



ALPINE
SHIRE COUNCIL

Alpine Shire October 2025 Spend Data

October is traditionally a quiet month for tourism. This is reflected in the data. The cost-of-living crisis may have had an influence on spend in our region. The decline in spending includes supermarkets and insurance. There is also an increase in 'buy now, pay later' which indicates people are financially stretched. Visitors are interested in staying one or two nights. Accommodation with three-night minimums did not selling as well.

Total spend \$19.4M ↓ -1.6% vs last year ↑ 2.5% Regional VIC	Total customers 48K ↓ -2.3% vs last year	Visitor spend \$8.6M 44% of total spend within Alpine Shire Council during October 2025 are from Visitors	Total visitors 37K 78% of total customers within Alpine Shire Council during October 2025 are from Visitors
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All insights are based on CommBank iQ's nationally representative retail customer transaction data for October 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



Mt Beauty/Tawonga South/Tawonga Spend



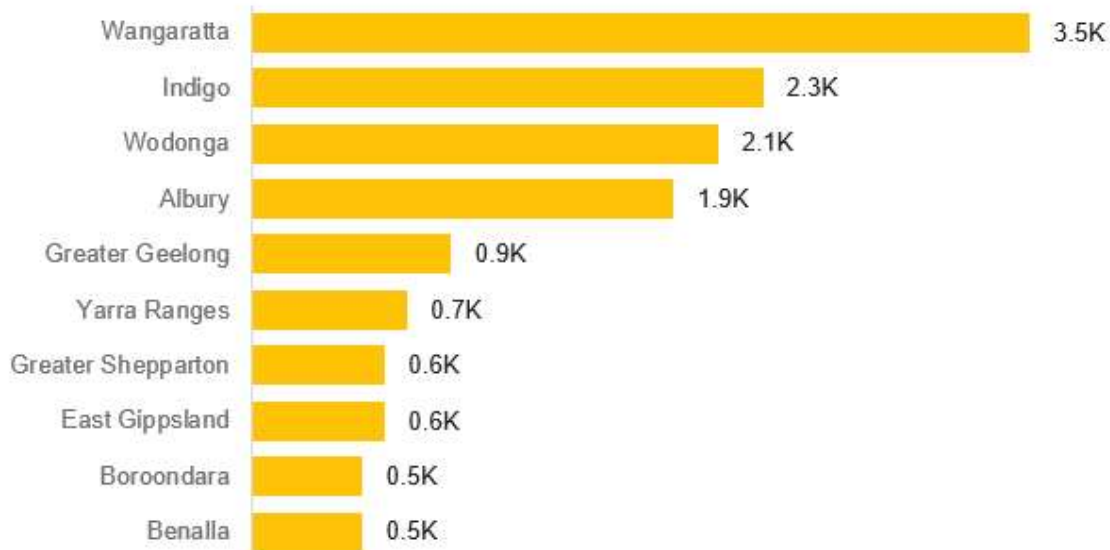
Myrtleford Spend



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

All Alpine

Top 10 source markets by unique visitors count



Top 5 customer segments by visitors spend

