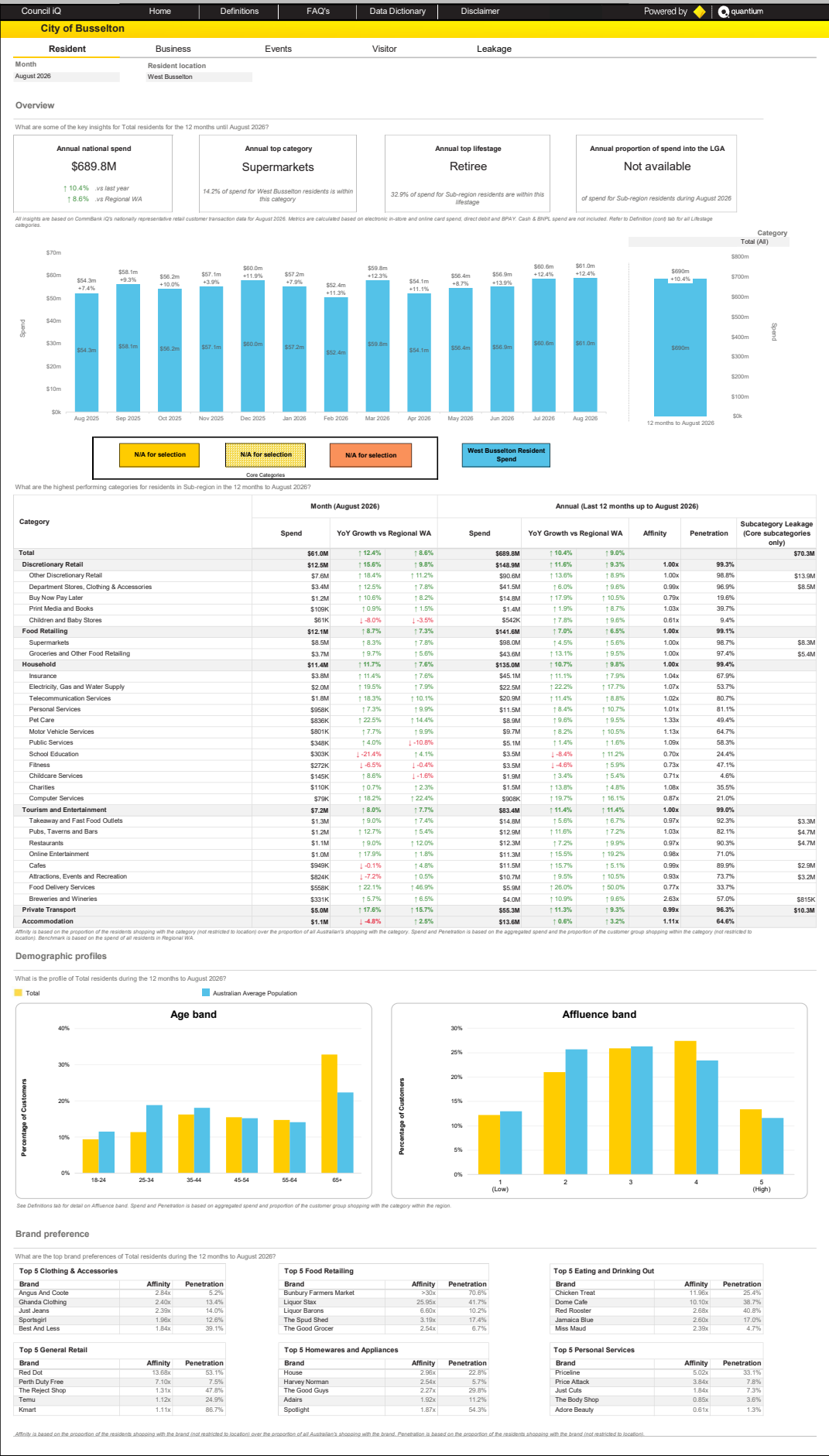
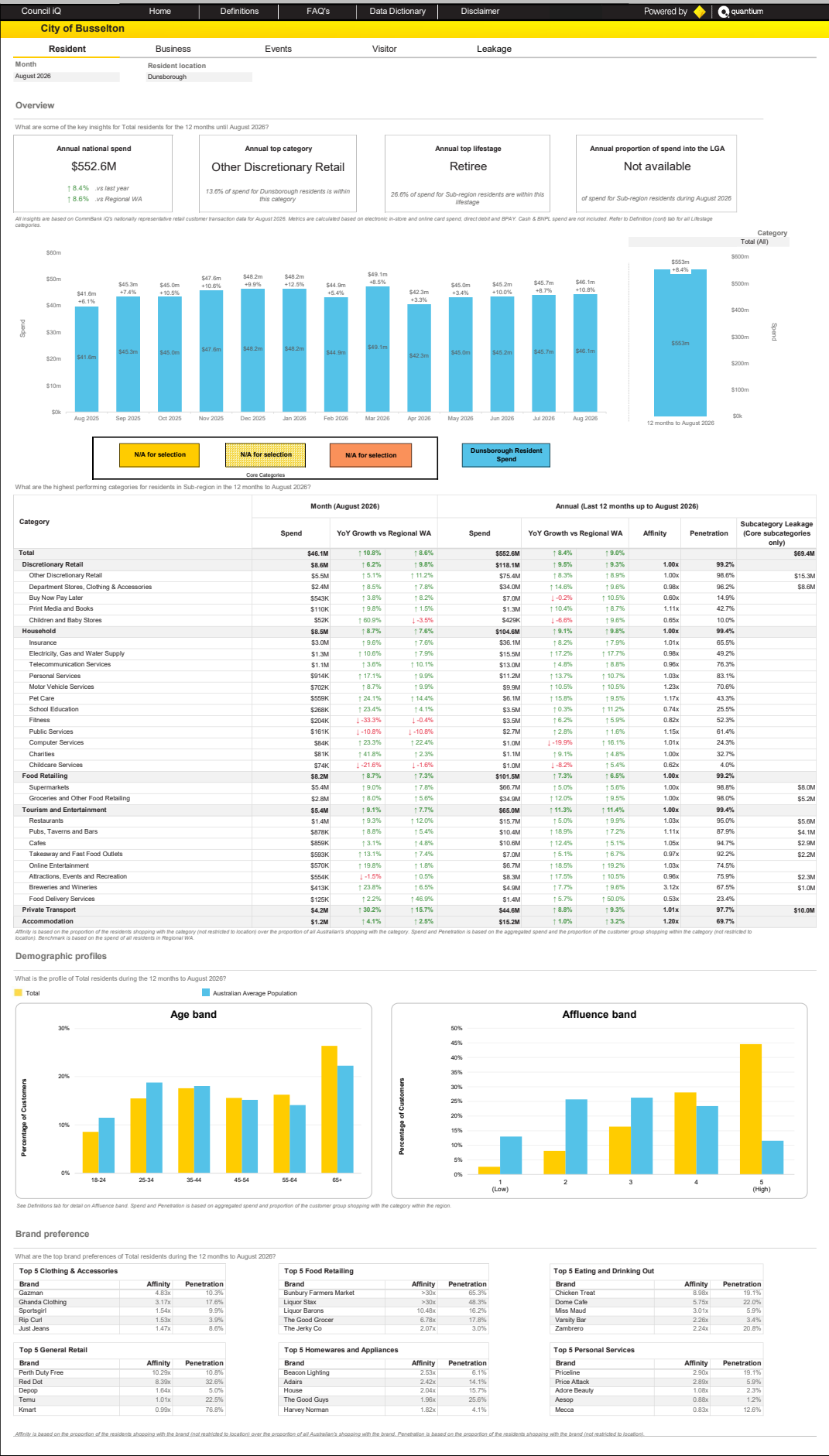










City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
August 2026

Spend location
City of Busselton

Overview

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

Annual spend

\$1.28B

↑ 8.1% vs last year
↑ 6.5% Regional WA

Annual customers

889K

↑ 1.7% vs last year

Annual visitor spend

\$589.3M

46% of total spend
within City of Busselton during August 2026 are from Visitors

Annual visitors

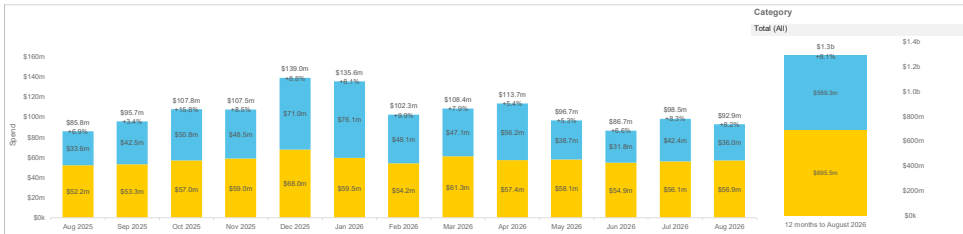
845K

95% of total customers
within City of Busselton during August 2026 are from Visitors

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

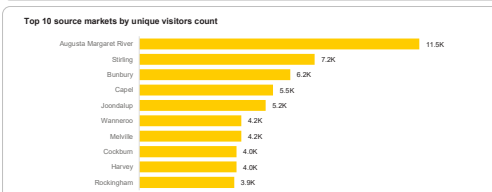
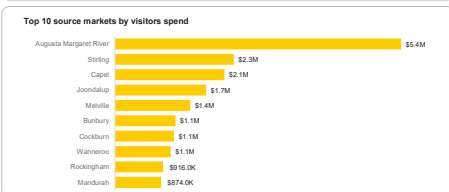
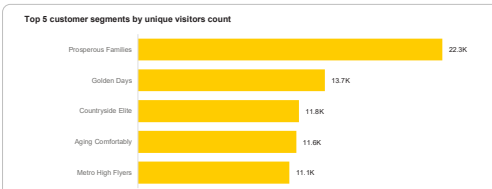
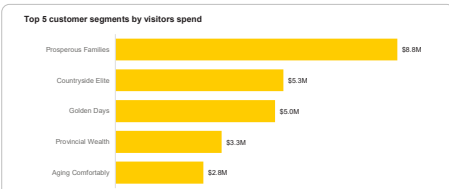
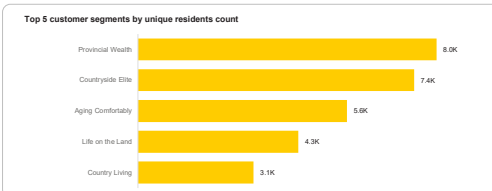
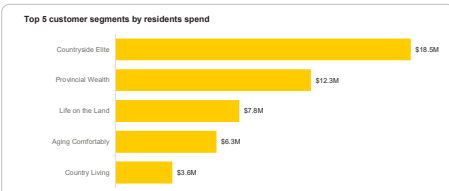
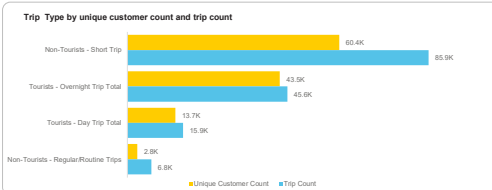
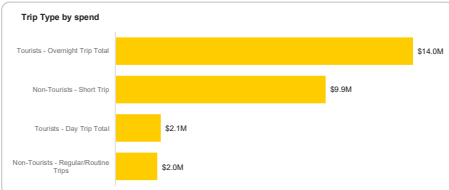
Key categories for Visitors and Residents

What are the key changes to category spend and visits in August 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 August 2026, versus the past year and Regional WA for the City of Busselton location?											Focal metric		Customers					
Category	Current selection: Monthly (August 2026)						Latest year: Annual (August 2026)											
	All Customers			Visitors			Residents			All Customers			Visitors			Residents		
	Customers	YoY Growth vs Regional WA		Customers	Growth		Customers	Growth		Customers	YoY Growth vs Regional WA		Customers	Growth		Customers	Growth	
Total	150.4K	↑ 4.5%		114.9K	↑ 4.9%		35.6K	↑ 3.4%		888.8K	↑ 1.7%		845.2K	↑ 1.7%		43.7K	↑ 3.3%	
Tourism and Entertainment	100.9K	↑ 6.8%		71.9K	↑ 7.6%		29.0K	↑ 4.1%		681.2K	↑ 1.1%		639.1K	↑ 1.0%		42.2K	↑ 3.6%	
Cafes	45.2K	↑ 4.2%		27.8K	↑ 6.0%		17.4K	↑ 1.5%		326.0K	↑ 3.1%		290.3K	↑ 2.9%		35.7K	↑ 4.0%	
Takeaway and Fast Food Outlets	36.0K	↓ -2.5%		19.4K	↓ -4.6%		17.2K	→ -0.0%		243.9K	↓ -1.9%		208.4K	↓ -2.6%		35.5K	↑ 2.3%	
Restaurants	34.1K	↑ 8.3%		20.4K	↑ 7.1%		17.3K	↑ 10.2%		273.2K	↓ -8.7%		238.7K	↓ -10.2%		34.5K	↑ 2.9%	
Pubs, Taverns and Bars	26.2K	↑ 3.0%		14.6K	↑ 5.5%		11.6K	↑ 1.3%		212.2K	↑ 5.7%		180.8K	↑ 5.8%		31.4K	↑ 5.2%	
Breweries and Wineries	24.3K	↑ 11.0%		18.9K	↑ 12.6%		5.4K	↑ 8.0%		258.2K	↑ 5.2%		232.2K	↑ 5.9%		22.1K	↓ -0.5%	
Attractions, Events and Recreation	15.8K	↑ 14.3%		12.4K	↑ 18.4%		18.0K	↑ 4.0%		190.5K	↑ 4.0%		173.3K	↑ 4.7%		17.2K	↓ -2.0%	
Food Retailing	93.1K	↑ 4.6%		69.2K	↑ 5.7%		33.9K	↑ 2.7%		655.0K	↑ 2.8%		611.7K	↑ 2.5%		43.2K	↑ 3.1%	
Groceries and Other Food Retailing	71.0K	↑ 5.5%		43.5K	↑ 6.1%		27.5K	↑ 4.6%		440.0K	↑ 3.8%		398.4K	↑ 3.8%		41.7K	↑ 3.3%	
Supermarkets	65.4K	↑ 2.5%		33.0K	↑ 3.0%		32.4K	↑ 2.1%		373.8K	↑ 1.1%		331.0K	↑ 0.9%		42.8K	↑ 3.0%	
Discretionary Retail	66.6K	↑ 6.2%		36.0K	↑ 9.1%		31.6K	↑ 3.1%		326.0K	↑ 3.7%		283.4K	↑ 3.8%		42.6K	↑ 3.1%	
Other Discretionary Retail	54.4K	↑ 5.4%		24.7K	↑ 8.5%		29.6K	↑ 2.9%		253.7K	↑ 5.6%		211.7K	↑ 6.2%		42.0K	↑ 2.8%	
Department Stores, Clothing & Accessories	39.0K	↑ 7.6%		18.4K	↑ 12.1%		19.4K	↑ 3.7%		200.9K	↑ 0.7%		161.5K	↑ 0.2%		39.4K	↑ 2.9%	
Private Transport	82.2K	↑ 2.3%		28.5K	↑ 4.0%		23.6K	↑ 0.4%		302.8K	↑ 2.6%		262.7K	↑ 2.5%		39.8K	↑ 3.2%	
Accommodation - Online	10.1K	↓ -2.9%		9.8K	↓ -3.7%		300	↑ 33.7%		154.7K	↑ 1.7%		152.3K	↑ 1.5%		2.4K	↑ 18.8%	
Accommodation - Instore	7.6K	↓ -1.8%		6.7K	↓ -4.2%		1.9K	↑ 7.8%		93.6K	↓ -0.3%		81.8K	↓ -1.8%		11.7K	↑ 12.1%	

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 August 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.

Resident	Business	Events	Visitor	Leakage
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Spend location

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

↑ 9.9% .vs last year
↑ 6.5% Regional W/

↑ 2.1% .vs last year

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

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

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

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

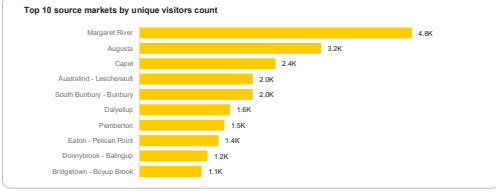
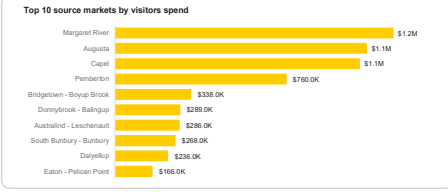


**Visitor Spend
on Local Business**

What are the key changes to category spend and visits in August 2026 versus the past year and Regional WA for the Busselton 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.

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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
August 2026

Spend location
Dunsborough

Overview

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

Annual spend
\$298.8M

↑ 4.3% vs last year
↑ 6.5% Regional WA

Annual customers
527K

↑ 0.6% vs last year

Annual visitor spend
\$167.6M

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

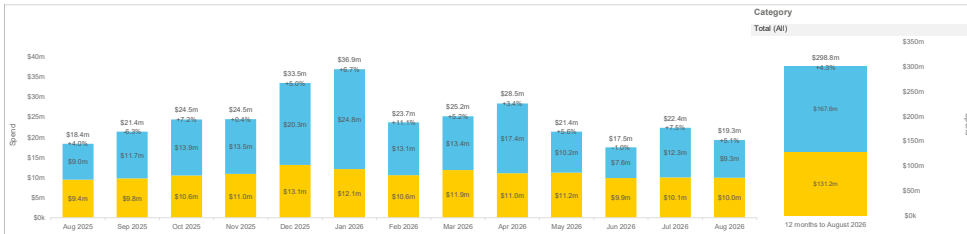
Annual visitors
492K

93% of total customers
within Dunsborough during August 2026 are from Visitors

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

Trends

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



Data is up to last complete Monday to Sunday week.

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

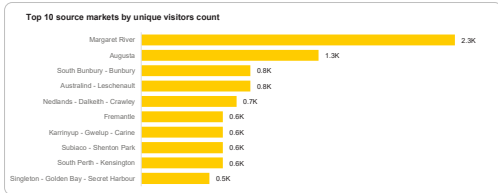
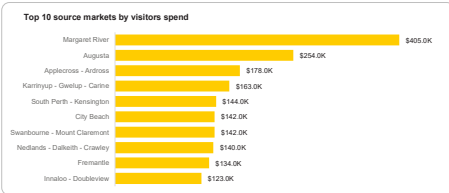
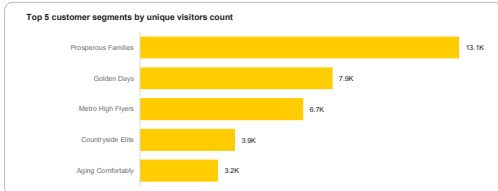
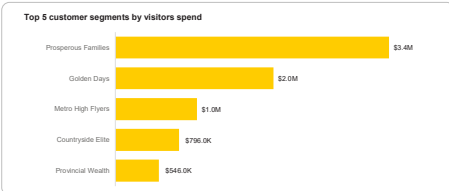
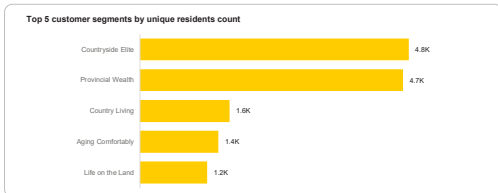
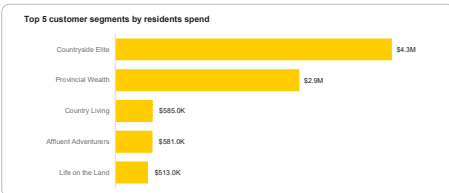
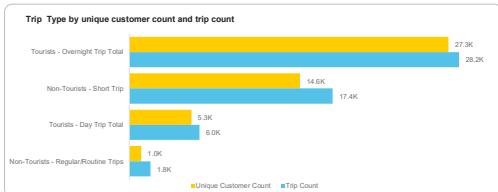
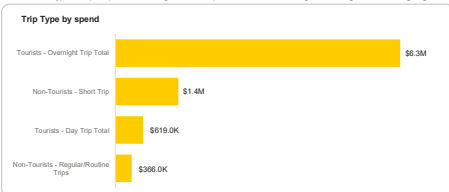
What are the key changes to category spend and visits in August 2026 versus the past year and Regional WA for the Dunsborough location?												Focal metric	Customers	
Category	Current selection: Monthly (August 2026)						Latest year: Annual (August 2026)						Focal metric	Customers
	All Customers		Visitors		Residents		All Customers		Visitors		Residents			
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth		
Total	64.7K	↑ 6.8%	48.4K	↑ 7.3%	16.3K	↑ 4.3%	626.9K	↑ 0.6%	492.3K	↑ 0.4%	34.7K	↑ 3.7%		
Tourism and Entertainment	45.4K	↑ 7.3%	33.9K	↑ 7.9%	11.8K	↑ 5.6%	399.7K	↑ -0.1%	369.6K	↑ -0.4%	30.2K	↑ 4.1%		
Cafes	20.3K	↑ 11.4%	13.8K	↑ 12.9%	6.5K	↑ 8.4%	176.2K	↑ -0.5%	157.1K	↑ -0.9%	19.2K	↑ 3.5%		
Restaurants	17.7K	↑ 3.8%	11.3K	↓ -1.4%	6.3K	↑ 14.5%	165.8K	↓ -13.0%	145.6K	↓ -14.8%	20.2K	↑ 2.0%		
Breweries and Wineries	13.0K	↑ 18.1%	10.7K	↑ 17.4%	2.3K	↑ 21.0%	154.7K	↑ 8.9%	141.2K	↑ 10.1%	13.5K	↓ -2.5%		
Pubs, Taverns and Bars	10.0K	↑ 5.2%	6.9K	↑ 4.7%	4.1K	↑ 6.1%	113.9K	↑ 10.9%	98.9K	↑ 10.5%	15.4K	↑ 13.1%		
Attractions, Events and Recreation	4.7K	↑ 15.5%	4.2K	↑ 16.5%	5.0K	↑ 7.5%	63.8K	↑ 9.7%	59.9K	↑ 10.1%	4.3K	↑ 11.1%		
Takeaway and Fast Food Outlets	4.0K	↓ -20.6%	1.9K	↓ -44.5%	2.2K	↓ -9.0%	70.4K	↓ -10.0%	57.5K	↓ -12.2%	13.0K	↑ 1.1%		
Food Retailing	37.6K	↑ 7.4%	25.2K	↑ 7.8%	12.3K	↑ 6.7%	324.6K	↑ 0.8%	297.7K	↑ 0.5%	26.9K	↑ 4.4%		
Groceries and Other Food Retailing	28.3K	↑ 7.5%	19.3K	↑ 7.3%	9.0K	↑ 7.7%	263.2K	↑ 0.2%	239.4K	↓ -0.2%	23.8K	↑ 5.1%		
Supermarkets	21.4K	↑ 5.3%	11.5K	↑ 5.0%	9.9K	↑ 5.0%	175.0K	↑ 1.7%	154.7K	↑ 1.7%	20.3K	↑ 1.9%		
Discretionary Retail	15.7K	↑ 10.5%	8.0K	↑ 13.5%	7.7K	↑ 7.8%	123.3K	↑ 5.6%	104.0K	↑ 6.0%	19.3K	↑ 4.0%		
Other Discretionary Retail	13.2K	↑ 9.3%	6.0K	↑ 10.5%	7.2K	↑ 8.4%	95.8K	↑ 6.3%	78.8K	↑ 6.3%	17.1K	↑ 6.4%		
Department Stores, Clothing & Accessories	4.1K	↑ 13.5%	2.9K	↑ 28.0%	1.3K	↓ -9.5%	53.5K	↑ 4.8%	43.2K	↑ 5.1%	10.3K	↑ 3.7%		
Private Transport	10.0K	↑ 1.3%	4.4K	↑ 7.3%	5.6K	↓ -3.9%	76.2K	↓ -1.8%	61.7K	↓ -2.2%	14.5K	↑ 1.5%		
Accommodation - Instore	2.6K	↓ -17.1%	2.4K	↓ -16.0%	2.0K	↓ -28.3%	37.7K	↓ -5.7%	35.3K	↓ -6.5%	2.4K	↑ 9.1%		

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

New Accommodation - Online - Published 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 August 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.

Resident

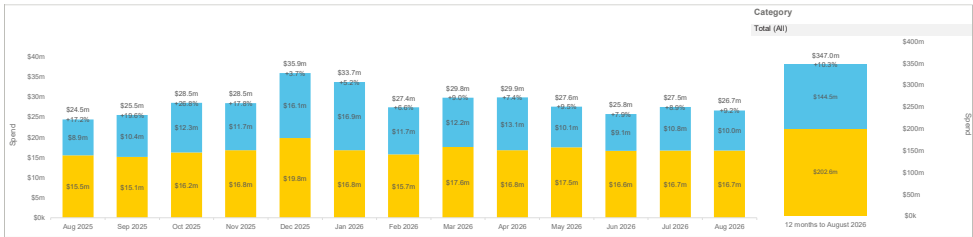
Annual spend \$347.0M	Annual customer spend 486k
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↑ 10.3% .vs last year	↑ 3.6% .vs last year
↑ 6.5% Regional WA	

All insights are based on CommBank iQ's nationally representative retail customer transaction data for August 2025. Metrics are for the region.

Trends

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



Date is up to last complete Monday to Sunday week.

Local Business Resident Spend

**Visitor Spend
on Local Business**

Key categories for Visitors and Residents

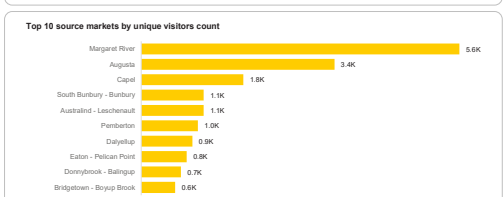
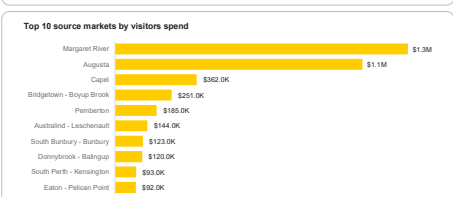
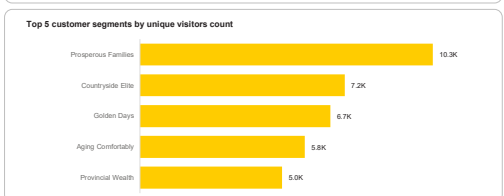
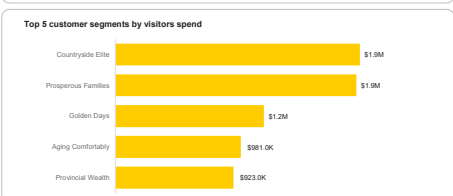
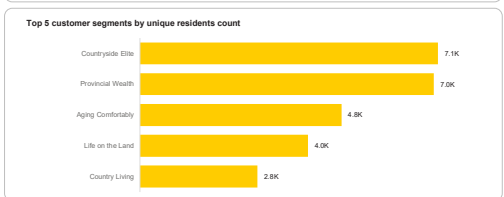
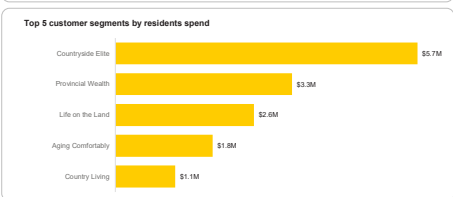
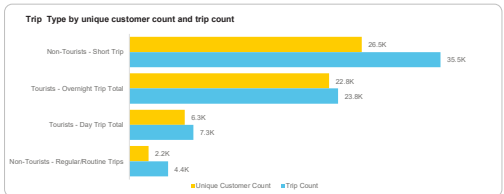
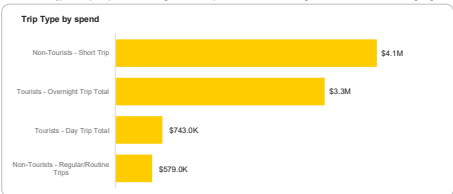
What are the key changes to category spend and visits in August 2026 versus the past year and Regional WA for the West Busselton location?

[illegible]

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.

Trip Type, customer segments and source markets

What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during August 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

Overview

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

91% of total customers
 100% of total sales during August 2026 are from Visitors

All insights are based on CommBank IQ's nationally representative retail customer transaction data for August 2025. 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**

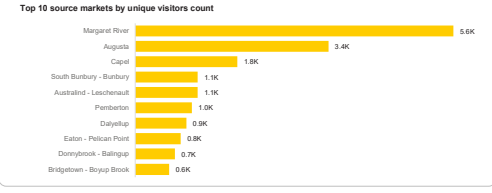
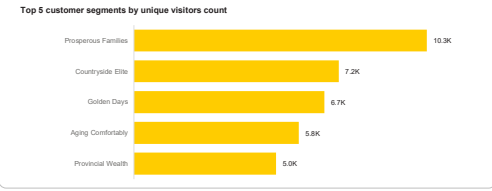
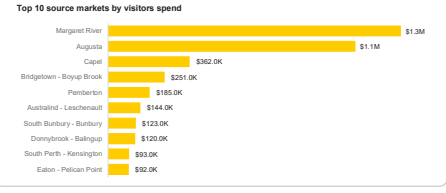
Key categories for Visitors and Residents

What are the key changes to category spend and visits in August 2026 versus the past year and Regional WA for the West Busselton 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.
View: 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 Busseton location during August 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

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
August 2026

Spend location
City of Busselton

Overview

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

Annual spend

\$1.28B

↑ 8.1% vs last year
↑ 6.5% Regional WA

Annual customers

889K

↑ 1.7% vs last year

Annual visitor spend

\$589.3M

46% of total spend
within City of Busselton during August 2026 are from Visitors

Annual visitors

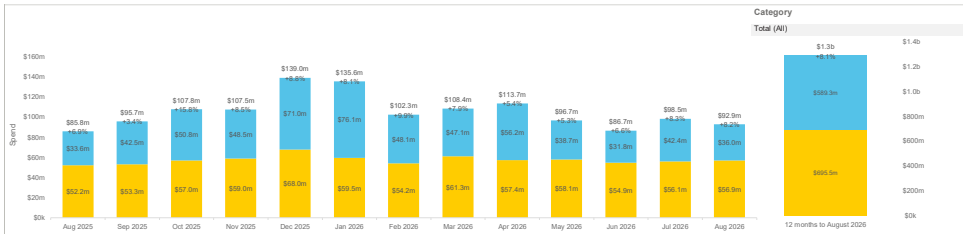
845K

95% of total customers
within City of Busselton during August 2026 are from Visitors

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

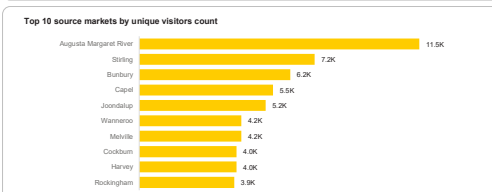
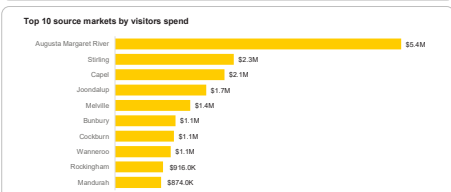
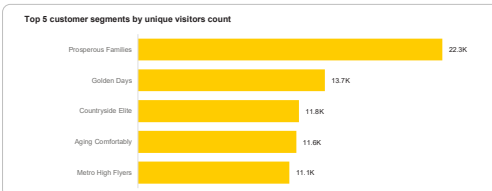
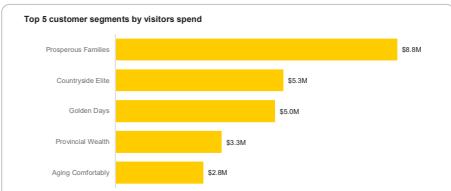
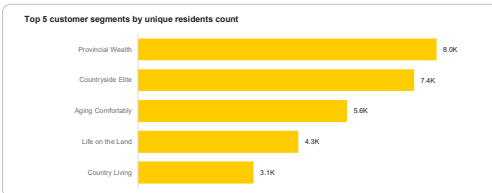
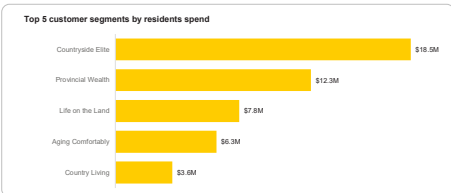
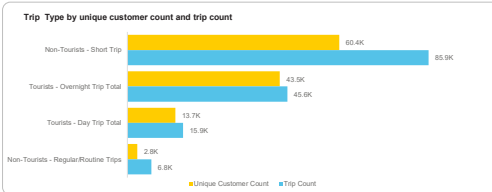
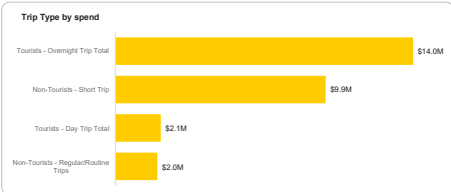
Key categories for Visitors and Residents

What are the key changes to category spend and visits in August 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 August 2026, versus the past year and Regional WA for the City of Busselton location?											Focal metric		Customers	
Category	Current selection: Monthly (August 2026)						Latest year: Annual (August 2026)						Customers	Growth
	All Customers		Visitors		Residents		All Customers		Visitors		Residents			
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth		
Total	150.4K	14.8%	114.9K	14.9%	35.6K	13.4%	888.8K	1.1%	845.2K	1.1%	43.7K	1.3%		
Tourism and Entertainment	100.9K	14.6%	71.9K	7.6%	29.0K	14.1%	681.2K	1.5%	639.1K	1.0%	42.2K	3.6%		
Cafes	45.2K	1.4%	27.8K	6.0%	17.4K	1.5%	326.0K	1.3%	290.3K	1.9%	35.7K	4.5%		
Takeaway and Fast Food Outlets	36.0K	-1.2%	19.4K	-4.6%	17.2K	-0.0%	243.9K	-1.9%	208.4K	-2.6%	35.5K	2.3%		
Restaurants	34.1K	8.3%	20.4K	7.1%	13.7K	10.2%	273.2K	-8.7%	238.7K	-10.2%	34.5K	2.9%		
Pubs, Taverns and Bars	26.2K	3.0%	15.6K	5.5%	11.6K	1.3%	212.2K	5.7%	180.8K	5.8%	31.4K	5.2%		
Breweries and Wineries	24.3K	11.0%	18.9K	12.6%	5.4K	8.0%	258.2K	15.2%	236.2K	15.8%	22.1K	-0.9%		
Attractions, Events and Recreation	15.8K	14.3%	12.4K	18.4%	1.8K	10.7%	190.5K	4.0%	173.3K	4.7%	17.2K	-2.0%		
Food Retailing	93.1K	4.6%	69.2K	5.7%	33.9K	12.7%	655.0K	2.8%	611.7K	2.5%	43.2K	3.1%		
Groceries and Other Food Retailing	71.0K	5.5%	43.5K	6.1%	27.5K	4.0%	440.0K	3.8%	398.4K	3.8%	41.7K	1.3%		
Supermarkets	65.4K	2.5%	33.0K	3.0%	32.4K	12.1%	373.8K	1.1%	331.0K	0.9%	42.8K	1.0%		
Discretionary Retail	66.6K	6.2%	36.0K	9.1%	31.6K	13.1%	326.0K	3.7%	283.4K	3.8%	42.6K	3.1%		
Other Discretionary Retail	54.4K	15.4%	24.7K	8.5%	23.6K	12.9%	253.7K	5.6%	211.7K	6.2%	42.0K	2.8%		
Department Stores, Clothing & Accessories	39.0K	7.6%	18.4K	12.1%	19.4K	13.7%	200.9K	0.7%	161.5K	0.2%	39.4K	2.9%		
Private Transport	82.2K	12.3%	28.5K	4.0%	29.6K	16.4%	302.8K	2.6%	262.7K	2.5%	39.8K	3.2%		
Accommodation - Online	10.1K	-2.9%	9.8K	-3.7%	300	33.7%	154.7K	1.7%	152.3K	1.9%	2.4K	18.8%		
Accommodation - Instore	7.6K	-1.8%	5.7K	-4.2%	1.9K	7.8%	93.6K	-0.3%	81.8K	-1.8%	11.7K	12.1%		

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 August 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.

City of Busselton

Resident Business Events Visitor Leakage

Month
August 2026Spend location
Busselton

Overview

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

Annual spend
\$539.6M↑ 9.9% vs last year
↑ 6.5% Regional WAAnnual customers
571K

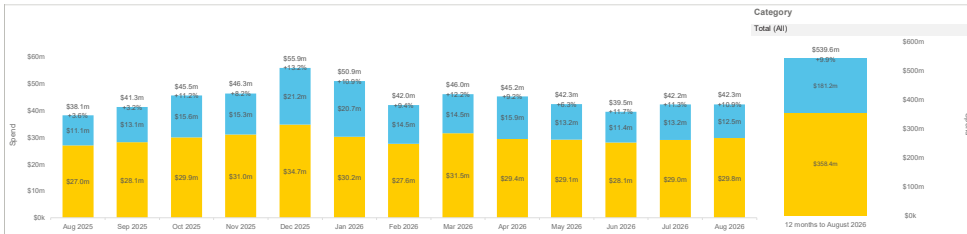
↑ 2.1% vs last year

Annual visitor spend
\$181.2M34% of total spend
within Busselton during August 2026 are from VisitorsAnnual visitors
528K93% of total customers
within Busselton during August 2026 are from Visitors

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

Trends

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



Data is up to last complete Monday to Sunday week.

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

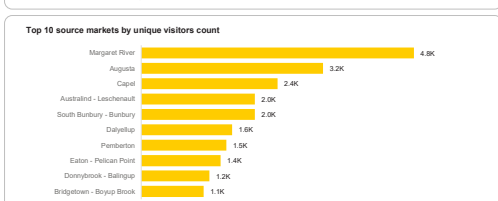
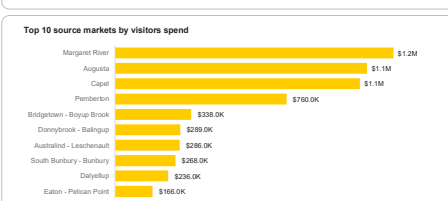
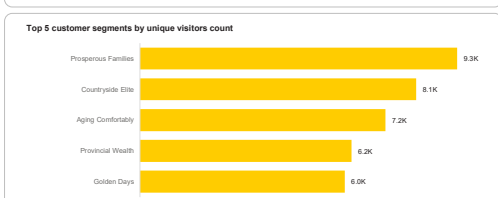
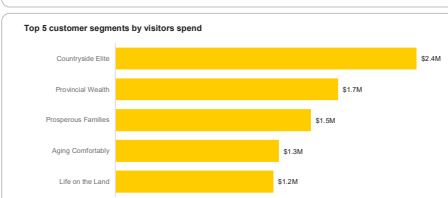
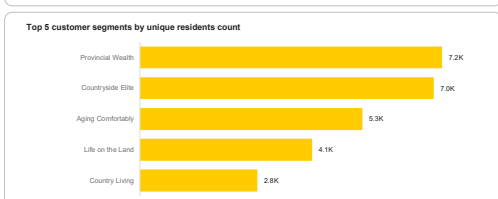
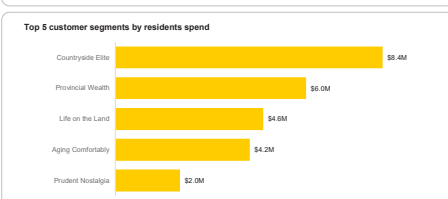
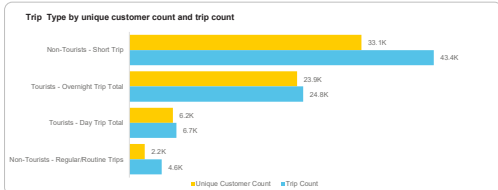
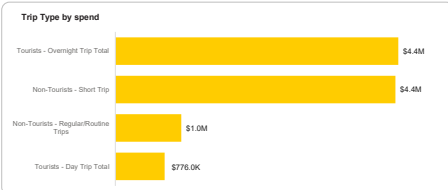
Category	Current selection: Monthly (August 2026)						Latest year: Annual (August 2026)						Focal metric		Customers	
	All Customers			Visitors			All Customers			Visitors					Residents	
	Customers		YoY Growth vs Regional WA	Customers		Growth	Customers		YoY Growth vs Regional WA	Customers		Growth			Customers	
	Customers	YoY Growth vs Regional WA		Customers	Growth		Customers	YoY Growth vs Regional WA		Customers	YoY Growth vs Regional WA		Customers	Growth	Customers	Growth
Total	87.4K	↑ 7.7%		64.6K	↑ 10.1%		32.8K	↑ 3.1%		571.0K	↑ 2.1%		328.2K	↑ 2.1%	42.8K	↑ 2.7%
Tourism and Entertainment	69.1K	↑ 7.2%		39.0K	↑ 10.3%		21.2K	↑ 1.8%		433.3K	↑ 1.2%		394.6K	↑ 1.0%	38.7K	↑ 3.1%
Cafes	24.7K	↑ 3.9%		13.1K	↑ 7.4%		11.6K	↑ 0.2%		175.8K	↑ 5.0%		146.3K	↑ 6.0%	29.5K	↑ 5.3%
Takeaway and Fast Food Outlets	17.8K	↑ 0.3%		8.6K	↑ 6.3%		9.1K	↓ -4.8%		112.6K	↑ 1.2%		87.0K	↑ 0.4%	25.7K	↑ 4.1%
Restaurants	14.0K	↑ 11.1%		7.8K	↑ 15.5%		6.9K	↑ 6.0%		128.6K	↓ -6.8%		103.0K	↓ -8.3%	25.0K	↓ -0.5%
Pubs, Taverns and Bars	14.0K	↑ 1.0%		6.8K	↑ 5.1%		7.2K	↓ -1.5%		99.7K	↑ 0.8%		77.0K	↑ 0.7%	22.8K	↑ 1.5%
Discretionary Retail	47.9K	↑ 5.5%		32.9K	↑ 8.8%		26.0K	↑ 3.9%		202.0K	↑ 2.9%		165.0K	↑ 3.0%	41.0K	↑ 2.7%
Other Discretionary Retail	41.9K	↑ 5.1%		16.9K	↑ 8.7%		25.0K	↑ 2.8%		169.0K	↑ 5.4%		128.5K	↑ 6.3%	40.5K	↑ 2.7%
Department Stores, Clothing & Accessories	16.3K	↑ 3.4%		6.7K	↑ 10.8%		9.6K	↓ -1.3%		100.6K	↓ -2.7%		69.3K	↓ -4.4%	31.3K	↑ 1.2%
Food Retailing	46.2K	↑ 2.8%		21.8K	↑ 3.7%		24.7K	↑ 1.4%		247.0K	↑ 3.8%		208.1K	↑ 4.9%	38.9K	↑ 2.6%
Supermarkets	36.9K	↑ 1.0%		14.9K	↑ 4.2%		22.0K	↓ -0.1%		184.9K	↑ 0.5%		148.3K	→ 0.0%	36.6K	↑ 2.3%
Groceries and Other Food Retailing	26.0K	↑ 4.4%		11.3K	↑ 1.9%		15.1K	↑ 6.4%		150.0K	↑ 6.9%		117.0K	↑ 6.1%	33.0K	↑ 3.0%
Private Transport	36.0K	↑ 1.2%		15.3K	↑ 3.7%		15.3K	↓ -1.3%		167.8K	↑ 2.9%		133.9K	↑ 2.7%	34.0K	↑ 3.7%
Accommodation - Instore	1.4K	↑ 65.1%		1.0K	↑ 78.5%		400	↑ 40.9%		13.8K	↑ 94.8%		10.9K	↑ 64.2%	2.9K	↑ 97.1%

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

New Accommodation - Online - Published 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 August 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.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
August 2026

Spend location
Dunsborough

Overview

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

Annual spend
\$298.8M

↑ 4.3% vs last year
↑ 6.5% Regional WA

Annual customers
527K

↑ 0.6% vs last year

Annual visitor spend
\$167.6M

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

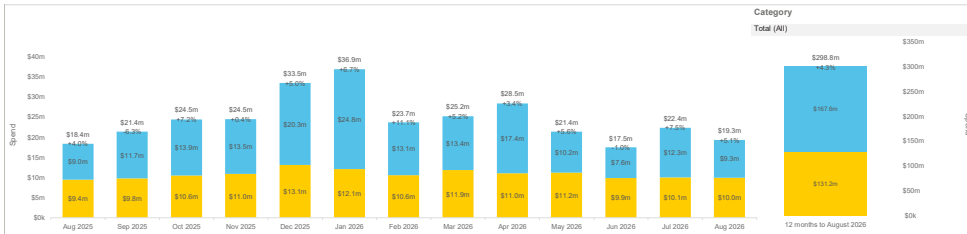
Annual visitors
492K

93% of total customers
within Dunsborough during August 2026 are from Visitors

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

Trends

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



Data is up to last complete Monday to Sunday week.

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

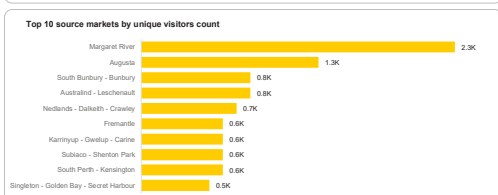
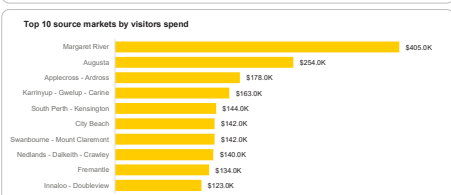
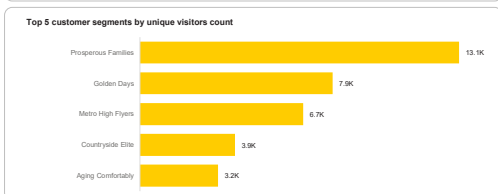
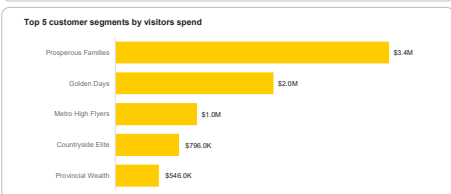
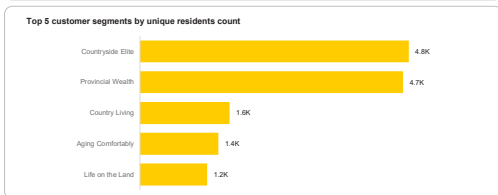
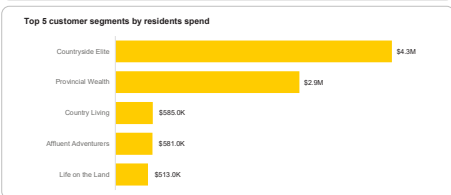
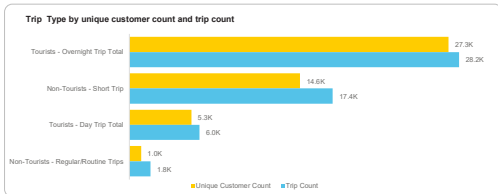
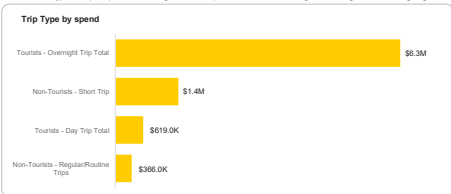
What are the key changes to category spend and visits in August 2026 versus the past year and Regional WA for the Dunsborough location?											Focal metric		Customers	
Category	Current selection: Monthly (August 2026)						Latest year: Annual (August 2026)							
	All Customers		Visitors		Residents		All Customers		Visitors		Residents			
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth		
Total	64.7K	↑ 6.8%	48.4K	↑ 7.3%	16.3K	↑ 4.3%	326.9K	↑ 0.6%	492.3K	↑ 0.4%	34.7K	↑ 3.7%		
Tourism and Entertainment	45.4K	↑ 7.3%	33.9K	↑ 7.9%	11.8K	↑ 5.6%	399.7K	↓ -0.1%	369.6K	↓ -0.4%	30.2K	↓ 4.1%		
Cafes	20.3K	↑ 11.4%	13.8K	↑ 12.9%	6.5K	↑ 8.4%	176.2K	↓ -0.5%	157.1K	↓ -0.9%	19.2K	↑ 3.5%		
Restaurants	17.7K	↑ 3.8%	11.3K	↓ -1.4%	6.3K	↑ 14.5%	165.8K	↓ -13.0%	145.6K	↓ -14.8%	20.2K	↑ 2.0%		
Breweries and Wineries	13.0K	↑ 18.1%	10.7K	↑ 17.4%	2.3K	↑ 21.6%	154.7K	↑ 8.9%	141.2K	↑ 10.1%	13.5K	↓ -2.5%		
Pubs, Taverns and Bars	10.0K	↑ 5.2%	6.9K	↑ 4.7%	4.1K	↑ 6.1%	113.9K	↑ 10.9%	98.9K	↑ 10.5%	15.4K	↑ 13.1%		
Attractions, Events and Recreation	4.7K	↑ 15.5%	4.2K	↑ 16.5%	500	↑ 7.5%	63.8K	↑ 9.7%	59.9K	↑ 10.1%	4.3K	↑ 4.1%		
Takeaway and Fast Food Outlets	4.0K	↓ -29.6%	1.9K	↓ -44.5%	2.2K	↓ -9.0%	70.4K	↓ -10.0%	57.5K	↓ -12.2%	13.0K	↑ 1.1%		
Food Retailing	37.6K	↑ 7.4%	25.2K	↑ 7.8%	12.3K	↑ 6.7%	324.6K	↑ 0.8%	297.7K	↑ 0.5%	26.9K	↑ 4.4%		
Groceries and Other Food Retailing	28.3K	↑ 7.5%	19.3K	↑ 7.3%	9.0K	↑ 7.7%	263.2K	↑ 0.2%	239.4K	↓ -0.2%	23.8K	↑ 5.1%		
Supermarkets	21.4K	↑ 5.3%	11.5K	↑ 5.6%	9.9K	↑ 5.0%	175.0K	↑ 1.7%	154.7K	↑ 1.7%	20.3K	↑ 1.9%		
Discretionary Retail	16.7K	↑ 10.5%	8.0K	↑ 13.5%	7.7K	↑ 7.8%	123.3K	↑ 5.6%	104.0K	↑ 6.0%	19.3K	↑ 4.0%		
Other Discretionary Retail	13.2K	↑ 9.3%	6.0K	↑ 10.5%	7.2K	↑ 8.4%	95.8K	↑ 6.3%	78.9K	↑ 6.3%	17.1K	↑ 6.4%		
Department Stores, Clothing & Accessories	4.1K	↑ 13.5%	2.9K	↑ 28.0%	1.3K	↓ -9.5%	53.5K	↑ 4.8%	43.2K	↑ 5.1%	10.3K	↑ 3.7%		
Private Transport	10.0K	↑ 1.3%	4.4K	↑ 7.3%	5.6K	↓ -3.9%	76.2K	↓ -1.8%	61.7K	↓ -2.2%	14.5K	↑ 1.5%		
Accommodation - Instore	2.6K	↓ -17.1%	2.4K	↓ -16.0%	200	↓ -28.3%	37.7K	↓ -5.7%	35.3K	↓ -6.5%	2.4K	↑ 9.1%		

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

New Accommodation - Online - Published 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 August 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.

City of Bussellton

Resident Business Events Visitor Leakage

Month
August 2026Spend location
City of Bussellton

Overview

What are some of the key insights for the City of Bussellton location for the 12 months to August 2026?

Annual spend

\$1.28B

↑ 8.1% vs last year
↑ 6.5% Regional WA

Annual customers

889K

↑ 1.7% vs last year

Annual visitor spend

\$589.3M

46% of total spend
within City of Bussellton during August 2026 are from Visitors

Annual visitors

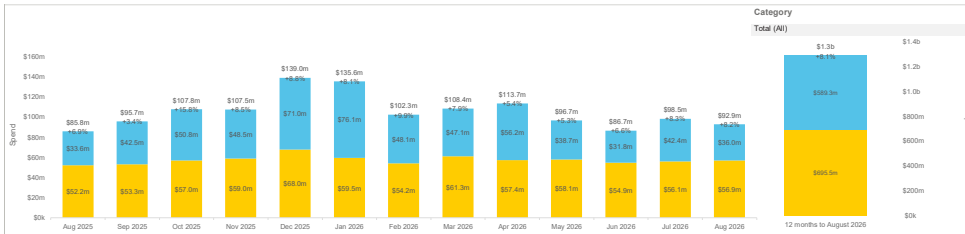
845K

95% of total customers
within City of Bussellton during August 2026 are from Visitors

All insights are based on CommBank IQ's nationally representative retail customer transaction data for August 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 Bussellton 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 August 2026 versus the past year and Regional WA for the City of Bussellton location?

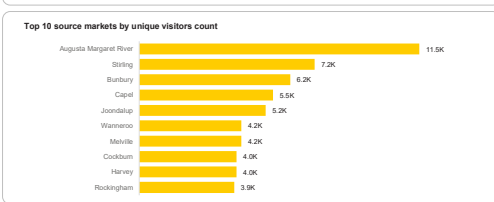
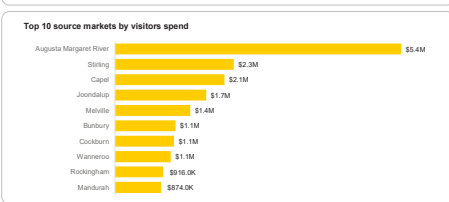
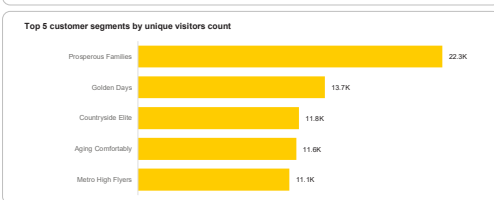
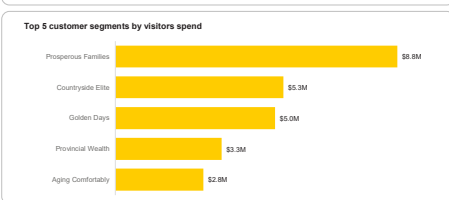
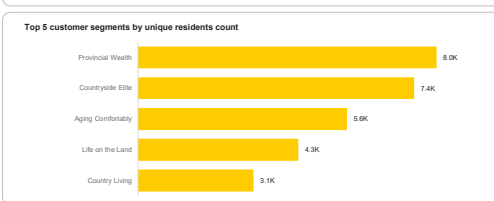
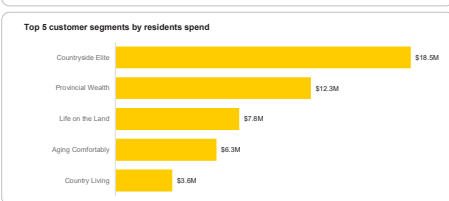
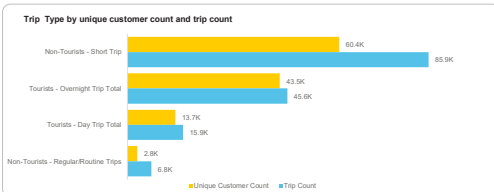
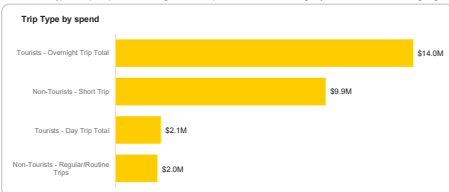
Category	Current selection: Monthly (August 2026)						Latest year: Annual (August 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	\$617.50	↑ 3.8%	\$313.70	↑ 2.2%	\$1998.70	↑ 6.3%	\$1445.50	↑ 6.2%	\$687.20	↑ 4.9%	\$15.9K	↑ 5.8%
Food Retailing	\$325.00	↑ 1.8%	\$129.10	↓ -2.9%	\$667.00	↑ 4.8%	\$722.50	↑ 5.6%	\$244.40	↑ 7.6%	\$6.4K	↑ 4.9%
Supermarkets	\$293.50	↑ 2.1%	\$103.70	↓ -1.8%	\$487.10	↑ 3.3%	\$676.50	↑ 2.7%	\$180.60	↑ 2.7%	\$4.5K	↑ 0.9%
Groceries and Other Food Retailing	\$156.20	↑ 3.2%	\$97.20	↓ -2.1%	\$249.30	↑ 7.2%	\$336.50	↑ 12.5%	\$163.90	↑ 11.5%	\$1986.90	↑ 13.8%
Discretionary Retail	\$307.60	↑ 6.9%	\$185.70	↑ 7.4%	\$442.40	↑ 7.1%	\$848.10	↑ 5.9%	\$341.90	↑ 5.2%	\$4.2K	↑ 6.9%
Other Discretionary Retail	\$279.90	↑ 8.5%	\$174.10	↑ 10.9%	\$368.30	↑ 9.0%	\$792.90	↑ 6.0%	\$296.50	↑ 5.4%	\$3.9K	↑ 8.9%
Department Stores, Clothing & Accessories	\$138.30	↓ -0.3%	\$118.70	↓ -0.8%	\$156.70	↑ 0.8%	\$375.10	↑ 4.0%	\$211.30	↑ 4.4%	\$1045.80	↑ 1.9%
Tourism and Entertainment	\$150.90	↑ 6.9%	\$118.00	↓ -8.1%	\$232.70	↑ 3.2%	\$329.30	↑ 3.8%	\$222.50	↑ 1.3%	\$1946.00	↑ 6.2%
Cafes	\$70.10	↑ 1.3%	\$57.90	↓ -0.8%	\$89.70	↑ 4.5%	\$143.70	↑ 10.7%	\$94.20	↑ 6.0%	\$546.10	↑ 16.6%
Restaurants	\$89.60	↓ -4.5%	\$86.70	↓ -7.8%	\$94.10	↑ 0.5%	\$167.00	↓ -1.2%	\$126.20	↓ -0.9%	\$449.60	↓ -0.9%
Pubs, Taverns and Bars	\$111.10	↑ 4.4%	\$92.90	↑ 1.9%	\$133.90	↑ 7.3%	\$198.90	↑ 7.4%	\$130.50	↑ 6.6%	\$592.00	↑ 8.7%
Breweries and Wineries	\$111.50	↑ 0.6%	\$113.10	↓ -1.6%	\$105.80	↑ 10.0%	\$162.40	↓ -0.7%	\$148.10	↓ -1.2%	\$315.00	↑ 4.8%
Takeaway and Fast Food Outlets	\$91.40	↑ 5.1%	\$42.70	↑ 10.0%	\$82.40	↑ 1.0%	\$124.00	↑ 7.3%	\$64.20	↑ 7.7%	\$474.80	↑ 3.1%
Attractions, Events and Recreation	\$72.40	↑ 6.0%	\$63.00	↑ 11.9%	\$103.80	↑ 5.6%	\$91.50	↑ 4.8%	\$73.80	↑ 5.7%	\$270.70	↑ 7.3%
Private Transport	\$180.80	↑ 18.7%	\$115.70	↑ 21.0%	\$299.30	↑ 18.7%	\$384.60	↑ 11.4%	\$170.80	↑ 13.4%	\$1793.80	↑ 9.6%
Accommodation - Online	\$427.00	↓ -4.9%	\$424.80	↓ -5.0%	\$497.40	↓ -4.9%	\$624.80	↑ 0.6%	\$624.50	↑ 1.1%	\$646.10	↓ -24.4%
Accommodation - Instore	\$236.70	↑ 6.8%	\$258.20	↑ 12.8%	\$171.40	↓ -12.8%	\$375.10	↑ 3.4%	\$377.90	↑ 4.9%	\$355.60	↓ -6.8%

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 - Published 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 Bussellton location during August 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.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month

August 2026

Spend location

Busselton

Overview

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

Annual spend
\$539.6M

↑ 9.9% vs last year
↑ 6.5% Regional WA

Annual customers
571K

↑ 2.1% vs last year

Annual visitor spend
\$181.2M

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

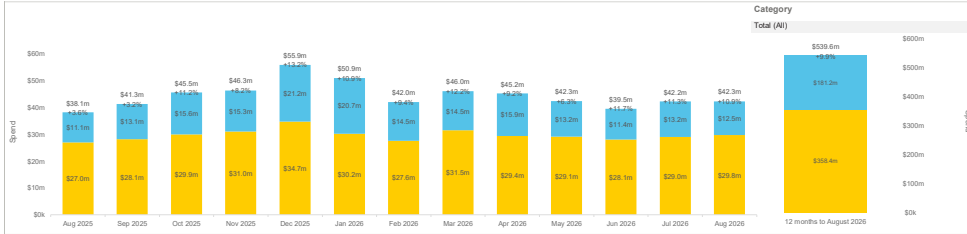
Annual visitors
528K

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

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

Trends

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



Data is up to last complete Monday to Sunday week.

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

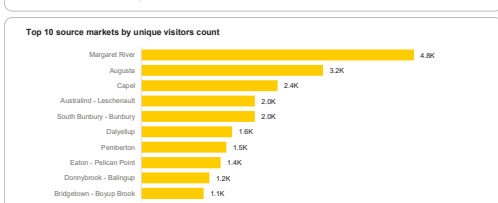
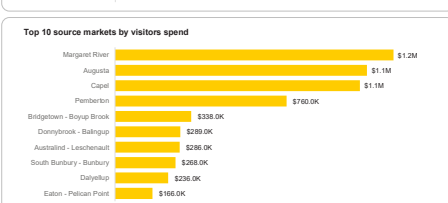
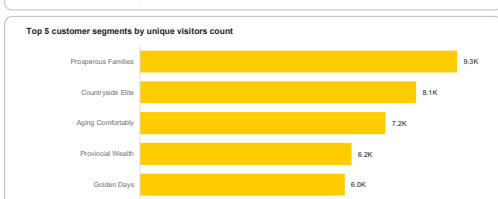
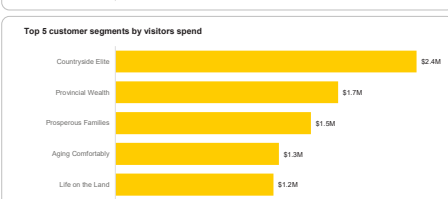
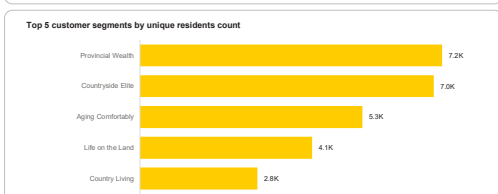
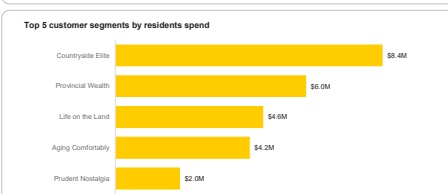
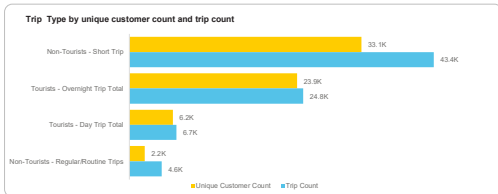
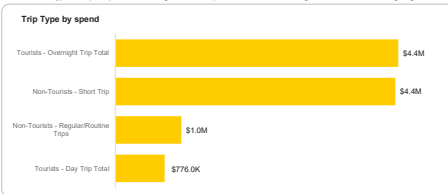
What are the key changes to category spend and visits in August 2026 versus the past year and Regional WA for the Busseton location?												Focal metric	Spend per Customer			
Category	Current selection: Monthly (August 2026)						Latest year: Annual (August 2026)									
	All Customers		Visitors		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	\$433.90	↑ 3.0%		\$193.60	↑ 2.1%		\$906.00	↑ 6.9%		\$945.10	↑ 7.6%		\$343.00	↑ 8.4%	\$5.4K	↑ 6.6%
Discretionary Retail	\$263.20	↑ 14.6%		\$172.00	↑ 13.5%		\$335.00	↑ 16.2%		\$803.40	↑ 11.1%		\$316.10	↑ 8.9%	\$271.30	↑ 1.3%
Other Discretionary Retail	\$252.20	↑ 17.0%		\$172.00	↑ 18.2%		\$306.00	↑ 18.9%		\$793.80	↑ 11.3%		\$307.90	↑ 8.4%	\$236.50	↑ 15.2%
Department Stores, Clothing & Accessories	\$117.90	↑ 2.3%		\$101.80	↓ -4.0%		\$129.10	↑ 6.7%		\$279.50	↑ 5.0%		\$163.20	↑ 7.4%	\$53.90	↑ 10.5%
Food Retailing	\$245.50	↑ 0.3%		\$192.00	↓ -5.9%		\$370.50	↑ 2.6%		\$596.30	↓ -0.7%		\$166.10	↓ -1.9%	\$289.10	↑ 0.8%
Supermarkets	\$231.90	↓ -1.0%		\$92.00	↓ -7.0%		\$206.00	↑ 1.4%		\$600.50	↑ 1.7%		\$149.60	↑ 2.6%	\$248.20	↑ -0.3%
Groceries and Other Food Retailing	\$105.40	↑ 5.5%		\$72.10	↓ -3.1%		\$130.30	↑ 8.7%		\$241.70	↓ -0.9%		\$105.80	↑ 5.6%	\$72.80	↑ 14.9%
Tourism and Entertainment	\$102.10	↑ 3.8%		\$77.50	↑ 8.7%		\$147.30	↑ 2.1%		\$197.60	↑ 6.0%		\$121.60	↑ 5.4%	\$97.70	↑ 4.9%
Pubs, Taverns and Bars	\$107.00	↑ 5.0%		\$85.00	↑ 3.2%		\$128.80	↑ 7.2%		\$189.70	↑ 3.4%		\$107.20	↑ 4.3%	\$49.10	↑ 12.3%
Cafes	\$59.10	↑ 8.2%		\$49.00	↑ 10.0%		\$70.50	↑ 8.0%		\$116.80	↑ 7.7%		\$73.00	↑ 5.0%	\$33.40	↑ 11.2%
Restaurants	\$62.40	↓ -1.3%		\$58.30	↓ -0.1%		\$67.10	↓ -1.7%		\$105.70	↑ 6.3%		\$75.10	↑ 7.6%	\$22.50	→ 0.0%
Takeaway and Fast Food Outlets	\$50.50	↑ 10.0%		\$38.40	↑ 14.7%		\$62.00	↑ 9.7%		\$96.80	↑ 11.3%		\$51.30	↑ 11.1%	\$21.00	↑ 9.1%
Private Transport	\$160.00	↑ 16.7%		\$166.00	↑ 14.4%		\$213.70	↑ 19.3%		\$348.90	↑ 15.3%		\$154.70	↑ 15.4%	\$111.40	↑ 14.6%
Accommodation - Instore	\$270.00	↑ 8.9%		\$272.60	↑ 3.9%		\$264.30	↑ 17.4%		\$323.30	↑ 14.6%		\$320.30	↑ 46.7%	\$332.40	↓ -36.3%

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

New Accommodation - Online - Additional 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 August 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.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
August 2026Spend location
Dunsborough

Overview

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

Annual spend
\$298.8M↑ 4.3% vs last year
↑ 6.5% Regional WAAnnual customers
527K

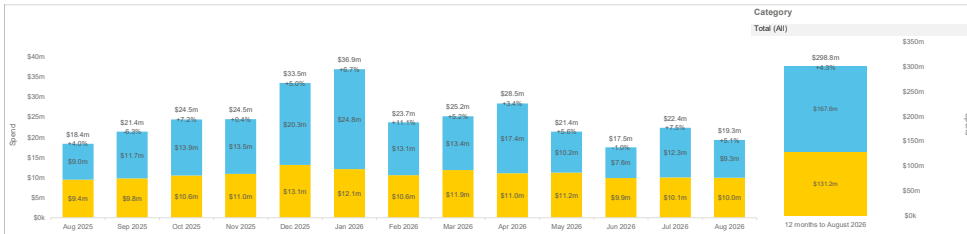
↑ 0.6% vs last year

Annual visitor spend
\$167.6M56% of total spend
within Dunsborough during August 2026 are from VisitorsAnnual visitors
492K93% of total customers
within Dunsborough during August 2026 are from Visitors

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

Trends

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



Data is up to last complete Monday to Sunday week.

Local Business Resident
SpendVisitor Spend
on Local Business

Key categories for Visitors and Residents

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

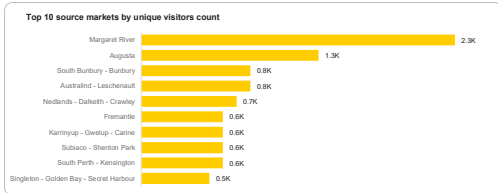
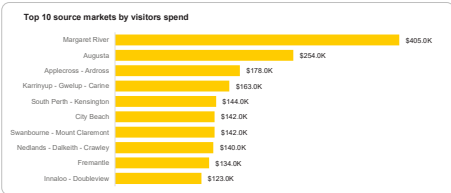
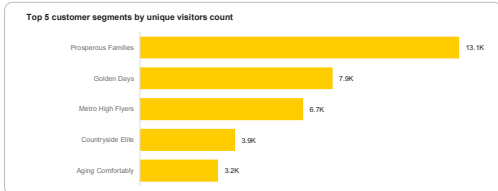
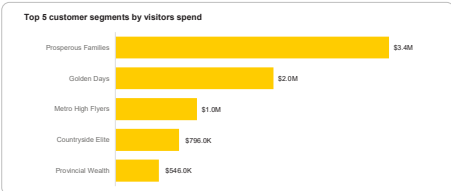
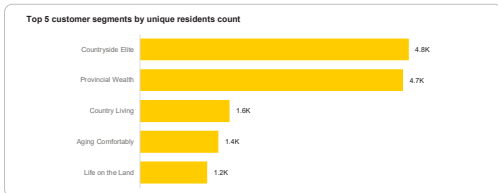
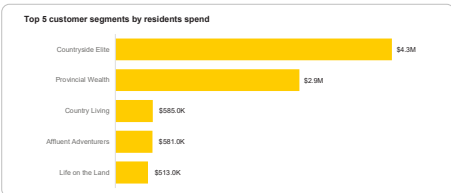
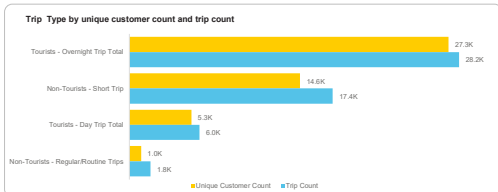
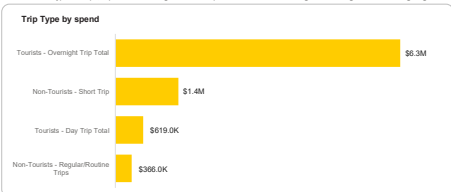
Category	Current selection: Monthly (August 2026)								Latest year: Annual (August 2026)															
	All Customers				Visitors				Residents				All Customers				Visitors				Residents			
	Spend per Customer		YoY Growth vs Regional WA	Growth	Spend per Customer		Growth	Spend per Customer		Growth	Spend per Customer		YoY Growth vs Regional WA	Spend per Customer		Growth	Spend per Customer		Growth	Spend per Customer		Growth		
Total	\$298.70	↑ 4.3%		\$192.70	↑ 2.8%		\$613.80	↑ 1.5%		\$667.00	↑ 3.7%		\$340.80	↑ 1.4%		\$2.8K	↑ 3.8%		\$2.7K	↑ 3.7%		\$2.7K	↑ 3.7%	
Food Retailing	\$182.90	↑ 0.5%		\$83.30	↑ 1.2%		\$387.70	↑ 0.8%		\$310.30	↑ 4.8%		\$135.10	↑ 4.5%		\$2246.60	↑ 1.5%		\$2254.90	↑ 1.5%		\$2254.90	↑ 1.5%	
Supermarkets	\$213.30	↑ 4.2%		\$81.00	↑ 7.1%		\$366.40	↑ 3.7%		\$372.90	↑ 4.1%		\$125.70	↑ 3.2%		\$2254.90	↑ 4.1%		\$2254.90	↑ 4.1%		\$2254.90	↑ 4.1%	
Groceries and Other Food Retailing	\$80.50	↑ 2.6%		\$60.40	↑ 1.2%		\$123.40	↑ 4.1%		\$134.80	↑ 4.8%		\$66.80	↑ 5.3%		\$616.80	↑ 5.3%		\$616.80	↑ 5.3%		\$616.80	↑ 5.3%	
Tourism and Entertainment	\$143.60	↑ 4.2%		\$132.20	↑ 5.9%		\$176.10	↑ 10.8%		\$257.00	↑ 0.6%		\$209.30	↑ 1.9%		\$842.20	↑ 6.8%		\$842.20	↑ 6.8%		\$842.20	↑ 6.8%	
Restaurants	\$102.50	↑ 3.6%		\$102.60	↑ 6.7%		\$102.50	↑ 3.7%		\$168.60	↑ 3.7%		\$139.90	↑ 7.6%		\$375.90	↑ 1.2%		\$375.90	↑ 1.2%		\$375.90	↑ 1.2%	
Breweries and Wineries	\$132.10	↑ 4.6%		\$131.90	↑ 8.6%		\$133.10	↑ 12.8%		\$173.00	↑ 5.4%		\$164.50	↑ 6.9%		\$285.50	↑ 1.2%		\$285.50	↑ 1.2%		\$285.50	↑ 1.2%	
Cafes	\$60.90	↑ 4.4%		\$63.40	↑ 7.8%		\$63.80	↑ 2.2%		\$121.10	↑ 7.3%		\$93.10	↑ 4.6%		\$349.80	↑ 10.8%		\$349.80	↑ 10.8%		\$349.80	↑ 10.8%	
Pubs, Taverns and Bars	\$101.20	↑ 1.0%		\$93.00	↑ 1.1%		\$114.50	↑ 8.1%		\$158.70	↑ 9.8%		\$124.70	↑ 6.4%		\$376.00	↑ 16.4%		\$376.00	↑ 16.4%		\$376.00	↑ 16.4%	
Attractions, Events and Recreation	\$67.70	↑ 3.4%		\$68.70	↑ 5.2%		\$59.60	↑ 13.4%		\$77.30	↑ 5.1%		\$76.10	↑ 5.3%		\$93.00	↑ 3.7%		\$93.00	↑ 3.7%		\$93.00	↑ 3.7%	
Takeaway and Fast Food Outlets	\$45.20	↑ 26.9%		\$44.90	↑ 41.8%		\$45.90	↑ 10.0%		\$52.60	↑ 9.4%		\$41.10	↑ 8.7%		\$103.70	↑ 3.2%		\$103.70	↑ 3.2%		\$103.70	↑ 3.2%	
Discretionary Retail	\$162.40	↑ 5.5%		\$151.90	↑ 1.8%		\$173.20	↑ 10.8%		\$332.60	↑ 4.2%		\$201.30	↑ 2.1%		\$1039.30	↑ 7.7%		\$1039.30	↑ 7.7%		\$1039.30	↑ 7.7%	
Other Discretionary Retail	\$133.90	↑ 4.0%		\$106.20	↑ 1.7%		\$156.70	↑ 4.6%		\$283.40	↑ 5.7%		\$160.60	↑ 4.9%		\$942.60	↑ 6.1%		\$942.60	↑ 6.1%		\$942.60	↑ 6.1%	
Department Stores, Clothing & Accessories	\$192.50	↑ 9.2%		\$208.20	↑ 9.9%		\$158.70	↑ 18.3%		\$258.90	↑ 0.9%		\$227.90	↑ 0.3%		\$389.10	↑ 4.0%		\$389.10	↑ 4.0%		\$389.10	↑ 4.0%	
Private Transport	\$138.40	↑ 14.1%		\$91.70	↑ 21.2%		\$175.40	↑ 13.9%		\$251.20	↑ 7.0%		\$110.10	↑ 10.3%		\$850.10	↑ 2.6%		\$850.10	↑ 2.6%		\$850.10	↑ 2.6%	
Accommodation - Interstate	\$270.70	↑ 0.8%		\$275.60	↑ 5.0%		\$210.20	↑ 35.9%		\$391.70	↑ 2.4%		\$393.00	↑ 6.2%		\$372.50	↑ 37.4%		\$372.50	↑ 37.4%		\$372.50	↑ 37.4%	

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 - Additional 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 August 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.

Resident	Business	Events	Visitor	Leakage
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Overview

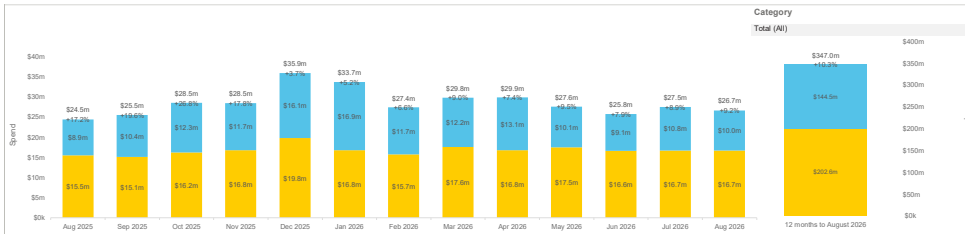
What are some of the key insights for the West Busselton location for the 12 months to August 2026?

Annual visitors
443K
91% of total customers
million during August 2026

All insights are based on CommBank IQ's nationally representative retail customer transaction data for August 2025. 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 period.

Trends

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



Date is up to last complete Monday to Sunday week.

Local Business Resident Spend

**Visitor Spend
on Local Business**

Key categories for Visitors and Residents

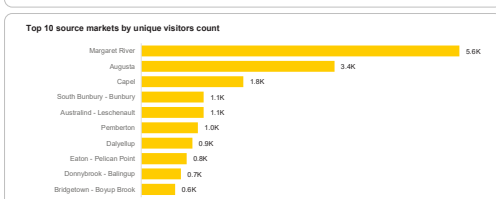
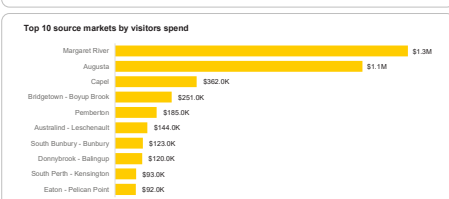
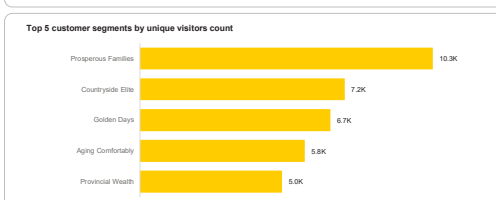
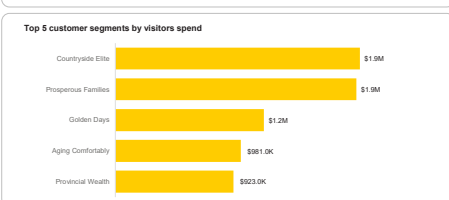
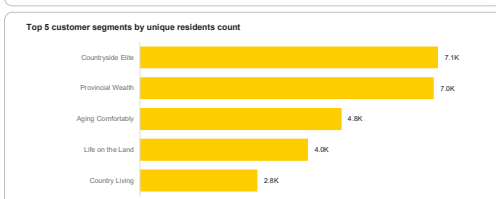
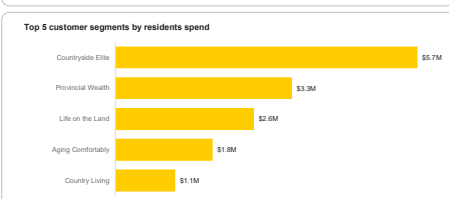
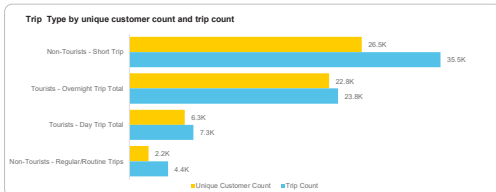
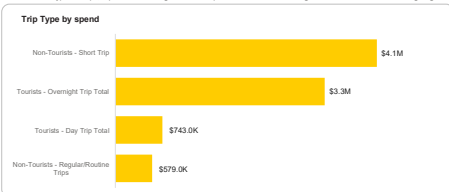
What are the key changes to category spend and visits in August 2026 versus the past year and Regional WA for the West Busselton location?

What are the key changes to category spend and visits in August 2026 versus the past year and Regional WA for the West Baseltown location?											Focal metric	Spend per Customer
Category	Current selection: Monthly (August 2026)						Latest year: Annual (August 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	\$304.60	19.4%	\$178.00	113.6%	\$528.90	15.2%	\$713.90	16.6%	\$325.90	16.7%	\$4.7K	1.6%
Food Retailing	\$229.70	14.6%	\$124.50	-1.9%	\$339.90	7.6%	\$524.70	11.9%	\$267.70	11.9%	\$267.70	16.1%
Supermarkets	\$184.50	15.7%	\$82.30	-0.5%	\$238.00	16.1%	\$447.80	14.3%	\$150.80	13.2%	\$169.50	12.5%
Groceries and Other Food Retailing	\$157.70	14.5%	\$113.80	-1.7%	\$204.30	19.1%	\$362.80	18.0%	\$176.90	17.6%	\$121.10	24.1%
Discretionary Retail	\$150.40	-14.1%	\$112.10	-2.8%	\$177.60	-3.8%	\$303.20	-14.4%	\$265.90	2.3%	\$121.10	-1.8%
Private Transport	\$136.10	126.4%	\$57.40	28.3%	\$166.40	126.2%	\$253.50	6.9%	\$140.70	19.7%	\$737.20	14.2%
Tourism and Entertainment	\$68.80	11.8%	\$54.90	13.4%	\$84.90	13.4%	\$157.50	9.4%	\$89.00	19.1%	\$499.40	9.8%
Takeaway and Fast Food Outlets	\$49.10	10.6%	\$36.70	12.4%	\$60.30	-0.2%	\$108.00	11.5%	\$58.10	14.0%	\$266.50	-2.3%
Restaurants	\$58.90	-17.1%	\$60.70	-16.8%	\$57.50	-16.6%	\$108.80	12.7%	\$68.70	14.2%	\$143.00	1.6%
Cafes	\$38.10	-14.7%	\$43.70	-17.6%	\$43.70	12.4%	\$63.60	36.2%	\$50.10	20.6%	\$165.50	14.5%
Breweries and Wineries	\$119.30	18.6%	\$138.40	19.7%	\$89.80	14.6%	\$132.90	-0.4%	\$132.50	-0.4%	\$134.10	-0.5%
Accommodation - Instore	\$191.90	12.8%	\$226.30	17.8%	\$128.40	-17.3%	\$335.10	1.8%	\$347.70	0.6%	\$275.70	14.8%

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.

Trip Type, customer segments and source markets

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



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

Council IQHomeDefinitionsFAQ'sData DictionaryDisclaimer

Powered byquantum

City of Bussetlon

ResidentBusinessEventsVisitorLeakage

Spend LocationCity of Bussetlon

Start Date01/08/2026End Date31/08/2026Benchmark Type52 weeks prior

Event length: 31 days, Category coverage Score*: 100.0%

Overview

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

Total spend\$92.9M↑9.0%uplift compared to Benchmark Period

Visitor spend\$36.0M↑8.5%uplift compared to Benchmark Period

Day spend\$85.3M82% of total spend over the event period was during the day (6am-6pm)

Night spend\$7.6M8% of total spend over the event period was at night (6pm-6am)

Category Summary

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

Event period: Sat 01-Aug-26 - Mon 31-Aug-26 (31 days)

Benchmark period: Sat 02-Aug-25 - Mon 01-Sep-25 (31 days)

Category coverage Score*: 100.0%

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

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$85.3M	\$7.6M	\$36.0M	\$56.9M	\$92.9M	\$85.3M	↑ 9.0%	\$17.6M	↑ 8.5%	↑ 9.2%
Food Retailing	\$28.1M	\$2.1M	\$7.6M	\$22.6M	\$30.3M	\$28.3M	↑ 6.9%	\$12.0M	↑ 3.9%	↑ 8.1%
Supermarkets			\$3.4M	\$15.6M	\$19.2M	\$18.3M	↑ 4.9%	\$899K	↑ 1.8%	↑ 5.6%
Groceries and Other Food Retailing			\$4.2M	\$6.9M	\$11.1M	\$10.0M	↑ 10.7%	\$1.1M	↑ 5.7%	↑ 14.2%
Discretionary Retail*	\$20.2M	\$308K	\$6.5M	\$14.0M	\$20.6M	\$18.2M	↑ 12.6%	\$2.3M	↑ 18.2%	↑ 10.2%
Other Discretionary Retail			\$4.3M	\$10.9M	\$15.2M	\$13.3M	↑ 14.3%	\$1.9M	↑ 21.4%	↑ 11.7%
Department Stores, Clothing & Accessories			\$2.2M	\$3.1M	\$5.3M	\$4.9M	↑ 8.0%	\$391K	↑ 12.4%	↑ 5.1%
Tourism and Entertainment	\$11.8M	\$3.5M	\$8.5M	\$6.7M	\$15.2M	\$13.9M	↑ 9.4%	\$1.3M	↑ 9.0%	↑ 9.8%
Cafes			\$1.6M	\$1.6M	\$3.2M	\$3.0M	↑ 6.1%	\$182K	↑ 5.0%	↑ 7.2%
Restaurants	\$1.9M	\$1.1M	\$1.8M	\$1.3M	\$3.1M	\$2.9M	↑ 6.7%	\$192K	↑ 1.8%	↑ 13.4%
Pubs, Taverns and Bars*	\$1.6M	\$1.3M	\$1.4M	\$1.5M	\$2.9M	\$2.6M	↑ 11.2%	\$293K	↑ 8.3%	↑ 10.6%
Breweries and Wineries*			\$2.2M	\$540K	\$2.7M					
Takeaway and Fast Food Outlets*	\$1.6M	\$628K	\$827K	\$1.4M	\$2.2M	\$2.1M	↑ 4.7%	\$101K	↓ -1.8%	↓ -2.3%
Attractions, Events and Recreation*			\$816K	\$331K	\$1.1M					
Private Transport			\$3.3M	\$6.1M	\$9.4M	\$7.8M	↑ 21.5%	\$1.7M	↑ 25.7%	↑ 19.2%
Accommodation - Online					\$4.3M	\$4.6M	↓ -6.4%	-\$248K		
Accommodation - In-store*			\$1.5M	\$323K	\$1.8M	\$1.7M	↑ 6.0%	\$102K	↑ 0.1%	↓ -11.5%

* 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 Bussetlon between 25 July 2026 and 31 August 2026 (incl extended dates)

Date Extender (Max 7 Days)CategoryTime of DayCustomer Type

7Total (All)TotalAll Customers

Benchmark Period

Aug-25

Sep-25

Event Period

Aug-26

Sep-26

Event Spend

Benchmark Spend

Selected Event Period

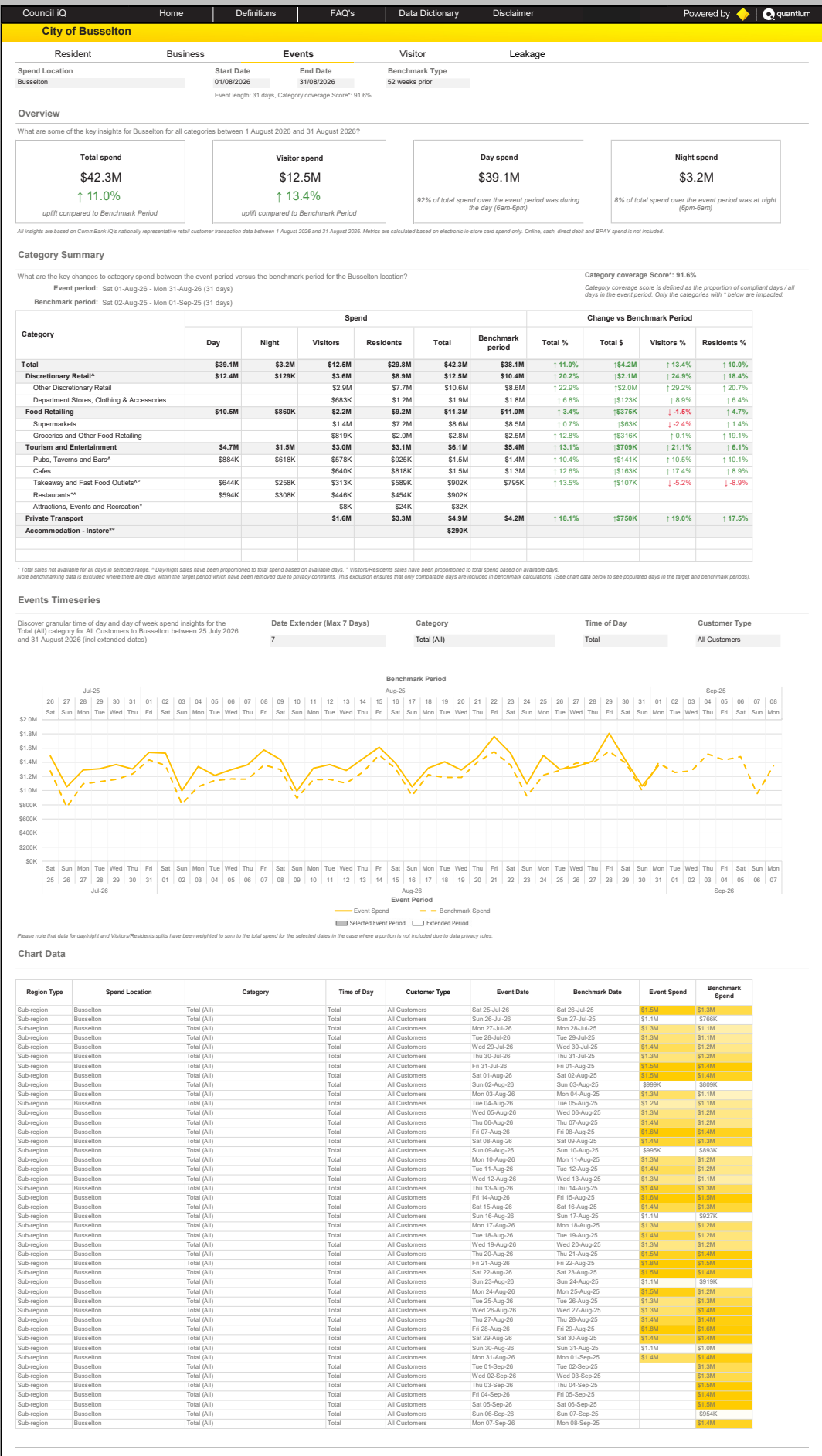
Extended Period

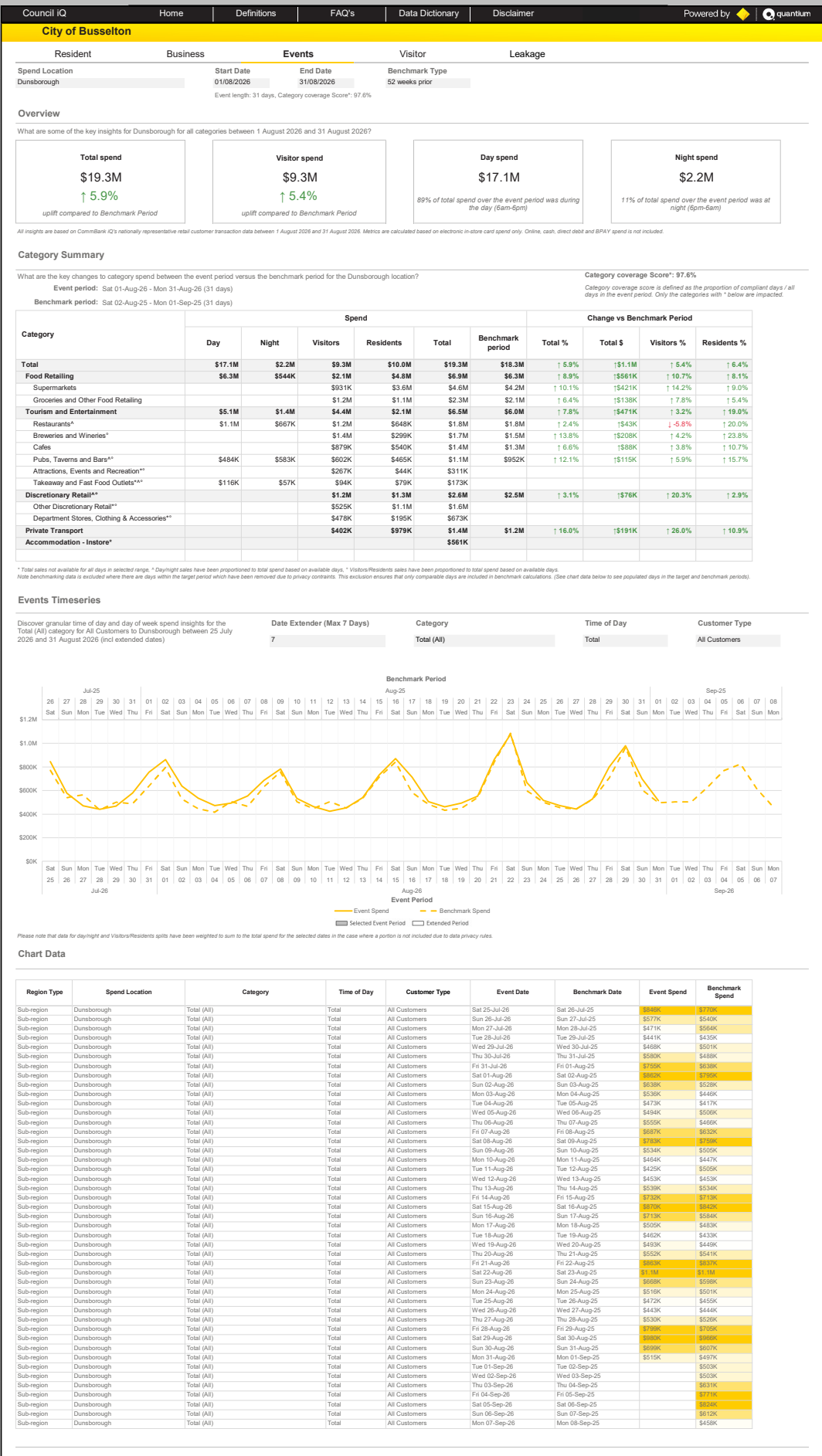
Please note that data for day/night and Visitors/Residents splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules.

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sat 26-Jul-26	Sat 26-Jul-25	\$3.2M	\$3.1M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sun 26-Jul-26	Sun 27-Jul-25	\$2.5M	\$2.1M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Mon 27-Jul-26	Mon 28-Jul-25	\$2.6M	\$2.4M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Tue 28-Jul-26	Tue 29-Jul-25	\$2.6M	\$2.4M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Wed 29-Jul-26	Wed 30-Jul-25	\$2.7M	\$2.6M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Thu 30-Jul-26	Thu 31-Jul-25	\$2.8M	\$2.7M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Fri 31-Jul-26	Fri 01-Aug-25	\$3.5M	\$3.3M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sat 01-Aug-26	Sat 02-Aug-25	\$3.5M	\$3.3M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sun 02-Aug-26	Sun 03-Aug-25	\$2.6M	\$2.1M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Mon 03-Aug-26	Mon 04-Aug-25	\$2.7M	\$2.3M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Tue 04-Aug-26	Tue 05-Aug-25	\$2.6M	\$2.3M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Wed 05-Aug-26	Wed 06-Aug-25	\$2.6M	\$2.5M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Thu 06-Aug-26	Thu 07-Aug-25	\$3.0M	\$2.5M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Fri 07-Aug-26	Fri 08-Aug-25	\$3.8M	\$3.1M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sat 08-Aug-26	Sat 09-Aug-25	\$3.4M	\$3.1M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sun 09-Aug-26	Sun 10-Aug-25	\$2.4M	\$2.2M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Mon 10-Aug-26	Mon 11-Aug-25	\$2.7M	\$2.4M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Tue 11-Aug-26	Tue 12-Aug-25	\$2.6M	\$2.5M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Wed 12-Aug-26	Wed 13-Aug-25	\$2.7M	\$2.3M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Thu 13-Aug-26	Thu 14-Aug-25	\$3.0M	\$2.8M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Fri 14-Aug-26	Fri 15-Aug-25	\$3.7M	\$3.1M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sat 15-Aug-26	Sat 16-Aug-25	\$3.3M	\$3.1M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sun 16-Aug-26	Sun 17-Aug-25	\$2.7M	\$2.3M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Mon 17-Aug-26	Mon 18-Aug-25	\$2.7M	\$2.6M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Tue 18-Aug-26	Tue 19-Aug-25	\$2.7M	\$2.4M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Wed 19-Aug-26	Wed 20-Aug-25	\$2.6M	\$2.5M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Thu 20-Aug-26	Thu 21-Aug-25	\$3.0M	\$3.0M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Fri 21-Aug-26	Fri 22-Aug-25	\$3.1M	\$3.0M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sat 22-Aug-26	Sat 23-Aug-25	\$3.8M	\$3.5M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sun 23-Aug-26	Sun 24-Aug-25	\$2.7M	\$2.4M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Mon 24-Aug-26	Mon 25-Aug-25	\$2.9M	\$2.4M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Tue 25-Aug-26	Tue 26-Aug-25	\$2.6M	\$2.4M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Wed 26-Aug-26	Wed 27-Aug-25	\$2.6M	\$2.7M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Thu 27-Aug-26	Thu 28-Aug-25	\$3.0M	\$2.8M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Fri 28-Aug-26	Fri 29-Aug-25	\$4.0M	\$3.8M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sat 29-Aug-26	Sat 30-Aug-25	\$3.0M	\$3.5M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sun 30-Aug-26	Sun 31-Aug-25	\$2.7M	\$2.5M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Mon 31-Aug-26	Mon 01-Sep-25	\$2.9M	\$2.7M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Tue 01-Sep-26	Tue 02-Sep-25	\$2.7M	\$2.7M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Wed 02-Sep-26	Wed 03-Sep-25	\$2.6M	\$2.6M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Thu 03-Sep-26	Thu 04-Sep-25	\$3.1M	\$3.1M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Fri 04-Sep-26	Fri 05-Sep-25	\$3.3M	\$3.3M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sat 05-Sep-26	Sat 06-Sep-25	\$2.7M	\$2.7M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Sun 06-Sep-26	Sun 07-Sep-25	\$2.3M	\$2.3M
LGA	City of Bussetlon	Total (All)	Total	All Customers	Mon 07-Sep-26	Mon 08-Sep-25	\$2.7M	\$2.7M

8





Leakage

Night spend

\$2.1M

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

* Total sales not available for all days in selected range. ^a Day/night 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)

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

2

City of Busseton

Resident	Business	Events	Visitor	Leakage
Month	Spend location	Filter		
August 2026	City of Busseton	All Visitors		

Overview

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

Top category

Other Discretionary Retail

\$4.3M of City of Busseton Visitors spend during August 2026

Top age band

25-34

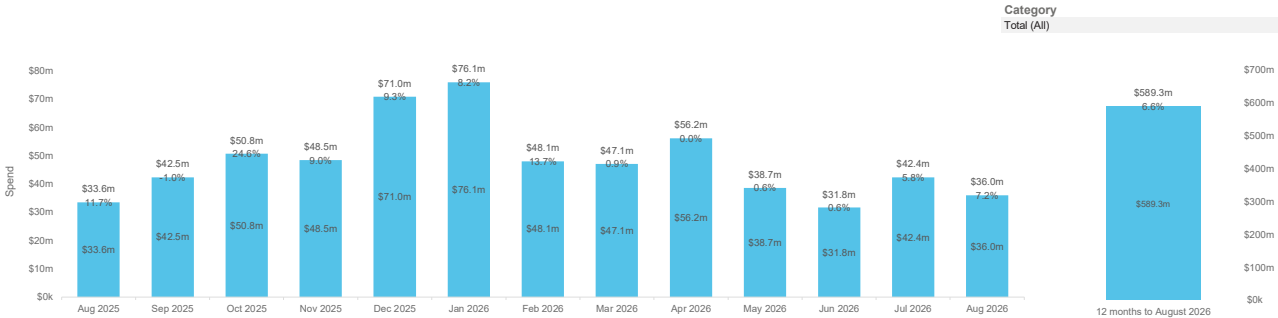
20.8% of City of Busseton Visitors are within this age band

Top lifestage

Young Families

20.4% of City of Busseton Visitors are within this lifestage

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202508) 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 Busseton during the past 12 months (September 2025 - August 2026)?

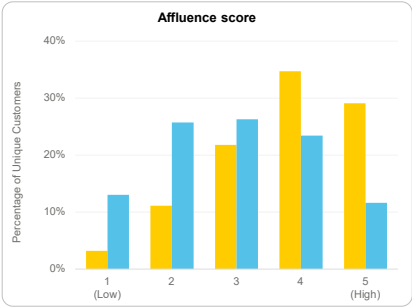
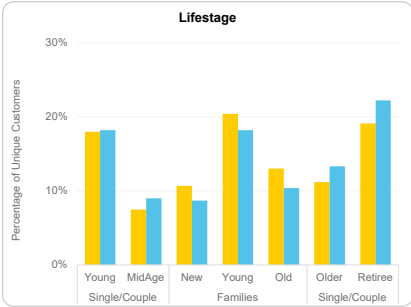
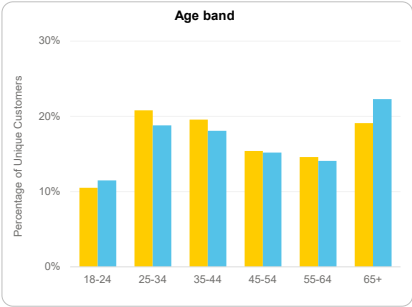
Category	Monthly			Annual (Last 12 months up to August 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$36.0M	↑ 7.2%	↑ 6.2%	\$589.3M	↑ 6.6%		
Tourism and Entertainment	\$8.5M	↑ 7.5%	↑ 3.9%	\$142.2M	↑ 2.2%	0.99x	75.6%
Breweries and Wineries	\$2.1M	↑ 10.8%	↑ 4.3%	\$35.0M	↑ 4.5%	0.96x	27.9%
Restaurants	\$1.8M	↓ -1.3%	↑ 10.1%	\$30.1M	↓ -14.8%	0.92x	28.2%
Cafes	\$1.6M	↑ 5.2%	↓ -2.0%	\$27.4M	↑ 9.1%	0.94x	34.3%
Pubs, Taverns and Bars	\$1.4M	↑ 7.5%	↑ 0.4%	\$23.6M	↑ 12.8%	0.90x	21.4%
Takeaway and Fast Food Outlets	\$827K	↑ 5.0%	↑ 8.6%	\$13.4M	↑ 4.9%	0.91x	24.7%
Attractions, Events and Recreation	\$786K	↑ 32.5%	↑ 5.7%	\$12.8M	↑ 10.7%	0.95x	20.5%
Food Retailing	\$7.6M	↑ 2.6%	↑ 4.6%	\$125.1M	↑ 9.7%	0.98x	60.5%
Groceries and Other Food Retailing	\$4.2M	↑ 3.9%	↑ 4.5%	\$65.3M	↑ 15.8%	0.96x	47.1%
Supermarkets	\$3.4M	↑ 1.1%	↑ 4.7%	\$59.8M	↑ 3.6%	0.94x	39.2%
Discretionary Retail	\$6.5M	↑ 17.2%	↑ 5.8%	\$96.9M	↑ 9.3%	0.93x	33.5%
Other Discretionary Retail	\$4.3M	↑ 20.4%	↑ 6.5%	\$62.8M	↑ 12.0%	0.89x	25.0%
Department Stores, Clothing & Accessories	\$2.2M	↑ 11.2%	↑ 4.2%	\$34.1M	↑ 4.6%	0.86x	19.1%
Accommodation - Online	\$4.2M	↓ -8.5%	↑ 4.3%	\$95.1M	↑ 2.6%	1.03x	
Private Transport	\$3.3M	↑ 25.9%	↑ 16.9%	\$44.9M	↑ 16.3%	0.92x	31.1%
Accommodation - Instore	\$1.5M	↑ 8.0%	↓ -9.1%	\$30.9M	↑ 3.0%	0.91x	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 (202508). 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 Busseton 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 City of Busseton during the recent static period (202508)?

How to read: 5.7% of Visitors to City of Busseton have transacted with St John Of God in City of Busseton. 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	5.7%
Busseton Jetty	Attractions	1.01x	11.2%
Ngilgi Cave	Attractions	1.01x	2.3%
Tasman Holiday Parks	Travel	1.01x	1.1%
Cape Naturaliste Lighthouse	Attractions	1.00x	2.5%
The Margaret River Chocolate Company	Food Retailing	1.00x	9.8%
Pullman	Travel	0.98x	1.3%
Swings And Roundabouts	Eating And Drinking Out	0.97x	1.0%
Abbey Beach Resort	Travel	0.95x	1.0%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.7%
Shelter Brewing Co	Eating And Drinking Out	0.94x	12.6%
Beerfarm Metricup	Eating And Drinking Out	0.94x	4.6%
Dunsborough Bakery	Food Retailing	0.94x	5.6%
Cheeky Monkey	Eating And Drinking Out	0.93x	2.6%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.3%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.5%
Aravina Estate	Eating And Drinking Out	0.91x	2.5%
Yallingup Gugelhupf	Food Retailing	0.91x	1.1%
Yallingup General Store And Cafe	Eating And Drinking Out	0.91x	4.1%
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	0.90x	9.8%
Coles	Food Retailing	0.90x	25.2%
Merchant And Maker	Eating And Drinking Out	0.89x	5.1%
Wild And Woods	Eating And Drinking Out	0.88x	1.1%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	3.8%
Kyst	Eating And Drinking Out	0.87x	6.5%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.87x	1.2%
La Lah	Eating And Drinking Out	0.87x	1.7%
Fishbone Wines	Eating And Drinking Out	0.86x	1.1%

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

City of Busseton

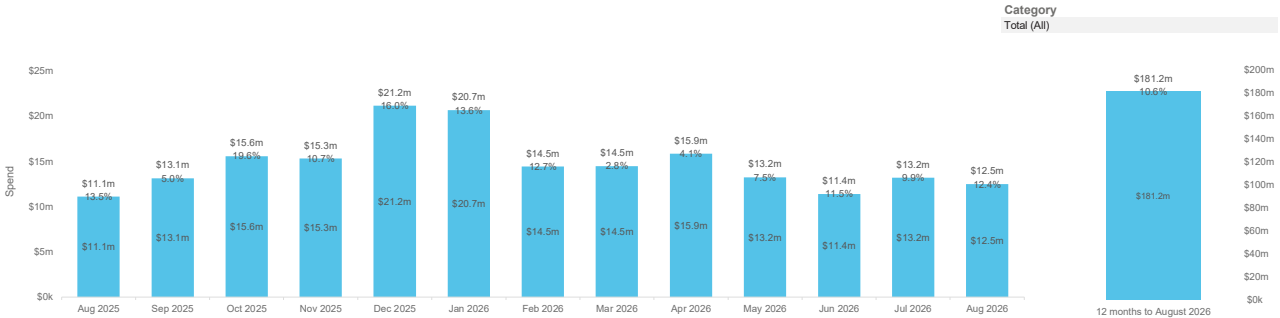
Resident	Business	Events	Visitor	Leakage
Month August 2026	Spend location Busseton		Filter All Visitors	

Overview

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

Top category Other Discretionary Retail \$2.9M of Busseton Visitors spend during August 2026	Top age band 25-34 21.2% of Busseton Visitors are within this age band	Top lifestage Young Families 20.6% of Busseton Visitors are within this lifestage
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202508) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

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

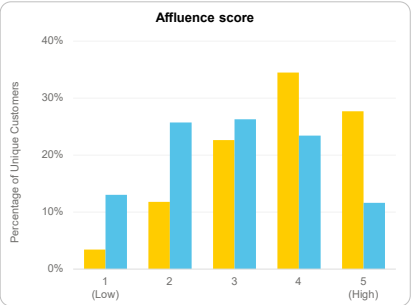
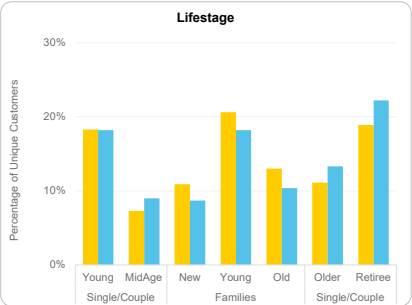
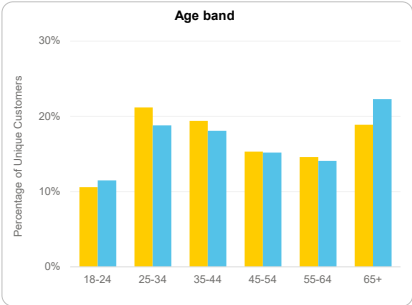
Category	Monthly			Annual (Last 12 months up to August 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$12.5M	↑ 12.4%	↑ 6.2%	\$181.2M	↑ 10.6%		
Discretionary Retail	\$3.6M	↑ 23.6%	↑ 5.8%	\$50.9M	↑ 12.2%	0.84x	30.5%
Other Discretionary Retail	\$2.9M	↑ 28.4%	↑ 6.5%	\$39.6M	↑ 15.2%	0.87x	24.3%
Department Stores, Clothing & Accessories	\$684K	↑ 6.4%	↑ 4.2%	\$11.3M	↑ 2.7%	0.59x	13.1%
Tourism and Entertainment	\$3.0M	↑ 19.9%	↑ 3.9%	\$48.0M	↑ 6.5%	0.98x	74.7%
Cafes	\$642K	↑ 18.2%	↓ -2.0%	\$10.7M	↑ 11.4%	0.76x	27.7%
Pubs, Taverns and Bars	\$577K	↑ 8.5%	↑ 0.4%	\$8.3M	↑ 4.9%	0.61x	14.6%
Restaurants	\$453K	↑ 15.3%	↑ 10.1%	\$7.7M	↓ -1.3%	0.64x	19.5%
Takeaway and Fast Food Outlets	\$332K	↑ 21.9%	↑ 8.6%	\$4.5M	↑ 11.5%	0.60x	16.5%
Food Retailing	\$2.2M	↓ -2.4%	↑ 4.6%	\$34.6M	↑ 2.4%	0.63x	39.4%
Supermarkets	\$1.4M	↓ -3.0%	↑ 4.7%	\$22.2M	↑ 2.6%	0.68x	28.1%
Groceries and Other Food Retailing	\$819K	↓ -1.3%	↑ 4.5%	\$12.4M	↑ 2.0%	0.45x	22.1%
Private Transport	\$1.6M	↑ 18.7%	↑ 16.9%	\$20.7M	↑ 18.5%	0.75x	25.3%
Accommodation - in-store	\$268K	↑ 85.9%	↓ -9.1%	\$3.5M	↑ 184.9%	0.19x	2.1%

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 (202508). 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 Bussetlon 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 Bussetlon during the recent static period (202508)?

How to read: 18.0% of Visitors to Bussetlon have transacted with Bussetlon Jetty in Bussetlon. This is 1.61x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Bussetlon Jetty	Attractions	1.61x	18.0%
Shelter Brewing Co	Eating And Drinking Out	1.50x	20.1%
The Goose	Eating And Drinking Out	1.43x	15.6%
Kyst	Eating And Drinking Out	1.40x	10.4%
Mano Wraps	Eating And Drinking Out	1.31x	2.7%
Caltex	Private Transport	1.30x	11.9%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.27x	3.5%
Esplanade Hotel	Eating And Drinking Out	1.21x	6.2%
Hungry Jacks	Eating And Drinking Out	1.12x	4.2%
Ship Inn	Eating And Drinking Out	1.11x	2.5%
Dome Cafe	Eating And Drinking Out	1.11x	3.7%
The Fire Station	Eating And Drinking Out	1.10x	2.7%
Liberty Petrol	Private Transport	1.08x	7.5%
Baked Bussetlon	Food Retailing	1.08x	4.9%
Timezone	Recreation	1.08x	1.3%
Dan Murphys	Food Retailing	1.07x	6.2%
Geographe Restauranty	Eating And Drinking Out	1.07x	1.6%
Zambrero	Eating And Drinking Out	1.06x	1.3%
The Vasse Tavern	Eating And Drinking Out	1.03x	1.4%
Benesse Cafe	Eating And Drinking Out	1.02x	2.7%
Bussetlon Pavilion	Eating And Drinking Out	1.02x	2.2%
Bunnings Warehouse	Hardware And Garden Retailing	1.01x	9.1%
The Tav	Eating And Drinking Out	0.99x	2.0%
Kwik Koffee	Eating And Drinking Out	0.97x	2.3%
Best And Less	Clothing And Accessories	0.96x	3.4%
Bcf	Recreational Goods	0.96x	2.6%
Reading Cinemas	Films And Videos	0.92x	2.1%
Western Growers Fresh	Food Retailing	0.91x	1.9%
Cotton On	Clothing And Accessories	0.90x	1.6%
Sushi Sushi	Eating And Drinking Out	0.86x	1.5%

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

City of Busselton

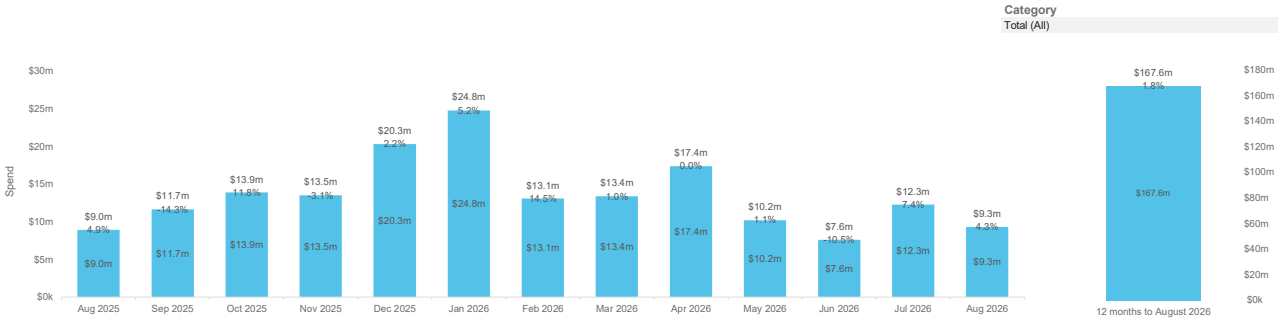
Resident	Business	Events	Visitor	Leakage
Month	Spend location	Filter		
August 2026	Dunsborough	All Visitors		

Overview

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

Top category Breweries and Wineries <i>\$1.4M of Dunsborough Visitors spend during August 2026</i>	Top age band 25-34 <i>21.2% of Dunsborough Visitors are within this age band</i>	Top lifestage Young Families <i>21.3% of Dunsborough Visitors are within this lifestage</i>
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202508) 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 (September 2025 - August 2026)?

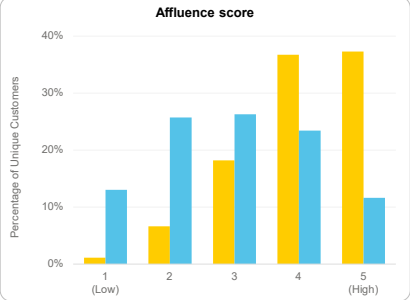
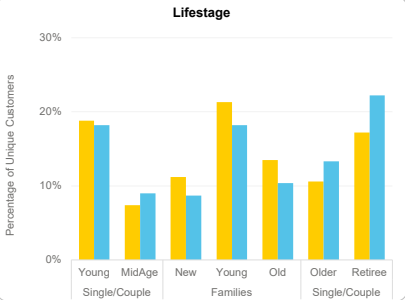
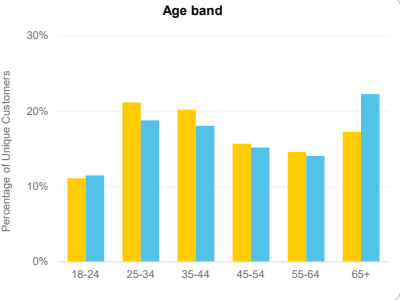
Category	Monthly			Annual (Last 12 months up to August 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$9.3M	↑ 4.3%	↑ 6.2%	\$167.6M	↑ 1.8%		
Tourism and Entertainment	\$4.4M	↑ 1.6%	↑ 3.9%	\$77.4M	↓ -2.3%	0.98x	75.1%
Breweries and Wineries	\$1.4M	↑ 7.4%	↑ 4.3%	\$23.2M	↑ 3.7%	0.98x	28.7%
Restaurants	\$1.2M	↓ -8.0%	↑ 10.1%	\$20.4M	↓ -21.2%	0.97x	29.6%
Cafes	\$877K	↑ 4.0%	↓ -2.0%	\$14.6M	↑ 3.6%	0.87x	31.9%
Pubs, Taverns and Bars	\$605K	↑ 5.8%	↑ 0.4%	\$12.3M	↑ 17.6%	0.84x	20.0%
Attractions, Events and Recreation	\$288K	↑ 10.5%	↑ 5.7%	\$4.5M	↑ 16.0%	0.56x	12.1%
Takeaway and Fast Food Outlets	\$82K	↓ -21.3%	↑ 8.6%	\$2.4M	↓ -4.5%	0.43x	11.7%
Food Retailing	\$2.1M	↑ 9.1%	↑ 4.6%	\$40.2M	↑ 5.0%	0.97x	60.5%
Groceries and Other Food Retailing	\$1.2M	↑ 6.0%	↑ 4.5%	\$20.8M	↑ 5.1%	0.99x	48.6%
Supermarkets	\$932K	↑ 13.1%	↑ 4.7%	\$19.4M	↑ 4.9%	0.76x	31.4%
Discretionary Retail	\$1.2M	↑ 15.6%	↑ 5.8%	\$20.9M	↑ 8.2%	0.58x	21.1%
Other Discretionary Retail	\$633K	↑ 12.4%	↑ 6.5%	\$11.1M	↑ 11.5%	0.57x	16.0%
Department Stores, Clothing & Accessories	\$580K	↑ 19.2%	↑ 4.2%	\$9.8M	↑ 4.7%	0.39x	8.8%
Accommodation - Instore	\$669K	↓ -11.9%	↓ -9.1%	\$13.9M	↓ -0.7%	0.68x	7.2%
Private Transport	\$404K	↑ 30.0%	↑ 16.9%	\$6.8M	↑ 7.9%	0.37x	12.5%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (202508). 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)?

All Visitors Australian Average Population



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

Brand preference

What are the top brand preferences for Visitors to Dunsborough during the recent static period (202508)?

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%
Ngilgi Cave	Attractions	1.73x	4.0%
Tasman Holiday Parks	Travel	1.73x	1.8%
Cape Naturaliste Lighthouse	Attractions	1.72x	4.3%
The Margaret River Chocolate Company	Food Retailing	1.71x	16.8%
Hay Shed Hill Wines	Eating And Drinking Out	1.69x	1.0%
Pullman	Travel	1.68x	2.2%
Wise Wine	Eating And Drinking Out	1.67x	1.7%
Swings And Roundabouts	Eating And Drinking Out	1.67x	1.7%
Eagle Bay Brewing Co	Eating And Drinking Out	1.61x	6.4%
Beerfarm Metricup	Eating And Drinking Out	1.61x	7.9%
Dunsborough Bakery	Food Retailing	1.61x	9.7%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.60x	1.6%
Cheeky Monkey	Eating And Drinking Out	1.59x	4.4%
Vasse Virgin	Personal Services	1.59x	1.6%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.58x	1.7%
Wild Hop Brewing Company	Eating And Drinking Out	1.58x	5.7%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.57x	2.6%
Aravina Estate	Eating And Drinking Out	1.57x	4.3%
Yallingup Gugelhupf	Food Retailing	1.57x	1.8%
Yallingup General Store And Cafe	Eating And Drinking Out	1.57x	7.0%
Yallingup Woodfired Bakery	Food Retailing	1.56x	3.7%
Caves House Hotel	Eating And Drinking Out	1.55x	8.4%
Merchant And Maker	Eating And Drinking Out	1.53x	8.8%
Cafe Evviva	Eating And Drinking Out	1.51x	1.7%
Wild And Woods	Eating And Drinking Out	1.51x	1.9%
Woody Nook Wines	Eating And Drinking Out	1.51x	1.7%
Simmos Ice Creamery	Eating And Drinking Out	1.50x	6.5%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.50x	2.0%
La Lah	Eating And Drinking Out	1.49x	2.9%

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.

Overview

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



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

Attractivity 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 (2025/08). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
Benchmark definition is based on all visitors.
See FAQ for more information

Demographic profile

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

■ All Visitors ■ Australian Average Population



Brand preference

What are the top brand preferences for Visitors to West Busselton during the recent static period (202508)?

How to read: 10.8% of Visitors to West Busselton have transacted with St John Of God in West Busselton. This is 1.96x more likely than all customers who have transacted in the LGA in the last 12 months

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.

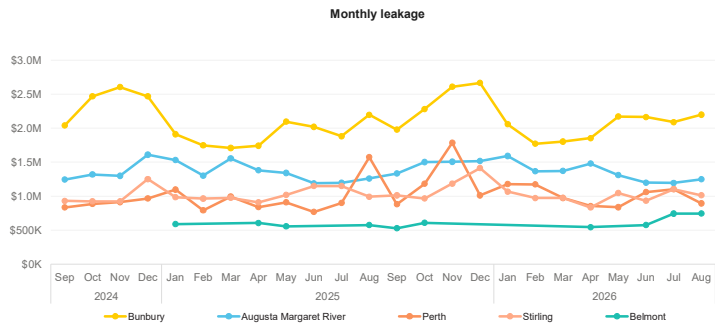
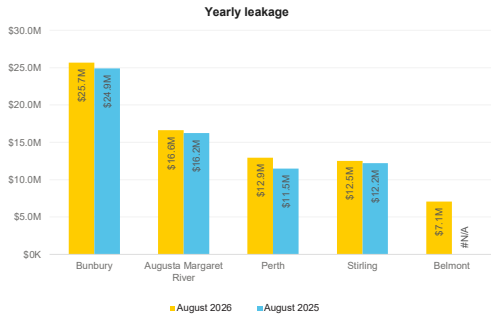
Leakage

LGA

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 August 2026, there was \$25.7m of spend by residents to Bunbury in Total (excl. Other), this was \$761k more than the previous 12 months

How to read: In the month of August 2026, there was \$2.2m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.2m in the month of August 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.

How does the Leakage compare across categories?

How to read: In the 12 months to August 2026, residents spent \$25.7m on Total (excl. Other) in Bunbury. This was \$761k or 3.0% increase compared to August 2025.

	Total (excl. Other)			
LGA	12 months up to August 2026 Spend	12 months up to August 2025 Spend	Spend Change	Spend % Change
IN LGA	\$613.2M	\$561.0M	↑\$52.2M	↑ 8.5%
Online	\$212.4M	\$179.6M	↑\$32.8M	↑ 15.4%
Bunbury	\$25.7M	\$24.9M	↑\$761K	↑ 3.0%
Augusta Margaret River	\$16.6M	\$16.2M	↑\$388K	↑ 2.3%
Perth	\$12.9M	\$11.5M	↑\$1.5M	↑ 11.3%
Stirling	\$12.5M	\$12.2M	↑\$342K	↑ 2.7%
Belmont	\$7.1M			

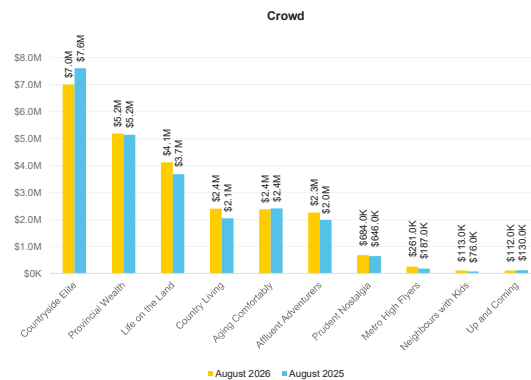
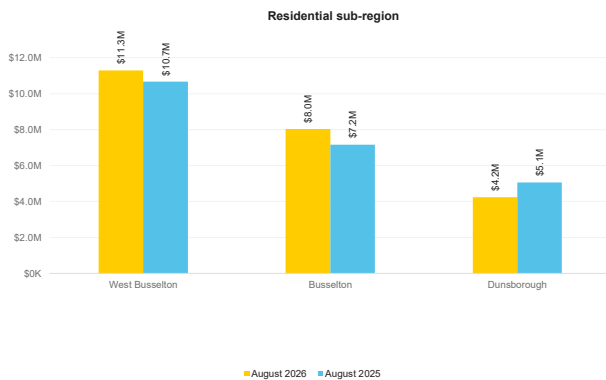
All insights are based on CommBank IQ's nationally representative retail customer transaction data for the 12 months to August 2026. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Bunbury

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

How to read: In the 12 months to August 2026, there was \$11.3m of spend by West Busselton residents to Bunbury in Total (excl. Other), this was \$630k more than the previous 12 months.

How to read: In the 12 months to August 2026, there was \$7.0m of spend by Countryside Elite residents to Bunbury in Total (excl. Other), this was \$606k 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 August 2026. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

Resident

Business

Events

Visitor

Leakage

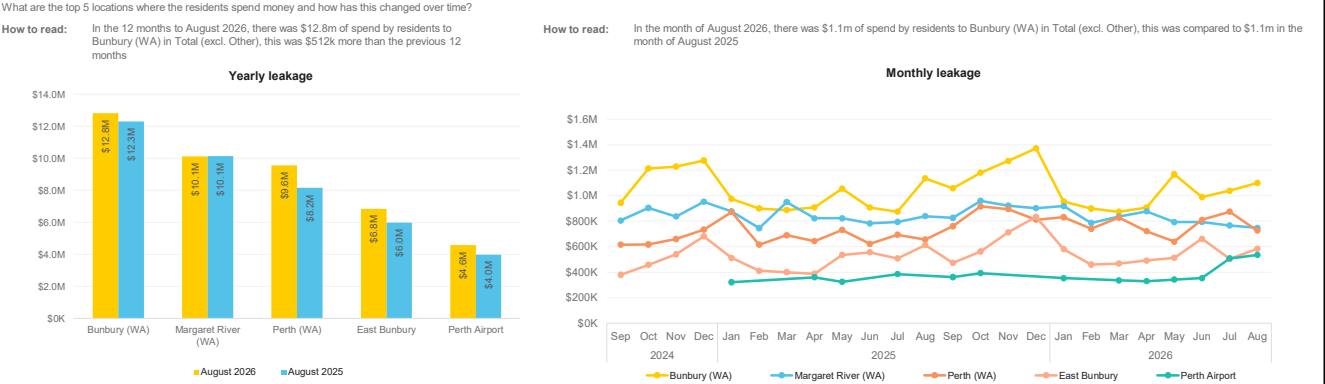
Region Type

Locality

Category

Total (excl. Other)

Leakage trends by location and category



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.

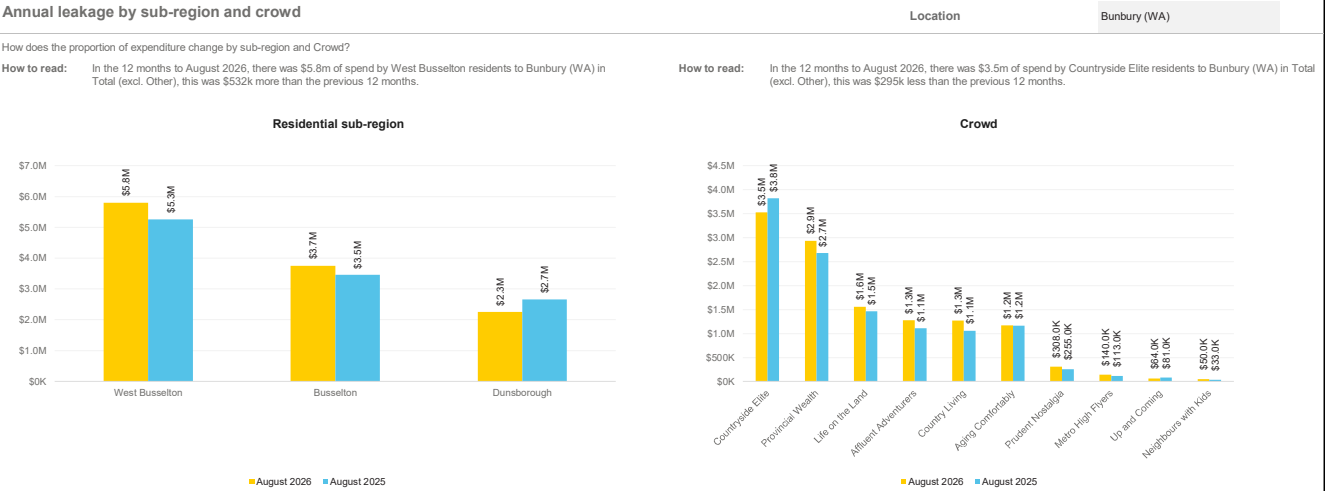
Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to August 2026, residents spent \$12.8m on Total (excl. Other) in Bunbury (WA). This was \$512k or 4.0% increase compared to August 2025.

Locality	Total (excl. Other)			
	12 months up to August 2026 Spend	12 months up to August 2025 Spend	Spend Change	Spend % Change
IN LGA	\$613.2M	\$561.0M	↑\$52.2M	↑ 8.5%
Online	\$212.4M	\$179.6M	↑\$32.8M	↑ 15.4%
Bunbury (WA)	\$12.8M	\$12.3M	↑\$512K	↑ 4.0%
Margaret River (WA)	\$10.1M	\$10.1M	- \$2K	↓ -0.0%
Perth (WA)	\$9.6M	\$8.2M	↑\$1.4M	↑ 14.7%
East Bunbury	\$6.8M	\$6.0M	↑\$865K	↑ 12.6%
Perth Airport	\$4.6M	\$4.0M	↑\$618K	↑ 13.5%

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



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