



MEDIA RELEASE

ALPINE RESORT VISITORS SATISFIED

The Alpine Resorts Co-ordinating Council has reported high levels of visitor satisfaction last snow season across Victoria's six alpine resorts.

Council's visitor satisfaction report, just released, stated:

- Results show that there is a high level of visitor satisfaction across the sector.
- In most cases respondents rated the 2010 snow conditions better than in 2009.
- A shift in the ratio of male to female visitors since the 1990s, with greater numbers of females now visiting.
- The highest proportion of visitors was in the 40-49 age group, although there was significant variation between Resorts, with Mt Buller recording the highest number proportion of visitors in the under 18 and 18-24 age groups.
- There is a wide variation in ethnicity between Resorts, with Lake Mountain having the most ethnically-diverse visitor profile.
- Downhill skiing was the predominant snowsports activity at Falls Creek, Mount Buller and Mount Hotham., while at Mount Baw Baw, snowboarding was the most popular.

Chairperson, Des Powell, said: "It's great to see a high level of visitor satisfaction recorded at all Alpine Resorts, with high ratings recorded for overall experience, overall value for money, overall customer service and overall facilities".

The survey also confirms that Victorian visitors dominate visitation. However there is a small, but significant, proportion of overseas visitors.

"The surveys also highlight there are significant differences across the Resorts in activities undertaken, as well as a wide variation in the ethnicity, age and income of visitors".

"However, as a sector the Resorts offer something for every one." said Mr Powell.

The report is the second such report produced by the Council and is based on visitor surveys conducted at the Victorian Alpine Resorts during the 2010 winter season. It presents information on the profile of Resort visitors, including demographics, trip intentions and broad range of visitor ratings for facilities, services, activities and snow.

The survey was undertaken in partnership with Buller Ski Lifts, Falls Creek Ski Lifts and the Mount Hotham Skiing Company, assisted by the five Alpine Resort Management Boards.

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>.

Authorised by: Brad Miles, Executive Officer, ARCC, 13 April 2011.

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