This fact sheet provides a summary of data about the Victorian alpine resorts for the 2016 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 2016 winter season the resorts received a total of 762,981 visits and almost 1.4 million visitor days. Total visits and visitor days to Victorian alpine resorts since 1980 are shown at Figure 1. Visitation in 2016 was above average for the decade.

Table 1 shows that total visitors and visitor days for winter 2016 were almost equal to those for winter 2015. Compared to the previous 10-year average visitation to all resorts, winter 2016 had 12 per cent more visitors and 5 per cent more visitor days. This is comparable to 2015 figures. However, Table 1 shows that the results were not uniform across all resorts.

**Snow**

The 2016 winter season commenced with little natural snow. At most resorts, higher than average natural snow depth occurred in time for school holidays. After that, above or close to average natural snow depth was maintained for the rest of the season at most resorts, with snow making further enhancing snow depth. Figures 2 and 3, showing the daily snow depths for Mount Buller and Falls Creek, respectively, illustrate these points.
Economic Contribution

The Victorian Alpine Resorts Economic Contribution Study (Draft, January 2017) by Ernst & Young (EY) has estimated the economic contribution of the Victorian alpine resorts for the 2016 winter season, taking into account visitation trends and changes in economic conditions. Key findings are shown at Table 2.

Table 2 Economic significance of the 2016 winter season to the Victorian economy

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross State Product ($2016 million)</td>
<td>790</td>
</tr>
<tr>
<td>Employment Annual Equivalent (number)</td>
<td>7,892</td>
</tr>
</tbody>
</table>

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 results are also 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 will be available shortly for download from the ARCC’s website at www.arcc.vic.gov.au.