



# MEDIA RELEASE



## Thredbo announced as Best Australian Ski Resort at the 2018 World Ski Awards

After a hugely successful winter, Thredbo has stamped its mark as Australia's top alpine tourist destination by winning the prestigious accolade of the Best Australian Ski Resort at the World Ski Awards held in Kitzbühel, Austria over the weekend.

The World Ski Awards, voted on by professionals in the snow industry and skiers & snowboarders worldwide, is a global initiative that recognises rewards and celebrates excellence in the snow hospitality. It aims to drive up standards within the snow tourism industry by rewarding the organisations that excel in their field.

The ski tourism business is a vital segment in the global travel and tourism marketplace. An estimated 400 million skier visits take place each year in over 2,500 ski resorts around the world.

“We are proud to have won the World Ski Awards award for Best Australian Ski Resort again this year. This award is particularly meaningful to us as it's decided by guests. We strive everyday to be the best and I would like to thank all the loyal Thredbo skiers and snowboarders who took the time to cast their vote. Thank you also to World Ski Awards for this fantastic commendation” said Jordan Rodgers – Thredbo Resort General Manager.

Thredbo's 2018 season was one to remember, highlights include:

- Record snow depths - the peak natural snow depth was the fourth highest this century at 224.6cm
- Introduction of Backcountry Tours taking guests on guided tours beyond the resorts boundaries
- An unrivalled après calendar featuring huge live concerts with Australia's best artists
- Non-stop on-mountain events all season long

This award caps off some other huge acknowledgments and sits alongside a fistful of other recently presented awards. Thredbo's vibrant village right at the base of the mountain, the atmosphere and vibe has led to these peer and industry voted awards:

- **Best Australian Resort** at the 2018 World Ski Awards
- **Best Australian Resort 2018** by Snowsports Industries of Australia (SIA)
- **The Best Australian Ski Resort for Families** in the Family Travel - Best of Family Travel Awards

Family Travel conducted a domestic consumer survey April to July 2018 focusing on the family travel segment. After over 120,000 unique votes were cast in over 70 categories, excitedly Thredbo was the winner of the Best Australian Ski Resort for Families.

With a highly acclaimed children's snow sports school, family fun nights, kids festival, dedicated child care and easy to get around village, it makes Thredbo a favourite for families.

These awards are a reflection of Thredbo's ongoing commitment to create holidays to remember with exceptional experiences both on and off the mountain. With a great village, mountain facilities and an unrivalled ambience Thredbo, continues to shine.

Click [here](#) for a collection of the hits from winter 2018. (Need to add Boen's end of season edit)

**-ENDS-**

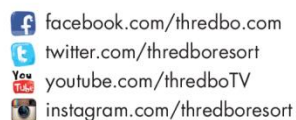
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