

Media Release

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events
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MORE FUN IN THE SNOW FOR VISITORS TO MOUNT HOTHAM

The Andrews Labor Government is backing another drawcard to the Victorian alpine region, with a new world-class experience to bring more visitors to Mount Hotham and benefit businesses across the region.

Thanks to a \$4.5 million investment from the Labor Government's Regional Tourism Investment Fund, Mount Hotham will boast a new Snow Play and Activity Hub – creating more jobs and offering snow goers even more reasons to hit Victoria's slopes.

The Hub features a day centre and amphitheatre that will serve as an ideal meeting spot for visitors and create a versatile space to host events and live entertainment.

Food and beverage offerings will also be improved with the addition of indoor seating and tables, while new retail spaces and amenities including public bathrooms will deliver an improved experience for snow revelers.

Accommodating snow goers of all levels, the Hub will feature a family friendly space where kids can toboggan and build snowmen during the peak winter months.

Delivered in two stages, the project will create up to 28 construction jobs and 8 ongoing positions when works are expected to be completed in 2024.

Visitors flocking to alpine resorts during snow season contribute more than \$1 billion each year to the Victorian economy, supporting 10,000 jobs. Victoria's resorts are proving to be as popular as ever with the opening week of the season pulling the highest of number of visitors in 20 years.

The \$150 million Regional Tourism Investment Fund is delivering new tourism infrastructure projects that will entice more visitors to Victoria's regions, drive private investment and accelerate the recovery of the tourism sector across the state.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"Mount Hotham is one of Victoria's favourite tourist destinations for snow sports and outdoor activities. The new entertainment hub will cement the area's reputation as a leading tourist destination."

"This project will not only add more value to the Mount Hotham resort, but it will also secure more local jobs and economic activity in the region."

Quote attributable to Member for Northern Victoria Jaclyn Symes

"This investment will attract more visitors year-round to Mount Hotham, bringing more entertainment options to the mountain and helping our local communities and businesses thrive."