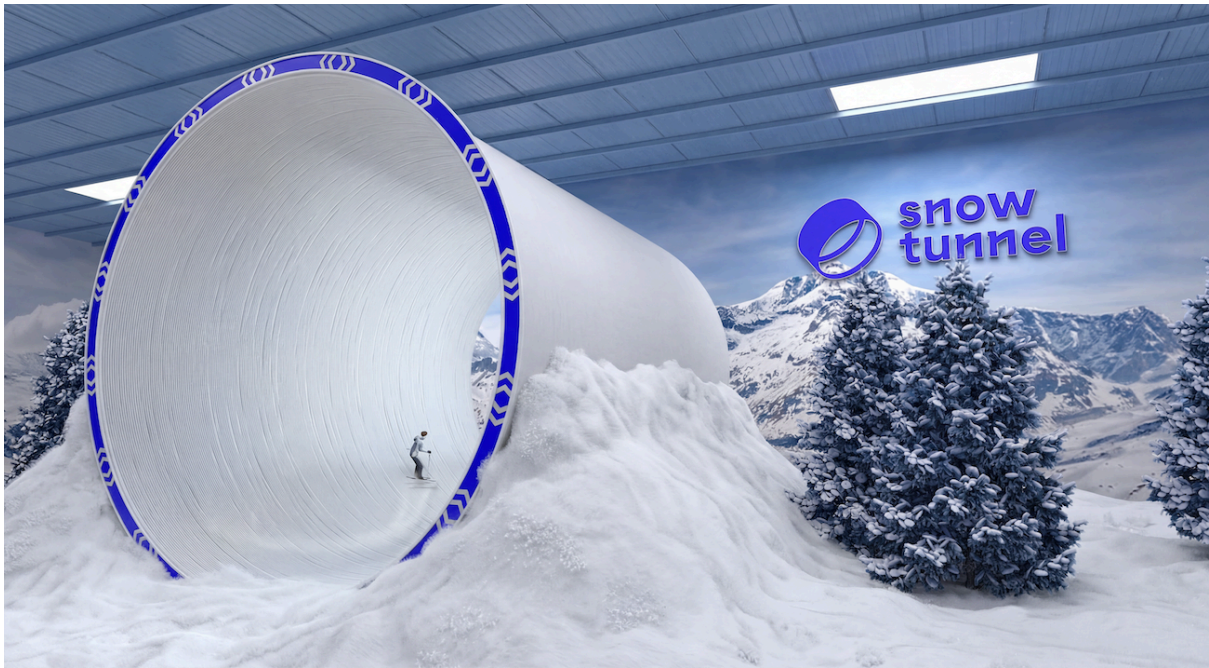




Snowtunnel Announces Melbourne's West as Global HQ and World-First Pilot Showcase Site



"This isn't just a concept anymore, it's becoming a reality." - CEO & Co-Founder Snowtunnel, Scott Kessler

MELBOURNE, AUSTRALIA (May 1, 2026) – Following the global reveal of its patented "Endless Mountain" technology, Snowtunnel has officially secured the location for its **Global Headquarters and Pilot Showcase Site**. Situated in Melbourne's booming West, just **11 kilometres from the CBD**, this facility will serve as the world's first physical window into the future of urban snow sports.

Scheduled to open in **late 2026**, the Melbourne facility marks the transition from innovation to implementation for the Australian-born startup. The existing building will feature the star attraction: a colossal, rotating **Snowtunnel™** standing **12.5 metres high** and **16 metres long**. Lined with real, groomed snow, the tunnel provides over **600m² of constantly rideable surface area**, offering an infinite downhill experience for skiers and snowboarders regardless of the season.

"Securing our first site in Melbourne is a definitive milestone," states **Scott Kessler, CEO and Co-founder of Snowtunnel**. "We've spent years engineering the magic of the mountains into a city-based experience. By choosing Melbourne's West, we are making the thrill of alpine adventure accessible to a massive, sport-loving population just minutes from the city centre. **This isn't just a concept anymore, it's becoming a reality.**"

Global Momentum and International Expansion

The Melbourne site is a bespoke showcase designed to demonstrate the technology's commercial and operational power. It will house the company's corporate headquarters alongside the star attraction: **The Snowtunnel™**. The Melbourne Showcase Site will allow international partners, investors, and the public to experience the innovation firsthand ahead of a wider global rollout. The team is already fielding incredible interest in joining their exclusive Test Rider Crew, who will experience the Snowtunnel before anyone else.



Future Flagship site concept. The Pilot Showcase Site will be based in Melbourne's booming West. Source: Snowtunnel

This high-density, high-efficiency model follows the successful "urban adventure" path blazed by wave parks like **Urbsurf**, bringing previously remote sports into the heart of metropolitan life.

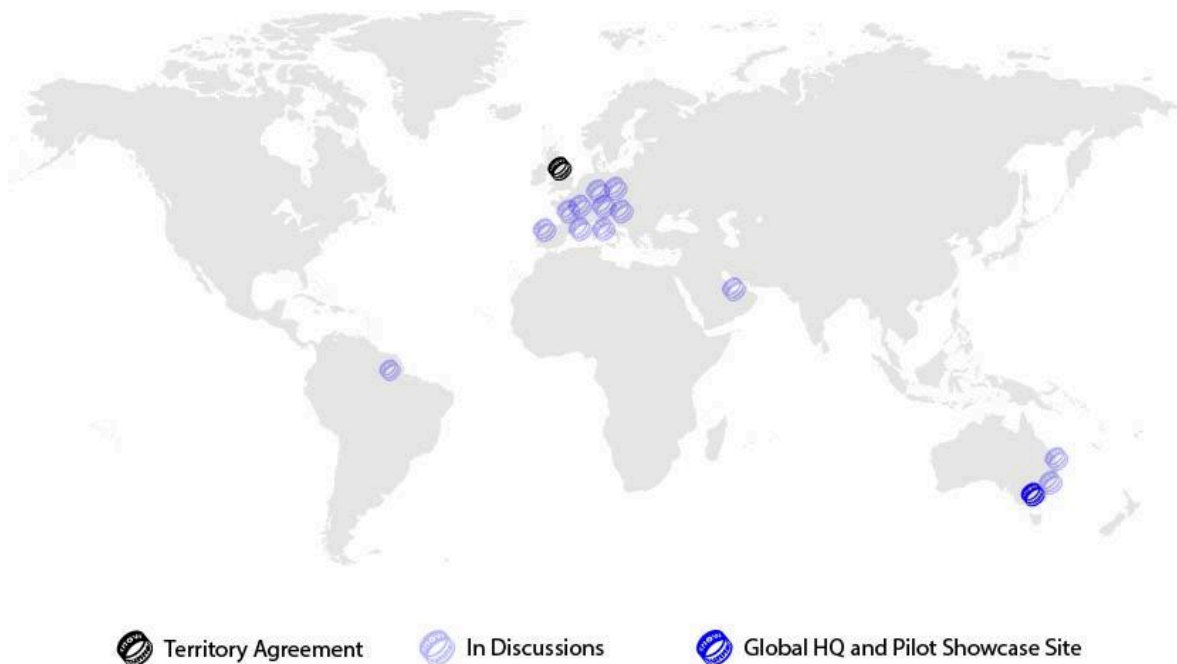


Image: Snowtunnel's current international expansion spans territories across the globe. Source Snowtunnel

The site announcement follows a period of rapid commercial growth for the company. Snowtunnel has already confirmed its first international move, **inking an exclusive territory agreement for the United Kingdom**, with further regional discussions currently underway across the globe.

“The interest we’ve seen from around the world since our reveal has been overwhelming,” says **Daniel Portelli, COO and Co-founder of Snowtunnel**. “This Melbourne site is the bridge between our engineering phase and our global future. By establishing our Global HQ and first showcase here, we are providing a permanent stage to bring this Australian innovation to the world.”



Real Snow. Perfectly groomed, powder snow is shown inside the Snowtunnel R&D scale tunnel. Source: Snowtunnel



Snowtunnel Park locations and formats are planned worldwide. Source: Snowtunnel

A Complete Alpine Experience

The Melbourne site will be more than just a training ground for "shredders." The facility is designed as an alpine experience showcase featuring:

- **The Snowtunnel™:** A patented, rotating tunnel lined with real groomed snow for all skill levels.
- **Snow Play Zone:** A dedicated area for families and first-timers to enjoy fresh, powder snow produced daily.
- **Professional Progression:** A team of certified instructors will guide a dedicated program for everyone from "snow bunnies" to expert-level snow athletes.
- **Full Gear Hire:** Comprehensive on-site equipment ensures anyone can experience the snow without expensive gear.

Talking Points:

- **Location:** Melbourne's West (11km from CBD).
- **Opening:** The first Snowtunnel is set to open in late 2026.
- **Dimensions:** The patented Snowtunnel stands at 12.5 metres (41ft) high, equivalent to a 4-storey building. At 16 metres (52.5 ft) long, the Snowtunnel is as wide as your average ski run.
- **Surface Area:** Each Snowtunnel delivers the "*endless mountain*" with over 600 m² (6,458 ft²) of constantly rideable surface area.
- **Variable speed control** provides both safety and acceleration to suit all abilities.
- **Lined with real snow**, the constantly groomed "*endless mountain*" has been developed and engineered under wraps in Australia

Key Insights:

- A reported **95% of people have not participated in snow sports.**
- More than **50% of countries worldwide lack ski fields.**
- Snow seasons around the world are short (typically 3 to 5 months a year), Snowtunnel is accessible all year round.
- With snow seasons worldwide becoming increasingly inconsistent, Snowtunnel provides a sustainable, climate-reliable alternative.

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