



# **MEDIA RELEASE**

## **2010 WINTER SEASON VISITATION A RECORD**

Visitation to the six Victorian Alpine Resorts was the highest since 2004 and up over 10 per cent compared to the 2009 winter season.

The Alpine Resorts Co-ordinating Council's Chairperson, Des Powell, commended the Resorts for this terrific result when releasing the Council's *Winter 2010 End of Season Report*.

"While the fallout of the Global Financial Crisis was still affecting many and we experienced modest snowfall at the beginning of the season, the trend in visitation remains clearly upwards".

"This is a credit to everyone involved in the management and operation of the Alpine Resorts."

Details included in the just released report include:

- There were 783,000 visitors and 1,441,000 visitor night recorded in the 2010 winter season
- Highest visitation since 2004
- Visitation up by over 10 per cent compared to the 2009 winter season
- Visitation was also higher than the 10 year average
- Visitation over the past decade has grown more strongly than in the previous decade
- There is a strong correlation between high levels of visitation and the June/July school holidays, despite snow levels being modest
- The abundance of snow at the end of August did not attract high visitation numbers.

The report also details the uptake of an 'All Resorts Season Pass', key findings from a visitation survey and an update of estimated economic contribution.

It found that the majority of 'All Resorts Season Pass' holders visited two or three resorts, mostly at Falls Creek and Hotham. High levels of visitor satisfaction were recorded at all Alpine Resorts, with high ratings recorded for overall experience, overall value for money, overall customer service and overall facilities. The direct expenditure arising from the season was estimated as \$548 million, representing an annual equivalent of 5442 jobs.

The report is the fifth such report produced by the Council and provides a wealth of information on visitation, snow depth, economic contribution, and visitor satisfaction. It is mostly based on surveys and data collected by the Alpine Resort Management Boards and the ski lift companies.

Hard copies of the report are available on request from the Council and are also available for download from Council's website at <[www.arcc.vic.gov.au](http://www.arcc.vic.gov.au)>.

*Authorised by: Brad Miles, Executive Officer, ARCC, 6 May 2011.*

*Media enquiries: Brad Miles, 9637 8955 or Kate Stivala, DSE Communications, 9637 8912/0429 565 015.*