



ALPINE
SHIRE COUNCIL

Alpine Shire June 2025 Spend Data

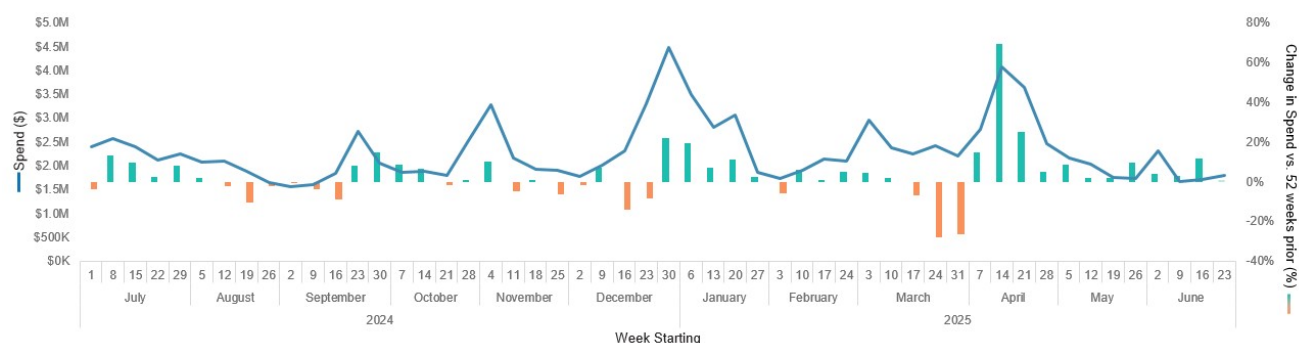
June brings the snow visitors. Winter has begun with good natural snow falls, this has driven visitors to the region. During this period, we had the King's Birthday long weekend (7th – 9th June) and Bright Brewery's Darker Days (21st June).

What are some of the key insights for the Alpine Shire Council Location for June 2025?

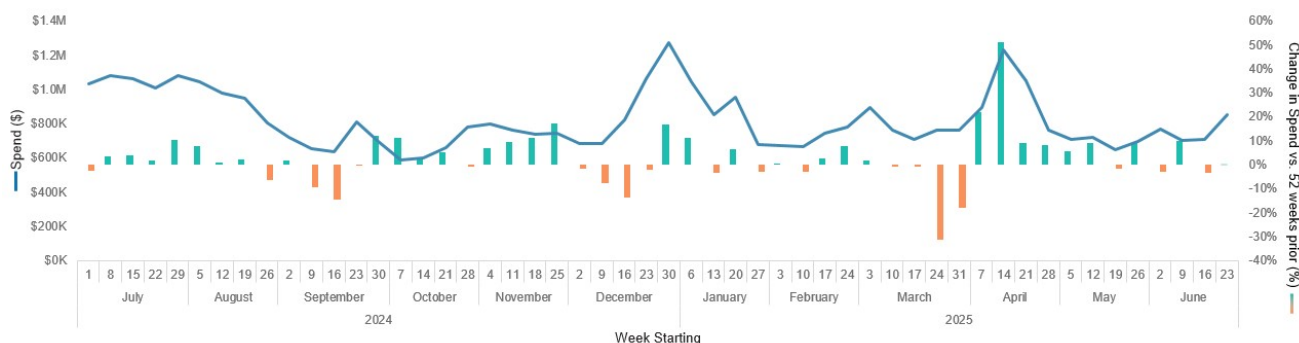


All insights are based on CommBank iQ's nationally representative retail customer transaction data for June 2025. Metrics are calculated based on electronic in-store card spend only. Online, cash, BNPL, direct debit and BPAY spend are not included. Customer count is the distinct number of customer who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

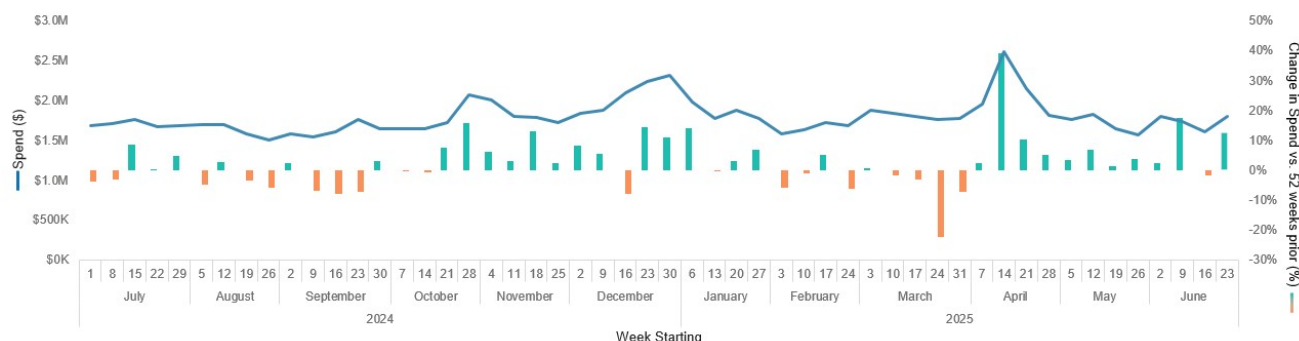
Bright Spend



Mt Beauty/Tawonga South/Tawonga Spend



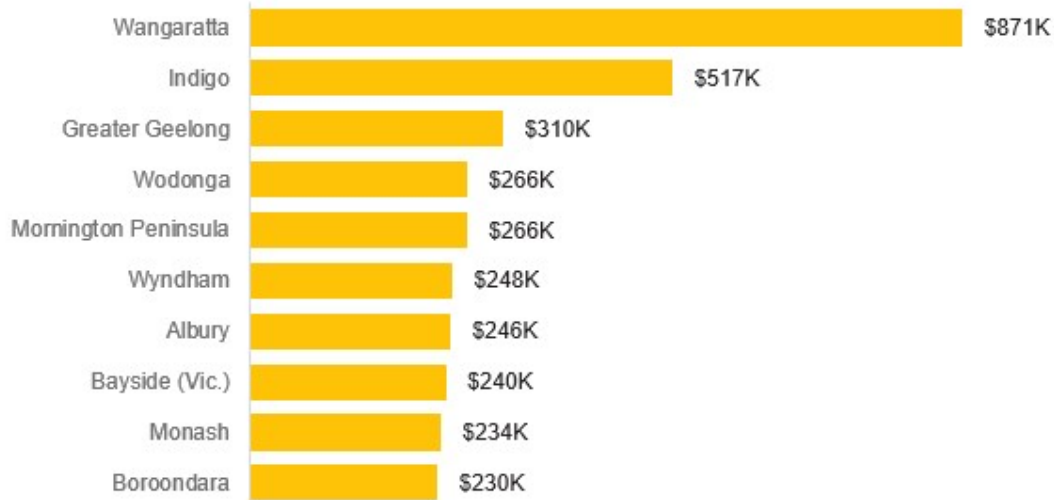
Myrtleford Spend



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 visitors spend



Top 5 customer segments by visitors spend

