Alpine Resorts Co-ordinating Council

Media Release

FOR IMMEDIATE RELEASE

NEW REPORT SHOWS SNOW IN ABUNDANCE

A new report recently released by the Alpine Resorts Co-ordinating Council shows that Victorian Alpine Resorts experienced some of the best snow of the decade in 2008.

Mr Andrew Fairley, the Chairperson of the Alpine Resorts Co-ordinating Council, said "when the snow came in early July, it came in abundance, resulting in deep snow cover at all Victorian Alpine Resorts".

"The cold temperatures in July and August ensured excellent snow conditions for much of the season" said Mr Fairley. "In addition, visitation was 12% above the 10 year average".

"The report also shows that visitation has been growing over the past decade" Mr Fairley said.

The 'Winter 2008 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 was released at this week's Alpine Resorts Sustainability Forum in Thredbo.

The report provides a commentary on the 2008 winter season and extensive historical information on visitation and snow depth. It 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'). Victorian direct expenditure was $436 million and employment (in annual equivalent terms) was approximately 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 2009 snow season" said Mr Fairley.

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