



Media Release

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160,000 VEHICLES VISIT ALPINE RESORTS IN SUMMER 2007/08

A new report recently released by the Alpine Resorts Co-ordinating Council shows that over 160,000 vehicles visited Victorian Alpine Resorts during the six month period from November 2007 until April 2008. The survey covered the period from Melbourne Cup Day until Anzac Day.

Mr Andrew Fairley, the Chairperson of the Alpine Resorts Co-ordinating Council, said “for the first time a consistent survey of the number of vehicles visiting Alpine Resorts in summer was conducted during 2007/08, following the permanent installation of automatic counters on the access roads to all six Victorian Alpine Resorts”.

“For most Resorts, peak vehicle counts appear to coincide with school holidays and/or long weekends, traditional holiday times in which Victorians travel” Mr Fairley said. “Importantly, the staging of Resort events coincident with those key holiday times resulted in an additional increase in recorded vehicle numbers.”

“The survey also shows that there is a marked variation in the vehicle counts on a weekly basis at all Alpine Resorts, with a much higher proportion of visitation occurring at weekends” said Mr Fairley.

The report includes some historical records which suggest that there are modest increases in summer visitation over time, although the adverse impact of the 2006/07 bushfires, which led to the closure of Resort access roads and much of the high country, was noted.

Whilst vehicle counts are not the same as visitation, they can be used as a proxy for visitation. Assuming a similar vehicle occupancy to that used in past reports, a count of 160,000 vehicles would be equivalent to more than 400,000 visitors during the survey period. As a comparison, average winter season number of visitors to Victoria’s Alpine Resort over the last decade was 636,000 visitors.

Andrew Fairley said, “Council’s summer vehicle count survey is a key element in measuring the success of current actions in delivering on the Victorian Government’s Alpine Resorts 2020 Strategy vision of ‘four season, vibrant, sustainable resorts.’”

Mr Fairley acknowledged the assistance of each of the Victorian Alpine Resort Management Boards, and confirmed that Council intends annual surveys to be conducted.

The Report is available on the Council’s website <www.arcc.vic.gov.au>.

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