



Media Release

Friday, 6 May 2011

All Resorts Entry Pass now available

Victoria's six alpine resorts are pleased to announce that they are again offering an 'All Resorts Season Entry Pass' for the 2011 snow season.

The season entry pass allows hassle free entry to Falls Creek, Lake Mountain, Mt Baw Baw, Mt Buller & Mt Stirling, and Mt Hotham at a substantial discount.

Chairperson of the Alpine Resorts Co-ordinating Council, Mr Des Powell, said "The 'All Resorts Season Entry Pass' makes it easier for snow sports competitors, cross-country skiers and other snow sports enthusiasts to visit more than one Alpine Resort during the winter season."

The pass, at a cost of 1.6 times the average season entry pass price for all Victorian Alpine Resorts, offers a substantial discount compared to purchasing multiple resort season entry passes.

"Research shows holders of the All Resorts Pass generally visit two or more resorts, and made more visits to Resorts compared to the holders of Resort-specific passes" said Mr Powell.

The 'All Resorts Season Entry Pass' needs to be purchased concurrently with a Resort-specific season entry pass. They can be purchased at a combined price of \$518 (or \$460 if 'early bird' discounts apply).

The 'All Resorts Season Entry Pass' continues to replace all previous discounted second resort season entry offers.

The 'All Resorts Season Entry Pass' was introduced on a trial basis for the 2008 winter season and based on sales from the trial, there was a strong take up of the pass and it was well accepted by visitors. It has now been offered every year since the original trial.

Passes are available for purchase from each Victorian Alpine Resort Management Board - contact details can be accessed via the 'Links' page on the ARCC website: <www.arcc.vic.gov.au>.

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