

Alpine Shire January 2026 Spend Data

Month dominated by summer school holidays. Bushfires impacted many parts of Victoria. Thankfully the Alpine Shire were only direct affected in state forest, far from any townships. Smoke and public perception had an impact on visitation. Cost of living pressures continue to impact visitor spending.

Total spend \$28.5M ↓ -3.6% .vs last year ↑ 0.4% Regional VIC	Total customers 71K ↓ -9.0% .vs last year	Visitor spend \$17.5M 61% of total spend within Alpine Shire Council during January 2026 are from Visitors	Total visitors 60K 84% of total customers within Alpine Shire Council during January 2026 are from Visitors
--	---	---	--

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

Bright Spend



Mt Beauty/Tawonga South/Tawonga Spend

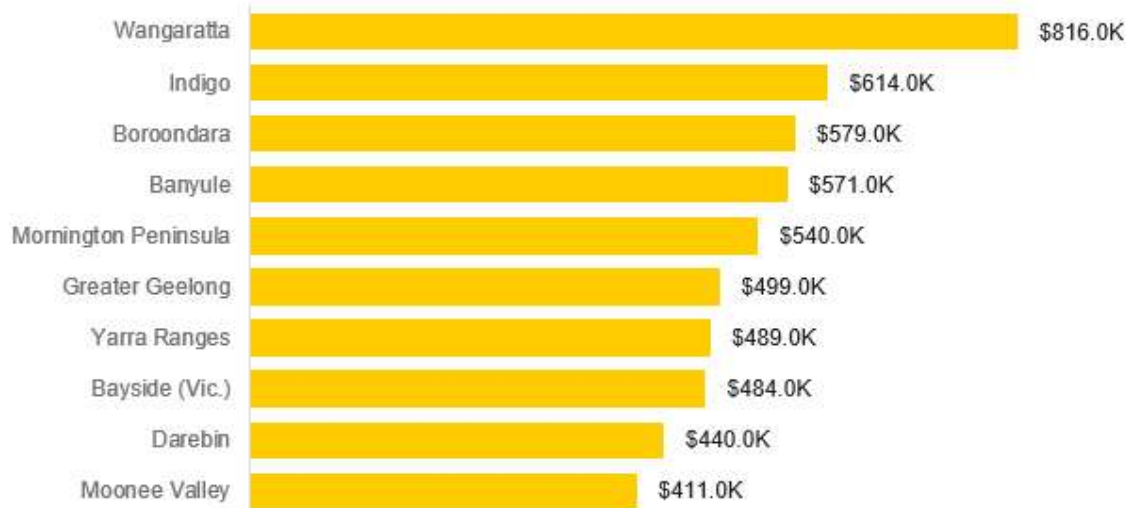


Myrtleford Spend

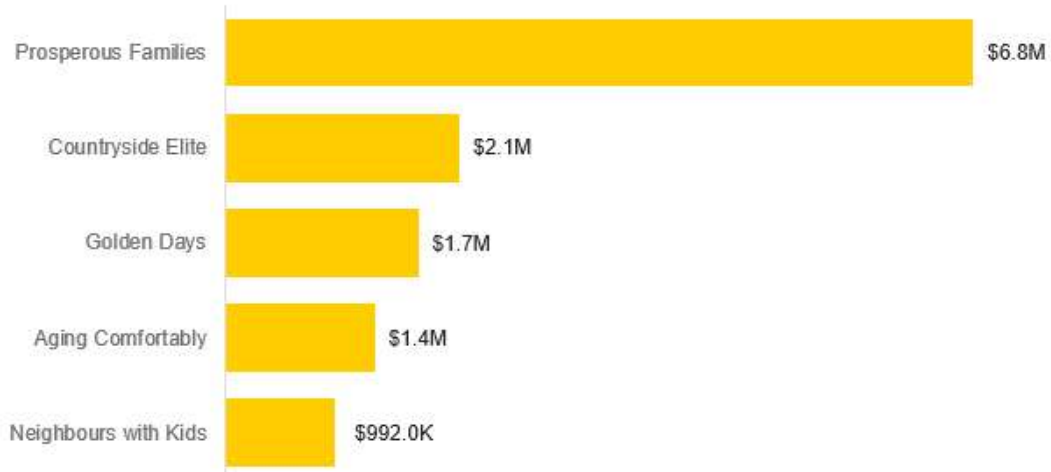


All Alpine

Top 10 source markets by visitors spend



Top 5 customer segments by visitors spend



Sourced from Banking Transaction Data, Commbank IQ