

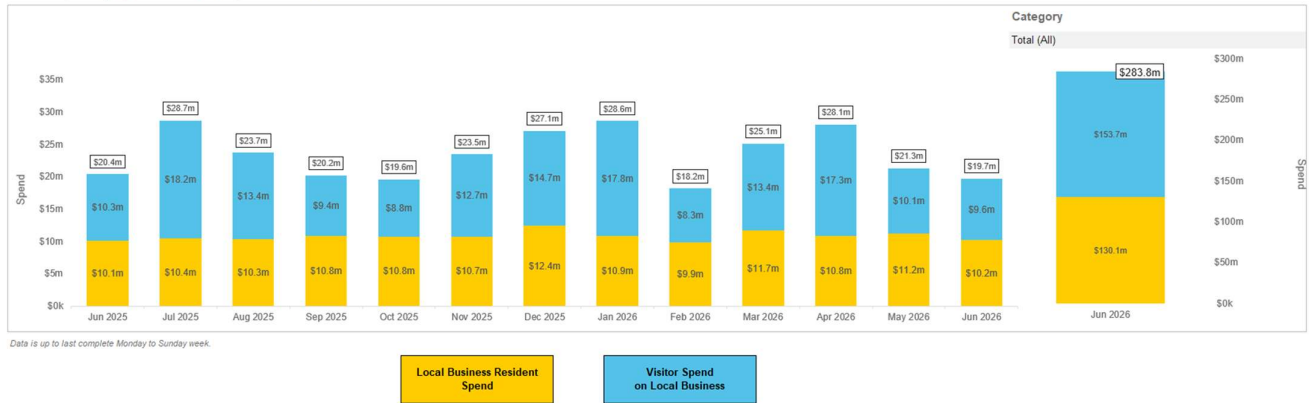


Alpine Shire June 2026 Spend Data

June brings the snow visitors. June 2026 was unseasonably warm, with little natural snow falling and poor conditions to make snow. Reports that visitors who come for skiing/snowboard were postponing their snow holidays till later in the season. During this period, we had the King's Birthday long weekend (6th – 8th June) and Bright Brewery's Darker Days (20th June).

Year to date

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

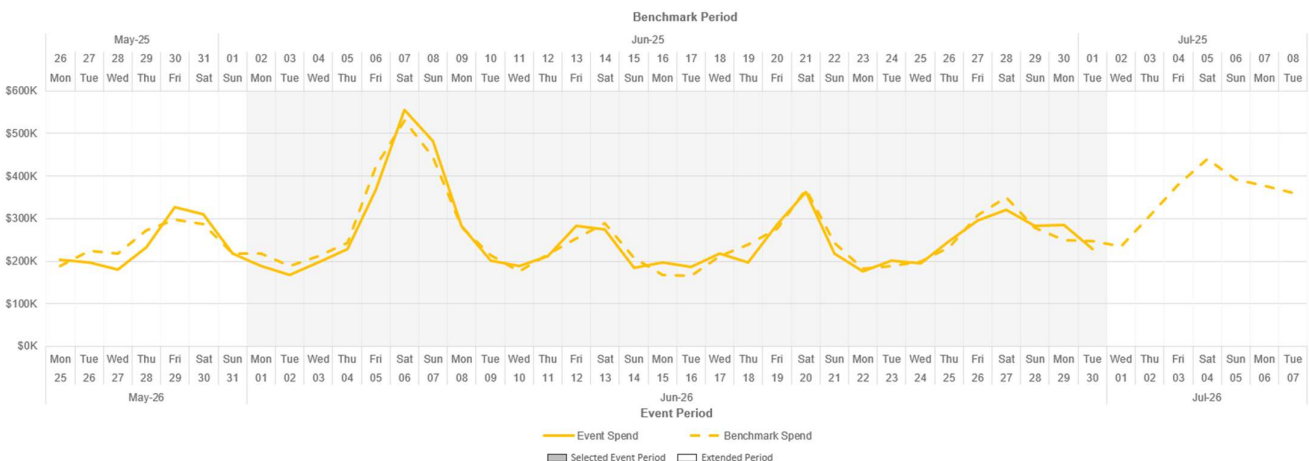


June – All Alpine

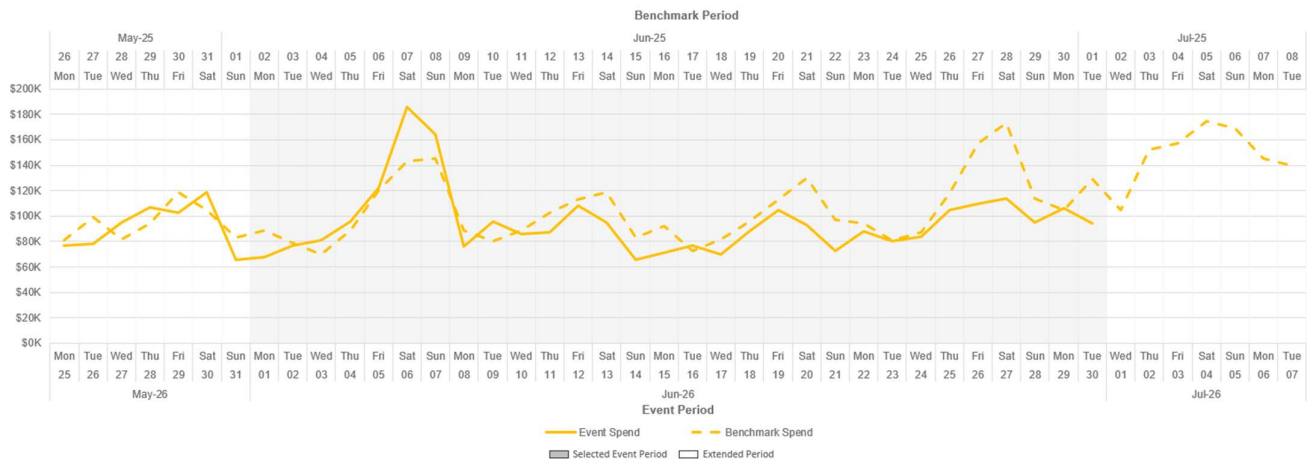
What are some of the key insights for Alpine Shire Council for all categories between 1 June 2026 and 30 June 2026?



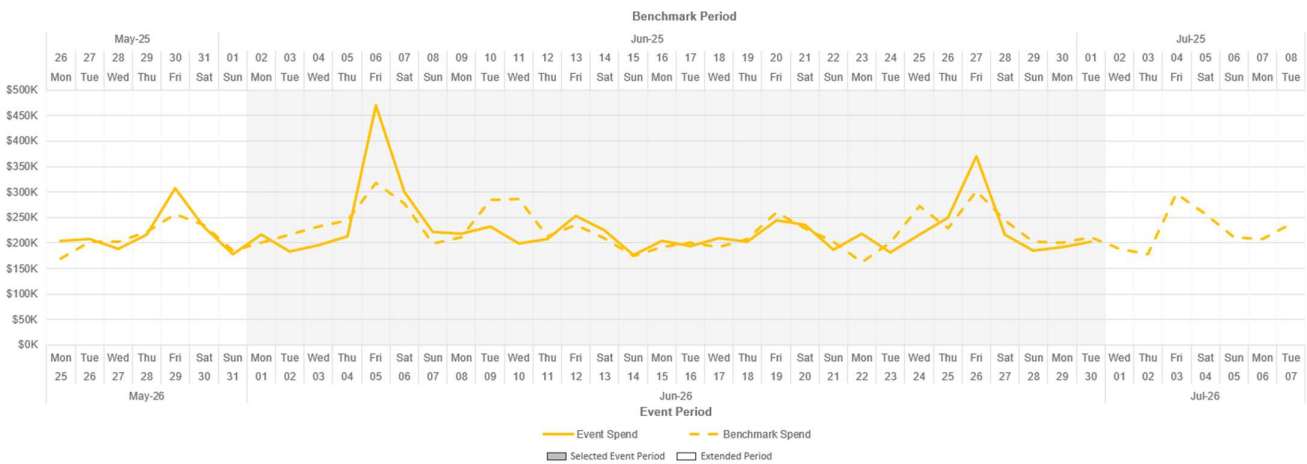
Bright Spend



Mount Beauty/Tawonga South/Tawonga Spend

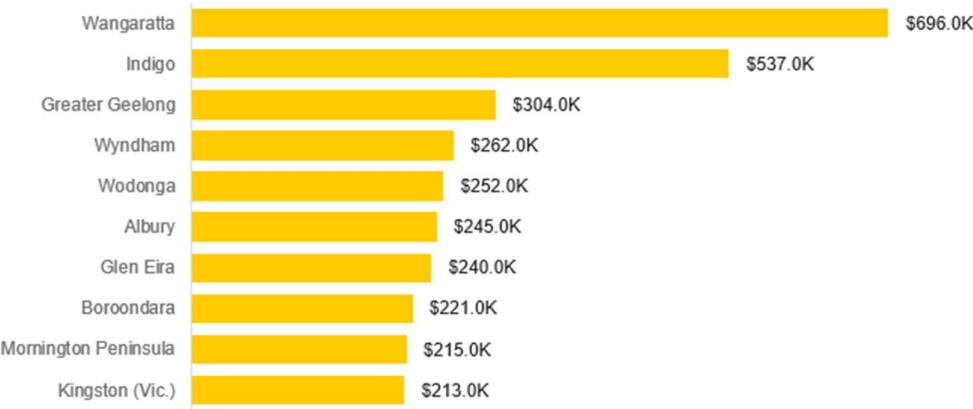


Myrtleford Spend

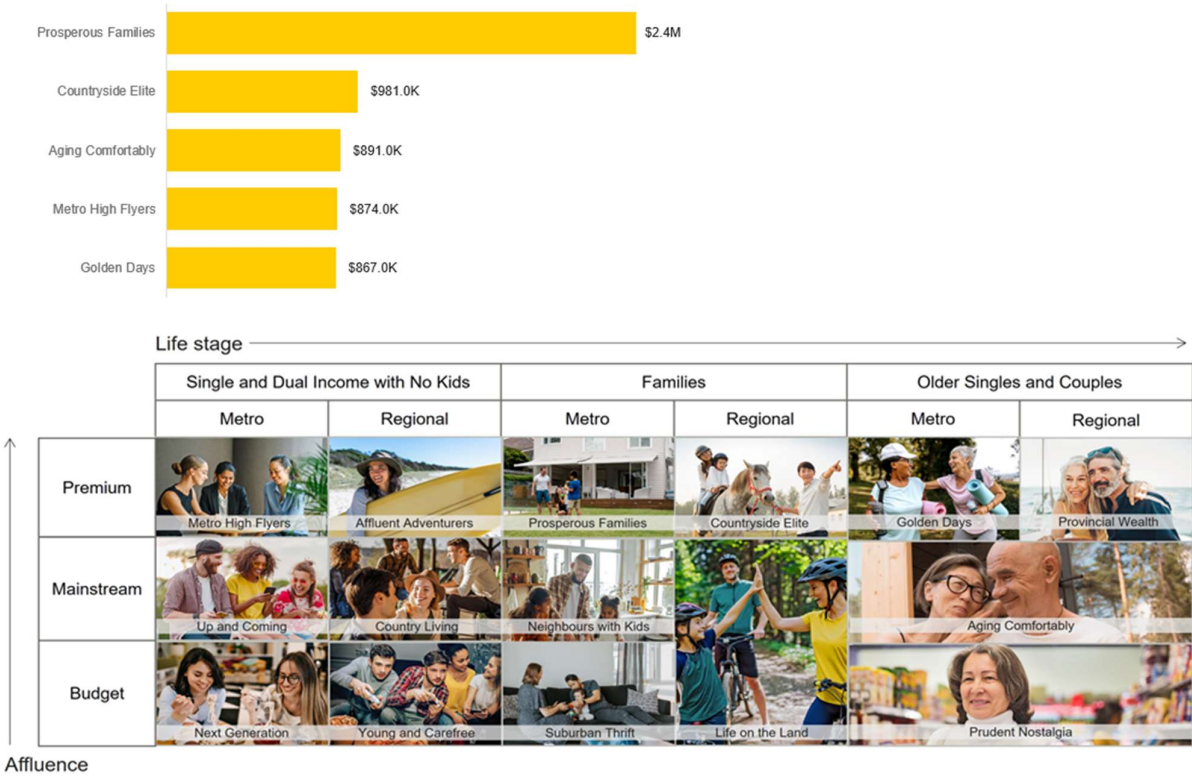


All Alpine

Top 10 source markets by visitors spend



Top 5 customer segments by visitors spend



Sourced from Banking Transaction Data, Commbank iQ