



Post Winter Stakeholder Report

Winter 2025



2025 Season Visitation



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Visitor numbers and visitor days

- Season data originally shared was calculated incorrectly
- Data calculated using the incorrect methodology showed
 - Sharp decline in visitor days
 - Increase in visitor numbers
- This data did not reflect the actual visitation
- The data is being reviewed and updated using the previously applied formula
- When the final data is available this will be shared with the community. We anticipate that this will be in the next two weeks.

2025 Season Snow-fall

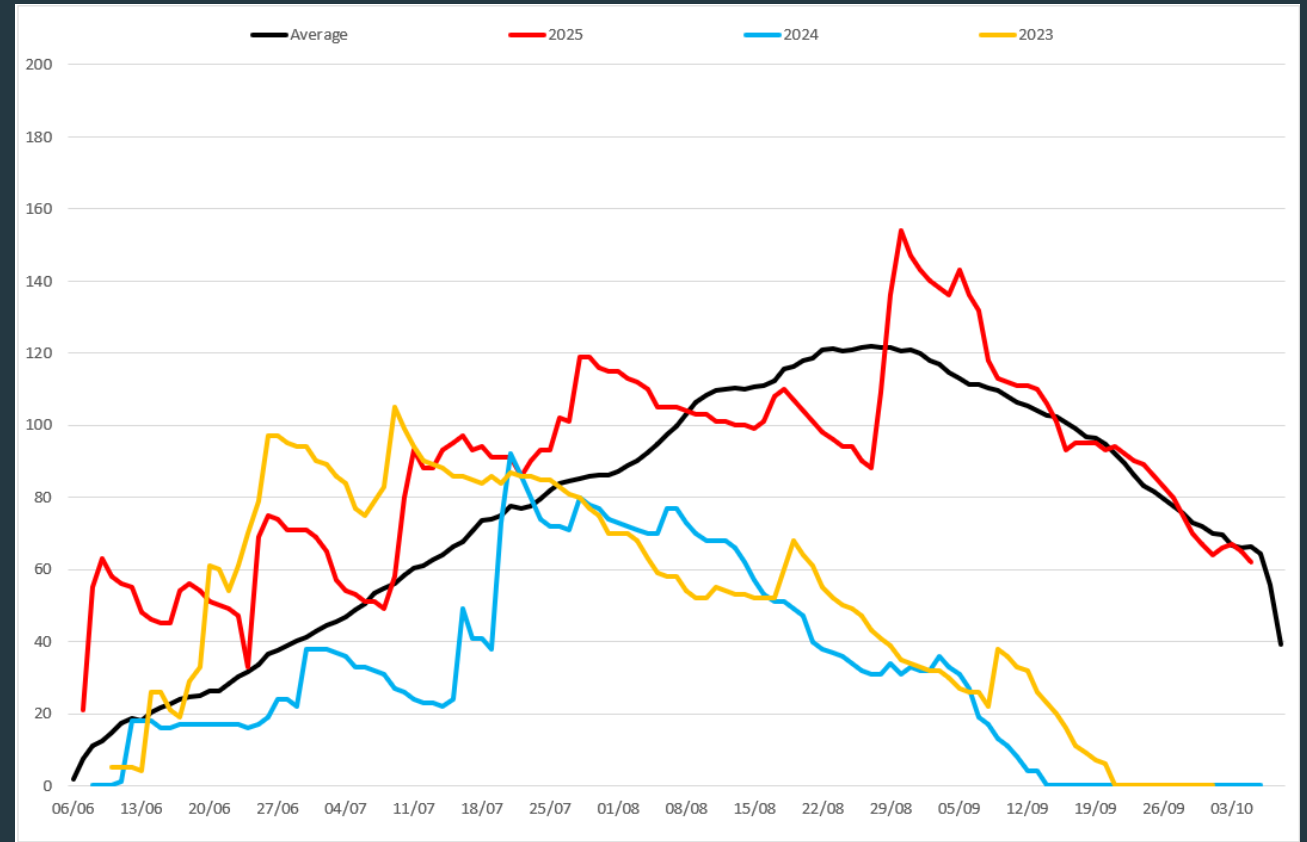


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Numbers

- 154cm Maximum Snowpack
- 89cm Average depth
- 15 Snow events / 29 days
- 45 days with base over 1m
- 36cm in 24 hours maximum snowfall
- Great start to the season with fresh snow and skiing from opening weekend



Ski Patrol Statistics



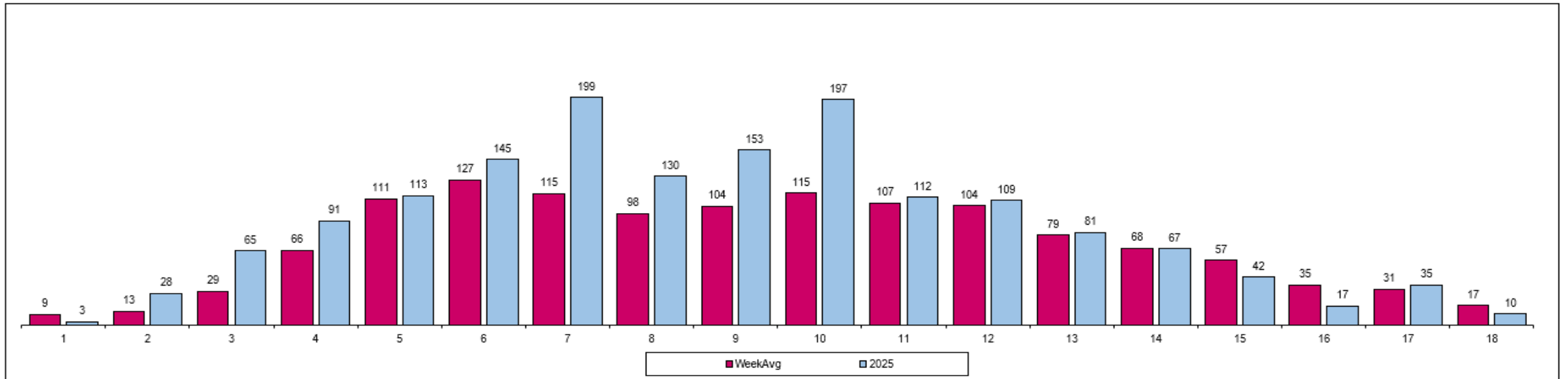
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Callout Records

- Weeks 7 and 10 were standouts with total callouts per week.
- The greatest number of single day call outs were recorded at 72, 58 and 48 call outs per day.

FCRM Ski Patrol Weekly Average 2005-2025



Ski Patrol Statistics



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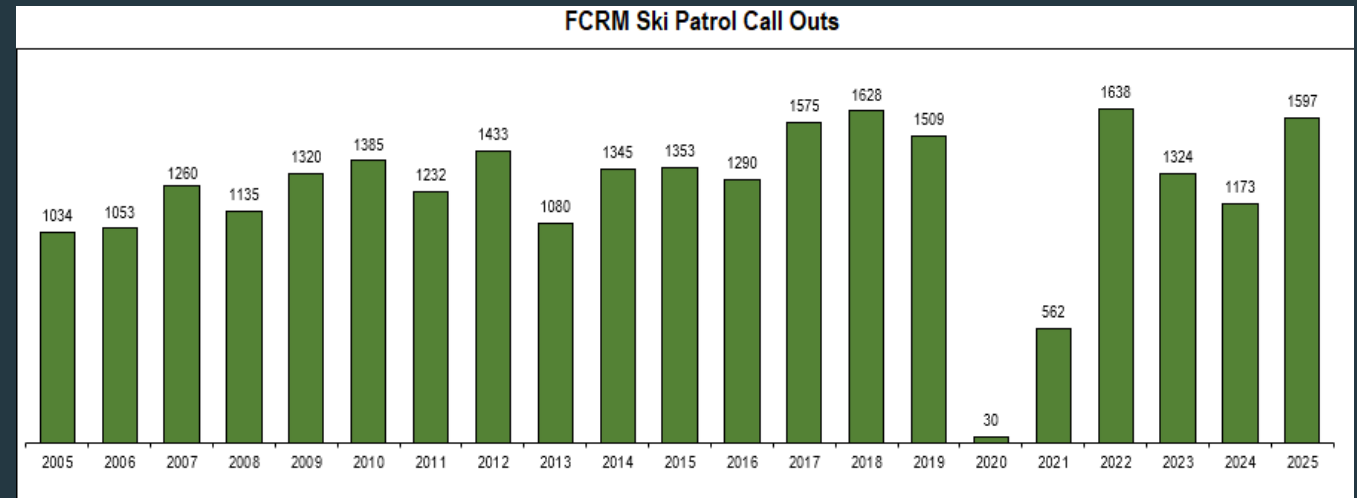
Additional Records

- 1597 call outs
- 555 transported to medical centre

Assistance provided to:

- 54% skiers
- 42% snowboarders (up from 35% in 2024)
- 6% walkers (village/carparks)
- 1% XC
- 1% toboggan park

- 35% of call outs involved admission into the FC Med Centre. Down from 40% in 2024, below the 20-year average of 47%.
- The 20-29 age cohort dominates.
- Wombats Ramble continues to be the preferred place to get injured.



ARV-FC Grant Status



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Government Grants Program Update

- Flower of the Alpine Sun – fabrication is underway with installation scheduled early 2026
- Lakeside Trailhead and Foreshore Redevelopment – project out to market for the building construction. Contract to be awarded by the end of the year with site works to be executed across the next two summer construction windows.
- Key priority projects pipeline for future grant applications:
 - Drinking water system upgrades
 - Resort Entry Portal
- Community Recovery Funding – program duration extended until 30 June 2026

Community Recovery Completed Works 2025



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- Final round of Gateway Hub renovations were completed and the History at the Hub project by the FC Historical Society (through the community fund scheme) was installed.
- Community Recovery contributed funding towards FEASTIVAL 2025 and The Long Lunch 2025.
- Focus on bolstering **community capability** with a range of workshops and training sessions including a 2-day avalanche awareness training course, skin cancer checks (round 1), Resilience Builders Leadership Development course, chainsaw operations workshop, Canva and grant writing workshops.
- Provision of free mental health and wellbeing support through the Mountain Assistance Program June – October 2025 MAP. Wellbeing workshops and one-on-one counselling from the Gateway Hub.



Community Recovery Ongoing Projects



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- **Gateway Hub** - The Hub continues to be a [bookable space](#) free for community members to use. Free wifi, MS TEAMS for video conferencing, private meeting rooms, hot desks and kitchenette facilities. Book the entire Hub or just a space.
- **Community Fund Scheme** – [Applications open](#) until 31st October 2025 for remaining \$25k for community-led projects which support any of the recovery pillars. \$100,000 has been spent through this scheme to date.
- **Business Capacity Building** – curation of a [free stakeholder image gallery](#) with still and drone winter imagery showcasing the village and resort for stakeholders to access to support their own marketing collateral.



Community Recovery Upcoming Projects



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- **Clean Up Falls Creek Day** – community clean-up day and sausage sizzle – Thursday 23rd October, 09.30-12.30.
- **Second Round of Skin Cancer Checks** at the Gateway Hub – Thursday 13th and Friday 14th November – [book here](#)
- **FEASTIVAL 2026** - community recovery funding contributing towards event .
- **Falls Creek Wildlife Quest** - Series of murals throughout the village and smaller decals around Slalom Plaza to make up a fun scavenger hunt to find all the native and endangered animals (selected by the students of FCPS). [Expressions of interest](#) for mural locations open until 31/10/2025.

Thank you to our Community Recovery Committee who volunteer their time and are instrumental to ensuring recovery is community-led.





ARV – Planning & Property



ARV Property & Planning Falls Creek Team

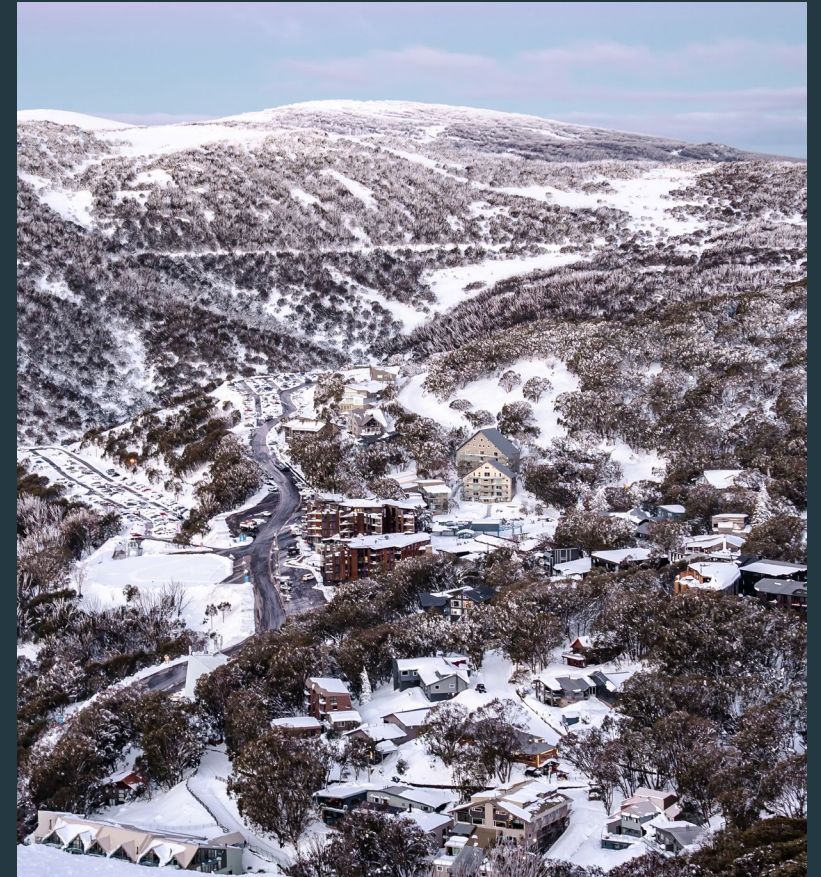


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Property Team

- Katie Hart – Head of Property & Planning
- Amy Robertson – Statutory Planner
- Chelsey Swanson – Property Coordinator
- Jenny Brown – Leasing and Contracts Coordinator
- Contractors – Hank Van Ravenstein (MBS), Anton Maas (Public Health)



Leasing Review



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Alpine Resorts Leasing Policy Update

Throughout 2025 ARV, in partnership with DEECA, has continued to work with the Stakeholder Reference Group (SRG) to draft an updated Alpine Resorts Leasing Policy.

The SRG, is made up of representatives from the Stakeholder Consultative Committees from those resorts where leasing occurs; ARIAG; the finance industry; and the alpine real estate industry. The SRG members have provided valuable insights, advice and suggestions to some very complex leasing matters and helped to create a better understanding and appreciation of alpine leasing in both ARV and DEECA. The Falls Creek representatives are David Stogdale and Brett Williams.

A draft policy has recently been finalised and is planned to be on the Engage Victoria website before the end of 2025 to get broader feedback. As this is a government policy ARV requires approval before it can be made available for feedback. Resort stakeholders will be notified when the draft is available on Engage Victoria and encouraged to provide feedback.



Destination Marketing



2025 Campaign Overview



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Campaign Objectives:

- Showcase the emotive, personal connections of a Falls Creek experience – bonding with friends and family, exhilarating nature etc
- Target particular market segments with tailored social content – family, friends, special occasions, cultural segments.
- Encourage on-mountain and overnight stays to drive spend in resort
- Complement and align with the ARV All Resorts campaign (Melbourne Out of Home billboards and digital) and Vail campaigns also in market.

This year we engaged Cole Media (media buying agency) to activate and deliver the winter campaign.

Campaign Channels

- | | | |
|------------------|----------------|------------------|
| • Paid digital | Social Media | Print & magazine |
| • TV Commercials | Regional radio | |

2025 Winter Campaign



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Campaign Asset Development & Delivery

Digital assets were renewed during the 2025 winter season in collaboration with **Falls Creek Ski Lifts** and aligned with **Group Marketing's "You Could Be Up Here"** campaign and **Cole Media Agency Recommended Audience Targeting**.

Creative Delivery:

- **30s Video Ads** for YouTube & WIN News (Families/Friends)
- **15s Meta Campaign Videos** (Families, Friends, Couples, CALD, Expats, Retargeting)
- All imagery followed a **chronological "day in the life" format**, tailored to audience segments.



2025 Winter Campaign



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YouTube

Total Impressions: 1.7M+

Unique Reach: 727K+

Average Frequency: 3 exposures/user

Non-Skippable Ads

Impressions: 759K+

Top Audiences:

- Friends Group: 308K
- Families with Kids: 267K



Skippable Ads

Impressions: 976K+

Completion Rate: 67% watched full video

Despite being skippable, 67% of viewers watched the full video, highlighting strong creative performance and viewer engagement, indicating that the creative was engaging and compelling enough to hold attention.

2025 Winter Campaign



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YouTube Performance

Audience	Impressions	TrueView Views	Video Completions	Completion Rate
Families with Kids	657,048	269,783	522,525	79.5%
Friend Group	618,290	196,298	489,813	79.2%
CALD (Culturally & Linguistically Diverse)	455,916	178,728	353,967	77.6%
Total	1,731,254	644,809	1,366,305	78.9%



2025 Winter Campaign



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Television – Win TV

Total Spots Delivered: 530

Impressions (18+): 1,225,068



Placement	Booked	Delivered
Nine News WED 15 sec	25	25
WIN News TUE – 30 sec	25	25
WIN News THU – 15 sec	21	21
Today FRI – 15 sec	25	25
Entertainment – 15 sec	1	1
Entertainment – 30 sec	2	2
Bonus 15 sec	-	210
Bonus 30 sec	-	221
TOTAL	99	530

2025 Winter Campaign



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Meta Campaign Performance

Video vs Static Engagement:

- Video: **1.00%**
- Static: **0.73%**

Creative Comparison:

- **Winter** outperformed **Spring**
- Link CTR: **0.92%** vs **0.73%**

Platform Insights:

- **Facebook** drove **92%** of link clicks
- **Facebook Stories** had highest CTR: **2.55%**

Audience	Impressions	Link clicks	Link CTR (Click Thru Rate)
Friends	1,278,888	12,252	0.96%
Families	1,488,136	11,785	0.79%
Couples	1,131,425	9,198	0.81%
Friends (Expats)	579,321	4,981	0.86%
CALD	465,213	4,188	0.90%
Retargeting	242,771	2,513	1.04%

2025 Winter Campaign



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Radio Campaign – K Rock

Targeted **Geelong** and surrounding areas,
encouraging audiences to “trade surf for snow.”

People 25–54 Reach: 48.5% (60,635)

Impressions: 3,482,163

Average Frequency: 57.7

Total Spots Delivered: 1,464

Placement	Booked	Delivered
K Rock 30 sec – Paid	80	80
K Rock 15 sec – Paid	80	80
K Rock 30 sec – Bonus	40	40
K Rock 15 sec – Bonus	40	40
K Rock 30 sec – Filler Bonus	0	391
K Rock 15 sec – Filler Bonus	0	481
3GL 30 sec – Filler Bonus	0	156
3GL 15 sec – Filler Bonus	0	196
K Rock Sports Sponsorship	198	198
TOTAL	438	1,464

2025 Media Highlights



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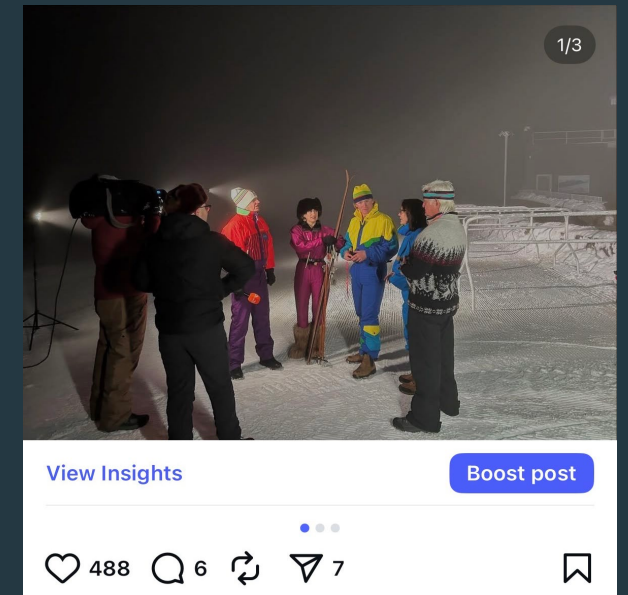


Falls Creek received a strong mix of broadcast, print, and influencer coverage throughout the season, helping amplify the destination's visibility across key audience segments.

Broadcast & Digital Features

Sunrise Visit: National morning show coverage showcasing Falls Creek unique alpine experiences.

Sky News Weekend Live Feature: Promoting peak winter conditions and last-minute booking.



2025 Media Highlights



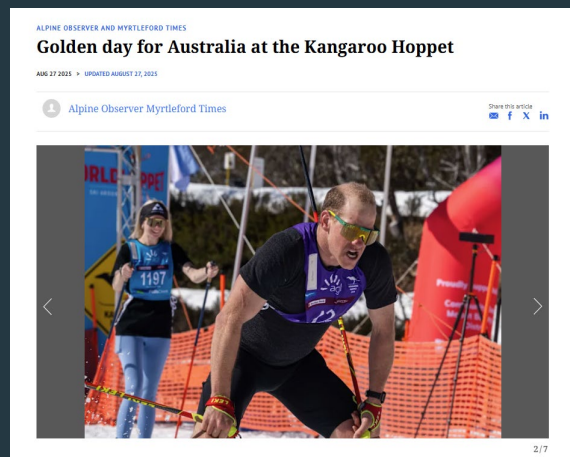
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Print & Regional Media

Regional Print Coverage:

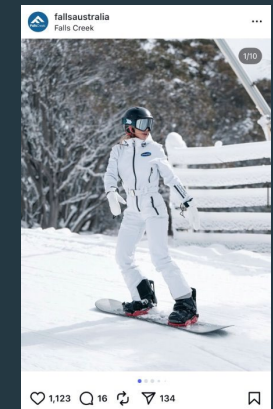
Multiple features across local publications supporting community engagement and regional tourism.



Influencer & Event Coverage

Cetaphil Event: Branded activation with skincare partner, leveraging wellness influencers with accumulative followings over 17 Million on Instagram & 14 Million on Tiktok.

Pia Miranda Famil Visit: Celebrity visit generating organic social and media buzz.



2025 Media Highlights



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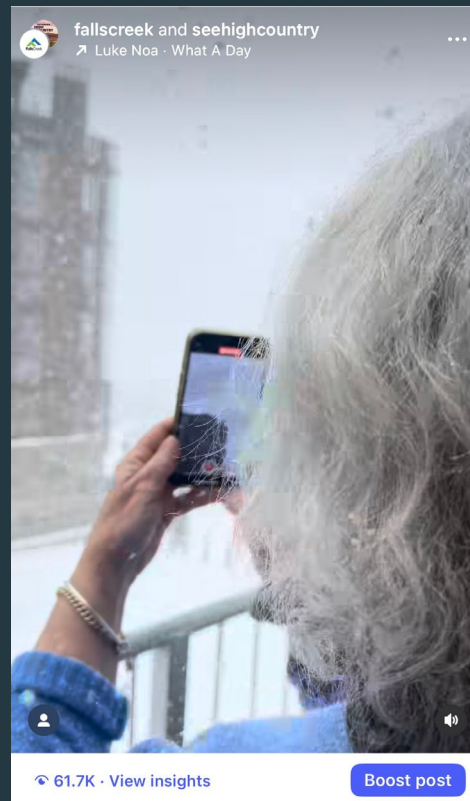


Tourism North East Collaboration

Ongoing partnership with **Tourism North East** supported cross-regional promotion and content alignment.

Collaborative social media posting and content development.

Finalised delivery of the **first-timer snow experience shoot**, designed to fill a content gap across Victorian alpine resorts.



Stakeholder Engagement



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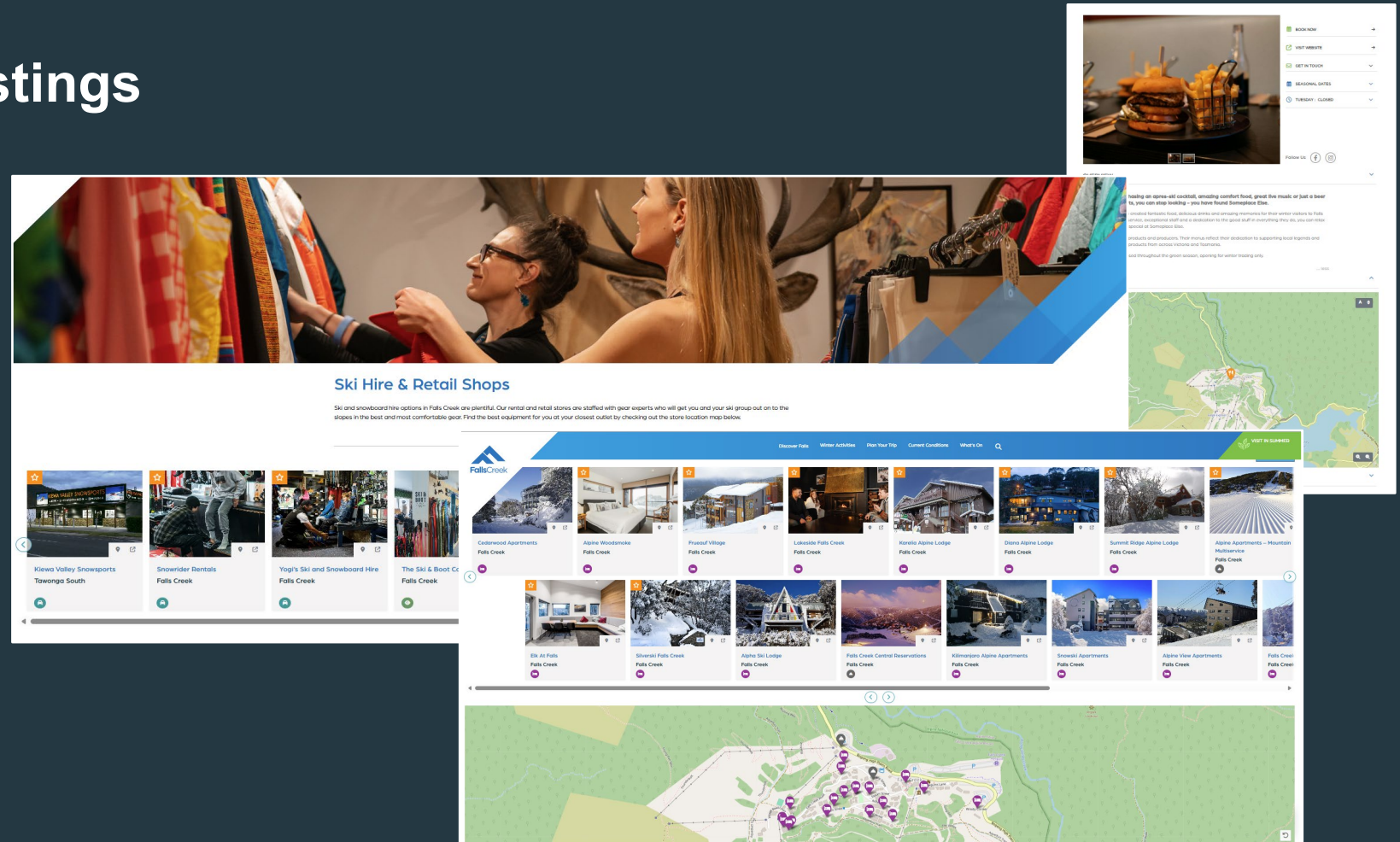
Website & ATDW Listings

ATDW Display Refresh:

Improved layout and emphasis on operating hours for better user experience.

Map inclusion for greater guest discoverability.

falls creek.com.au



Stakeholder Engagement



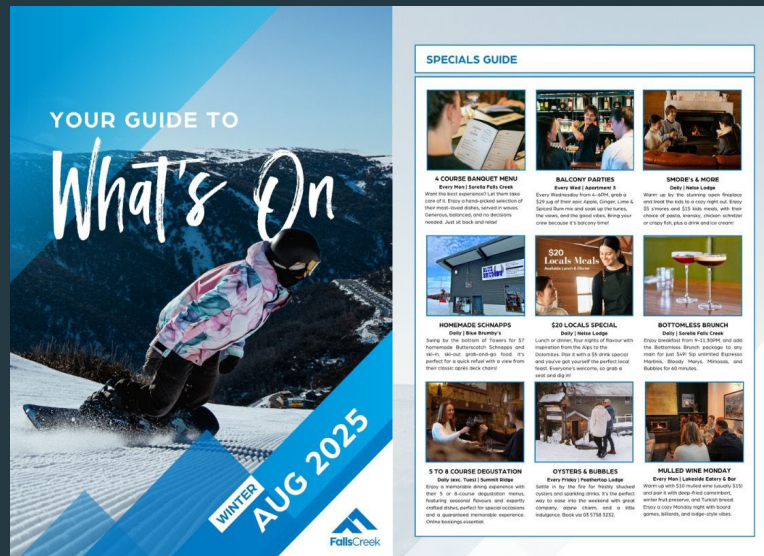
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Website & ATDW Listings

What's On Guide Redesign:

Enhanced stakeholder representation, refreshed activities guide, dining specials listed and unique offerings, happy hour inclusion and featured accommodation providers.



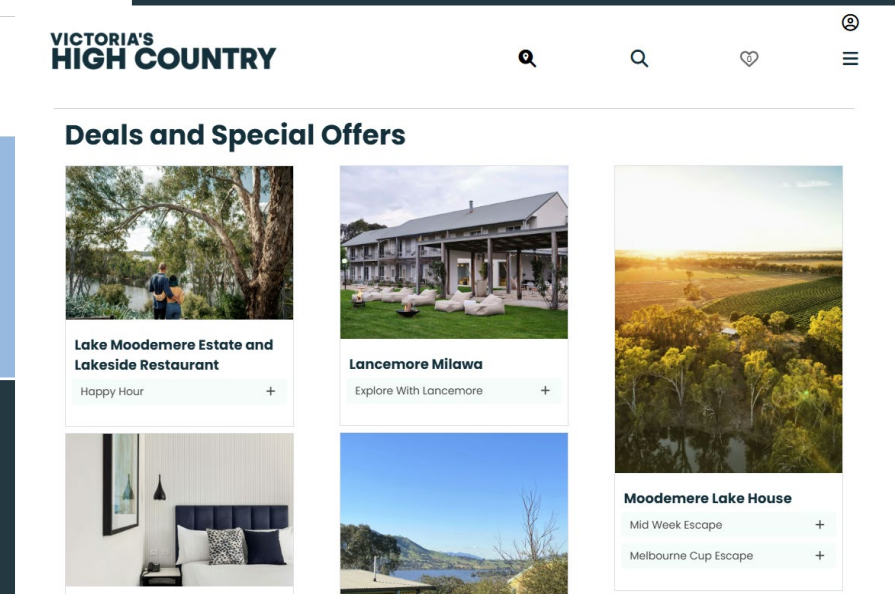
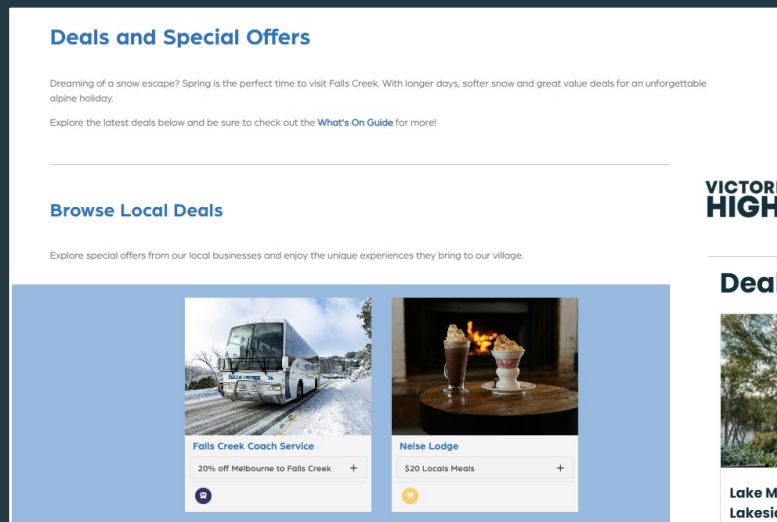
Stakeholder Engagement



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Website & ATDW Listings



Spring Campaign Additions:

Dedicated Spring Deals Page

Stakeholder exposure through deal creation on falls creek.com.au & victoriashighcountry.com.au

Website Performance



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Google Analytics for white season period **June 7th – October 5th 2025**

Active Users

305K



Page View

1.8M



Engagement

1.2M



falls creek.com.au

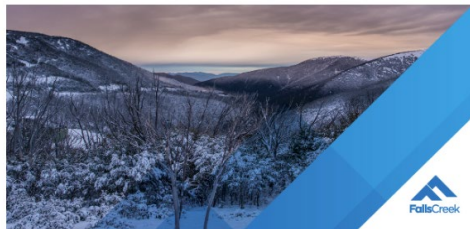
EDM Examples



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Emails include a mix of promotional topics including lift and activity updates, stakeholder promotion including accommodation, dining, rentals & experiences, weather highlights, product features and more.



The forecast is shouting SNOW, SNOW, SNOW!

Hold onto your beanies! Starting this Friday, we're in for a serious storm cycle with **back-to-back snow days and cold temps all week long**. This is easily shaping up to be one of the best openings in years! The kind you talk about for seasons to come.

From Saturday 7 June, heavy snowfalls are set to stack up, including up to 40cm on Saturday alone. Snowmaking temps are locked in and the **Mountain Operations team** have been working around the clock to build a solid base, which will perfectly complement the natural snowfall.

Forecast

		MIN	MAX	PRECIPITATION	OUTLOOK
Friday	☁	1	5	50%	10-20mm Mostly cloudy. Fresh Wly winds
Saturday	☁	-1	1	50%	20-40mm Mostly cloudy. Snow. Fresh NW winds
Sunday	☁	-2	-2	50%	5-10mm Mostly cloudy. Snow. NW winds
Monday	☁	-3	0	50%	5-10mm Mostly cloudy. Snow. NW winds
Tuesday	☁	-2	2	50%	1-5mm Cloudy. Snow. Wly winds
Wednesday	☁	-2	2	50%	< 1mm Mostly cloudy. Snow tending to rain early. NW winds
Thursday	☁	-2	1	50%	< 1mm Mostly cloudy. Snow developing. NW winds

There's never been a better time to stay on-mountain!

With our village streets blanketed in snow, **Falls Creek is truly ski-in, ski-out!** Our cozy accommodation options put you right in the heart of the action, surrounded by stunning winter scenery and **all the conveniences** you need.



Search Accommodation

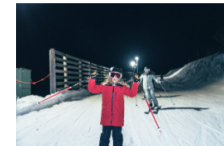


And after a day on the slopes, our incredible **dining scene** is just what you need to warm up and wind down. From **cosy bites** to refined **alpine fare**, explore eateries you won't soon forget.

Dining & Nightlife

Events this Week

Things are gearing up at Falls Creek, with an exciting lineup of events just around the corner to make your mountain escape even more unforgettable.



Wombat's Ramble lights up on Wednesday and Saturday nights, so you can keep skiing and boarding after dark on Australia's longest green run. **Night Skiing returns this Saturday 28 June**. So take the chance to squeeze in a few more laps under the lights.

Looking to upgrade your gear? Don't miss **Ski Demo Days on Monday 30 June and Tuesday 1 July** in the Village Bowl, where you can test out top brands like Atomic, Black Crows and Volkl before you commit.



And to top it all off, **Thursday nights sparkle with the Fireworks Fiesta from 3 July**, lighting up the sky from 7pm near the Frying Pan Inn.

Discover More

Why stay anywhere else?

There's nothing quite like spending the night on the mountain. From **cosy apartments** with stunning views to **full-service hotels** and **alpine lodges** bursting with mountain charm, the experience is something truly special. [Book now](#) and wake up slope-side and soak in the atmosphere. This is a stay you won't soon forget.

Search Accommodation



EDM Performance



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Mailchimp insights for period **May 18th – October 5th 2025**

Audience

31.5K



Deliveries

239K



Opened

113K



Clicks

3,098



Social Media



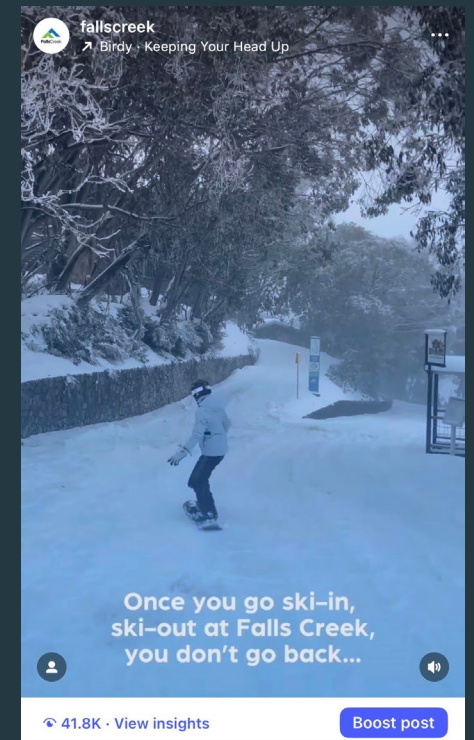
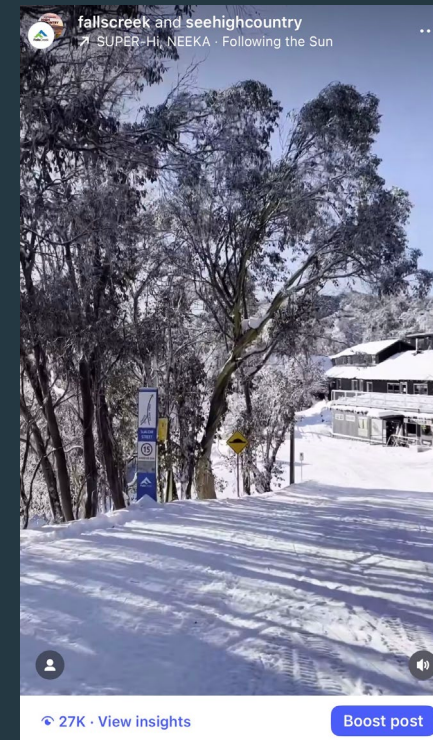
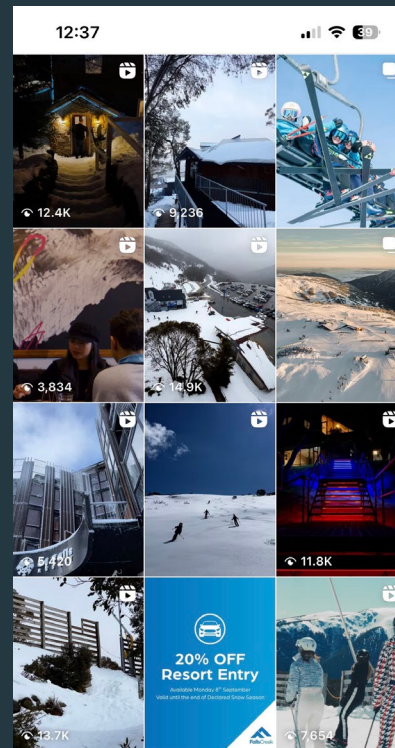
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The **@falls creek** social media account has adopted a **refined focus on showcasing the village offering**, complementing the **on-snow experience** heavily promoted by **@falls australia**.

This strategic shift provides a **dedicated platform** for:

- **Operator amplification**
- **Village content showcase**
- **Promotion of unique Falls Creek experiences** such as snowmobile tours, guided adventures, and backcountry tours



Social Media



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Instagram insights for white season period June 7th – October 5th 2025

Views

2.5M



Reach

255.9K



Interactions

28K



Followers

2.8K



Social Media



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Facebook insights for white season period **June 7th – October 5th 2025**

Views

4.1M



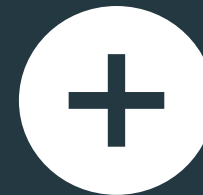
Interactions

8.1K



Followers

709



Link Clicks

41.5K



Content Highlights



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Stakeholder collaborations were frequent and prioritised, especially when content combined **snow experiences** with **operator offerings**, which consistently performed best.



Video reels between **6–15 seconds** (max 30 seconds) were the top-performing format.

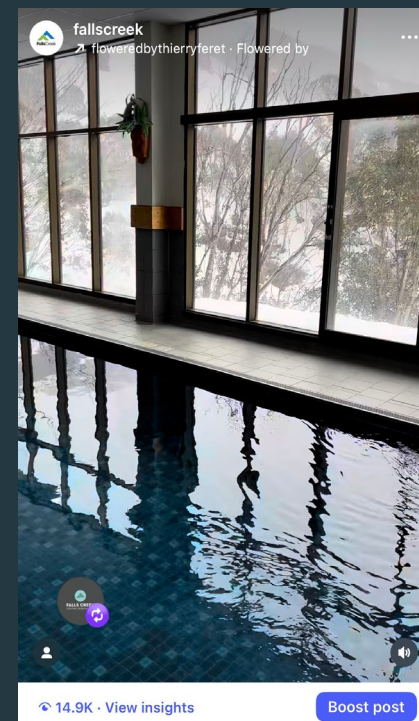
Content Highlights



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Ski-in ski-out and dining & accommodation content framed with **village access and scenic views** drove strong engagement.



Site visit content yielded high-performing posts, with captured imagery earmarked for future content campaigns.

Content Highlights



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Dedicated stakeholder posts were a regular feature throughout the season, reinforcing community and operator visibility.



Winter Campaign Shoot



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Photography & Videography

The 2024 snow season presented challenges due to insufficient snowfall, which impacted the execution of planned winter campaign shooting to produce an updated campaign asset library. This constraint created an opportunity to **review and expand the original 2024 brief to include more coverage in the 2025 brief**, aligning it more closely with future strategic priorities—particularly a **stronger focus on village life and stakeholder engagement**.

Key Adjustments:

- **2 additional shoot days** added to achieve double the original planned capture, resulting in the inclusion of additional featured stakeholders.
- The brief retained its core focus: capturing **unique and emotive Falls Creek experiences**.
- All planned shoots were executed across **6 shoot days during the 2025 snow season**, with the exception of the **Snowmobile Tours** captured during the 2024 snow season.
- The asset library will be utilised in the 2026 Winter Campaign creative delivery.



Assets & Operations



Winter Review



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Victoria



	2025	2024	2023	2022
Snow clearing Machine Hours	889	570	720	781
Grooming Machine Hours	884	273	795	918
Transport Machine Hours	3849	1523	2248	3526
ATS Tickets Sold	15,440	13,980	13,524	
Freight Items Delivered	17,495	15,612	17,056	
Waste Recovery %	45%	50%	49%	51%
Water Consumption	68ML	54ML	75.0ML	90.5ML
White Road Days	89	32	51	93
Average Snowdepth	89cm	39cm	51cm	107cm
Peak Snowdepth	154cm	92cm	105cm	160cm

Summer Works Program



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Lakeside Development Project

- Commencement of the ANARE Shed re-development. Project scheduled for two summer construction periods.

Drinking Water Treatment System Upgrades

- An upgrade to the water supply treatment system to address seasonal quality changes in the surface water supply.

XC Groomer Tracks

- New tracks for the BR350 – XC groomer

Summer Trail Maintenance

- Works well underway for the summer season with MTB trail maintenance activities in preparation for Ignition MTB festival.

Flower of the Alpine Sun

- Works schedule to be completed by December this year.

Summit to Gully Downhill MTB

- 1.8km downhill trail – to be opened for Ignition.

Carpark Surface Upgrades

- Annual asphalt renewal program to address degraded carparks

Operational Matters



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☒ Service Requester

Select an option:

- ▶ [Submit Service Request](#)
- ▶ [Customer Service](#)
- ▶ [Frequently Asked Questions](#)
- ▶ [Help](#)
- ▶ [Log-off](#)

Submit Service Request

Please fill out the form below. When you are finished, click the Submit button below.

Name:

Email:

Phone:

If possible, please specify the closest Location or Asset that relates to your request. [If you know the Location or Asset ID, click here](#). (This is not required)

Location / Asset: (Required)
More... (if needed) ▼

Short Description: (Required)
[Clear](#)

[Images](#)

Service Requests

- Please use the service request portal for work orders available on the corporate website - <https://corporate.falls creek.com.au/>

BHP Road to Omeo

- Road planned to be open by Thursday 30th October. Information will be sent as is and shared with us.

Hard Waste

- Collection at Howmans Gap. Find more information on the corporate website.

Green waste

- Disposal at Lower Slalom. Please contact the ARV office to arrange disposal.

Environmental Updates



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Victoria



Important Projects

- Deer control (Offset) - TBC
- Deer control (Packhorse) - TBC
- Cat trapping – TBC (most likely early December)
- Several more area closures to due to weed management
 - This is a legal obligation.
 - We will do our best to minimise MTB trail closures and avoid scheduling during school holidays.
- Bogong moth tracker 🐛 [Moth Tracker \(swifft.net.au\)](http://swifft.net.au)





Thank You

