

Victoria's Alpine Playground

The Alpine Resort Tourism Development Plan identifies 110 projects to support future growth and year-round benefits. The 10-year plan aims to achieve:

Vibrant, accessible and diverse alpine villages.

Motivating green season products and experiences.

Infrastructure to enable sustainable growth.

Developing compelling winter experiences for all visitors.



WHAT IT WILL ACHIEVE

The Alpine Region has the potential to be Victoria's most iconic tourism experience, offering unparalleled opportunities for visitors to be immersed in the inspiring alpine landscape, celebrate the rich traditional heritage, and create unforgettable moments.

Public sector investment in world-class experiences and infrastructure, combined with quality private sector visitor amenity and services will drive year-round demand from new domestic and international visitors.

Investing in Alpine Resorts will grow Victoria's regional economy, create year-round employment opportunities and support regional towns and communities.

Investment in the Alpine Resorts will deliver an iconic and internationally competitive tourism produce and experience in Victoria.



Current economic importance to Victoria (p.a.)

Total output:
\$2.5 billion

GSP:
\$1.1 billion

Visitors:
1.3 million

Jobs:
10,100 FTE



Potential economic contribution to Victoria (p.a.)

Total output:
\$4.8 billion

GSP:
\$2.1 billion

Visitors:
2.7 million

Jobs:
20,400 FTE

GOVERNMENT ASK

Investment across six resorts over 10 years

- **\$439 M** for Public Sector Funding.
- **\$298 M** for unlocking Private Sector Funding.

Public Sector Investment (unpacked)

- **\$112 M** for vibrant, accessible and diverse alpine villages.
- **\$179 M** for infrastructure to enable sustainable growth.
- **\$71 M** for motivating green season products and experiences.
- **\$76 M** for compelling and quality winter experiences for all visitors.

PROJECT OWNER

Alpine Resort Management Boards of Mt Hotham, Falls Creek, Mt Buller/Mt Stirling, and Tourism North East.

FURTHER INFORMATION

A copy of the Victorian Alpine Resort Visitor Economy Development Plan, collaboratively prepared by Urban Enterprise and Tourism North East, is available on request.

KEY LOCATIONS



OMRP CONTACT

ovens.murray.partnership@rdv.vic.gov.au