



ALPINE  
SHIRE COUNCIL

# Alpine Shire August 2025 Spend Data

August is a busy season for visitors hoping to visit the snow. This August there were regular snow falls that encouraged visitation. On 26 August the 'Shooting' incident occurred in Porepunkah which influenced visitor numbers and spend in businesses.

What are some of the key insights for the Alpine Shire Council location for August 2025?



All insights are based on CommBank iQ's nationally representative retail customer transaction data for August 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



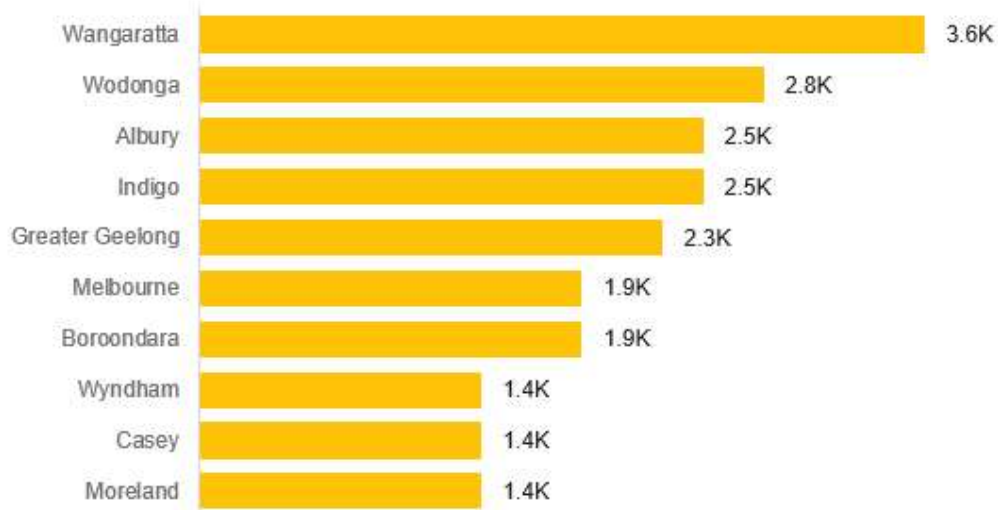
## Myrtleford Spend



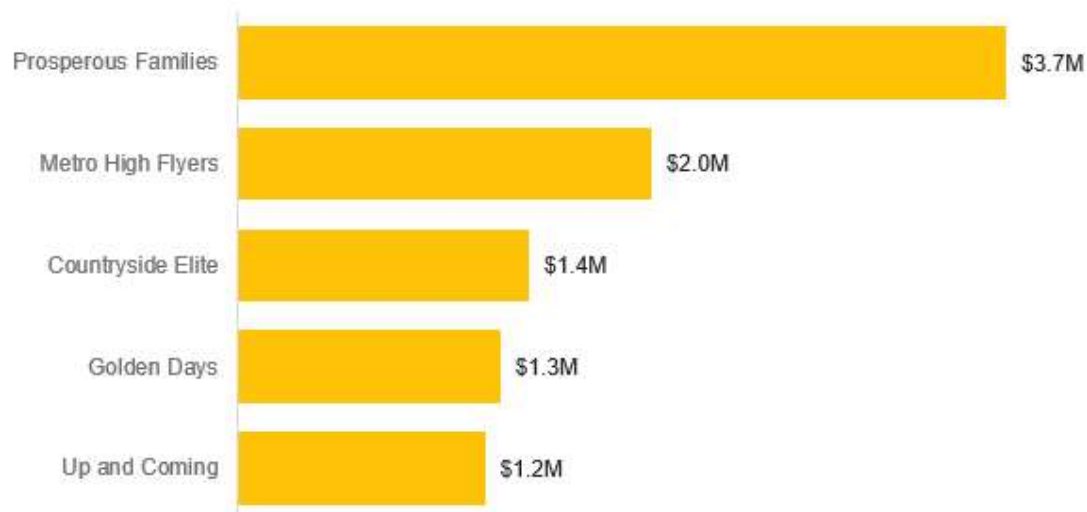
Dark blue line reflects spend (\$), teal bars represent a positive change in spend vs 52 weeks prior (%) and the orange represents a negative change (%).

## All Alpine

### Top 10 source markets by unique visitors count



### Top 5 customer segments by visitors spend



Sourced from Banking Transaction Data, Commbank iQ