

FACT SHEET

WINTER 2018



This fact sheet provides a summary of data about the Victorian alpine resorts for the 2018 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 2018 winter season the resorts received a total of over 982,000 visits and over 1.7 million visitor days. Visitation in 2018 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 2018 increased by 4 and 7 per cent respectively compared to winter 2017.

Compared to the previous 10-year average visitation to all resorts, winter 2018 had 33 per cent more visitors and 25 per cent more visitor days. This is an increase on 2017 figures. Table 1 shows that the results varied across all resorts with an increase from 2017 at most resorts except for Mt Hotham and Falls Creek which experienced a 1% and 8% decrease in visitor numbers respectively.

Figure 1 All Resorts annual visitor numbers (OOOs): 1980-2018

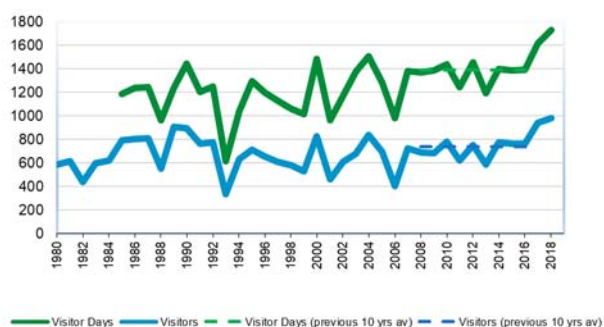


Table 1 End of season visitors and visitor days

VISITORS	MOUNT BAW BAW	LAKE MOUNTAIN	MOUNT STIRLING	MOUNT HOTHAM	FALLS CREEK	MOUNT BULLER	ALL RESORTS
2018	76,635	143,743	11,280	148,848	179,131	423,169	982,806
% change 2017-2018	31%	14%	38%	-1%	-8%	5%	4%
previous 10 year average visitors	50,549	105,408	6,131	131,666	146,933	295,937	736,623
% change 10 year average to 2018	52%	36%	84%	13%	22%	43%	33%
VISITOR DAYS	MOUNT BAW BAW	LAKE MOUNTAIN	MOUNT STIRLING	MOUNT HOTHAM	FALLS CREEK	MOUNT BULLER	ALL RESORTS
2018	123,455	143,743	14,069	389,401	468,490	591,408	1,730,566
% change 2017-2018	62%	14%	33%	6%	4%	1%	7%
10 year previous average visitor days	69,889	105,408	7,615	343,253	375,757	488,000	1,389,923
% change 10 year average to 2018	77%	36%	85%	13%	25%	21%	25%

Snow

The 2018 winter season commenced with good natural snow coverage. At all resorts, higher 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 the season, 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 Baw Baw and Falls Creek, respectively, illustrate these points.

FACT SHEET WINTER 2018

Figure 2 Mount Baw Baw snow depth 2018

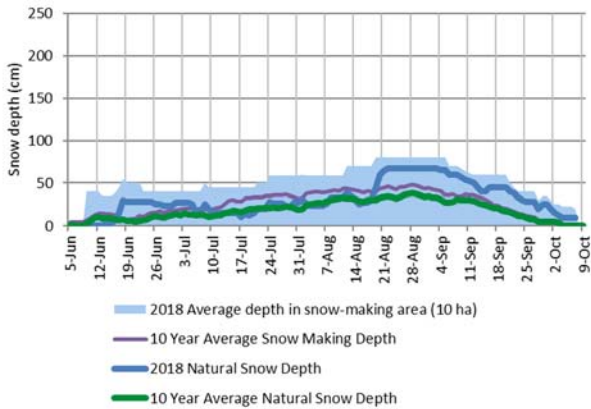


Figure 3 Falls Creek snow depth 2018

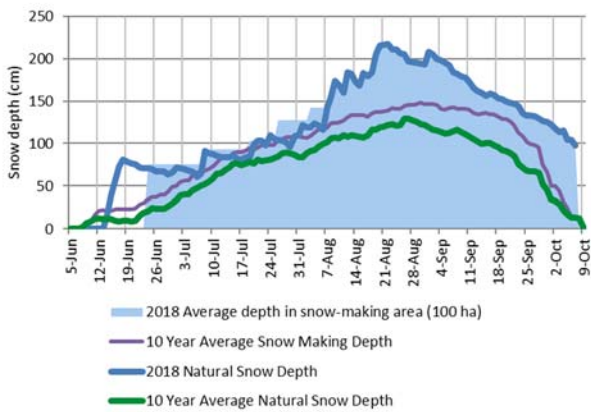


Figure 4 shows annual average snow depth and indexed visitor days for All Resorts since 1998. The ‘smoothing’ of visitation since the advent of broad-scale snow-making in the mid 2000’s is evident.

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 2018 winter season, taking into consideration visitation trends and changes in economic conditions. Key findings are shown at Table 2. It is notable that the economic contribution of the 2018 winter season reflects the highest numbers of visitors in over 35 years.

Table 2 Economic significance of the 2018 winter season to the Victorian economy

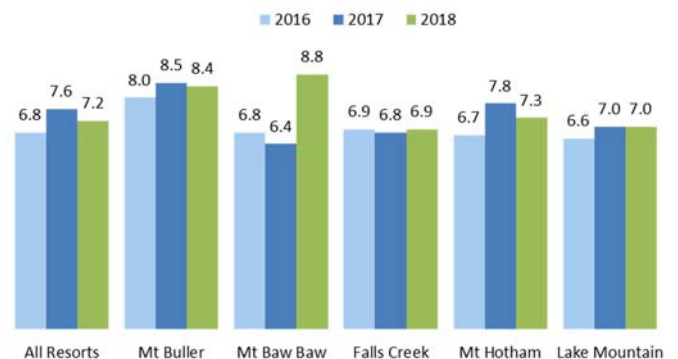
PERIOD	2017	2018
Gross State Product (\$2018/19 million)	957	1,076
Employment Annual Equivalent (number)	9,137	10,471

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, 2016 and 2017 results are included. Please note Mount Buller results are not directly comparable to historical data, nor 2018 data from other resorts, due to changes in survey methodology.

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.