

**Alpine
Resorts
Co-ordinating
Council**



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Media release

Alpine accommodation supply under scrutiny

The best way to enjoy our alpine snow fields is to stay overnight in a cosy bed in an alpine resort. But are there enough beds for everyone? Are they within everyone's budget? Does supply match demand? A study has just commenced to answer these questions.

The Chairman of the Alpine Resorts Co-ordinating Council (ARCC), Mr Andrew Fairley, said that "it is important that planning be soundly based" and he encouraged all accommodation providers on Mount Buller and other key stakeholders to participate in the survey. The survey is being undertaken in August 2005.

The ARCC is working with the Mount Buller Alpine Resort and La Trobe University on the project. It aims to create a snapshot of accommodation available in the alpine resorts and determine whether the accommodation available matches the demand during the peak winter season. It will provide an overview of both demand and winter visitation, as well as strategies used to maximise the number of commercially available beds on the mountain. It is envisaged that this project can then be applied to other resorts.

The project is not only taking an inventory of the commercially available beds, but also involves an assessment of accommodation available in various categories based on price.

The project is being undertaken by Ms Sunny Oliver-Bennetts, an Honours year student from the Bachelor of Business (Tourism Management) at La Trobe University.

The results from the survey will give accommodation providers an overview of how well demand is met by supply of accommodation on Mt Buller in order to assist them with business planning. Management responses to the issue of accommodation provision and utilisation may also assist in future management of the supply/demand issue.

It is anticipated that the final report of the project will be available at the end of the year.

FOR IMMEDIATE RELEASE

Authorised by Brad Miles, Acting Executive Officer, ARCC, 3 August 2005.

Further details on the project can be obtained from John Stanley (Council Member) on 9645 3300 or Rosalie Bent, Project Officer, on 9637 8957.