

Media Release



Lily D'Ambrosio MP

Minister for Energy, Environment and Climate Change
Minister for Suburban Development

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VICTORIA'S ALPINE RESORTS DRIVING AN ECONOMIC BOOM

Findings from a new economic study show Victoria's alpine industry continues to grow from strength to strength.

Results from the Victorian Alpine Resorts Economic Contribution Studies report show the alpine industry is delivering unprecedented growth for Victoria's economy and jobs sector.

The report, commissioned by the Alpine Resorts Co-ordinating Council shows Victorian alpine resorts contributed \$911 million of Gross State Profit to the state's economy in the 2016/2017 winter and summer months.

The latest study assessed the economic contribution of Mt Baw Baw, Lake Mountain, Mt Buller/Mt Stirling, Falls Creek and Mt Hotham resorts across the winter and summer seasons, with alpine resorts generating nearly 7,900 jobs in winter and more than 1,200 jobs over summer.

Alpine resorts welcomed a total of 762,981 visitors across the winter months, which produced almost 1.4 million visitor nights. The Gross Direct Visitor Expenditure generated over this period in 2016 was \$709 million, up from \$692 million in 2011.

Resorts also received 348,366 visitors for a total of 485,722 visitor days during summer months in 2016/17. Gross Direct Visitor Expenditure generated during this period was \$108 million, an increase from \$103 million in 2011.

Figures from the report are reflective of the overall growth in state's economy under the Andrews Labor Government, with the most recent Australian Bureau of Statistics data showing 118,800 new Victorian jobs were created in the year to May 2017 – more than any other state and half of all jobs created in Australia.

The Victorian Alpine Resorts Economic Contribution Studies report is available at: <http://www.arcc.vic.gov.au/publications-and-research>

Quotes attributable to Minister for Energy, Environment and Climate Change Lily D'Ambrosio

"Visitor expenditure is the lifeline of many regional economies and these findings represent a 26 per cent increase on the figures from the last study in 2011."

"This report shows the economic and health benefits that come from supporting our unique natural environment."

Quote attributable to Minister for Tourism and Major Events John Eren

"More visitors to these resorts mean a stronger region – and these great results prove that our strategy to create more jobs and boost local economies is working."

Quote attributable to Minister for Agriculture and Regional Development Jaala Pulford

"We know regional Victoria has the best of everything and we want everyone to experience it. Our alpine region puts on a show in both winter and summer and these results reinforce its popularity."