# Video transcript - Alpine Resorts Visitor Economy Development Plan

**Amber:** The Ovens Murray is home to Victoria’s major alpine resorts.

[On-screen text: Amber Gardner, Ovens Murray Regional Partnership]

**Amber:** The resorts themselves are critical tourism drawcards for our region, accounting for 28% of total annual visitation to the High Country.

[On-screen text 1.3m visitors]

**Amber:** This industry generates $1.1b in terms of visitor spend and $2.5b in terms of economic output. It also accounts for 10k jobs regionally. So is a very important industry.

[On-screen text: $1.1b visitor spend, $2.5b economic output, 10 jobs]

**Amber:** Recognising the importance of the alpine industry, the Ovens Murray Regional Partnership, collectively with the alpine resorts, commissioned the delivery of a Visitor Economy Development Plan to guide the strategic growth of this industry over the coming decade.

[On-screen text: Bess Nolan Cook, Ovens Murray Regional Partnership]

**Bess**: The Plan identifies over 100 projects that have the ability to create long-term and year-round sector growth.

This 10-year plan features a $439m package of public works against four key themes – diversification of the lead winter offering, the development of lead hero summer tourism products, alpine village enhancements and infrastructure to support sustainable growth.

[On-screen text: $439m 10-year plan]

[On-screen text: Diverse winter experiences, Iconic summer experiences, Vibrant alpine villages

Enabling infrastructure.]

**Bess:** This investment will significantly grow the resorts’ visitor economy, attracting 2.7m visitors every year.

[On-screen text: 2.7m visitors]

**Bess:** This package has the ability to grow the alpine sector, creating $4.8b in economic output and creating 20k jobs.

**Bess:** Importantly, this public investment has the ability to unlock a further $298m in private investment.

**Amber:** The Regional Partnership is seeking staged capital investment from Government in Plan priorities.

[On-screen text: 2.7b visitors, $2.1b spend, $4.8b output, 20.4k jobs]

**Amber:** Implementation is expected to double the output and the value of the alpine resorts to the State economy over the next ten years. As such this investment Is seen as a strategic priority for our region and one that will be transformative for the alpine sector.

[On-screen text: Regional Partnerships Ovens Murray, Victoria State Government]