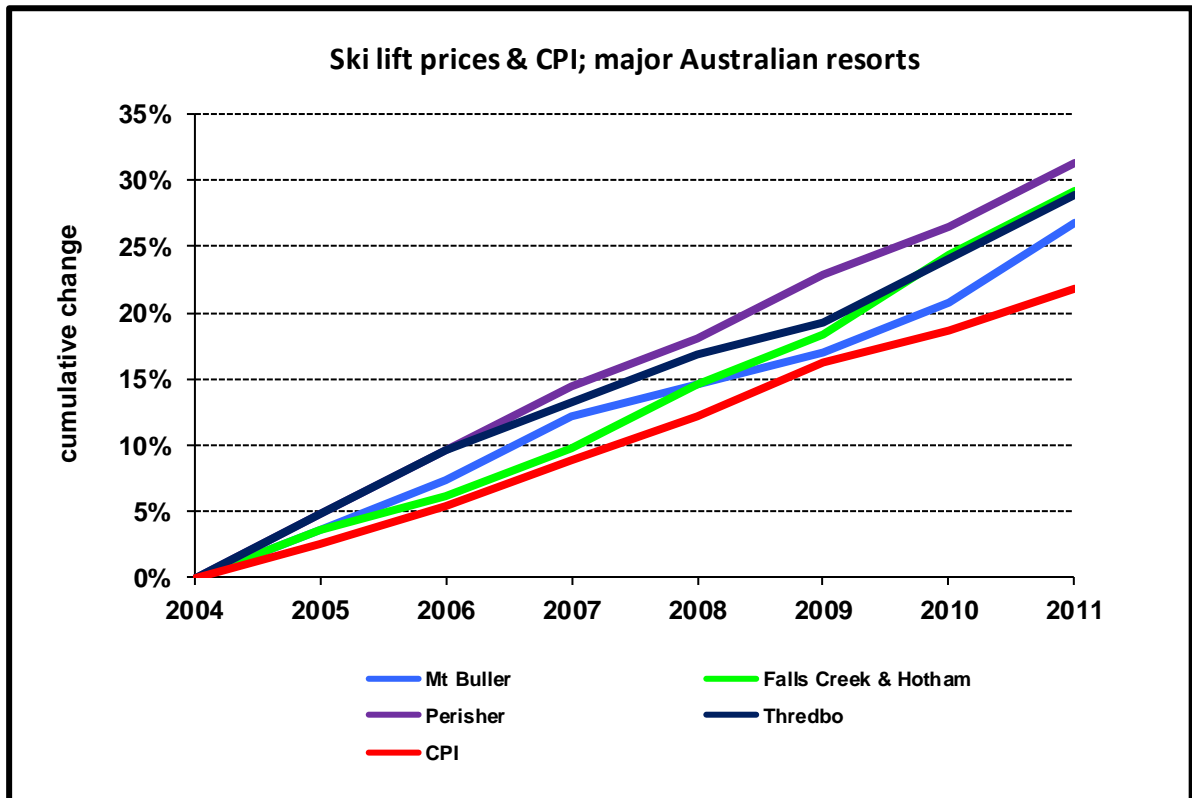


## SKI LIFT PRICES SURVEY 2011

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.

<b><u>ski lift prices 2011</u></b>	<b>(A\$)</b>
Perisher Blue (Aust)	\$109
Thredbo (Aust)	\$107
Falls Creek (Aust)	\$106
Mt Hotham (Aust)	\$106
Mt Buller (Aust)	\$104
Vail (USA)	\$94
Whistler (Canada)	\$94
Alta Snowbird (USA)	\$88
Deer Valley (USA)	\$85
Treble Cone (NZ)	\$75
St Moritz (Switz)	\$73
Klosters (Switz)	\$72
Coronet Peak (NZ)	\$72
Mt Ruapehu (NZ)	\$72
Cardrona (NZ)	\$71
Mt Hutt (NZ)	\$69
The Remarkables (NZ)	\$69
Niseko (Japan)	\$67
Arlberg (Austria)	\$61
Val D'Isere (France)	\$61
Hakuba 47 (Japan)	\$49

(15/04/2011 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 seven years. The highest percentage increase in ski lift prices has been at Perisher (31.3%), followed by Falls Creek & Hotham (29.3%), Thredbo (28.9%) and Mt Buller (26.8%), while the CPI has increased by 21.8% over the same seven year period. The largest increase in 2011 is the \$5 (6.1%) price rise at Mt Buller (from \$99 to \$104).