

FACT SHEET

WINTER 2019



This fact sheet provides a summary of data about the Victorian alpine resorts for the 2019 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 2019 winter season the resorts received a total of over 933,000 visits and over 1.68 million visitor days. 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 2019 decreased by 5 and 3 per cent respectively compared to winter 2018.

Compared to the previous 10-year average visitation to all resorts, winter 2019 had 22 per cent more visitors and 18 per cent more visitor days. Table 1 shows that the results varied across all resorts with a decrease from 2018 at most resorts except for Mt Hotham and Mt Baw Baw which experienced a 3% and 6% increase in visitor numbers respectively.

Figure 1 All Resorts annual visitor numbers (000s): 1980-2019

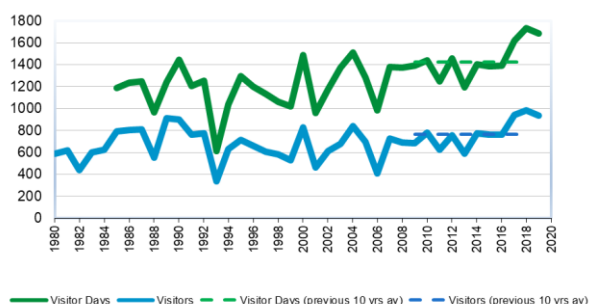


Table 1 End of season visitors and visitor days

VISITORS	MOUNT BAW BAW	LAKE MOUNTAIN	MOUNT STIRLING	MOUNT HOTHAM	FALLS CREEK	MOUNT BULLER	ALL RESORTS
2019	81,223	120,206	7,762	152,907	171,533	399,467	933,098
% change 2018-2019	6%	-16%	-31%	3%	-4%	-6%	-5%
previous 10 year average visitors	53,751	107,898	6,656	134,408	152,277	310,831	765,820
% change 10 year average to 2019	51%	11%	17%	14%	13%	29%	22%
VISITOR DAYS	MOUNT BAW BAW	LAKE MOUNTAIN	MOUNT STIRLING	MOUNT HOTHAM	FALLS CREEK	MOUNT BULLER	ALL RESORTS
2019	129,704	120,206	9,788	403,063	465,457	558,460	1,687,597
% change 2018-2019	5%	-16%	-30%	4%	-1%	-6%	-3%
10 year previous average visitor days	75,806	107,898	8,415	348,714	386,701	498,322	1,425,976
% change 10 year average to 2019	71%	11%	16%	16%	20%	12%	18%

Snow

The 2019 winter season commenced with above average natural snow coverage, however, lower than average natural snow depth occurred in the lead up to the June/July school holidays. At all resorts above or close to average natural snow depth was maintained throughout August to mid-September, with snow making enabling a continuation of good snow depth to extend the season. Figures 2 and 3, showing the daily snow depths for Mount Buller and Lake Mountain, respectively, illustrate these points.

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Figure 2 Mount Buller snow depth 2019

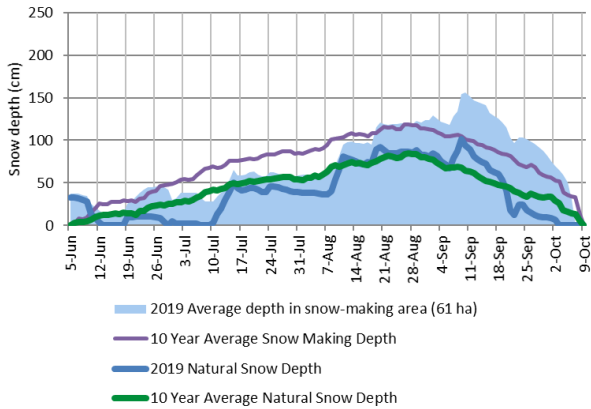


Figure 3 Lake Mountain snow depth 2019

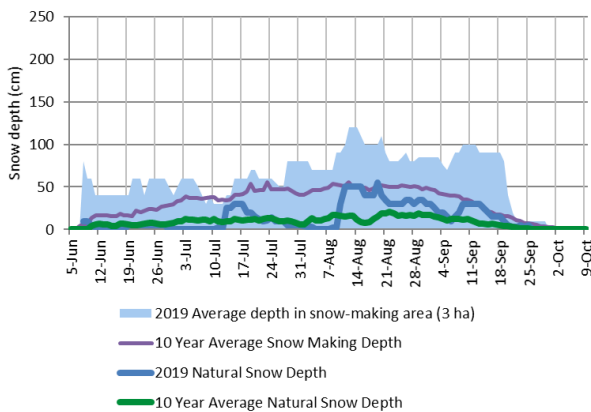
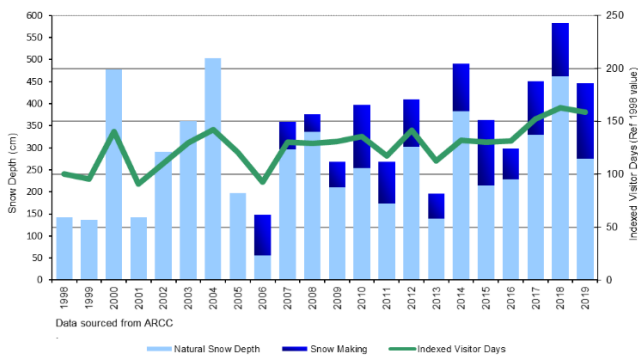


Figure 4 shows annual average snow depth against indexed visitor days for All Resorts since 1998. The ‘smoothing’ of visitation since the advent of broad-scale snow-making in the mid 2000’s remains evident.

Figure 4 All Resorts average snow depth and indexed visitor days



Economic Contribution

The alpine resorts generate significant 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 2019 winter season, taking into consideration visitation trends and changes in economic conditions. Key findings are shown at Table 2.

Table 2 Economic significance of the 2019 winter season to the Victorian economy

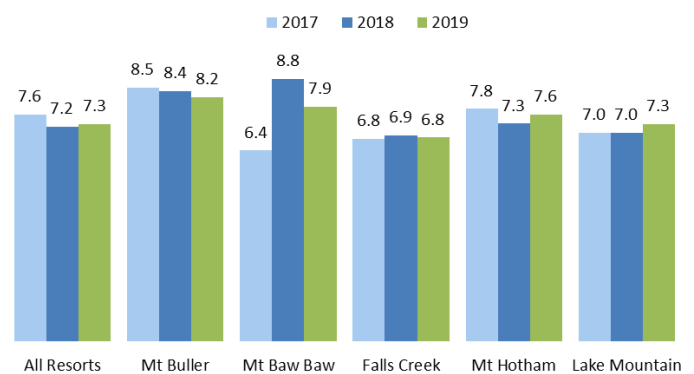
PERIOD	2018	2019
Gross State Product (value added, \$m)	1,076	1,061
Employment (jobs number)	10,471	9,866

Source: EY analysis

Visitor Satisfaction

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 at both the resort-specific and sector levels. 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, 2017 and 2018 results are included. (Please note that from 2018 Mount Buller has conducted different surveys, therefore results are not directly comparable to historical data).

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 soon be available for download from the ARCC’s website at www.arcc.vic.gov.au.