



### Ministerial Directions - Projects

Council is working through the various projects related to the Ministerial Directions that were issued in March this year. MosaicLab has been appointed to assist Council in developing the new Alpine Resorts Strategic Plan - Responding to Climate Change. Early stages of the projects have been completed with introductory meetings with Traditional Owners to discuss how they would like to be engaged. Stakeholder workshops will be held in regional communities and Melbourne.

### Snow Victoria Campaign

Tourism North East (TNE) has continued to deliver the successful co-operative winter marketing campaign - Snow Victoria with an increase in engagement and exposure that has contributed to the record number of visitors to Victoria's alpine resorts this winter season. There has been an increase in [website](#) traffic to resort web pages via the Snow Victoria website and digital/social activity, that has increased conversion opportunities for the resorts. TNE will be working with the resorts to facilitate a collective approach to 2019.

### Victorian Alpine Resorts Visitor Statistics - Winter 2018

It has been another fantastic season lasting 18 weeks with most resorts staying open until the end of the Sep/Oct school holidays. The total number of visitors by the end of the season were a bit over 960,000 an increase of 5 per cent compared to the same time last year. Visitor Days at end of season reached over 1.7 Million, an increase of 7 per cent compared to the same time last year. The official 'End-of-Season' visitor results are yet to be finalised with adjustments made following analysis of the returns from the season permit holder survey which provides details of length of stay and passenger numbers.

### Summer Visitation Survey - Summer 2018/19

The annual Summer Visitation survey is conducted at all Victorian Alpine Resorts from Melbourne Cup Weekend until Anzac Day. Procedures for each resort have been sent out with nominated survey dates.

The Council and Boards have now been conducting such surveys for over 10 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, as required by the Alpine Resorts Strategic Plan.

Photo credit: Mount Hotham ARMB