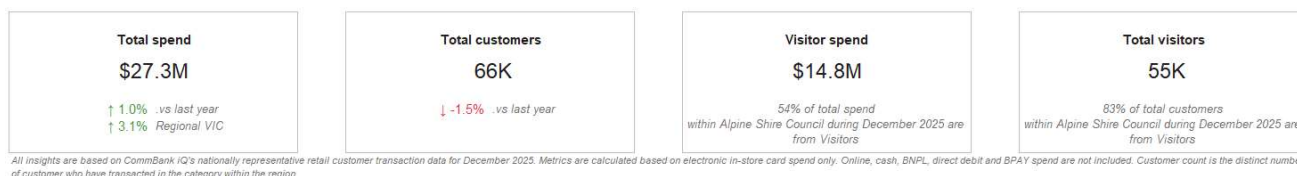




Alpine Shire December 2025 Spend Data

Spend across Alpine Shire in December 2025 was consistent with data collected in December 2024, with the region attracting visitors of greater affluence compared to the average Australian population. The primary distinction between 2024 and 2025 was a decrease in visitor spend of 2.3%, reflected in supermarket spend, as well as other areas. Despite this, there was an increase in residential spend across retail and restaurants during the festive season, as well as an increase in grocery home delivery.



Bright Spend



Mount Beauty/Tawonga South/Tawonga Spend



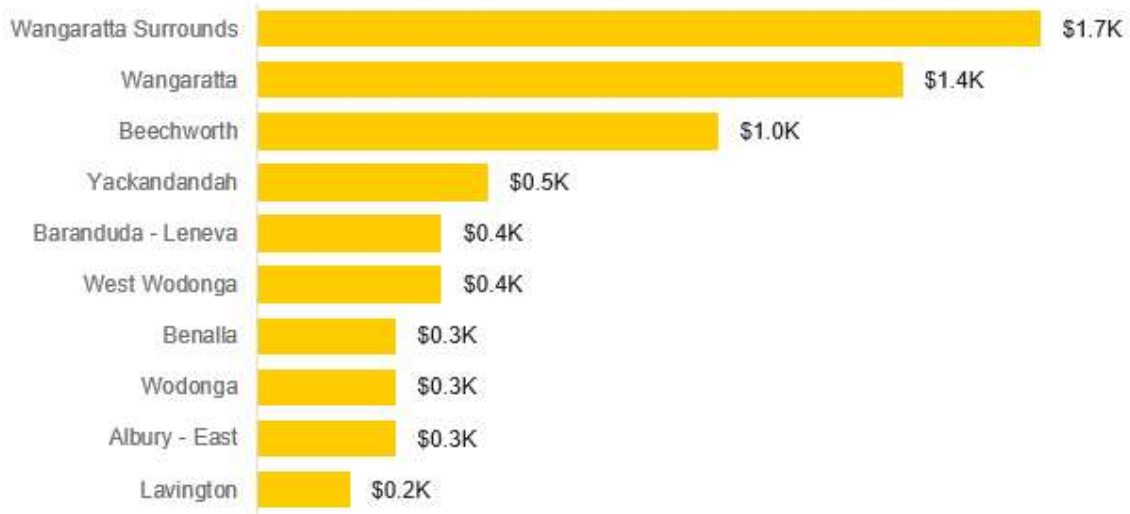
%Myrtleford Spend



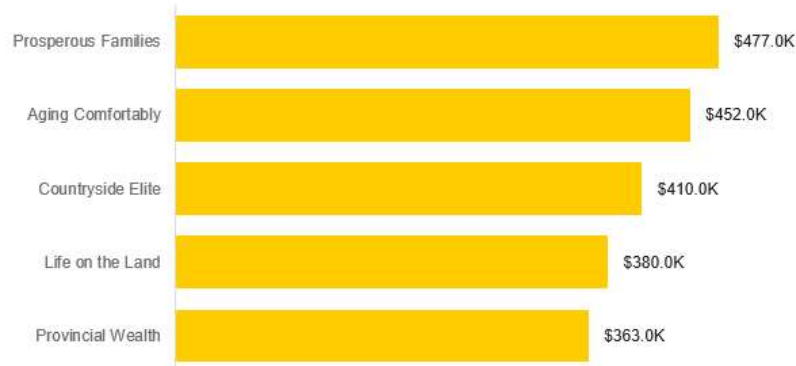
Dark blue line reflects spend (\$), teal bars represent a positive change in spend vs 52 weeks prior (%) and the orange represents a negative change (%).

All Alpine

Top 10 source markets by unique visitors count



Top 5 customer segments by visitors spend



Sourced from Banking Transaction Data, Commbank iQ