

# FACT SHEET

## WINTER 2014



This fact sheet provides a summary of data about the Victorian alpine resorts for the 2014 winter season. Information includes resort visitation data, selected snow depth data and estimates of the economic significance of alpine resorts. Resort specific information is based on surveys and data collected by the Alpine Resort Management Boards and ski lift companies.

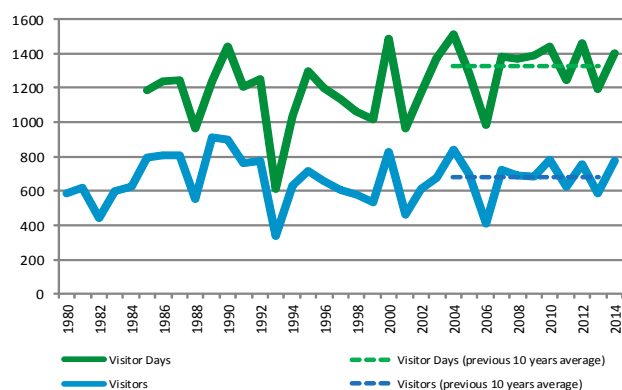
### Visitation

During the 2014 winter season the resorts received a total of 775,000 visits and 1,400,000 visitor days. Total visits and visitor days to Victorian alpine resorts since 1980 are shown at Figure 1. Visitation in 2014 was amongst the highest of the decade.

Table 1 shows that total visitors and visitor days for winter 2014 were significantly above those for winter 2013. Compared to winter 2013, total visitors in winter 2014 increased by 32 per cent and visitor days increased by 17 per cent.

Compared to the previous 10-year average visitation to all resorts, winter 2014 had 14 per cent more visitors and 6 per cent more visitor days. However, Table 1 shows that the results were not uniform across all resorts.

**Figure 1** All Resorts Annual Visitor Numbers (OOOs): 1980-2014



**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
2014	67,234	131,692	7,228	121,887	137,553	309,875	<b>775,469</b>
% change 2013-2014	103%	83%	37%	25%	7%	23%	<b>32%</b>
10 year previous average visitors	40,115	93,810	5,210	136,570	150,276	253,383	<b>679,364</b>
% change 10 year average to 2014	68%	40%	39%	-11%	-8%	22%	<b>14%</b>
VISITOR DAYS	MOUNT BAW BAW	LAKE MOUNTAIN	MOUNT STIRLING	MOUNT HOTHAM	FALLS CREEK	MOUNT BULLER	ALL RESORTS
2014	93,441	131,692	9,593	332,281	347,028	485,952	<b>1,399,987</b>
% change 2013-2014	54%	83%	40%	26%	5%	5%	<b>17%</b>
10 year previous average visitor days	55,376	93,810	6,405	345,168	365,765	459,910	<b>1,326,434</b>
% change 10 year average to 2014	69%	40%	50%	-4%	-5%	6%	<b>6%</b>

# FACT SHEET WINTER 2014

## Snow

The 2014 winter season commenced with little snow, however by early July, snow depth was well above the 10 year averages and remained so until mid-August. Close to average snow cover was maintained through the use of snow making after that time, particularly at the higher resorts. Figures 2 and 3, showing the daily snow depths for Falls Creek and Mount Baw Baw resorts respectively, illustrate this point.

Figure 2 Falls Creek snow depth 2014

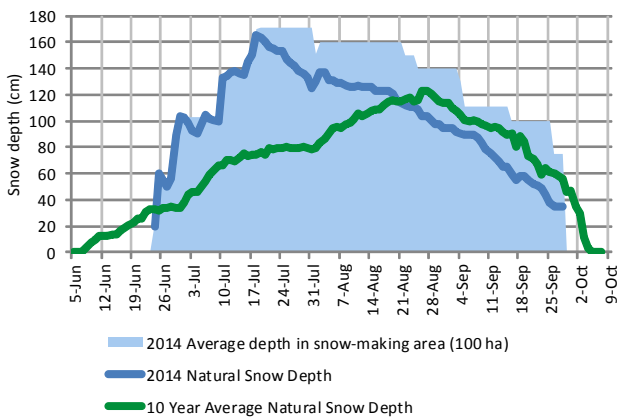


Figure 3 Mount Baw Baw snow depth 2014

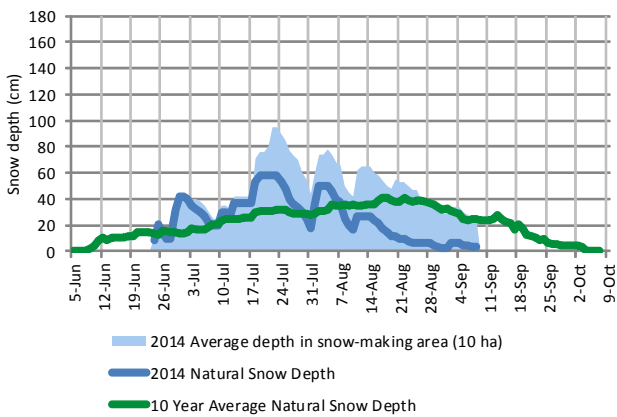
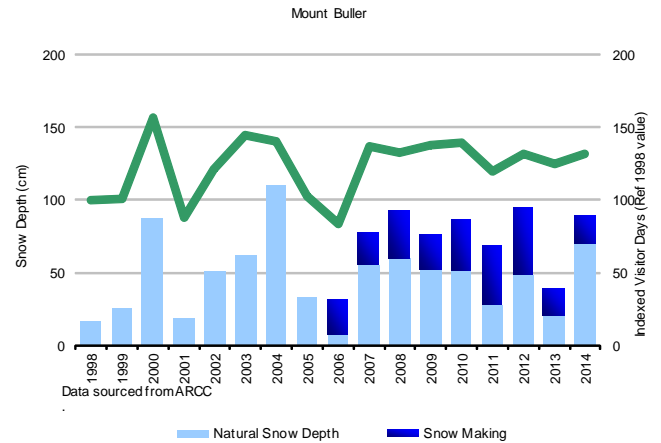


Figure 4 shows annual average snow depth and indexed visitor days for Mount Buller since 1998. The 'smoothing' of visitation since the advent of broad-scale snow-making is evident.

Figure 4 Mount Buller average snow depth and indexed visitor days



## Economic Contribution

In 2012 the Alpine Resorts Co-ordinating Council published a report prepared by the National Institute of Economic and Industry Research (NIEIR) on the economic significance of Australian alpine resorts. That report builds on an earlier 2005 study.

NIEIR has further estimated the economic contribution of the Victorian alpine resorts for the 2014 winter season, taking into account visitation trends and changes in economic conditions. Key findings, being the contribution of the alpine resorts to gross state product and annual equivalent employment numbers, are show at Table 2.

Table 2 Economic significance of the 2014 winter season to the Victorian economy

PERIOD	2012	2013	2014
Gross State Product (\$2014 million)	673	590	668
Employment Annual Equivalent (number)	5,997	5,471	5,967

The ARCC also produces an annual 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](http://www.arcc.vic.gov.au).