



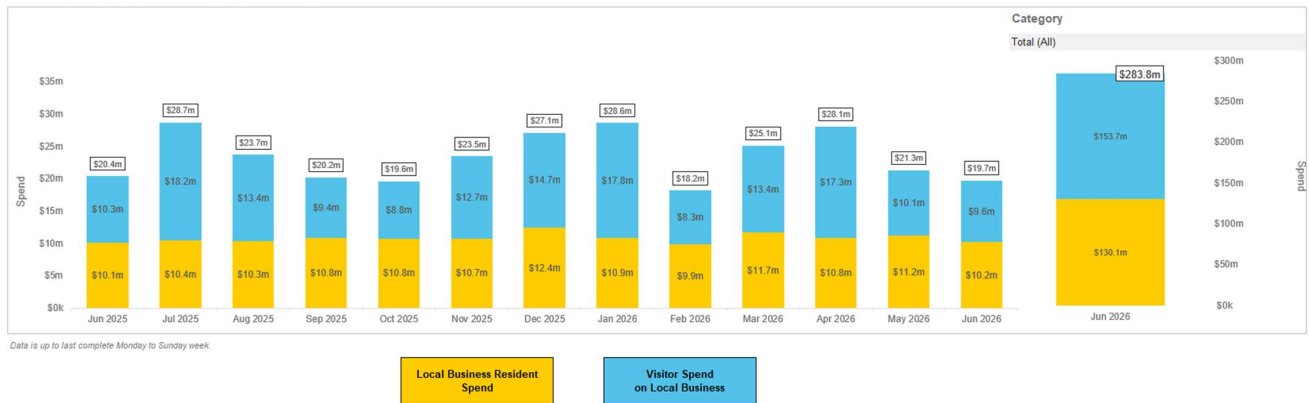
ALPINE
SHIRE COUNCIL

Alpine Shire July 2026 Spend Data

Snow conditions were poor this July, having a direct effect on visitation and spend. The weather conditions resulting in little natural snow but also poor snow making conditions. Categories that were impacted most, comparing to July 2025, were private transport, discretionary spend, department stores, clothing and accessories and accommodation.

Year to date

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

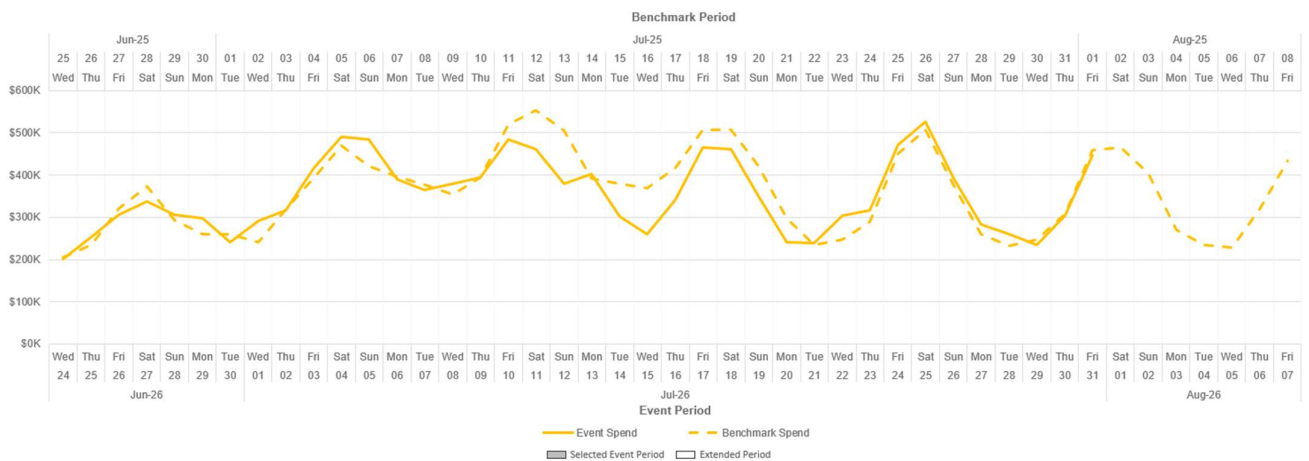


July – All Alpine

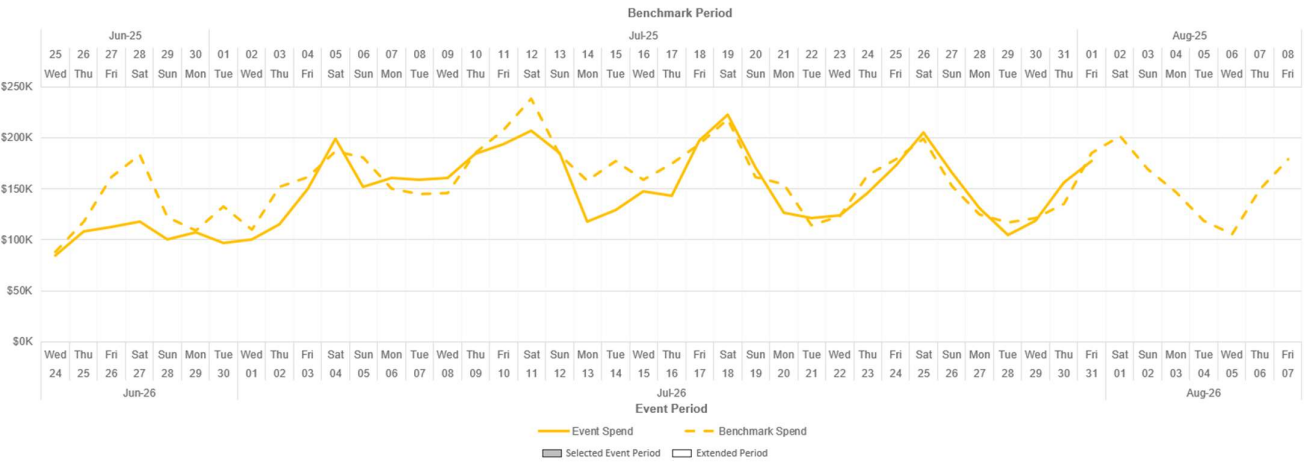
What are some of the key insights for the Alpine Shire Council location for the 12 months to July 2026?



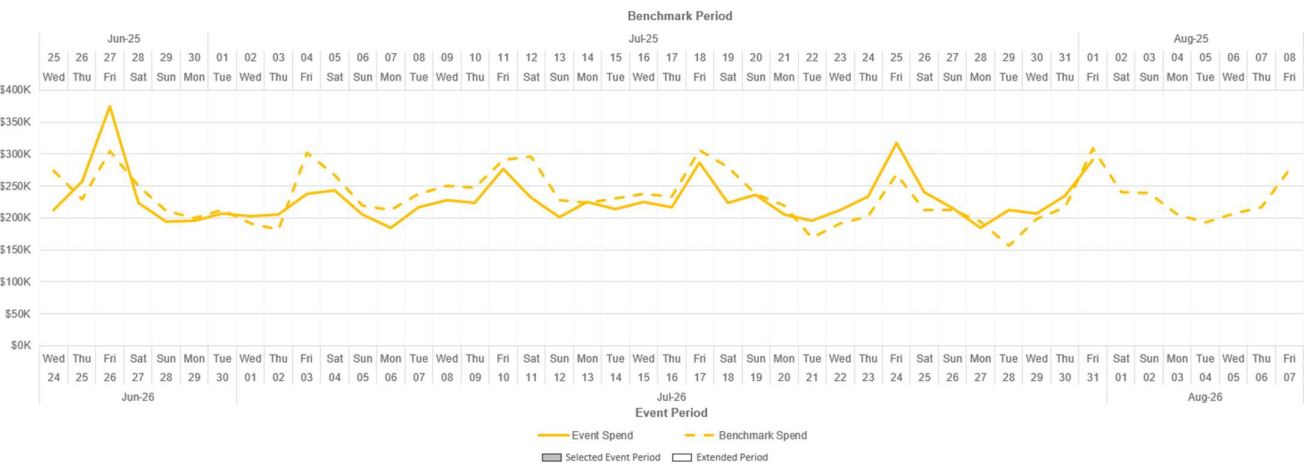
Bright Spend



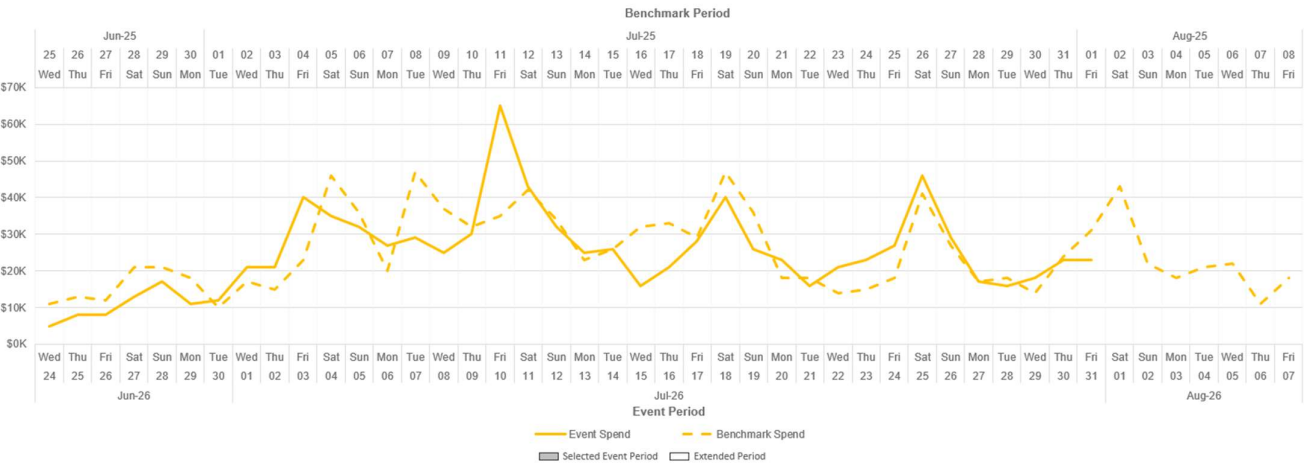
Mount Beauty/Tawonga South/Tawonga Spend



Myrtleford Spend

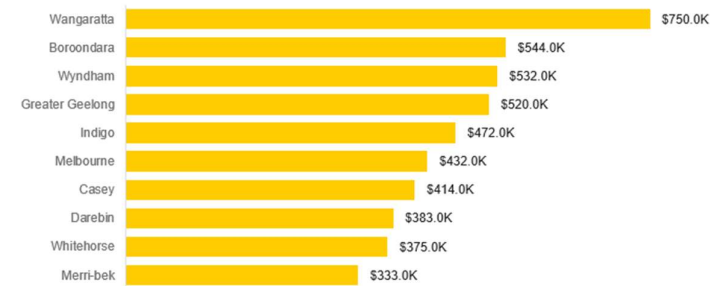


Dinner Plain

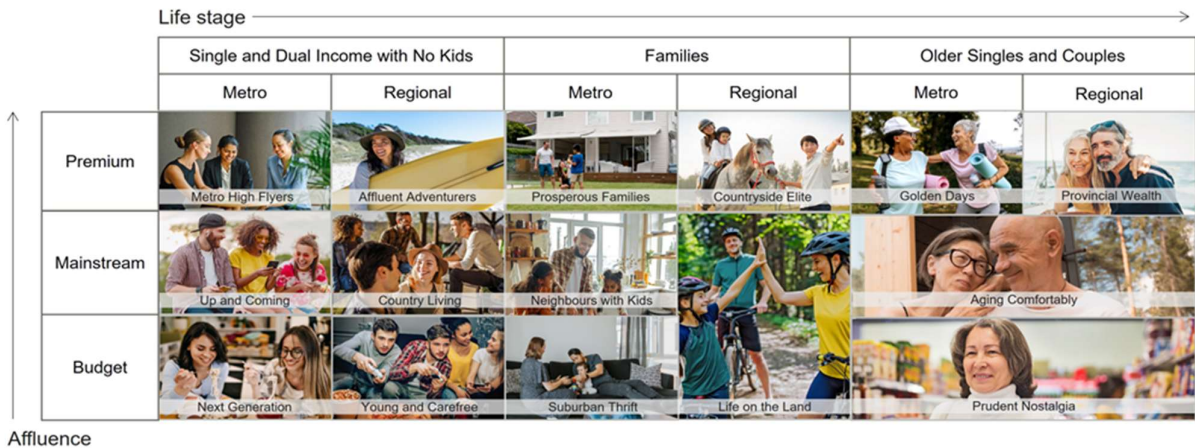
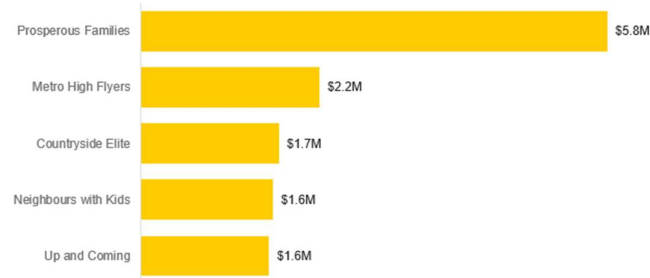


All Alpine

Top 10 source markets by visitors spend



Top 5 customer segments by visitors spend



Sourced from Banking Transaction Data, Commbank iQ