

FACT SHEET

WINTER 2017



This fact sheet provides a summary of data about the Victorian alpine resorts for the 2017 winter season. Information includes visitation data, selected snow depth data, estimates of the economic significance and visitor satisfaction data. Resort specific information is based on surveys and data collected by the Alpine Resort Management Boards and ski lift companies.

Visitation

During the 2017 winter season the resorts received a total of 941,003 visits and 1.6 million visitor days. Visitation in 2017 was the highest it has been since comparable records were first collected in 1980. Total visits and visitor days to Victorian alpine resorts since 1980 are shown at Figure 1.

Table 1 shows that total visitors and visitor days for winter 2017 increased by 23 and 16 per cent respectively compared to winter 2016.

Compared to the previous 10-year average visitation to all resorts, winter 2017 had 32 per cent more visitors and 18 per cent more visitor days. This is a marked increase on 2016 figures. Table 1 shows that the results varied across all resorts but all showed an increase from 2016.

Figure 1 All Resorts annual visitor numbers (000s): 1980-2017

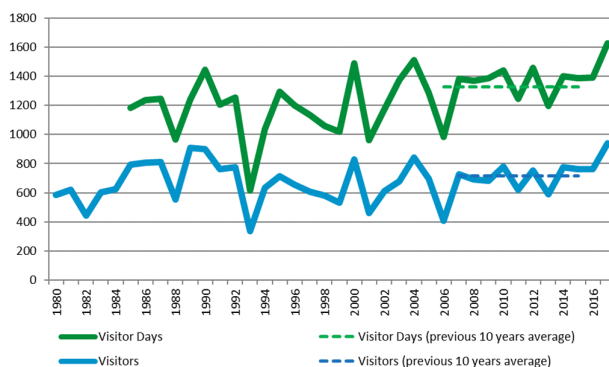


Table 1 End of season visitors and visitor days

RESORTS	MOUNT BAW BAW	LAKE MOUNTAIN	MOUNT STirling	MOUNT HOTHAM	FALLS CREEK	MOUNT BULLER	ALL RESORTS
2017	58,704	126,431	8,261	149,826	193,936	403,945	941,003
% change 2016-2017	18%	27%	35%	24%	15%	27%	23%
previous 10 year average visitors	49,744	103,846	5,647	130,505	141,393	283,957	715,092
% change 10 year average to 2017	18%	22%	45%	15%	37%	42%	32%
VISITOR DAYS	MOUNT BAW BAW	LAKE MOUNTAIN	MOUNT STirling	MOUNT HOTHAM	FALLS CREEK	MOUNT BULLER	ALL RESORTS
2017	76,205	126,431	10,578	368,313	451,961	583,119	1,616,707
% change 2016-2017	24%	27%	28%	12%	1%	30%	16%
10 year previous average visitor days	69,085	103,846	6,906	341,325	365,085	480,174	1,366,420
% change 10 year average to 2017	10%	22%	53%	8%	24%	21%	18%

Snow

The 2017 winter season commenced with little natural snow. At all resorts, lower than average natural snow depth occurred in the lead up to school holidays. At most of the northern resorts after early August, above average natural snow depth was maintained for the rest of the season, with snow making further enhancing snow depth. Figures 2 and 3, showing the daily snow depths for Mount Hotham and Mount Buller, respectively, illustrate these points.

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Figure 2 Mount Hotham snow depth 2017

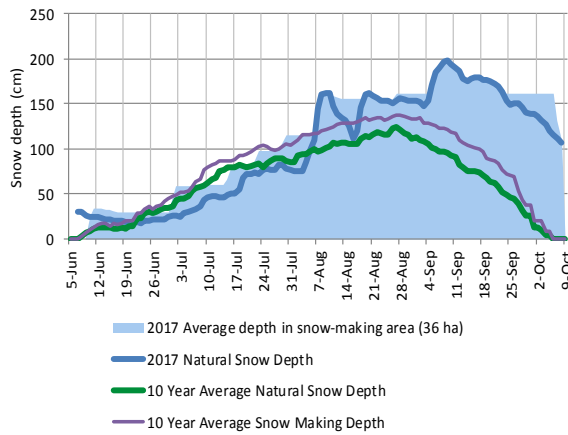


Figure 3 Mount Buller snow depth 2017

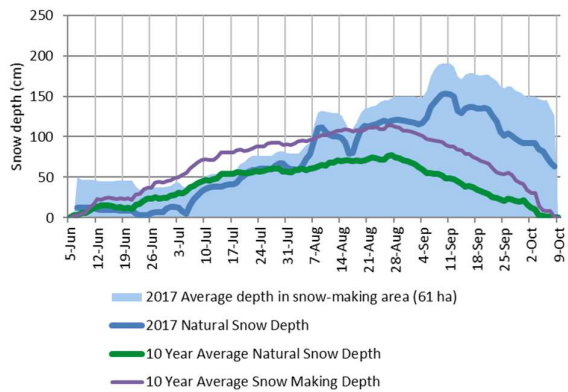
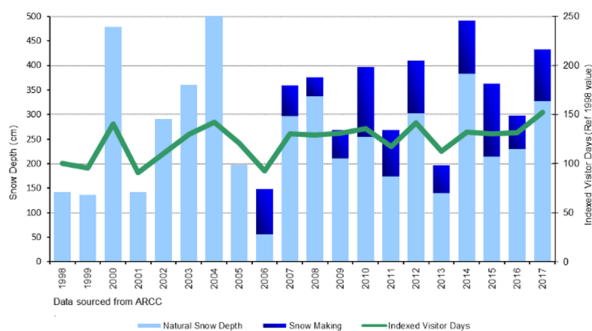


Figure 4 shows annual average snow depth and indexed visitor days for All Resorts since 1998. The 'smoothing' of visitation since the advent of broad-scale snow-making is evident.

Figure 4 All Resorts average snow depth and indexed visitor days



Economic Contribution

The alpine resorts of Victoria generate economic activity for the State as they attract a number of Victorian, interstate and international visitors. Ernst & Young (EY) has estimated the economic contribution of the Victorian alpine resorts for the 2017 winter season, taking into account visitation trends and changes in economic conditions. Key findings are shown at Table 2. It is notable that the economic contribution of the 2017 winter season reflects the highest numbers of visitors in over 35 years.

Table 2 Economic significance of the 2017 winter season to the Victorian economy

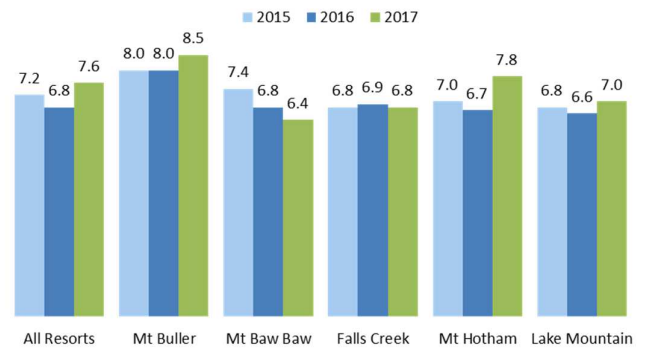
PERIOD	2016	2017
Gross State Product (\$2017/18 million)	804	945
Employment Annual Equivalent (number)	7,892	9,137

Source: EY analysis

Visitor Satisfaction

Consistent surveys of visitor satisfaction have been conducted at all alpine resorts for a number of years, to assist in understanding resort visitors and their needs, both resort-specific and across the sector. The surveys cover many aspects of a visitor's experience at a resort. Figure 5 shows overall visitor satisfaction (out of 10), being an aggregate of the answers to the survey questions. For comparison, 2015 and 2016 results are included.

Figure 5 Visitor satisfaction



The ARCC also produces an annual winter End of Season Report containing additional information and analysis of visitation and snow depth data, summary economic significance data, as well as visitor satisfaction information and analysis for Victoria's alpine resorts. It is available for download from the ARCC's website at www.arcc.vic.gov.au.