



HSA Q3 2017 Member Survey

Audience:
HSA Members

Author:
The Hotham Ski Association (HSA) Committee

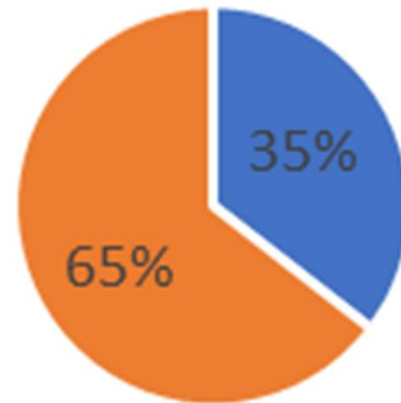
Nov 2017
Version 1_2

HSA Member Survey 2107

- We hear a lot about surveys by different stakeholder groups at Hotham, i.e. the HRMB, the Lift Company
- Our members are telling us that they are not regularly requested to participate in these surveys
- We also do not see much reporting from these surveys
- The HSA has embarked on it's first survey of our members, based on some topical items raised during 2017
- Let us know if you want more surveys (and data), and if you have any questions you would like asked

Question 1

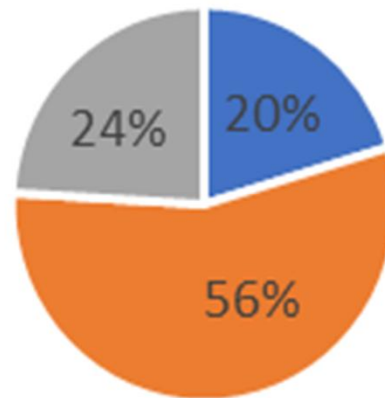
Ski Area Priorities



■ More Snowmaking ■ More Lifts

Question 2

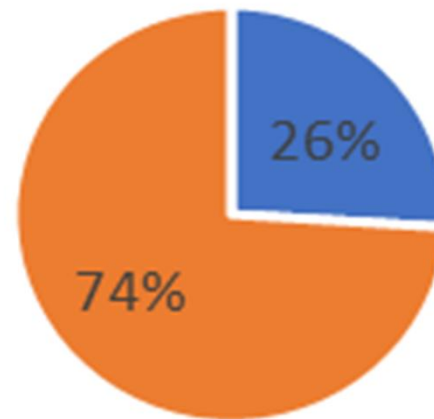
New Ski Terrain



■ More beginner ■ More intermediate ■ More expert

Question 3

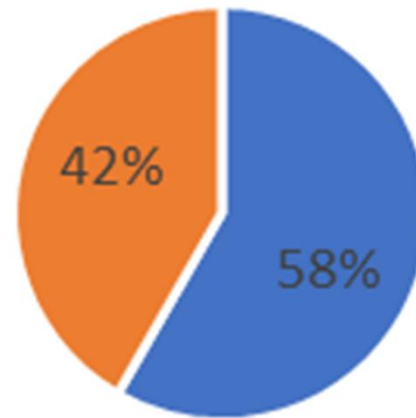
Asked How Many In Your Car



■ Yes ■ No

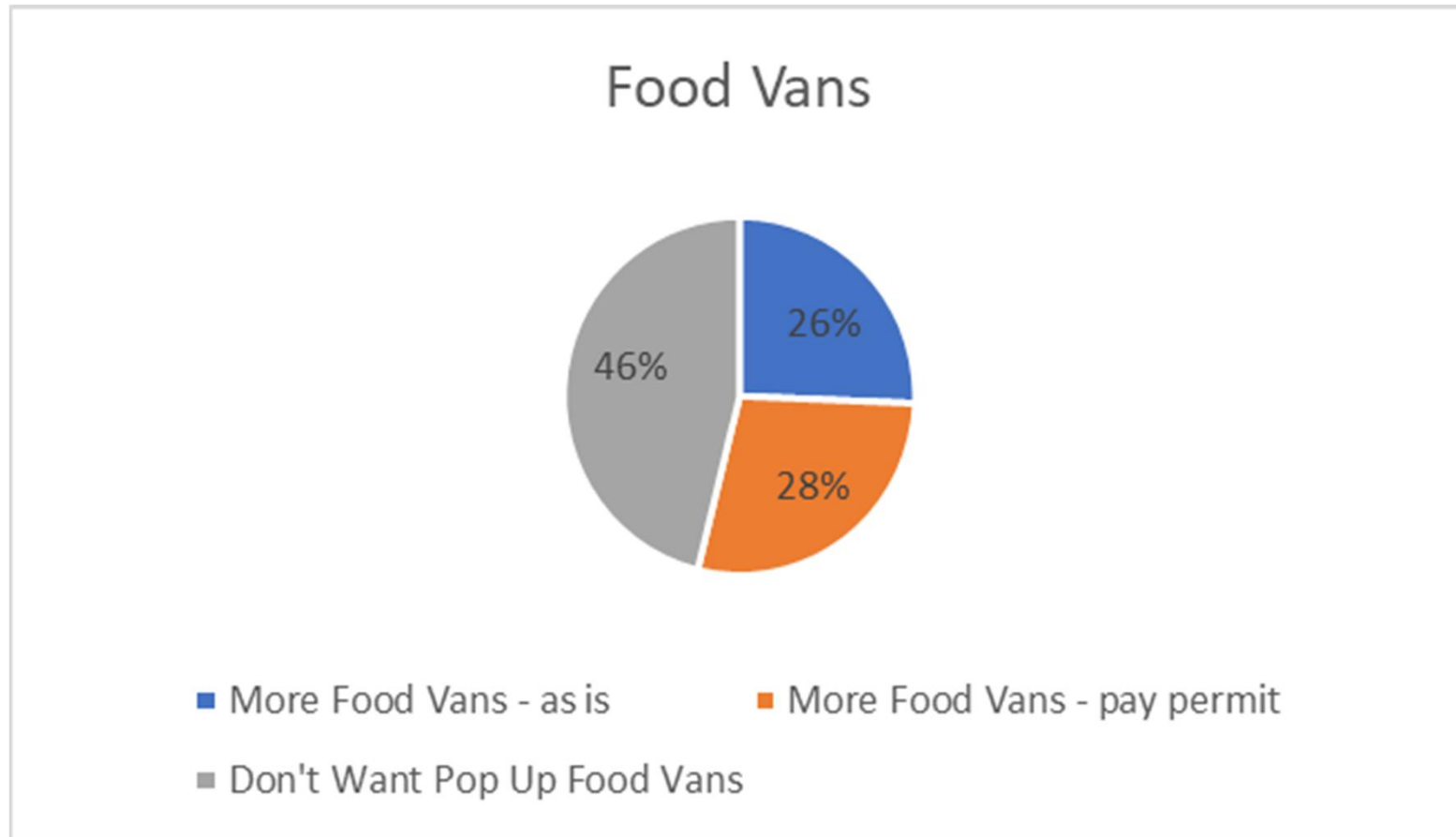
Question 4

More Guests in Beds in 2017



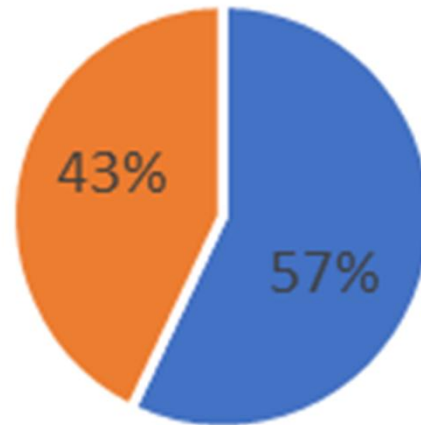
■ Yes ■ No

Question 5



Question 6

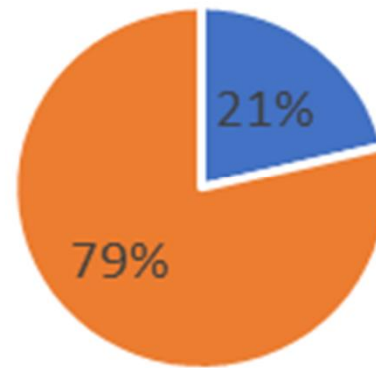
Hotham 365 - Know What It Is



■ Yes (Know) ■ No (Don't Know)

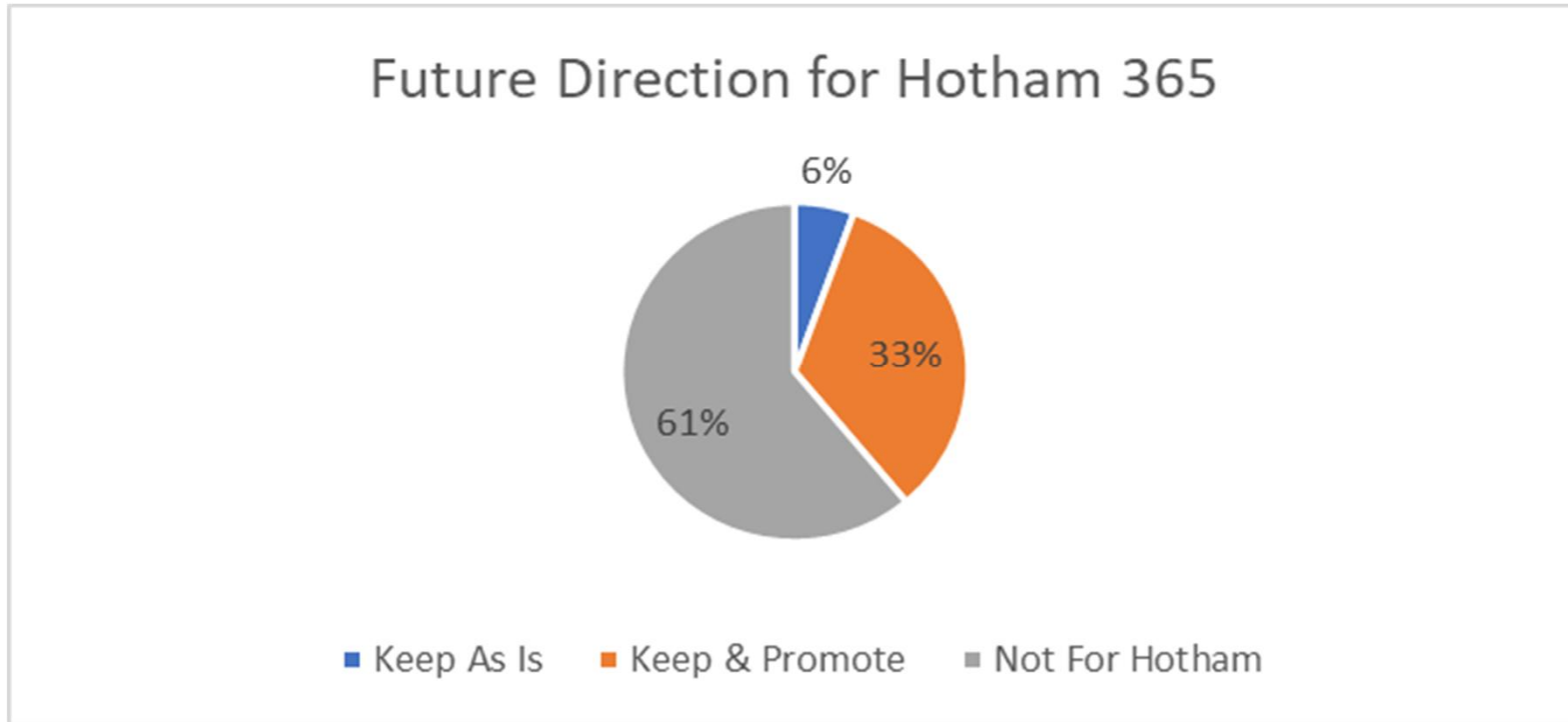
Question 7

Is There a Market For It



■ Yes (Market For It) ■ No (Market For It)

Question 8



Appendix

- This survey was conducted on-line using Survey Monkey
- Results were manually collated from Survey Monkey and placed into Excel and Power Point
- The HSA surveyed our members focussing on key contacts for both groups (typically clubs) and individual members (apartment owners), we believe we represent over 12,000 individual stakeholders and close to 90% of the on-mountain beds at Mt Hotham. We also represent over 65 clubs, individual apartment owners and retail business owners.