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15/09/2017 02:56 PM

To "westgatetunnelproject.ppv@delwp.vic.gov.au"
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cc "greta.grivas@delwp.vic.gov.au"
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bcc
Subject RE: Melbourne West Tourism
Brochure - West Gate Tunnel Project
IAC

3 attachments



Western Melbourne Tourism - Richard Ponsford Speaking Notes - September 14 EES Hearing.pdf



FINAL Artwork Map Handout - Western Melbourne Tourism.pdf



Western Melbourne Tourism Research - Collation of TRA Data - 2017.pdf

Dear Greta

As you are aware I presented at the panel hearing yesterday. The Chair, Nick Wimbush asked me to supply some supplementary data that was not included in our previous written submission. This covers estimates of tourism visitation to Melbourne's west and the Geelong region and likely to be using the M1 and M80 Freeways.

As a guide (based on data sourced from Tourism Research Australia):

- In 2016, it is estimated approximately 3.6 million people visited Melbourne's west comprising 2.7 million day trip visitors (74%); 789,000 domestic overnight visitors (22%) and 107,178 international visitors (4%)
- Overall visits to Melbourne in 2016 totalled 27.8 million - comprising Domestic Daytrips (16.7 million); Domestic Overnight (8.6 million) and international (2.5 million)
- Melbourne's West receives 16% of Metropolitan Melbourne's Day Trip visitors, 9% of domestic overnight visits and 6% of international visits.

Tourism Greater Geelong has advised:

- the region receives approximately 5 million visitors each year
- 3 million of these visits are day visitors
- 85% of day visitors travel by car – so roughly "say 2.5-2.8 mill visitors travel to the Geelong region by car"
- Some visitors will be entering the region to and from areas beyond Melbourne – eg Avalon Airport, Werribee other parts of regional Victoria, the majority will be expected to be sourced from Melbourne.

Visitors are defined by Tourism Research Australia as travelling for at least 50 kms and staying away from home for a minimum of 4 hours (and not staying for more than 12 months)

I have attached a more complete data package sourced from Tourism Research Australia prepared on behalf of Western Melbourne Tourism by Urban Enterprise supplied in May 2017.

I have also attached a soft copy of the visitor map for Melbourne's west distributed and supplied a transcript of my presentation for your records as well, or is it too late for this ?

If you have any further queries do not hesitate to get in contact with me again .

Thanks you again for the opportunity to present at the panel hearing.

Regards

Richard



Richard Ponsford

Executive Officer

Western Melbourne Tourism

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Please note that Western Melbourne Tourism has moved to Sunshine and has a new address and phone number. Our PO Box is unchanged



From: greta.grivas@delwp.vic.gov.au [mailto:greta.grivas@delwp.vic.gov.au]

Sent: Thursday, 14 September 2017 3:56 PM

To: Richard Ponsford

Subject: Melbourne West Tourism Brochure - West Gate Tunnel Project IAC

Hello Richard

Could you please forward an electronic copy of the Western Melbourne Tourism brochure?

Kind regards

Greta

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