

# MEDIA RELEASE

Thursday 17 July 2014 – For immediate release

## Victoria's alpine resorts experience record number of school holiday visitors

The number of visitors to Victoria's six alpine resorts sky rocketed during the winter school holiday period, rising by 58% on the same two-week period in 2013.

The Alpine Resorts Co-ordinating Council's statistics show that school holiday visitors to Victoria's six alpine resorts: Mt Buller & Mt Stirling, Mt Hotham, Falls Creek, Mt Baw Baw and Lake Mountain, increased by 61,000 compared to last year's school holidays.

The resorts also recorded 71,000 more visitor days during the June/July school holiday period, with snow visitors enjoying longer stays to take advantage of the ideal conditions.

Alpine Resorts Co-ordinating Council (ARCC) Executive Officer Ian Swan said that Victoria was on track for a bumper snow season, with very strong visitor numbers being recorded.

"The snow arrived just in time for the school holidays, and almost 170,000 people enjoyed the sensational snow cover at Victoria's alpine resorts during the two week break," said Ian Swan.

"Our statistics show that alpine visitor numbers are up by 58 per cent on 2013, and people are staying for longer, with the number of visitor days also up by 32% on the same two week holiday period last year."

"The resorts are enjoying the best snow conditions in well over a decade, and visitors are responding by turning up in droves," said Ian Swan.

"In the second week of the school holidays alone, 98,000 people visited Victoria's alpine resorts. This is the highest week six visitation in a decade."

| School holiday period (30 June-13 July)     | Visitors to all resorts | Total visitor days to all resorts |
|---|-------------------------|-----------------------------------|
| 2014  | 168,000                 | 293,000                           |
| 2013  | 107,000                 | 222,000                           |
| % change for two-week school holiday period | 58% increase            | 32% increase                      |

### MT BAW BAW

Anthony McIntosh, General Manager Operations of Belgravia Leisure, the resort managers of Lake Mountain and Mt Baw Baw, said that Melbourne's closest Family

ABN 87 537 598 625

PO Box 500  
East Melbourne VIC 8002

T: 03 9637 9642

F: 03 9637 8024

enquiries@arcc.vic.gov.au

www.arcc.vic.gov.au

# MEDIA RELEASE

Friendly Ski Village, only 2.5 hours from Melbourne, has experienced the best school holiday period in 6 years.

“With the best snow coverage for a decade and all ski lifts operating, both skiers and boarders had the time of their life playing on all skiable areas,” said Anthony McIntosh. “It was so exciting to see the number of 4 and 5 year old children enjoying their first ski lesson and the subsequent thrill of going on the magic carpet for the first time.

“Off the slopes families enjoyed the exciting tobogganing rides, snowman making competitions, a huskie ride through the forest, toasting a marshmallow or too and enjoying a movie in the Village Central restaurant while mum and dad enjoyed an afternoon coffee.”

## MT HOTHAM

Jim Atteridge, Chief Executive Officer of Mount Hotham Resort Management Board, said that everybody had dug deep and delivered a fantastic winter wonderland to kick off the 2014 season.

“We have had strong numbers in terms of snow storms and visitors with the resort going from standby to fully open in under a week,” said Jim Atteridge. “The teams of people delivering the Hotham experience have done a fantastic job and mother nature has been working overtime for our guests. “

“Every time the storm clears and the sun comes out the crew catch a breath and well deserved break because the next Arctic blast is building in the bight and will be on our door in day or two. I’m sure if the weather keeps going our way we could be in for a very memorable year.”

## FALLS CREEK

David Herman, Chief Executive Officer of Falls Creek Resort Management Board said: “Falls Creek has experienced the best start to a snow season in more than 20 years. With all lifts in operation by the end of June together with 65km of groomed XC trails, we’ve been able to showcase our “progression perfect terrain” to snow tourists from all over the country.”

“Most importantly these sensational conditions have meant Falls Creek has been in full ski-in-ski-out mode for almost a month. These are perfect conditions to explore our authentic alpine village, sample our premier food and wine offers or experience our unique snow play and après relaxation.”

## MT BULLER

John Huber, Chief Executive Officer of Mt Buller & Mt Stirling Resort Management Board said: “Season 2014 at Mt Buller is certainly turning out to be one for the record books, with the resort enjoying the best conditions we’ve seen since 2004. In the past three weeks we’ve had over 130cm of snowfall, and we currently have all 22 lifts operating across 100% of terrain. There are even further snowfalls forecast this week, and with this much snow on the ground plus the added benefit of snowmaking we’re well set up to be able to maintain fantastic conditions for the

ABN 87 537 598 625  
PO Box 500  
East Melbourne VIC 8002  
T: 03 9637 9642  
F: 03 9637 8024  
enquiries@arcc.vic.gov.au  
[www.arcc.vic.gov.au](http://www.arcc.vic.gov.au)

# MEDIA RELEASE

remainder of the season.”

“Over the coming weeks the resort has some fantastic events taking place, including the Mt Buller Winter Adventure Race, Backcountry Film Festival, K2 Women’s Weekend and Christmas Week all coming up soon. We look forward to seeing plenty of visitors on the mountain enjoying these sensational conditions and the great calendar of events and activities of offer.”

ABN 87 537 598 625  
PO Box 500  
East Melbourne VIC 8002  
T: 03 9637 9642  
F: 03 9637 8024  
enquiries@arcc.vic.gov.au  
[www.arcc.vic.gov.au](http://www.arcc.vic.gov.au)

## LAKE MOUNTAIN

Anthony McIntosh, General Manager Operations of Belgravia Leisure, the resort managers of Lake Mountain and Mt Baw Baw, said that: “A mountain of fun was had by all at Lake Mountain these school holidays. Melbourne’s closest family affordable snow resort, Lake Mountain, delivered mountains of snow just in time to enthral holiday visitors.”

“Being so close to Melbourne we experienced an enormous interest from those people who had never seen or touched snow and ‘wow’ how exciting it was to see the smiles and entertainment it created. Lake Mountain experienced its second highest school holiday visitation in 10 years, bringing record attendances.”

“The ever popular Annual Australian Snowman’s Festival was a smash with snowmen popping up in all shapes and sizes, some resembling great works of art including ‘Olaf’ from the popular movie Frozen. New to Lake Mountain these holidays the Snowman’s Village was a hive of snow play for pre-schoolers looking for a quieter location to make a snow angel, hide in the igloo, discover hidden animals, build a snowman or toss a cheeky snow ball at mum and dad.”

[www.arcc.vic.gov.au](http://www.arcc.vic.gov.au)

For photos or an interview with Ian Swan please contact: Caroline Ottinger on 0417 305 310 or [caroline@mottocomms.com.au](mailto:caroline@mottocomms.com.au)

Victoria’s snow season runs until October 2014. To book a holiday or weekend away at any of Victoria’s resorts, visit [www.snowvictoria.com](http://www.snowvictoria.com)