



Media Release

FOR IMMEDIATE RELEASE

New Alpine Resorts Entry Pass Continues in 2009

All Victorian Alpine Resorts are pleased to announce they will again be offering an 'All Resorts Season Entry Pass'. This pass allows hassle free entry to Falls Creek, Lake Mountain, Mt Baw Baw, Mt Buller & Mt Stirling, and Mt Hotham at a substantial discount.

The 'All Resorts Season Entry Pass' was introduced on a trial basis for the 2008 winter season and based on sales from the trial, there was a strong take up of the All Resorts Pass and it was well accepted by visitors. It is considered that having regard to the assessment criteria, the trial has proven to be a success. A copy of Council's assessment report is available at www.arcc.vic.gov.au.

Compared to Resort-specific pass holders, the offer of the All Resorts Pass enhanced visitation, as the holders generally visited two or more resorts, made more visits and spent a similar number of visitor days (although fewer visitor nights) in Resorts.

The Minister for Environment and Climate Change, the Hon Gavin Jennings MLC, has approved the sale of the All Resorts Pass for the 2009 winter season.

The Chairperson of the Alpine Resorts Co-ordinating Council, Mr Andrew Fairley, welcomed the continuation of the pass saying "The 'All Resorts Season Entry Pass' will make it much easier for snow sports competitors, cross-country skiers and other snow sports enthusiasts to visit more than one Alpine resort during the winter season".

"The 'All Resorts Season Entry Pass' responds to continuing calls from users for such a pass and has been developed by the Council in consultation with the individual Alpine Resort Management Boards", said Mr Fairley.

The new pass needs to be purchased with a resort-specific season entry pass. They can be purchased from each Victorian Alpine Resort Management Board at a combined price of \$455 (or \$417 if 'early bird' discounts apply). The 'All Resorts Season Entry Pass' continues to replace all previous discounted second (and subsequent) resort season entry offers.

Additional details about the pass are available at www.arcc.vic.gov.au.

Authorised by: Brad Miles, Executive Officer, ARCC, 07 April 2009

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