

Alpine Shire February 2026 Spend Data

February is one of the quieter months following the summer school holidays. In Bright, there is a dip in spending during the final week, this may be contributed to Spartan choosing not to return to the region.

Total spend \$18.1M ↓ -2.1% .vs last year ↑ 1.3% Regional VIC	Total customers 49K ↓ -2.2% .vs last year	Visitor spend \$8.2M 45% of total spend within Alpine Shire Council during February 2026 are from Visitors	Total visitors 39K 79% of total customers within Alpine Shire Council during February 2026 are from Visitors
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All insights are based on CommBank IQ's nationally representative retail customer transaction data for February 2026. 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

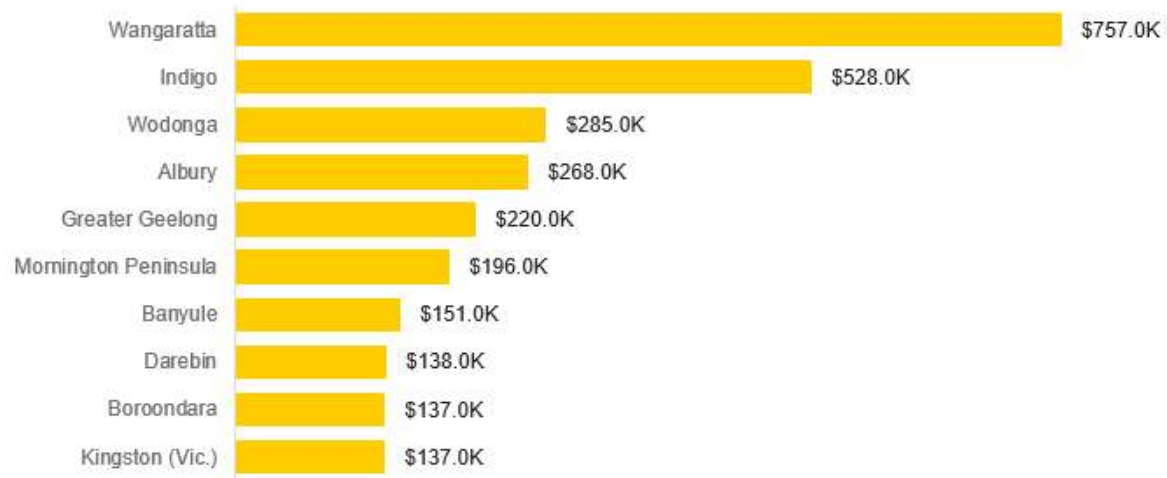


Myrtleford Spend



All Alpine

Top 10 source markets by visitors spend



Top 5 customer segments by visitors spend



Sourced from Banking Transaction Data, Commbank IQ