

LAKE MOUNTAIN STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)

MEETING #3 – 24 APRIL 2025

The following topics were discussed at the April meeting of the Lake Mountain Stakeholder Consultative Committee.

Lake Mountain Discussion Points

Energy Performance & Feasibility Study:

ARV is in the process of working on an energy performance and feasibility study for Lake Mountain and all off grid resorts in the aim to address capacity issues and improve resort energy performance, efficiency and reduction of costs associated with power generation. Findings will be presented back to stakeholders in the June SCC.

Summer Review

A summer 2025 review will be conducted to compare statistics from previous years. Overall Lake Mountain had an increase in visitor numbers during this Summer. Summer event programs and discussions around the best operational model for 2026 will continue.

Winter Preparation

Winter preparations focusing on value add, enhancing visitor experience, safety and efficiency are underway.

Ski school and cross-country rentals will only be made available to school groups this winter, which will continue to be supported in collaboration with local businesses.

ARV Discussion Points

Alpine Resorts Strategic Plan Engagement Approach

ARV presented the engagement approach for the Alpine Resorts Strategic Plan, emphasizing the importance of stakeholder collaboration to address ARV's long-term strategic objectives, challenges and opportunities.

All Resorts & Destination Marketing Campaign

ARV presented the 2025 all-resorts marketing campaign with a focus to boost awareness, encourage pre-bookings and targeted key demographics. The campaign will be supported by Visit Victoria which is to include Out of Home placements, High Impact Displays and Radio Partnerships

The Lake Mountain destination marketing campaign will include Local Area Marketing, social media and on mountain promotions with the aim to promote the resorts uniqueness.

The next Stakeholder Consultative Committee meeting will be held on Thursday 26th of June 2025.