

From the General Manager, Lake Mountain

03.12.2024

Operational changes

Lake Mountain is a much-loved snow play, tobogganing and cross-country skiing destination, known for providing many Victorians with their first alpine experience. However, as you may be aware, this resort has faced a number of financial challenges over the years, with government entities unable to achieve a commercially viable model for the mountain.

Since assuming management of Lake Mountain, Alpine Resorts Victoria has introduced a series of operational changes that have enhanced the profitability of commercial services within the resort and also reduced operational costs. This work has delivered positive outcomes so far, reflective of the hard work and commitment of the team at Lake Mountain.

While ARV remains committed to delivering further efficiencies at Lake Mountain, we acknowledge that other commercial entities may be better positioned to run the mountain in a more efficient and effective way. Importantly, other commercial operators may have capacity to invest in the tourism offerings of these destinations to provide them with a vibrant and sustainable future.

In order to test the market and potential opportunities associated with the resort, ARV has launched an expression of interest (EOI) for Lake Mountain as of the 2nd of December 2024. The EOI will be live until early February and will ask suitably qualified entities to propose management solutions for the resort, in their entirety, including the operation of both commercial and essential services.

What does this mean for my booking?

Due to Lake Mountain having an active expression of interest in the public domain, which will close in early February 2025, means that all offerings provided by Lake Mountain in the past will continue 'as is', except for the Snow sports Department and MTB hire department. We will have more information on what the Snow sports Department and MTB hire department at Lake Mountain will be offering for 2025 and the snow season in late February.

Those that have already tentatively booked in cross country ski lessons or hire may alter their bookings to reflect the known offerings for 2025 (snow play and tobogganing) or await further information next year.

We apologise if this information has caused any inconvenience. If you have any further questions, please reach out and I will answer them to the best of my ability with the information I have.

The 2025 snow season pricing and offerings are yet to be confirmed but will be available and sent through after February.