

**Title:**

**The Australian Garden in Melbourne - Price Sensitivity with varying Visitor Offers**

Authors:

Andrew McDougall and Marcus Spiller

SGS Economics & Planning

Andrew@sgs-pl.com.au <<mailto:Andrew@sgs-pl.com.au>> and Marcus@sgs-pl.com.au

<<mailto:Marcus@sgs-pl.com.au>>

Abstract:

The 'Australian Garden' proposed in Melbourne will offer visitors snapshot experiences of various habitats and landscapes across the Australian continent. In planning for the construction of the Garden, two development scenarios were tested in terms of consumer willingness to pay. Survey responses from and focus groups discussions with prospective visitors confirm expectations that visitors would be willing to pay more for a 'comprehensive' as opposed to a 'partial' visitor offer. Demand elasticities follow similar patterns in that visitation is inelastic at entry costs less than AUD6.00. The economic value of the Australian Garden to the Victorian State economy is also broadly estimated in terms of visitor benefits, output impacts and jobs created.

Kind regards

Andrew McDougall

Phone + 61 3 9606 0994

---

SGS Economics & Planning  
Level 6/ 313 LaTrobe Street  
Melbourne Victoria 3000  
AUSTRALIA

[www.sgs-pl.com.au](http://www.sgs-pl.com.au)