

More Opportunities in the Swan



The Swan Valley, a 25-minute drive from the city and a 10-minute drive from the airport has a wide range of tourism opportunities from some of Western Australia's oldest vineyards, award-winning wineries and microbreweries to fresh produce vendors, restaurants, arts and craft galleries as well as natural bushland and historic sites.

The Liberal-led Government recognises the unique attributes of the Swan Valley, and is committed to ensuring it is protected and promoted to ensure its sustainable growth for the benefit of future generations.

Fast Facts

- The Swan Valley is WA's oldest wine region.
- There are more than 40 wineries in the Swan Valley.
- 3.1 million day-trippers visited the Swan Valley and contributed \$421 million to the local economy in the 12 months to May 2016.
- Swan Valley Food and Wine Trail is a 32-kilometre loop encompassing more than 150 destinations.
- The Liberal-led Government's \$1.12 billion NorthLink WA project will take trucks off roads in the Swan Valley contributing to a better and safer tourism experience.



Our Commitment

A re-elected Liberal Government will allocate \$2 million over two years to promote the Swan Valley, including marketing campaigns, the installation of destination signage and landscaping enhancements.

The Liberals will promote the Swan Valley as a premium food and wine destination to improve interstate and international awareness of this region right on Perth's doorstep, protect its agriculture and viticulture history, and develop its future potential.

The marketing strategy will also incorporate Aboriginal tourism experiences in the area. The region will receive increased promotion in the Just Another Day in WA campaign.

Supporting the Swan Valley

This initiative will support small business operators in wineries, restaurants, produce suppliers and local attractions, and will assist the region to achieve its full potential.

It will provide another key destination option for local, interstate and international visitors to Western Australia and increase Perth's tourism appeal, especially in the winter months.

The Liberals will highlight the many nature-based experiences available in the Swan Valley and Perth Hills such as walks, trails, wildflowers and wildlife parks, as well as arts and music, and the valley's heritage as the oldest wine region in the State along with historic Guildford.

This initiative will spur increased tourism and encourage investment in accommodation, attractions and events and inject new vibrancy in the region.



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