



MEDIA RELEASE
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Unlock the heart of Melbourne's West: Love Westside website launches

Exploring Melbourne's west just got a whole lot easier thanks to the launch of a new tourism website for the region, known as [Love Westside](#).

The new and easy to navigate website aims to capture the distinctive vibe of Melbourne's westside by showcasing the many places to eat and drink, things to see and do, events happening and places to stay across the west.

In addition to inspiring potential visitors, Love Westside gives them the tools to plan a trip to the west with an easy to navigate map and practical advice on public transport connections, including by train, boat, bike or car.

Developed by [Western Melbourne Tourism](#) alongside award-winning developer [ROAM](#), the Love Westside platform features interactive maps and curated content covering the city councils of Brimbank, Hobsons Bay, Maribyrnong, Moonee Valley, Melton and Wyndham.

In each of the six sub-regions, visitors can discover the top drinking and dining destinations, best neighborhoods and major attractions of each area. From the vibrant flavours, street art and village vibes of Footscray and the Inner West, to the tranquil gardens and award-winning wineries of Melton & Surrounds, each pocket of Melbourne's west offers something unique.

Moonee Valley blends global eats with riverside trails and thrilling race days, while Sunshine & Surrounds celebrates cultural diversity through food, festivals, and nature. Werribee & Surrounds is packed with major attractions and natural attractions, and Williamstown & Hobsons Bay charm with coastal heritage, maritime history, and buzzing food spots.

According to Scott Chapman AM, Chair of the Western Melbourne Tourism Board, Love Westside will further cement Melbourne's west as a must-visit tourist destination, whilst also serving as a strong driver for the local visitor economy.

“Our region is home to a vast array of top visitor experiences, from major attractions such as the Werribee Open Range Zoo and its incredible new Elephant Trail, to Werribee Park Mansion, Scienceworks and more. Add to the mix a delicious array of multicultural cuisines, vibrant neighbourhoods, an engaging calendar of events and beautiful natural attractions - we really do have it all.”

"Love Westside celebrates the vibrant and diverse culture of Melbourne's west. It captures the very essence of the region - a blend of culture, creativity, and innovation."

Richard Ponsford, Executive Officer for Western Melbourne Tourism, who has led this project said the new platform fills an important gap.

“Until now the west has not had a strong unified destination brand story. Love Westside is the first dedicated platform that showcases the region to visitors, investors and locals alike. It provides Melbourne's west with a strong consumer voice and a springboard for future growth”

“We are thrilled with Love Westside and strongly encourage both locals and visitors to jump on and have a look and discover the many stories of Melbourne's westside - a different side of Melbourne”

“Think of it as both a practical travel guide and an online magazine — with fresh content, stories and insider tips regularly added to highlight the ever-changing face of Melbourne's west.” he said.

The initiative also shines a spotlight on the region's significant but under-recognised visitor economy. Melbourne's west attracts around five million visitors annually. It is a different type of visitor economy as compared with other parts of Melbourne, with a larger share of visitors seeking day experiences. The visiting friends and family of the region's diverse multicultural communities are also big drivers of visitation.

Love Westside is now live, check it out at lovewestside.com.au. Subscribe to the newsletter to be the first to know about upcoming events, new openings and to discover inspiring stories about Melbourne's westside.

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The logo for Melbourne's West, featuring the word "melbourne's" in a light blue sans-serif font and "west" in a bold, dark blue sans-serif font, with a thin blue arc above the "west" text.