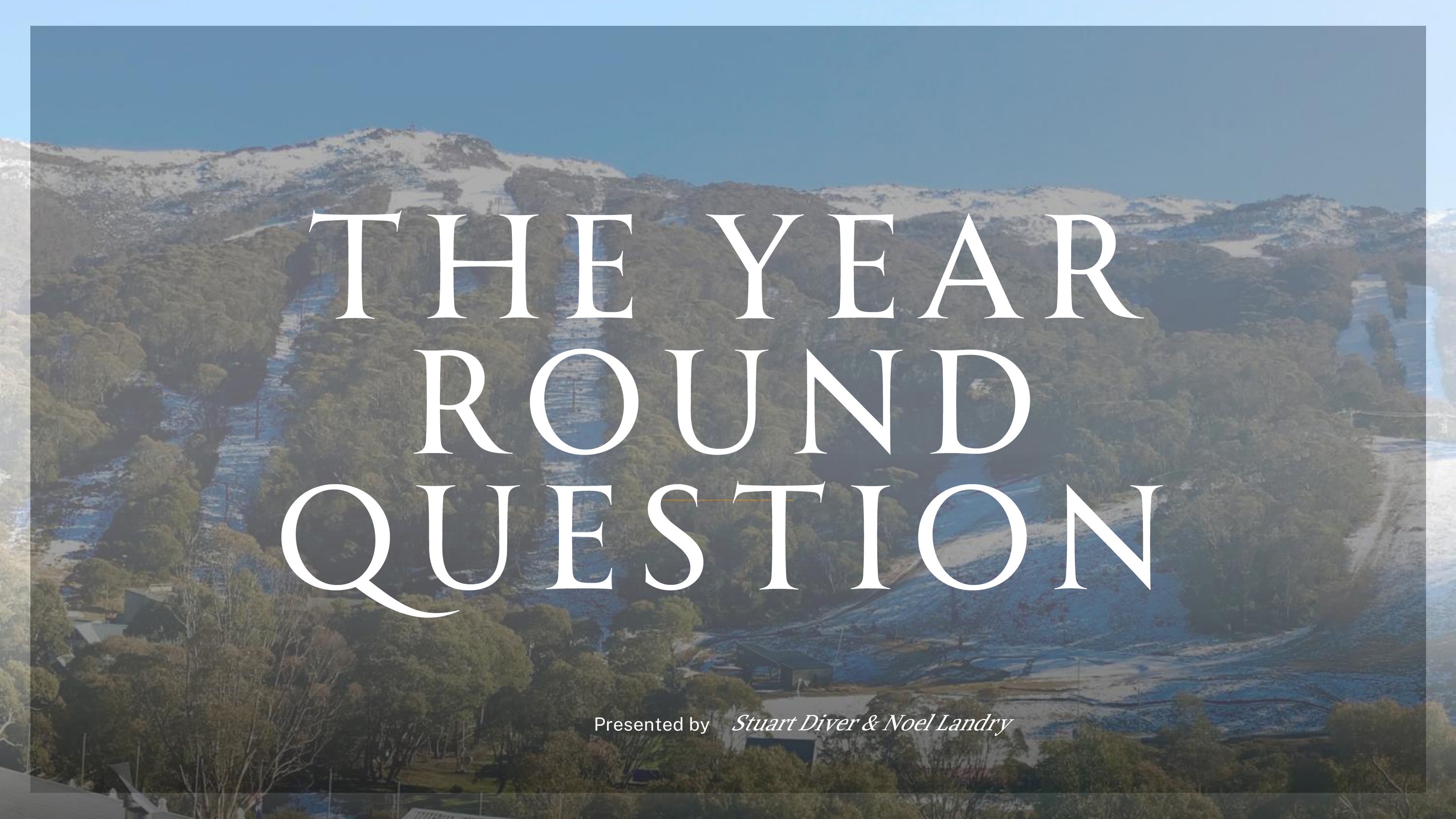


An aerial photograph of a coastal landscape. A river flows through a dense forest of green trees. In the background, there are large sand dunes under a clear blue sky. The foreground shows some buildings and more trees.

THE YEAR ROUND QUESTION

Presented by *Stuart Diver & Noel Landry*



THE WHY AND WHAT

- Green season vs year-round products
- Options for non-skiers, part-day skiers, bad weather days
- Snowplayer yield, experience, capacity management/dispersal
- Europe (and India) - Summer and alpine culture

Presented by *Stuart Diver*



THE THREDBO EXPERIENCE

- Summer
- Winter
- Alpine Coaster
- Food & Beverage
- Events
- Future



ARE WE SUPPORTING AND FUNDING THE RIGHT PROJECTS?

- The Snowies Alpine Walk: Government Funding \$27m
- Falls to Hotham Alpine Walk: Government Funding- \$15m stage 1, \$35m total cost
- Omeo Mountain Bike Project: Government Funding \$10m
- Limited yield, limited ancillary. Accommodation/F & B. Lots of competition
- Pick winners and choose world class scale over scattered middling product



THE RECENT VICTORIAN EXPERIENCE

- Lack of clarity on summer ownership: Government, lift company or community
- Lack of new Summer product 2015-2022 = lower crowds + private losses
- Questionable summer reporting = inflated Green Season value
- Good events are hard: audience, relevance to brand, weather, organic growth
- Bushfires: real and perceived risks/impacts



WHY IS BULLER LEANING INTO ALL SEASON ADVENTURE

- Point of regional difference – adventure, adrenaline
- All season product for yield and crowd dispersal
- Non skiers want and need products and experiences
- Learn from Europe- alpine communities, connected product