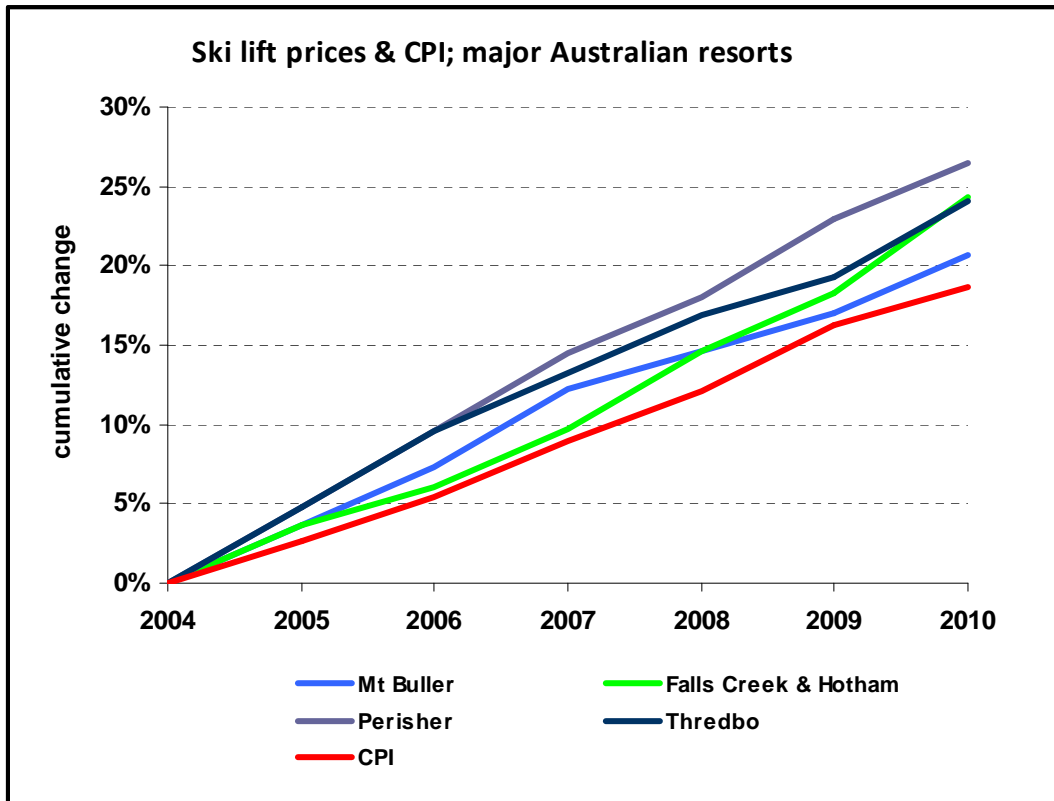


SKI LIFT PRICES SURVEY 2010

Adult day peak season ski lift prices at five major Australian alpine resorts were benchmarked against those sold at sixteen resorts in seven other developed countries. The survey does not compare other factors such as multi-day (or other) discounting, terrain, snow-depths or ski lift capacities. The survey also includes a trend analysis of Australian ski lift prices with the Consumer Price Index.

<u>ski lift prices 2010</u>	(A\$)
Perisher Blue (Aust)	\$105
Vail (USA)	\$104
Thredbo (Aust)	\$103
Falls Creek (Aust)	\$102
Mt Hotham (Aust)	\$102
Whistler (Canada)	\$100
Mt Buller (Aust)	\$99
Alta Snowbird (USA)	\$96
Deer Valley (USA)	\$92
Coronet Peak (NZ)	\$73
St Moritz (Switz)	\$70
Treble Cone (NZ)	\$70
Klosters (Switz)	\$68
Mt Hutt (NZ)	\$68
The Remarkables (NZ)	\$68
Cardrona (NZ)	\$68
Mt Ruapehu (NZ)	\$66
Val D'Isere (France)	\$65
Arlberg (Austria)	\$64
Niseko (Japan)	\$63
Hakuba 47 (Japan)	\$49

(15/04/2010 exchange rates, prices rounded to nearest A\$)



Ski lift prices at the five major Australian resorts have increased faster than the Consumer Price Index (CPI) over the past six years. The highest percentage increase in ski lift prices has been at Perisher (26.5%), followed by Falls Creek & Hotham (24.4%), Thredbo (24.1%) and Mt Buller (20.7%), while the CPI has increased by 18.7% over the same six year period. The largest increase in 2010 is the \$5 (6.1%) price rise at Falls Creek and Hotham (from \$97 to \$102).