



Media release

New system for counting alpine visitor numbers

A new system for counting visitor numbers to Victoria's alpine resorts is now up and running. The number of passengers, the length of stay and the driver's home postcode will be recorded as they pass through each alpine resort's entry gates.

The project is being co-ordinated by the Alpine Resorts Co-ordinating Council (ARCC). The Chairman of the ARCC, Mr Andrew Fairley, said that "so far the counting project has been well received and we thank all resort visitors for helping us with this simple, but important, project."

Accurate information on numbers of visitors to alpine resorts is important for a wide range of planning purposes in resorts. Ski lift companies, accommodation providers, retailers, equipment suppliers, Alpine Resort Management Boards ('Boards'), as well as various service providers, all require this information.

Visitor numbers and their length of stay have been collected for many years, with the Mt Buller Board performing this function over recent years. The Alpine Resorts Co-ordinating Council (ARCC) is now working with the Boards and transport service providers to improve the counting systems and coordinate the collection and dissemination of accurate visitor numbers information.

The ARCC has taken advice from a leading transport consultant in designing the revised counting system. Commencing in the 2005 snow season the number of passengers, the length of stay and, in the case of cars, the driver's home postcode will be counted. For vehicles stopping at resort entry gates this information is being collected at that time.

Season pass holders are being asked to record details of each trip during the snow season on special questionnaires that have been sent out by Boards. Mr Fairley asked that "any season pass holders who have not received a questionnaire or have mislaid their copy, to please contact the relevant Board directly or the ARCC (contact details below)". He said: "It is vital that all season holders record their trips and return the questionnaires at the end of the snow season."

Taken together the new methods are expected to result in increased accuracy and to deliver greater confidence in the published figures. However, these benefits will only be realised if all visits are included.

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 Alex Shilton, Project Manager, on 9637 8668.