



ALPINE
SHIRE COUNCIL

Alpine Shire May 2026 Spend Data

May hosts a few events that help support tourism visitation in a traditionally quite month. LaFiera, Bright Autumn Festival, Adventure Week – Mount Beauty and Fork in the Road.

Year to date

How much spend is going to businesses in the Bright location over time?



Data is up to last complete Monday to Sunday week.



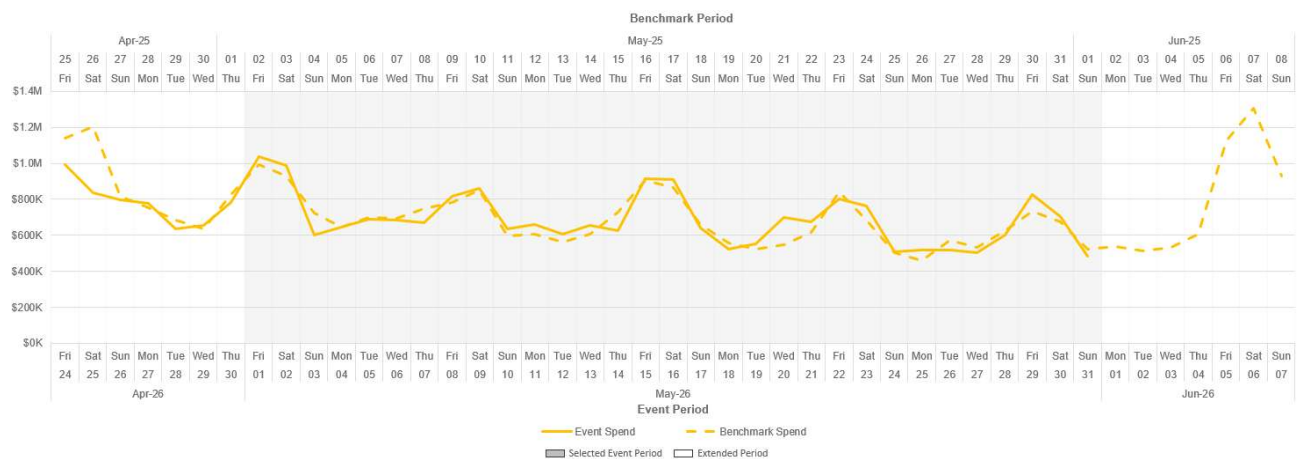
May – All Alpine

What are some of the key insights for Alpine Shire Council for all categories between 1 May 2026 and 31 May 2026?

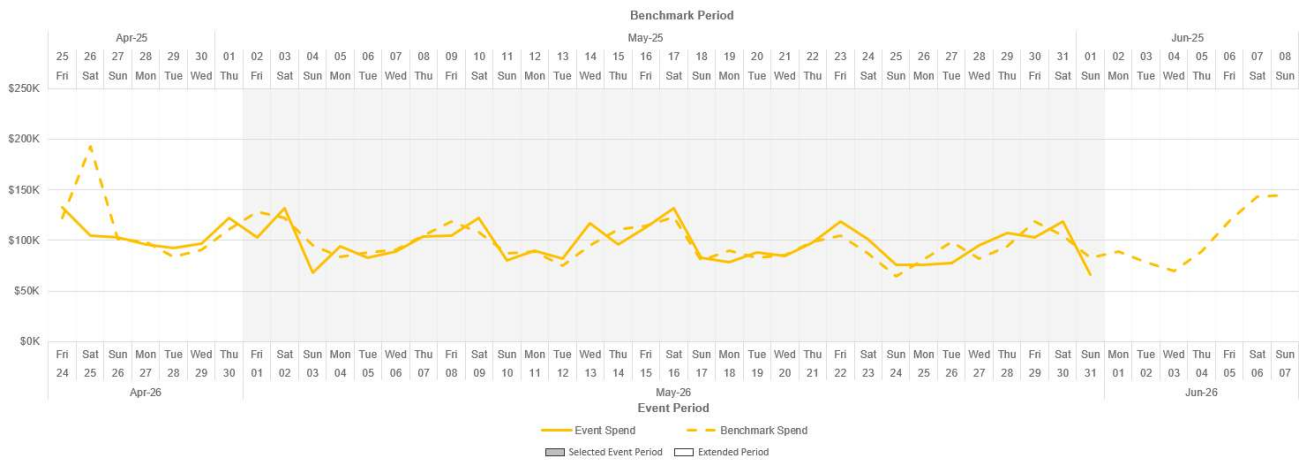


All insights are based on CommBank IQ's nationally representative retail customer transaction data between 1 May 2026 and 31 May 2026. Metrics are calculated based on electronic in-store card spend only. Online, cash, direct debit and BPAY spend is not included.

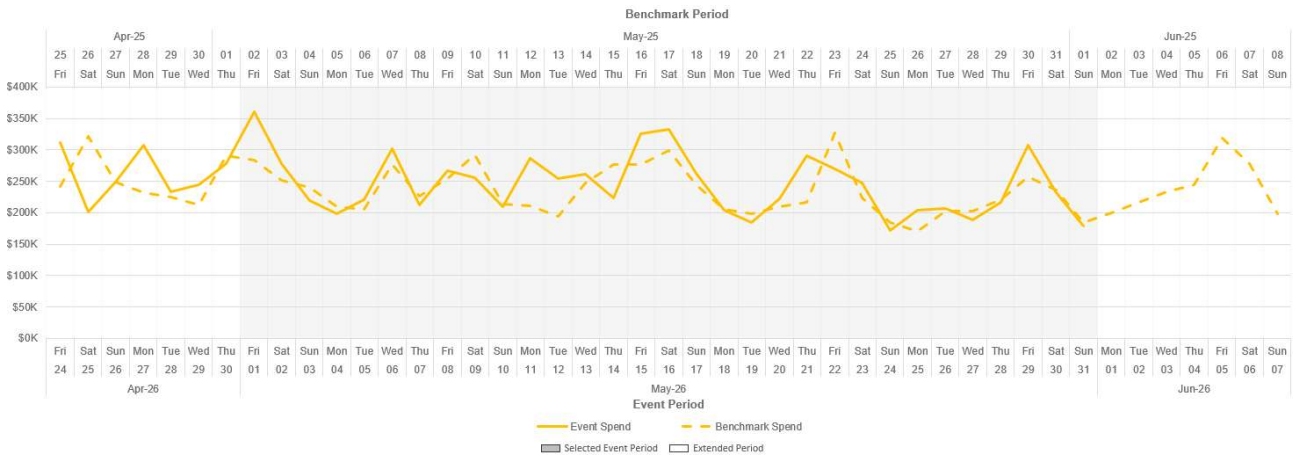
Bright Spend



Mount Beauty/Tawonga South/Tawonga Spend

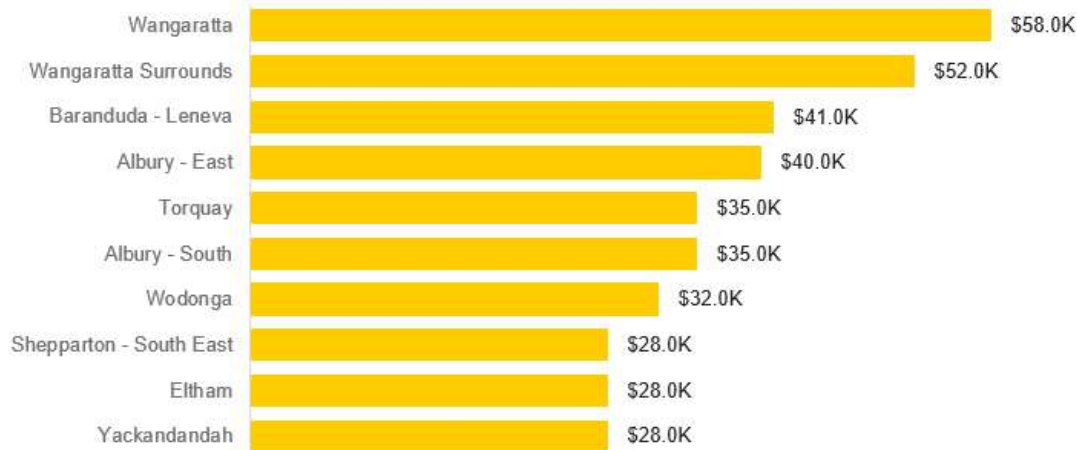


Myrtleford Spend

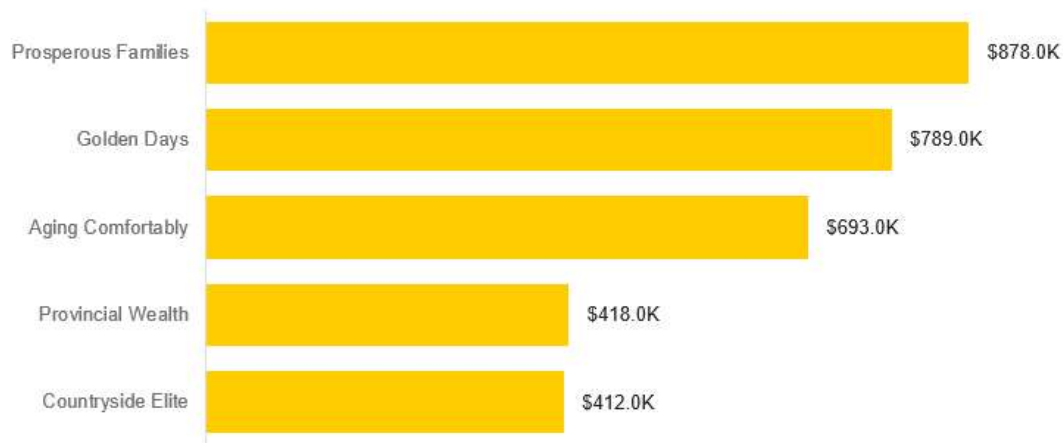


All Alpine

Top 10 source markets by visitors spend



Top 5 customer segments by visitors spend



Sourced from Banking Transaction Data, Commbank iQ