

City of Busselton

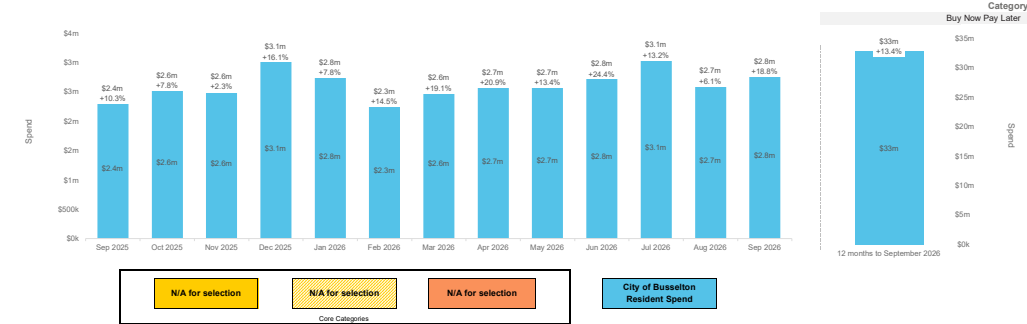
Resident	Business	Events	Visitor	Leakage
Month	Resident location	Resident type		
September 2026	City of Busselton	Total		

Overview

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

Annual national spend \$1.80B ↑ 10.1% vs last year ↑ 10.6% vs Regional WA	Annual top category Other Discretionary Retail 13.5% of spend for City of Busselton residents is within this category	Annual top lifestyle Retiree 29.9% of spend for LGA residents are within this lifestyle	Annual proportion of spend into the LGA 38.9% of spend for LGA residents during September 2026
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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, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (core) tab for all Lifestyle categories.



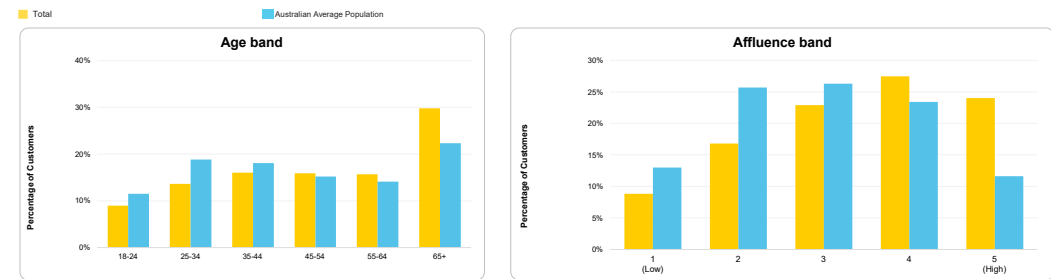
What are the highest performing categories for residents in LGA in the 12 months to September 2026?

Category	Month (September 2026)			Annual (Last 12 months up to September 2026)				
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	\$161.6M	↑ 8.6%	↑ 10.6%	\$1.80B	↑ 10.1%	↑ 9.2%		\$212.0M
Discretionary Retail	\$31.5M	↑ 6.8%	↑ 9.5%	\$392.6M	↑ 11.5%	↑ 9.4%	1.00x	99.3%
Other Discretionary Retail	\$19.7M	↑ 4.8%	↑ 8.1%	\$243.7M	↑ 11.5%	↑ 8.9%	1.00x	98.7%
Department Stores, Clothing & Accessories	\$8.5M	↑ 7.8%	↑ 11.1%	\$110.6M	↑ 11.0%	↑ 10.1%	0.99x	96.6%
Buy Now Pay Later	\$2.8M	↑ 18.8%	↑ 14.3%	\$32.8M	↑ 13.4%	↑ 10.7%	0.71x	17.6%
Print Media and Books	\$320K	↑ 9.7%	↑ 3.7%	\$3.9M	↑ 7.4%	↑ 7.5%	1.03x	39.8%
Children and Baby Stores	\$109K	↓ -8.5%	↑ 4.6%	\$1.5M	↑ 6.8%	↑ 8.7%	0.62x	9.6%
Household	\$29.0M	↑ 6.8%	↑ 7.0%	\$341.2M	↑ 10.1%	↑ 9.1%	1.00x	99.2%
Insurance	\$9.3M	↑ 5.9%	↑ 4.7%	\$115.0M	↑ 9.8%	↑ 7.3%	1.01x	65.8%
Electricity, Gas and Water Supply	\$5.4M	↑ 7.9%	↑ 7.2%	\$53.6M	↑ 16.1%	↑ 14.3%	1.00x	50.3%
Telecommunication Services	\$4.1M	↑ 5.8%	↑ 9.5%	\$49.3M	↑ 9.1%	↑ 8.8%	0.99x	78.0%
Personal Services	\$2.8M	↑ 21.9%	↑ 15.0%	\$32.2M	↑ 13.6%	↑ 11.1%	1.01x	81.6%
Motor Vehicle Services	\$2.2M	↑ 0.3%	↑ 8.8%	\$26.1M	↑ 9.9%	↑ 10.0%	1.12x	64.2%
Pet Care	\$1.9M	↑ 9.8%	↑ 18.1%	\$21.8M	↑ 12.6%	↑ 10.4%	1.23x	45.5%
Public Services	\$849K	↑ 8.6%	↓ -12.1%	\$11.0M	↑ 3.0%	↓ -0.1%	1.08x	57.5%
School Education	\$817K	↑ 17.0%	↑ 11.9%	\$10.4M	↑ 0.2%	↑ 10.5%	0.68x	23.5%
Fitness	\$783K	↓ -15.4%	↓ -6.2%	\$9.8M	↑ 4.0%	↑ 6.5%	0.74x	47.5%
Charities	\$264K	↑ 17.0%	↑ 4.8%	\$3.5M	↑ 11.3%	↑ 4.8%	1.04x	33.7%
Childcare Services	\$252K	↓ -15.2%	↑ 3.4%	\$3.8M	↓ -6.3%	↑ 4.9%	0.60x	3.9%
Computer Services	\$223K	↓ -6.0%	↑ 2.4%	\$2.7M	↑ 0.6%	↑ 13.7%	0.87x	20.8%
Food Retailing	\$28.8M	↑ 9.2%	↑ 7.8%	\$352.5M	↑ 8.4%	↑ 6.6%	1.00x	99.2%
Supermarkets	\$19.3M	↑ 7.1%	↑ 7.5%	\$240.1M	↑ 8.2%	↑ 5.9%	1.00x	98.7%
Groceries and Other Food Retailing	\$9.5M	↑ 13.5%	↑ 7.6%	\$112.3M	↑ 13.3%	↑ 9.0%	1.00x	97.5%
Tourism and Entertainment	\$18.4M	↑ 10.6%	↑ 12.3%	\$219.2M	↑ 12.5%	↑ 11.7%	1.00x	99.1%
Restaurants	\$3.1M	↑ 4.9%	↑ 14.1%	\$38.8M	↑ 6.4%	↑ 10.5%	0.99x	91.7%
Pubs, Taverns and Bars	\$3.0M	↑ 18.9%	↑ 11.7%	\$35.0M	↑ 14.3%	↑ 8.2%	1.05x	83.5%
Takeaway and Fast Food Outlets	\$2.9M	↑ 9.8%	↑ 9.3%	\$33.3M	↑ 7.7%	↑ 7.0%	0.97x	92.2%
Cafes	\$2.6M	↑ 2.8%	↑ 6.3%	\$32.3M	↑ 15.2%	↑ 5.8%	1.01x	91.1%
Attractions, Events and Recreation	\$2.6M	↑ 20.7%	↑ 22.1%	\$29.1M	↑ 14.8%	↑ 12.0%	0.93x	73.9%
Online Entertainment	\$2.4M	↑ 16.6%	↑ 2.8%	\$27.0M	↑ 20.0%	↑ 16.5%	0.99x	71.6%
Food Delivery Services	\$1.1M	↑ 9.6%	↑ 45.6%	\$11.8M	↑ 20.4%	↑ 49.7%	0.88x	30.1%
Breweries and Wineries	\$790K	↓ -7.3%	↑ 7.8%	\$11.8M	↑ 7.5%	↑ 11.1%	2.71x	69.0%
Private Transport	\$13.6M	↑ 25.4%	↑ 22.1%	\$148.1M	↑ 12.1%	↑ 10.8%	1.00x	96.9%
Accommodation	\$3.3M	↓ -3.9%	↑ 7.2%	\$41.9M	↑ 2.6%	↑ 3.4%	1.12x	65.5%

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

Demographic profiles

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



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

Brand preference

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

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Ghanda Clothing</td><td>2.47x</td><td>13.9%</td></tr><tr><td>Angus And Coote</td><td>2.33x</td><td>4.2%</td></tr><tr><td>Gazman</td><td>2.12x</td><td>4.5%</td></tr><tr><td>Just Jeans</td><td>2.30x</td><td>11.7%</td></tr><tr><td>Sportsgirl</td><td>1.72x</td><td>10.9%</td></tr></table>	Brand	Affinity	Penetration	Ghanda Clothing	2.47x	13.9%	Angus And Coote	2.33x	4.2%	Gazman	2.12x	4.5%	Just Jeans	2.30x	11.7%	Sportsgirl	1.72x	10.9%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>65.1%</td></tr><tr><td>Liquor Stax</td><td>23.39x</td><td>37.4%</td></tr><tr><td>Liquor Barons</td><td>7.65x</td><td>11.8%</td></tr><tr><td>The Good Grocer</td><td>4.12x</td><td>10.8%</td></tr><tr><td>The Spud Shed</td><td>2.78x</td><td>15.2%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	65.1%	Liquor Stax	23.39x	37.4%	Liquor Barons	7.65x	11.8%	The Good Grocer	4.12x	10.8%	The Spud Shed	2.78x	15.2%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>10.32x</td><td>21.9%</td></tr><tr><td>Dome Cafe</td><td>8.41x</td><td>32.1%</td></tr><tr><td>Bakehouse</td><td>2.63x</td><td>7.4%</td></tr><tr><td>Jamaica Blue</td><td>2.55x</td><td>16.6%</td></tr><tr><td>Miss Maud</td><td>2.50x</td><td>4.9%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	10.32x	21.9%	Dome Cafe	8.41x	32.1%	Bakehouse	2.63x	7.4%	Jamaica Blue	2.55x	16.6%	Miss Maud	2.50x	4.9%
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What are some of the key insights for Total residents for the 12 months until September 2026?

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, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (cont) tab for all Lifestage categories.



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

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



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

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

City of Busselton

Resident	Business	Events	Visitor	Leakage
Month	Resident location			
September 2026	Dunsborough			

Overview

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

Annual national spend \$557.1M ↑ 8.6% vs last year ↑ 10.6% vs Regional WA	Annual top category Other Discretionary Retail 13.7% of spend for Dunsborough residents is within this category	Annual top lifestyle Retiree 26.9% of spend for Sub-region residents are within this lifestyle	Annual proportion of spend into the LGA Not available of spend for Sub-region residents during September 2026
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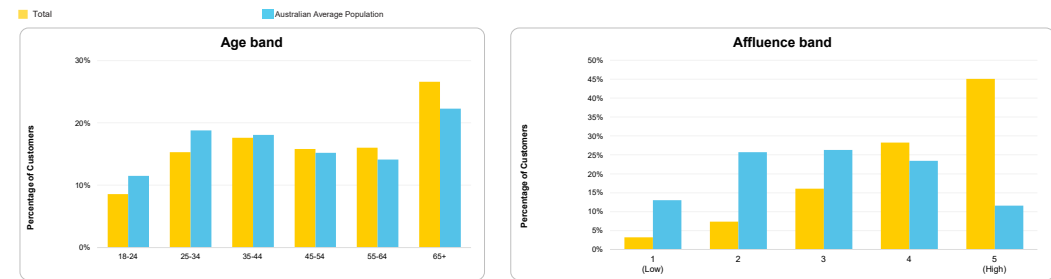
What are the highest performing categories for residents in Sub-region in the 12 months to September 2026?

Category	Month (September 2026)			Annual (Last 12 months up to September 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration		
Total	\$49.8M	↑ 10.0%	↑ 10.6%	\$557.1M	↑ 8.6%	↑ 9.2%			\$69.5M
Discretionary Retail	\$9.5M	↑ 8.4%	↑ 9.5%	\$118.3M	↑ 9.1%	↑ 9.4%	1.00x	99.4%	
Other Discretionary Retail	\$6.3M	↑ 12.2%	↑ 8.1%	\$76.0M	↑ 8.4%	↑ 8.9%	1.00x	98.8%	\$15.2M
Department Stores, Clothing & Accessories	\$2.5M	↓ -1.0%	↑ 11.1%	\$34.0M	↑ 13.0%	↑ 10.1%	0.98x	96.3%	\$8.6M
Buy Now Pay Later	\$594K	↑ 14.8%	↑ 14.3%	\$7.0M	↑ 0.9%	↑ 10.7%	0.62x	15.3%	
Print Media and Books	\$96K	↓ -9.4%	↑ 3.7%	\$1.3M	↑ 9.1%	↑ 7.5%	1.13x	43.3%	
Children and Baby Stores	\$37K	↑ 25.2%	↑ 4.6%	\$436K	↓ -4.3%	↑ 8.7%	0.69x	10.5%	
Household	\$8.8M	↑ 3.6%	↑ 7.0%	\$104.9M	↑ 7.9%	↑ 9.1%	1.00x	99.2%	
Insurance	\$3.1M	↑ 7.1%	↑ 4.7%	\$36.3M	↑ 7.8%	↑ 7.3%	1.00x	65.3%	
Electricity, Gas and Water Supply	\$1.4M	↓ -8.1%	↑ 7.2%	\$15.4M	↑ 10.5%	↑ 14.3%	0.98x	49.3%	
Telecommunication Services	\$1.1M	↑ 5.7%	↑ 9.5%	\$13.1M	↑ 4.9%	↑ 8.6%	0.96x	75.9%	
Personal Services	\$1.0M	↑ 27.3%	↑ 15.0%	\$11.4M	↑ 14.8%	↑ 11.1%	1.04x	63.9%	
Motor Vehicle Services	\$743K	↓ -2.8%	↑ 8.8%	\$9.9M	↑ 9.0%	↑ 10.0%	1.22x	70.0%	
Pet Care	\$529K	↑ 12.6%	↑ 18.1%	\$6.2M	↑ 15.8%	↑ 10.4%	1.17x	43.4%	
School Education	\$299K	↑ 33.6%	↑ 11.9%	\$3.6M	↑ 1.4%	↑ 10.5%	0.74x	25.7%	
Fitness	\$267K	↓ -23.8%	↓ -6.2%	\$3.4M	↑ 4.3%	↑ 6.5%	0.82x	52.5%	
Public Services	\$190K	↓ -14.7%	↓ -12.1%	\$2.7M	↑ 0.8%	↓ -0.1%	1.14x	60.9%	
Computer Services	\$88K	↑ 3.2%	↑ 2.4%	\$1.0M	↓ -21.4%	↑ 13.7%	1.00x	23.8%	
Charities	\$62K	↑ 4.5%	↑ 4.8%	\$1.1M	↑ 9.3%	↑ 4.8%	1.01x	32.8%	
Childcare Services	\$52K	↓ -48.4%	↑ 3.4%	\$970K	↓ -13.7%	↑ 4.9%	0.58x	3.6%	
Food Retailing	\$8.4M	↑ 12.6%	↑ 7.8%	\$102.5M	↑ 7.8%	↑ 6.6%	1.00x	99.2%	
Supermarkets	\$5.4M	↑ 11.1%	↑ 7.5%	\$67.2M	↑ 5.0%	↑ 5.9%	1.00x	98.7%	\$8.1M
Groceries and Other Food Retailing	\$3.0M	↑ 15.4%	↑ 7.6%	\$35.2M	↑ 11.3%	↑ 9.0%	1.00x	98.1%	\$5.2M
Tourism and Entertainment	\$5.3M	↑ 10.1%	↑ 12.3%	\$65.6M	↑ 11.6%	↑ 11.7%	1.00x	99.5%	
Restaurants	\$1.1M	↓ -0.6%	↑ 14.1%	\$15.6M	↑ 3.8%	↑ 10.5%	1.03x	95.1%	\$5.5M
Pubs, Taverns and Bars	\$888K	↑ 21.3%	↑ 11.7%	\$10.6M	↑ 19.6%	↑ 8.2%	1.10x	87.2%	\$4.2M
Cafes	\$826K	↑ 2.9%	↑ 6.3%	\$10.7M	↑ 12.0%	↑ 5.8%	1.04x	94.1%	\$2.9M
Attractions, Events and Recreation	\$791K	↑ 18.7%	↑ 22.1%	\$8.4M	↑ 18.9%	↑ 12.0%	0.97x	76.5%	\$2.3M
Takeaway and Fast Food Outlets	\$626K	↑ 21.0%	↑ 9.3%	\$7.1M	↑ 7.4%	↑ 7.0%	0.98x	92.5%	\$2.2M
Online Entertainment	\$570K	↑ 20.2%	↑ 2.8%	\$6.8M	↑ 19.8%	↑ 16.5%	1.03x	74.7%	
Breweries and Wineries	\$318K	↓ -6.3%	↑ 7.8%	\$4.9M	↑ 7.4%	↑ 11.1%	3.10x	67.6%	\$1.0M
Food Delivery Services	\$133K	↑ 4.8%	↑ 45.6%	\$1.3M	↑ 4.8%	↑ 49.7%	0.54x	23.9%	
Private Transport	\$4.1M	↑ 27.1%	↑ 22.1%	\$45.4M	↑ 10.3%	↑ 10.8%	1.01x	97.6%	\$10.1M
Accommodation	\$1.1M	↓ -1.5%	↑ 7.2%	\$15.2M	↑ 1.6%	↑ 3.4%	1.19x	68.7%	

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Brand preference

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

Top 5 Clothing & Accessories <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Gazman</td><td>4.74x</td><td>10.1%</td></tr><tr><td>Ghanda Clothing</td><td>3.18x</td><td>17.8%</td></tr><tr><td>Rip Curl</td><td>1.59x</td><td>4.1%</td></tr><tr><td>Sportsgirl</td><td>1.58x</td><td>10.0%</td></tr><tr><td>Just Jeans</td><td>1.48x</td><td>8.6%</td></tr></table>	Brand	Affinity	Penetration	Gazman	4.74x	10.1%	Ghanda Clothing	3.18x	17.8%	Rip Curl	1.59x	4.1%	Sportsgirl	1.58x	10.0%	Just Jeans	1.48x	8.6%	Top 5 Food Retailing <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Bunbury Farmers Market</td><td>>30x</td><td>65.7%</td></tr><tr><td>Liquor Stax</td><td>29.70x</td><td>47.5%</td></tr><tr><td>Liquor Barons</td><td>10.55x</td><td>16.3%</td></tr><tr><td>The Good Grocer</td><td>6.69x</td><td>18.1%</td></tr><tr><td>The Jerky Co</td><td>1.99x</td><td>2.9%</td></tr></table>	Brand	Affinity	Penetration	Bunbury Farmers Market	>30x	65.7%	Liquor Stax	29.70x	47.5%	Liquor Barons	10.55x	16.3%	The Good Grocer	6.69x	18.1%	The Jerky Co	1.99x	2.9%	Top 5 Eating and Drinking Out <table><tr><th>Brand</th><th>Affinity</th><th>Penetration</th></tr><tr><td>Chicken Treat</td><td>9.23x</td><td>19.6%</td></tr><tr><td>Dome Cafe</td><td>5.76x</td><td>22.0%</td></tr><tr><td>Miss Maud</td><td>2.94x</td><td>5.8%</td></tr><tr><td>Varsity Bar</td><td>2.28x</td><td>3.5%</td></tr><tr><td>Zambiero</td><td>2.22x</td><td>20.9%</td></tr></table>	Brand	Affinity	Penetration	Chicken Treat	9.23x	19.6%	Dome Cafe	5.76x	22.0%	Miss Maud	2.94x	5.8%	Varsity Bar	2.28x	3.5%	Zambiero	2.22x	20.9%
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City of Busselton

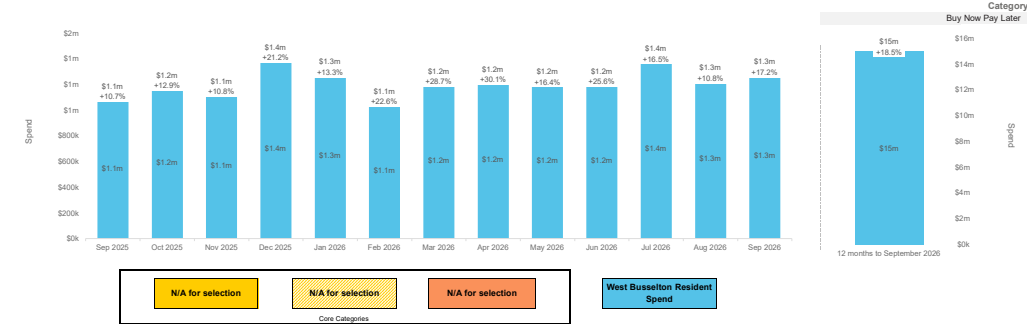
Resident	Business	Events	Visitor	Leakage
Month	Resident location			
September 2026	West Busselton			

Overview

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

Annual national spend \$696.7M ↑ 10.6% vs last year ↑ 10.6% vs Regional WA	Annual top category Supermarkets 14.2% of spend for West Busselton residents is within this category	Annual top lifestyle Retiree 32.3% of spend for Sub-region residents are within this lifestyle	Annual proportion of spend into the LGA Not available of spend for Sub-region residents during September 2026
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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, direct debit and BPAY. Cash & BNPL spend are not included. Refer to Definition (core) tab for all Lifestyle categories.



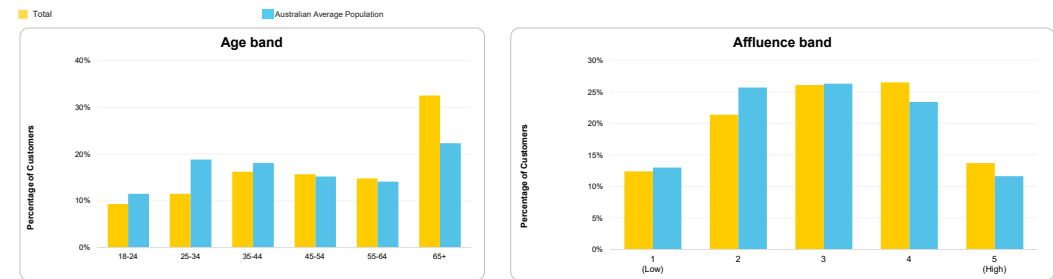
What are the highest performing categories for residents in Sub-region in the 12 months to September 2026?

Category	Month (September 2026)			Annual (Last 12 months up to September 2026)					Subcategory Leakage (Core subcategories only)
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA	Affinity	Penetration		
Total	\$64.6M	↑ 11.1%	↑ 10.6%	\$696.7M	↑ 10.6%	↑ 9.2%		\$71.0M	
Discretionary Retail	\$12.3M	↑ 12.0%	↑ 9.5%	\$160.3M	↑ 12.2%	↑ 9.4%	1.00x	99.1%	
Other Discretionary Retail	\$7.6M	↑ 11.3%	↑ 8.1%	\$91.4M	↑ 14.0%	↑ 8.9%	1.00x	96.6%	
Department Stores, Clothing & Accessories	\$3.3M	↑ 12.2%	↑ 11.1%	\$41.9M	↑ 7.0%	↑ 10.1%	0.99x	97.0%	
Buy Now Pay Later	\$1.3M	↑ 17.2%	↑ 14.3%	\$15.0M	↑ 18.5%	↑ 10.7%	0.79x	19.6%	
Print Media and Books	\$118K	↑ 12.5%	↑ 3.7%	\$1.4M	↑ 3.9%	↑ 7.5%	1.04x	39.8%	
Children and Baby Stores	\$38K	↓ -21.5%	↑ 4.6%	\$533K	↑ 1.6%	↑ 8.7%	0.61x	9.4%	
Household	\$11.9M	↑ 10.9%	↑ 7.0%	\$136.1M	↑ 10.6%	↑ 9.1%	1.00x	99.4%	
Insurance	\$3.7M	↑ 7.7%	↑ 4.7%	\$45.3M	↑ 10.8%	↑ 7.3%	1.05x	68.1%	
Electricity, Gas and Water Supply	\$2.6M	↑ 18.6%	↑ 7.2%	\$22.9M	↑ 19.8%	↑ 14.3%	1.07x	54.2%	
Telecommunication Services	\$1.8M	↑ 6.2%	↑ 9.5%	\$21.0M	↑ 10.9%	↑ 8.8%	1.02x	80.7%	
Personal Services	\$1.0M	↑ 24.7%	↑ 15.0%	\$11.7M	↑ 9.9%	↑ 11.1%	1.01x	81.2%	
Pet Care	\$800K	↑ 13.4%	↑ 18.1%	\$9.0M	↑ 9.5%	↑ 10.4%	1.33x	49.2%	
Motor Vehicle Services	\$796K	↑ 1.4%	↑ 8.6%	\$9.7M	↑ 7.8%	↑ 10.0%	1.13x	65.2%	
Public Services	\$381K	↑ 10.8%	↓ -12.1%	\$5.1M	↑ 5.0%	↓ -0.1%	1.10x	58.9%	
Fitness	\$306K	↓ -5.7%	↓ -6.2%	\$3.5M	↓ -2.5%	↑ 6.5%	0.73x	46.9%	
School Education	\$268K	↑ 9.5%	↑ 11.9%	\$3.6M	↓ -7.9%	↑ 10.5%	0.71x	24.7%	
Charities	\$133K	↑ 36.1%	↑ 4.8%	\$1.5M	↑ 14.7%	↑ 4.8%	1.11x	36.0%	
Childcare Services	\$132K	↑ 17.0%	↑ 3.4%	\$1.9M	↑ 3.9%	↑ 4.9%	0.69x	4.5%	
Computer Services	\$70K	↓ -6.9%	↑ 2.4%	\$903K	↑ 21.4%	↑ 13.7%	0.84x	20.0%	
Food Retailing	\$11.9M	↑ 9.5%	↑ 7.8%	\$142.7M	↑ 7.5%	↑ 6.6%	1.00x	96.9%	
Supermarkets	\$8.1M	↑ 7.2%	↑ 7.9%	\$98.6M	↑ 5.5%	↑ 5.9%	1.00x	95.5%	
Groceries and Other Food Retailing	\$3.8M	↑ 14.8%	↑ 7.6%	\$44.1M	↑ 12.2%	↑ 9.0%	0.99x	97.1%	
Tourism and Entertainment	\$7.4M	↑ 13.9%	↑ 12.3%	\$84.4M	↑ 12.1%	↑ 11.7%	1.00x	96.8%	
Takeaway and Fast Food Outlets	\$1.3M	↑ 10.8%	↑ 9.3%	\$14.9M	↑ 6.5%	↑ 7.0%	0.97x	92.1%	
Pubs, Taverns and Bars	\$1.2M	↑ 24.9%	↑ 11.7%	\$13.2M	↑ 13.9%	↑ 8.2%	1.03x	82.0%	
Restaurants	\$1.1M	↑ 13.5%	↑ 14.1%	\$12.4M	↑ 7.3%	↑ 10.5%	0.97x	90.2%	
Attractions, Events and Recreation	\$1.1M	↑ 31.5%	↑ 22.1%	\$11.0M	↑ 11.3%	↑ 12.0%	0.93x	73.9%	
Online Entertainment	\$1.0M	↑ 14.1%	↑ 2.8%	\$11.4M	↑ 16.0%	↑ 16.5%	0.98x	70.9%	
Cafes	\$930K	↑ 0.6%	↑ 6.3%	\$11.6M	↑ 15.0%	↑ 5.8%	0.99x	89.8%	
Food Delivery Services	\$509K	↑ 11.6%	↑ 45.6%	\$6.0M	↑ 24.7%	↑ 49.7%	0.77x	33.9%	
Breweries and Wineries	\$281K	↓ -10.6%	↑ 7.8%	\$4.0M	↑ 10.8%	↑ 11.1%	2.61x	66.9%	
Private Transport	\$5.4M	↑ 30.9%	↑ 22.1%	\$56.6M	↑ 13.2%	↑ 10.8%	0.99x	96.5%	
Accommodation	\$1.2M	↓ -0.4%	↑ 7.2%	\$13.6M	↓ -0.9%	↑ 3.4%	1.11x	64.9%	

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

Demographic profiles

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



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

Brand preference

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

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City of Busselton

Resident

Business

Events

Visitor

Leakage

Month
September 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 September 2026?

Annual spend

\$1.29B

↑ 8.3% vs last year
↑ 6.6% Regional WA

Annual customers

887K

↑ 2.2% vs last year

Annual visitor spend

\$591.6M

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

Annual visitors

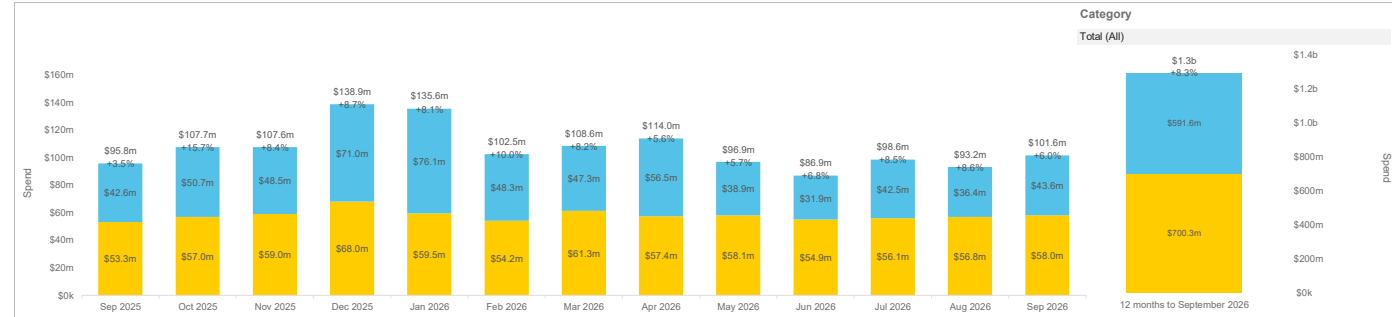
844K

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

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

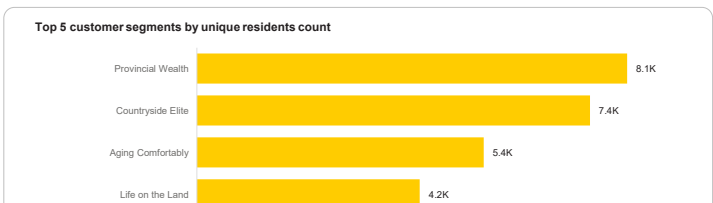
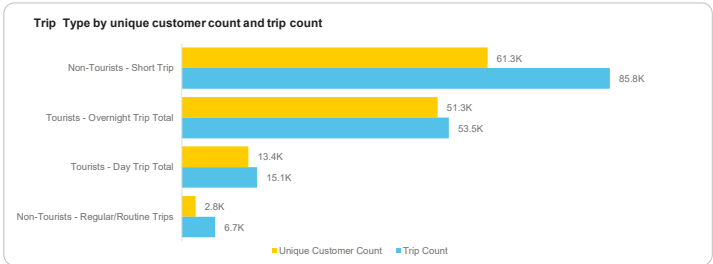
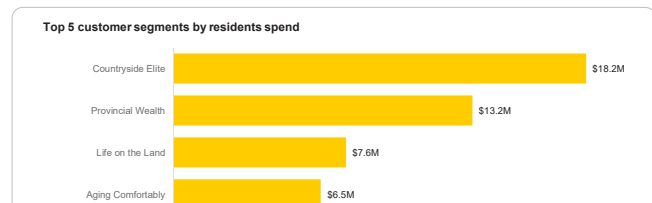
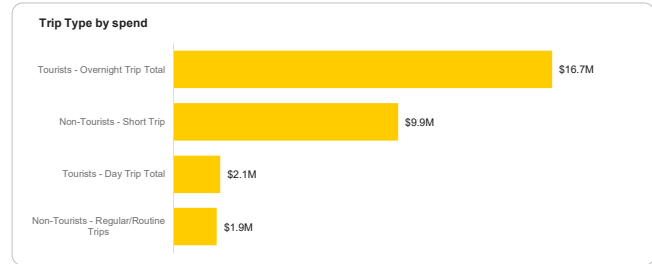
What are the key changes to category spend and visits in September 2026 versus the past year and Regional WA for the City of Busselton location?

What are the key changes to category spend and visits in September 2026 versus the past year and Regional WA for the City of Busselton location?											Focal metric		Spend per Customer	
Category	Current selection: Monthly (September 2026)						Latest year: Annual (September 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	\$623.00	↑ 7.6%	\$341.30	↑ 4.8%	\$1637.20	↑ 7.3%	\$1456.40	↑ 6.1%	\$701.30	↑ 4.9%	\$16.1K	6.6%		
Food Retailing	\$302.50	↑ 3.4%	\$131.10	↑ 1.2%	\$664.80	↑ 5.9%	\$722.30	↑ 4.3%	\$244.00	↑ 5.2%	\$6.4K	4.8%		
Supermarkets	\$269.30	↑ 3.5%	\$104.60	↑ 0.7%	\$475.20	↑ 3.5%	\$678.40	↑ 2.4%	\$180.60	↑ 2.3%	\$4.5K	↑ 1.9%		
Groceries and Other Food Retailing	\$149.90	↑ 4.8%	\$95.50	↑ 1.4%	\$254.80	↑ 9.4%	\$336.70	↑ 9.2%	\$163.60	↑ 8.1%	\$2011.70	↑ 12.3%		
Discretionary Retail	\$304.70	↑ 4.6%	\$184.80	↑ 6.1%	\$448.40	↑ 2.9%	\$855.60	↑ 5.9%	\$344.70	↑ 5.6%	\$4.2K	↑ 7.7%		
Other Discretionary Retail	\$273.10	↑ 4.2%	\$168.90	↑ 8.7%	\$370.90	↑ 1.5%	\$797.80	↑ 5.9%	\$298.90	↑ 6.1%	\$3.3K	↑ 9.3%		
Department Stores, Clothing & Accessories	\$141.30	↑ 1.0%	\$119.90	↓ -3.0%	\$162.60	↑ 4.2%	\$378.10	↑ 3.8%	\$212.10	↑ 3.7%	\$1055.30	↑ 2.8%		
Tourism and Entertainment	\$150.90	↑ 4.6%	\$124.10	↑ 5.0%	\$227.20	↑ 2.8%	\$330.50	↑ 3.9%	\$223.30	↑ 1.8%	\$1957.20	↑ 6.6%		
Restaurants	\$86.70	↓ -2.9%	\$85.50	↓ -3.5%	\$89.10	↓ -1.8%	\$167.00	↓ -1.4%	\$126.30	↓ -4.8%	\$448.70	↓ -1.4%		
Cafes	\$69.40	↑ 1.3%	\$60.80	↑ 3.8%	\$85.50	↓ -1.7%	\$144.00	↑ 9.4%	\$94.50	↑ 5.7%	\$548.70	↑ 15.0%		
Pubs, Taverns and Bars	\$115.00	↑ 14.1%	\$101.00	↑ 14.0%	\$135.60	↑ 13.0%	\$201.30	↑ 8.4%	\$131.70	↑ 7.3%	\$602.00	↑ 10.6%		
Breweries and Wineries	\$123.20	↑ 10.6%	\$130.80	↑ 13.9%	\$95.10	↓ -3.2%	\$163.30	↓ -0.2%	\$149.30	↓ -0.4%	\$312.70	↑ 4.6%		
Takeaway and Fast Food Outlets	\$61.00	↑ 9.5%	\$43.90	↑ 11.9%	\$83.20	↑ 5.3%	\$125.30	↑ 7.5%	\$64.80	↑ 8.0%	\$477.10	↑ 3.0%		
Attractions, Events and Recreation	\$73.10	↑ 18.5%	\$64.40	↑ 17.0%	\$108.50	↑ 20.4%	\$93.00	↑ 6.5%	\$75.00	↑ 7.7%	\$273.00	↑ 8.5%		
Private Transport	\$188.30	↑ 31.3%	\$120.60	↑ 30.4%	\$278.30	↑ 29.1%	\$393.80	↑ 12.5%	\$174.60	↑ 14.0%	\$1838.20	↑ 10.9%		
Accommodation - Online	\$498.40	↑ 1.3%	\$500.90	↑ 1.3%	\$376.80	↑ 12.1%	\$630.60	↑ 1.7%	\$630.30	↑ 2.0%	\$651.20	↑ -15.4%		
Accommodation - Instore	\$271.40	↓ -0.2%	\$296.80	↑ 3.2%	\$164.10	↓ -18.6%	\$373.90	↑ 2.8%	\$376.80	↑ 4.6%	\$353.80	↓ -9.8%		

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 → Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

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



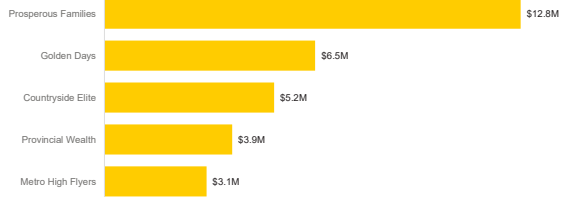
Country Living

\$3.7M

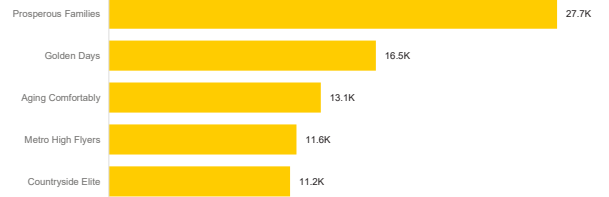
Country Living

3.3K

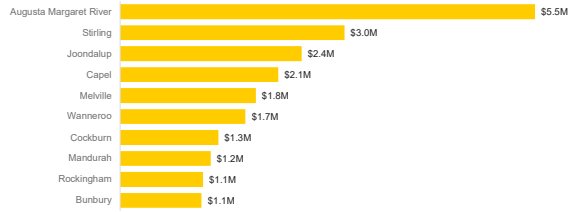
Top 5 customer segments by visitors spend



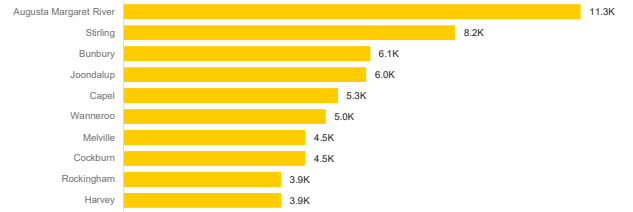
Top 5 customer segments by unique visitors count



Top 10 source markets by visitors spend



Top 10 source markets by unique visitors count



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





Council IQHomeDefinitionsFAQ'sData DictionaryDisclaimer

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City of Busselton

ResidentBusinessEventsVisitorLeakage

MonthSpend locationSeptember 2026West Busselton

Overview

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

Annual spend\$349.9M

↑ 9.6% -vs last year

↑ 6.6% -Regional WA

Annual customers483K

↑ 3.1% -vs last year

Annual visitor spend\$145.2M

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

Annual visitors440K

91% of total customers within West Busselton during September 2026 are from Visitors

All insights are based on CouncilBart IQ's nationally representative retail customer transaction data. 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 West Busselton location over time?

Category

Total (All)

Month	Local Business Resident Spend	Visitor Spend on Local Business	Total
Sep 2025	\$15.2m	\$10.4m	\$25.6m
Oct 2025	\$16.2m	\$12.3m	\$28.5m
Nov 2025	\$16.8m	\$11.7m	\$28.5m
Dec 2025	\$19.3m	\$16.1m	\$35.4m
Jan 2026	\$16.8m	\$13.8m	\$30.6m
Feb 2026	\$15.8m	\$11.7m	\$27.5m
Mar 2026	\$17.7m	\$12.3m	\$30.0m
Apr 2026	\$17.2m	\$13.1m	\$30.3m
May 2026	\$17.9m	\$9.2m	\$27.1m
Jun 2026	\$16.7m	\$10.8m	\$27.5m
Jul 2026	\$16.8m	\$10.8m	\$27.6m
Aug 2026	\$16.7m	\$9.9m	\$26.6m
Sep 2026	\$16.7m	\$7.9m	\$24.6m
12 months to September 2026	\$204.7m	\$145.2m	\$349.9m

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

Current selection: Monthly (September 2026)

Latest year: Annual (September 2026)

Category	All Customers				Residents				All Customers				Residents			
	Visitors		Residents		Visitors		Residents		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	\$297.90	↑ 10.7%	\$179.50	↑ 10.4%	\$826.50	↑ 7.6%	\$724.70	↓ 6.3%	\$329.90	↓ 6.3%	\$4.9K	↓ 6.7%				
Food Retailing	\$212.90	↑ 1.1%	\$116.80	↓ -4.8%	\$331.90	↓ 5.7%	\$679.40	↓ 6.0%	\$223.80	↑ 7.3%	\$261.90	↓ 8.9%				
Groceries and Other Food Retailing	\$147.80	↓ -0.1%	\$107.00	↓ -5.7%	\$197.90	↓ 5.7%	\$382.60	↑ 12.6%	\$195.70	↑ 11.6%	\$163.30	↑ 10.4%				
Supermarkets	\$171.70	↑ 3.7%	\$89.80	↓ -0.9%	\$230.70	↓ 4.7%	\$489.30	↓ 4.1%	\$150.60	↑ 2.6%	\$1603.70	↑ 3.7%				
Discretionary Retail	\$145.20	↑ 5.9%	\$116.40	↑ 10.3%	\$167.40	↑ 3.8%	\$459.50	↓ -4.4%	\$209.20	↑ 3.5%	\$1226.00	↓ -2.1%				
Private Transport	\$145.10	↑ 37.8%	\$112.00	↑ 35.5%	\$183.60	↑ 37.1%	\$261.50	↓ 8.9%	\$144.50	↑ 11.7%	\$764.50	↓ 8.2%				
Tourism and Entertainment	\$68.70	↓ -0.2%	\$57.20	↓ -1.1%	\$82.50	↓ -0.5%	\$157.70	↑ 7.9%	\$90.40	↑ 7.2%	\$498.60	↑ 8.6%				
Takeaway and Fast Food Outlets	\$45.00	↑ 1.5%	\$38.60	↑ 2.1%	\$59.20	↓ -0.3%	\$109.80	↑ 1.8%	\$58.50	↑ 4.2%	\$296.80	↓ -1.9%				
Restaurants	\$36.70	↓ -14.8%	\$37.40	↓ -24.1%	\$56.10	↓ -3.7%	\$108.30	↓ -0.3%	\$87.20	↓ -0.8%	\$141.10	↓ -0.0%				
Cafes	\$36.60	↓ -6.7%	\$31.20	↓ -9.2%	\$41.00	↓ -4.7%	\$91.70	↑ 31.4%	\$48.90	↑ 24.6%	\$193.70	↑ 39.2%				
Breweries and Wineries	\$106.30	↓ -9.3%	\$125.10	↓ -8.2%	\$73.10	↓ -17.4%	\$130.80	↓ -3.0%	\$131.10	↓ -3.2%	\$129.90	↓ -5.3%				
Accommodation - Instore	\$285.50	↑ 16.4%	\$334.70	↑ 26.8%	\$139.70	↓ -25.2%	\$339.00	↑ 3.2%	\$352.90	↑ 3.2%	\$273.00	↑ 7.0%				

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

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

Trip Type, customer segments and source markets

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

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 5 customer segments by unique residents count

Top 5 customer segments by visitors spend

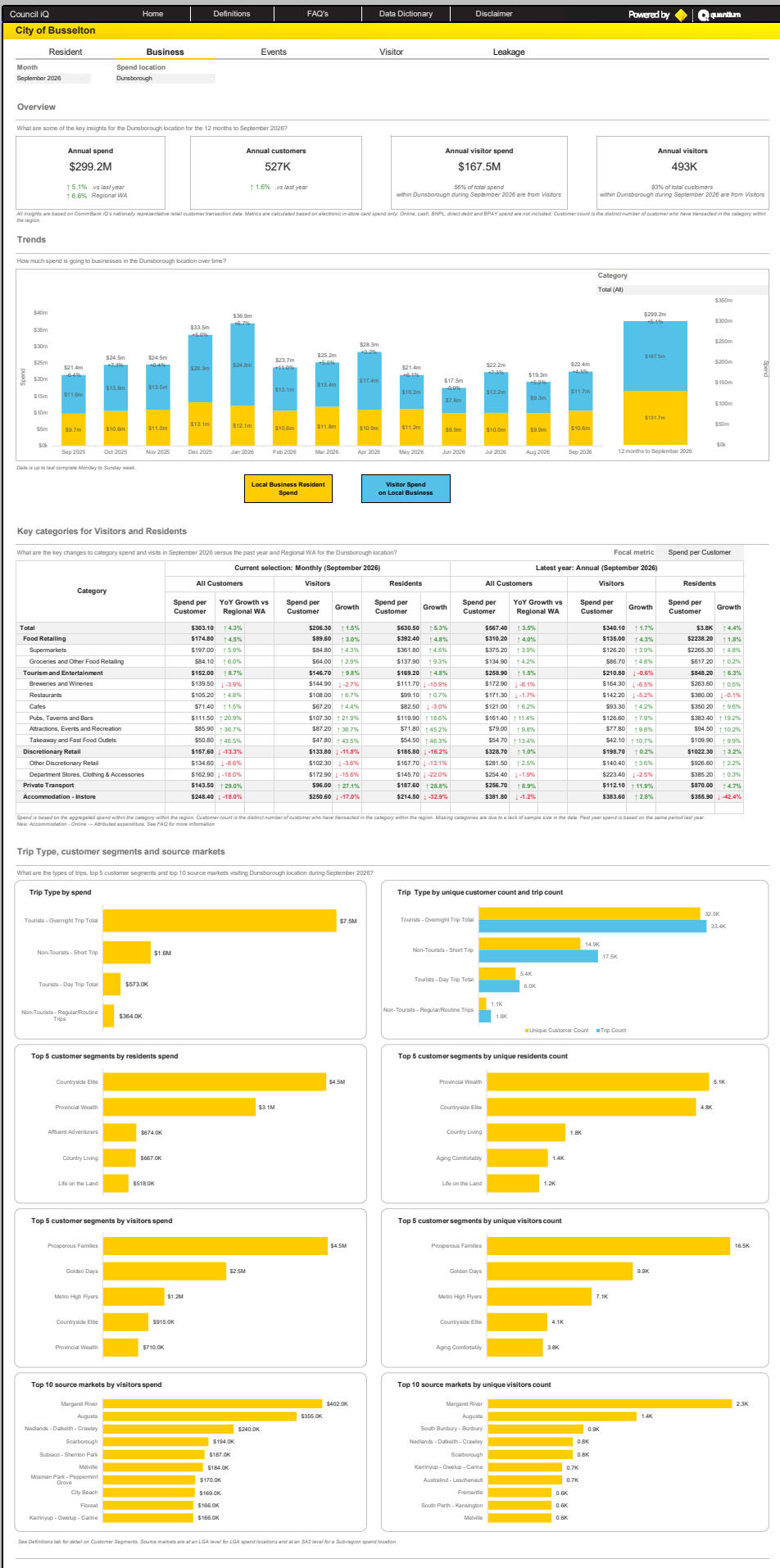
Top 5 customer segments by unique visitors count

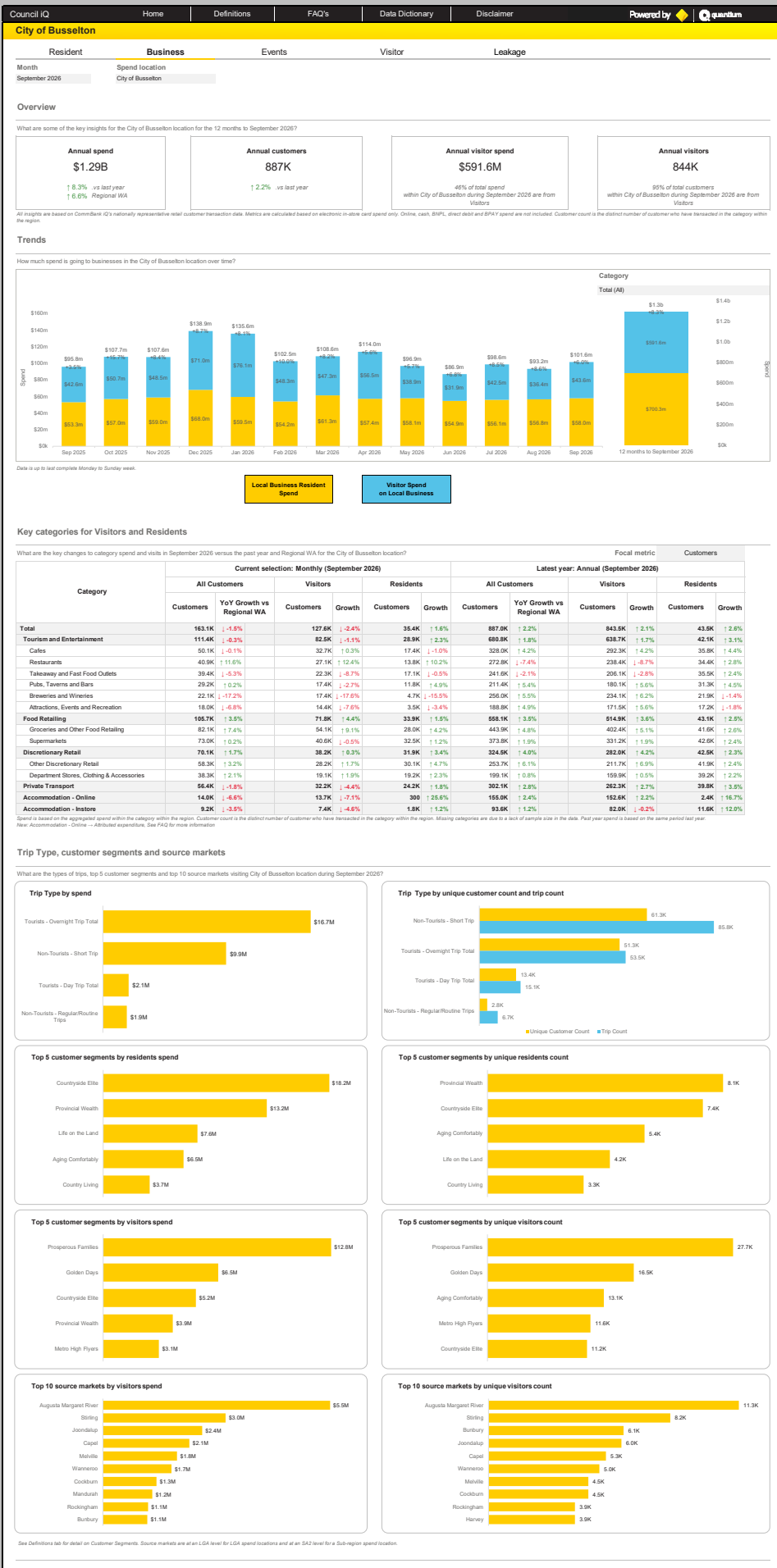
Top 10 source markets by visitors spend

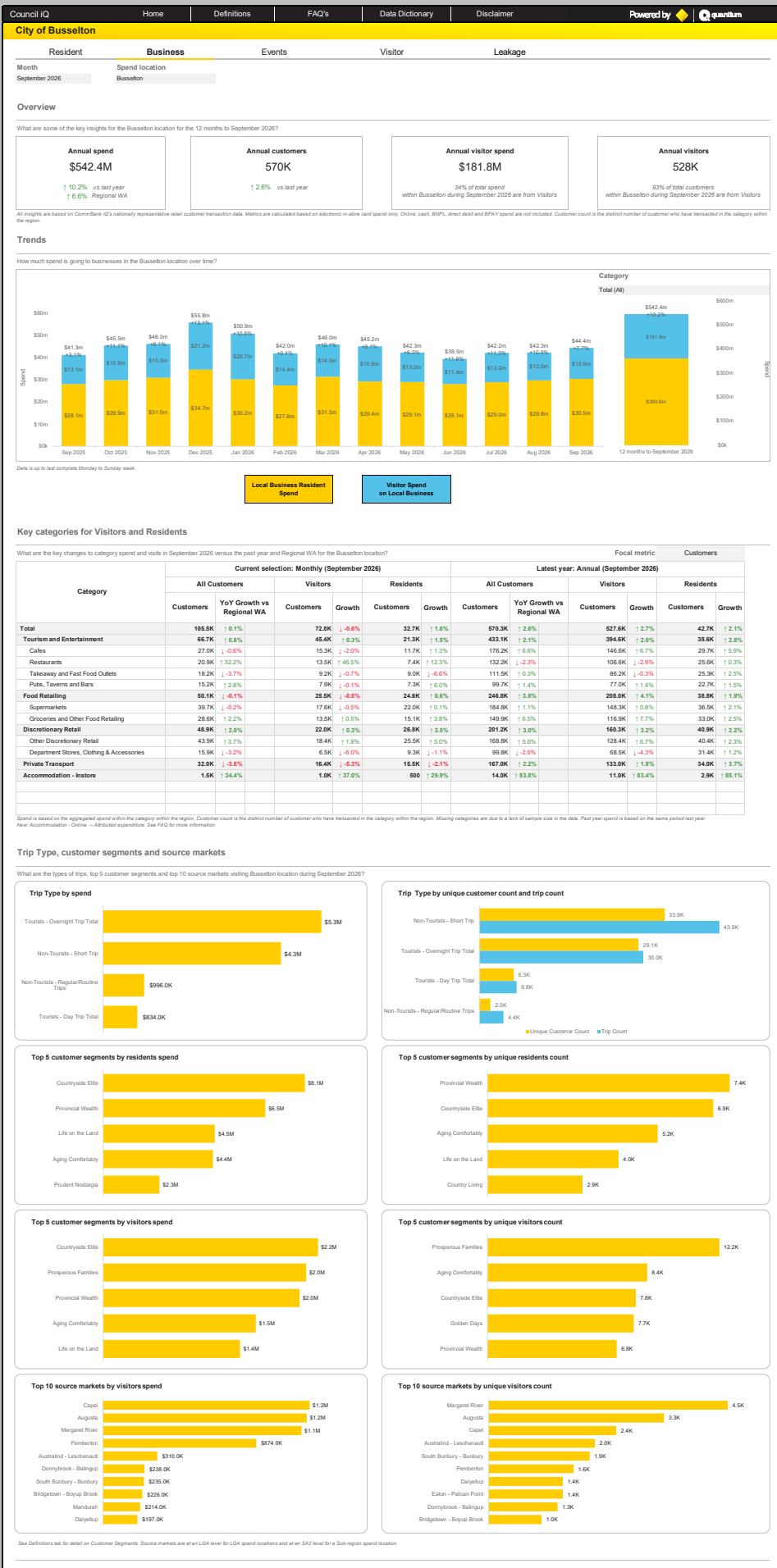
Top 10 source markets by unique visitors count

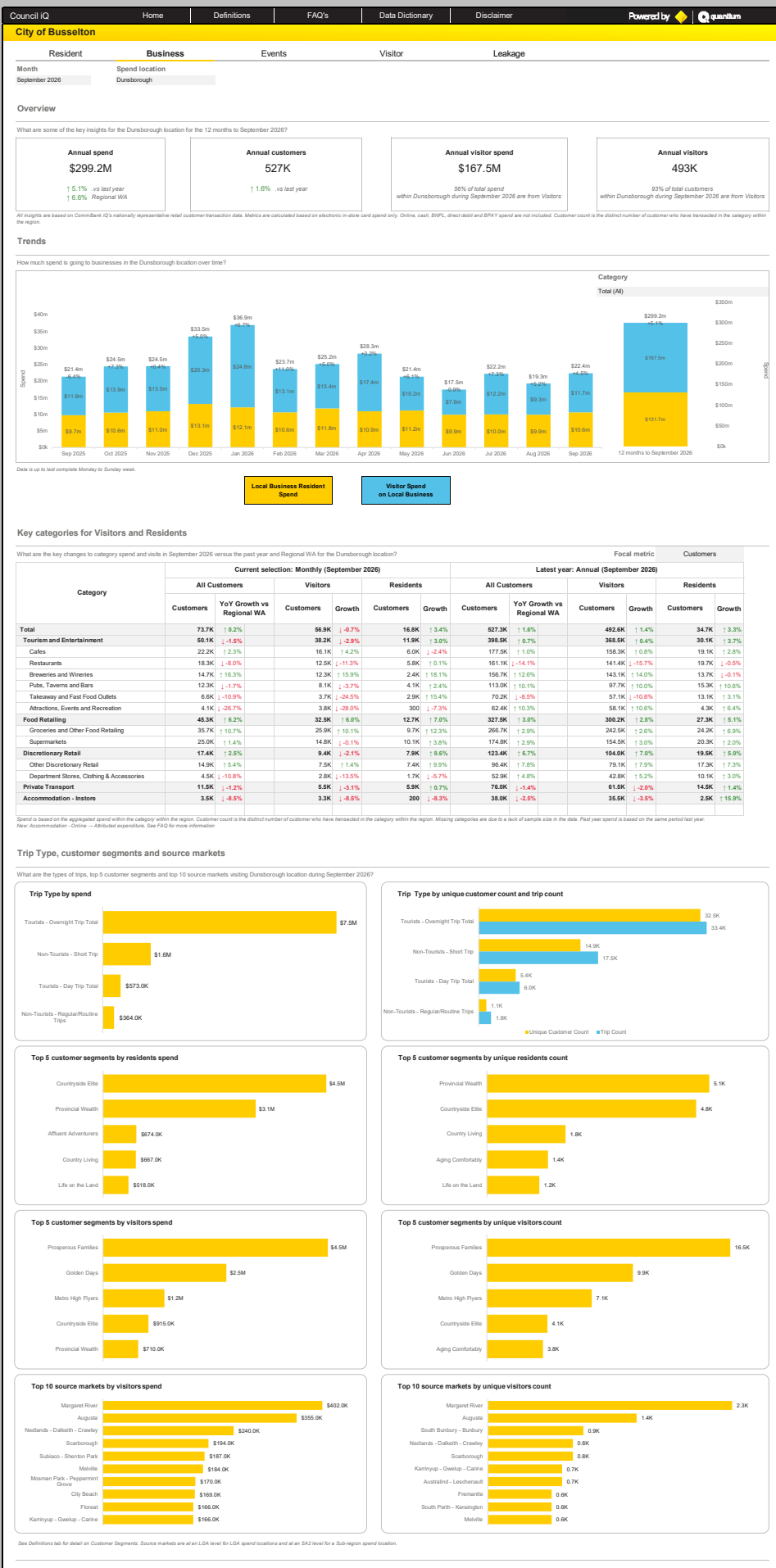
See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

7









Council IQHomeDefinitionsFAQ'sData DictionaryDisclaimer

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City of Bussetton

ResidentBusinessEventsVisitorLeakage

MonthSpend locationSeptember 2026West Bussetton

Overview

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

Annual spend\$349.9M

↑ 9.6% -vs last year

↑ 6.6% Regional WA

Annual customers483K

↑ 3.1% -vs last year

Annual visitor spend\$145.2M

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

Annual visitors440K

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

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

Trends

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

Category

Total (All)

\$40m

\$35m

\$30m

\$25m

\$20m

\$15m

\$10m

\$5m

\$0k

Step 2025

Oct 2025

Nov 2025

Dec 2025

Jan 2026

Feb 2026

Mar 2026

Apr 2026

May 2026

Jun 2026

Jul 2026

Aug 2026

Sep 2026

12 months to September 2026

\$0k

\$50m

\$100m

\$150m

\$200m

\$250m

\$300m

\$350m

\$400m

Month

\$25.6m

\$28.5m

\$28.5m

\$36.0m

\$35.8m

\$27.5m

\$30.0m

\$30.1m

\$27.7m

\$25.8m

\$27.7m

\$26.7m

\$27.6m

\$349.9m

\$16.9m

\$12.3m

\$11.4m

\$16.1m

\$16.8m

\$13.7m

\$12.3m

\$13.1m

\$9.2m

\$8.2m

\$10.8m

\$9.9m

\$11.0m

\$145.2m

\$15.2m

\$16.2m

\$16.6m

\$19.9m

\$19.0m

\$13.8m

\$17.7m

\$17.0m

\$17.5m

\$16.7m

\$16.9m

\$16.7m

\$16.7m

\$204.7m

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

Current selection: Monthly (September 2026)

Latest year: Annual (September 2026)

Category

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

Food Retailing

Groceries and Other Food Retailing

Supermarkets

Discretionary Retail

Tourism and Entertainment

Takeaway and Fast Food Outlets

Cafes

Restaurants

Brownies and Wines

Private Transport

Accommodation - Instore

82.7K

67.8K

42.4K

35.2K

38.0K

36.3K

23.8K

8.4K

5.8K

1.3K

25.1K

4.3K

↓ -2.8%

↑ 6.8%

↑ 11.0%

↓ -1.0%

↑ 6.3%

↓ -9.9%

↓ -17.2%

↑ 31.1%

↓ -15.6%

↓ -9.3%

↓ -8.6%

61.1K

32.2K

23.3K

14.7K

16.6K

19.7K

3.8K

2.8K

800

13.6K

3.2K

↓ -4.8%

↑ 6.8%

↑ 14.9%

↓ -1.8%

↑ 7.1%

↓ -8.9%

↓ -10.2%

↑ 18.8%

↑ 31.8%

↓ -10.4%

↓ -4.0%

↓ -10.0%

31.7K

19.0K

20.4K

21.4K

16.6K

12.0K

4.6K

3.0K

500

11.6K

1.1K

↑ 2.2%

↑ 6.7%

↑ 0.6%

↑ 5.7%

↓ -2.6%

↓ -3.0%

↓ -18.3%

↑ 13.9%

↓ 23.3%

↑ 4.4%

↓ -4.0%

482.8K

264.8K

200.4K

156.9K

215.8K

141.0K

61.1K

37.2K

13.9K

162.6K

46.9K

↑ 3.1%

↑ 8.9%

↑ 8.6%

↑ 0.6%

↑ 3.6%

↓ -0.3%

↑ 15.9%

↑ 13.9%

↑ 6.6%

↑ 7.2%

↓ -6.2%

440.2K

224.9K

164.6K

120.3K

180.2K

110.6K

42.0K

22.8K

9.8K

123.8K

38.8K

↑ 3.1%

↑ 6.9%

↑ 9.9%

↑ 0.4%

↑ 3.6%

↓ -0.9%

↑ 17.5%

↑ 14.7%

↑ 5.2%

↑ 7.6%

↓ -8.3%

42.6K

38.9K

35.7K

36.6K

38.6K

30.4K

19.1K

14.4K

3.6K

28.8K

8.2K

↑ 2.7%

↑ 2.9%

↑ 3.0%

↑ 1.5%

↑ 2.4%

↑ 3.3%

↑ 2.3%

↑ 12.4%

↑ 12.7%

↑ 10.4%

↑ 5.3%

↑ 5.4%

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 - Attributed expenditure. See FAQ for more information

Trip Type, customer segments and source markets

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

Trip Type by spend

Trip Type by unique customer count and trip count

Top 5 customer segments by residents spend

Top 5 customer segments by unique residents count

Top 5 customer segments by visitors spend

Top 5 customer segments by unique visitors count

Top 10 source markets by visitors spend

Top 10 source markets by unique visitors count

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

Resident	Business	Events	Visitor	Leakage
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Spend location
West Busseton

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

Annual visitors
440K
91% of total customers
within West Bussellton during September 2026 are from
Livingston

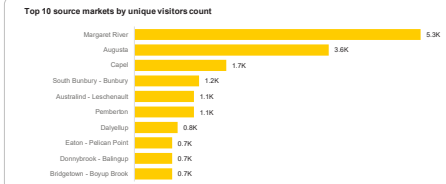
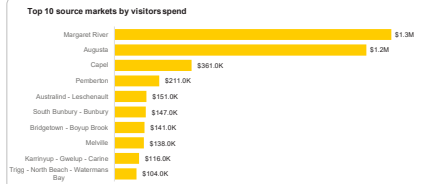
How much spend is going to businesses in the West Busseton location over time?



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

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

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



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

Council IQHomeDefinitionsFAQ'sData DictionaryDisclaimer

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City of Bussetton

ResidentBusinessEventsVisitorLeakage

MonthSpend locationSeptember 2026Dunsborough

Overview

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

Annual spend\$299.2M
↑ 5.1% -vs last year
↑ 6.6% -Regional WA

Annual customers527K
↑ 1.6% -vs last year

Annual visitor spend\$167.5M
56% of total spend within Dunsborough during September 2026 are from Visitors

Annual visitors493K
93% of total customers within Dunsborough during September 2026 are from Visitors

All insights are based on CombiBank IQ's nationally representative retail customer transaction data. 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 Dunsborough location over time?

CategoryTotal (All)

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

Category	Focal metric												Spend	
	Current selection: Monthly (September 2026)						Latest year: Annual (September 2026)							
	All Customers		Visitors		Residents		All Customers		Visitors		Residents			
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth		
Total	\$22.4M	↑ 4.5%	↑ 7.3%	\$11.7M	↑ 9.8%	\$10.6M	↑ 8.9%	\$299.2M	↑ 5.1%	↑ 6.6%	\$167.5M	↑ 3.1%	\$131.7M	↑ 7.8%
Food Retailing	\$7.3M	↑ 11.0%	↑ 8.9%	\$2.3M	↑ 9.2%	\$5.0M	↑ 12.1%	\$191.6M	↑ 7.1%	↑ 8.1%	\$40.9M	↑ 7.3%	\$61.1M	↑ 8.9%
Supermarkets	\$4.9M	↑ 7.4%	↑ 6.6%	\$1.3M	↑ 4.1%	\$3.7M	↑ 8.5%	\$65.6M	↑ 6.9%	↑ 5.4%	\$19.5M	↑ 7.0%	\$46.1M	↑ 6.9%
Groceries and Other Food Retailing	\$3.0M	↑ 17.3%	↑ 7.5%	\$1.7M	↑ 13.3%	\$1.3M	↑ 22.7%	\$36.0M	↑ 7.3%	↑ 8.4%	\$21.0M	↑ 7.5%	\$15.0M	↑ 7.1%
Tourism and Entertainment	\$7.6M	↑ 7.0%	↑ 5.9%	\$5.6M	↑ 6.7%	\$2.0M	↑ 8.0%	\$103.2M	↑ 2.2%	↑ 5.3%	\$77.7M	↓ -2.2%	\$25.5M	↑ 10.3%
Breweries and Wineseries	\$2.1M	↑ 11.7%	↓ -3.9%	\$1.8M	↑ 12.8%	\$268.0K	↑ 5.2%	\$27.1M	↑ 5.8%	↑ 5.4%	\$23.5M	↑ 6.6%	\$3.6M	↑ 0.4%
Restaurants	\$1.9M	↓ -3.6%	↑ 5.6%	\$1.4M	↓ -5.4%	\$571.0K	↑ 0.8%	\$27.6M	↓ -15.6%	↑ 5.2%	\$20.1M	↓ -20.1%	\$7.5M	↓ -0.6%
Cafes	\$1.6M	↑ 3.9%	↑ 4.8%	\$1.1M	↑ 8.7%	\$498.0K	↓ -5.3%	\$21.9M	↑ 7.3%	↑ 3.5%	\$14.8M	↑ 5.0%	\$6.7M	↑ 12.7%
Pubs, Taverns and Bars	\$1.4M	↑ 18.8%	↑ 8.3%	\$274.0K	↑ 17.4%	\$494.0K	↑ 21.3%	\$19.2M	↑ 22.0%	↑ 6.0%	\$12.4M	↑ 18.7%	\$5.9M	↑ 31.9%
Attractions, Events and Recreation	\$352.0K	↑ 0.3%	↑ 3.2%	\$327.0K	↓ -1.6%	\$25.0K	↑ 34.6%	\$4.9M	↑ 21.1%	↑ 7.1%	\$4.5M	↑ 21.4%	\$405.0K	↑ 17.3%
Takeaway and Fast Food Outlets	\$335.0K	↑ 30.5%	↑ 6.9%	\$176.0K	↑ 6.3%	\$169.0K	↑ 68.9%	\$3.8M	↑ 3.7%	↑ 5.3%	\$2.4M	↓ -1.3%	\$1.4M	↑ 13.3%
Discretionary Retail	\$2.7M	↓ -11.2%	↑ 4.4%	\$1.3M	↓ -13.6%	\$1.5M	↓ -8.9%	\$40.6M	↑ 7.8%	↑ 7.0%	\$20.7M	↑ 7.3%	\$19.9M	↑ 8.4%
Other Discretionary Retail	\$2.0M	↓ -3.7%	↑ 3.4%	\$770.0K	↓ -2.3%	\$1.2M	↓ -4.5%	\$27.1M	↑ 10.0%	↑ 6.9%	\$11.1M	↑ 11.7%	\$16.0M	↑ 9.7%
Department Stores, Clothing & Accessories	\$730.0K	↓ -26.8%	↑ 7.9%	\$490.0K	↓ -27.0%	\$241.0K	↓ -26.4%	\$13.9M	↑ 2.8%	↑ 7.1%	\$9.6M	↑ 2.5%	\$3.9M	↑ 3.3%
Private Transport	\$1.6M	↑ 27.4%	↑ 23.8%	\$530.0K	↑ 23.1%	\$1.1M	↑ 29.6%	\$19.0M	↑ 7.4%	↑ 10.0%	\$6.9M	↑ 9.7%	\$12.6M	↑ 6.2%
Accommodation - Instore	\$571.0K	↓ -25.0%	↓ -10.6%	\$526.0K	↓ -24.1%	\$45.0K	↓ -38.5%	\$14.5M	↓ -3.7%	↓ -8.5%	\$13.6M	↓ -8.8%	\$875.0K	↓ -33.2%

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

Trip Type, customer segments and source markets

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

Trip Type by spend

Tourists - Overnight Trip Total\$7.5M
Non-Tourists - Short Trip\$1.6M
Tourists - Day Trip Total\$573.0K
Non-Tourists - Regular/Routine Trips\$364.0K

Trip Type by unique customer count and trip count

Tourists - Overnight Trip Total32.9K Unique Customer Count, 33.4K Trip Count
Non-Tourists - Short Trip14.9K Unique Customer Count, 17.5K Trip Count
Tourists - Day Trip Total5.4K Unique Customer Count, 6.0K Trip Count
Non-Tourists - Regular/Routine Trips1.1K Unique Customer Count, 1.8K Trip Count

Top 5 customer segments by residents spend

Countryside Elite\$4.5M
Provincial Wealth\$3.1M
Affluent Adventurers\$674.0K
Country Living\$667.0K
Life on the Land\$518.0K

Top 5 customer segments by unique residents count

Provincial Wealth5.1K
Countryside Elite4.8K
Country Living1.8K
Aging Comfortably1.4K
Life on the Land1.2K

Top 5 customer segments by visitors spend

Prosperous Families\$4.5M
Golden Days\$2.6M
Metro High Flyers\$1.2M
Countryside Elite\$915.0K
Provincial Wealth\$710.0K

Top 5 customer segments by unique visitors count

Prosperous Families16.5K
Golden Days9.9K
Metro High Flyers7.1K
Countryside Elite4.1K
Aging Comfortably3.8K

Top 10 source markets by visitors spend

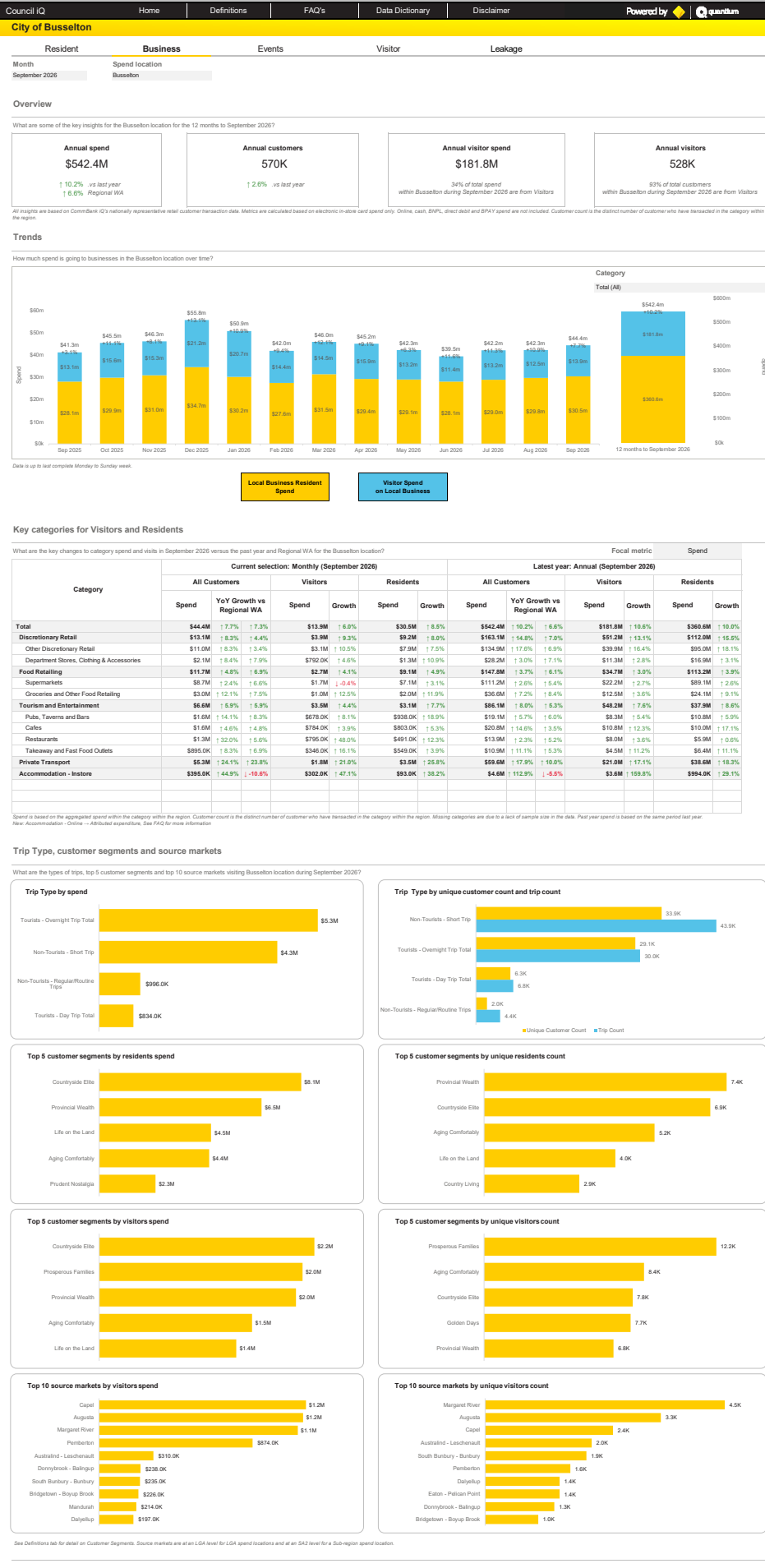
Margaret River\$402.0K
Augusta\$355.0K
Netherlands - Dalketh - Crawley\$240.0K
Scarborough\$194.0K
Subiaco - Shenton Park\$187.0K
Malville\$184.0K
Mosman Park - Paypoint Grove\$170.0K
City Beach\$169.0K
Fremantle\$166.0K
Karriyup - Guelup - Carine\$166.0K

Top 10 source markets by unique visitors count

Margaret River2.3K
Augusta1.4K
South Buntury - Buntury0.9K
Netherlands - Dalketh - Crawley0.8K
Scarborough0.8K
Karriyup - Guelup - Carine0.7K
Australia - Leichhardt0.7K
Fremantle0.6K
South Perth - Kensington0.6K
Malville0.6K

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

7



City of Bussetton

Resident	Business	Events	Visitor	Leakage
Spend Location	Start Date	End Date	Benchmark Type	
City of Bussetton	01/09/2026	30/09/2026	52 weeks prior	
Event length: 30 days, Category coverage Score*: 100.0%				

Overview

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

Total spend \$101.6M ↑ 4.9% uplift compared to Benchmark Period	Visitor spend \$43.6M ↓ -0.1% uplift compared to Benchmark Period	Day spend \$93.5M 92% of total spend over the event period was during the day (6am-6pm)	Night spend \$8.1M 8% of total spend over the event period was at night (6pm-6am)
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 September 2026 and 30 September 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Event period: Tue 01-Sep-26 - Wed 30-Sep-26 (30 days)

Benchmark period: Tue 02-Sep-25 - Wed 01-Oct-25 (30 days)

Category coverage Score*: 100.0%

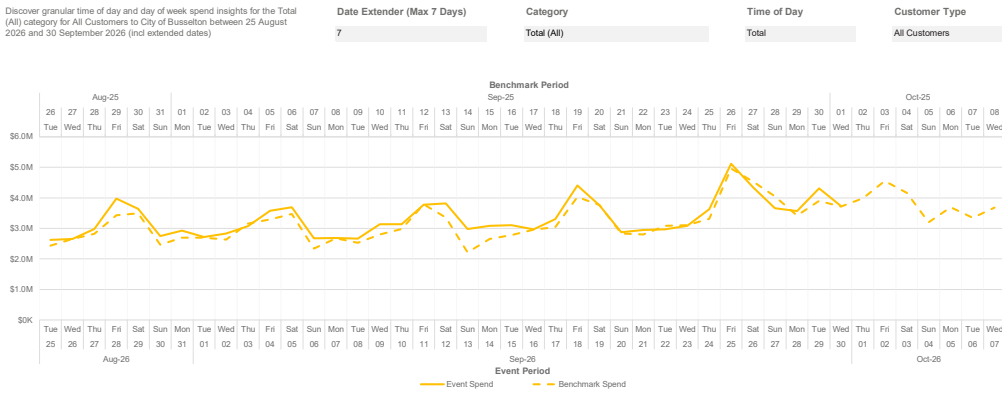
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$93.5M	\$8.1M	\$43.6M	\$58.0M	\$101.6M	\$96.9M	↑ 4.9%	\$14.7M	↓ -8.1%	↑ 8.9%
Food Retailing	\$28.6M	\$2.4M	\$9.4M	\$22.6M	\$32.0M	\$30.1M	↑ 6.2%	\$1.9M	↑ 3.4%	↑ 7.4%
Supermarkets			\$4.2M	\$15.4M	\$19.7M	\$19.0M	↑ 3.3%	\$631K	↓ -1.7%	↑ 4.9%
Groceries and Other Food Retailing			\$5.2M	\$7.1M	\$12.3M	\$11.1M	↑ 11.1%	\$1.2M	↑ 8.2%	↑ 13.2%
Discretionary Retail*	\$21.0M	\$310K	\$7.1M	\$14.3M	\$21.3M	\$20.3M	↑ 5.4%	\$1.1M	↑ 3.2%	↑ 6.5%
Other Discretionary Retail			\$4.8M	\$11.2M	\$15.9M	\$14.9M	↑ 6.6%	\$988K	↑ 7.0%	↑ 6.5%
Department Stores, Clothing & Accessories			\$2.3M	\$3.1M	\$5.4M	\$5.3M	↑ 2.0%	\$106K	↓ -3.6%	↑ 6.6%
Tourism and Entertainment	\$13.2M	\$3.6M	\$10.2M	\$6.6M	\$16.8M	\$16.4M	↑ 2.4%	\$400K	↑ 1.4%	↑ 4.1%
Restaurants	\$2.4M	\$1.2M	\$2.3M	\$1.2M	\$3.5M	\$3.3M	↑ 5.7%	\$191K	↑ 5.5%	↑ 6.3%
Cafes			\$2.0M	\$1.5M	\$3.5M	\$3.5M	↑ 0.1%	\$53K	↑ 2.7%	↓ -3.2%
Pubs, Taverns and Bars	\$2.0M	\$1.4M	\$1.8M	\$1.6M	\$3.4M	\$3.0M	↑ 12.9%	\$383K	↑ 8.5%	↑ 17.9%
Breweries and Wineries*			\$2.3M	\$442K	\$2.7M	\$3.0M	↓ -10.0%	-\$303K	↓ -14.2%	↓ -24.4%
Takeaway and Fast Food Outlets*	\$1.7M	\$714K	\$989K	\$1.4M	\$2.4M	\$2.4M	↑ 2.0%	\$48K	↓ -8.7%	↓ -5.7%
Attractions, Events and Recreation*			\$943K	\$373K	\$1.3M	\$1.2M	↑ 7.1%	\$87K	↓ -3.7%	↑ 7.1%
Private Transport			\$3.9M	\$6.7M	\$10.6M	\$8.3M	↑ 27.9%	\$2.3M	↑ 22.9%	↑ 30.9%
Accommodation - Online					\$7.0M	\$7.6M	↓ -8.2%	-\$621K		
Accommodation - Instore*			\$2.2M	\$286K	\$2.5M	\$2.7M	↓ -6.6%	-\$176K	↑ 1.8%	↓ -10.1%

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

Events Timeseries

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



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 25-Aug-26	Tue 26-Aug-25	\$2.8M	\$2.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 26-Aug-26	Wed 27-Aug-25	\$2.7M	\$2.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 27-Aug-26	Thu 28-Aug-25	\$3.0M	\$2.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 28-Aug-26	Fri 29-Aug-25	\$3.0M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 29-Aug-26	Sat 30-Aug-25	\$3.8M	\$3.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 30-Aug-26	Sun 31-Aug-25	\$2.8M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 31-Aug-26	Mon 01-Sep-25	\$2.9M	\$2.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 01-Sep-26	Tue 02-Sep-25	\$2.7M	\$2.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 02-Sep-26	Wed 03-Sep-25	\$2.8M	\$2.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 03-Sep-26	Thu 04-Sep-25	\$3.1M	\$3.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 04-Sep-26	Fri 05-Sep-25	\$3.6M	\$3.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 05-Sep-26	Sat 06-Sep-25	\$3.7M	\$3.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 06-Sep-26	Sun 07-Sep-25	\$2.7M	\$2.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 07-Sep-26	Mon 08-Sep-25	\$2.7M	\$2.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 08-Sep-26	Tue 09-Sep-25	\$2.7M	\$2.5M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 09-Sep-26	Wed 10-Sep-25	\$3.1M	\$2.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 10-Sep-26	Thu 11-Sep-25	\$3.1M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 11-Sep-26	Fri 12-Sep-25	\$3.9M	\$3.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 12-Sep-26	Sat 13-Sep-25	\$3.8M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 13-Sep-26	Sun 14-Sep-25	\$3.0M	\$2.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 14-Sep-26	Mon 15-Sep-25	\$3.1M	\$2.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 15-Sep-26	Tue 16-Sep-25	\$3.1M	\$2.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 16-Sep-26	Wed 17-Sep-25	\$3.0M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 17-Sep-26	Thu 18-Sep-25	\$3.3M	\$3.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 18-Sep-26	Fri 19-Sep-25	\$4.9M	\$4.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 19-Sep-26	Sat 20-Sep-25	\$3.8M	\$3.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 20-Sep-26	Sun 21-Sep-25	\$2.9M	\$2.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 21-Sep-26	Mon 22-Sep-25	\$3.0M	\$2.8M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 22-Sep-26	Tue 23-Sep-25	\$3.0M	\$3.1M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 23-Sep-26	Wed 24-Sep-25	\$3.1M	\$3.1M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 24-Sep-26	Thu 25-Sep-25	\$3.6M	\$3.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 25-Sep-26	Fri 26-Sep-25	\$5.1M	\$5.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 26-Sep-26	Sat 27-Sep-25	\$4.3M	\$4.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 27-Sep-26	Sun 28-Sep-25	\$3.7M	\$3.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 28-Sep-26	Mon 29-Sep-25	\$3.6M	\$3.4M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 29-Sep-26	Tue 30-Sep-25	\$4.3M	\$3.9M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 30-Sep-26	Wed 01-Oct-25	\$3.7M	\$3.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Thu 01-Oct-26	Thu 02-Oct-25	\$4.0M	\$4.0M
LGA	City of Bussetton	Total (All)	Total	All Customers	Fri 02-Oct-26	Fri 03-Oct-25	\$4.6M	\$4.6M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sat 03-Oct-26	Sat 04-Oct-25	\$4.2M	\$4.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Sun 04-Oct-26	Sun 05-Oct-25	\$3.2M	\$3.2M
LGA	City of Bussetton	Total (All)	Total	All Customers	Mon 05-Oct-26	Mon 06-Oct-25	\$3.7M	\$3.7M
LGA	City of Bussetton	Total (All)	Total	All Customers	Tue 06-Oct-26	Tue 07-Oct-25	\$3.3M	\$3.3M
LGA	City of Bussetton	Total (All)	Total	All Customers	Wed 07-Oct-26	Wed 08-Oct-25	\$3.7M	\$3.7M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Spend Location Busselton		Start Date 01/09/2026	End Date 30/09/2026	Benchmark Type 52 weeks prior
Event length: 30 days, Category coverage Score*: 91.6%				

Overview

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

Total spend \$44.4M ↑ 7.2% uplift compared to Benchmark Period	Visitor spend \$13.9M ↑ 3.9% uplift compared to Benchmark Period	Day spend \$41.1M 93% of total spend over the event period was during the day (6am-6pm)	Night spend \$3.3M 7% of total spend over the event period was at night (6pm-6am)
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 September 2026 and 30 September 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Event period: Tue 01-Sep-26 - Wed 30-Sep-26 (30 days)

Benchmark period: Tue 02-Sep-25 - Wed 01-Oct-25 (30 days)

Category coverage Score*: 91.6%

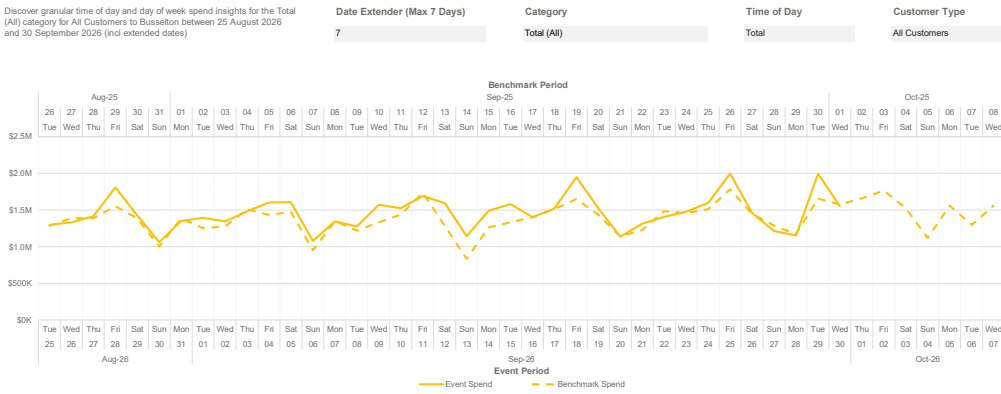
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$41.1M	\$3.3M	\$13.9M	\$30.5M	\$44.4M	\$41.4M	↑ 7.2%	↑\$3.0M	↑ 3.9%	↑ 8.8%
Discretionary Retail**	\$13.0M	\$119K	\$3.7M	\$8.4M	\$13.1M	\$12.2M	↑ 7.7%	↑\$935K	↓ -3.5%	↑ 4.6%
Other Discretionary Retail†			\$2.9M	\$8.1M	\$11.0M	\$10.2M	↑ 7.9%	↑\$805K	↓ -6.4%	↑ 0.4%
Department Stores, Clothing & Accessories†			\$774K	\$1.3M	\$2.1M	\$1.9M	↑ 6.8%	↑\$131K	↓ -9.4%	↑ 3.4%
Food Retailing	\$10.8M	\$951K	\$2.7M	\$9.1M	\$11.7M	\$11.3M	↑ 4.4%	↑\$492K	↑ 2.2%	↑ 5.0%
Supermarkets			\$1.7M	\$7.1M	\$8.7M	\$8.5M	↑ 2.4%	↑\$203K	↓ -1.9%	↑ 3.4%
Groceries and Other Food Retailing			\$999K	\$2.0M	\$3.0M	\$2.8M	↑ 10.3%	↑\$283K	↑ 9.1%	↑ 10.8%
Tourism and Entertainment	\$5.1M	\$1.5M	\$3.5M	\$3.1M	\$6.6M	\$6.3M	↑ 4.1%	↑\$266K	↑ 1.8%	↑ 6.6%
Pubs, Taverns and Bars**	\$1.0M	\$611K	\$662K	\$955K	\$1.6M	\$1.4M	↑ 13.1%	↑\$187K	↑ 4.6%	↑ 20.5%
Cafes			\$783K	\$803K	\$1.6M	\$1.5M	↑ 3.7%	↑\$56K	↑ 2.5%	↑ 4.6%
Restaurants*	\$870K	\$377K	\$776K	\$470K	\$1.3M					
Takeaway and Fast Food Outlets**	\$577K	\$226K	\$290K	\$514K	\$804K					
Attractions, Events and Recreation**			\$62K	\$129K	\$191K					
Private Transport			\$1.8M	\$3.5M	\$5.3M	\$4.3M	↑ 23.6%	↑\$1.0M	↑ 19.5%	↑ 25.7%
Accommodation - Instore**					\$331K					

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

Events Timeseries

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



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 25-Aug-26	Tue 26-Aug-25	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 26-Aug-26	Wed 27-Aug-25	\$1.3M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 27-Aug-26	Thu 28-Aug-25	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 28-Aug-26	Fri 29-Aug-25	\$1.3M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 29-Aug-26	Sat 30-Aug-25	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 30-Aug-26	Sun 31-Aug-25	\$1.1M	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 31-Aug-26	Mon 01-Sep-25	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 01-Sep-26	Tue 02-Sep-25	\$1.4M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 02-Sep-26	Wed 03-Sep-25	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 03-Sep-26	Thu 04-Sep-25	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 04-Sep-26	Fri 05-Sep-25	\$1.5M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 05-Sep-26	Sat 06-Sep-25	\$1.6M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 06-Sep-26	Sun 07-Sep-25	\$1.1M	\$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 07-Sep-26	Mon 08-Sep-25	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 08-Sep-26	Tue 09-Sep-25	\$1.3M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 09-Sep-26	Wed 10-Sep-25	\$1.6M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 10-Sep-26	Thu 11-Sep-25	\$1.6M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 11-Sep-26	Fri 12-Sep-25	\$1.7M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 12-Sep-26	Sat 13-Sep-25	\$1.6M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 13-Sep-26	Sun 14-Sep-25	\$1.1M	\$837K
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 14-Sep-26	Mon 15-Sep-25	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 15-Sep-26	Tue 16-Sep-25	\$1.6M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 16-Sep-26	Wed 17-Sep-25	\$1.4M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 17-Sep-26	Thu 18-Sep-25	\$1.6M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 18-Sep-26	Fri 19-Sep-25	\$1.6M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 19-Sep-26	Sat 20-Sep-25	\$1.3M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 20-Sep-26	Sun 21-Sep-25	\$1.1M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 21-Sep-26	Mon 22-Sep-25	\$1.3M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 22-Sep-26	Tue 23-Sep-25	\$1.4M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 23-Sep-26	Wed 24-Sep-25	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 24-Sep-26	Thu 25-Sep-25	\$1.6M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 25-Sep-26	Fri 26-Sep-25	\$2.0M	\$1.8M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 26-Sep-26	Sat 27-Sep-25	\$1.6M	\$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 27-Sep-26	Sun 28-Sep-25	\$1.2M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 28-Sep-26	Mon 29-Sep-25	\$1.2M	\$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 29-Sep-26	Tue 30-Sep-25	\$2.0M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 30-Sep-26	Wed 01-Oct-25	\$1.6M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 01-Oct-26	Thu 02-Oct-25	\$1.7M	\$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 02-Oct-26	Fri 03-Oct-25	\$1.6M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 03-Oct-26	Sat 04-Oct-25	\$1.5M	\$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 04-Oct-26	Sun 05-Oct-25	\$1.1M	\$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 05-Oct-26	Mon 06-Oct-25	\$1.6M	\$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 06-Oct-26	Tue 07-Oct-25	\$1.3M	\$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 07-Oct-26	Wed 08-Oct-25	\$1.6M	\$1.6M

City of Busselton

Resident	Business	Events	Visitor	Leakage
Spend Location Dunsborough	Start Date 01/09/2026	End Date 30/09/2026	Benchmark Type 52 weeks prior	
Event length: 30 days, Category coverage Score*: 98.8%				

Overview

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

Total spend \$22.4M ↑ 2.8% uplift compared to Benchmark Period	Visitor spend \$11.7M ↓ -1.9% uplift compared to Benchmark Period	Day spend \$19.8M 89% of total spend over the event period was during the day (6am-6pm)	Night spend \$2.5M 11% of total spend over the event period was at night (6pm-6am)
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All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 September 2026 and 30 September 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

Category Summary

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

Event period: Tue 01-Sep-26 - Wed 30-Sep-26 (30 days)

Benchmark period: Tue 02-Sep-25 - Wed 01-Oct-25 (30 days)

Category coverage Score*: 98.8%

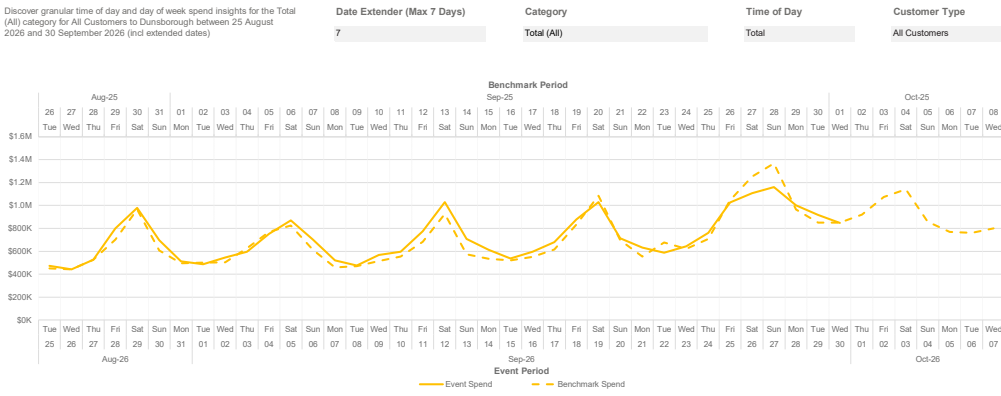
Category coverage score is defined as the proportion of compliant days / all days in the event period. Only the categories with * below are impacted.

Category	Spend					Change vs Benchmark Period				
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total \$	Visitors %	Residents %
Total	\$19.8M	\$2.5M	\$11.7M	\$10.6M	\$22.4M	\$21.7M	↑ 2.8%	↑\$611K	↓ -1.9%	↑ 8.5%
Food Retailing	\$7.2M	\$676K	\$2.9M	\$5.0M	\$7.9M	\$7.2M	↑ 9.7%	↑\$687K	↑ 6.0%	↑ 11.9%
Supermarkets			\$1.3M	\$3.7M	\$4.9M	\$4.6M	↑ 6.7%	↑\$308K	↑ 1.0%	↑ 8.6%
Groceries and Other Food Retailing			\$1.7M	\$1.3M	\$3.0M	\$2.6M	↑ 14.9%	↑\$389K	↑ 10.3%	↑ 21.2%
Tourism and Entertainment	\$6.1M	\$1.5M	\$5.6M	\$2.0M	\$7.6M	\$7.3M	↑ 5.0%	↑\$366K	↑ 4.1%	↑ 7.1%
Breweries and Wineries*			\$1.8M	\$293K	\$2.1M	\$1.9M	↑ 10.0%	↑\$186K	↓ -4.8%	↑ 7.6%
Restaurants*	\$1.2M	\$683K	\$1.4M	\$568K	\$1.9M	\$2.1M	↓ -6.0%	↓-\$122K	↓ -7.9%	↓ -1.6%
Cafes			\$1.1M	\$499K	\$1.6M	\$1.5M	↑ 3.0%	↑\$46K	↑ 6.6%	↓ -4.2%
Pubs, Taverns and Bars*	\$726K	\$644K	\$875K	\$496K	\$1.4M	\$1.2M	↑ 17.1%	↑\$200K	↑ 20.0%	↑ 35.5%
Attractions, Events and Recreation**					\$342K					
Takeaway and Fast Food Outlets**	\$201K	\$123K			\$324K					
Discretionary Retail			\$1.3M	\$1.5M	\$2.7M	\$3.1M	↓ -12.7%	↓-\$398K	↓ -17.1%	↓ -8.5%
Other Discretionary Retail**			\$756K	\$1.1M	\$1.9M					
Department Stores, Clothing & Accessories**			\$432K	\$252K	\$684K					
Private Transport			\$529K	\$1.1M	\$1.6M	\$1.3M	↑ 24.8%	↑\$327K	↑ 19.7%	↑ 27.1%
Accommodation - Instore					\$871K	\$1.2M	↓ -27.4%	↓-\$329K		

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

Events Timeseries

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



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 25-Aug-26	Tue 26-Aug-25	\$472K	\$451K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 26-Aug-26	Wed 27-Aug-25	\$443K	\$444K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 27-Aug-26	Thu 28-Aug-25	\$526K	\$526K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 28-Aug-26	Fri 29-Aug-25	\$759K	\$701K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 29-Aug-26	Sat 30-Aug-25	\$686K	\$666K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 30-Aug-26	Sun 31-Aug-25	\$697K	\$697K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 31-Aug-26	Mon 01-Sep-25	\$513K	\$495K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 01-Sep-26	Tue 02-Sep-25	\$487K	\$502K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 02-Sep-26	Wed 03-Sep-25	\$549K	\$503K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 03-Sep-26	Thu 04-Sep-25	\$599K	\$627K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 04-Sep-26	Fri 05-Sep-25	\$753K	\$769K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 05-Sep-26	Sat 06-Sep-25	\$869K	\$824K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 06-Sep-26	Sun 07-Sep-25	\$702K	\$612K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 07-Sep-26	Mon 08-Sep-25	\$521K	\$458K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 08-Sep-26	Tue 09-Sep-25	\$476K	\$470K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 09-Sep-26	Wed 10-Sep-25	\$568K	\$519K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 10-Sep-26	Thu 11-Sep-25	\$599K	\$553K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 11-Sep-26	Fri 12-Sep-25	\$779K	\$683K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 12-Sep-26	Sat 13-Sep-25	\$1.2M	\$829K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 13-Sep-26	Sun 14-Sep-25	\$708K	\$574K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 14-Sep-26	Mon 15-Sep-25	\$614K	\$535K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 15-Sep-26	Tue 16-Sep-25	\$537K	\$520K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 16-Sep-26	Wed 17-Sep-25	\$596K	\$551K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 17-Sep-26	Thu 18-Sep-25	\$680K	\$616K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 18-Sep-26	Fri 19-Sep-25	\$877K	\$835K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 19-Sep-26	Sat 20-Sep-25	\$1.3M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 20-Sep-26	Sun 21-Sep-25	\$714K	\$696K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 21-Sep-26	Mon 22-Sep-25	\$633K	\$559K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 22-Sep-26	Tue 23-Sep-25	\$598K	\$679K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 23-Sep-26	Wed 24-Sep-25	\$643K	\$622K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 24-Sep-26	Thu 25-Sep-25	\$762K	\$709K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 25-Sep-26	Fri 26-Sep-25	\$1.0M	\$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 26-Sep-26	Sat 27-Sep-25	\$1.1M	\$1.3M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 27-Sep-26	Sun 28-Sep-25	\$1.4M	\$1.4M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 28-Sep-26	Mon 29-Sep-25	\$1.0M	\$964K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 29-Sep-26	Tue 30-Sep-25	\$916K	\$849K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 30-Sep-26	Wed 01-Oct-25	\$848K	\$849K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 01-Oct-26	Thu 02-Oct-25	\$669K	\$669K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 02-Oct-26	Fri 03-Oct-25	\$1.1M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 03-Oct-26	Sat 04-Oct-25	\$1.1M	\$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 04-Oct-26	Sun 05-Oct-25	\$890K	\$890K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 05-Oct-26	Mon 06-Oct-25	\$177K	\$177K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 06-Oct-26	Tue 07-Oct-25	\$761K	\$761K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 07-Oct-26	Wed 08-Oct-25	\$800K	\$800K

City of Busselton

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

Overview

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

Top category

Accommodation - Online

\$6.9M of City of Busselton Visitors spend during September 2026

Top age band

25-34

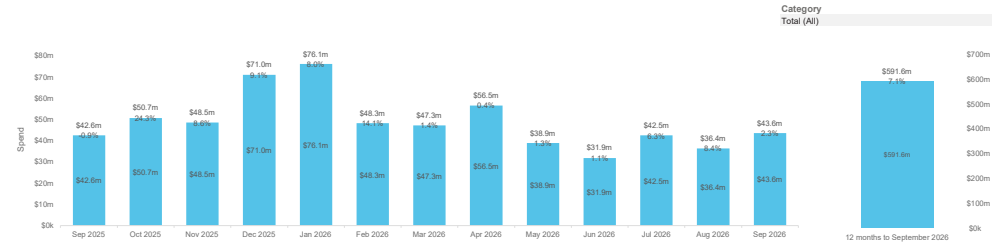
20.8% of City of Busselton Visitors are within this age band

Top lifestyle

Young Families

20.4% of City of Busselton Visitors are within this lifestyle

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202509) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

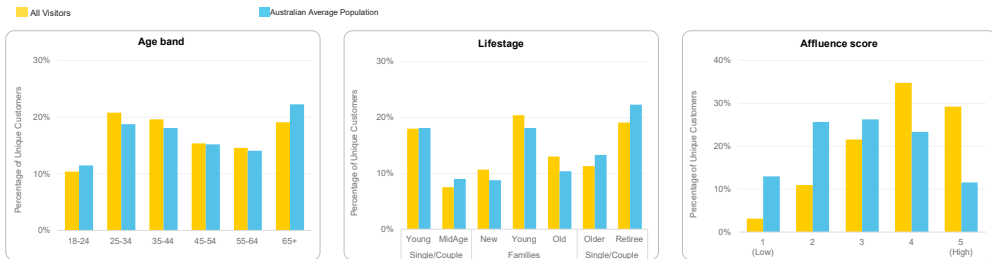
What are the highest performing categories for Visitors to City of Busselton during the past 12 months (October 2025 - September 2026)?

Category	Monthly			Annual (Last 12 months up to September 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$43.6M	↑ 2.3%	↑ 7.3%	\$591.6M	↑ 7.1%		
Tourism and Entertainment	\$10.2M	↑ 3.8%	↑ 4.3%	\$142.6M	↑ 3.6%	0.99x	75.7%
Restaurants	\$2.3M	↑ 8.5%	↑ 10.9%	\$30.1M	↓ -13.1%	0.92x	28.3%
Breweries and Wineries	\$2.3M	↓ -6.2%	↓ -2.4%	\$34.9M	↑ 5.8%	0.96x	27.7%
Cafes	\$2.0M	↑ 4.2%	↓ -0.2%	\$27.6M	↑ 10.1%	0.94x	34.7%
Pubs, Taverns and Bars	\$1.8M	↑ 10.8%	↑ 3.7%	\$23.7M	↑ 13.3%	0.90x	21.4%
Takeaway and Fast Food Outlets	\$979K	↑ 2.2%	↑ 9.2%	\$13.4M	↑ 4.9%	0.90x	24.4%
Attractions, Events and Recreation	\$929K	↑ 8.1%	↑ 0.4%	\$12.9M	↑ 13.7%	0.95x	20.3%
Food Retailing	\$9.4M	↑ 5.8%	↑ 6.0%	\$125.6M	↑ 8.9%	0.98x	61.0%
Groceries and Other Food Retailing	\$5.2M	↑ 10.6%	↑ 5.7%	\$65.8M	↑ 13.6%	0.96x	47.7%
Supermarkets	\$4.2M	↑ 0.2%	↑ 6.1%	\$59.8M	↑ 4.2%	0.94x	39.3%
Discretionary Retail	\$7.1M	↑ 6.4%	↑ 3.0%	\$97.2M	↑ 10.0%	0.93x	33.4%
Other Discretionary Retail	\$4.8M	↑ 10.5%	↑ 2.3%	\$63.3M	↑ 13.4%	0.89x	25.1%
Department Stores, Clothing & Accessories	\$2.3M	↓ -1.2%	↑ 4.9%	\$33.9M	↑ 4.3%	0.86x	19.0%
Accommodation - Online	\$6.9M	↑ -5.8%	↑ 9.4%	\$96.2M	↑ 4.2%	1.03x	
Private Transport	\$3.9M	↑ 24.7%	↑ 24.0%	\$45.8M	↑ 17.1%	0.92x	31.1%
Accommodation - In-store	\$2.2M	↓ -1.5%	↓ -13.3%	\$30.9M	↑ 4.4%	0.92x	9.7%

Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (202509). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark distribution is based on all visitors. See FAQ for more information.

Demographic profile

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



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

Brand preference

What are the top brand preferences for Visitors to City of Busselton during the recent static period (202509)?

How to read: 5.5% of Visitors to City of Busselton have transacted with St John Of God in City of Busselton. This is 1.03x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.03x	5.5%
Busselton Jetty	Attractions	1.01x	11.3%
Tasman Holiday Parks	Travel	1.01x	1.1%
Ngili Cave	Attractions	1.01x	2.3%
Cape Naturaliste Lighthouse	Attractions	1.00x	2.3%
The Margaret River Chocolate Company	Food Retailing	1.00x	9.7%
Pulman	Travel	0.98x	1.3%
Swings And Roundabouts	Eating And Drinking Out	0.97x	1.1%
Abbey Beach Resort	Travel	0.95x	1.0%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.7%
Beerfarm Metrics	Eating And Drinking Out	0.94x	4.6%
Dunsborough Bakery	Food Retailing	0.94x	5.6%
Shelter Brewing Co	Eating And Drinking Out	0.94x	12.1%
Cheeky Monkey	Eating And Drinking Out	0.93x	2.8%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.3%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.92x	1.5%
Yallingup General Store And Cafe	Eating And Drinking Out	0.92x	4.1%
Aravina Estate	Eating And Drinking Out	0.91x	2.5%
Yallingup Goughupf	Food Retailing	0.91x	1.1%
Yallingup Woodfired Bakery	Food Retailing	0.91x	2.2%
Caves House Hotel	Eating And Drinking Out	0.90x	4.9%
Coles	Food Retailing	0.89x	25.1%
The Goose	Eating And Drinking Out	0.89x	9.8%
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	3.5%
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 Busselton

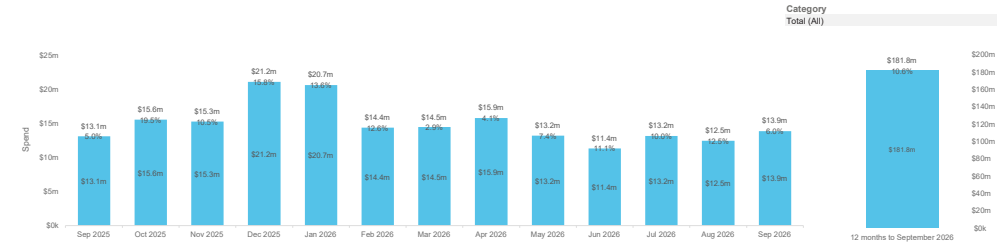
Resident	Business	Events	Visitor	Leakage
Month	Spend location		Filter	
September 2026	Busselton		All Visitors	

Overview

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

Top category Other Discretionary Retail \$3.1M of Busselton Visitors spend during September 2026	Top age band 25-34 21.2% of Busselton Visitors are within this age band	Top lifestyle Young Families 20.6% of Busselton Visitors are within this lifestyle
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Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202509) based on the latest month ending date. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend is not included.



Category performance

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

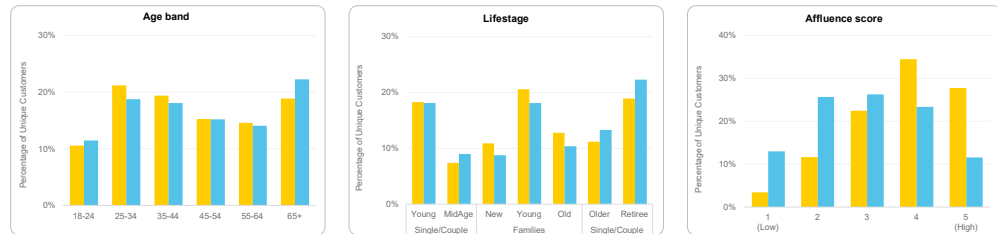
Category	Monthly			Annual (Last 12 months up to September 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$13.9M	↑ 6.0%	↑ 7.3%	\$181.8M	↑ 10.6%		
Discretionary Retail	\$3.9M	↑ 9.3%	↑ 3.0%	\$51.2M	↑ 13.1%	0.84x	30.4%
Other Discretionary Retail	\$3.1M	↑ 10.5%	↑ 2.3%	\$39.9M	↑ 16.4%	0.87x	24.3%
Department Stores, Clothing & Accessories	\$792K	↑ 4.6%	↑ 4.9%	\$11.3M	↑ 2.8%	0.59x	13.0%
Tourism and Entertainment	\$3.6M	↑ 4.4%	↑ 4.3%	\$48.2M	↑ 7.6%	0.96x	74.8%
Restaurants	\$795K	↑ 48.0%	↑ 10.9%	\$8.0M	↑ 3.6%	0.66x	20.2%
Cafes	\$784K	↑ 3.9%	↓ -0.2%	\$10.8M	↑ 12.3%	0.75x	27.8%
Pubs, Taverns and Bars	\$678K	↑ 8.1%	↑ 3.7%	\$8.3M	↑ 5.4%	0.62x	14.6%
Takeaway and Fast Food Outlets	\$346K	↑ 16.1%	↑ 9.2%	\$4.5M	↑ 11.2%	0.61x	16.3%
Food Retailing	\$2.7M	↑ 4.1%	↑ 6.0%	\$34.7M	↑ 3.0%	0.63x	39.4%
Supermarkets	\$1.7M	↓ -0.4%	↑ 6.1%	\$22.2M	↑ 2.7%	0.67x	28.1%
Groceries and Other Food Retailing	\$1.0M	↑ 12.5%	↑ 5.7%	\$12.5M	↑ 3.6%	0.45x	22.2%
Private Transport	\$1.8M	↑ 21.0%	↑ 24.0%	\$21.0M	↑ 17.1%	0.75x	25.2%
Accommodation - Instore	\$302K	↑ 47.1%	↓ -13.3%	\$3.6M	↑ 159.8%	0.20x	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 (202509). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location. Benchmark definition is based on all visitors. See FAQ for more information.

Demographic profile

What is the profile of Visitors to Busselton during the recent static period (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 Busselton during the recent static period (202509)?

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

Brand	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.61x	18.0%
Shelter Brewing Co	Eating And Drinking Out	1.49x	18.3%
The Goose	Eating And Drinking Out	1.43x	15.6%
Kyst	Eating And Drinking Out	1.39x	10.3%
Maro Wraps	Eating And Drinking Out	1.31x	2.8%
Caltex	Private Transport	1.29x	12.0%
Rocky Ridge Brewing Co	Eating And Drinking Out	1.27x	3.5%
Esplanade Hotel	Eating And Drinking Out	1.20x	6.1%
Hungry Jacks	Eating And Drinking Out	1.12x	4.3%
Ship Inn	Eating And Drinking Out	1.11x	2.4%
Dome Cafe	Eating And Drinking Out	1.10x	3.6%
The Fire Station	Eating And Drinking Out	1.09x	2.7%
Liberty Petrol	Private Transport	1.08x	7.4%
Timezone	Recreation	1.07x	1.3%
Baked Busselton	Food Retailing	1.07x	4.9%
Dan Murphys	Food Retailing	1.07x	6.2%
Zambrano	Eating And Drinking Out	1.06x	1.3%
Geographie Restauranty	Eating And Drinking Out	1.05x	1.5%
Busselton Pavilion	Eating And Drinking Out	1.02x	2.3%
Benesse Cafe	Eating And Drinking Out	1.02x	2.7%
The Vasse Tavern	Eating And Drinking Out	1.02x	1.4%
Burnings Warehouse	Hardware And Garden Retailing	1.01x	9.1%
The Tav	Eating And Drinking Out	1.00x	2.0%
Best And Less	Clothing And Accessories	0.97x	3.4%
Kwik Koffee	Eating And Drinking Out	0.96x	2.3%
Bcf	Recreational Goods	0.95x	2.6%
Reading Cnemas	Films And Videos	0.92x	2.1%
Western Growers Fresh	Food Retailing	0.91x	1.9%
Cotton On	Clothing And Accessories	0.91x	1.6%
Sushi Sushi	Eating And Drinking Out	0.85x	1.4%

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	
September 2026	Dunsborough		All Visitors	

Overview

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

Top category
Breweries and Wineries

\$1.8M of Dunsborough Visitors spend during September 2026

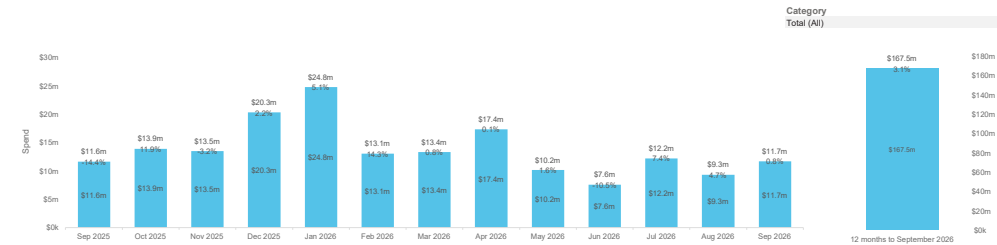
Top age band
25-34

21.2% of Dunsborough Visitors are within this age band

Top lifestyle
Young Families

21.3% of Dunsborough Visitors are within this lifestyle

Demographic insights are based on CommBank IQ's nationally representative retail customer transaction data for the recent static period (202509) 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 (October 2025 - September 2026)?

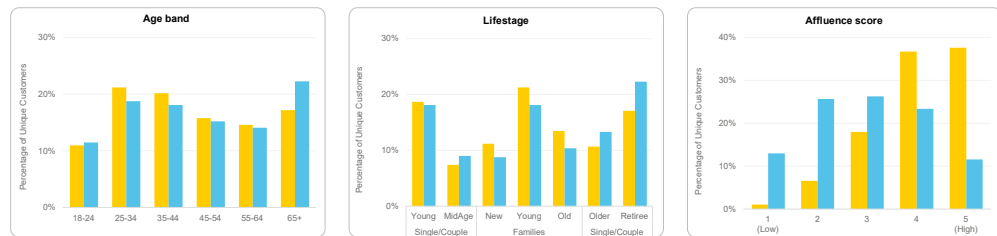
Category	Monthly			Annual (Last 12 months up to September 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	\$11.7M	↑ 0.8%	↑ 7.3%	\$167.5M	↑ 3.1%		
Tourism and Entertainment	\$5.6M	↑ 6.7%	↑ 4.3%	\$77.7M	↓ -0.2%	0.88x	74.8%
Breweries and Wineries	\$1.8M	↑ 12.8%	↓ -2.4%	\$23.5M	↑ 6.6%	1.00x	29.0%
Restaurants	\$1.4M	↓ -5.4%	↑ 10.9%	\$20.1M	↓ -20.1%	0.94x	28.7%
Cafes	\$1.1M	↑ 8.7%	↓ -0.2%	\$14.8M	↑ 5.0%	0.87x	52.1%
Pubs, Taverns and Bars	\$874K	↑ 17.4%	↑ 3.7%	\$12.4M	↑ 18.7%	0.84x	19.8%
Attractions, Events and Recreation	\$327K	↓ -1.6%	↑ 0.4%	\$4.5M	↑ 21.4%	0.55x	11.8%
Takeaway and Fast Food Outlets	\$176K	↑ 8.3%	↑ 9.2%	\$2.4M	↓ -1.3%	0.43x	11.6%
Food Retailing	\$2.9M	↑ 9.2%	↑ 6.0%	\$40.5M	↑ 7.3%	0.97x	60.9%
Groceries and Other Food Retailing	\$1.7M	↑ 13.3%	↑ 5.7%	\$21.0M	↑ 7.5%	0.99x	49.2%
Supermarkets	\$1.3M	↑ 4.1%	↑ 6.1%	\$19.5M	↑ 7.0%	0.75x	31.4%
Discretionary Retail	\$1.3M	↓ -13.6%	↑ 3.0%	\$20.7M	↑ 7.3%	0.58x	21.1%
Other Discretionary Retail	\$770K	↓ -2.3%	↑ 2.3%	\$11.1M	↑ 11.7%	0.57x	16.1%
Department Stores, Clothing & Accessories	\$490K	↓ -27.0%	↑ 4.9%	\$9.6M	↑ 2.5%	0.39x	8.7%
Accommodation - In-store	\$526K	↓ -24.1%	↓ -15.3%	\$13.6M	↓ -0.6%	0.68x	7.2%
Private Transport	\$530K	↑ 23.1%	↑ 24.0%	\$6.9M	↑ 9.7%	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 (202509). 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 (202509)?

How to read: 1.1% of Visitors to Dunsborough have transacted with The Coffee Can Cafe in Dunsborough. This is 1.78x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
The Coffee Can Cafe	Eating And Drinking Out	1.78x	1.1%
Bertinys Margaret River	Travel	1.73x	1.4%
Tasman Holiday Parks	Travel	1.72x	1.8%
Ngili Cave	Attractions	1.72x	4.0%
Cape Naturaliste Lighthouse	Attractions	1.72x	3.9%
The Margaret River Chocolate Company	Food Retailing	1.71x	16.7%
Hay Shed Hill Wines	Eating And Drinking Out	1.67x	1.0%
Pullman	Travel	1.67x	2.2%
Swings And Roundabouts	Eating And Drinking Out	1.67x	1.8%
Wise Wine	Eating And Drinking Out	1.66x	1.6%
Eagle Bay Brewing Co	Eating And Drinking Out	1.61x	6.4%
Beeferm Metrop	Eating And Drinking Out	1.61x	7.8%
Dunsborough Bakery	Food Retailing	1.60x	9.6%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.59x	1.6%
Vasse Virgin	Personal Services	1.58x	1.6%
Cheeky Monkey	Eating And Drinking Out	1.58x	4.7%
Wild Hop Brewing Company	Eating And Drinking Out	1.57x	5.7%
Swings And Roundabouts Taphouse And Kitchen	Eating And Drinking Out	1.57x	1.2%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.57x	2.6%
Yallingup General Store And Cafe	Eating And Drinking Out	1.57x	7.0%
Aravina Estate	Eating And Drinking Out	1.57x	4.3%
Yallingup Goughup	Food Retailing	1.56x	1.9%
Yallingup Woodfield Bakery	Food Retailing	1.56x	3.7%
Caves House Hotel	Eating And Drinking Out	1.54x	8.4%
Merchant And Maker	Eating And Drinking Out	1.53x	8.7%
Woody Nook Wines	Eating And Drinking Out	1.52x	1.7%
Cafe Eviva	Eating And Drinking Out	1.50x	1.5%
Wild And Woods	Eating And Drinking Out	1.50x	1.9%
Simmos Ice Creamery	Eating And Drinking Out	1.50x	6.0%
Yallingup Chocolate And Cafe	Eating And Drinking Out	1.49x	2.0%

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

City of

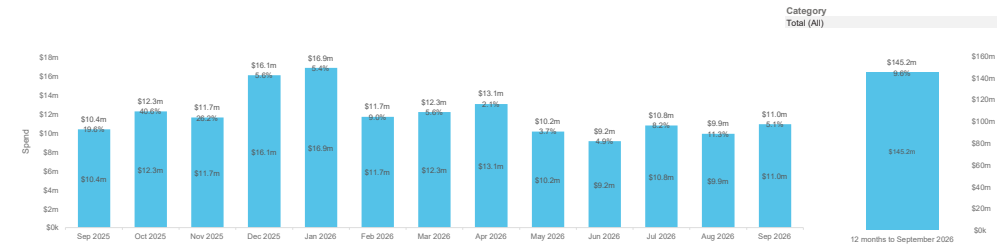
Resident	Business	Events	Visitor	Leakage
Month	Spend location		Filter	
September 2026	West Busseillon		All Visitors	

Overview

What are s



Demographic included.



Catego

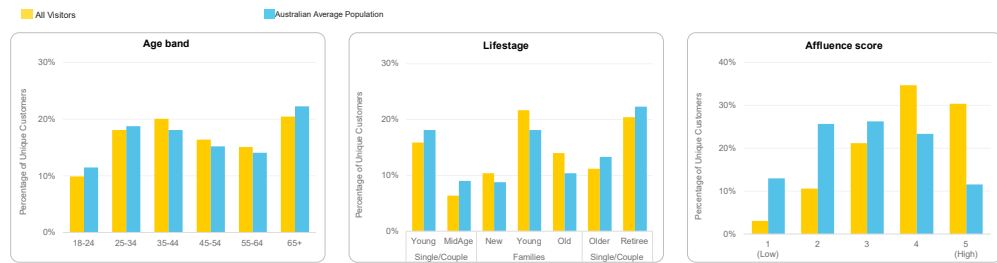
What are t

[illegible]

Affinity is based on group shopping.
Benchmark data.
See FAQ for more.

Demog

What is the



See Definition

Brand p

What are t

How to

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.97x	10.6%
The Kiosk	Eating And Drinking Out	1.92x	1.2%
Mandalay Resort	Travel	1.91x	1.3%
Abbey Beach Resort	Travel	1.81x	2.0%
Subzero Gelato	Food Retailing	1.63x	2.6%
Burbury Farmers Market	Food Retailing	1.61x	25.3%
Vibe Petroleum	Private Transport	1.55x	13.9%
Petro Fuels	Private Transport	1.51x	3.2%
Broadwater Village Grocer	Food Retailing	1.49x	5.1%
United Petrol	Private Transport	1.45x	4.0%
Tonic By The Bay	Eating And Drinking Out	1.45x	6.4%
Kmart	General Retail	1.43x	18.0%
Obsson Coffee Roasters	Eating And Drinking Out	1.33x	1.9%
The Par 3	Recreation	1.32x	3.0%
Gropers Fish And Chips	Eating And Drinking Out	1.29x	1.6%
Aldi	Food Retailing	1.26x	9.1%
Lesuwin Way Takeaway	Eating And Drinking Out	1.26x	1.5%
Dority Buns	Eating And Drinking Out	1.25x	1.8%
Kix	Eating And Drinking Out	1.23x	4.3%
The Vietnamese Kitchen	Eating And Drinking Out	1.15x	1.7%
The Urban Coffee House	Eating And Drinking Out	1.13x	1.6%
Anaconda	Recreational Goods	1.13x	3.7%
Chicken Treat	Eating And Drinking Out	1.12x	2.0%
Broadwater Pharmacy	Personal Goods Retailing	1.11x	1.2%
Coffee Head Co	Eating And Drinking Out	1.11x	1.3%
Vasse Bakery	Food Retailing	1.09x	3.1%
Amelia Park Lodge	Travel	1.08x	1.7%
Boost Juice	Eating And Drinking Out	1.05x	1.6%
Red Rooster	Eating And Drinking Out	1.04x	2.7%
Red Dot	General Retail	0.92x	3.6%

Affinity is base brand.

City of Busselton

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

Leakage trends by location and category

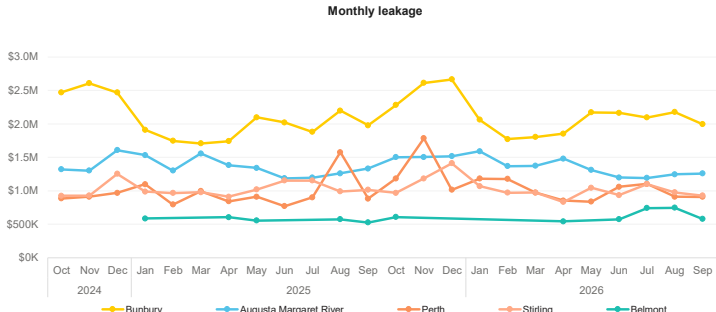
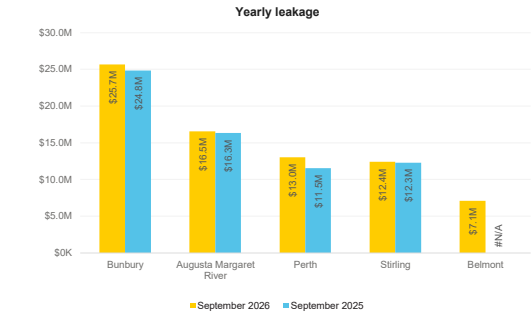
What are the top 5 locations where the residents spend money and how has this changed over time?

How to read:

In the 12 months to September 2026, there was \$25.7m of spend by residents to Bunbury in Total (excl. Other), this was \$823k more than the previous 12 months

How to read:

In the month of September 2026, there was \$2.0m of spend by residents to Bunbury in Total (excl. Other), this was compared to \$2.0m in the month of September 2025



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

Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to September 2026, residents spent \$25.7m on Total (excl. Other) in Bunbury. This was \$823k or 3.3% increase compared to September 2025.

LGA	Total (excl. Other)			
	12 months up to September 2026 Spend	12 months up to September 2025 Spend	Spend Change	Spend % Change
IN LGA	\$617.6M	\$564.8M	\$52.7M	↑ 9.3%
Online	\$215.1M	\$181.9M	\$33.2M	↑ 18.3%
Bunbury	\$25.7M	\$24.8M	\$823K	↑ 3.3%
Augusta Margaret River	\$16.5M	\$16.3M	\$215K	↑ 1.3%
Perth	\$13.0M	\$11.5M	\$1.5M	↑ 12.6%
Stirling	\$12.4M	\$12.3M	\$122K	↑ 1.0%
Belmont	\$7.1M			

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

Annual leakage by sub-region and crowd

Location

Bunbury

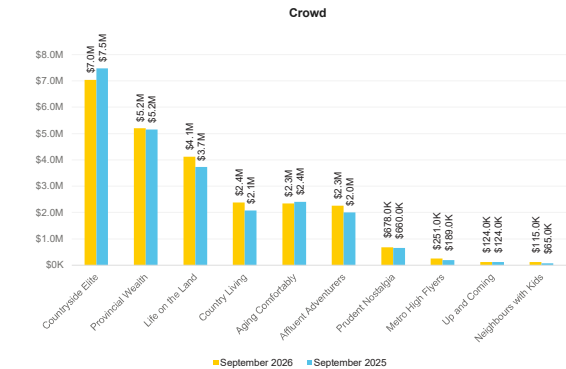
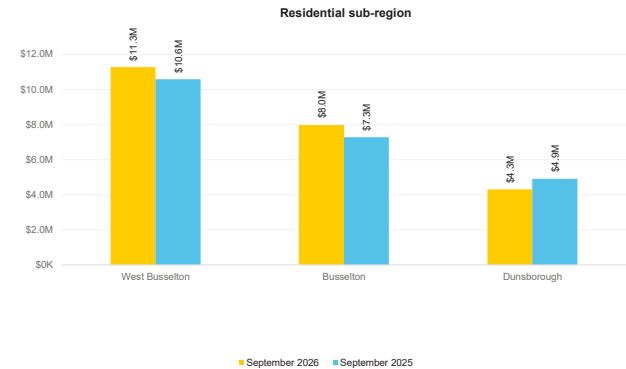
How does the proportion of expenditure change by sub-region and Crowd?

How to read:

In the 12 months to September 2026, there was \$11.3m of spend by West Busselton residents to Bunbury in Total (excl. Other), this was \$695k more than the previous 12 months.

How to read:

In the 12 months to September 2026, there was \$7.0m of spend by Countryside Elite residents to Bunbury in Total (excl. Other), this was \$439k 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 September 2026. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

City of Busselton

Resident

Business

Events

Visitor

Leakage

Region Type

Category

Locality

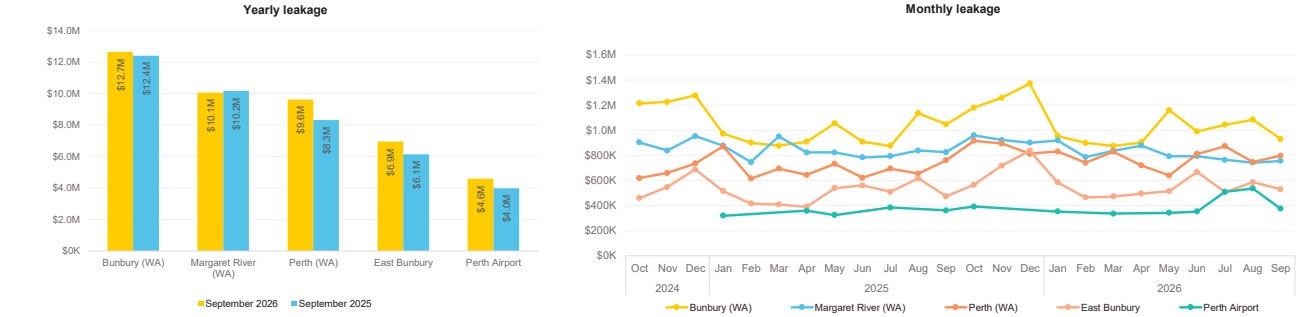
Total (excl. Other)

Leakage trends by location and category

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

How to read: In the 12 months to September 2026, there was \$12.7m of spend by residents to Bunbury (WA) in Total (excl. Other), this was \$250k more than the previous 12 months

How to read: In the month of September 2026, there was \$930k of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to \$1.0m in the month of September 2025



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

Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to September 2026, residents spent \$12.7m on Total (excl. Other) in Bunbury (WA). This was \$250k or 2.0% increase compared to September 2025.

Locality	Total (excl. Other)			
	12 months up to September 2026 Spend	12 months up to September 2025 Spend	Spend Change	Spend % Change
IN LGA	\$617.6M	\$564.8M	\$52.7M	↑ 9.3%
Online	\$215.1M	\$181.9M	\$33.2M	↑ 18.3%
Bunbury (WA)	\$12.7M	\$12.4M	\$250K	↑ 2.0%
Margaret River (WA)	\$10.1M	\$10.2M	-\$103K	↓ -1.0%
Perth (WA)	\$9.6M	\$8.3M	\$1.3M	↑ 15.8%
East Bunbury	\$6.9M	\$6.1M	\$813K	↑ 13.3%
Perth Airport	\$4.6M	\$4.0M	\$607K	↑ 15.2%

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

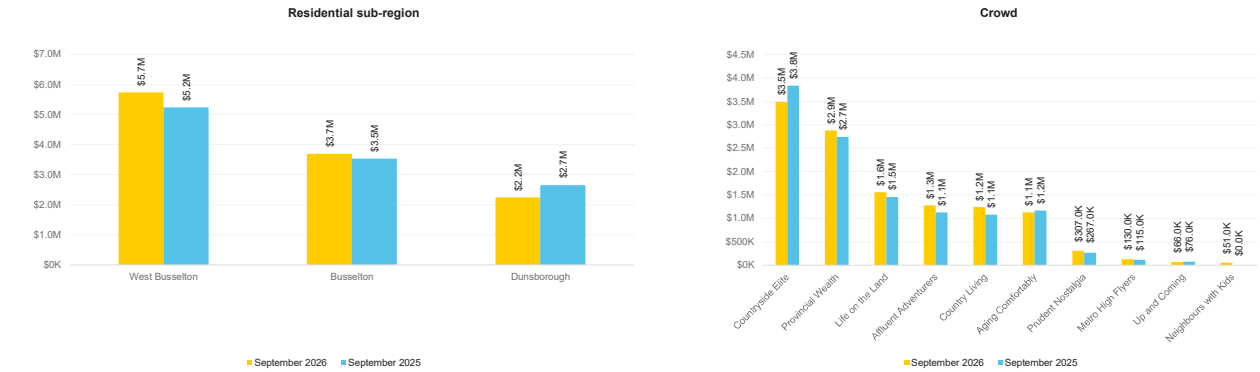
Annual leakage by sub-region and crowd

LocationBunbury (WA)

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

How to read: In the 12 months to September 2026, there was \$5.7m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was \$503k more than the previous 12 months.

How to read: In the 12 months to September 2026, there was \$3.5m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was \$347k 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 September 2026. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

City of Busselton

Resident

Business

Events

Visitor

Leakage

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