

# MEDIA RELEASE

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## **Alpine resorts provide boost to Victorian economy**

Victoria's six alpine resorts are making a significant and growing contribution to the Victorian economy, according to Chair of the Alpine Resorts Co-ordinating Council, Mr Des Powell.

Mr Powell quoted recent research from the National Institute of Economic and Industry Research (NIEIR) which found the resorts contributed a gross product of \$612 million to the state in winter in 2011, an increase of 40 per cent since 2005.

"The resorts are also responsible for annual full-time employment of approximately 6,200 in winter in 2011, an increase of 32 per cent over the same period," he said.

"The six alpine resorts – Mount Hotham, Falls Creek, Mount Buller, Mount Stirling, Mount Baw Baw and Lake Mountain – have had a high and generally stable number of visitor days over the last five years, drawing on average 1.4 million visitor days per year.

"Importantly, visitor expenditure has also risen 86 per cent since 2005, with much of that expenditure occurring in regional Victoria," he said.

"Recent investments in snow-making have helped the resorts to maintain a reasonable cover of snow for an extended part of the season which has had an important role in smoothing out visitation.

The NIEIR research also found an increase in the proportion of overseas visitation and interstate visitation from 2010 to 2011. "These markets are critically important as they bring additional economic benefits to Victoria" Mr Powell said.

Mr Powell said, "Victoria's alpine resorts are unique and special places which need to be managed carefully. The ARCC works closely with Alpine Resort Management Boards and stakeholders in local government, the tourism and alpine sectors to ensure the resorts are vibrant, growing and sustainable places. Our aim is for the resorts to be providing high quality alpine recreational and tourism experiences that are available to all," he said.

The Alpine Resorts Co-ordinating Council addresses key issues relating to the alpine resorts, including strategic positioning and advocacy; co-operation; and research and is releasing a new strategic plan for consultation on the Snow Season Opening Weekend. The ARCC is a statutory body appointed by the Minister for Environment and Climate Change.

More information about the ARCC, including a copy of the new strategic plan, is available at [www.arcc.vic.gov.au](http://www.arcc.vic.gov.au)

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