

MEDIA RELEASE



**Alpine Resorts
Co-ordinating
Council**

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FOR IMMEDIATE RELEASE

NEARLY 350,000 VISITORS ENJOYED VICTORIA'S ALPINE RESORTS LAST SUMMER

A report recently released by the Alpine Resorts Co-ordinating Council shows that 346,000 people visited Victorian Alpine Resorts last summer.

Mr Des Powell, the Chairperson of the Alpine Resorts Co-ordinating Council, said "It is pleasing to see that visitation to Victoria's Alpine Resorts continues to grow".

The 2009/10 report is the third such report that Council has released. It covered a six month period from Melbourne Cup Day 2009 until Anzac Day 2010.

Mr Powell went on to say that "As was evident in last year's survey, there is a strong link between increased visitation and the staging of Resort events." "The survey also shows differences in visitation between weekend/holiday periods and weekdays, with more people in each vehicle during weekend/holiday periods and higher proportions of staff and contractor visits during weekdays", Mr Powell said.

The Report includes some historical records which suggest that there are modest increases in summer visitation over time, with the most dramatic increases recorded at Mount Baw Baw.

Council estimates that total annual winter and summer visitation to Victorian Alpine Resorts is now in excess of one million visitors.

Mr Powell also said, "Council's summer visitation 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*" and acknowledged the assistance of each of the Victorian Alpine Resort Management Boards in conducting the surveys.

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

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