



Alpine Resorts
Victoria

Economic contributions and benefits of Victoria's alpine resorts

Victoria's alpine resorts are major contributors to the Victorian visitor economy. To quantify the scale of this contribution, Alpine Resorts Victoria recently commissioned consultants SGS Economics & Planning to deliver a study to obtain reliable knowledge about the economic and social significance of Mt Buller, Falls Creek, Mt Hotham, Mt Stirling, Mt Baw Baw and Lake Mountain.

Each year, the alpine resorts welcome a huge number of guests to enjoy the alpine environment and the broad array of nature-based tourism opportunities the resorts offer. This visitation sustains thousands of on-mountain businesses and makes a significant contribution to the economies of surrounding towns in regional Victoria.

The alpine resorts are significant employers, and in addition to the economic benefits they generate the resorts also provide major environmental, health and social benefits to the community – alpine resort visitors are healthier and more productive members of society, and ecosystems benefit from environmental programs delivered by Alpine Resorts Victoria.



A snapshot of the key contributions and benefits of Victoria's alpine resorts is provided below:



\$2.14 billion
annual economic output



\$1.04 billion
Gross Value Added



1.38 million
annual visitors



\$1.33 billion
annual expenditure
by visitors



12,130
full-time equivalent
jobs supported



\$4 private sector
investment per **\$1** of
government investment



\$154 million
annual user and
health benefits



\$820 million
annual existence
benefits



\$133 million
annual benefits for
businesses and workers

Source: Contributions and Benefits of Victoria's Alpine Resorts, SGS Economics & Planning, 2024.

For more information visit alpineresorts.vic.gov.au



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