



# Media release

From the Minister for Environment

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Saturday, June 10, 2006

## **ALPINE RESORTS DELIVER A HALF BILLION DOLLAR BONANZA**

Victoria's Alpine resorts have grown into a half a billion dollar a year industry, Environment Minister, John Thwaites, announced today.

Mr Thwaites said a national survey released today found significant economic benefits were flowing from the State's Alpine resorts to regional Victoria.

"The Victorian resorts are a half a billion dollar industry attracting some 1.3 million visitor days in winter alone – sustaining 10,000 jobs in winter alone, mostly in regional Victoria," he said

The Bracks Government is acting to ensure the critical role of Alpine Resorts continues and expands, through the "Alpine Resorts 2020 Strategy," which has a focus on year round tourism.

"The Government has also invested in resort infrastructure, like visitor facilities at Falls Creek, Lake Mountain and Mt Baw Baw, water recycling infrastructure at Mt Buller and Mt Hotham, a new bridge and roadworks at Mt Stirling and snowmaking at Mt Baw Baw."

Tourism Minister John Pandazopoulos said the current snow marketing campaign "Ski Victoria. You'll never come down", was jointly funded by the Bracks Government through Tourism Victoria and the Victorian Alpine Resorts.

"We believe Victoria's seven alpine resorts can become Australia's leading alpine destinations - we're aiming to increase our share of the regular skier market, as well as differentiate skiing in Victoria from other destinations."

Speaking at the opening of the ski season at Mount Hotham, Mr Thwaites said the new study found Alpine resorts contributed \$1.3 billion and the equivalent of 17,000 full time jobs to the Australian economy.

In Victoria, the study calculated the net additional contribution to the economies of the resorts' local shires as follows:

- Alpine Shire - \$106 million;
- Mansfield and Benalla Shires (combined) - \$49 million;
- Murrindindi Shire - \$7.3 million;
- Baw Baw Shire - \$7 million.

Mr Thwaites said for the first time a national picture had emerged, as a result of a partnership between public land managers and private lift managers in Victoria and New South Wales.

"I thank the Victorian Alpine Resorts Co-ordinating Council (ARCC) for managing the study." Copies of the summary report are available on the ARCC's website ([www.arcc.vic.gov.au](http://www.arcc.vic.gov.au)).

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