

FACT SHEET

WINTER 2016



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.

Figure 1 All Resorts annual visitor numbers (000s): 1980-2016

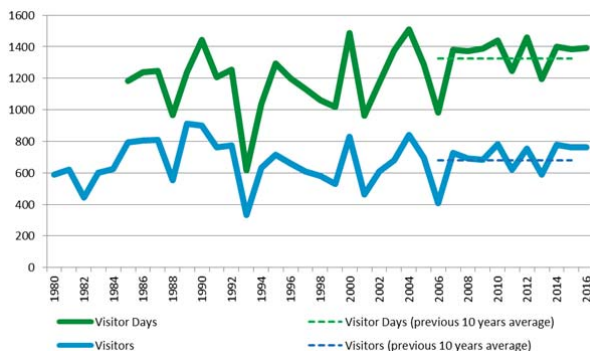


Table 1 End of season visitors and visitor days

VISITORS	MOUNT BAW BAW	LAKE MOUNTAIN	MOUNT STIRLING	MOUNT HOTHAM	FALLS CREEK	MOUNT BULLER	ALL RESORTS
2016	49,775	99,793	6,041	120,508	168,973	317,891	762,981
% change 2015-2016	-28%	-17%	-2%	2%	16%	5%	0%
previous 10 year average visitors	46,307	97,197	5,162	128,056	134,981	267,821	679,523
% change 10 year average to 2016	7%	3%	17%	-6%	25%	19%	12%
VISITOR DAYS	MOUNT BAW BAW	LAKE MOUNTAIN	MOUNT STIRLING	MOUNT HOTHAM	FALLS CREEK	MOUNT BULLER	ALL RESORTS
2016	61,335	99,793	8,288	328,602	446,037	449,157	1,393,212
% change 2015-2016	-36%	-17%	6%	5%	19%	-5%	0%
10 year previous average visitor days	64,954	97,197	6,196	339,514	351,449	466,215	1,325,526
% change 10 year average to 2016	-6%	3%	34%	-3%	27%	-4%	5%

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.

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Figure 2 Mount Buller snow depth 2016

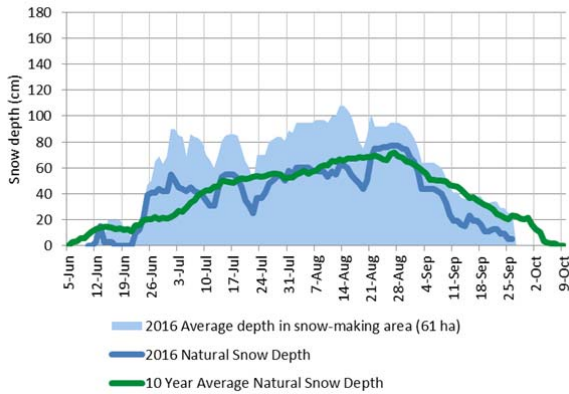


Figure 3 Falls Creek snow depth 2016

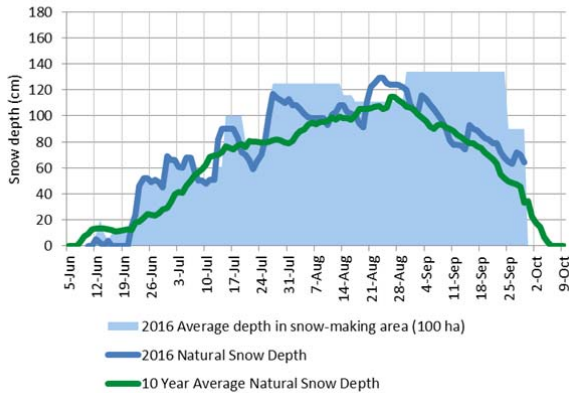
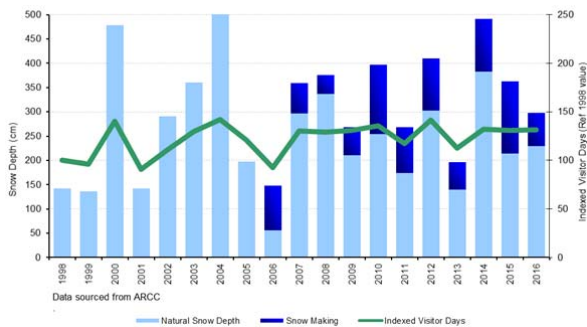


Figure 4 shows annual average snow depth and indexed visitor days for All Resorts since 1998. The 'smoothing' of visitation since the advent of broad-scale snow-making is evident.

Figure 4 All Resorts average snow depth and indexed visitor days



Economic Contribution

The *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.

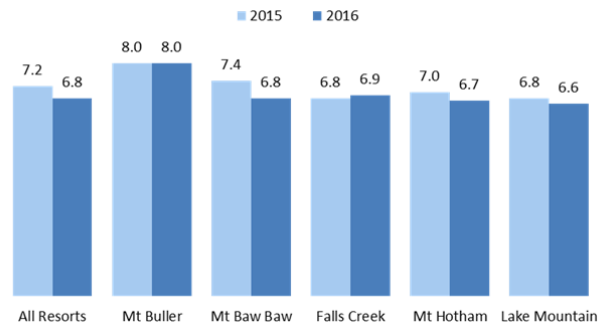
Table 2 Economic significance of the 2016 winter season to the Victorian economy

PERIOD	2016
Gross State Product (\$2016 million)	790
Employment Annual Equivalent (number)	7,892

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.