

MEDIA RELEASE

27 MARCH 2013

2012 WINTER SEASON ONE OF THE BEST

Visitation to the six Victorian Alpine Resorts was the highest since 2004 and up over 20 per cent compared to the 2011 winter season and 14 per cent compared to the 10 year average.

In releasing the Alpine Resorts Co-ordinating Council's (ARCC) Winter 2012 End of Season Report the ARCC Chairperson, Des Powell, referred to the good snow and visitation and commended the Resorts for this achievement.

"The 2012 snow season produced some of the best snow in years. This led to almost the best visitation for the decade and above or near record visitation at some resorts. However, not all resorts had an abundance of natural snow. In those cases the importance of snow-making in achieving good visitation was clearly evident."

"The results are a credit to everyone involved in the management and operation of the Alpine Resorts."

Details included in the just released report include:

- There were 771,000 visitors and 1,502,000 visitor days recorded, the highest since 2004;
- Visitation up by over 20 per cent compared to the 2011 winter season;
- Visitation was also 14 per cent higher than the 10 year average;
- There is a strong correlation between high levels of visitation and the June/July school holidays, despite snow levels being modest;
- The provision of broad-scale snow-making over the last few years has resulted in a 'smoothing' of visitation;
- The number of skier days has remained relatively constant at approximately 70 per cent of visitor days since 2000; and
- The gross state product arising from the season was estimated as \$647 million, representing an annual equivalent of 5,997 jobs.

The report also details the uptake of the 'All Resorts Season Pass' and key findings from a visitor satisfaction survey.

The ARCC produces the Winter End of Season report on an annual basis. It 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.

The report is available for download from the ARCC's website at <www.arcc.vic.gov.au>.

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