



Media Release

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2007 SNOW SEASON ONE OF VICTORIA'S BEST

A new report recently released by the Alpine Resorts Co-ordinating Council shows that Victorian Alpine Resorts experienced one of the best snow seasons of the decade in 2007.

Mr Andrew Fairley, the Chairperson of the Alpine Resorts Co-ordinating Council, said "the 2007 snow season got off to a great start with the superb snow conditions in June and July, particularly during the all important school holiday period".

"Although there was little natural snowfall from mid August onwards, most resorts were able to maintain their snow bases for the balance of the season, thanks to snow making and the dedication of hard-working staff" said Mr Fairley. "As a result, visitation was 15% above the 10 year average".

The 'Winter 2007 End of Season Report' was prepared by Council from information collected by Victorian Alpine Resort Management Boards on a weekly basis, as well as the results of a survey of Season Permit Holder vehicles. The report is the second of what is now an annual publication and was released at the recent Alpine Resorts Sustainability Forum in Melbourne.

The Report provides a commentary on the 2007 winter season and extensive historical information on visitation and snow depth. The report is available on the Council's website <www.arcc.vic.gov.au>.

The report also includes an estimate of the economic contribution of the Victorian Alpine Resorts, prepared by consultants, the National Institute of Economic and Industry Research ('NIEIR').

NIEIR estimates that for the 2007 winter season Victorian total direct expenditure was \$410 million and that the contribution to total Victorian employment in annual equivalent terms was approaching 5,000 jobs. Importantly much of the benefit arising from the operation of the Alpine Resorts occurs in regional Victoria.

All Alpine Resorts are now in full swing, preparing for the coming winter. "Hopefully the recent good snowfalls are a positive sign for a successful 2008 snow season" said Mr Fairley.

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