



Alpine Shire September 2025 Spend Data

September is becoming a quiet month in the calendar. This year it was particularly quiet due to the incident in Porepunkah. Under the directive of VicPol, Porepunkah and Bright could not encourage people to visit for the first two weeks of September. The September school holidays are the quietest of the year. The ski resorts did not have good bookings for September. This could possibly be due to two poor ski seasons; traditional September snow bookings could be choosing to come earlier to ensure snow.

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

Total spend \$20.9M ↑ 4.4% .vs last year ↑ 5.3% Regional VIC	Total customers 54K ↑ 2.6% .vs last year	Visitor spend \$9.4M 45% of total spend within Alpine Shire Council during September 2025 are from Visitors	Total visitors 42K 78% of total customers within Alpine Shire Council during September 2025 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for September 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



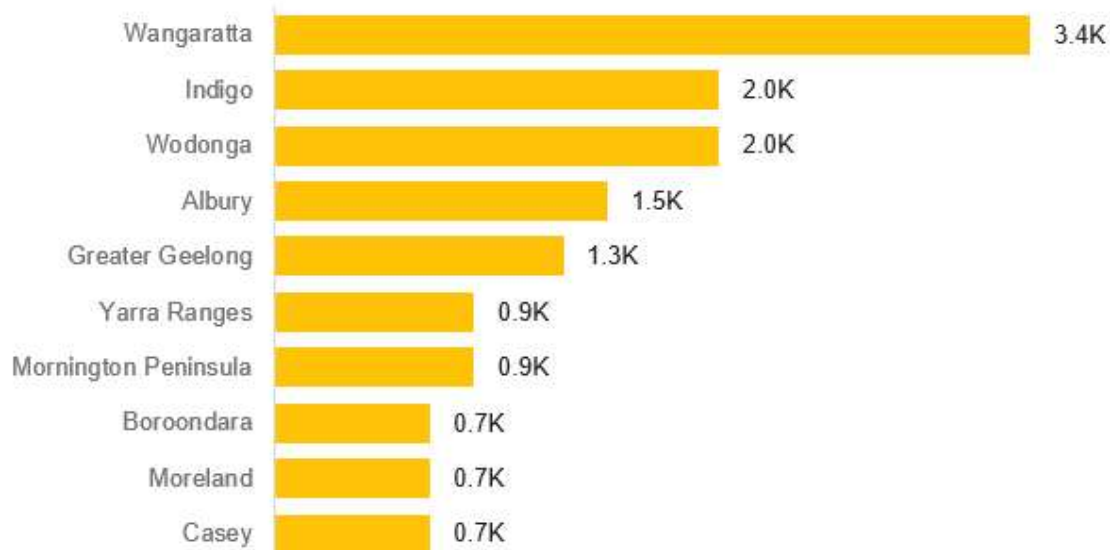
Myrtleford Spend



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

