



Media Release

FOR IMMEDIATE RELEASE

VICTORIAN ALPINE RESORTS EXPERIENCE A BUMPER SNOW SEASON

Victorian Alpine Resorts have experienced the best start to the snow season in many years with visitation until the end of July the highest of the decade.

Mr Andrew Fairley, the Chairperson of the Alpine Resorts Co-ordinating Council, said "with the superb snow conditions so far, the 2007 snow season has been outstanding and that has been demonstrated by the visitation figures, which show that the number of visitors was 41% above the 10 year average".

The Council publishes the 'Victorian Alpine Resorts Entry Statistics' on a weekly basis, from information supplied by the individual mountains.

Mr Fairley said: "Total visitor numbers at the end of July surpass the legendary 2000 snow season, when early snow conditions were so good that lift operations commenced a week before the official Queen's Birthday Opening Weekend".

"All resort and business operators to whom I have spoken have confirmed the success of the 2007 snow season to date" said Mr Fairley.

The Council's records highlight the importance of good snow during the June/July school holiday period in achieving good visitation. Historical snow depth records show that the 2007 snow levels were well above the 10 year average during this critical period.

"Great early snow has translated into very high visitation during the school holidays and has set up businesses in the snow for a great year," Mr Fairley said.

Again in 2007, the Council is promoting the 'Keep Winter Cool' initiative, to highlight to snowsports enthusiasts the steps that they can take to minimise their carbon footprints and thus their greenhouse gas emissions.

Visitor statistics are distributed on a weekly basis via email and available on the Council's website at <www.arcc.vic.gov.au>. The Council has also published a 'Victorian Alpine Resorts Winter 2006 End of Season Report' which provides a commentary on the 2006 winter season and extensive historical information on visitation and snow depth. The report is available on the Council's website. The website also contains a link to 'Keep Winter Cool'.

Authorised by: Alex Shilton, Acting Executive Officer, ARCC, 8 August 2007

Further details: Contact Alex Shilton. Phone: 9637 8668. Email: alex.shilton@dse.vic.gov.au.

