

Alpine Shire April 2026 Spend Data

Easter and ANZAC day fell in April this year but were not close together, therefore visitors didn't take advantage of a long stay as they did in April 2025. ANZAC day fell on a Saturday, which did not provide a long weekend. Due to these factors, the spend in April was down compared to 2025.

Year to date

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



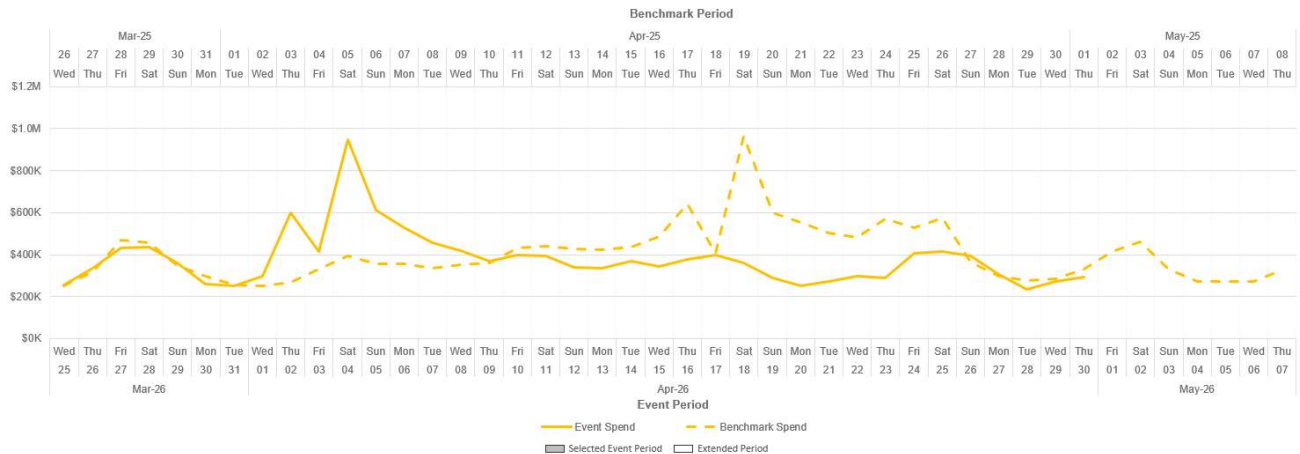
April – All Alpine

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

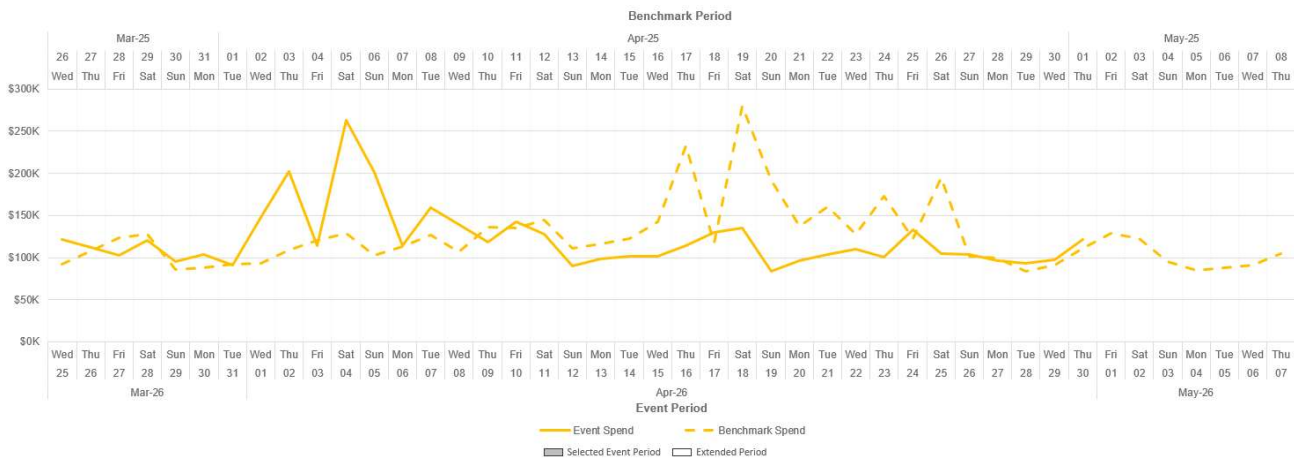


All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 April 2026 and 30 April 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

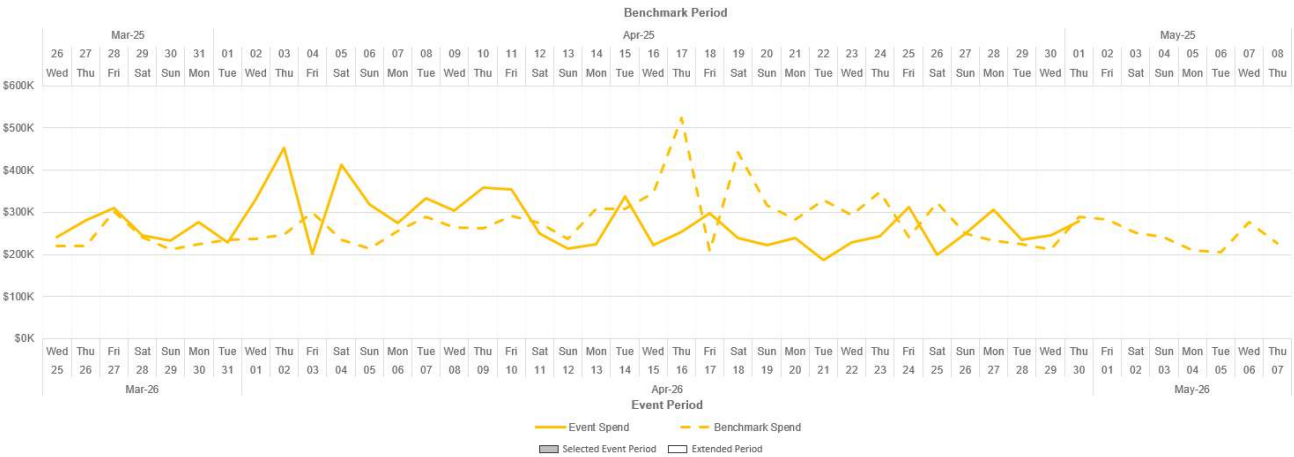
Bright Spend



Mount Beauty/Tawonga South/Tawonga Spend

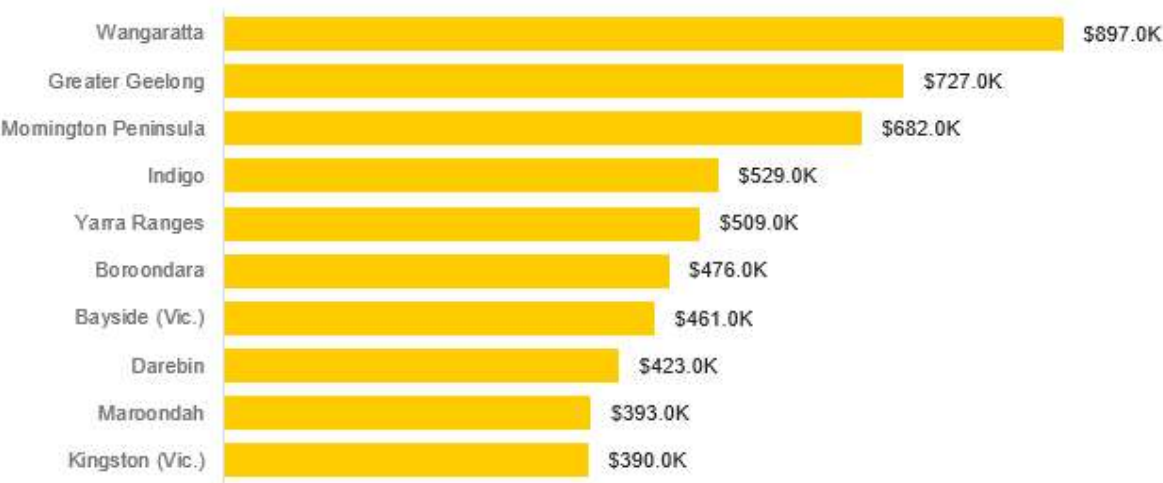


Myrtleford Spend

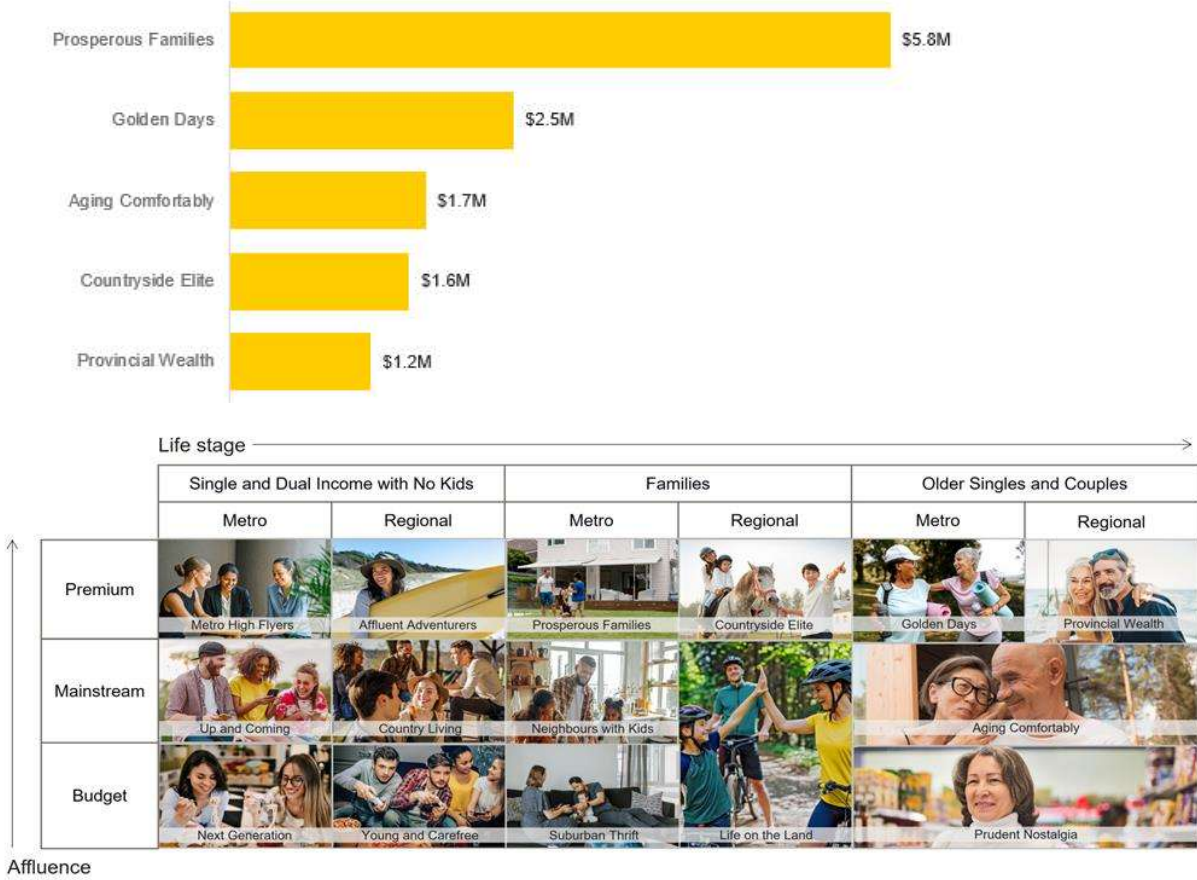


All Alpine

Top 10 source markets by visitors spend



Top 5 customer segments by visitors spend



Sourced from Banking Transaction Data, Commbank iQ