

MEDIA RELEASE



**Alpine Resorts
Co-ordinating
Council**

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FOR IMMEDIATE RELEASE

OVER 300,000 VISITORS ENJOYED VICTORIA'S ALPINE RESORTS LAST SUMMER

A new report recently released by the Alpine Resorts Co-ordinating Council shows that 333,000 people visited Victorian Alpine Resorts last summer.

Mr Andrew Fairley, the Chairperson of the Alpine Resorts Co-ordinating Council, said "While the Black Saturday bushfires had an obvious adverse impact on visitor numbers, it is pleasing to see that visitation remained at a high level, with the vehicle numbers prior to the bushfires recording a 5.6% increase."

Mr Fairley said "As was evident in last year's survey, there is a strong link between increased visitation and the staging of Resort events."

The 2008/09 report is the second such report that Council has released. It covered a six month period from Melbourne Cup Day 2008 until Anzac Day 2009.

The survey 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.

The Report includes some historical records which suggest that there are modest increases in summer visitation over time, and acknowledges that the existence or threat of bushfires adversely impacts on visitation to Alpine Resorts.

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

Mr Fairley 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>.

Authorised by: Brad Miles, Executive Officer, ARCC, 30 June 2009.

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