

Victoria Police Alpine Club

Booking Managers Report

AGM – 2020

VPAC had another great year (for the most part) with solid bookings throughout the year. Winter continues to be the busiest part of the year with the four-month snow season being very popular amongst members and guests. The fact that a portion of the membership base are emergency service workers who work shift work, allows them to travel to the lodge, often mid-week during the ski season and often at short notice if snow conditions are appealing.

We have tried to make the booking process as flexible as possible as some people have been deciding with less than 24 hours' notice that they want to travel to the lodge and this flexibility appears to have worked well.

The total amount for the booking year of \$72,956.00 is one of the highest figures the club has achieved, and this was despite approximately \$4,000 of bookings being refund in Mach due to COVID-19. The following graph outlines annual accommodation income for the past 18 years.



We continue to see a demand for single groups wanting to book the whole lodge for either a specific celebration or just a get together for either an extended family group or for a group of families or just a group of adult friends.

Victoria Police work groups continue to be very supportive of the club and have patronised it for either work events like planning trip or work group discussions along with social trips such as office ski trips. Many of these events are annual events where they continue to stay year after year.

The feedback from both members and guests this year has been exceptional and we continually have feedback from first time visitors that the lodge is an absolute oasis that offers great value. Often people who have travelled to the lodge as a guest for either a work event or social catch up enquire and join as a member.

We are always looking at how we might improve the booking experience and are always happy to take suggestions or ideas. The idea of an IT based booking system has been considered but needs to be approached with caution as we do work hard to keep the cost down for members and guests. The lodge is also unique due to the various room configurations and capacities so utilising an IT based system could be challenging but the exploration continues.

COVID-19 has presented a great challenge at the end of this financial year and will be challenging for the current FY but appropriate steps have been taken to limit expenditure until accommodation revenue recommences.

Adrian Healy

healsaj@hotmail.com

0417 568 523