



Perisher Snowy Mountains of Music Festival 2010

The first Perisher Snowy Mountains of Music Festival was held on the June Long Weekend 2009 to coincide with the opening of the winter ski season. The Festival featured fantastic music with over 45 acts including more than 150 artists performing throughout eleven venues around Perisher Valley, Smiggin Holes and Guthega Village. We even had a surprise snowfall!

The music festival aims to benefit Snowy Mountains regional tourism by increasing visitation in typically a non-peak winter period. This increase in visitation helps many businesses, including accommodation properties, retail businesses, food operators and service industries. The Festival is an enormous boost to Perisher for the June long weekend and increases our media exposure for the season dramatically.

The Perisher Resorts Chamber and its members invested over \$80,000 to hold the first Snowy Mountains of Music Festival. The running of the Festival is a massive task and we need your assistance to secure the future of the event. Support can be provided in many ways, including:

- Actively promote the Festival to your members via email and newsletters
- Offer a package price for the Festival weekend June 11-14 which includes a weekend festival pass (Early Bird-purchase by 30 April \$90. After 1 May, \$125)
- Encourage members to take advantage of great lift pass prices – Adult 3 Day Pass is only \$120 (Kids only \$66) when purchased with Perisher Snowy Mountains of Music Festival Long Weekend Pass. And don't forget – all Festival Ticket holders will be entitled to '3 days for the price of 2' National Parks Entry!
- Sell tickets – individually or via a package as above
- Volunteer – for a day or the weekend – all volunteers will receive a festival pass relevant to the hours committed
- Offer available beds to performers and their families

SLOPES and the Perisher Resorts Chamber of Commerce have successfully combined to achieve much over the last few years. Let's work together to reverse the trend towards declining occupancy rates on June long weekend.

Regards



Belinda Shore
Festival Director



Perisher Snowy Mountains of Music Festival
PO Box 34, Perisher Valley NSW 2624
1300 811 324
www.snowymountainsofmusic.com.au
info@snowymountainsofmusic.com.au

