

# ARCC INDUSTRY UPDATE

## JULY 2019



Photo credit: Mt Baw Baw Alpine Resort

### Alpine Resorts Strategic Plan 2019

The ARCC is in the final stages of preparing a new Alpine Resorts Strategic Plan. Between January and May 2019 around 600 stakeholders participated in either the online or workshop engagement activities and those contributions have been used to inform the new strategic plan. The outputs from those engagement activities are available from our [Engage](#) Victoria site.

The ARCC would like to thank all those industry and community members that participated in the stakeholder engagement activities. A final version of the strategic plan is expected to be released by the end of 2019.

### Visitation Survey Report - Summer 2018/19

Produced annually, the Summer Visitation report includes material on visitation from surveys conducted at all Victorian Alpine Resorts from Melbourne Cup Weekend until Anzac Day.

The Council and Boards have now been conducting such surveys for 11 years. Council's research assists in the planning, development, promotion and management of alpine resorts. It also provides quantitative information to assist in the reporting on the alpine sector-wide actions to grow the summer or 'green season' market.

#### Some key findings for 2018-19:

- Just over 219,000 vehicles visiting the resorts which is an increase of 2.3 per cent, or approximately 5,000 vehicles, compared to last year;
- Almost 454,000 people visited the resorts which is an increase of 4 per cent, or around 18,000 visitors compared to the previous year;
- Annual visitation growth remains positive, averaging 3.1 per cent per annum since occupancy surveys commenced 2008/09;
- An increasing number of road cyclists are also using the resort access roads, corresponding with an increase in road cycling events in the High Country.

The [report](#) will be made available soon to view on the ARCC website.

# ARCC INDUSTRY UPDATE

## JULY 2019

### **Victorian Alpine Resorts Visitor Statistics - Winter 2019**

It was a great start to the 2019 snow season and we are coming up to week 5 of the reporting of visitor numbers across the Victorian resorts. The total number of visitors to date (up to week 4) have reached 115,108, up 9 per cent compared to the same time last year. Visitor Days to date are up to almost 184,000 an increase of 5 per cent compared to the same time last year, reflecting the early start to the season.

### **Subscribe to receive winter visitation statistics**

The ARCC publishes online visitation estimates for each Alpine Resort on a weekly basis during the winter season.

The visitation statistics are based on weekly gate entry data as well as seasonal pass holder data. The weekly visitor numbers collected throughout the winter season include an estimate of season pass visitation. This estimate is adjusted at the end of the winter season using the returns of seasonal pass holder survey forms to create a final end of season visitor result.

To subscribe to receive these weekly statistics via our email newsletter sign up on the [ARCC website](#).



Photo credit: Andrew Railton, Mt Buller