



ALPINE
SHIRE COUNCIL

Alpine Shire July 2025 Spend Data

July is a peak season for visitors hoping to visit the snow. This July were good natural snow falls that encouraged good visitation.

What are some of the key insights for the Alpine Shire Council location for July 2025?

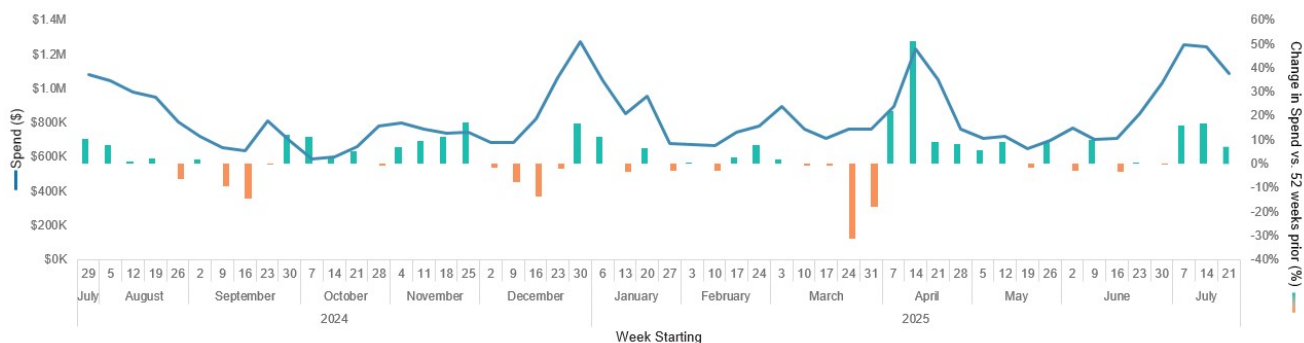


All insights are based on CommBank iQ's nationally representative retail customer transaction data for July 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who have transacted in the category within the region.

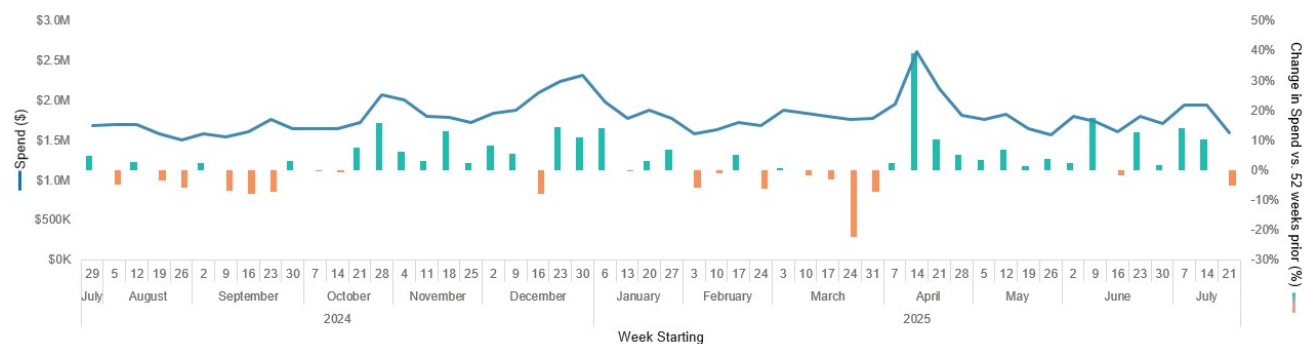
Bright Spend



Mt Beauty/Tawonga South/Tawonga Spend



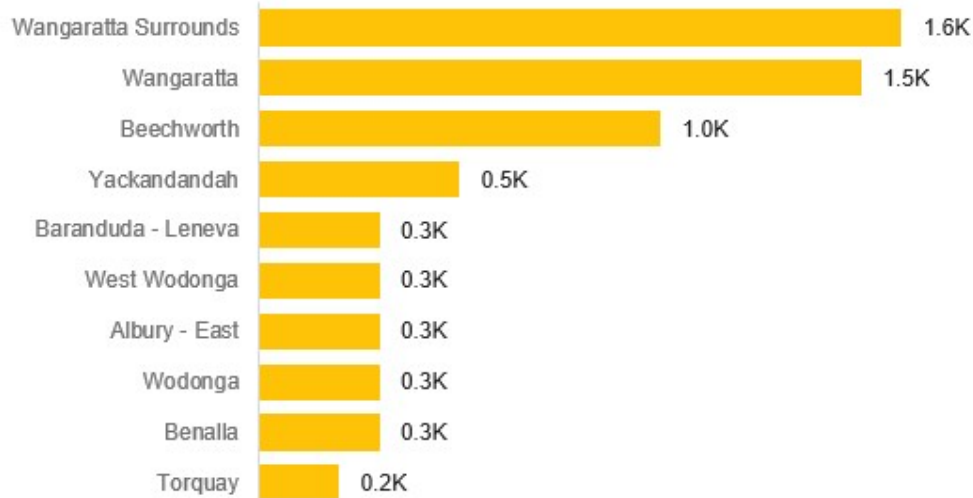
Myrtleford Spend



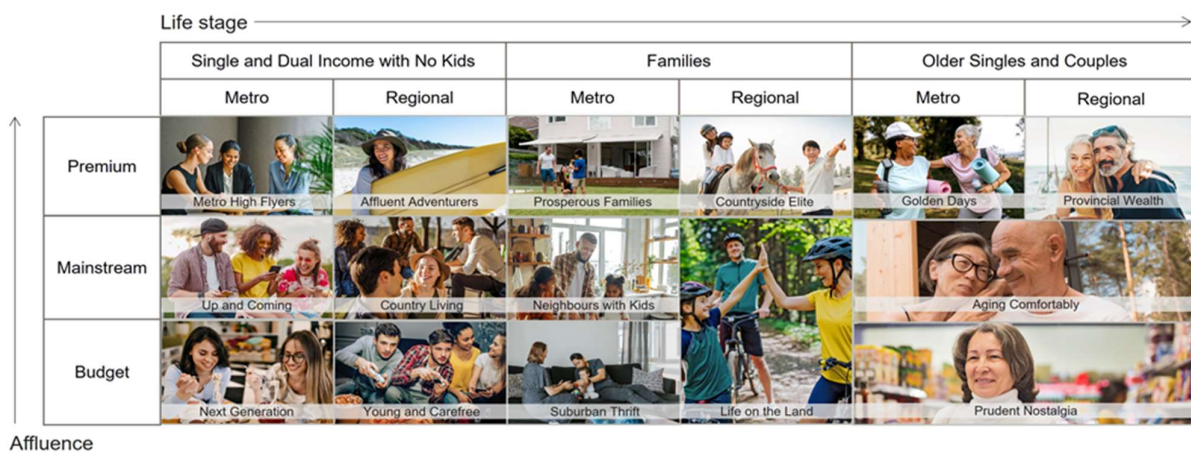
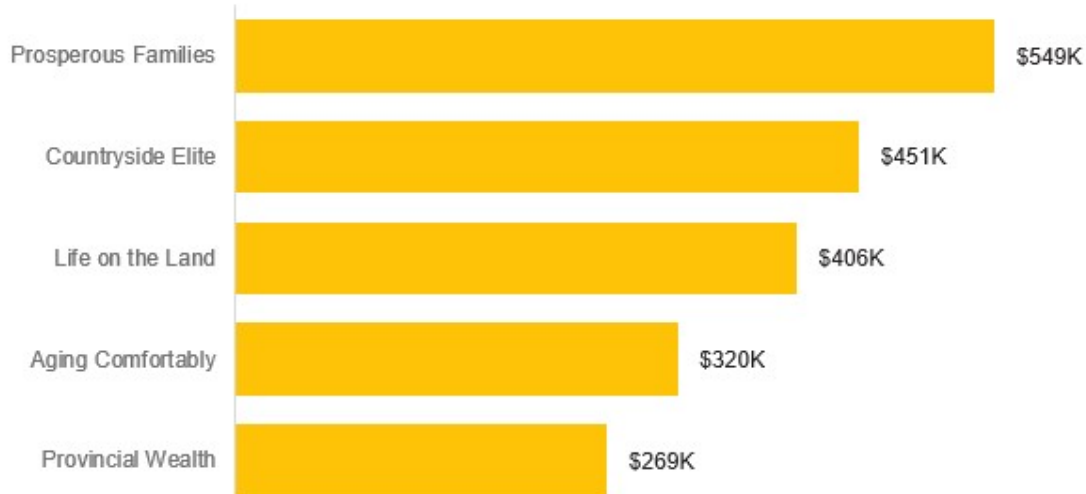
Dark blue line reflects spend (\$), teal bars represent a positive change in spend vs 52 weeks prior (%) and the orange represents a negative change (%).

All Alpine

Top 10 source markets by unique visitors count



Top 5 customer segments by visitors spend



Sourced from Banking Transaction Data, Commbank iQ