

AUSTRALIAN ALPINE CLUB

DINNER PLAIN • FALLS CREEK • MT BULLER • MT HOTHAM • NISEKO • PERISHER

MEDIA RELEASE

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Australian ski lift prices now highest in the world

Australian ski lift prices are now the highest in the world, according to an annual survey by the Australian Alpine Club.

Adult day ski lift prices at five major Australian alpine resorts were benchmarked against eleven resorts in seven other developed countries. The survey did not try to compare other factors such as terrain, snow-depths or ski lift capacities.

2008 lift prices	A\$
Perisher Blue	\$98
Thredbo	\$97
Falls Creek	\$94
Mt Buller	\$94
Mt Hotham	\$94
Vail (USA)	\$92
Alta Snowbird (USA)	\$91
Deer Valley (USA)	\$85
Whistler (Canada)	\$85
St Moritz (Switz)	\$77
Mt Hutt (NZ)	\$74
Val D'Isere (France)	\$72
Arlberg (Austria)	\$71
Klosters (Switz)	\$66
Niseko (Japan)	\$56
Hakuba 47 (Japan)	\$48

(15/04/2008 exchange rates, rounded to nearest A\$)

“The inconvenient truth is that Australian ski lift prices are now more expensive than those in even the most exclusive resorts in Europe and North America,” said Australian Alpine Club President Ian Farrow.

“We can take into account issues such as weak inter-mountain competition and other factors influencing ski lift prices in Australia, but international competition is a reality. International tourists typically make up less than two per cent of visitors to Australian alpine resorts, compared with thirty per cent in New Zealand, three-quarters of them Australians.

“The challenge for Australian alpine resorts is to remain competitive against the international snowsports destinations. While the appreciation of the Australian dollar is a factor, overseas alpine resorts are becoming increasingly attractive while ski lift prices in Australia continue to ratchet upwards.

“This continuing trend in Australian ski lift prices provides further endorsement for our acquisition of a lodge in Japan as a hedge against both the risk of climate change and the reality of the rising cost of snowsports in Australia.

“Australian skiers and snowboarders might benefit from an inquiry by the Australian Competition and Consumer Commission or the Productivity Commission that would examine competition issues and the key drivers of these high costs,” said Ian Farrow.

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