

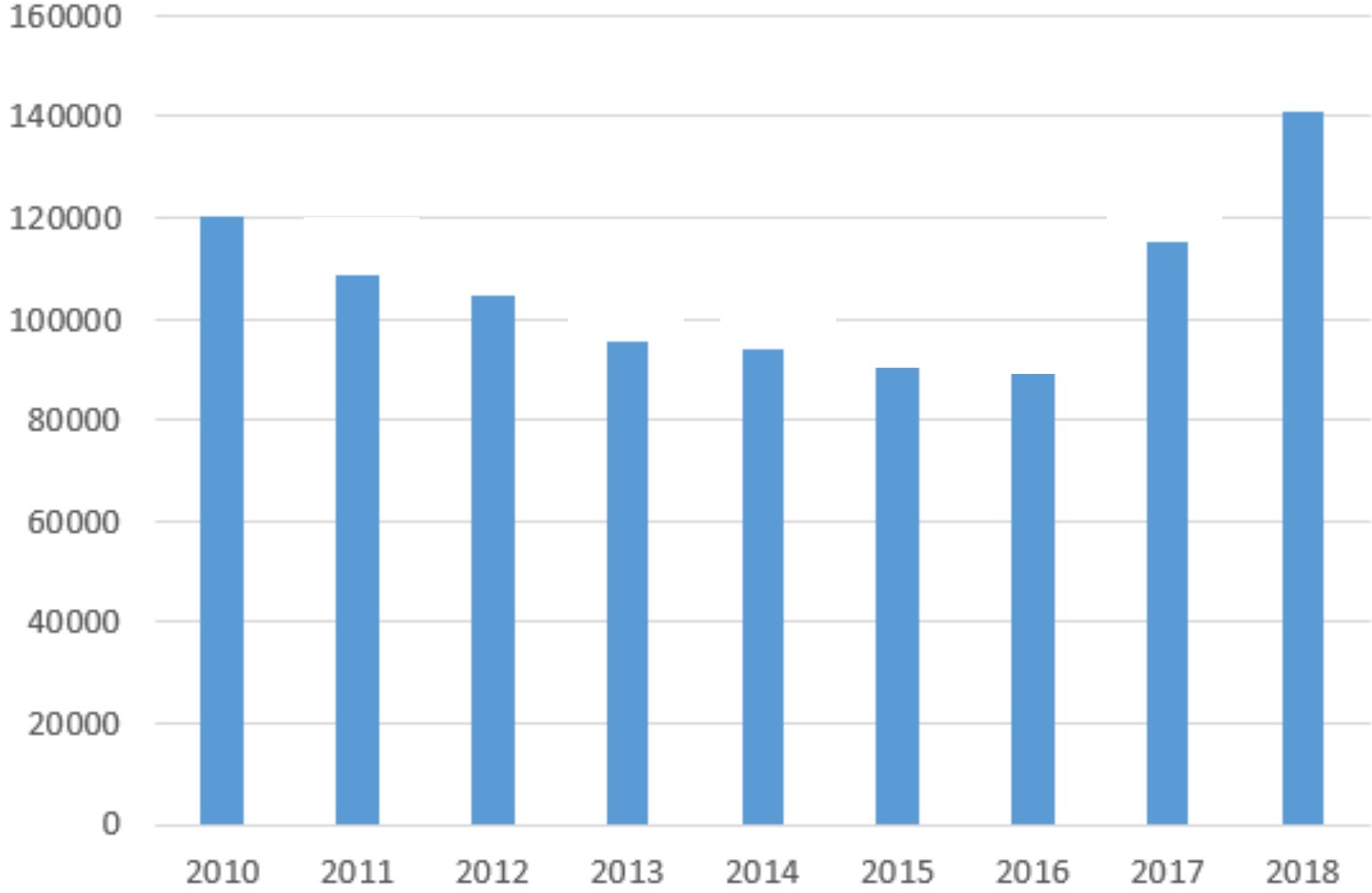
Arrabri Ski Club Reinventing Ourselves



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Net Income



Simple Business Plan

(New committee - End 2016 season)

- Increase revenue – online marketing and other cost effective marketing initiatives
- Reduce operating expenses
- Maintain / Improve the lodge.
- Repeat guest visits.
- Focus on non-winter months

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Arrabri – Market Position

- Affordable, Clean, Spacious
- Family-friendly lodge
- Open year round
- Spectacular views of the Alpine National Park in summer and winter

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Opportunities and Threats

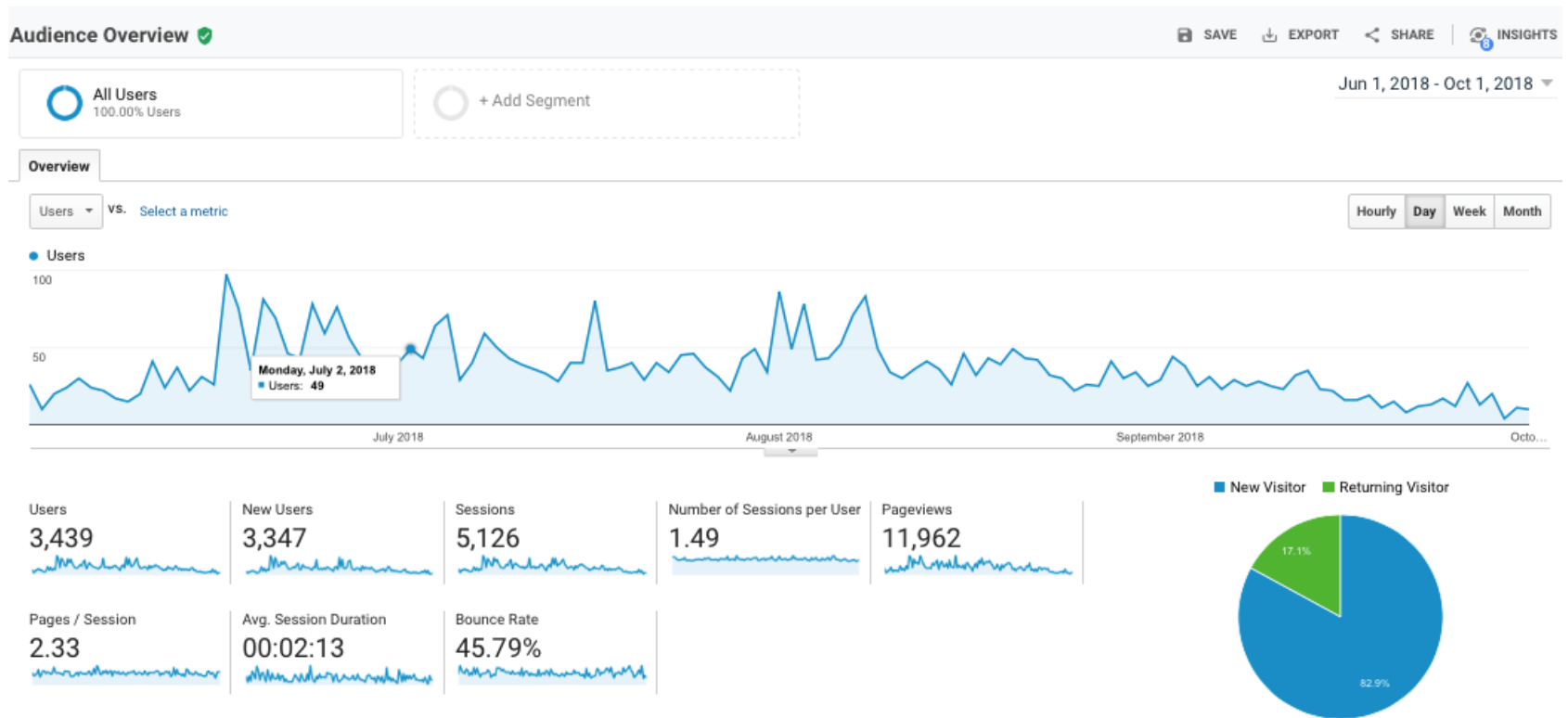
- Summer Accommodation
- Energy costs
- Maintenance
- Insurance costs
- Site rental / fixed costs
- Poor snow season

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Summary of Marketing Activity

– Website has been a great tool in attracting guests



Arrabri Social Media

- Facebook – followers (2018) 836. (2017) 635.
- Instagram – followers (2018) 1370 (2017) 1114.
- Twitter – followers (2018) 639 (2017) 651.



facebook

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Enhanced Relationships

- Snow Action Magazine
- Hotham Holidays
- Hotham Lodges
- Snow Monkey
- The General
- Hotham Resort Management
- Hotham Lift Company
- Tourism North East



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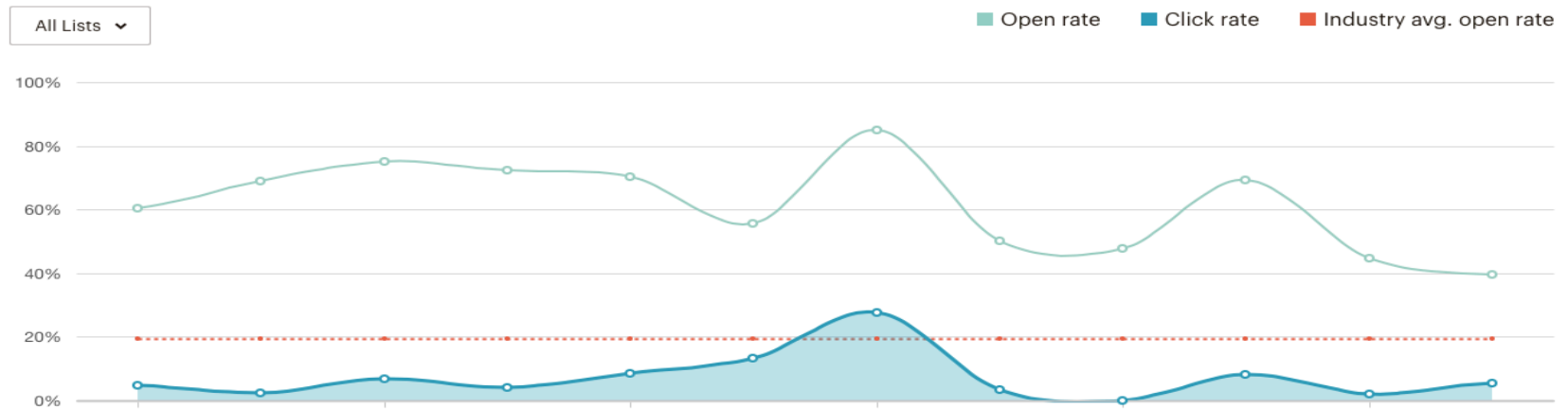
Summary of Marketing Activity

Email Data Base

- Just under 700 emails
- Open rate % High

Navigation bar: Campaigns, Templates, Lists, Reports, Content Manager, Create, 5, Secretary Arrabri ski club inc, Help

Overview Revenue



Bookings Partners 2018

- Year round exclusive booking officer
- Hotham Lodges
- Hotham Website – Hotham Holidays
- Hotham Website – Resort Board
- Snow Monkey
- Vic Tourism – Websites

- Note – Social Media / Website Biggest Referrer

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Invested in Pro Imagery for 2019

- TJ Balon – Master Drone Cameraman
 - Still shots of lodge
 - 360 degree imagery of lodge and surrounds



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What We're Working On Now

- Building on our Club Alpine 4WD Weekends
- Direct marketing to summer users
 - 4WD Clubs
 - Bushwalking Clubs
 - Altitude Training Camp users
 - Cycling Clubs

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Arrabri 4WD Weekends

- 4WD Weekends have become popular.
 - Last session Nov 2018 we had 15 vehicles
 - 38 people stayed at Arrabri and Swindlers
 - Trap Door was next to take overflow
 - 10 vehicles already confirmed for March trip
 - Our trips are supported by the Resort Board.

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Nov 2018 4WD Weekend



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To finish up

- **Look hard at your committee.**
- **Create a simple business plan to focus on.**
- **Create your market position. (point of difference)**
- **Do a SWOT analysis.**
- **Establish a Marketing Plan and act on it.**
- **Expense control. (Change what you can!)**
- **Survey guests for feedback. (change what you can)**
- **Reviews on above at every meeting.**

Questions

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