

We've changed something...





perisher

Our identity is an important part of our ongoing commitment to position Perisher as Australia's premier snowsports destination. It's what you will be seeing on signage, uniforms, equipment and communications material.

The meaning behind our new identity

The Perisher identity takes as its central premise the size of the resort and the diversity of terrain that distinguishes us as Australia's premier snowsports destination.

In referencing the physical characteristics of the identity it recognises the four distinct areas of the resort that constitute our personality and heritage. Each shape in the identity symbolises an aspect of this unique combination: the imposing peak of Mount Perisher; the multiple peaks and valleys of Blue Cow; the shelter and safety of the Smiggin Holes bowl, and the remote wilderness experience of Guthega.

Together these elements tell a powerful story and invites visitors to experience for themselves the integrated diversity of Perisher.





We look forward to sharing this experience
and welcoming you again in 2009.

Peter Brulisauer
CEO
Perisher

