

Attachment B

Legislative Council Standing Committee on Economy and Infrastructure  
 Inquiry into the impact of the COVID-19 pandemic on the tourism and events sectors

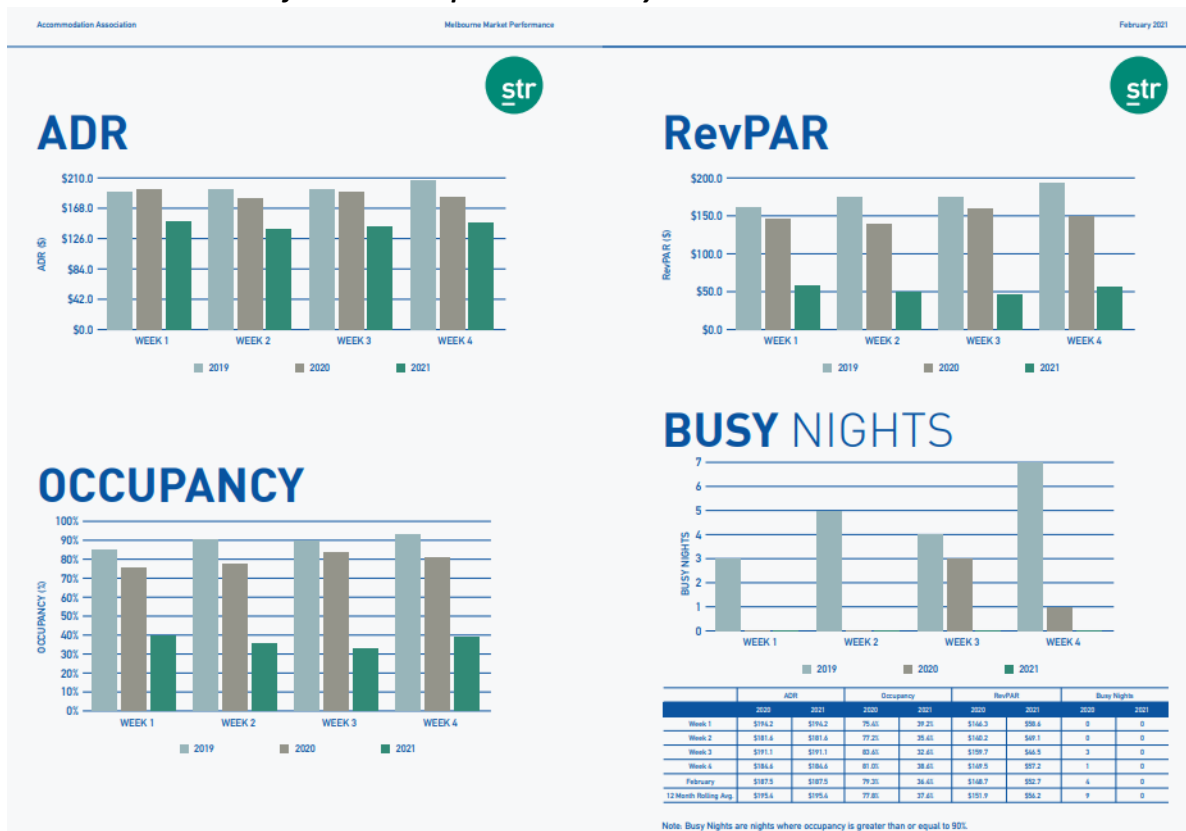
Submission by Western Melbourne Tourism Inc  
 16 April 2021

**Mix of visitors pre-COVID (2016-19) strongly disadvantages Melbourne's West tourism region in the balance of 2021 - with 69% of visitor spend from internationals or interstate**

	International visitor nights	Domestic day trips	Domestic Interstate visitor nights	Domestic Intrastate visitor nights
Moonee Valley City	44%	16%	23%	16%
Brimbank City	50%	20%	16%	14%
Hobsons Bay City	29%	29%	27%	15%
Marybyrnong City	56%	12%	23%	9%
Melton City	29%	22%	35%	14%
Wyndham City	58%	19%	15%	9%
<b>Melbourne's West tourism region</b>	48%	19%	21%	12%
City of Melbourne	63%	3%	30%	4%
<b>Melbourne tourism region</b>	46%	12%	32%	10%
<b>Regional Victoria average</b>	5%	27%	14%	53%
<b>Victoria</b>	30%	18%	25%	27%

Decisive Consulting, April 2021

Australian Accommodation Association  
 Melbourne Market Performance Snapshot – February 2021



## All 6 LGAs have heavy downturns forecast in visitor spend in 2020/21, before near return to 2019 levels in 2022/23

	Moonee Valley City	Brimbank City	Hobsons Bay City	Marybyrnong City	Melton City	Wyndham City	Melbourne's West region	Melbourne Tourism Region	City of Melbourne
<b>Scenario 1</b>									
<b>2020/21</b>	-39%	-39%	-29%	-40%	-35%	-45%	-40%	-41%	-45%
<b>2022/23</b>	5%	5%	7%	5%	6%	6%	6%	4%	3%
<b>Scenario 2</b>									
<b>2020/21</b>	-52%	-50%	-42%	-51%	-49%	-56%	-51%	-53%	-56%
<b>2022/23</b>	-5%	-4%	-4%	-5%	-6%	-2%	-4%	-6%	-6%

Hobsons Bay least and Wyndham most exposed to visitor economy downturn in 2020/21

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## All 6 LGAs have heavy job losses forecast in jobs dependent on visitor spend in 2020/21

	Moonee Valley City	Brimbank City	Hobsons Bay City	Maribyrnong City	Melton City	Wyndham City	Melbourne's West tourism region
<b>Scenario 1</b>	790	775	490	800	683	2,322	5,855
<b>Scenario 2</b>	1,062	986	708	1,022	962	2,868	7,609

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