City of Busselton

Resident | Business | Events | Visitor | Leakage

Month	Resident location	Resident type
October 2026	City of Busselton	Total

Overview

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

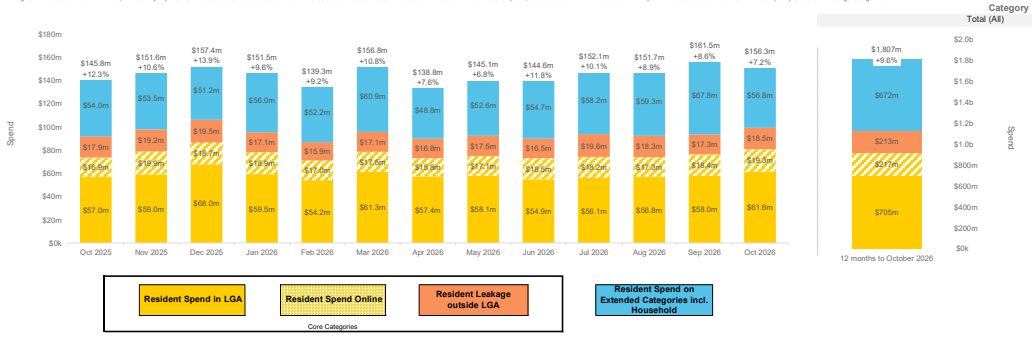
Annual national spend
$1.81B
↑ 9.6% .vs last year
↑ 8.4% .vs Regional WA

Annual top category
Other Discretionary Retail
13.6% of spend for City of Busselton residents is within this category

Annual top lifestage
Retiree
30.1% of spend for LGA residents are within this lifestage

Annual proportion of spend into the LGA
39.0%
of spend for LGA residents during October 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.



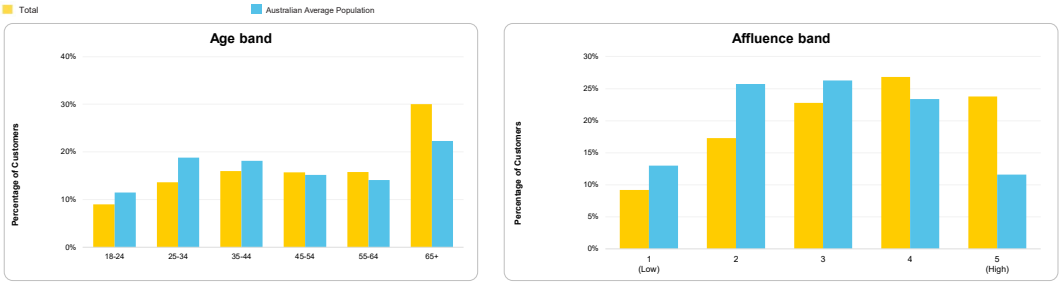
What are the highest performing categories for residents in LGA in the 12 months to October 2026?

Category	Month (October 2026)			Annual (Last 12 months up to October 2026)					
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA		Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	**$156.3M**	↑ 7.2%	↑ 8.4%	**$1.81B**	↑ 9.6%	↑ 9.1%			**$213.4M**
Discretionary Retail	**$34.8M**	↑ 8.7%	↑ 7.0%	**$395.3M**	↑ 11.4%	↑ 9.2%	**1.00x**	**99.4%**	
Other Discretionary Retail	$21.6M	↑ 7.9%	↑ 6.8%	$245.3M	↑ 11.5%	↑ 8.7%	1.00x	98.9%	$42.9M
Department Stores, Clothing & Accessories	$9.8M	↑ 10.0%	↑ 6.2%	$111.5M	↑ 11.0%	↑ 9.9%	0.99x	96.5%	$25.0M
Buy Now Pay Later	$3.0M	↑ 14.4%	↑ 10.7%	$33.2M	↑ 14.0%	↑ 10.7%	0.71x	17.6%	
Print Media and Books	$320K	↓ -2.5%	↑ 0.2%	$3.9M	↑ 5.9%	↑ 6.4%	1.02x	39.3%	
Children and Baby Stores	$140K	↓ -23.2%	↓ -2.3%	$1.4M	↑ 0.3%	↑ 7.7%	0.63x	9.6%	
Food Retailing	**$30.9M**	↑ 9.3%	↑ 8.4%	**$355.1M**	↑ 8.4%	↑ 6.8%	**1.00x**	**99.3%**	
Supermarkets	$20.8M	↑ 6.8%	↑ 8.7%	$241.6M	↑ 6.8%	↑ 6.3%	1.00x	98.7%	$27.6M
Groceries and Other Food Retailing	$10.2M	↑ 14.7%	↑ 7.5%	$113.5M	↑ 12.2%	↑ 8.4%	1.00x	97.6%	$16.4M
Household	**$29.8M**	↑ 6.5%	↑ 5.4%	**$343.3M**	↑ 10.0%	↑ 8.6%	**1.00x**	**99.2%**	
Insurance	$10.0M	↑ 5.9%	↑ 4.1%	$115.6M	↑ 9.4%	↑ 6.9%	1.01x	65.7%	
Electricity, Gas and Water Supply	$4.4M	↑ 19.0%	↑ 12.6%	$54.4M	↑ 16.6%	↑ 14.3%	0.99x	50.3%	
Telecommunication Services	$4.3M	↑ 2.0%	↑ 6.7%	$49.4M	↑ 8.3%	↑ 8.6%	0.98x	78.0%	
Personal Services	$2.9M	↑ 7.3%	↑ 10.0%	$32.4M	↑ 13.0%	↑ 10.9%	1.01x	81.3%	
Motor Vehicle Services	$2.8M	↑ 6.2%	↑ 1.1%	$28.3M	↑ 8.8%	↑ 8.6%	1.12x	64.0%	
Pet Care	$2.1M	↑ 20.1%	↑ 10.9%	$22.2M	↑ 14.6%	↑ 10.8%	1.23x	45.4%	
Public Services	$950K	↑ 5.7%	↓ -7.1%	$11.1M	↑ 6.5%	↓ -0.4%	1.07x	57.2%	
School Education	$832K	↓ -1.4%	↓ -3.0%	$10.4M	↑ 0.3%	↑ 8.1%	0.67x	23.4%	
Fitness	$785K	↓ -17.8%	↑ 1.4%	$9.6M	↑ 0.6%	↑ 5.4%	0.73x	47.0%	
Childcare Services	$267K	↓ -13.0%	↓ -4.1%	$3.7M	↓ -7.5%	↑ 3.9%	0.57x	3.7%	
Computer Services	$251K	↑ 23.1%	↑ 22.5%	$2.7M	↑ 3.8%	↑ 15.0%	0.87x	20.9%	
Charities	$243K	↓ -30.8%	↓ -11.4%	$3.4M	↑ 5.7%	↑ 3.1%	1.01x	32.3%	
Tourism and Entertainment	**$19.5M**	↑ 8.0%	↑ 10.9%	**$219.6M**	↑ 12.0%	↑ 11.5%	**1.00x**	**99.1%**	
Restaurants	$3.6M	↑ 6.8%	↑ 13.0%	$39.0M	↑ 5.5%	↑ 10.5%	0.99x	91.6%	$14.8M
Pubs, Taverns and Bars	$3.1M	↑ 11.4%	↑ 12.6%	$35.4M	↑ 13.9%	↑ 8.6%	1.05x	83.4%	$13.5M
Takeaway and Fast Food Outlets	$3.1M	↑ 7.3%	↑ 8.3%	$33.5M	↑ 7.2%	↑ 7.0%	0.97x	92.1%	$8.6M
Cafes	$3.0M	↑ 7.2%	↑ 5.1%	$32.5M	↑ 14.1%	↑ 5.7%	1.00x	90.9%	$8.5M
Attractions, Events and Recreation	$2.4M	↑ 3.8%	↑ 4.9%	$29.1M	↑ 15.1%	↑ 10.6%	0.94x	74.2%	$9.1M
Online Entertainment	$2.4M	↑ 21.1%	↑ 8.7%	$26.5M	↑ 20.9%	↑ 16.1%	0.98x	71.4%	
Food Delivery Services	$1.1M	↑ 6.3%	↑ 43.8%	$11.8M	↑ 17.7%	↑ 49.4%	0.68x	29.9%	
Breweries and Wineries	$834K	↓ -10.3%	↑ 1.1%	$11.7M	↑ 5.7%	↑ 9.7%	2.66x	58.1%	$2.5M
Private Transport	**$14.0M**	↑ 22.6%	↑ 22.3%	**$150.7M**	↑ 12.9%	↑ 12.2%	**1.00x**	**96.8%**	**$32.7M**
Accommodation	**$3.4M**	↓ -3.7%	↑ 2.9%	**$41.7M**	↑ 0.9%	↑ 2.9%	**1.13x**	**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 October 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 October 2026?

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Ghanda Clothing	2.48x	13.9%
Angus And Coote	2.33x	4.2%
Gazman	2.13x	4.5%
Just Jeans	2.04x	11.9%
Sportsgirl	1.70x	10.7%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	66.0%
Liquor Stax	22.25x	36.7%
Liquor Barons	7.65x	11.8%
The Good Grocer	4.07x	10.7%
The Spud Shed	2.76x	15.2%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	10.21x	21.6%
Dome Cafe	8.26x	31.3%
Jamaica Blue	2.68x	17.3%
Miss Maud	2.57x	5.1%
Bakehouse	2.54x	7.2%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	11.50x	44.6%
Perth Duty Free	7.55x	8.0%
The Reject Shop	1.07x	38.9%
Kmart	1.06x	82.5%
Temu	1.04x	22.6%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	2.40x	18.4%
Harvey Norman	2.08x	4.5%
The Good Guys	2.03x	26.5%
Adairs	1.98x	11.4%
Beacon Lighting	1.96x	4.7%

Top 5 Personal Services

Brand	Affinity	Penetration
Priceline	4.36x	28.2%
Price Attack	3.43x	6.8%
Just Cuts	1.54x	6.1%
Adore Beauty	0.75x	1.6%
The Body Shop	0.73x	3.0%

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: October 2026

Resident location: Busselton

Overview

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

Annual national spend
$454.7M
↑ 11.2% .vs last year
↑ 8.4% .vs Regional WA

Annual top category
Supermarkets
13.7% of spend for Busselton residents is within this category

Annual top lifestage
Retiree
29.2% of spend for Sub-region residents are within this lifestage

Annual proportion of spend into the LGA
Not available
of spend for Sub-region residents during October 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.



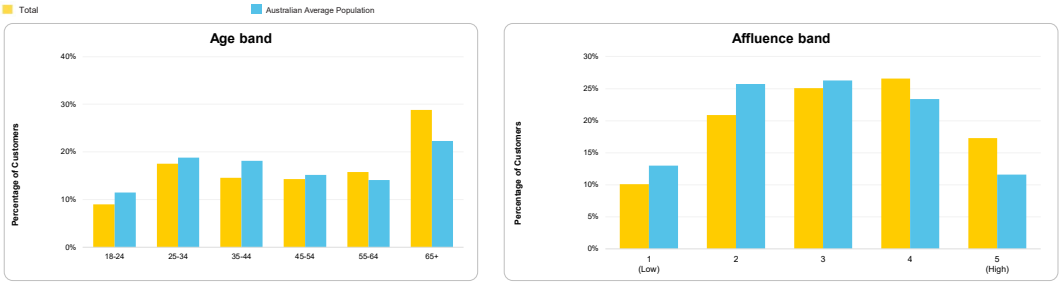
What are the highest performing categories for residents in Sub-region in the 12 months to October 2026?

Category	Month (October 2026)			Annual (Last 12 months up to October 2026)					
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA		Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	**$39.1M**	↑ 6.1%	↑ 8.4%	**$454.7M**	↑ 11.2%	↑ 9.1%			**$59.8M**
Discretionary Retail	**$8.6M**	↑ 1.9%	↑ 7.0%	**$102.1M**	↑ 13.9%	↑ 9.2%	**1.00x**	**99.4%**	
Other Discretionary Retail	$5.2M	→ 0.0%	↑ 6.8%	$62.3M	↑ 13.7%	↑ 8.7%	1.00x	99.0%	$12.1M
Department Stores, Clothing & Accessories	$2.4M	↑ 0.4%	↑ 6.2%	$28.6M	↑ 13.2%	↑ 9.9%	0.98x	96.3%	$6.6M
Buy Now Pay Later	$853K	↑ 17.8%	↑ 10.7%	$9.9M	↑ 17.2%	↑ 10.7%	0.75x	18.6%	
Print Media and Books	$76K	↑ 43.9%	↑ 0.2%	$916K	↑ 12.3%	↑ 6.4%	0.91x	35.0%	
Children and Baby Stores	$55K	↓ -0.5%	↓ -2.3%	$419K	↑ 17.6%	↑ 7.7%	0.56x	8.5%	
Food Retailing	**$7.7M**	↑ 8.2%	↑ 8.4%	**$90.1M**	↑ 10.4%	↑ 6.8%	**1.00x**	**99.5%**	
Supermarkets	$5.3M	↑ 4.8%	↑ 8.7%	$62.4M	↑ 7.6%	↑ 6.3%	1.00x	99.1%	$8.6M
Groceries and Other Food Retailing	$2.4M	↑ 16.6%	↑ 7.5%	$27.7M	↑ 17.1%	↑ 8.4%	1.00x	97.7%	$4.8M
Household	**$7.1M**	↑ 5.6%	↑ 5.4%	**$83.8M**	↑ 11.4%	↑ 8.6%	**1.00x**	**98.9%**	
Insurance	$2.4M	↑ 8.4%	↑ 4.1%	$28.0M	↑ 9.4%	↑ 6.9%	0.97x	62.9%	
Electricity, Gas and Water Supply	$1.1M	↑ 29.5%	↑ 12.6%	$13.3M	↑ 18.2%	↑ 14.3%	0.90x	45.7%	
Telecommunication Services	$1.1M	↑ 0.9%	↑ 6.7%	$12.8M	↑ 9.5%	↑ 8.6%	0.99x	78.1%	
Personal Services	$647K	↓ -3.7%	↑ 10.0%	$7.7M	↑ 15.5%	↑ 10.9%	0.99x	79.8%	
Motor Vehicle Services	$540K	↓ -3.7%	↑ 1.1%	$6.8M	↑ 8.1%	↑ 8.6%	1.01x	58.0%	
Pet Care	$445K	↑ 9.8%	↑ 10.9%	$5.3M	↑ 17.2%	↑ 10.8%	1.05x	39.0%	
School Education	$271K	↑ 13.6%	↓ -3.0%	$2.8M	↑ 14.3%	↑ 8.1%	0.58x	20.3%	
Public Services	$252K	↑ 1.6%	↓ -7.1%	$2.8M	↑ 7.7%	↓ -0.4%	0.98x	52.2%	
Fitness	$171K	↓ -21.4%	↑ 1.4%	$2.3M	↑ 6.7%	↑ 5.4%	0.67x	42.7%	
Computer Services	$55K	↑ 30.2%	↑ 22.5%	$666K	↑ 27.2%	↑ 15.0%	0.80x	19.4%	
Charities	$53K	↓ -34.7%	↓ -11.4%	$712K	↑ 7.5%	↑ 3.1%	0.92x	29.7%	
Childcare Services	$26K	↓ -66.8%	↓ -4.1%	$627K	↓ -26.4%	↑ 3.9%	0.45x	2.9%	
Tourism and Entertainment	**$3.4M**	↑ 10.5%	↑ 10.9%	**$58.6M**	↑ 14.1%	↑ 11.5%	**1.00x**	**99.2%**	
Pubs, Taverns and Bars	$892K	↑ 10.7%	↑ 12.6%	$9.8M	↑ 11.3%	↑ 8.6%	1.03x	81.9%	$3.8M
Cafes	$850K	↑ 17.9%	↑ 5.1%	$8.7M	↑ 20.1%	↑ 5.7%	0.99x	90.1%	$2.2M
Takeaway and Fast Food Outlets	$849K	↑ 4.2%	↑ 8.3%	$9.5M	↑ 6.9%	↑ 7.0%	0.97x	92.3%	$2.5M
Restaurants	$826K	↓ -5.6%	↑ 13.0%	$9.2M	↑ 6.4%	↑ 10.5%	0.98x	90.6%	$3.8M
Online Entertainment	$712K	↑ 29.8%	↑ 8.7%	$7.5M	↑ 26.7%	↑ 16.1%	0.97x	70.9%	
Attractions, Events and Recreation	$694K	↑ 23.2%	↑ 4.9%	$7.6M	↑ 21.1%	↑ 10.6%	0.90x	71.5%	$2.4M
Food Delivery Services	$379K	↑ 13.6%	↑ 43.8%	$3.9M	↑ 21.8%	↑ 49.4%	0.75x	33.1%	
Breweries and Wineries	$166K	↓ -15.8%	↑ 1.1%	$2.4M	↑ 0.7%	↑ 9.7%	2.39x	52.2%	$556K
Private Transport	**$3.4M**	↑ 18.5%	↑ 22.3%	**$37.7M**	↑ 14.1%	↑ 12.2%	**0.99x**	**96.5%**	**$9.5M**
Accommodation	**$957K**	↑ 1.1%	↑ 2.9%	**$11.2M**	↑ 8.8%	↑ 2.9%	**1.08x**	**62.9%**	

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 October 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 October 2026?

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Angus And Coote	2.32x	4.2%
Ghanda Clothing	1.91x	10.8%
Just Jeans	1.89x	11.0%
Williams Shoes	1.58x	5.4%
Sportsgirl	1.51x	9.5%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	61.1%
Liquor Stax	13.08x	21.5%
Liquor Barons	5.95x	9.2%
The Good Grocer	3.59x	9.4%
The Spud Shed	3.21x	17.8%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	9.34x	19.7%
Dome Cafe	8.39x	31.8%
Bakehouse	4.28x	12.2%
Jamaica Blue	2.84x	18.4%
Miss Maud	2.50x	4.9%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	11.85x	45.2%
Perth Duty Free	6.12x	6.5%
The Reject Shop	1.14x	41.4%
Kmart	1.06x	82.6%
Temu	0.99x	21.6%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	2.44x	18.7%
The Good Guys	1.88x	24.5%
Harvey Norman	1.82x	4.0%
Beacon Lighting	1.82x	4.4%
Barbeques Galore	1.62x	2.3%

Top 5 Personal Services

Brand	Affinity	Penetration
Priceline	4.50x	28.0%
Price Attack	3.31x	6.6%
Just Cuts	1.65x	6.5%
The Body Shop	0.63x	2.6%
Adore Beauty	0.61x	1.3%

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: October 2026

Resident location: West Busselton

Overview

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

Annual national spend
$700.8M
↑ 10.6% .vs last year
↑ 8.4% .vs Regional WA

Annual top category
Supermarkets
14.2% of spend for West Busselton residents is within this category

Annual top lifestage
Retiree
32.4% of spend for Sub-region residents are within this lifestage

Annual proportion of spend into the LGA
Not available
of spend for Sub-region residents during October 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.



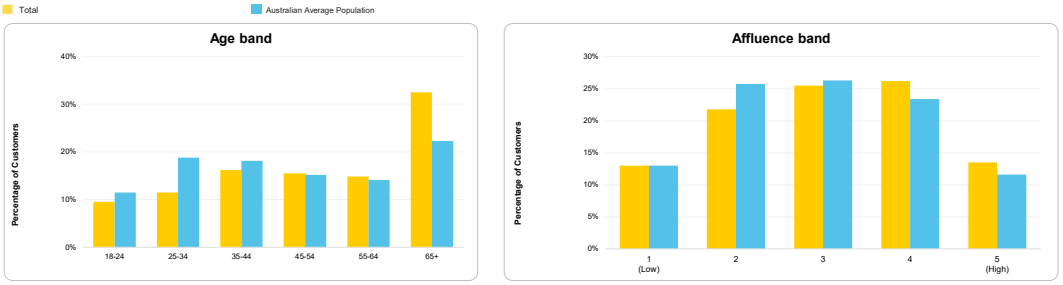
What are the highest performing categories for residents in Sub-region in the 12 months to October 2026?

Category	Month (October 2026)			Annual (Last 12 months up to October 2026)					
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA		Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	**$62.1M**	**↑ 10.7%**	**↑ 8.4%**	**$700.8M**	**↑ 10.6%**	**↑ 9.1%**			**$71.9M**
Discretionary Retail	**$13.8M**	**↑ 11.2%**	**↑ 7.0%**	**$151.7M**	**↑ 12.4%**	**↑ 9.2%**	**1.00x**	**99.3%**	
Other Discretionary Retail	$8.3M	↑ 8.0%	↑ 6.8%	$92.1M	↑ 13.5%	↑ 8.7%	1.00x	98.8%	$13.6M
Department Stores, Clothing & Accessories	$3.9M	↑ 19.1%	↑ 6.2%	$42.5M	↑ 8.8%	↑ 9.9%	0.99x	96.9%	$8.8M
Buy Now Pay Later	$1.4M	↑ 15.9%	↑ 10.7%	$15.2M	↑ 18.7%	↑ 10.7%	0.79x	19.6%	
Print Media and Books	$116K	↓ -17.7%	↑ 0.2%	$1.4M	↑ 0.1%	↑ 6.4%	1.03x	39.5%	
Children and Baby Stores	$41K	↓ -34.1%	↓ -2.3%	$512K	↓ -5.2%	↑ 7.7%	0.63x	9.7%	
Food Retailing	**$12.7M**	**↑ 11.2%**	**↑ 8.4%**	**$144.1M**	**↑ 8.2%**	**↑ 6.8%**	**1.00x**	**99.0%**	
Supermarkets	$8.6M	↑ 8.6%	↑ 8.7%	$99.4M	↑ 6.7%	↑ 6.3%	1.00x	98.5%	$8.9M
Groceries and Other Food Retailing	$4.1M	↑ 16.9%	↑ 7.5%	$44.7M	↑ 11.5%	↑ 8.4%	1.00x	97.3%	$5.4M
Household	**$12.3M**	**↑ 12.3%**	**↑ 5.4%**	**$137.7M**	**↑ 11.0%**	**↑ 8.6%**	**1.00x**	**99.4%**	
Insurance	$3.8M	↑ 3.8%	↑ 4.1%	$45.5M	↑ 10.4%	↑ 6.9%	1.04x	67.8%	
Electricity, Gas and Water Supply	$1.9M	↑ 25.9%	↑ 12.6%	$23.4M	↑ 19.5%	↑ 14.3%	1.06x	54.0%	
Telecommunication Services	$1.9M	↑ 7.7%	↑ 6.7%	$21.2M	↑ 10.7%	↑ 8.6%	1.02x	80.9%	
Motor Vehicle Services	$1.2M	↑ 28.3%	↑ 1.1%	$10.0M	↑ 10.6%	↑ 8.6%	1.12x	64.2%	
Personal Services	$1.2M	↑ 16.1%	↑ 10.0%	$11.8M	↑ 10.6%	↑ 10.9%	1.00x	80.9%	
Pet Care	$900K	↑ 24.7%	↑ 10.9%	$9.2M	↑ 11.6%	↑ 10.8%	1.33x	49.1%	
Public Services	$431K	↓ -2.2%	↓ -7.1%	$5.1M	↑ 6.7%	↓ -0.4%	1.10x	58.6%	
Fitness	$334K	↑ 5.9%	↑ 1.4%	$3.6M	↓ -2.0%	↑ 5.4%	0.73x	46.7%	
School Education	$293K	↑ 22.5%	↓ -3.0%	$3.6M	↓ -4.8%	↑ 8.1%	0.70x	24.4%	
Childcare Services	$160K	↑ 41.6%	↓ -4.1%	$2.0M	↑ 7.7%	↑ 3.9%	0.69x	4.4%	
Charities	$115K	↓ -24.4%	↓ -11.4%	$1.5M	↑ 8.6%	↑ 3.1%	1.08x	34.9%	
Computer Services	$88K	↑ 4.2%	↑ 22.5%	$907K	↑ 17.9%	↑ 15.0%	0.84x	20.2%	
Tourism and Entertainment	**$7.6M**	**↑ 7.3%**	**↑ 10.9%**	**$84.4M**	**↑ 12.1%**	**↑ 11.5%**	**1.00x**	**98.8%**	
Takeaway and Fast Food Outlets	$1.4M	↑ 9.2%	↑ 8.3%	$15.0M	↑ 6.8%	↑ 7.0%	0.97x	91.7%	$3.4M
Pubs, Taverns and Bars	$1.2M	↑ 18.6%	↑ 12.6%	$13.4M	↑ 15.4%	↑ 8.6%	1.04x	82.2%	$4.9M
Restaurants	$1.2M	↑ 9.2%	↑ 13.0%	$12.5M	↑ 7.1%	↑ 10.5%	0.97x	90.2%	$4.8M
Cafes	$1.1M	↑ 2.9%	↑ 5.1%	$11.7M	↑ 13.6%	↑ 5.7%	0.99x	89.8%	$2.9M
Online Entertainment	$996K	↑ 18.0%	↑ 8.7%	$11.0M	↑ 18.6%	↑ 16.1%	0.97x	70.8%	
Attractions, Events and Recreation	$969K	↓ -5.8%	↑ 4.9%	$10.9M	↑ 10.1%	↑ 10.6%	0.94x	73.9%	$3.3M
Food Delivery Services	$537K	↑ 8.6%	↑ 43.8%	$6.0M	↑ 22.8%	↑ 49.4%	0.76x	33.5%	
Breweries and Wineries	$235K	↓ -20.1%	↑ 1.1%	$3.9M	↑ 8.3%	↑ 9.7%	2.56x	56.1%	$812K
Private Transport	**$5.6M**	**↑ 30.3%**	**↑ 22.3%**	**$57.9M**	**↑ 15.1%**	**↑ 12.2%**	**0.99x**	**96.2%**	**$10.9M**
Accommodation	**$1.2M**	**↑ 9.1%**	**↑ 2.9%**	**$13.8M**	**↑ 0.6%**	**↑ 2.9%**	**1.12x**	**65.0%**	

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 October 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 October 2026?

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Angus And Coote	3.03x	5.4%
Just Jeans	2.50x	14.6%
Ghanda Clothing	2.46x	13.8%
Sportsgirl	1.96x	12.4%
Spendless Shoes	1.87x	12.5%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	70.5%
Liquor Stax	25.26x	41.6%
Liquor Barons	6.43x	9.9%
The Spud Shed	3.20x	17.7%
The Good Grocer	2.60x	6.8%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	11.82x	25.0%
Dome Cafe	9.91x	37.6%
Jamaica Blue	2.93x	18.9%
Red Rooster	2.68x	40.1%
Miss Maud	2.37x	4.7%

Top 5 General Retail

Brand	Affinity	Penetration
Red Dot	13.77x	53.4%
Perth Duty Free	7.14x	7.6%
The Reject Shop	1.30x	47.5%
Temu	1.14x	24.8%
Kmart	1.11x	86.6%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
House	2.75x	21.1%
Harvey Norman	2.42x	5.3%
The Good Guys	2.21x	28.8%
Adairs	1.96x	11.3%
Spotlight	1.87x	55.1%

Top 5 Personal Services

Brand	Affinity	Penetration
Priceline	5.30x	34.2%
Price Attack	3.87x	7.7%
Just Cuts	2.01x	7.9%
The Body Shop	0.85x	3.5%
Adore Beauty	0.61x	1.3%

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: October 2026

Resident location: Dunsborough

Overview

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

Annual national spend
$558.3M
↑ 8.2% .vs last year
↑ 8.4% .vs Regional WA

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

Annual top lifestage
Retiree
27.1% of spend for Sub-region residents are within this lifestage

Annual proportion of spend into the LGA
Not available
of spend for Sub-region residents during October 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.



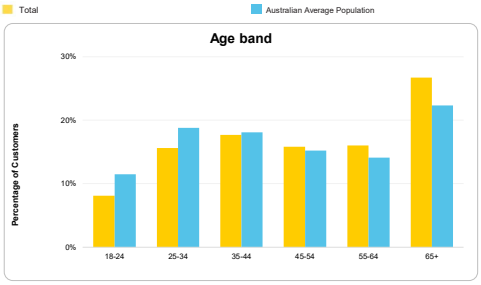
What are the highest performing categories for residents in Sub-region in the 12 months to October 2026?

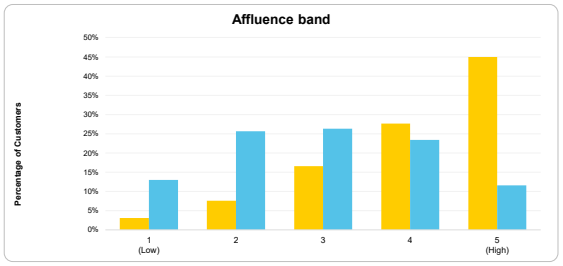
Category	Month (October 2026)			Annual (Last 12 months up to October 2026)				
	Spend	YoY Growth vs Regional WA		Spend	YoY Growth vs Regional WA		Affinity	Penetration	Subcategory Leakage (Core subcategories only)
Total	**$47.7M**	↑ 6.1%	↑ 8.4%	**$558.3M**	↑ 8.2%	↑ 9.1%			**$70.1M**
Discretionary Retail	**$10.8M**	↑ 15.9%	↑ 7.0%	**$120.3M**	↑ 10.5%	↑ 9.2%	**1.00x**	**99.4%**	
Other Discretionary Retail	$7.1M	↑ 22.7%	↑ 6.8%	$77.3M	↑ 10.9%	↑ 8.7%	1.00x	99.0%	$15.3M
Department Stores, Clothing & Accessories	$2.9M	↑ 5.5%	↑ 6.2%	$34.1M	↑ 12.1%	↑ 9.9%	0.98x	96.0%	$8.7M
Buy Now Pay Later	$675K	↑ 7.8%	↑ 10.7%	$7.1M	↑ 1.8%	↑ 10.7%	0.61x	15.2%	
Print Media and Books	$112K	↓ -6.5%	↑ 0.2%	$1.3M	↑ 6.0%	↑ 6.4%	1.10x	42.3%	
Children and Baby Stores	$32K	↓ -30.0%	↓ -2.3%	$422K	↓ -6.8%	↑ 7.7%	0.67x	10.3%	
Food Retailing	**$9.0M**	↑ 7.7%	↑ 8.4%	**$103.1M**	↑ 7.7%	↑ 6.8%	**1.00x**	**99.3%**	
Supermarkets	$5.8M	↑ 6.4%	↑ 8.7%	$67.6M	↑ 6.6%	↑ 6.3%	1.00x	98.7%	$8.5M
Groceries and Other Food Retailing	$3.2M	↑ 10.1%	↑ 7.5%	$35.5M	↑ 9.7%	↑ 8.4%	1.00x	98.1%	$5.2M
Household	**$8.9M**	↑ 2.0%	↑ 5.4%	**$105.1M**	↑ 7.6%	↑ 8.6%	**1.00x**	**99.5%**	
Insurance	$3.3M	↑ 6.3%	↑ 4.1%	$36.5M	↑ 7.6%	↑ 6.9%	1.01x	65.6%	
Electricity, Gas and Water Supply	$1.2M	↑ 5.6%	↑ 12.6%	$15.4M	↑ 11.8%	↑ 14.3%	0.97x	49.8%	
Telecommunication Services	$1.1M	↓ -3.7%	↑ 6.7%	$13.1M	↑ 3.9%	↑ 8.6%	0.96x	76.0%	
Personal Services	$1.0M	↑ 7.5%	↑ 10.0%	$11.5M	↑ 13.8%	↑ 10.9%	1.04x	84.0%	
Motor Vehicle Services	$887K	↑ 5.4%	↑ 1.1%	$9.9M	↑ 8.2%	↑ 8.6%	1.23x	70.8%	
Pet Care	$570K	↑ 15.1%	↑ 10.9%	$6.2M	↑ 17.4%	↑ 10.8%	1.18x	43.8%	
Fitness	$246K	↓ -33.8%	↑ 1.4%	$3.3M	↓ -1.7%	↑ 5.4%	0.81x	52.2%	
School Education	$218K	↓ -33.5%	↓ -3.0%	$3.5M	↓ -3.4%	↑ 8.1%	0.73x	25.6%	
Public Services	$212K	↑ 26.5%	↓ -7.1%	$2.7M	↑ 7.6%	↓ -0.4%	1.14x	60.8%	
Computer Services	$102K	↑ 46.6%	↑ 22.5%	$1.1M	↓ -14.5%	↑ 15.0%	0.98x	23.5%	
Childcare Services	$68K	↓ -36.0%	↓ -4.1%	$930K	↓ -18.2%	↑ 3.9%	0.53x	3.4%	
Charities	$67K	↓ -35.0%	↓ -11.4%	$1.1M	↑ 5.2%	↑ 3.1%	1.00x	32.3%	
Tourism and Entertainment	**$5.7M**	↑ 10.2%	↑ 10.9%	**$65.8M**	↑ 11.5%	↑ 11.5%	**1.01x**	**99.6%**	
Restaurants	$1.4M	↑ 13.9%	↑ 13.0%	$15.7M	↑ 4.3%	↑ 10.5%	1.03x	95.2%	$5.5M
Cafes	$932K	↑ 5.3%	↑ 5.1%	$10.7M	↑ 11.2%	↑ 5.7%	1.03x	93.7%	$3.0M
Pubs, Taverns and Bars	$927K	↑ 7.7%	↑ 12.6%	$10.6M	↑ 17.7%	↑ 8.6%	1.10x	87.3%	$4.1M
Attractions, Events and Recreation	$686K	↑ 14.9%	↑ 4.9%	$8.4M	↑ 22.2%	↑ 10.6%	0.97x	76.9%	$2.3M
Takeaway and Fast Food Outlets	$651K	↑ 9.1%	↑ 8.3%	$7.1M	↑ 7.2%	↑ 7.0%	0.98x	92.6%	$2.2M
Online Entertainment	$623K	↑ 26.1%	↑ 8.7%	$6.8M	↑ 20.0%	↑ 16.1%	1.02x	74.2%	
Breweries and Wineries	$394K	↓ -2.9%	↑ 1.1%	$4.9M	↑ 6.3%	↑ 9.7%	3.07x	67.3%	$1.0M
Food Delivery Services	$119K	↓ -10.9%	↑ 43.8%	$1.4M	↑ 1.9%	↑ 49.4%	0.52x	23.1%	
Private Transport	**$4.2M**	↑ 19.8%	↑ 22.3%	**$46.1M**	↑ 10.9%	↑ 12.2%	**1.01x**	**97.8%**	**$10.3M**
Accommodation	**$1.0M**	↓ -20.7%	↑ 2.9%	**$14.9M**	↓ -2.6%	↑ 2.9%	**1.20x**	**69.9%**	

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 October 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 October 2026?

Top 5 Clothing & Accessories

Brand	Affinity	Penetration
Gazman	4.70x	10.0%
Ghanda Clothing	3.18x	17.9%
Rip Curl	1.59x	4.1%
Sportsgirl	1.59x	10.0%
Just Jeans	1.52x	8.8%

Top 5 Food Retailing

Brand	Affinity	Penetration
Bunbury Farmers Market	>30x	65.7%
Liquor Stax	28.50x	47.0%
Liquor Barons	10.75x	16.6%
The Good Grocer	6.85x	18.0%
The Jerky Co	2.07x	3.1%

Top 5 Eating and Drinking Out

Brand	Affinity	Penetration
Chicken Treat	9.21x	19.5%
Dome Cafe	5.69x	21.6%
Miss Maud	2.85x	5.6%
Jamaica Blue	2.24x	14.4%
Zambrero	2.18x	20.6%

Top 5 General Retail

Brand	Affinity	Penetration
Perth Duty Free	10.16x	10.7%
Red Dot	8.12x	31.5%
Depop	1.59x	5.1%
Kmart	0.99x	77.4%
Temu	0.98x	21.2%

Top 5 Homewares and Appliances

Brand	Affinity	Penetration
Beacon Lighting	2.46x	5.9%
Adairs	2.44x	14.1%
House	1.91x	14.6%
Harvey Norman	1.90x	4.1%
The Good Guys	1.89x	24.6%

Top 5 Personal Services

Brand	Affinity	Penetration
Priceline	3.06x	19.7%
Price Attack	2.91x	5.8%
Adore Beauty	1.14x	2.4%
Just Cuts	0.89x	3.5%
Aesop	0.89x	1.2%

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

#

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City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month: October 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 October 2026?

Annual spend
$1.30B
↑ 7.4% .vs last year
↑ 6.6% Regional WA

Annual customers
888K
↑ 1.3% .vs last year

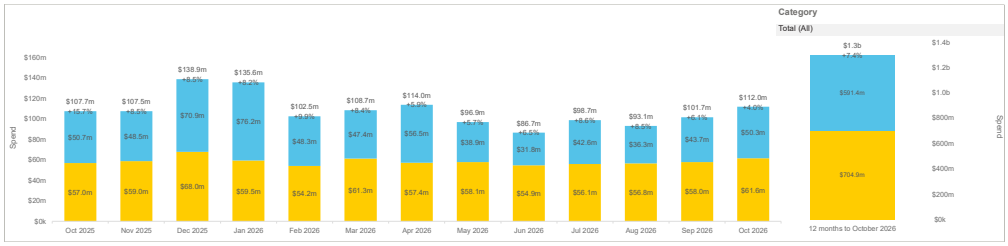
Annual visitor spend
$591.4M
46% of total spend within City of Busselton during October 2026 are from Visitors

Annual visitors
844K
95% of total customers within City of Busselton during October 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 October 2026 versus the past year and Regional WA for the City of Busselton location?

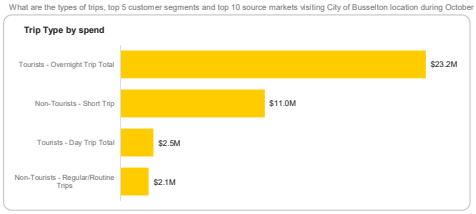
Focal metric: Customers

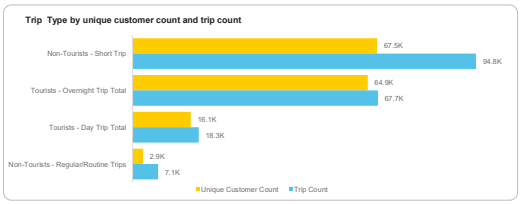
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth
Total	**181.0K**	**↓ -0.7%**	**144.9K**	**↓ -1.3%**	**36.1K**	**↑ 1.9%**	**887.6K**	**↑ 1.3%**	**843.8K**	**↑ 1.2%**	**43.8K**	**↑ 2.9%**
Tourism and Entertainment	**125.3K**	**↓ -0.5%**	**95.8K**	**↓ -0.7%**	**29.5K**	**↑ 0.3%**	**680.8K**	**↑ 1.0%**	**638.6K**	**↑ 0.8%**	**42.3K**	**↑ 3.3%**
Cafes	59.3K	↑ 5.6%	41.0K	↑ 8.9%	18.3K	↓ -1.2%	331.7K	↑ 4.5%	295.9K	↑ 4.5%	35.8K	↑ 4.0%
Restaurants	45.8K	↑ 5.9%	31.1K	↑ 6.3%	14.7K	↑ 5.2%	272.6K	↓ -7.4%	238.1K	↓ -8.6%	34.4K	↑ 2.3%
Takeaway and Fast Food Outlets	44.6K	↓ -5.7%	26.7K	↓ -9.0%	17.9K	↓ -0.2%	239.4K	↓ -4.1%	204.0K	↓ -5.0%	35.4K	↑ 1.8%
Pubs, Taverns and Bars	34.7K	↑ 10.1%	22.5K	↑ 14.8%	12.3K	↑ 2.5%	213.9K	↑ 5.8%	182.5K	↑ 6.1%	31.4K	↑ 4.4%
Breweries and Wineries	22.0K	↓ -26.8%	18.2K	↓ -26.0%	3.8K	↓ -30.1%	250.9K	↑ 3.1%	229.1K	↑ 3.7%	21.7K	↓ -2.5%
Attractions, Events and Recreation	21.3K	↓ -12.1%	17.5K	↓ -13.0%	3.9K	↓ -7.8%	187.1K	↑ 1.9%	169.9K	↑ 2.4%	17.2K	↓ -2.6%
Food Retailing	**117.2K**	**↑ 4.4%**	**82.5K**	**↑ 5.3%**	**34.7K**	**↑ 2.4%**	**560.8K**	**↑ 2.7%**	**517.3K**	**↑ 2.6%**	**43.4K**	**↑ 2.9%**
Groceries and Other Food Retailing	91.1K	↑ 8.6%	62.3K	↑ 10.5%	28.8K	↑ 4.7%	447.6K	↑ 4.0%	405.6K	↑ 4.1%	41.9K	↑ 3.0%
Supermarkets	80.5K	↑ 1.2%	47.3K	↑ 0.6%	33.2K	↑ 2.2%	374.2K	↑ 1.2%	331.2K	↑ 1.0%	43.0K	↑ 2.9%
Discretionary Retail	**77.3K**	**↑ 1.5%**	**44.5K**	**↑ 0.3%**	**32.8K**	**↑ 3.0%**	**325.1K**	**↑ 3.4%**	**282.3K**	**↑ 3.5%**	**42.7K**	**↑ 2.7%**
Other Discretionary Retail	64.8K	↑ 4.1%	33.7K	↑ 4.5%	31.1K	↑ 3.7%	254.9K	↑ 5.7%	212.6K	↑ 6.3%	42.3K	↑ 3.0%
Department Stores, Clothing & Accessories	41.6K	↓ -1.8%	21.4K	↓ -5.1%	20.2K	↑ 1.8%	198.4K	↓ -0.2%	159.0K	↓ -0.8%	39.3K	↑ 2.2%
Private Transport	**60.4K**	**↓ -1.9%**	**35.6K**	**↓ -3.0%**	**24.8K**	**↓ -0.3%**	**300.8K**	**↑ 1.4%**	**260.9K**	**↑ 1.1%**	**39.9K**	**↑ 3.1%**
Accommodation - Online	**16.3K**	**↓ -7.8%**	**15.9K**	**↓ -7.7%**	**300**	**↓ -10.4%**	**154.6K**	**↑ 0.8%**	**152.1K**	**↑ 0.6%**	**2.5K**	**↑ 12.0%**
Accommodation - Instore	**10.4K**	**↓ -9.5%**	**8.6K**	**↓ -10.1%**	**1.8K**	**↓ -6.4%**	**92.0K**	**↓ -1.0%**	**80.5K**	**↓ -2.5%**	**11.5K**	**↑ 10.5%**

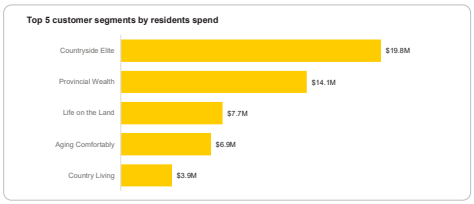
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.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

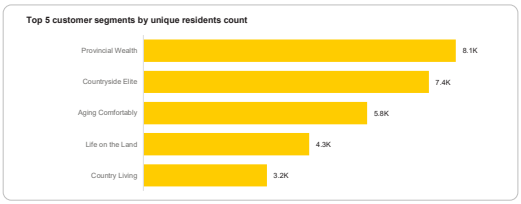
Trip Type, customer segments and source markets

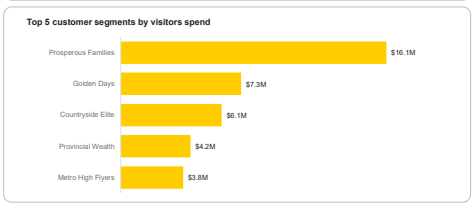
What are the types of trips, top 5 customer segments and top 10 source markets visiting City of Busselton location during October 2026?

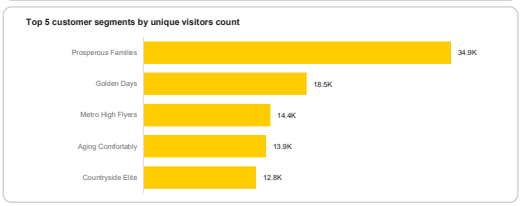


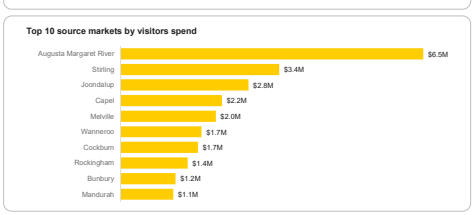


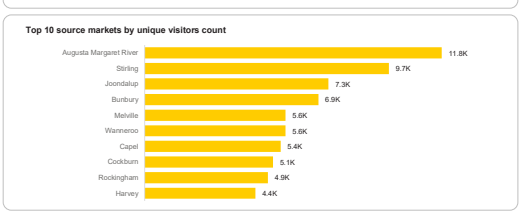












See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

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City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month: October 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 October 2026?

Annual spend
$1.30B
↑ 7.4% .vs last year
↑ 6.6% Regional WA

Annual customers
888K
↑ 1.3% .vs last year

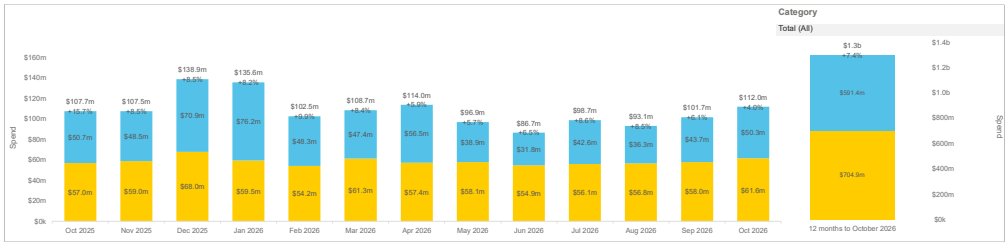
Annual visitor spend
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46% of total spend within City of Busselton during October 2026 are from Visitors

Annual visitors
844K
95% of total customers within City of Busselton during October 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 October 2026 versus the past year and Regional WA for the City of Busselton location?

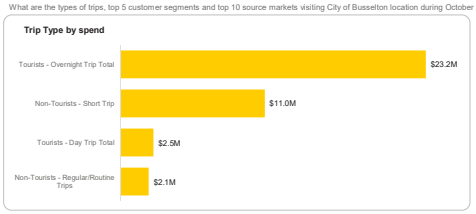
Focal metric: Spend

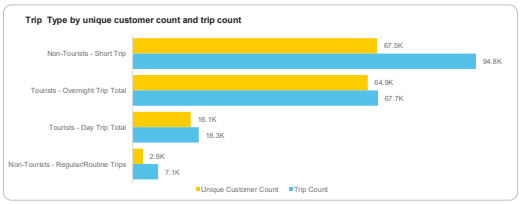
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth
Total	**$112.0M**	**↑ 4.0%** **↑ 6.5%**	**$50.3M**	**↓ -0.7%**	**$61.6M**	**↑ 8.1%**	**$1.30B**	**↑ 7.4%** **↑ 6.6%**	**$591.4M**	**↑ 5.2%**	**$704.9M**	**↑ 9.3%**
Food Retailing	**$35.2M**	**↑ 8.5%** **↑ 7.8%**	**$11.0M**	**↑ 8.6%**	**$24.2M**	**↑ 8.4%**	**$405.9M**	**↑ 7.1%** **↑ 6.3%**	**$126.5M**	**↑ 6.8%**	**$279.3M**	**↑ 7.3%**
Supermarkets	$21.5M	↑ 4.2% ↑ 7.9%	$4.9M	↑ 2.0%	$16.6M	↑ 5.0%	$254.5M	↑ 4.5% ↑ 5.8%	$59.9M	↑ 3.2%	$194.6M	↑ 5.0%
Groceries and Other Food Retailing	$13.7M	↑ 15.9% ↑ 7.3%	$6.1M	↑ 14.6%	$7.6M	↑ 16.9%	$151.3M	↑ 11.8% ↑ 7.8%	$66.6M	↑ 10.2%	$84.7M	↑ 13.1%
Discretionary Retail	**$23.6M**	**↑ 2.6%** **↑ 4.1%**	**$7.7M**	**↓ -7.3%**	**$15.8M**	**↑ 8.3%**	**$278.2M**	**↑ 9.6%** **↑ 6.7%**	**$96.6M**	**↑ 7.7%**	**$181.6M**	**↑ 10.5%**
Other Discretionary Retail	$17.7M	↑ 5.5% ↑ 4.4%	$5.2M	↓ -3.1%	$12.5M	↑ 9.6%	$203.4M	↑ 11.9% ↑ 6.6%	$63.1M	↑ 11.4%	$140.2M	↑ 12.1%
Department Stores, Clothing & Accessories	$5.8M	↓ -5.2% ↑ 3.1%	$2.5M	↓ -14.8%	$3.3M	↑ 3.7%	$74.9M	↑ 3.6% ↑ 6.7%	$33.5M	↑ 1.4%	$41.4M	↑ 5.4%
Tourism and Entertainment	**$19.4M**	**↑ 2.3%** **↑ 6.1%**	**$12.2M**	**↑ 0.5%**	**$7.1M**	**↑ 5.6%**	**$225.4M**	**↑ 4.9%** **↑ 5.0%**	**$142.7M**	**↑ 2.5%**	**$82.8M**	**↑ 9.5%**
Cafes	$4.2M	↑ 7.1% ↑ 4.3%	$2.5M	↑ 10.9%	$1.7M	↑ 1.9%	$47.7M	↑ 12.9% ↑ 3.1%	$28.0M	↑ 9.6%	$19.7M	↑ 18.0%
Restaurants	$4.1M	↑ 4.9% ↑ 7.5%	$2.7M	↑ 1.6%	$1.4M	↑ 11.8%	$45.6M	↓ -8.7% ↑ 5.0%	$30.0M	↓ -13.4%	$15.5M	↑ 2.0%
Pubs, Taverns and Bars	$3.9M	↑ 19.1% ↑ 9.6%	$2.3M	↑ 24.3%	$1.7M	↑ 12.6%	$43.2M	↑ 15.2% ↑ 6.2%	$24.2M	↑ 14.5%	$19.0M	↑ 16.1%
Breweries and Wineries	$2.9M	↓ -13.9% ↓ -8.2%	$2.5M	↓ -12.7%	$406.0K	↓ -20.6%	$41.3M	↑ 3.8% ↑ 3.2%	$34.6M	↑ 4.2%	$6.8M	↑ 1.6%
Takeaway and Fast Food Outlets	$2.7M	↑ 1.7% ↑ 5.1%	$1.2M	↓ -0.9%	$1.5M	↑ 3.7%	$30.3M	↑ 3.8% ↑ 5.3%	$13.3M	↑ 2.7%	$16.9M	↑ 4.7%
Attractions, Events and Recreation	$1.6M	↓ -13.3% ↑ 4.0%	$1.1M	↓ -21.4%	$463.0K	↑ 16.0%	$17.3M	↑ 7.3% ↑ 5.7%	$12.6M	↑ 7.2%	$4.8M	↑ 7.8%
Private Transport	**$11.8M**	**↑ 30.6%** **↑ 27.0%**	**$4.6M**	**↑ 29.4%**	**$7.3M**	**↑ 31.4%**	**$121.8M**	**↑ 16.5%** **↑ 11.9%**	**$46.8M**	**↑ 17.1%**	**$74.9M**	**↑ 16.0%**
Accommodation - Online	**$8.1M**	**↓ -9.5%** **↑ 3.6%**	**$8.0M**	**↓ -9.3%**	**$153.0K**	**↓ -20.7%**	**$97.4M**	**↑ 1.0%** **↑ 5.5%**	**$95.8M**	**↑ 1.2%**	**$1.5M**	**↓ -7.0%**
Accommodation - Instore	**$2.8M**	**↓ -20.3%** **↓ -11.3%**	**$2.5M**	**↓ -19.5%**	**$285.0K**	**↓ -27.2%**	**$34.0M**	**↓ -0.7%** **↓ -7.1%**	**$30.0M**	**↓ -9.4%**	**$4.0M**	**↓ -3.3%**

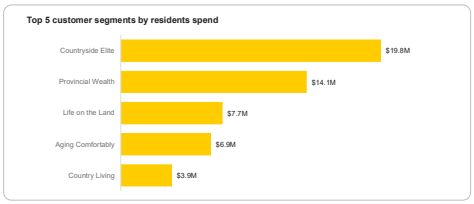
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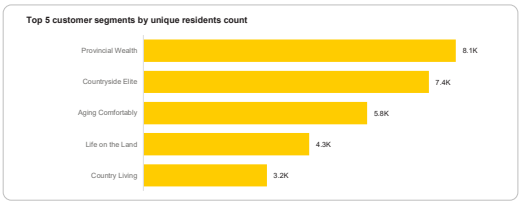
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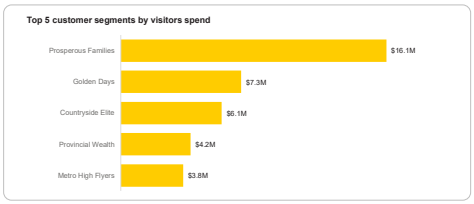
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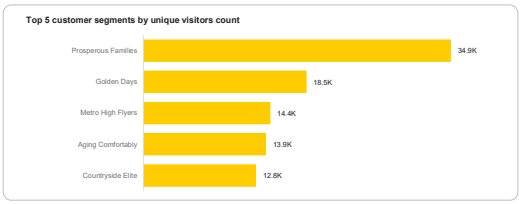


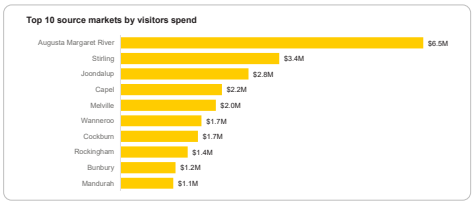


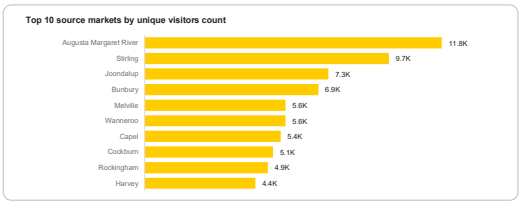












See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

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City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month: October 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 October 2026?

Annual spend
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Annual customers
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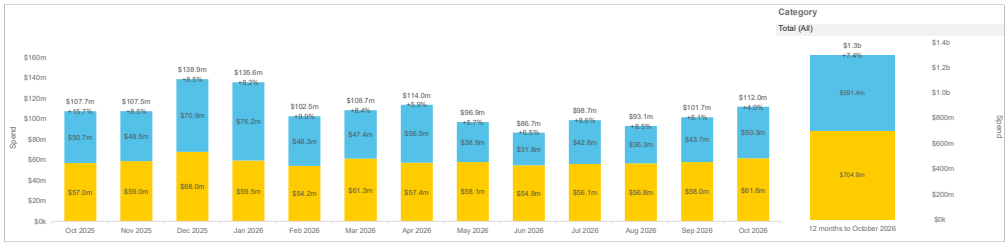
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Trends

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



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Local Business Resident Spend | **Visitor Spend on Local Business**

Key categories for Visitors and Residents

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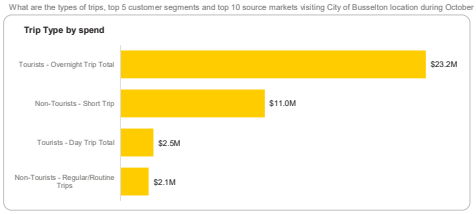
Focal metric: Spend per Customer

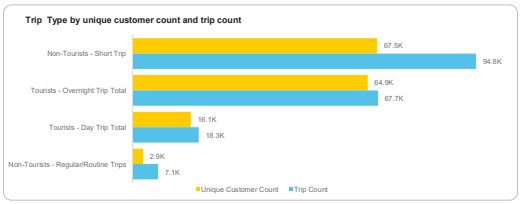
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	**$618.40**	↑ 4.7%	**$347.30**	↑ 0.7%	**$1707.30**	↑ 6.0%	**$1460.40**	↑ 6.0%	**$700.90**	↑ 3.9%	**$16.1K**	↑ 6.2%
Food Retailing	**$300.60**	↑ 3.9%	**$133.50**	↑ 3.1%	**$697.40**	↑ 6.0%	**$723.70**	↑ 4.4%	**$244.60**	↑ 4.0%	**$6.4K**	↑ 4.3%
Supermarkets	$267.20	↑ 3.0%	$104.20	↑ 1.4%	$499.20	↑ 2.7%	$680.20	↑ 3.3%	$180.80	↑ 2.2%	$4.5K	↑ 2.0%
Groceries and Other Food Retailing	$150.70	↑ 6.7%	$97.80	↑ 3.7%	$265.00	↑ 11.6%	$338.20	↑ 7.5%	$164.30	↑ 5.9%	$2021.30	↑ 9.7%
Discretionary Retail	**$304.90**	↑ 1.2%	**$173.70**	↓ -7.6%	**$482.90**	↑ 5.1%	**$855.90**	↑ 6.0%	**$342.20**	↑ 4.1%	**$4.2K**	↑ 7.6%
Other Discretionary Retail	$273.60	↑ 1.3%	$154.60	↓ -7.3%	$402.40	↑ 5.7%	$797.90	↑ 5.8%	$297.10	↑ 4.8%	$3.3K	↑ 8.9%
Department Stores, Clothing & Accessories	$140.20	↓ -3.4%	$117.70	↓ -10.2%	$164.20	↑ 1.9%	$377.50	↑ 3.8%	$210.40	↑ 2.2%	$1052.80	↑ 3.2%
Tourism and Entertainment	**$154.50**	↑ 2.8%	**$127.60**	↑ 1.2%	**$241.80**	↑ 5.3%	**$331.10**	↑ 3.9%	**$223.40**	↑ 1.6%	**$1957.00**	↑ 6.0%
Cafes	$70.30	↑ 1.4%	$60.90	↑ 1.8%	$91.30	↑ 3.1%	$143.70	↑ 8.1%	$94.50	↑ 4.8%	$550.40	↑ 13.4%
Restaurants	$90.10	↓ -1.0%	$87.80	↓ -4.4%	$95.10	↑ 6.3%	$167.30	↓ -1.4%	$126.20	↓ -5.2%	$451.50	↓ -0.3%
Pubs, Taverns and Bars	$113.00	↑ 8.1%	$100.30	↑ 8.3%	$136.20	↑ 9.9%	$202.20	↑ 8.9%	$132.60	↑ 7.9%	$606.80	↑ 11.3%
Breweries and Wineries	$129.90	↑ 17.5%	$134.70	↑ 18.0%	$106.90	↑ 13.6%	$164.80	↑ 0.6%	$151.00	↑ 0.5%	$310.80	↑ 4.2%
Takeaway and Fast Food Outlets	$60.10	↑ 7.7%	$43.00	↑ 8.9%	$85.70	↑ 3.9%	$126.40	↑ 8.2%	$65.30	↑ 8.1%	$478.40	↑ 2.8%
Attractions, Events and Recreation	$74.50	↓ -1.4%	$64.60	↓ -9.7%	$118.80	↑ 25.8%	$92.60	↑ 5.3%	$73.90	↑ 4.6%	$277.60	↑ 10.6%
Private Transport	**$196.00**	↑ 33.1%	**$128.50**	↑ 33.4%	**$292.90**	↑ 31.7%	**$404.80**	↑ 14.9%	**$179.50**	↑ 15.8%	**$1878.50**	↑ 12.6%
Accommodation - Online	**$500.00**	↓ -1.9%	**$500.50**	↓ -1.7%	**$475.40**	↓ -11.5%	**$629.80**	↑ 0.2%	**$630.00**	↑ 0.5%	**$622.70**	↓ -16.9%
Accommodation - Instore	**$264.20**	↓ -12.0%	**$287.10**	↓ -10.4%	**$156.20**	↓ -22.2%	**$369.00**	↑ 0.3%	**$372.20**	↑ 2.2%	**$346.40**	↓ -12.5%

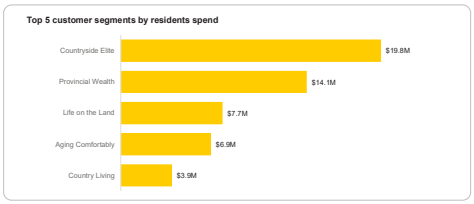
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New: Accommodation - Online --- Attributed expenditure. See FAQ for more information

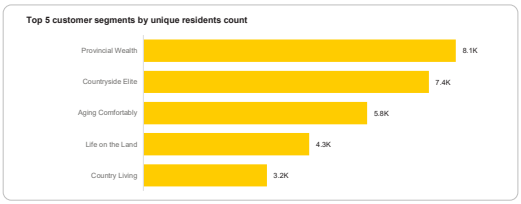
Trip Type, customer segments and source markets

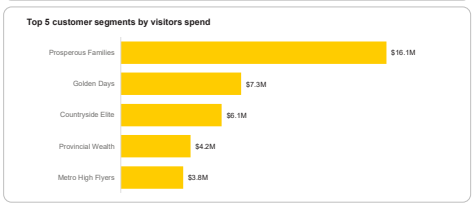
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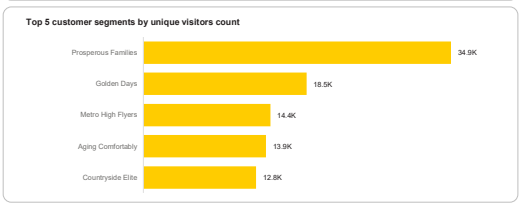


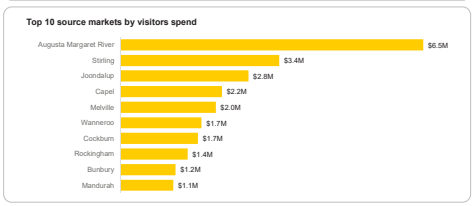


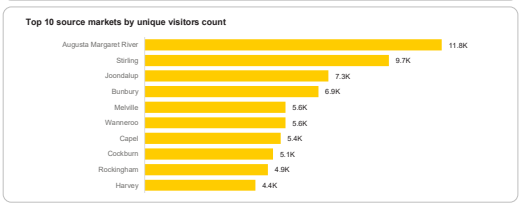












See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

#

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City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month: October 2026

Spend location: Busselton

Overview

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

Annual spend
$544.2M
↑ 9.6% .vs last year
↑ 6.6% Regional WA

Annual customers
570K
↑ 1.4% .vs last year

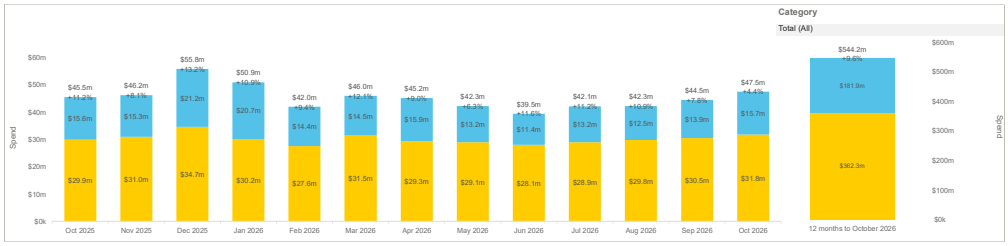
Annual visitor spend
$181.9M
33% of total spend within Busselton during October 2026 are from Visitors

Annual visitors
527K
92% of total customers within Busselton during October 2026 are from Visitors

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Trends

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



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Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

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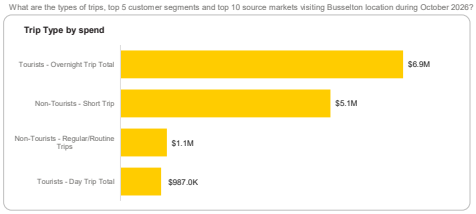
Focal metric: Spend per Customer

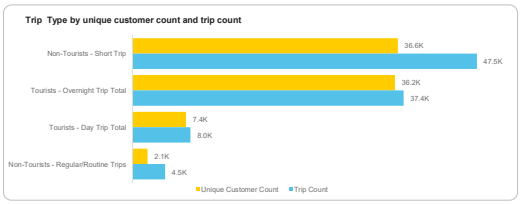
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	**$418.10**	↑ 6.0%	**$196.70**	↑ 3.6%	**$945.80**	↑ 5.2%	**$955.50**	↑ 8.1%	**$345.50**	↑ 7.6%	**$8.4K**	↑ 7.2%
Discretionary Retail	**$267.30**	↑ 3.8%	**$164.70**	↓ -3.4%	**$362.40**	↑ 6.1%	**$811.30**	↑ 11.8%	**$318.10**	↑ 9.0%	**$2725.10**	↑ 12.7%
Other Discretionary Retail	$250.80	↑ 2.5%	$156.20	↓ -5.6%	$328.30	↑ 6.0%	$798.10	↑ 11.1%	$308.90	↑ 8.0%	$2342.60	↑ 14.6%
Department Stores, Clothing & Accessories	$127.50	↑ 5.7%	$113.80	↑ 2.4%	$137.80	↑ 7.0%	$284.30	↑ 7.6%	$165.20	↑ 8.5%	$541.30	↑ 3.0%
Food Retailing	**$232.50**	↑ 4.7%	**$103.40**	↑ 5.4%	**$381.70**	↑ 4.8%	**$600.80**	↑ 1.9%	**$167.40**	↑ 0.5%	**$2912.60**	↑ 2.9%
Supermarkets	$220.00	↑ 3.2%	$92.80	↑ 2.1%	$334.40	↑ 3.8%	$602.70	↑ 2.9%	$149.80	↑ 2.4%	$2430.40	↑ 1.4%
Groceries and Other Food Retailing	$104.10	↑ 7.7%	$72.40	↑ 6.0%	$136.30	↑ 9.6%	$245.20	↑ 2.6%	$107.50	↓ -1.7%	$731.40	↑ 6.8%
Tourism and Entertainment	**$101.00**	↓ -0.1%	**$79.30**	↓ -4.2%	**$150.20**	↑ 3.7%	**$198.90**	↑ 5.4%	**$121.60**	↑ 4.2%	**$982.90**	↑ 5.2%
Cafes	$58.50	↑ 2.4%	$50.80	↑ 3.4%	$70.80	↑ 3.0%	$117.40	↑ 6.6%	$73.50	↑ 4.9%	$336.90	↑ 9.0%
Pubs, Taverns and Bars	$105.70	↑ 4.7%	$87.40	↑ 5.3%	$129.90	↑ 6.6%	$191.40	↑ 4.2%	$108.20	↑ 4.3%	$478.10	↑ 4.2%
Restaurants	$67.30	↑ 7.6%	$64.30	↑ 7.8%	$72.70	↑ 8.6%	$106.10	↑ 4.9%	$76.20	↑ 6.8%	$231.80	↑ 1.3%
Takeaway and Fast Food Outlets	$48.40	↑ 8.7%	$37.50	↑ 10.0%	$60.00	↑ 6.6%	$98.90	↑ 11.0%	$52.50	↑ 11.1%	$256.60	↑ 8.6%
Private Transport	**$174.00**	↑ 31.1%	**$119.00**	↑ 31.4%	**$235.50**	↑ 32.3%	**$365.30**	↑ 16.3%	**$162.30**	↑ 16.3%	**$1157.40**	↑ 14.6%
Accommodation - Instore	**$262.00**	↓ -0.4%	**$281.90**	↓ -7.8%	**$213.50**	↑ 22.8%	**$323.30**	↑ 11.5%	**$318.00**	↑ 30.7%	**$343.60**	↓ -26.7%

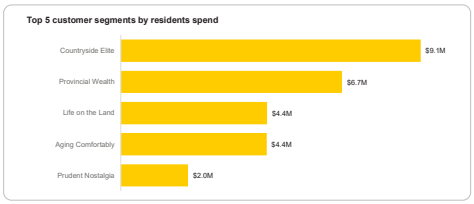
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New: Accommodation - Online --- Attributed expenditure, See FAQ for more information

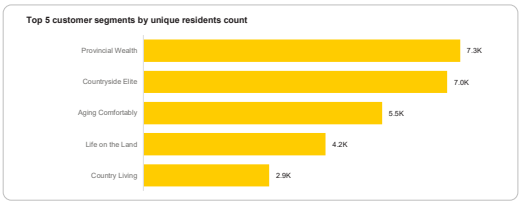
Trip Type, customer segments and source markets

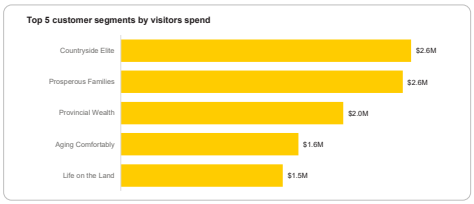
What are the types of trips, top 5 customer segments and top 10 source markets visiting Busselton location during October 2026?

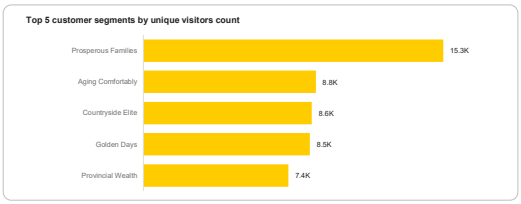


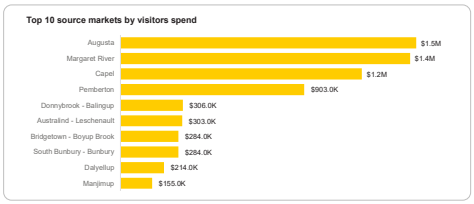


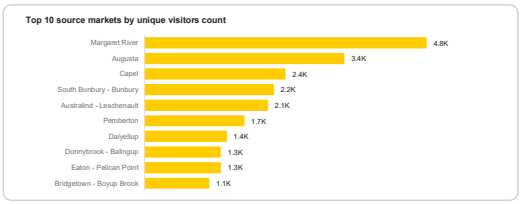












See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

#

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City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month: October 2026

Spend location: Busselton

Overview

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

Annual spend
$544.2M
↑ 9.6% .vs last year
↑ 6.6% Regional WA

Annual customers
570K
↑ 1.4% .vs last year

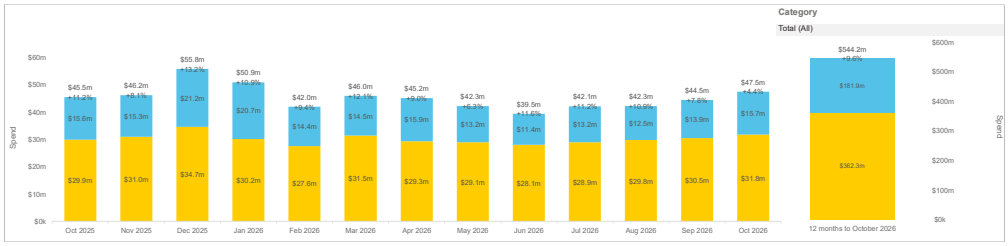
Annual visitor spend
$181.9M
33% of total spend within Busselton during October 2026 are from Visitors

Annual visitors
527K
92% of total customers within Busselton during October 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 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 October 2026 versus the past year and Regional WA for the Busselton location?

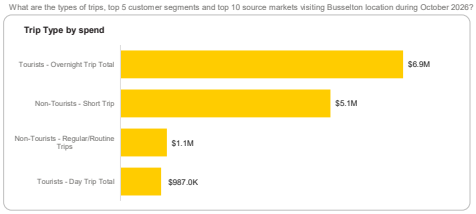
Focal metric: Spend

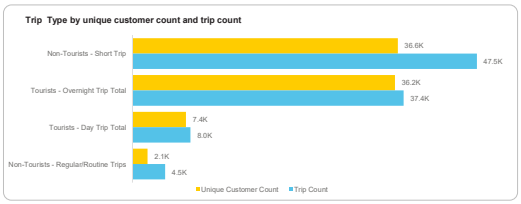
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth
Total	**$47.5M**	**↑ 4.4%** **↑ 6.5%**	**$15.7M**	**↑ 1.0%**	**$31.8M**	**↑ 6.2%**	**$544.2M**	**↑ 9.6%** **↑ 6.6%**	**$181.9M**	**↑ 9.0%**	**$362.3M**	**↑ 9.9%**
Discretionary Retail	**$14.2M**	**↑ 3.4%** **↑ 4.1%**	**$4.2M**	**↓ -5.8%**	**$10.0M**	**↑ 7.9%**	**$163.0M**	**↑ 13.9%** **↑ 6.7%**	**$50.8M**	**↑ 10.9%**	**$112.2M**	**↑ 15.3%**
Other Discretionary Retail	$12.0M	↑ 4.6% ↑ 4.4%	$3.4M	↓ -3.9%	$8.7M	↑ 8.4%	$134.9M	↑ 16.5% ↑ 6.6%	$39.7M	↑ 14.0%	$95.2M	↑ 17.6%
Department Stores, Clothing & Accessories	$2.2M	↓ -2.6% ↑ 3.1%	$851.0K	↓ -12.8%	$1.4M	↑ 5.1%	$28.1M	↑ 2.8% ↑ 6.7%	$11.2M	↑ 1.1%	$17.0M	↑ 3.9%
Food Retailing	**$12.7M**	**↑ 6.6%** **↑ 7.8%**	**$3.0M**	**↑ 7.5%**	**$9.6M**	**↑ 6.3%**	**$148.6M**	**↑ 4.4%** **↑ 6.3%**	**$34.9M**	**↑ 3.0%**	**$113.7M**	**↑ 4.8%**
Supermarkets	$9.4M	↑ 3.9% ↑ 7.9%	$1.9M	↑ 3.2%	$7.5M	↑ 4.1%	$111.6M	↑ 3.1% ↑ 5.8%	$22.2M	↑ 2.2%	$89.4M	↑ 3.3%
Groceries and Other Food Retailing	$3.3M	↑ 15.1% ↑ 7.3%	$1.1M	↑ 15.3%	$2.1M	↑ 14.9%	$37.0M	↑ 8.4% ↑ 7.8%	$12.6M	↑ 4.4%	$24.4M	↑ 10.5%
Tourism and Entertainment	**$7.2M**	**↓ -3.3%** **↑ 6.1%**	**$3.9M**	**↓ -8.9%**	**$3.3M**	**↑ 4.3%**	**$85.8M**	**↑ 6.1%** **↑ 5.0%**	**$47.8M**	**↑ 4.7%**	**$38.0M**	**↑ 8.0%**
Cafes	$1.8M	↑ 7.7% ↑ 4.3%	$985.0K	↑ 12.9%	$861.0K	↑ 2.3%	$20.9M	↑ 13.6% ↑ 3.1%	$10.9M	↑ 11.9%	$10.0M	↑ 15.4%
Pubs, Taverns and Bars	$1.8M	↑ 16.7% ↑ 9.6%	$863.0K	↑ 24.3%	$966.0K	↑ 10.6%	$19.4M	↑ 6.7% ↑ 6.2%	$8.5M	↑ 6.8%	$10.9M	↑ 6.7%
Restaurants	$1.5M	↑ 33.9% ↑ 7.5%	$949.0K	↑ 43.9%	$590.0K	↑ 20.5%	$14.2M	↑ 3.7% ↑ 5.0%	$8.2M	↑ 5.2%	$6.0M	↑ 1.6%
Takeaway and Fast Food Outlets	$975.0K	↑ 8.2% ↑ 5.1%	$392.0K	↑ 6.8%	$584.0K	↑ 9.2%	$11.0M	↑ 9.4% ↑ 5.3%	$4.5M	↑ 8.7%	$6.5M	↑ 10.0%
Private Transport	**$5.8M**	**↑ 25.8%** **↑ 27.0%**	**$2.1M**	**↑ 28.6%**	**$3.7M**	**↑ 24.3%**	**$60.8M**	**↑ 17.2%** **↑ 11.9%**	**$21.5M**	**↑ 16.6%**	**$39.3M**	**↑ 17.5%**
Accommodation - Instore	**$395.0K**	**↑ 11.6%** **↓ -11.3%**	**$302.0K**	**↑ 8.4%**	**$93.0K**	**↑ 23.4%**	**$4.6M**	**↑ 95.9%** **↓ -7.1%**	**$3.6M**	**↑ 130.0%**	**$1.0M**	**↑ 28.2%**

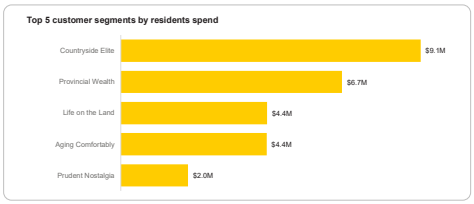
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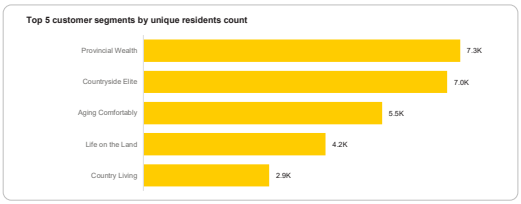
Trip Type, customer segments and source markets

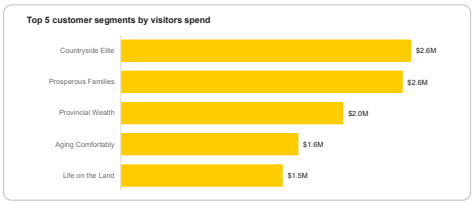
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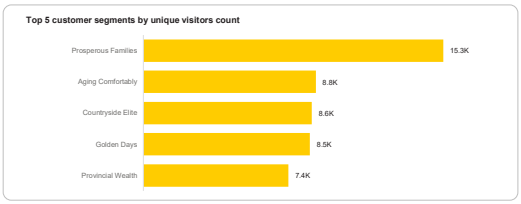


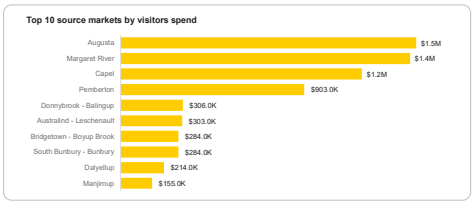


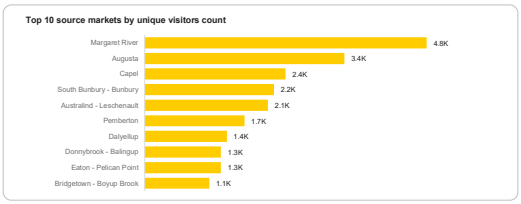












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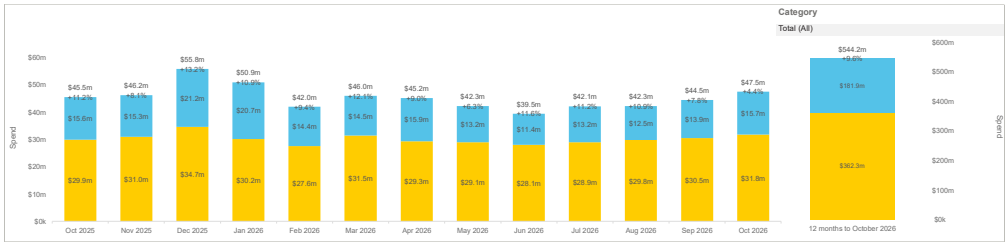
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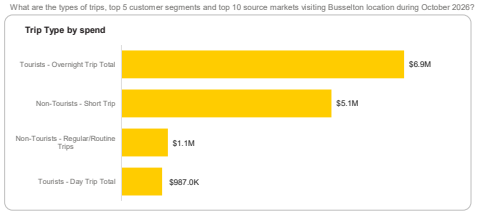
Focal metric: Customers

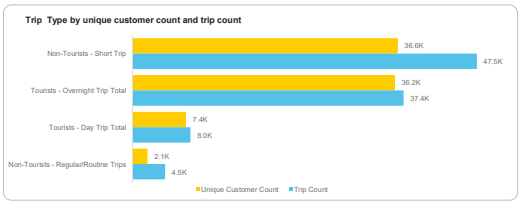
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth
Total	**113.6K**	**↓ -1.5%**	**80.0K**	**↓ -2.5%**	**33.6K**	**↑ 1.0%**	**569.5K**	**↑ 1.4%**	**526.5K**	**↑ 1.3%**	**43.0K**	**↑ 2.5%**
Tourism and Entertainment	**71.5K**	**↓ -3.2%**	**49.5K**	**↓ -4.8%**	**21.9K**	**↑ 0.5%**	**431.6K**	**↑ 0.7%**	**392.9K**	**↑ 0.5%**	**38.7K**	**↑ 2.7%**
Cafes	31.6K	↑ 5.2%	19.4K	↑ 9.2%	12.2K	↓ -0.7%	178.3K	↑ 6.5%	148.6K	↑ 6.7%	29.8K	↑ 5.9%
Restaurants	22.9K	↑ 24.5%	14.7K	↑ 33.5%	8.1K	↑ 10.9%	133.9K	↓ -1.1%	108.2K	↓ -1.5%	25.7K	↑ 0.3%
Takeaway and Fast Food Outlets	20.2K	↓ -0.4%	10.4K	↓ -2.9%	9.7K	↑ 2.4%	111.0K	↓ -1.4%	85.8K	↓ -2.2%	25.2K	↑ 1.3%
Pubs, Taverns and Bars	17.3K	↑ 11.5%	9.9K	↑ 18.1%	7.4K	↑ 3.8%	101.4K	↑ 2.4%	78.6K	↑ 2.5%	22.8K	↑ 2.4%
Food Retailing	**54.5K**	**↑ 1.7%**	**29.2K**	**↑ 2.0%**	**25.3K**	**↑ 1.4%**	**247.4K**	**↑ 2.4%**	**208.3K**	**↑ 2.5%**	**39.1K**	**↑ 1.9%**
Supermarkets	42.7K	↑ 0.6%	20.2K	↑ 1.1%	22.5K	↑ 0.2%	185.2K	↑ 0.2%	148.4K	↓ -0.2%	36.8K	↑ 1.9%
Groceries and Other Food Retailing	31.4K	↑ 6.8%	15.8K	↑ 8.7%	15.6K	↑ 4.9%	151.0K	↑ 5.6%	117.7K	↑ 6.2%	33.3K	↑ 3.5%
Discretionary Retail	**53.3K**	**↓ -0.4%**	**25.6K**	**↓ -2.5%**	**27.6K**	**↑ 1.7%**	**201.0K**	**↑ 1.9%**	**159.8K**	**↑ 1.7%**	**41.2K**	**↑ 2.3%**
Other Discretionary Retail	47.9K	↑ 2.0%	21.6K	↑ 1.8%	26.3K	↑ 2.2%	169.0K	↑ 4.8%	128.4K	↑ 5.6%	40.7K	↑ 2.6%
Department Stores, Clothing & Accessories	17.4K	↓ -7.8%	7.5K	↓ -14.8%	9.9K	↓ -1.8%	99.0K	↓ -4.5%	67.6K	↓ -6.8%	31.4K	↑ 0.8%
Private Transport	**33.6K**	**↓ -4.0%**	**17.7K**	**↓ -2.2%**	**15.8K**	**↓ -6.0%**	**166.4K**	**↑ 0.7%**	**132.4K**	**↑ 0.3%**	**33.9K**	**↑ 2.5%**
Accommodation - Instore	**1.5K**	**↑ 12.1%**	**1.1K**	**↑ 17.6%**	**400**	**↑ 0.5%**	**14.3K**	**↑ 75.7%**	**11.3K**	**↑ 76.0%**	**2.9K**	**↑ 74.9%**

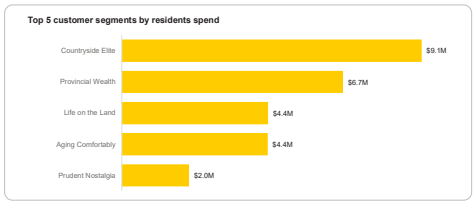
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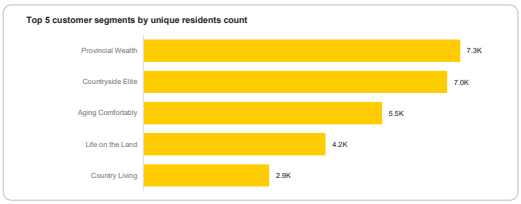
Trip Type, customer segments and source markets

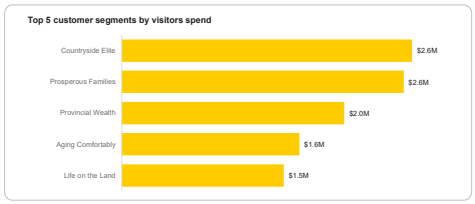
What are the types of trips, top 5 customer segments and top 10 source markets visiting Busselton location during October 2026?

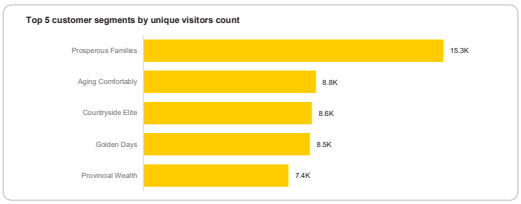


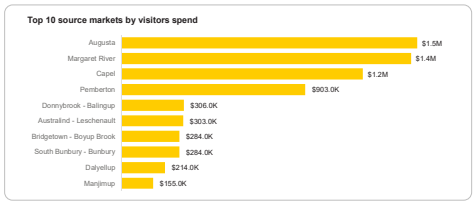


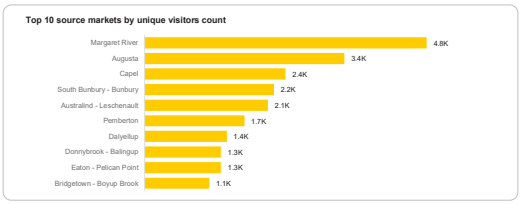












See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

#

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City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month: October 2026

Spend location: Dunsborough

Overview

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

Annual spend
$300.2M
↑ 4.9% .vs last year
↑ 6.6% Regional WA

Annual customers
528K
↑ 1.1% .vs last year

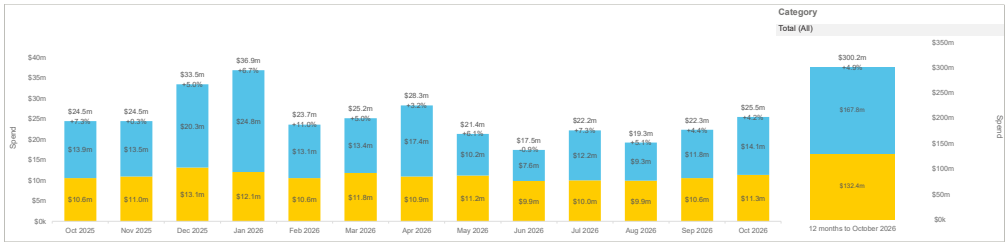
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$167.8M
56% of total spend within Dunsborough during October 2026 are from Visitors

Annual visitors
493K
93% of total customers within Dunsborough during October 2026 are from Visitors

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Trends

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



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend | **Visitor Spend on Local Business**

Key categories for Visitors and Residents

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

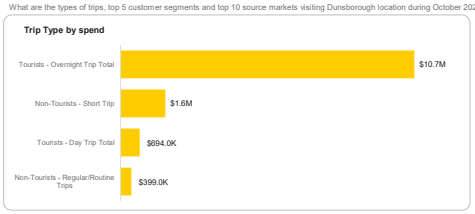
Focal metric: Spend per Customer

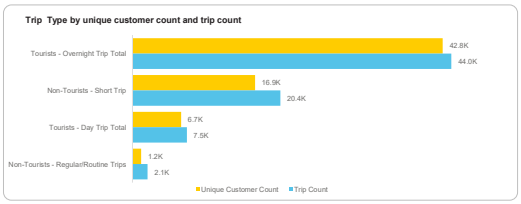
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	**$299.80**	**↑ 2.0%**	**$208.70**	**→ 0.0%**	**$657.10**	**↑ 3.3%**	**$568.60**	**↑ 3.7%**	**$340.20**	**↑ 1.4%**	**$3.8K**	**↑ 4.5%**
Tourism and Entertainment	**$151.70**	**↑ 7.6%**	**$144.60**	**↑ 6.3%**	**$178.90**	**↑ 11.5%**	**$260.80**	**↑ 2.3%**	**$212.10**	**→ 0.0%**	**$858.50**	**↑ 7.8%**
Breweries and Wineries	$134.70	↑ 1.6%	$137.40	↑ 1.6%	$116.30	↑ 1.0%	$173.40	↓ -6.0%	$164.80	↓ -6.5%	$263.70	↑ 0.9%
Restaurants	$103.10	↓ -1.4%	$104.10	↓ -3.1%	$100.70	↑ 4.6%	$171.80	↓ -1.5%	$142.00	↓ -5.4%	$383.60	↑ 1.0%
Cafes	$72.10	↑ 4.5%	$66.70	↑ 3.5%	$88.70	↑ 8.5%	$121.60	↑ 5.8%	$93.80	↑ 3.8%	$354.10	↑ 10.0%
Pubs, Taverns and Bars	$106.20	↑ 9.9%	$101.70	↑ 9.7%	$116.90	↑ 10.8%	$163.00	↑ 12.3%	$128.00	↑ 8.9%	$388.40	↑ 20.3%
Attractions, Events and Recreation	$90.70	↑ 32.7%	$91.80	↑ 36.3%	$80.90	↑ 0.7%	$81.00	↑ 12.6%	$80.00	↑ 13.0%	$94.70	↑ 8.8%
Takeaway and Fast Food Outlets	$50.30	↑ 41.0%	$47.50	↑ 38.5%	$54.20	↑ 39.9%	$56.50	↑ 16.0%	$43.00	↑ 12.2%	$113.90	↑ 13.0%
Food Retailing	**$170.80**	**↑ 3.4%**	**$89.70**	**↑ 3.3%**	**$413.10**	**↑ 2.9%**	**$311.30**	**↑ 4.5%**	**$135.50**	**↑ 4.1%**	**$2241.50**	**↑ 1.9%**
Supermarkets	$192.60	↑ 2.7%	$84.10	↑ 0.3%	$378.90	↑ 1.3%	$377.20	↑ 4.5%	$126.60	↑ 3.2%	$2265.50	↑ 4.4%
Groceries and Other Food Retailing	$82.30	↑ 6.2%	$63.50	↑ 5.8%	$140.10	↑ 6.6%	$135.60	↑ 4.7%	$87.20	↑ 4.8%	$622.00	↑ 1.0%
Discretionary Retail	**$158.00**	**↓ -6.0%**	**$127.20**	**↓ -12.6%**	**$201.30**	**↓ -0.1%**	**$327.90**	**↑ 0.5%**	**$197.20**	**↓ -1.7%**	**$1023.50**	**↑ 3.5%**
Other Discretionary Retail	$136.70	↑ 3.1%	$96.60	↑ 4.4%	$186.20	↑ 3.0%	$282.40	↑ 2.7%	$141.30	↑ 3.7%	$929.20	↑ 2.8%
Department Stores, Clothing & Accessories	$168.60	↓ -16.0%	$175.50	↓ -19.3%	$153.40	↓ -3.3%	$252.50	↓ -3.3%	$220.80	↓ -5.5%	$384.50	↑ 1.8%
Private Transport	**$151.40**	**↑ 29.1%**	**$104.50**	**↑ 28.2%**	**$201.20**	**↑ 28.2%**	**$263.30**	**↑ 11.3%**	**$115.00**	**↑ 13.3%**	**$882.70**	**↑ 6.2%**
Accommodation - Instore	**$260.00**	**↓ -23.0%**	**$260.10**	**↓ -22.9%**	**$257.20**	**↓ -24.7%**	**$375.60**	**↓ -3.1%**	**$378.30**	**↑ 0.9%**	**$337.30**	**↓ -44.4%**

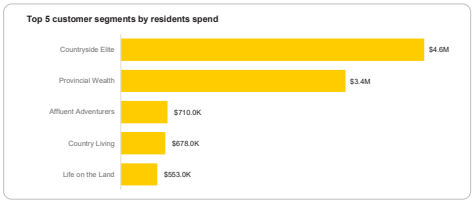
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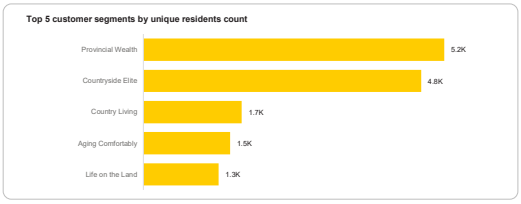
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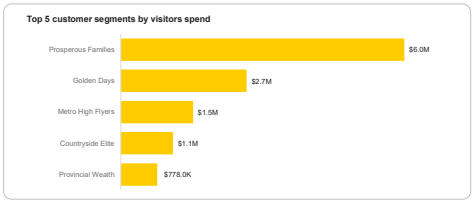
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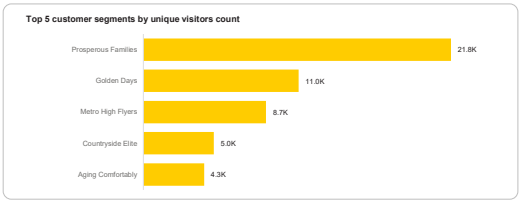


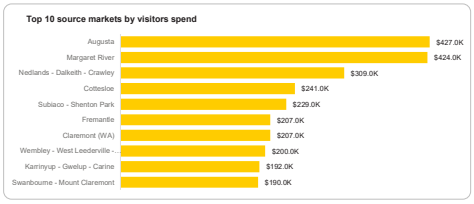


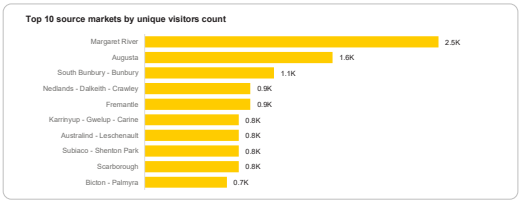












See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

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City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month: October 2026

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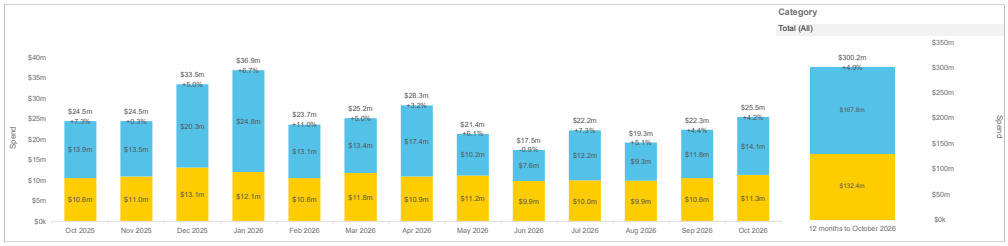
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Local Business Resident Spend | **Visitor Spend on Local Business**

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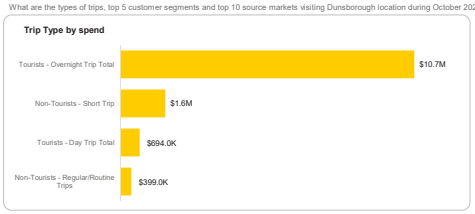
Focal metric: Spend

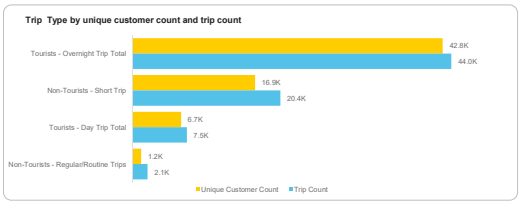
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth
Total	**$25.5M**	**↑ 4.2%**	**↑ 6.5%**	**$14.1M**	**↑ 1.7%**	**$11.3M**	**↑ 7.5%**	**$300.2M**	**↑ 4.9%**	**↑ 6.6%**	**$167.8M**	**↑ 2.4%**	**$132.4M**	**↑ 8.2%**
Tourism and Entertainment	**$9.0M**	**↑ 8.4%**	**↑ 6.1%**	**$6.8M**	**↑ 6.9%**	**$2.2M**	**↑ 13.1%**	**$103.9M**	**↑ 2.6%**	**↑ 5.0%**	**$78.1M**	**↑ 0.1%**	**$25.8M**	**↑ 11.2%**
Breweries and Wineries	$2.4M	↑ 20.7%	↓ -8.2%	$2.2M	↑ 21.5%	$274.0K	↑ 15.3%	$27.5M	↑ 7.8%	↑ 3.2%	$23.9M	↑ 8.5%	$3.6M	↑ 3.4%
Restaurants	$2.2M	↓ -8.1%	↑ 7.5%	$1.6M	↓ -13.8%	$626.0K	↑ 10.3%	$27.4M	↓ -16.0%	↑ 5.0%	$19.8M	↓ -20.9%	$7.5M	↑ 0.4%
Cafes	$2.0M	↑ 15.3%	↑ 4.3%	$1.4M	↑ 17.0%	$600.0K	↑ 11.6%	$21.8M	↑ 7.7%	↑ 3.1%	$15.1M	↑ 5.5%	$6.8M	↑ 12.9%
Pubs, Taverns and Bars	$1.6M	↑ 20.7%	↑ 9.6%	$1.1M	↑ 22.9%	$522.0K	↑ 16.3%	$18.5M	↑ 23.8%	↑ 6.2%	$12.6M	↑ 20.0%	$5.9M	↑ 32.7%
Attractions, Events and Recreation	$415.0K	↓ -11.7%	↑ 4.0%	$379.0K	↓ -11.3%	$36.0K	↓ -15.2%	$4.9M	↑ 17.7%	↑ 5.7%	$4.5M	↑ 18.2%	$404.0K	↑ 12.5%
Takeaway and Fast Food Outlets	$313.0K	↓ -3.7%	↑ 5.1%	$171.0K	↓ -20.3%	$142.0K	↑ 28.4%	$3.8M	↑ 0.3%	↑ 5.3%	$2.3M	↓ -5.8%	$1.4M	↑ 12.0%
Food Retailing	**$8.9M**	**↑ 9.7%**	**↑ 7.8%**	**$3.5M**	**↑ 9.4%**	**$5.4M**	**↑ 9.9%**	**$102.3M**	**↑ 7.1%**	**↑ 6.3%**	**$40.8M**	**↑ 6.4%**	**$61.5M**	**↑ 7.6%**
Supermarkets	$5.5M	↑ 5.9%	↑ 7.9%	$1.5M	↑ 1.8%	$4.0M	↑ 7.6%	$65.9M	↑ 6.9%	↑ 5.8%	$19.5M	↑ 5.6%	$46.4M	↑ 7.5%
Groceries and Other Food Retailing	$3.4M	↑ 16.5%	↑ 7.3%	$2.0M	↑ 16.1%	$1.4M	↑ 17.1%	$36.4M	↑ 7.5%	↑ 7.8%	$21.3M	↑ 7.1%	$15.1M	↑ 8.0%
Discretionary Retail	**$3.1M**	**↓ -6.0%**	**↑ 4.1%**	**$1.4M**	**↓ -14.3%**	**$1.6M**	**↑ 3.1%**	**$40.4M**	**↑ 6.6%**	**↑ 6.7%**	**$20.4M**	**↑ 4.5%**	**$19.9M**	**↑ 8.9%**
Other Discretionary Retail	$2.3M	↑ 7.9%	↑ 4.4%	$893.0K	↑ 10.7%	$1.4M	↑ 6.2%	$27.3M	↑ 10.6%	↑ 6.6%	$11.2M	↑ 12.0%	$16.1M	↑ 9.7%
Department Stores, Clothing & Accessories	$764.0K	↓ -32.1%	↑ 3.1%	$545.0K	↓ -37.5%	$219.0K	↓ -13.5%	$13.1M	↓ -0.8%	↑ 6.7%	$9.2M	↓ -3.2%	$3.9M	↑ 5.4%
Private Transport	**$1.9M**	**↑ 26.8%**	**↑ 27.0%**	**$670.0K**	**↑ 23.2%**	**$1.2M**	**↑ 28.9%**	**$19.9M**	**↑ 8.6%**	**↑ 11.9%**	**$7.0M**	**↑ 9.6%**	**$12.9M**	**↑ 8.1%**
Accommodation - Instore	**$1.1M**	**↓ -29.6%**	**↓ -11.3%**	**$1.0M**	**↓ -28.2%**	**$59.0K**	**↓ -47.5%**	**$14.0M**	**↓ -6.7%**	**↓ -7.1%**	**$13.2M**	**↓ -3.8%**	**$822.0K**	**↓ -36.7%**

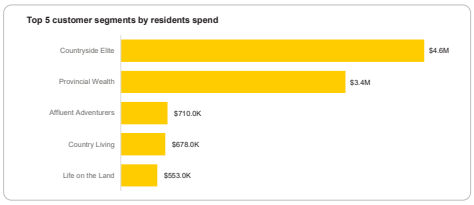
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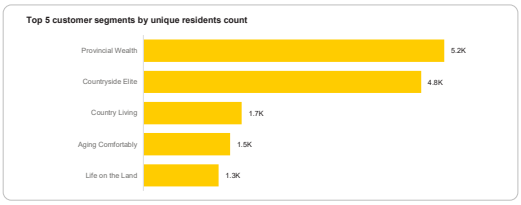
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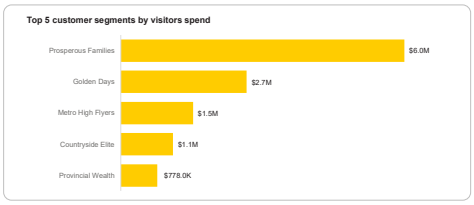
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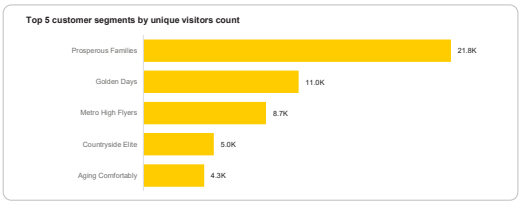


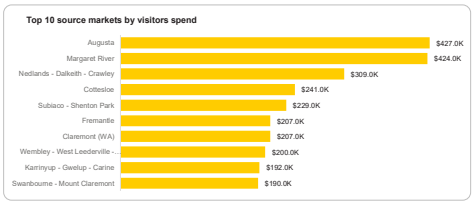


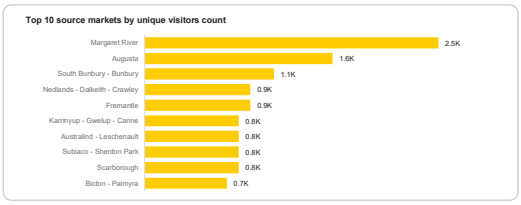












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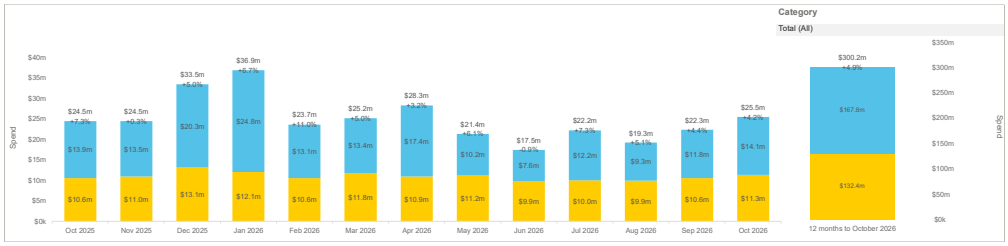
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93% of total customers within Dunsborough during October 2026 are from Visitors

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Trends

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



Data is up to last complete Monday to Sunday week.

Local Business Resident Spend

Visitor Spend on Local Business

Key categories for Visitors and Residents

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

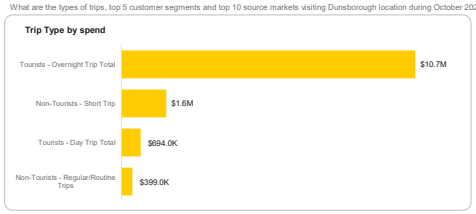
Focal metric: Customers

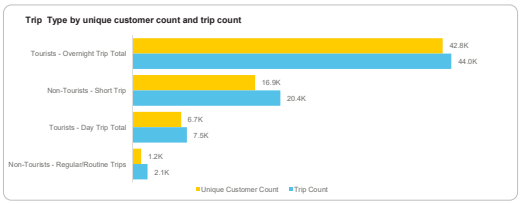
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth
Total	**85.0K**	↑ 2.2%	**67.7K**	↑ 1.7%	**17.3K**	↑ 4.1%	**527.9K**	↑ 1.1%	**493.1K**	↑ 0.9%	**34.8K**	↑ 3.5%
Tourism and Entertainment	**59.0K**	↑ 0.7%	**46.7K**	↑ 0.5%	**12.3K**	↑ 1.5%	**398.3K**	↑ 0.3%	**368.3K**	↑ 0.1%	**30.0K**	↑ 3.1%
Cafes	27.3K	↑ 10.4%	20.6K	↑ 13.1%	6.8K	↑ 2.9%	179.5K	↑ 1.8%	160.4K	↑ 1.7%	19.2K	↑ 2.6%
Restaurants	21.5K	↓ -6.8%	15.3K	↓ -11.1%	6.2K	↑ 5.4%	159.2K	↓ -14.7%	139.5K	↓ -16.4%	19.7K	↓ -0.6%
Breweries and Wineries	18.1K	↑ 18.9%	15.7K	↑ 19.6%	2.4K	↑ 14.2%	158.7K	↑ 14.7%	144.9K	↑ 16.1%	13.8K	↑ 2.4%
Pubs, Taverns and Bars	15.1K	↑ 9.8%	10.6K	↑ 12.0%	4.5K	↑ 4.9%	113.5K	↑ 10.2%	98.3K	↑ 10.1%	15.3K	↑ 10.3%
Takeaway and Fast Food Outlets	6.2K	↓ -31.7%	3.6K	↓ -42.4%	2.6K	↓ -8.2%	66.6K	↓ -13.5%	53.9K	↓ -16.1%	12.6K	↓ -0.9%
Attractions, Events and Recreation	4.6K	↓ -33.4%	4.1K	↓ -34.9%	400	↓ -15.8%	60.5K	↑ 4.5%	56.2K	↑ 4.6%	4.3K	↑ 3.4%
Food Retailing	**52.3K**	↑ 6.1%	**39.1K**	↑ 5.9%	**13.1K**	↑ 6.8%	**328.7K**	↑ 2.5%	**301.3K**	↑ 2.2%	**27.4K**	↑ 5.6%
Groceries and Other Food Retailing	41.4K	↑ 9.7%	31.3K	↑ 9.7%	10.1K	↑ 9.8%	268.6K	↑ 2.7%	244.2K	↑ 2.3%	24.3K	↑ 6.9%
Supermarkets	28.7K	↑ 3.1%	18.1K	↑ 1.4%	10.5K	↑ 6.2%	174.7K	↑ 2.3%	154.3K	↑ 2.3%	20.5K	↑ 3.0%
Discretionary Retail	**19.3K**	↑ 0.1%	**11.3K**	↓ -2.0%	**8.0K**	↑ 3.1%	**123.2K**	↑ 6.1%	**103.7K**	↑ 6.3%	**19.5K**	↑ 5.2%
Other Discretionary Retail	16.7K	↑ 4.7%	9.2K	↑ 6.0%	7.5K	↑ 3.1%	96.6K	↑ 7.7%	79.3K	↑ 7.9%	17.3K	↑ 6.8%
Department Stores, Clothing & Accessories	4.5K	↓ -19.2%	3.1K	↓ -22.6%	1.4K	↓ -10.6%	51.9K	↑ 2.6%	41.8K	↑ 2.3%	10.1K	↑ 3.6%
Private Transport	**12.5K**	↓ -1.8%	**6.4K**	↓ -3.9%	**6.1K**	↑ 0.5%	**75.6K**	↓ -2.4%	**61.0K**	↓ -3.3%	**14.6K**	↑ 1.7%
Accommodation - Instore	**4.2K**	↓ -8.6%	**3.9K**	↓ -6.9%	**200**	↓ -30.2%	**37.4K**	↓ -3.7%	**35.0K**	↓ -4.7%	**2.4K**	↑ 13.9%

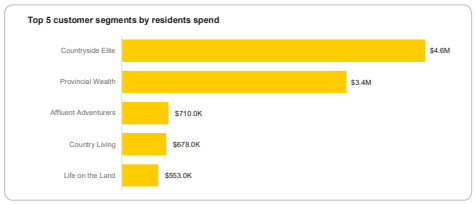
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.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

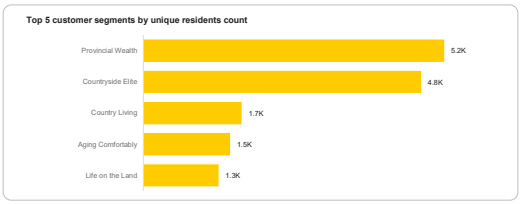
Trip Type, customer segments and source markets

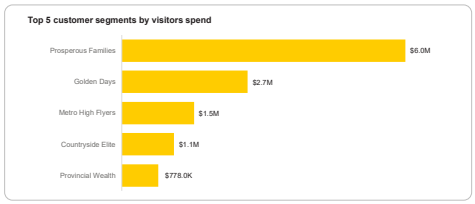
What are the types of trips, top 5 customer segments and top 10 source markets visiting Dunsborough location during October 2026?

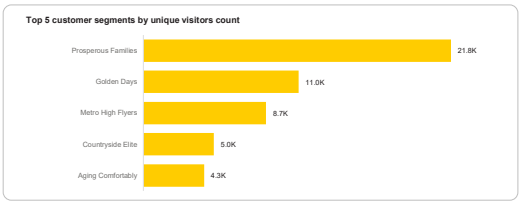


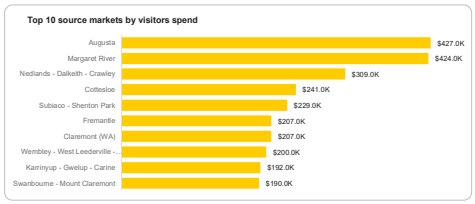


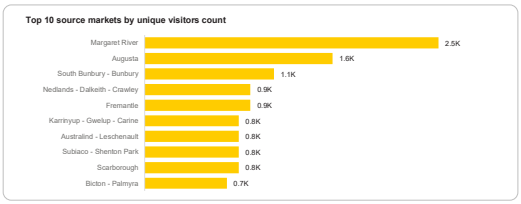












See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

#

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City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month: October 2026

Spend location: West Busselton

Overview

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

Annual spend
$351.8M
↑ 8.1% .vs last year
↑ 6.6% Regional WA

Annual customers
484K
↑ 1.7% .vs last year

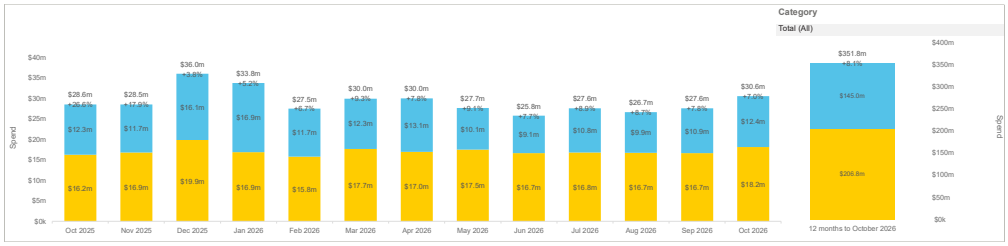
Annual visitor spend
$145.0M
41% of total spend within West Busselton during October 2026 are from Visitors

Annual visitors
441K
91% of total customers within West Busselton during October 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 West 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 October 2026 versus the past year and Regional WA for the West Busselton location?

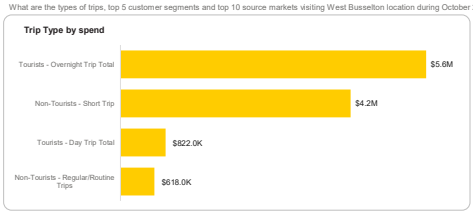
Focal metric: Customers

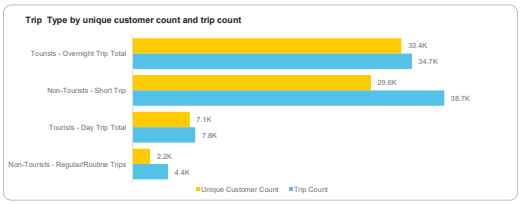
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth	Customers	YoY Growth vs Regional WA	Customers	Growth	Customers	Growth
Total	**103.4K**	**↓ -0.9%**	**70.9K**	**↓ -2.4%**	**32.5K**	**↑ 2.5%**	**483.5K**	**↑ 1.7%**	**440.5K**	**↑ 1.6%**	**43.0K**	**↑ 3.0%**
Food Retailing	**62.4K**	**↑ 6.1%**	**36.1K**	**↑ 9.3%**	**26.3K**	**↑ 1.9%**	**267.0K**	**↑ 4.6%**	**226.9K**	**↑ 4.8%**	**40.2K**	**↑ 2.6%**
Groceries and Other Food Retailing	45.7K	↑ 12.7%	26.1K	↑ 17.0%	19.5K	↑ 7.4%	203.0K	↑ 6.7%	167.0K	↑ 7.6%	36.0K	↑ 2.6%
Supermarkets	37.9K	↓ -1.0%	16.8K	↓ -1.8%	21.1K	↓ -0.4%	156.9K	↓ -0.3%	120.1K	↓ -0.8%	36.8K	↑ 1.7%
Tourism and Entertainment	**42.9K**	**↓ -3.3%**	**25.4K**	**↓ -3.4%**	**17.5K**	**↓ -3.0%**	**216.1K**	**↑ 1.8%**	**180.5K**	**↑ 1.5%**	**35.7K**	**↑ 3.4%**
Takeaway and Fast Food Outlets	28.2K	↓ -3.0%	15.5K	↓ -2.9%	12.7K	↓ -3.2%	141.2K	↓ -1.4%	110.8K	↓ -2.4%	30.4K	↑ 2.3%
Cafes	9.8K	↓ -14.8%	4.7K	↓ -13.9%	5.1K	↓ -15.6%	60.6K	↑ 11.1%	41.8K	↑ 12.8%	18.8K	↑ 7.5%
Restaurants	6.8K	↑ 9.4%	3.4K	↑ 18.4%	3.4K	↑ 1.7%	37.7K	↑ 11.8%	23.2K	↑ 12.4%	14.5K	↑ 10.8%
Breweries and Wineries	1.8K	↑ 18.8%	1.2K	↑ 7.4%	600	↑ 49.4%	13.8K	↑ 6.2%	10.0K	↑ 4.7%	3.7K	↑ 10.7%
Discretionary Retail	**41.8K**	**↑ 5.7%**	**19.2K**	**↑ 6.9%**	**22.6K**	**↑ 4.8%**	**162.0K**	**↑ 2.8%**	**122.2K**	**↑ 2.9%**	**39.8K**	**↑ 2.6%**
Private Transport	**27.5K**	**↑ 0.4%**	**15.2K**	**↓ -3.5%**	**12.3K**	**↑ 5.6%**	**151.6K**	**↑ 5.4%**	**122.9K**	**↑ 5.5%**	**28.7K**	**↑ 4.7%**
Accommodation - Instore	**4.9K**	**↓ -16.0%**	**3.7K**	**↓ -19.3%**	**1.2K**	**↓ -3.9%**	**45.6K**	**↓ -9.4%**	**37.5K**	**↓ -11.9%**	**8.1K**	**↑ 4.5%**

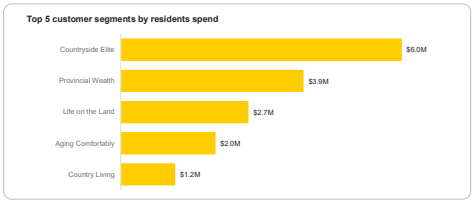
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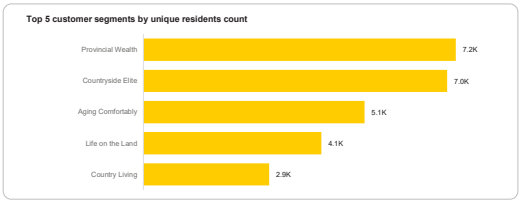
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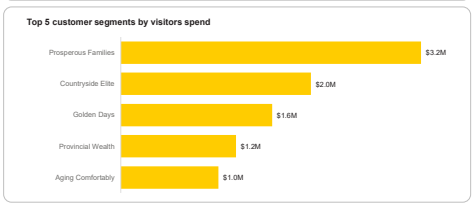
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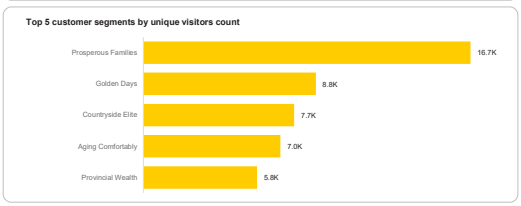


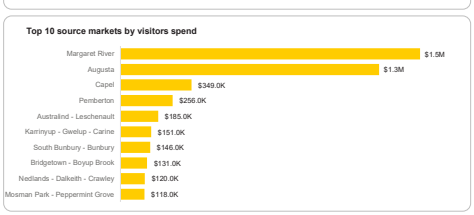


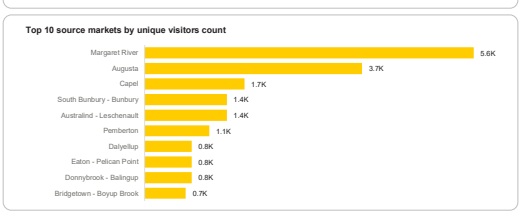












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#

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City of Busselton

Resident | **Business** | Events | Visitor | Leakage

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↑ 8.1% .vs last year
↑ 6.6% Regional WA

Annual customers
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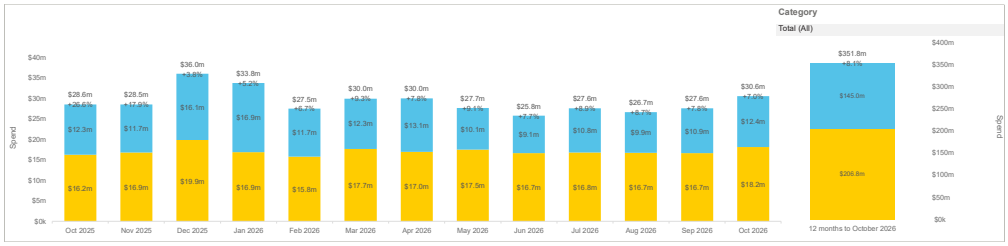
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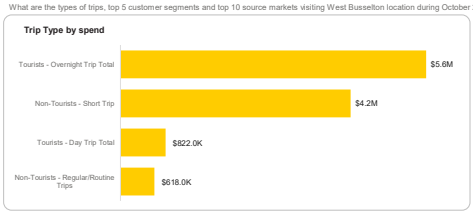
Focal metric: Spend

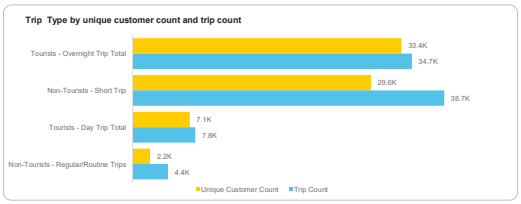
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth	Spend	YoY Growth vs Regional WA	Spend	Growth	Spend	Growth
Total	**$30.6M**	**↑ 7.0%**	**↑ 6.5%**	**$12.4M**	**↑ 0.7%**	**$18.2M**	**↑ 11.9%**	**$351.8M**	**↑ 8.1%**	**↑ 6.6%**	**$145.0M**	**↑ 6.6%**	**$206.8M**	**↑ 9.1%**
Food Retailing	**$13.6M**	**↑ 9.6%**	**↑ 7.8%**	**$4.5M**	**↑ 8.9%**	**$9.2M**	**↑ 10.0%**	**$154.7M**	**↑ 9.9%**	**↑ 6.3%**	**$50.7M**	**↑ 9.8%**	**$103.9M**	**↑ 10.0%**
Groceries and Other Food Retailing	$7.0M	↑ 16.2%	↑ 7.3%	$2.9M	↑ 13.7%	$4.1M	↑ 18.1%	$77.6M	↑ 15.7%	↑ 7.8%	$32.6M	↑ 14.8%	$45.1M	↑ 16.4%
Supermarkets	$6.6M	↑ 3.4%	↑ 7.9%	$1.5M	↑ 0.6%	$5.1M	↑ 4.3%	$77.0M	↑ 4.7%	↑ 5.8%	$18.1M	↑ 1.9%	$58.9M	↑ 5.6%
Discretionary Retail	**$6.3M**	**↑ 5.4%**	**↑ 4.1%**	**$2.1M**	**↓ -4.8%**	**$4.2M**	**↑ 11.3%**	**$74.8M**	**↑ 2.6%**	**↑ 6.7%**	**$25.3M**	**↑ 4.4%**	**$49.5M**	**↑ 1.7%**
Private Transport	**$4.1M**	**↑ 40.1%**	**↑ 27.0%**	**$1.8M**	**↑ 32.8%**	**$2.3M**	**↑ 46.3%**	**$41.1M**	**↑ 19.6%**	**↑ 11.9%**	**$18.3M**	**↑ 20.9%**	**$22.8M**	**↑ 18.6%**
Tourism and Entertainment	**$3.0M**	**↓ -2.0%**	**↑ 6.1%**	**$1.5M**	**↓ -0.1%**	**$1.5M**	**↓ -3.7%**	**$34.0M**	**↑ 8.9%**	**↑ 8.0%**	**$16.3M**	**↑ 7.8%**	**$17.7M**	**↑ 9.9%**
Takeaway and Fast Food Outlets	$1.4M	↓ -1.6%	↑ 5.1%	$586.0K	↑ 1.2%	$801.0K	↓ -3.6%	$15.5M	↑ 0.7%	↑ 5.3%	$6.5M	↑ 1.9%	$9.0M	↓ -0.2%
Restaurants	$374.0K	↓ -0.4%	↑ 7.5%	$191.0K	↑ 5.3%	$182.0K	↓ -5.7%	$4.0M	↑ 9.8%	↑ 5.0%	$2.0M	↑ 10.3%	$2.0M	↑ 9.3%
Cafes	$352.0K	↓ -25.0%	↑ 4.3%	$141.0K	↓ -32.1%	$211.0K	↓ -19.5%	$4.9M	↑ 39.1%	↑ 3.1%	$2.0M	↑ 32.3%	$2.9M	↑ 44.3%
Breweries and Wineries	$203.0K	↑ 27.3%	↓ -8.2%	$154.0K	↑ 17.1%	$49.0K	↑ 74.3%	$1.8M	↑ 2.1%	↑ 3.2%	$1.3M	↑ 0.6%	$497.0K	↑ 6.2%
Accommodation - Instore	**$1.3M**	**↓ -18.4%**	**↓ -11.3%**	**$1.2M**	**↓ -16.0%**	**$133.0K**	**↓ -34.8%**	**$15.3M**	**↓ -9.0%**	**↓ -7.1%**	**$13.1M**	**↓ -11.0%**	**$2.2M**	**↑ 5.9%**

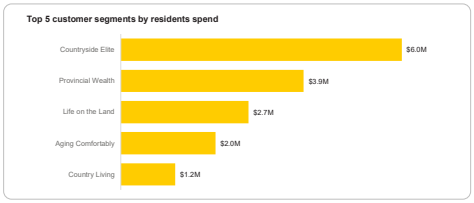
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.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

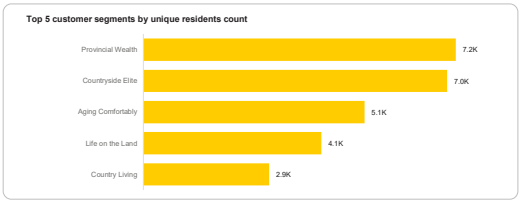
Trip Type, customer segments and source markets

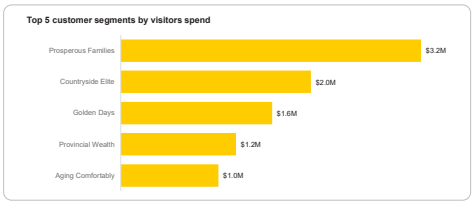
What are the types of trips, top 5 customer segments and top 10 source markets visiting West Busselton location during October 2026?

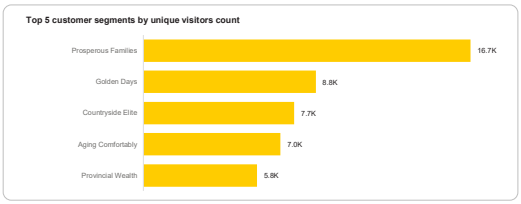


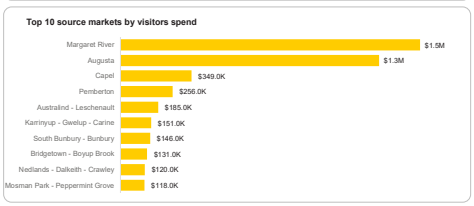


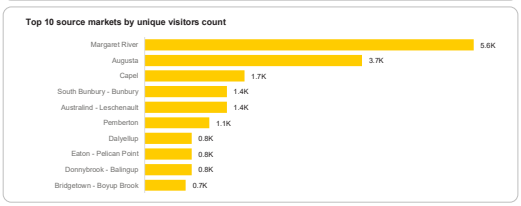












See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

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City of Busselton

Resident | **Business** | Events | Visitor | Leakage

Month: October 2026

Spend location: West Busselton

Overview

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

Annual spend
$351.8M
↑ 8.1% .vs last year
↑ 6.6% Regional WA

Annual customers
484K
↑ 1.7% .vs last year

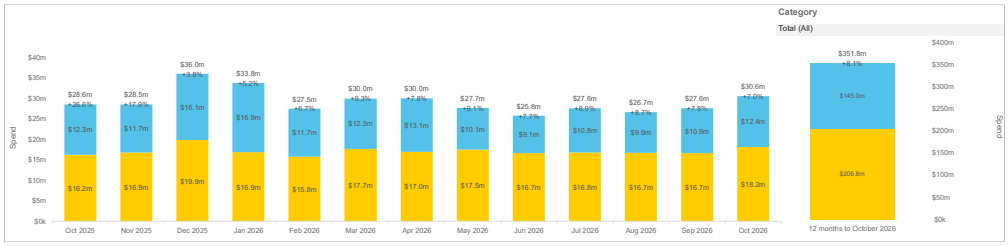
Annual visitor spend
$145.0M
41% of total spend within West Busselton during October 2026 are from Visitors

Annual visitors
441K
91% of total customers within West Busselton during October 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 West 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 October 2026 versus the past year and Regional WA for the West Busselton location?

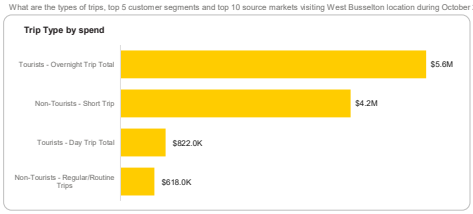
Focal metric: Spend per Customer

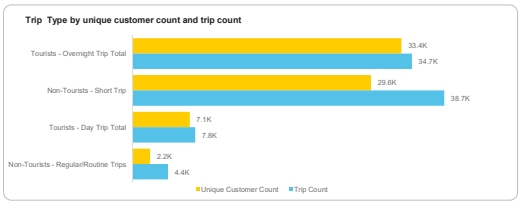
Category	Current selection: Monthly (October 2026)						Latest year: Annual (October 2026)					
	All Customers		Visitors		Residents		All Customers		Visitors		Residents	
	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth	Spend per Customer	YoY Growth vs Regional WA	Spend per Customer	Growth	Spend per Customer	Growth
Total	**$295.70**	↑ 8.0%	**$175.10**	↑ 3.2%	**$558.30**	↑ 9.1%	**$727.60**	↑ 6.3%	**$329.20**	↑ 4.9%	**$4.8K**	↑ 6.0%
Food Retailing	**$218.60**	↑ 3.4%	**$123.90**	↓ -0.4%	**$348.70**	↑ 8.0%	**$579.10**	↑ 5.2%	**$223.60**	↑ 4.8%	**$2587.90**	↑ 7.2%
Groceries and Other Food Retailing	$154.20	↑ 3.1%	$112.90	↓ -2.8%	$209.40	↑ 10.0%	$382.60	↑ 8.5%	$195.20	↑ 6.7%	$1253.00	↑ 13.5%
Supermarkets	$174.00	↑ 4.5%	$90.70	↑ 2.5%	$240.30	↑ 4.7%	$490.60	↑ 4.9%	$150.90	↑ 2.8%	$1598.80	↑ 3.8%
Discretionary Retail	**$150.20**	↓ -0.3%	**$108.10**	↓ -11.0%	**$185.90**	↑ 6.3%	**$461.80**	↓ -0.2%	**$207.30**	↑ 1.5%	**$1242.70**	↓ -0.8%
Private Transport	**$149.50**	↑ 39.6%	**$118.50**	↑ 37.7%	**$187.70**	↑ 38.6%	**$270.90**	↑ 13.5%	**$149.10**	↑ 14.6%	**$792.30**	↑ 13.2%
Tourism and Entertainment	**$70.00**	↑ 1.3%	**$58.70**	↑ 3.4%	**$86.40**	↓ -0.7%	**$157.30**	↑ 6.9%	**$90.30**	↑ 6.2%	**$496.00**	↑ 6.2%
Takeaway and Fast Food Outlets	$49.10	↑ 1.5%	$37.70	↑ 4.2%	$63.10	↓ -0.3%	$109.50	↑ 2.1%	$58.50	↑ 4.4%	$295.60	↓ -2.4%
Restaurants	$55.10	↓ -9.0%	$56.20	↓ -11.1%	$53.90	↓ -7.3%	$107.00	↓ -1.7%	$86.20	↓ -1.8%	$140.40	↓ -1.3%
Cafes	$36.00	↓ -12.0%	$30.10	↓ -21.1%	$41.40	↓ -4.6%	$80.50	↑ 25.2%	$47.70	↑ 17.2%	$153.40	↑ 34.2%
Breweries and Wineries	$116.00	↑ 7.2%	$133.20	↑ 9.1%	$82.80	↑ 16.7%	$131.70	↓ -3.9%	$131.20	↓ -3.9%	$132.80	↓ -4.1%
Accommodation - Instore	**$260.40**	↓ -2.9%	**$307.40**	↑ 4.0%	**$111.90**	↓ -32.2%	**$335.80**	↑ 0.4%	**$350.70**	↑ 1.0%	**$266.50**	↑ 1.4%

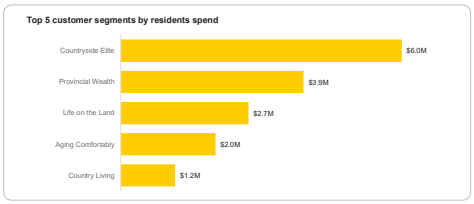
Spend is based on the aggregated spend within the category within the region. Customer count is the distinct number of customer who have transacted in the category within the region. Missing categories are due to a lack of sample size in the data. Past year spend is based on the same period last year.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

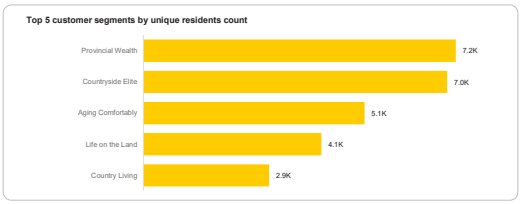
Trip Type, customer segments and source markets

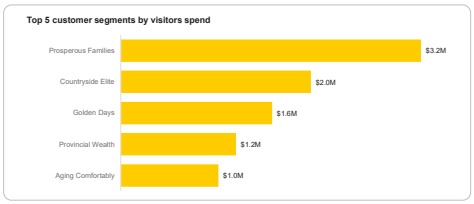
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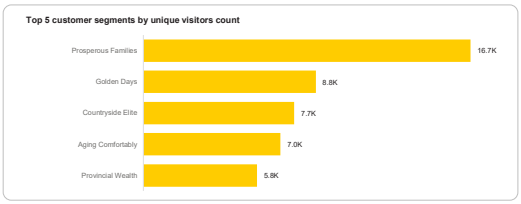


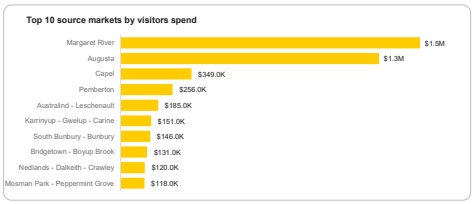


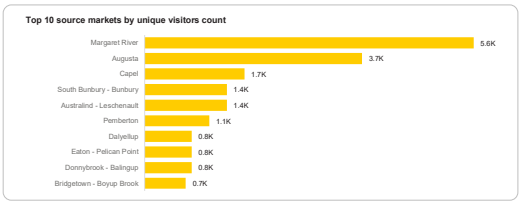












See Definitions tab for detail on Customer Segments. Source markets are at an LGA level for LGA spend locations and at an SA2 level for a Sub-region spend location.

#

City of Busselton

Resident | Business | **Events** | Visitor | Leakage

Spend Location	Start Date	End Date	Benchmark Type
City of Busselton	01/10/2026	31/10/2026	52 weeks prior

Event length: 31 days, Category coverage Score*: 99.4%

Overview

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

Total spend
$112.0M
↑ 3.9%
uplift compared to Benchmark Period

Visitor spend
$50.3M
↓ -0.8%
uplift compared to Benchmark Period

Day spend
$102.6M
92% of total spend over the event period was during the day (6am-6pm)

Night spend
$9.4M
8% of total spend over the event period was at night (6pm-6am)

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

Category Summary

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

Event period: Thu 01-Oct-26 - Sat 31-Oct-26 (31 days)

Benchmark period: Thu 02-Oct-25 - Sat 01-Nov-25 (31 days)

Category coverage Score*: 99.4%

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

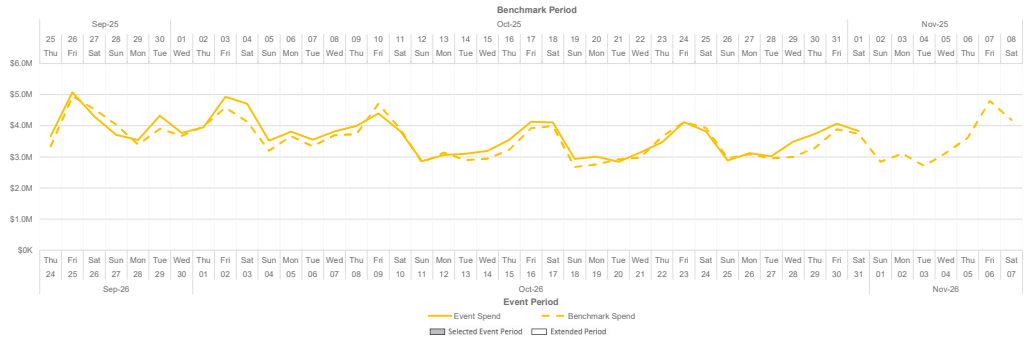
Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total $	Visitors %	Residents %
Total	**$102.6M**	**$9.4M**	**$50.3M**	**$61.6M**	**$112.0M**	**$107.7M**	**↑ 3.9%**	**↑$4.2M**	**↓ -0.8%**	**↑ 8.1%**
Food Retailing	**$32.5M**	**$2.7M**	**$11.0M**	**$24.2M**	**$35.2M**	**$32.6M**	**↑ 8.3%**	**↑$2.7M**	**↑ 8.7%**	**↑ 8.1%**
Supermarkets			$4.9M	$16.6M	$21.5M	$20.7M	↑ 4.1%	↑$844K	↑ 2.1%	↑ 4.7%
Groceries and Other Food Retailing			$6.1M	$7.6M	$13.7M	$11.9M	↑ 15.6%	↑$1.8M	↑ 14.8%	↑ 16.2%
Discretionary Retail^	**$23.2M**	**$375K**	**$7.7M**	**$15.8M**	**$23.6M**	**$23.0M**	**↑ 2.5%**	**↑$567K**	**↓ -7.5%**	**↑ 8.1%**
Other Discretionary Retail			$5.2M	$12.5M	$17.7M	$16.8M	↑ 5.7%	↑$958K	↑ 0.3%	↑ 12.7%
Department Stores, Clothing & Accessories			$2.5M	$3.3M	$5.8M	$6.2M	↓ -6.3%	- ↓$391K	↓ -12.7%	↑ 7.0%
Tourism and Entertainment	**$14.9M**	**$4.5M**	**$12.2M**	**$7.1M**	**$19.4M**	**$19.2M**	**↑ 0.7%**	**↑$140K**	**↓ -1.3%**	**↑ 4.5%**
Cafes			$2.5M	$1.7M	$4.2M	$3.9M	↑ 5.6%	↑$220K	↑ 9.0%	↑ 1.4%
Restaurants	$2.6M	$1.5M	$2.7M	$1.4M	$4.1M	$4.0M	↑ 2.7%	↑$110K	↑ 3.0%	↑ 13.5%
Pubs, Taverns and Bars	$2.2M	$1.7M	$2.3M	$1.7M	$3.9M	$3.4M	↑ 16.6%	↑$558K	↑ 21.4%	↑ 11.3%
Breweries and Wineries*°			$2.4M	$427K	$2.8M					
Takeaway and Fast Food Outlets*	$1.9M	$790K	$1.2M	$1.5M	$2.7M	$2.7M	↑ 1.0%	↑$27K	↓ -14.5%	↓ -11.4%
Attractions, Events and Recreation*°			$1.2M	$387K	$1.5M					
Private Transport			**$4.6M**	**$7.3M**	**$11.8M**	**$9.0M**	**↑ 31.6%**	**↑$2.8M**	**↑ 29.9%**	**↑ 32.7%**
Accommodation - Online					**$8.1M**	**$8.9M**	**↓ -9.0%**	**- ↓$803K**		
Accommodation - Instore*°			**$2.4M**	**$278K**	**$2.7M**					

** 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 contraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

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

Date Extender (Max 7 Days)	Category	Time of Day	Customer Type
7	Total (All)	Total	All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 24-Sep-26	Thu 25-Sep-25	$3.7M	$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 25-Sep-26	Fri 26-Sep-25	$5.1M	$4.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 26-Sep-26	Sat 27-Sep-25	$4.3M	$4.5M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 27-Sep-26	Sun 28-Sep-25	$3.7M	$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 28-Sep-26	Mon 29-Sep-25	$3.5M	$3.4M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 29-Sep-26	Tue 30-Sep-25	$4.3M	$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 30-Sep-26	Wed 01-Oct-25	$3.8M	$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 01-Oct-26	Thu 02-Oct-25	$4.0M	$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 02-Oct-26	Fri 03-Oct-25	$4.9M	$4.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 03-Oct-26	Sat 04-Oct-25	$4.7M	$4.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 04-Oct-26	Sun 05-Oct-25	$3.6M	$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 05-Oct-26	Mon 06-Oct-25	$3.8M	$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 06-Oct-26	Tue 07-Oct-25	$3.5M	$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 07-Oct-26	Wed 08-Oct-25	$3.8M	$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 08-Oct-26	Thu 09-Oct-25	$4.0M	$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 09-Oct-26	Fri 10-Oct-25	$4.4M	$4.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 10-Oct-26	Sat 11-Oct-25	$3.8M	$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 11-Oct-26	Sun 12-Oct-25	$2.9M	$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 12-Oct-26	Mon 13-Oct-25	$3.1M	$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 13-Oct-26	Tue 14-Oct-25	$3.1M	$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 14-Oct-26	Wed 15-Oct-25	$3.2M	$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 15-Oct-26	Thu 16-Oct-25	$3.6M	$3.2M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 16-Oct-26	Fri 17-Oct-25	$4.1M	$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 17-Oct-26	Sat 18-Oct-25	$4.1M	$4.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 18-Oct-26	Sun 19-Oct-25	$2.9M	$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 19-Oct-26	Mon 20-Oct-25	$3.0M	$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 20-Oct-26	Tue 21-Oct-25	$2.8M	$2.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 21-Oct-26	Wed 22-Oct-25	$3.1M	$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 22-Oct-26	Thu 23-Oct-25	$3.5M	$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 23-Oct-26	Fri 24-Oct-25	$4.1M	$4.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 24-Oct-26	Sat 25-Oct-25	$3.8M	$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 25-Oct-26	Sun 26-Oct-25	$2.9M	$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 26-Oct-26	Mon 27-Oct-25	$3.1M	$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 27-Oct-26	Tue 28-Oct-25	$3.0M	$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 28-Oct-26	Wed 29-Oct-25	$3.5M	$3.0M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 29-Oct-26	Thu 30-Oct-25	$3.7M	$3.3M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 30-Oct-26	Fri 31-Oct-25	$4.1M	$3.9M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 31-Oct-26	Sat 01-Nov-25	$3.8M	$3.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Sun 01-Nov-26	Sun 02-Nov-25		$2.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Mon 02-Nov-26	Mon 03-Nov-25		$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Tue 03-Nov-26	Tue 04-Nov-25		$2.7M
LGA	City of Busselton	Total (All)	Total	All Customers	Wed 04-Nov-26	Wed 05-Nov-25		$3.1M
LGA	City of Busselton	Total (All)	Total	All Customers	Thu 05-Nov-26	Thu 06-Nov-25		$3.6M
LGA	City of Busselton	Total (All)	Total	All Customers	Fri 06-Nov-26	Fri 07-Nov-25		$4.8M
LGA	City of Busselton	Total (All)	Total	All Customers	Sat 07-Nov-26	Sat 08-Nov-25		$4.2M

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City of Busselton

Resident | Business | **Events** | Visitor | Leakage

Spend Location	Start Date	End Date	Benchmark Type
Busselton	01/10/2026	31/10/2026	52 weeks prior

Event length: 31 days, Category coverage Score*: 92.0%

Overview

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

Total spend
$47.5M
↑ 4.7%
uplift compared to Benchmark Period

Visitor spend
$15.7M
↑ 1.0%
uplift compared to Benchmark Period

Day spend
$43.6M
92% of total spend over the event period was during the day (6am-6pm)

Night spend
$3.9M
8% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 October 2026 and 31 October 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: Thu 01-Oct-26 - Sat 31-Oct-26 (31 days)

Benchmark period: Thu 02-Oct-25 - Sat 01-Nov-25 (31 days)

Category coverage Score*: 92.0%

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

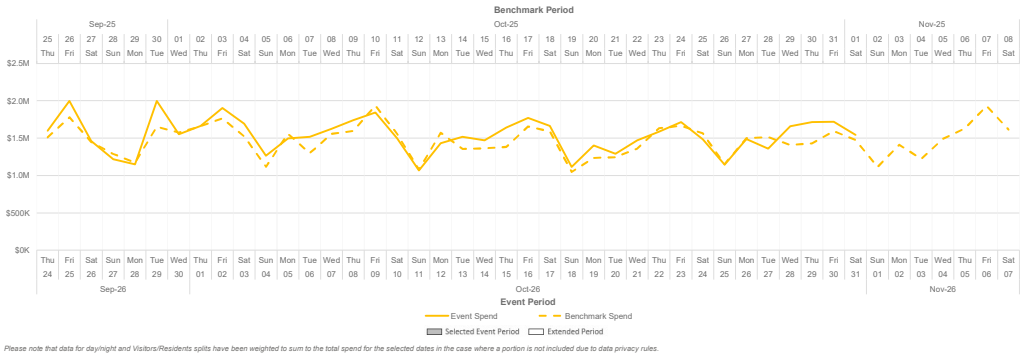
Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total $	Visitors %	Residents %
Total	**$43.6M**	**$3.9M**	**$15.7M**	**$31.8M**	**$47.5M**	**$45.4M**	**↑ 4.7%**	**↑$2.1M**	**↑ 1.0%**	**↑ 6.6%**
Discretionary Retail^	**$14.1M**	**$168K**	**$4.2M**	**$10.0M**	**$14.2M**	**$13.8M**	**↑ 3.5%**	**↑$478K**	**↓ -5.9%**	**↑ 8.0%**
Other Discretionary Retail			$3.4M	$8.7M	$12.0M	$11.5M	↑ 4.8%	↑$551K	↑ 4.1%	↑ 11.5%
Department Stores, Clothing & Accessories			$849K	$1.4M	$2.2M	$2.3M	↓ -3.4%	- ↓$78K	↓ -11.3%	↑ 7.4%
Food Retailing	**$11.6M**	**$1.1M**	**$3.0M**	**$9.6M**	**$12.7M**	**$11.9M**	**↑ 6.4%**	**↑$763K**	**↑ 7.9%**	**↑ 6.0%**
Supermarkets			$1.9M	$7.5M	$9.4M	$9.1M	↑ 3.8%	↑$344K	↑ 3.6%	↑ 3.9%
Groceries and Other Food Retailing			$1.1M	$2.1M	$3.3M	$2.8M	↑ 15.1%	↑$428K	↑ 16.4%	↑ 14.2%
Tourism and Entertainment	**$5.5M**	**$1.8M**	**$3.9M**	**$3.3M**	**$7.2M**	**$7.5M**	**↓ -4.0%**	**- ↓$302K**	**↓ -9.8%**	**↑ 4.0%**
Cafes			$989K	$861K	$1.8M	$1.7M	↑ 7.0%	↑$121K	↑ 12.0%	↑ 2.0%
Pubs, Taverns and Bars	$1.1M	$729K	$863K	$964K	$1.8M	$1.6M	↑ 14.8%	↑$235K	↑ 21.7%	↑ 8.6%
Restaurants*	$993K	$544K	$947K	$588K	$1.5M	$1.2M	↑ 32.1%	↑$373K	↑ 32.0%	↑ 9.2%
Takeaway and Fast Food Outlets**	$606K	$258K	$314K	$552K	$866K					
Attractions, Events and Recreation**			$71K	$120K	$191K					
Private Transport			**$2.1M**	**$3.7M**	**$5.8M**	**$4.6M**	**↑ 26.9%**	**↑$1.2M**	**↑ 29.6%**	**↑ 25.5%**
Accommodation - Instore*					**$322K**					

** 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 contraints. 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 24 September 2026 and 31 October 2026 (incl extended dates)

Date Extender (Max 7 Days)	Category	Time of Day	Customer Type
7	Total (All)	Total	All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	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	$1.5M	$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	$1.9M	$1.8M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 03-Oct-26	Sat 04-Oct-25	$1.7M	$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 04-Oct-26	Sun 05-Oct-25	$1.3M	$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 05-Oct-26	Mon 06-Oct-25	$1.5M	$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 06-Oct-26	Tue 07-Oct-25	$1.5M	$1.3M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 07-Oct-26	Wed 08-Oct-25	$1.6M	$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 08-Oct-26	Thu 09-Oct-25	$1.7M	$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 09-Oct-26	Fri 10-Oct-25	$1.8M	$1.9M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 10-Oct-26	Sat 11-Oct-25	$1.5M	$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 11-Oct-26	Sun 12-Oct-25	$1.1M	$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 12-Oct-26	Mon 13-Oct-25	$1.4M	$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 13-Oct-26	Tue 14-Oct-25	$1.5M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 14-Oct-26	Wed 15-Oct-25	$1.5M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 15-Oct-26	Thu 16-Oct-25	$1.6M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 16-Oct-26	Fri 17-Oct-25	$1.8M	$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 17-Oct-26	Sat 18-Oct-25	$1.7M	$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 18-Oct-26	Sun 19-Oct-25	$1.1M	$1.0M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 19-Oct-26	Mon 20-Oct-25	$1.4M	$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 20-Oct-26	Tue 21-Oct-25	$1.3M	$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 21-Oct-26	Wed 22-Oct-25	$1.5M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 22-Oct-26	Thu 23-Oct-25	$1.6M	$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 23-Oct-26	Fri 24-Oct-25	$1.7M	$1.7M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 24-Oct-26	Sat 25-Oct-25	$1.5M	$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 25-Oct-26	Sun 26-Oct-25	$1.1M	$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 26-Oct-26	Mon 27-Oct-25	$1.5M	$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 27-Oct-26	Tue 28-Oct-25	$1.4M	$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 28-Oct-26	Wed 29-Oct-25	$1.7M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 29-Oct-26	Thu 30-Oct-25	$1.7M	$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 30-Oct-26	Fri 31-Oct-25	$1.7M	$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 31-Oct-26	Sat 01-Nov-25	$1.5M	$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Sun 01-Nov-26	Sun 02-Nov-25		$1.1M
Sub-region	Busselton	Total (All)	Total	All Customers	Mon 02-Nov-26	Mon 03-Nov-25		$1.4M
Sub-region	Busselton	Total (All)	Total	All Customers	Tue 03-Nov-26	Tue 04-Nov-25		$1.2M
Sub-region	Busselton	Total (All)	Total	All Customers	Wed 04-Nov-26	Wed 05-Nov-25		$1.5M
Sub-region	Busselton	Total (All)	Total	All Customers	Thu 05-Nov-26	Thu 06-Nov-25		$1.6M
Sub-region	Busselton	Total (All)	Total	All Customers	Fri 06-Nov-26	Fri 07-Nov-25		$1.9M
Sub-region	Busselton	Total (All)	Total	All Customers	Sat 07-Nov-26	Sat 08-Nov-25		$1.6M

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City of Busselton

Resident | Business | **Events** | Visitor | Leakage

Spend Location	Start Date	End Date	Benchmark Type
Dunsborough	01/10/2026	31/10/2026	52 weeks prior

Event length: 31 days, Category coverage Score*: 99.8%

Overview

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

Total spend
$25.5M
↑ 3.4%
uplift compared to Benchmark Period

Visitor spend
$14.1M
↑ 0.5%
uplift compared to Benchmark Period

Day spend
$22.5M
88% of total spend over the event period was during the day (6am-6pm)

Night spend
$3.0M
12% of total spend over the event period was at night (6pm-6am)

All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 October 2026 and 31 October 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: Thu 01-Oct-26 - Sat 31-Oct-26 (31 days)

Benchmark period: Thu 02-Oct-25 - Sat 01-Nov-25 (31 days)

Category coverage Score*: 99.8%

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

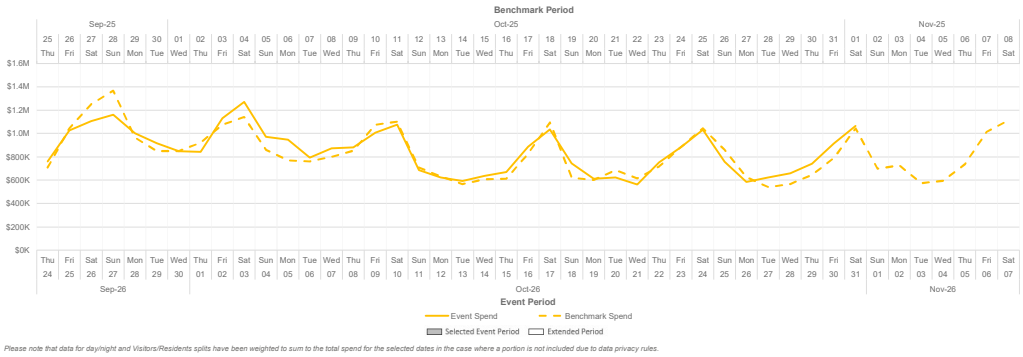
Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total $	Visitors %	Residents %
Total	**$22.5M**	**$3.0M**	**$14.1M**	**$11.3M**	**$25.5M**	**$24.6M**	↑ 3.4%	↑$837K	↑ 0.5%	↑ 7.3%
Tourism and Entertainment	**$7.1M**	**$1.9M**	**$6.8M**	**$2.2M**	**$9.0M**	**$8.4M**	↑ 6.0%	↑$509K	↑ 4.4%	↑ 11.4%
Breweries and Wineries°			$2.1M	$288K	$2.4M	$2.1M	↑ 17.3%	↑$360K	↑ 13.9%	↑ 5.1%
Restaurants	$1.4M	$849K	$1.6M	$626K	$2.2M					
Cafes°			$1.4M	$583K	$2.0M	$1.7M	↑ 12.8%	↑$223K	↑ 8.5%	↑ 1.5%
Pubs, Taverns and Bars	$797K	$790K	$1.1M	$520K	$1.6M	$1.4M	↑ 18.1%	↑$246K	↑ 20.6%	↑ 14.3%
Attractions, Events and Recreation°					$414K					
Takeaway and Fast Food Outlets°	$212K	$100K			$315K	$325K	↓ -3.1%	- ↓$10K	↓ -61.8%	↓ -37.0%
Food Retailing	**$8.2M**	**$764K**	**$3.5M**	**$5.4M**	**$8.9M**	**$8.2M**	↑ 9.6%	↑$779K	↑ 9.0%	↑ 9.9%
Supermarkets			$1.5M	$4.0M	$5.5M	$5.2M	↑ 6.0%	↑$310K	↑ 2.0%	↑ 7.6%
Groceries and Other Food Retailing			$2.0M	$1.4M	$3.4M	$2.9M	↑ 15.7%	↑$463K	↑ 15.3%	↑ 16.3%
Discretionary Retail			**$1.4M**	**$1.6M**	**$3.0M**	**$3.3M**	↓ -7.4%	- ↓$245K	↓ -10.1%	↑ 6.2%
Other Discretionary Retail°			$946K	$1.3M	$2.3M					
Department Stores, Clothing & Accessories°			$529K	$234K	$763K					
Private Transport			**$670K**	**$1.2M**	**$1.9M**	**$1.5M**	↑ 28.7%	↑$422K	↑ 24.8%	↑ 31.0%
Accommodation - Instore°°					**$1.1M**					

° 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 contraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

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

Date Extender (Max 7 Days)	Category	Time of Day	Customer Type
7	Total (All)	Total	All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	Dunsborough	Total (All)	Total	All Customers	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	$1.2M	$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	$849K	$849K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 01-Oct-26	Thu 02-Oct-25	$844K	$920K
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	$1.3M	$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 04-Oct-26	Sun 05-Oct-25	$971K	$860K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 05-Oct-26	Mon 06-Oct-25	$948K	$770K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 06-Oct-26	Tue 07-Oct-25	$793K	$761K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 07-Oct-26	Wed 08-Oct-25	$872K	$800K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 08-Oct-26	Thu 09-Oct-25	$882K	$853K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 09-Oct-26	Fri 10-Oct-25	$1.0M	$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 10-Oct-26	Sat 11-Oct-25	$1.1M	$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 11-Oct-26	Sun 12-Oct-25	$687K	$708K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 12-Oct-26	Mon 13-Oct-25	$625K	$633K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 13-Oct-26	Tue 14-Oct-25	$593K	$567K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 14-Oct-26	Wed 15-Oct-25	$637K	$608K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 15-Oct-26	Thu 16-Oct-25	$671K	$613K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 16-Oct-26	Fri 17-Oct-25	$887K	$826K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 17-Oct-26	Sat 18-Oct-25	$1.0M	$1.1M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 18-Oct-26	Sun 19-Oct-25	$744K	$622K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 19-Oct-26	Mon 20-Oct-25	$612K	$601K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 20-Oct-26	Tue 21-Oct-25	$624K	$686K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 21-Oct-26	Wed 22-Oct-25	$563K	$615K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 22-Oct-26	Thu 23-Oct-25	$752K	$717K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 23-Oct-26	Fri 24-Oct-25	$884K	$884K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 24-Oct-26	Sat 25-Oct-25	$1.0M	$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 25-Oct-26	Sun 26-Oct-25	$757K	$861K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 26-Oct-26	Mon 27-Oct-25	$585K	$626K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 27-Oct-26	Tue 28-Oct-25	$624K	$541K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 28-Oct-26	Wed 29-Oct-25	$658K	$567K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 29-Oct-26	Thu 30-Oct-25	$742K	$645K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 30-Oct-26	Fri 31-Oct-25	$914K	$789K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 31-Oct-26	Sat 01-Nov-25	$1.1M	$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sun 01-Nov-26	Sun 02-Nov-25		$698K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Mon 02-Nov-26	Mon 03-Nov-25		$727K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Tue 03-Nov-26	Tue 04-Nov-25		$574K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Wed 04-Nov-26	Wed 05-Nov-25		$595K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Thu 05-Nov-26	Thu 06-Nov-25		$736K
Sub-region	Dunsborough	Total (All)	Total	All Customers	Fri 06-Nov-26	Fri 07-Nov-25		$1.0M
Sub-region	Dunsborough	Total (All)	Total	All Customers	Sat 07-Nov-26	Sat 08-Nov-25		$1.1M

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City of Busselton

Resident | Business | **Events** | Visitor | Leakage

Spend Location	Start Date	End Date	Benchmark Type
West Busselton	01/10/2026	31/10/2026	52 weeks prior

Event length: 31 days, Category coverage Score*: 95.4%

Overview

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

Total spend
$30.6M
↑ 7.0%
uplift compared to Benchmark Period

Visitor spend
$12.4M
↑ 1.0%
uplift compared to Benchmark Period

Day spend
$28.1M
92% of total spend over the event period was during the day (6am-6pm)

Night spend
$2.5M
8% of total spend over the event period was at night (6pm-6am)

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

Category Summary

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

Event period: Thu 01-Oct-26 - Sat 31-Oct-26 (31 days)

Benchmark period: Thu 02-Oct-25 - Sat 01-Nov-25 (31 days)

Category coverage Score*: 95.4%

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

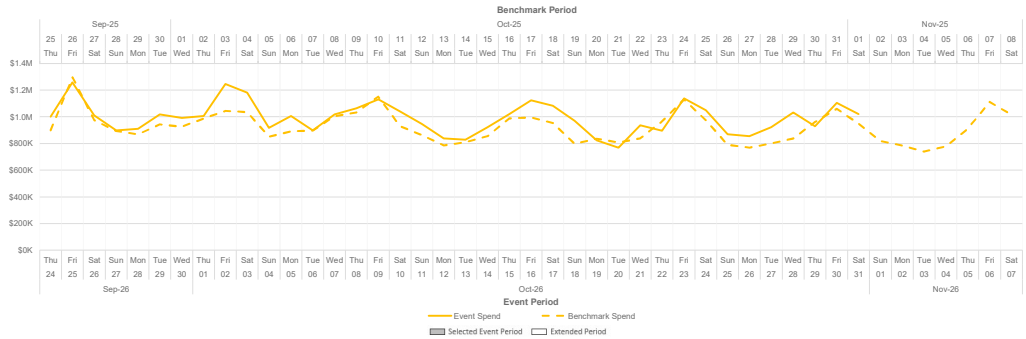
Category	Spend						Change vs Benchmark Period			
	Day	Night	Visitors	Residents	Total	Benchmark period	Total %	Total $	Visitors %	Residents %
Total	**$28.1M**	**$2.5M**	**$12.4M**	**$18.2M**	**$30.6M**	**$28.6M**	↑ 7.0%	↑$2.0M	↑ 1.0%	↑ 11.5%
Food Retailing	**$12.7M**	**$889K**	**$4.5M**	**$9.2M**	**$13.6M**	**$12.5M**	↑ 9.4%	↑$1.2M	↑ 9.2%	↑ 9.4%
Groceries and Other Food Retailing			$2.9M	$4.1M	$7.0M	$6.1M	↑ 16.0%	↑$973K	↑ 14.4%	↑ 17.5%
Supermarkets			$1.5M	$5.1M	$6.6M	$6.4M	↑ 2.9%	↑$185K	↑ 0.7%	↑ 3.6%
Discretionary Retail^*	**$6.0M**	**$241K**	**$2.0M**	**$4.2M**	**$6.3M**	**$5.9M**	↑ 5.5%	↑$330K	↓ -2.8%	↑ 12.4%
Private Transport			**$1.8M**	**$2.3M**	**$4.1M**	**$2.9M**	↑ 40.6%	↑$1.2M	↑ 32.9%	↑ 46.8%
Tourism and Entertainment	**$2.2M**	**$811K**	**$1.5M**	**$1.5M**	**$3.0M**	**$3.1M**	↓ -3.7%	- ↓$115K	↓ -2.0%	↓ -5.6%
Takeaway and Fast Food Outlets	$990K	$396K	$585K	$800K	$1.4M	$1.4M	↓ -2.1%	- ↓$30K	↑ 0.9%	↓ -4.5%
Restaurants*			$185K	$188K	$373K					
Cafes			$140K	$209K	$349K	$471K	↓ -25.9%	- ↓$122K	↓ -32.4%	↓ -22.0%
Breweries and Wineries*°			$84K	$53K	$137K					
Accommodation - Instore*°			**$936K**	**$120K**	**$1.1M**					

** 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 contraints. This exclusion ensures that only comparable days are included in benchmark calculations. (See chart data below to see populated days in the target and benchmark periods).

Events Timeseries

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

Date Extender (Max 7 Days)	Category	Time of Day	Customer Type
7	Total (All)	Total	All Customers



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

Chart Data

Region Type	Spend Location	Category	Time of Day	Customer Type	Event Date	Benchmark Date	Event Spend	Benchmark Spend
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 24-Sep-26	Thu 25-Sep-25	$1.0M	$899K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 25-Sep-26	Fri 26-Sep-25	$1.3M	$1.3M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 26-Sep-26	Sat 27-Sep-25	$1.0M	$974K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 27-Sep-26	Sun 28-Sep-25	$897K	$893K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 28-Sep-26	Mon 29-Sep-25	$911K	$869K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 29-Sep-26	Tue 30-Sep-25	$1.0M	$943K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 30-Sep-26	Wed 01-Oct-25	$991K	$926K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 01-Oct-26	Thu 02-Oct-25	$1.0M	$986K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 02-Oct-26	Fri 03-Oct-25	$1.2M	$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 03-Oct-26	Sat 04-Oct-25	$1.2M	$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 04-Oct-26	Sun 05-Oct-25	$916K	$851K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 05-Oct-26	Mon 06-Oct-25	$1.0M	$891K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 06-Oct-26	Tue 07-Oct-25	$899K	$897K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 07-Oct-26	Wed 08-Oct-25	$1.0M	$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 08-Oct-26	Thu 09-Oct-25	$1.1M	$1.0M
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 09-Oct-26	Fri 10-Oct-25	$1.1M	$1.2M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 10-Oct-26	Sat 11-Oct-25	$1.0M	$930K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 11-Oct-26	Sun 12-Oct-25	$946K	$863K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 12-Oct-26	Mon 13-Oct-25	$838K	$786K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 13-Oct-26	Tue 14-Oct-25	$828K	$810K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 14-Oct-26	Wed 15-Oct-25	$923K	$854K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 15-Oct-26	Thu 16-Oct-25	$1.0M	$988K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 16-Oct-26	Fri 17-Oct-25	$1.1M	$995K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 17-Oct-26	Sat 18-Oct-25	$1.1M	$953K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 18-Oct-26	Sun 19-Oct-25	$970K	$797K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 19-Oct-26	Mon 20-Oct-25	$824K	$836K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 20-Oct-26	Tue 21-Oct-25	$768K	$808K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 21-Oct-26	Wed 22-Oct-25	$937K	$839K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 22-Oct-26	Thu 23-Oct-25	$896K	$966K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 23-Oct-26	Fri 24-Oct-25	$1.1M	$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 24-Oct-26	Sat 25-Oct-25	$1.0M	$975K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 25-Oct-26	Sun 26-Oct-25	$870K	$790K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 26-Oct-26	Mon 27-Oct-25	$855K	$769K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 27-Oct-26	Tue 28-Oct-25	$921K	$800K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 28-Oct-26	Wed 29-Oct-25	$1.0M	$837K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 29-Oct-26	Thu 30-Oct-25	$928K	$961K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 30-Oct-26	Fri 31-Oct-25	$1.1M	$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 31-Oct-26	Sat 01-Nov-25	$1.0M	$948K
Sub-region	West Busselton	Total (All)	Total	All Customers	Sun 01-Nov-26	Sun 02-Nov-25		$819K
Sub-region	West Busselton	Total (All)	Total	All Customers	Mon 02-Nov-26	Mon 03-Nov-25		$784K
Sub-region	West Busselton	Total (All)	Total	All Customers	Tue 03-Nov-26	Tue 04-Nov-25		$739K
Sub-region	West Busselton	Total (All)	Total	All Customers	Wed 04-Nov-26	Wed 05-Nov-25		$779K
Sub-region	West Busselton	Total (All)	Total	All Customers	Thu 05-Nov-26	Thu 06-Nov-25		$911K
Sub-region	West Busselton	Total (All)	Total	All Customers	Fri 06-Nov-26	Fri 07-Nov-25		$1.1M
Sub-region	West Busselton	Total (All)	Total	All Customers	Sat 07-Nov-26	Sat 08-Nov-25		$1.0M

#

Council iQ | Home | Definitions | FAQ's | Data Dictionary | Disclaimer | Powered by quantium

City of Busselton

Resident | Business | Events | **Visitor** | Leakage

Month: October 2026

Spend location: City of Busselton

Filter: All Visitors

Overview

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

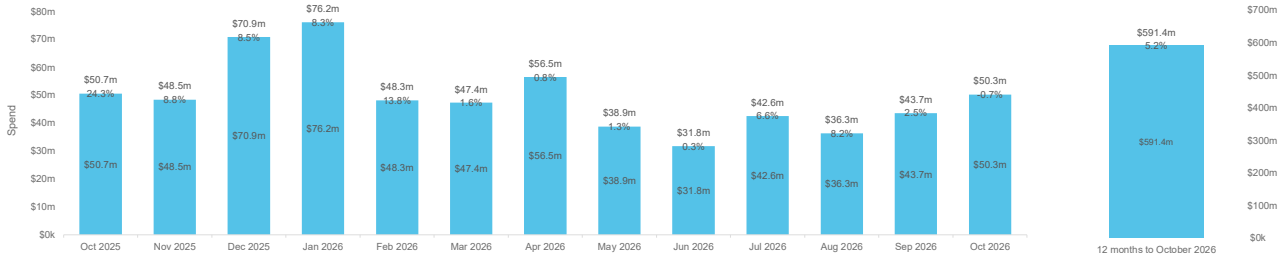
Top category
Accommodation - Online
$8M of City of Busselton Visitors spend during October 2026

Top age band
25-34
20.9% of City of Busselton Visitors are within this age band

Top lifestage
Young Families
20.4% of City of Busselton Visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (202510) 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: Total (All)



Spend

Category performance

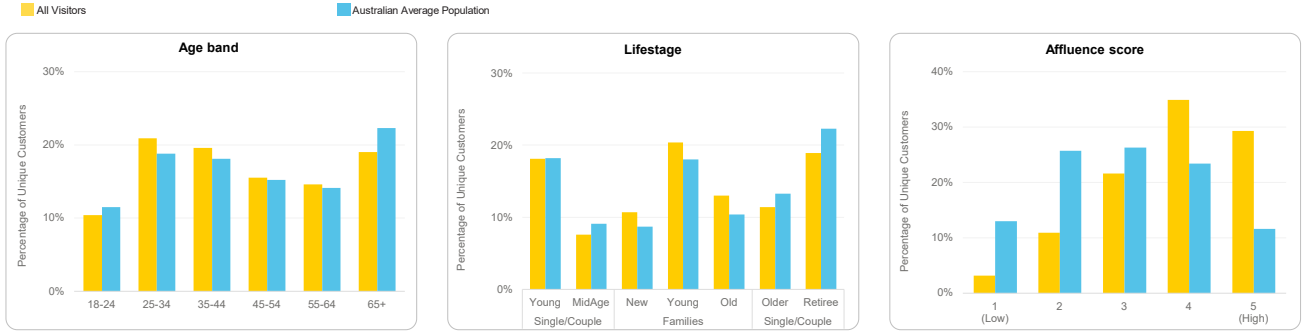
What are the highest performing categories for Visitors to City of Busselton during the past 12 months (November 2025 - October 2026)?

Category	Monthly			Annual (Last 12 months up to October 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	**$50.3M**	**↓ -0.7%**	**↑ 8.0%**	**$591.4M**	**↑ 5.2%**		
Tourism and Entertainment	**$12.2M**	**↑ 0.5%**	**↑ 5.1%**	**$142.7M**	**↑ 2.5%**	**0.99x**	**75.7%**
Restaurants	$2.7M	↑ 1.6%	↑ 11.4%	$30.0M	↓ -13.4%	0.92x	28.2%
Cafes	$2.5M	↑ 10.9%	↑ 1.5%	$28.0M	↑ 9.6%	0.94x	35.1%
Breweries and Wineries	$2.5M	↓ -12.7%	↓ -7.2%	$34.6M	↑ 4.2%	0.96x	27.2%
Pubs, Taverns and Bars	$2.3M	↑ 24.3%	↑ 5.8%	$24.2M	↑ 14.5%	0.90x	21.6%
Takeaway and Fast Food Outlets	$1.2M	↓ -0.9%	↑ 10.2%	$13.3M	↑ 2.7%	0.90x	24.2%
Attractions, Events and Recreation	$1.1M	↓ -21.4%	↑ 1.2%	$12.6M	↑ 7.2%	0.95x	20.1%
Food Retailing	**$11.0M**	**↑ 8.6%**	**↑ 7.2%**	**$126.5M**	**↑ 6.8%**	**0.98x**	**61.3%**
Groceries and Other Food Retailing	$6.1M	↑ 14.6%	↑ 6.8%	$66.6M	↑ 10.2%	0.96x	48.1%
Supermarkets	$4.9M	↑ 2.0%	↑ 7.4%	$59.9M	↑ 3.2%	0.94x	39.3%
Accommodation - Online	**$8.0M**	**↓ -9.3%**	**↑ 3.6%**	**$95.8M**	**↑ 1.2%**	**1.03x**	
Discretionary Retail	**$7.7M**	**↓ -7.3%**	**↑ 2.7%**	**$96.6M**	**↑ 7.7%**	**0.93x**	**33.5%**
Other Discretionary Retail	$5.2M	↓ -3.1%	↑ 3.5%	$63.1M	↑ 11.4%	0.89x	25.2%
Department Stores, Clothing & Accessories	$2.5M	↓ -14.8%	↑ 0.7%	$33.5M	↑ 1.4%	0.86x	18.8%
Private Transport	**$4.6M**	**↑ 29.4%**	**↑ 27.9%**	**$46.8M**	**↑ 17.1%**	**0.92x**	**30.9%**
Accommodation - Instore	**$2.5M**	**↓ -19.5%**	**↓ -14.4%**	**$30.0M**	**↓ -0.4%**	**0.92x**	**9.5%**

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 (202510). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
Benchmark definition is based on all visitors.
See FAQ for more information

Demographic profile

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



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

Brand preference

What are the top brand preferences for Visitors to City of Busselton during the recent static period (202510)?

How to read: 5.4% 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	5.4%
Busselton Jetty	Attractions	1.01x	11.3%
Ngilgi Cave	Attractions	1.01x	2.3%
Tasman Holiday Parks	Travel	1.01x	1.1%
Cape Naturaliste Lighthouse	Attractions	1.00x	2.0%
The Margaret River Chocolate Company	Food Retailing	1.00x	9.6%
Pullman	Travel	0.98x	1.3%
Swings And Roundabouts	Eating And Drinking Out	0.98x	1.1%
Abbey Beach Resort	Travel	0.95x	1.0%
Dunsborough Bakery	Food Retailing	0.94x	5.6%
Eagle Bay Brewing Co	Eating And Drinking Out	0.94x	3.7%
Beerfarm Metricup	Eating And Drinking Out	0.94x	4.6%
Cheeky Monkey	Eating And Drinking Out	0.93x	3.0%
Shelter Brewing Co	Eating And Drinking Out	0.93x	11.0%
Wild Hop Brewing Company	Eating And Drinking Out	0.92x	3.3%
Aravina Estate	Eating And Drinking Out	0.92x	2.5%
Yallingup General Store And Cafe	Eating And Drinking Out	0.92x	4.1%
Lagoon Seafood Restaurant	Eating And Drinking Out	0.91x	1.4%
Yallingup Gugelhupf	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%
The Goose	Eating And Drinking Out	0.90x	9.9%
Coles	Food Retailing	0.89x	25.1%
Merchant And Maker	Eating And Drinking Out	0.89x	5.1%
Wild And Woods	Eating And Drinking Out	0.88x	1.1%
Subzero Gelato	Food Retailing	0.88x	1.6%
Simmos Ice Creamery	Eating And Drinking Out	0.88x	3.1%
Yallingup Chocolate And Cafe	Eating And Drinking Out	0.87x	1.2%
La Lah	Eating And Drinking Out	0.87x	1.7%
Kyst	Eating And Drinking Out	0.87x	6.3%

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
October 2026	Busselton	All Visitors

Overview

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

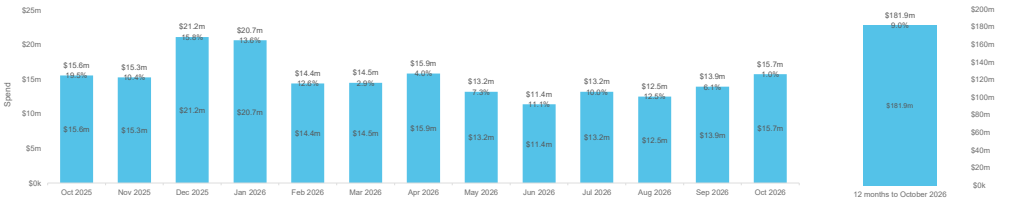
Top category
Other Discretionary Retail
$3.4M of Busselton Visitors spend during October 2026

Top age band
25-34
21.2% of Busselton Visitors are within this age band

Top lifestage
Young Families
20.5% of Busselton Visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (202510) 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: Total (All)



Category performance

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

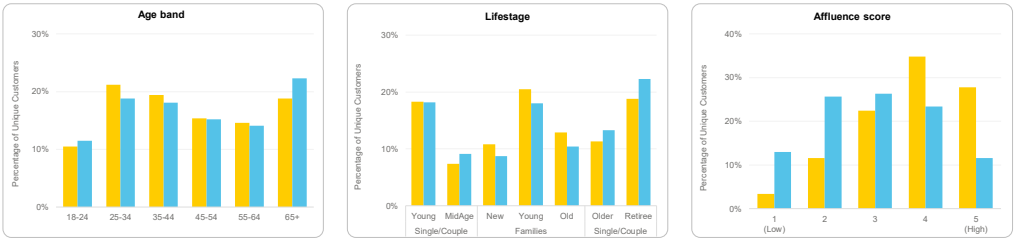
Category	Monthly			Annual (Last 12 months up to October 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	**$15.7M**	↑ 1.0%	↑ 8.0%	**$181.9M**	↑ 9.0%		
Discretionary Retail	**$4.2M**	↓ -5.8%	↑ 2.7%	**$50.8M**	↑ 10.9%	**0.84x**	**30.3%**
Other Discretionary Retail	$3.4M	↓ -3.9%	↑ 3.5%	$39.7M	↑ 14.0%	0.86x	24.4%
Department Stores, Clothing & Accessories	$851K	↓ -12.8%	↑ 0.7%	$11.2M	↑ 1.1%	0.58x	12.8%
Tourism and Entertainment	**$3.9M**	↓ -8.9%	↑ 5.1%	**$47.8M**	↑ 4.7%	**0.97x**	**74.6%**
Cafes	$985K	↑ 12.9%	↑ 1.5%	$10.9M	↑ 11.9%	0.76x	28.2%
Restaurants	$949K	↑ 43.9%	↑ 11.4%	$8.2M	↑ 5.2%	0.67x	20.6%
Pubs, Taverns and Bars	$863K	↑ 24.3%	↑ 5.8%	$8.5M	↑ 6.8%	0.62x	14.9%
Takeaway and Fast Food Outlets	$392K	↑ 6.8%	↑ 10.2%	$4.5M	↑ 8.7%	0.61x	16.3%
Food Retailing	**$3.0M**	↑ 7.5%	↑ 7.2%	**$34.9M**	↑ 3.0%	**0.63x**	**39.6%**
Supermarkets	$1.9M	↑ 3.2%	↑ 7.4%	$22.2M	↑ 2.2%	0.68x	28.2%
Groceries and Other Food Retailing	$1.1M	↑ 15.3%	↑ 6.8%	$12.6M	↑ 4.4%	0.45x	22.4%
Private Transport	**$2.1M**	↑ 28.6%	↑ 27.9%	**$21.5M**	↑ 16.6%	**0.75x**	**25.2%**
Accommodation - Instore	**$302K**	↑ 8.4%	↓ -14.4%	**$3.6M**	↑ 130.0%	**0.21x**	**2.2%**

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 (202510). 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 (202510)?

How to read: 18.1% of Visitors to Busselton have transacted with Busselton Jetty in Busselton. This is 1.62x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
Busselton Jetty	Attractions	1.62x	18.1%
Shelter Brewing Co	Eating And Drinking Out	1.49x	17.7%
The Goose	Eating And Drinking Out	1.44x	15.8%
Kyst	Eating And Drinking Out	1.39x	10.1%
Mano Wraps	Eating And Drinking Out	1.32x	2.8%
Caltex	Private Transport	1.30x	12.1%
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	1.11x	4.2%
Ship Inn	Eating And Drinking Out	1.11x	2.4%
The Fire Station	Eating And Drinking Out	1.10x	2.8%
Dome Cafe	Eating And Drinking Out	1.09x	3.5%
Timezone	Recreation	1.08x	1.3%
Baked Busselton	Food Retailing	1.08x	5.0%
Dan Murphys	Food Retailing	1.07x	6.3%
Liberty Petrol	Private Transport	1.07x	7.3%
Zambrero	Eating And Drinking Out	1.07x	1.3%
Geographe Restauranty	Eating And Drinking Out	1.06x	1.5%
The Vasse Tavern	Eating And Drinking Out	1.03x	1.4%
Busselton Pavilion	Eating And Drinking Out	1.02x	2.3%
Benesse Cafe	Eating And Drinking Out	1.02x	2.7%
Bunnings Warehouse	Hardware And Garden Retailing	1.01x	9.1%
The Tav	Eating And Drinking Out	1.00x	2.0%
Kwik Koffee	Eating And Drinking Out	0.97x	2.3%
Best And Less	Clothing And Accessories	0.97x	3.4%
Bcf	Recreational Goods	0.95x	2.6%
Reading Cinemas	Films And Videos	0.93x	2.2%
Western Growers Fresh	Food Retailing	0.92x	1.9%
Cotton On	Clothing And Accessories	0.91x	1.6%
Sushi Sushi	Eating And Drinking Out	0.85x	1.2%

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

City of Busselton

Resident | Business | Events | **Visitor** | Leakage

Month: October 2026
Spend location: West Busselton
Filter: All Visitors

Overview

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

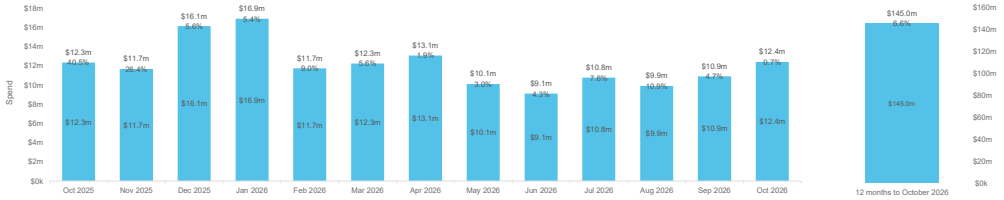
Top category
Groceries and Other Food Retailing
$2.9M of West Busselton Visitors spend during October 2026

Top age band
65+
20.4% of West Busselton Visitors are within this age band

Top lifestage
Young Families
21.7% of West Busselton Visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (202510) 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: Total (All)



Category performance

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

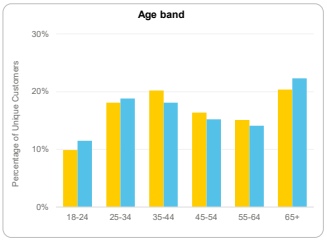
Category	Monthly			Annual (Last 12 months up to October 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	**$12.4M**	↑ 0.7%	↑ 8.0%	**$145.0M**	↑ 6.6%		
Food Retailing	**$4.5M**	↑ 8.9%	↑ 7.2%	**$50.7M**	↑ 9.8%	**0.82x**	**51.5%**
Groceries and Other Food Retailing	$2.9M	↑ 13.7%	↑ 6.8%	$32.6M	↑ 14.8%	0.76x	37.9%
Supermarkets	$1.5M	↑ 0.6%	↑ 7.4%	$18.1M	↑ 1.9%	0.65x	27.3%
Discretionary Retail	**$2.1M**	↓ -4.8%	↑ 2.7%	**$25.3M**	↑ 4.4%	**0.77x**	**27.7%**
Private Transport	**$1.8M**	↑ 32.8%	↑ 27.9%	**$18.3M**	↑ 20.9%	**0.83x**	**27.9%**
Tourism and Entertainment	**$1.5M**	↓ -0.1%	↑ 5.1%	**$16.3M**	↑ 7.8%	**0.53x**	**41.0%**
Takeaway and Fast Food Outlets	$586K	↑ 1.2%	↑ 10.2%	$6.5M	↑ 1.9%	0.94x	25.2%
Restaurants	$191K	↑ 5.3%	↑ 11.4%	$2.0M	↑ 10.3%	0.17x	5.3%
Breweries and Wineries	$154K	↑ 17.1%	↓ -7.2%	$1.3M	↑ 0.6%	0.08x	2.3%
Cafes	$141K	↓ -32.1%	↑ 1.5%	$2.0M	↑ 32.3%	0.26x	9.5%
Accommodation - Instore	**$1.2M**	↓ -16.0%	↓ -14.4%	**$13.1M**	↓ -11.0%	**0.82x**	**8.5%**

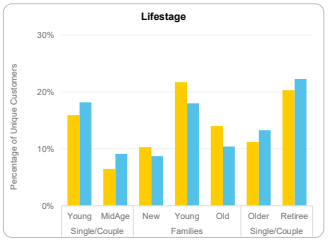
Affinity is based on the proportion of the visitor customer group shopping with the category within the spend location over the proportion of all customers shopping with the category within the LGA for the static period (202510). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
Benchmark definition is based on all visitors.
See FAQ for more information

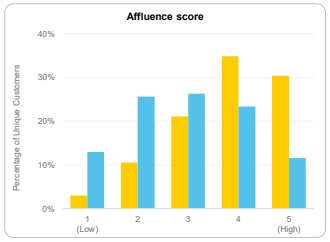
Demographic profile

What is the profile of Visitors to West 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 West Busselton during the recent static period (202510)?

How to read: 10.3% of Visitors to West Busselton have transacted with St John Of God in West Busselton. This is 1.97x more likely than all customers who have transacted in the LGA in the last 12 months.

Brand	Industry	Affinity	Penetration
St John Of God	Hospitals	1.97x	10.3%
The Kiosk	Eating And Drinking Out	1.92x	1.2%
Mandalay Resort	Travel	1.91x	1.3%
Abbey Beach Resort	Travel	1.82x	2.0%
Subzero Gelato	Food Retailing	1.68x	3.0%
Bunbury Farmers Market	Food Retailing	1.61x	25.3%
Vibe Petroleum	Private Transport	1.55x	13.8%
Petro Fuels	Private Transport	1.51x	3.1%
Broadwater Village Grocer	Food Retailing	1.50x	5.1%
United Petrol	Private Transport	1.46x	4.2%
Tonic By The Bay	Eating And Drinking Out	1.45x	6.5%
Kmart	General Retail	1.43x	18.0%
The Par 3	Recreation	1.32x	3.0%
Obison Coffee Roasters	Eating And Drinking Out	1.31x	1.7%
Gropers Fish And Chips	Eating And Drinking Out	1.30x	1.6%
Leeuwin Way Takeaway	Eating And Drinking Out	1.29x	1.5%
Dusty Buns	Eating And Drinking Out	1.25x	1.8%
Aldi	Food Retailing	1.25x	9.0%
Kfc	Eating And Drinking Out	1.23x	4.3%
The Vietnamese Kitchen	Eating And Drinking Out	1.16x	1.7%
Anaconda	Recreational Goods	1.12x	3.7%
The Urban Coffee House	Eating And Drinking Out	1.12x	1.5%
Chicken Treat	Eating And Drinking Out	1.12x	1.9%
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	1.07x	1.6%
Red Rooster	Eating And Drinking Out	1.04x	2.7%
Red Dot	General Retail	0.92x	3.6%

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: October 2026 | **Spend location:** Dunsborough | **Filter:** All Visitors

Overview

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

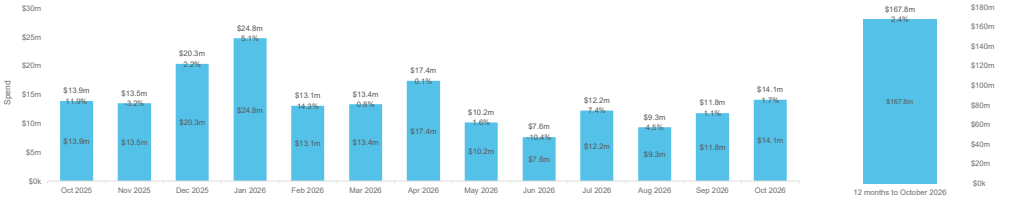
Top category
Breweries and Wineries
$2.2M of Dunsborough Visitors spend during October 2026

Top age band
25-34
21.3% of Dunsborough Visitors are within this age band

Top lifestage
Young Families
21.2% of Dunsborough Visitors are within this lifestage

Demographic insights are based on CommBank iQ's nationally representative retail customer transaction data for the recent static period (202510) 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: Total (All)



Category performance

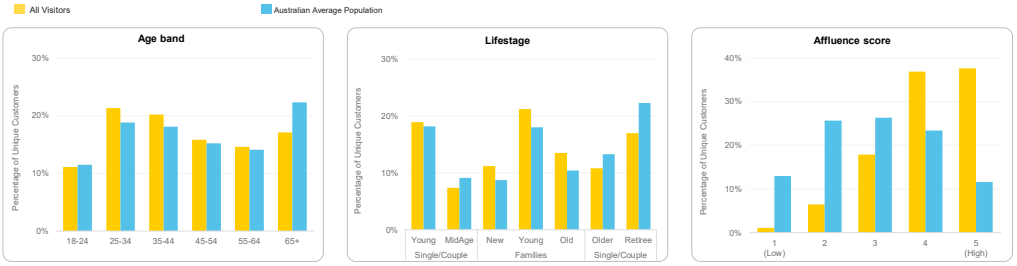
What are the highest performing categories for Visitors to Dunsborough during the past 12 months (November 2025 - October 2026)?

Category	Monthly			Annual (Last 12 months up to October 2026)			
	Spend	% Change vs last year		Spend	vs previous 12 months	Affinity	Penetration
		Spend location	Regional WA				
Total	**$14.1M**	**↑ 1.7%**	**↑ 8.0%**	**$167.8M**	**↑ 2.4%**		
Tourism and Entertainment	**$6.8M**	**↑ 6.9%**	**↑ 5.1%**	**$78.1M**	**↑ 0.1%**	**0.97x**	**74.7%**
Breweries and Wineries	$2.2M	↑ 21.5%	↓ -7.2%	$23.9M	↑ 8.5%	1.04x	29.4%
Restaurants	$1.6M	↓ -13.8%	↑ 11.4%	$19.8M	↓ -20.9%	0.92x	28.3%
Cafes	$1.4M	↑ 17.0%	↑ 1.5%	$15.1M	↑ 5.5%	0.87x	32.5%
Pubs, Taverns and Bars	$1.1M	↑ 22.9%	↑ 5.8%	$12.6M	↑ 20.0%	0.83x	19.9%
Attractions, Events and Recreation	$379K	↓ -11.3%	↑ 1.2%	$4.5M	↑ 18.2%	0.54x	11.4%
Takeaway and Fast Food Outlets	$171K	↓ -20.3%	↑ 10.2%	$2.3M	↓ -5.8%	0.41x	10.9%
Food Retailing	**$3.5M**	**↑ 9.4%**	**↑ 7.2%**	**$40.8M**	**↑ 6.4%**	**0.97x**	**61.1%**
Groceries and Other Food Retailing	$2.0M	↑ 16.1%	↑ 6.8%	$21.3M	↑ 7.1%	0.99x	49.5%
Supermarkets	$1.5M	↑ 1.8%	↑ 7.4%	$19.5M	↑ 5.6%	0.75x	31.3%
Discretionary Retail	**$1.4M**	**↓ -14.3%**	**↑ 2.7%**	**$20.4M**	**↑ 4.5%**	**0.58x**	**21.0%**
Other Discretionary Retail	$893K	↑ 10.7%	↑ 3.5%	$11.2M	↑ 12.0%	0.57x	16.1%
Department Stores, Clothing & Accessories	$545K	↓ -37.5%	↑ 0.7%	$9.2M	↓ -3.2%	0.38x	8.5%
Accommodation - Instore	**$1.0M**	**↓ -28.2%**	**↓ -14.4%**	**$13.2M**	**↓ -3.8%**	**0.68x**	**7.1%**
Private Transport	**$670K**	**↑ 23.2%**	**↑ 27.9%**	**$7.0M**	**↑ 9.6%**	**0.37x**	**12.4%**

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 (202510). Spend and Penetration is based on aggregated spend and proportion of the visitor customer group shopping with the category within the spend location.
Benchmark definition is based on all visitors.
See FAQ for more information

Demographic profile

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



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

Brand preference

What are the top brand preferences for Visitors to Dunsborough during the recent static period (202510)?

How to read: 1.3% 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	1.3%
Ngilgi Cave	Attractions	1.72x	4.0%
Tasman Holiday Parks	Travel	1.72x	1.8%
Bettenays Margaret River	Travel	1.72x	1.3%
Cape Naturaliste Lighthouse	Attractions	1.71x	3.4%
The Margaret River Chocolate Company	Food Retailing	1.70x	16.5%
Gabriel Chocolate	Food Retailing	1.68x	1.4%
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	1.9%
Wise Wine	Eating And Drinking Out	1.67x	1.6%
Dunsborough Bakery	Food Retailing	1.61x	9.6%
Eagle Bay Brewing Co	Eating And Drinking Out	1.61x	6.3%
Beerfarm Metricup	Eating And Drinking Out	1.60x	7.8%
Rustico At Hay Shed Hill	Eating And Drinking Out	1.59x	1.6%
Lamonts	Eating And Drinking Out	1.59x	1.0%
Cheeky Monkey	Eating And Drinking Out	1.58x	5.0%
Vasse Virgin	Personal Services	1.58x	1.6%
Wild Hop Brewing Company	Eating And Drinking Out	1.58x	5.6%
Aravina Estate	Eating And Drinking Out	1.57x	4.3%
Yallingup General Store And Cafe	Eating And Drinking Out	1.57x	7.1%
Lagoon Seafood Restaurant	Eating And Drinking Out	1.56x	2.5%
Yallingup Gugelhupf	Food Retailing	1.56x	1.9%
Yallingup Woodfired Bakery	Food Retailing	1.56x	3.8%
Caves House Hotel	Eating And Drinking Out	1.54x	8.3%
Merchant And Maker	Eating And Drinking Out	1.53x	8.7%
Woody Nook Wines	Eating And Drinking Out	1.52x	1.7%
Wild And Woods	Eating And Drinking Out	1.51x	1.8%
Cafe Evviva	Eating And Drinking Out	1.50x	1.3%
Simmos Ice Creamery	Eating And Drinking Out	1.50x	5.4%

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.

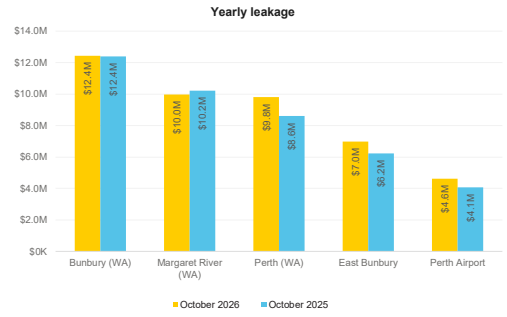
City of Busselton

Region Type	Category
Locality	Total (excl. Other)

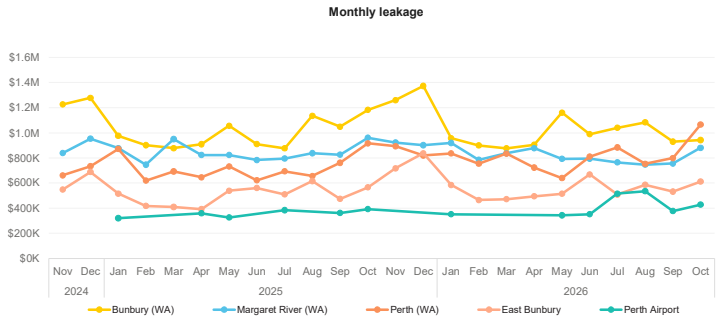
Leakage trends by location and category

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 October 2026, there was $12.4m of spend by residents to Bunbury (WA) in Total (excl. Other), this was $40k more than the previous 12 months



How to read: In the month of October 2026, there was $942k of spend by residents to Bunbury (WA) in Total (excl. Other), this was compared to $1.2m in the month of October 2025



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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to October 2026, residents spent $12.4m on Total (excl. Other) in Bunbury (WA). This was $40k or 0.3% increase compared to October 2025.

Locality	Total (excl. Other)			
	12 months up to October 2026 Spend	12 months up to October 2025 Spend	Spend Change	Spend % Change
IN LGA	$622.6M	$568.9M	↑$53.7M	↑ 9.4%
Online	$216.7M	$183.7M	↑$33.0M	↑ 18.0%
Bunbury (WA)	$12.4M	$12.4M	↑$40K	↑ 0.3%
Margaret River (WA)	$10.0M	$10.2M	↓ -$232K	↓ -2.3%
Perth (WA)	$9.8M	$8.6M	↑$1.2M	↑ 14.0%
East Bunbury	$7.0M	$6.2M	↑$756K	↑ 12.1%
Perth Airport	$4.6M	$4.1M	↑$562K	↑ 13.8%

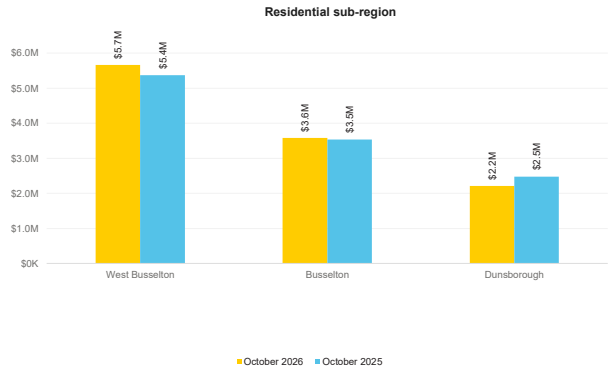
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Annual leakage by sub-region and crowd

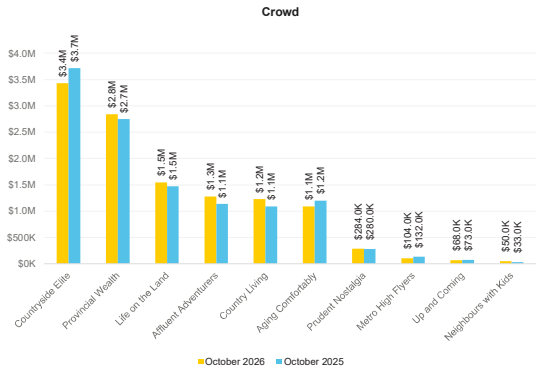
Location
Bunbury (WA)

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

How to read: In the 12 months to October 2026, there was $5.7m of spend by West Busselton residents to Bunbury (WA) in Total (excl. Other), this was $290k more than the previous 12 months.



How to read: In the 12 months to October 2026, there was $3.4m of spend by Countryside Elite residents to Bunbury (WA) in Total (excl. Other), this was $286k less than the previous 12 months.



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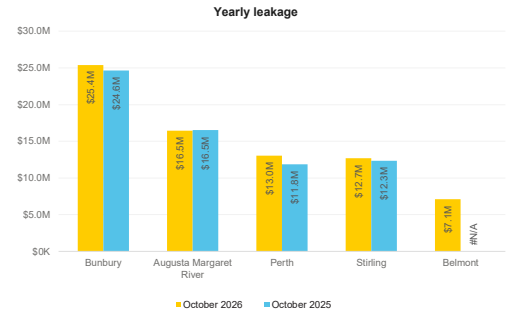
City of Busselton

Region Type	Category
LGA	Total (excl. Other)

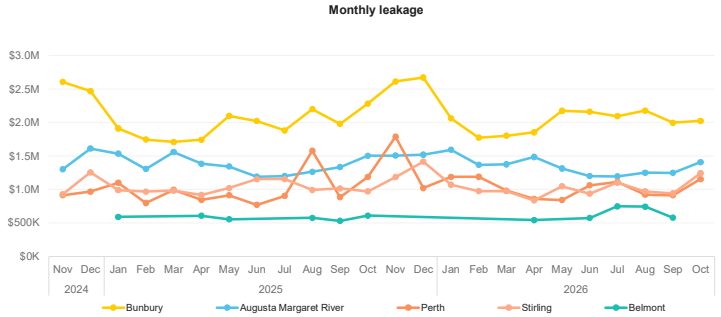
Leakage trends by location and category

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 October 2026, there was $25.4m of spend by residents to Bunbury in Total (excl. Other), this was $747k more than the previous 12 months



How to read: In the month of October 2026, there was $2.0m of spend by residents to Bunbury in Total (excl. Other), this was compared to $2.3m in the month of October 2025



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Annual leakage by category

How does the Leakage compare across categories?

How to read: In the 12 months to October 2026, residents spent $25.4m on Total (excl. Other) in Bunbury. This was $747k or 3.0% increase compared to October 2025.

	Total (excl. Other)			
LGA	**12 months up to October 2026 Spend**	**12 months up to October 2025 Spend**	**Spend Change**	**Spend % Change**
IN LGA	$622.6M	$568.9M	↑$53.7M	↑ 9.4%
Online	$216.7M	$183.7M	↑$33.0M	↑ 18.0%
Bunbury	$25.4M	$24.6M	↑$747K	↑ 3.0%
Augusta Margaret River	$16.5M	$16.5M	- $69K	↓ -0.4%
Perth	$13.0M	$11.8M	↑$1.2M	↑ 10.0%
Stirling	$12.7M	$12.3M	↑$349K	↑ 2.8%
Belmont	$7.1M			

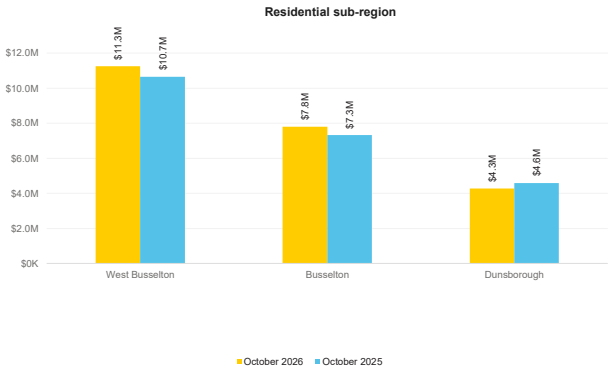
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Annual leakage by sub-region and crowd

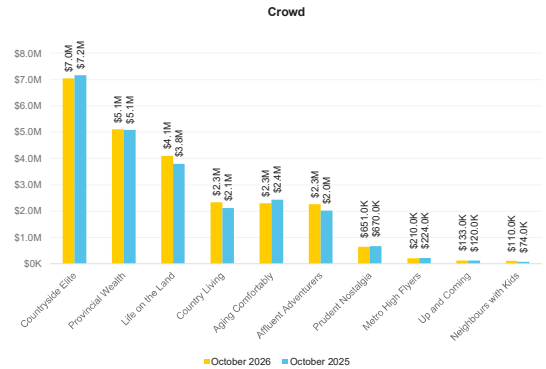
Location
Bunbury

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

How to read: In the 12 months to October 2026, there was $11.3m of spend by West Busselton residents to Bunbury in Total (excl. Other), this was $600k more than the previous 12 months.



How to read: In the 12 months to October 2026, there was $7.0m of spend by Countryside Elite residents to Bunbury in Total (excl. Other), this was $128k 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 October 2026. Metrics are calculated based on electronic in-store and online card spend only. Cash and BNPL are not included.

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