



MEDIA RELEASE
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Namaste Westside launched to welcome growing Indian visitor market to Melbourne's West

Melbourne, Victoria – An innovative new tourism platform designed to better connect Indian visitors with Melbourne's west was officially launched by The Hon. Natalie Suleyman MP, Minister for Tourism, at Parliament House last week.

[Namaste Westside](#) is a digital visitor service platform created to support the rapidly growing Indian tourism market and showcase the diverse attractions, cultures, businesses and experiences of Melbourne's west.

Developed by [Western Melbourne Tourism](#) in partnership with multicultural consultancy [Culture Kite](#), the platform combines an AI-powered travel assistant with a dedicated website and WhatsApp service, providing visitors with instant, personalised information about events, dining, attractions, cultural experiences and local stories across the region.

Research showed that one in ten visitors from India to Australia visits Melbourne's west, highlighting strong demand for more accessible and culturally relevant visitor information for this rapidly growing market.

Accessible via both website and WhatsApp, Namaste Westside acts as a digital travel companion, offering customised recommendations and connecting visitors to local communities, businesses and experiences.

Western Melbourne Tourism Board Member and Maribyrnong City Councillor, **Cr Pradeep Tiwari**, said the platform recognises the significant contribution Indian communities make to the region and responds to the way many visitors from India plan and experience travel.

"Melbourne's west is home to Victoria's largest concentration of Indian communities and has become an increasingly important destination for visitors from India," Cr Tiwari said.

"Many Indian visitors come to see family and friends, celebrate milestones, attend festivals, explore local neighbourhoods and experience the communities that make this region so special. Namaste Westside brings together the information, stories and local knowledge they need in one accessible place."

Scott Chapman AM, Chair of the Western Melbourne Tourism Board, said the project demonstrates how technology can enhance visitor experiences while remaining grounded in community connections.

"This is more than a tourism website. Namaste Westside combines innovative AI technology with the lived experience and insights of local communities, creating an authentic insider's guide to Melbourne's west."

"The platform helps visitors discover hidden spots, local businesses, cultural experiences and community events while strengthening connections between visitors and the people who call the west home."

"As Indian visitor numbers continue to grow, Namaste Westside will help enhance the overall visitor experience of this important market. This launch is not the finish line. It's the beginning of an ongoing conversation with our communities and a platform that will continue to evolve alongside the visitor economy," said Chapman.

Funded through the Victorian Government's Visitor Servicing Fund, the project was delivered by Western Melbourne Tourism in partnership with Brimbank City Council, Hobsons Bay City Council, Maribyrnong City Council, Melton City Council, Moonee Valley City Council, Wyndham City Council, Victoria University, and multicultural consultancy Culture Kite.

Namaste Westside is now live, discover more at namastewestside.melbourne.

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Images: A selection of images from the Namaste Westside launch event can be found [HERE](#).

Media contacts: For further comment or additional information please contact:

Madeleine Blake
E: madeleine@mbpr.co
M: 0400 363 505

Christina Browning
E: christina@melbourneswest.com.au
M: 0447 261 904

melbourne's west

