

ARCC INDUSTRY UPDATE

FEBRUARY 2019



Alpine Resorts Strategic Plan 2019

The ARCC is developing a new alpine resorts strategic plan entitled, “Alpine Resorts Strategic Plan (2019) - responding to a changing climate”. We are inviting all stakeholders to have their say on the future direction of Victoria’s Alpine Resorts. There are two opportunities for industry partners to contribute to development of the Alpine Resorts Strategic Plan.

The first is via a series of regional workshops in March and April. Locations for these workshops are Mt Beauty, Marysville, Melbourne, Mansfield and Warragul. To RSVP to one of these workshops please visit our [Eventbrite](#) site.

The second opportunity is to make an online submission via [Engage Victoria](#). Here you will find our stakeholder survey alongside a range of background information and links to some of our previous studies. Our Engage Victoria site will remain open for submissions until the 19th of March 2019.

Victorian Alpine Resorts Visitor Statistics - [Fact Sheet 2018](#)

During the 2018 winter season the resorts received a total of 982,000 visits and over 1.7 million visitor days. Visitation in 2018 was the highest it has been since comparable records were first collected in 1980. The records show that the 2018 winter season commenced with good snow coverage. At all resorts above or close to average natural snow depth was maintained throughout the season, with snow making enabling a continuation of good snow depth to extend the season. Economic contributions from the 2018 winter season reflected the high visitation levels. Visitor survey results are consistent with previous years with a high level of visitor satisfaction at all resorts.

The Victorian Alpine Resorts End of Season Report, Winter 2018 which provides more extensive analysis is currently in draft form and will be available shortly online.

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