



MEDIA RELEASE
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NAMASTE WESTSIDE SET TO WELCOME INDIAN VISITORS TO MELBOURNE'S WEST

[Western Melbourne Tourism](#) are excited to announce that they have secured a Victorian Government [Visitor Servicing Fund](#) grant for the **Namaste Westside** project - an integrated visitor service program catering to the rapidly expanding India tourism market.

The project centres on the development of "Namaste Westside," a customised digital platform and mobile app offering curated information and experiences tailored to the cultural preferences of Indian visitors to Melbourne's diverse Western suburbs region.

Comprehensive research will be undertaken to gain an understanding of the travel patterns and motivations of Indian travellers, along with any gaps in the market or barriers to travel. These insights will help to shape the content that is created and shared online and through the mobile app.

Additionally, the project includes extensive community outreach and engagement, with the aim of gaining insights and advice from Melbourne's Indian community, resulting in an authentic 'insider's guide.'

Namaste Westside will also integrate a cultural accreditation scheme, ensuring all featured businesses, tours, attractions and services attain and sustain standards around cultural awareness, responsibility, and service quality. This is designed to boost confidence and satisfaction among visitors.

As Indian visitor numbers to Melbourne's West rapidly increase, Namaste Westside will strengthen cultural ties, showcase the vibrancy of communities, dispel myths and improve the overall visitor experience.

Western Melbourne Tourism will lead the overall coordination of this 18-month project, in partnership with Brimbank City Council, the City of Maribyrnong, Melton City Council, Moonee Valley City Council, Hobsons Bay City Council and Wyndham City Council, Victoria University and multicultural consultants Culture Kite.

Scott Chapman, Chair of Western Melbourne Tourism said, "This project taps into the exponential growth in Indian visitation through deep cultural insights and community co-creation. We see this as an incredible opportunity to elevate the visitor experience and drive further growth of this important market."

“The local Indian community will play an integral role in shaping authentic, inspiring content for Namaste Westside. This, combined with service standards certification, promises to foster greater respect and understanding of Indian culture across Melbourne’s tourism industry, while boosting the economy.”

“As the cultural diversity of our region continue to expand, the Namaste Westside approach can serve as a blueprint for building bridges across communities to promote social cohesion. We foresee Namaste platforms tailored to multiple international target markets on the horizon,” said Mr Chapman.

The Namaste Westside project will commence in December 2024, for completion by mid-2025, serving as an inspiring gateway to the rich cultural diversity of Melbourne’s western suburbs for Indian travellers.

For more information about Melbourne’s west visit melbourneswest.com.au or follow [@love_the_west](https://www.instagram.com/love_the_west) on Instagram.

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About Western Melbourne Tourism Inc (WMT): WMT is an urban regional tourism board aimed at developing a more competitive tourism sector in Melbourne’s west. It encompasses the municipal boundaries of:

Brimbank – Sunshine, St Albans & Keilor
Hobsons Bay – Williamstown, Newport, Spotswood & Altona
Melton – Melton, Plumpton & Caroline Springs
Moonee Valley – Essendon, Moonee Ponds & Ascot Vale
Wyndham – Werribee, Point Cook & Hoppers Crossing
Maribyrnong – Footscray, Yarraville & Seddon