



MEDIA RELEASE

SENATOR THE HON NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

MEETING THE SNOWY TOURISM OFF-SEASON CHALLENGE

The Minister Assisting on Tourism, Senator Nick Sherry, has today announced new market research to help Snowy Mountain tourism operators secure additional business year round.

Tourism Research Australia has released its report on consumer perceptions of the Snowy Mountains as a holiday destination, which looks at the seasonal nature of tourism in the region.

“There’s nothing like the Snowy Mountains - although it is well known for its winter activities, the challenge for the region is to get visitors to sample the vast array of experiences on offer year round,” Senator Sherry said.

“This report shows there is strong awareness of the Snowy Mountains as a tourist destination – around 90 per cent. But a much lower number of people actually visit - only 48 per cent of those registering awareness.”

“Outside of snow sports, people only have limited knowledge of the range of activities and experiences available year round,” Senator Sherry said.

The Tourism Research Australia report makes a number of recommendations to help local businesses attract additional turnover beyond the winter peak tourism season. These include:

- developing more attractive package deals for consumers
- improving the provision of maps and travel advice to consumers
- improving the online presence of the region
- increasing marketing and promotion of the destination in the off season

The Snowy Mountains is part of the Alps National Landscape promoted by a number of organisations.

“The report provides further evidence for taking the opportunity to utilise the entire Alps National Landscape to help attract visitors to the region,” Senator Sherry said.

Copies of the research can be accessed at www.ret.gov.au/tra

CANBERRA

3 November 2010

Media contact: Joe Scavo – 0413 800 757