



**ALPINE**  
SHIRE COUNCIL

# Alpine Shire November 2025 Spend Data

November hosts two of the busiest weekends of the year for the visitor economy in Bright, Melbourne Cup and Bright Hot Rods. Visitor spend was down over those weekend in comparison to the previous year. Total spend for the month was \$23.1 million, down 1.6% from last November. Feedback and spending behaviour suggest the cost of living is having an impact on peoples spending and holidays.

|                                                                                       |                                                               |                                                                                                                                       |                                                                                                                                        |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| <b>Total spend</b><br><b>\$23.1M</b><br>↓ -1.6% .vs last year<br>↓ -0.5% Regional VIC | <b>Total customers</b><br><b>64K</b><br>↓ -4.6% .vs last year | <b>Visitor spend</b><br><b>\$12.3M</b><br>53% of total spend<br>within Alpine Shire Council during November<br>2025 are from Visitors | <b>Total visitors</b><br><b>53K</b><br>83% of total customers<br>within Alpine Shire Council during November<br>2025 are from Visitors |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|

All insights are based on CommBank IQ's nationally representative retail customer transaction data for November 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



## Mount Beauty/Tawonga South/Tawonga Spend

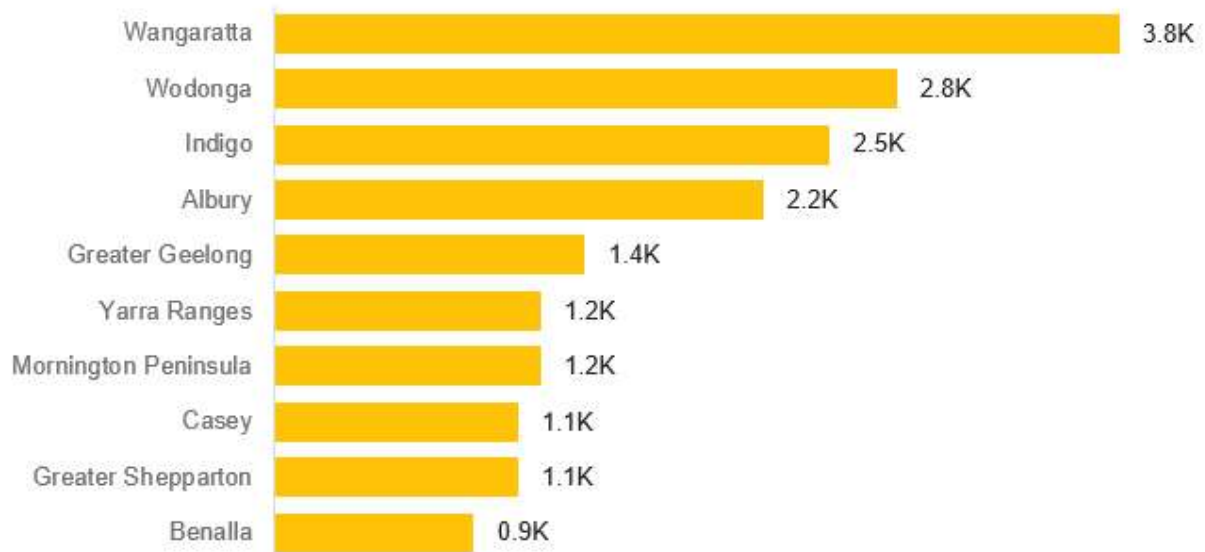


## Myrtleford Spend

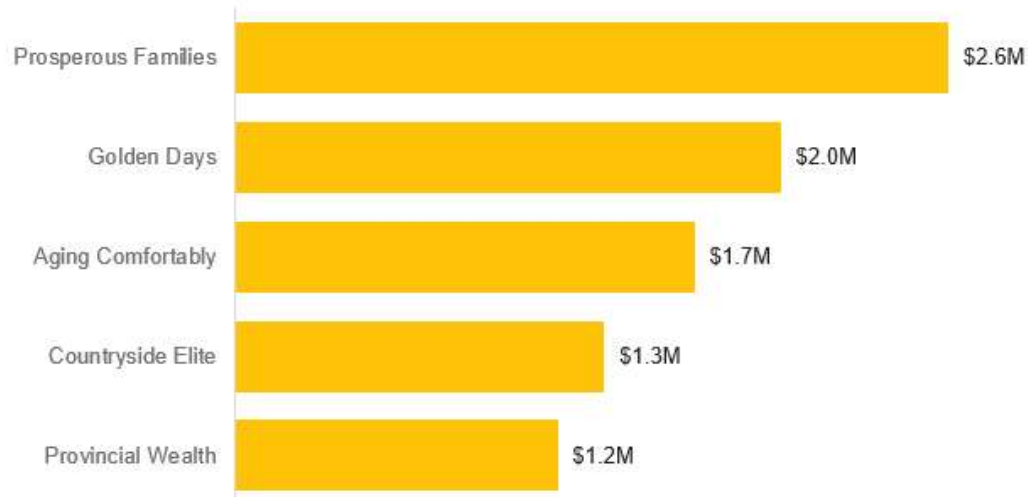


Dark blue line reflects spend (\$), teal bars represent a positive change in spend vs 52 weeks prior (%) and the orange represents a negative change (%).

## Top 10 source markets by unique visitors count



## Top 5 customer segments by visitors spend



Sourced from Banking Transaction Data, Commbank iQ