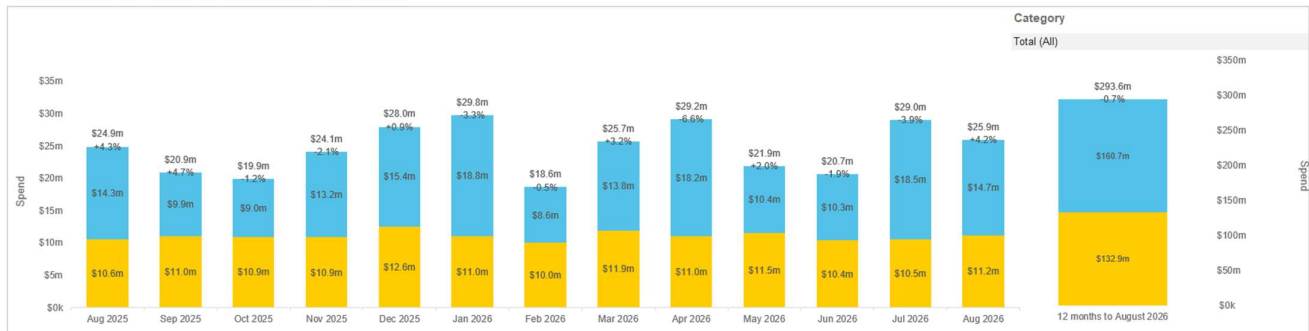


Alpine Shire August 2026 Spend Data

Winter 2026 snow levels were well below the long-term average for the ski season. Despite these conditions, visitor expenditure in August increased compared to the previous year. While this uplift may be partially attributable to the Porepunkah incident impacting spending in August 2025, the data indicates that expenditure was consistently higher throughout the month. The strongest growth was recorded in the *Attractions, Events and Recreation, Breweries and Wineries, and Restaurants* categories. Spending on *Discretionary Retail* and *Private Transport* also showed positive growth compared to August 2025.

Year to date – all Alpine Shire

How much spend is going to businesses in the Alpine Shire Council location over time?



Data is up to last complete Monday to Sunday week.



What are some of the key insights for the Alpine Shire Council location for the 12 months to August 2026?



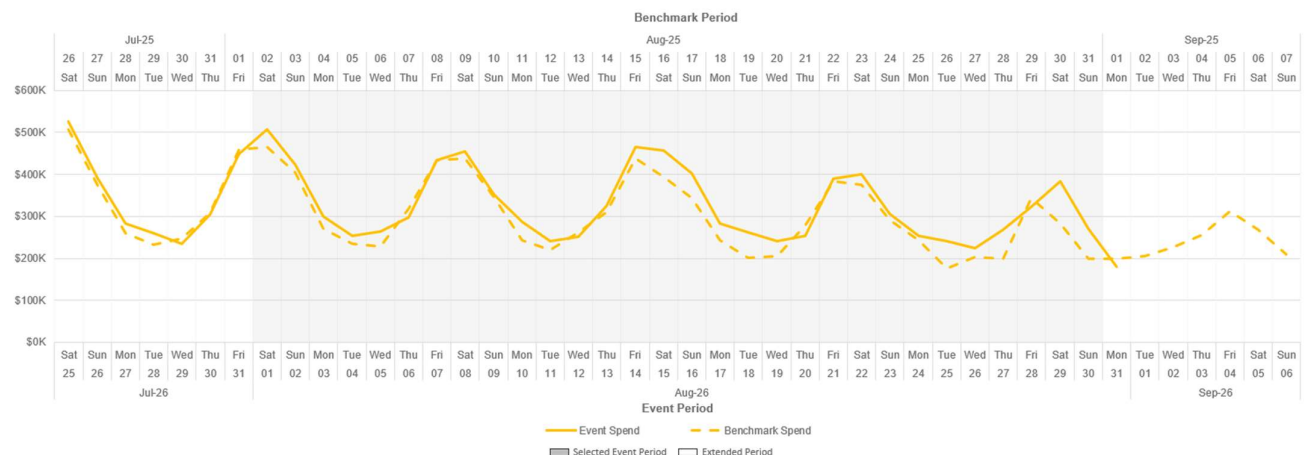
All insights are based on CommBank iQ's nationally representative retail customer transaction data for August 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer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

Bright Spend

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



All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 August 2026 and 30 August 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.



Mount Beauty/Tawonga South/Tawonga Spend

What are some of the key insights for Mount Beauty/Tawonga South/Tawonga for all categories between 1 August 2026 and 30 August 2026?

Total spend

\$4.7M

↑ 9.5%

uplift compared to Benchmark Period

Visitor spend

\$2.6M

↑ 12.6%

uplift compared to Benchmark Period

Day spend

\$3.9M

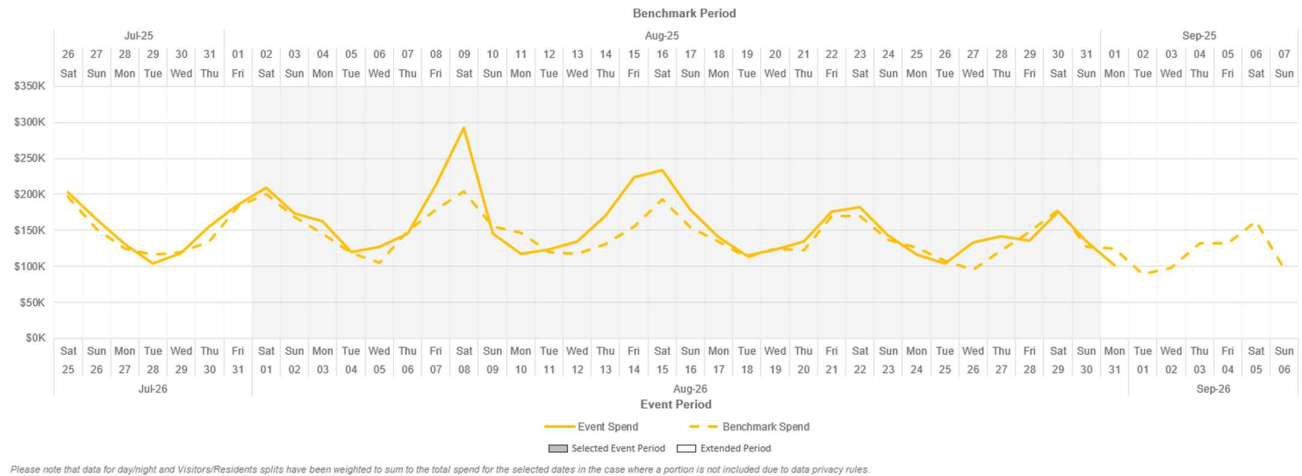
82% of total spend over the event period was during the day (6am-6pm)

Night spend

\$866K

18% 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 August 2026 and 30 August 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.



Myrtleford Spend

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

Total spend

\$7.1M

↑ 6.9%

uplift compared to Benchmark Period

Visitor spend

\$2.5M

↑ 4.9%

uplift compared to Benchmark Period

Day spend

\$6.1M

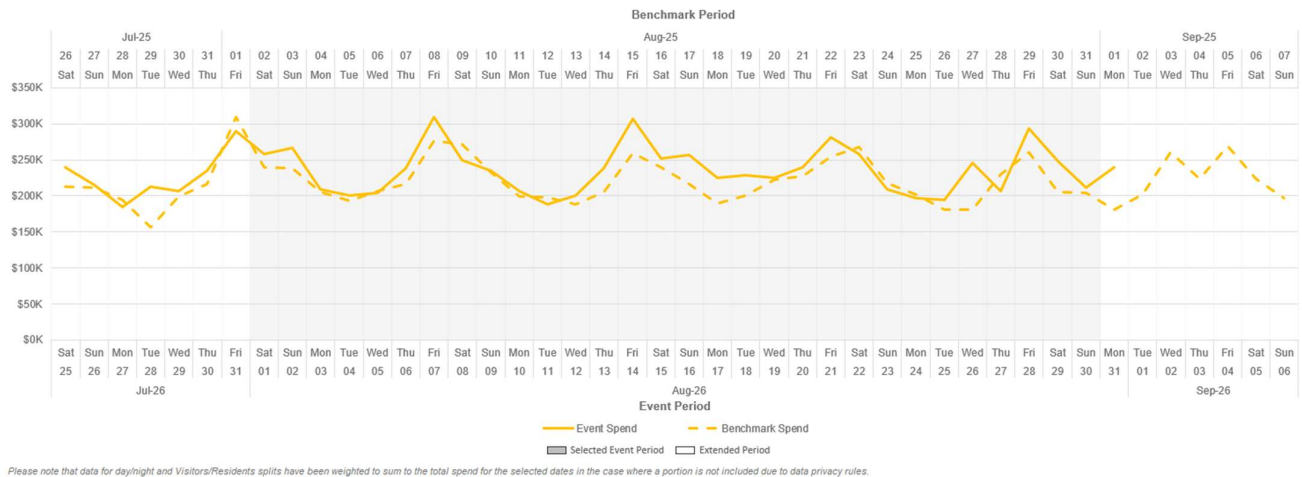
86% of total spend over the event period was during the day (6am-6pm)

Night spend

\$964K

14% 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 August 2026 and 30 August 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

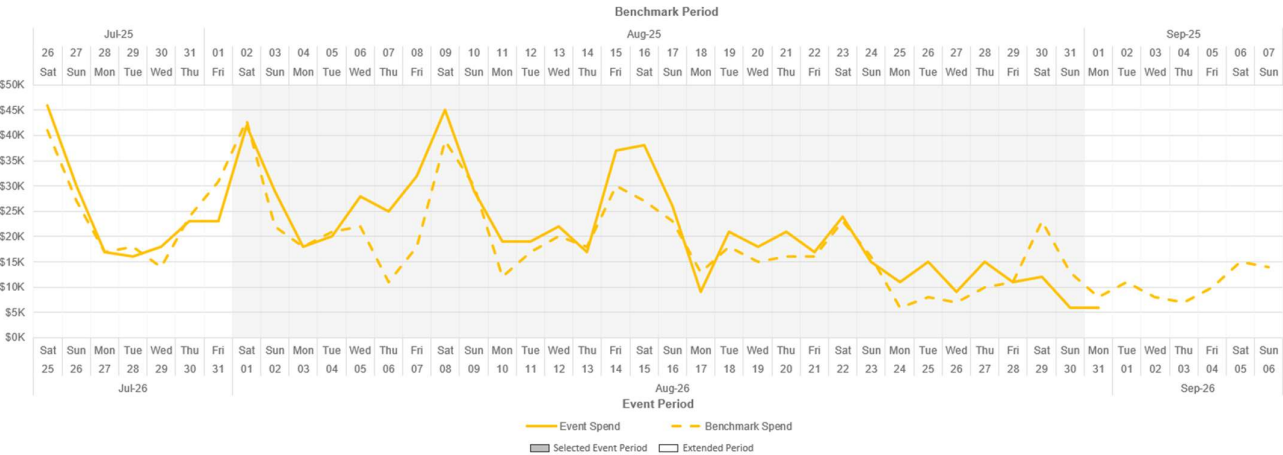


Dinner Plain

What are some of the key insights for Dinner Plain for all categories between 1 August 2026 and 30 August 2026?



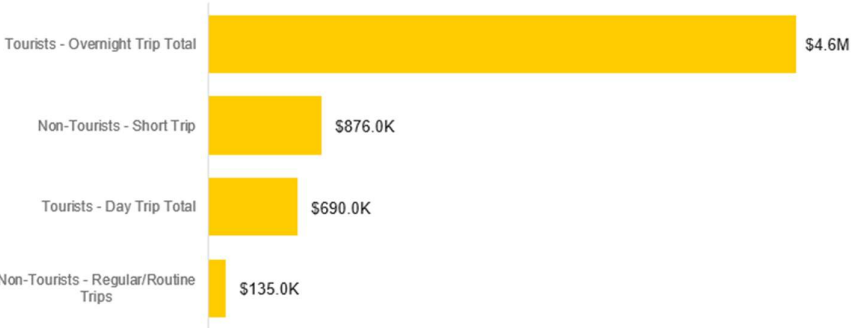
All insights are based on CommBank iQ's nationally representative retail customer transaction data between 1 August 2026 and 30 August 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.



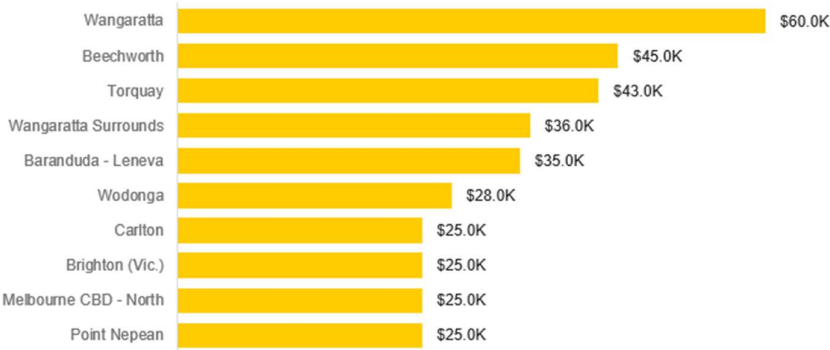
Please note that data for day/night and Visitors/Residents splits have been weighted to sum to the total spend for the selected dates in the case where a portion is not included due to data privacy rules.

All Alpine

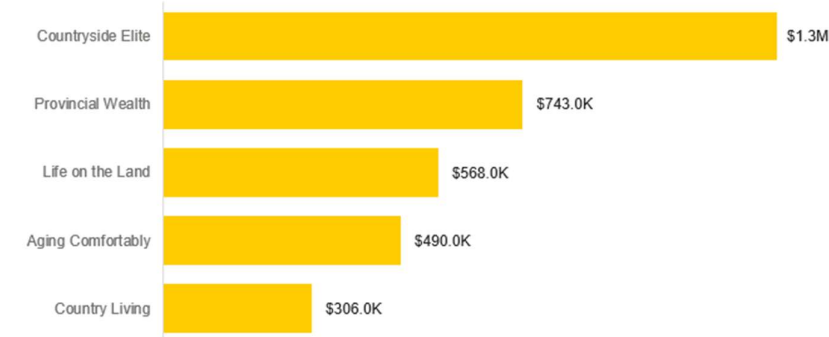
Trip Type by spend



Top 10 source markets by visitors spend



Top 5 customer segments by residents spend



Sourced from Banking Transaction Data, Commbank iQ