

# Canberra Light Rail Tourist Extension

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## Canberra Light Rail

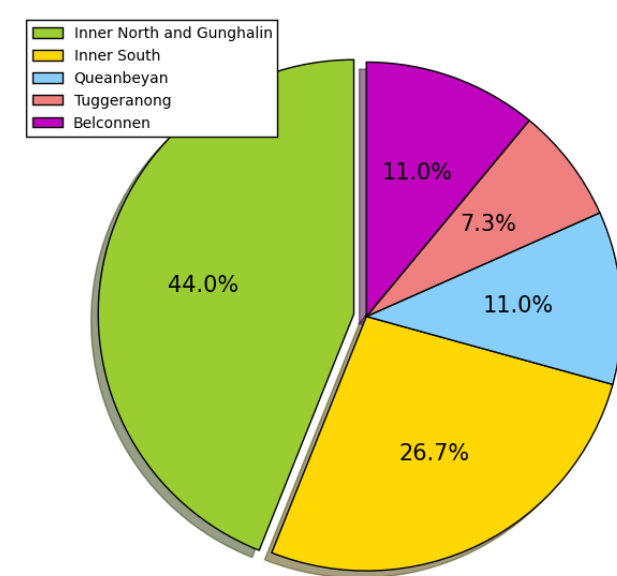
This project looked at improving the Canberra Light Rails revenue over a 30 year period whilst extending the service to cater to more locals and tourists.

## Motivations

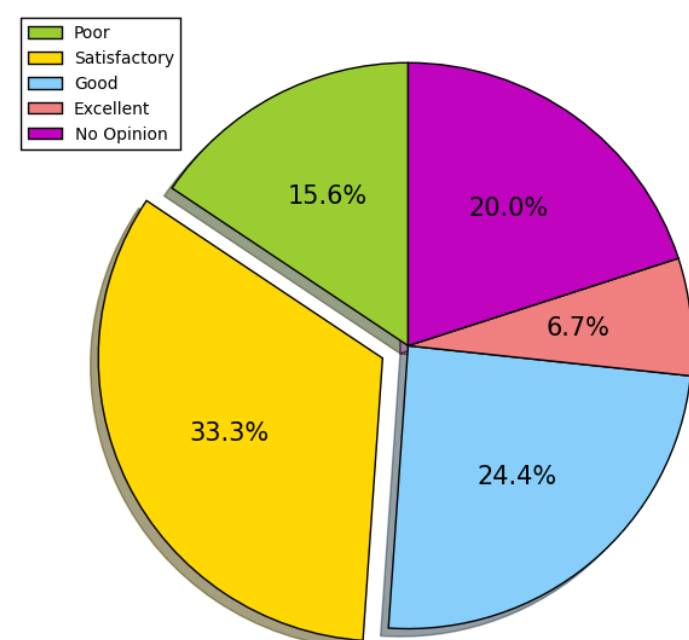
- In 2015 there were 3.93 million visitors to the ACT <sup>1</sup>
- Tourism contributes approximately \$1.62 billion each year to the ACT economy <sup>1</sup>
- 55% of tourist visitation is to attractions within the Parliamentary Triangle <sup>2</sup>
- The primary mode of transport to Parliamentary Triangle by tourists was by car at 70-80% <sup>2</sup>
- When Parliament meets there are 4000-5000 people working in the building, however parking in the Parliamentary Triangle currently costs \$12 a day <sup>3,4</sup>
- Floriade and Enlighten collectively attract around 700,000 attendees each year and are both held within a 1km radius of Commonwealth Avenue <sup>5,6</sup>

Tourists at Floriade were surveyed to gain a better understanding of potential extension usage. The majority of visitors indicated that they considered the current public transport to be only satisfactory or poor. 44% of the tourists stay in the vicinity of the proposed route.

Where tourists stay when visiting Canberra



Current views on Canberra's public transport

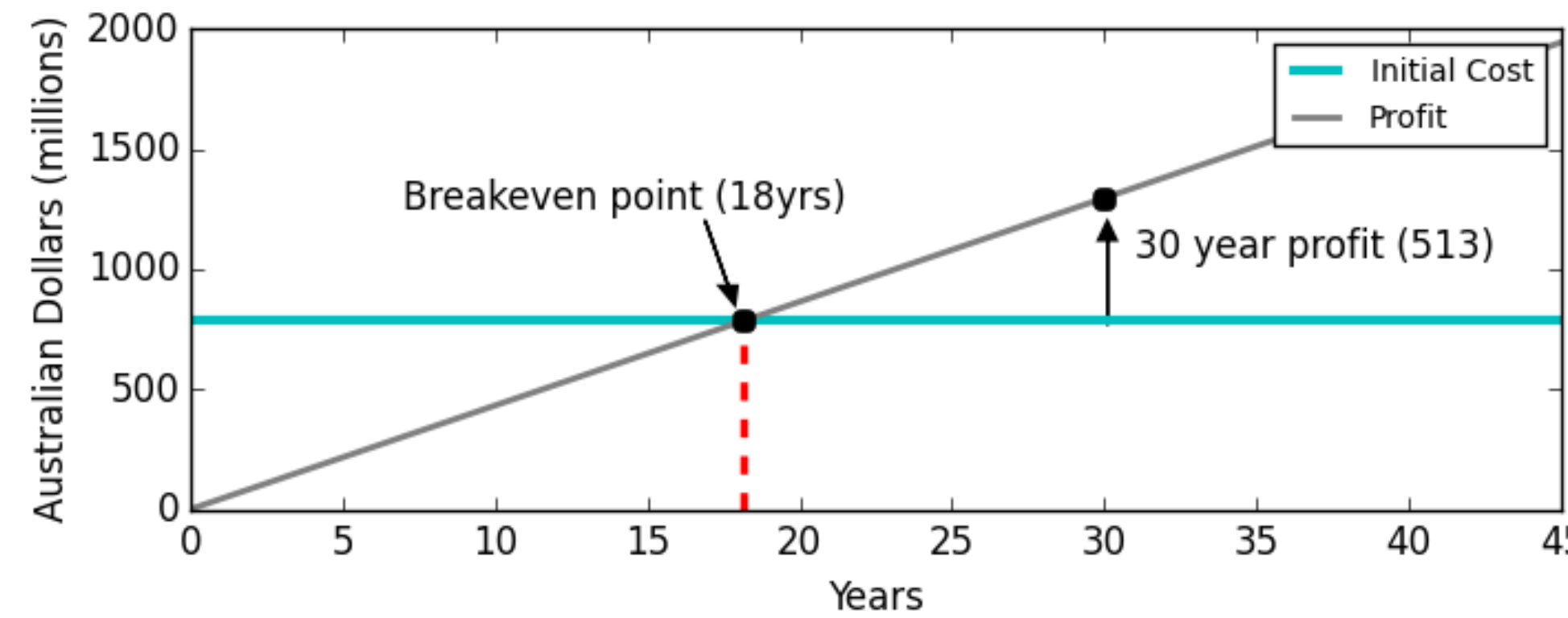


43% of respondents would be more inclined to visit Canberra with the extension.

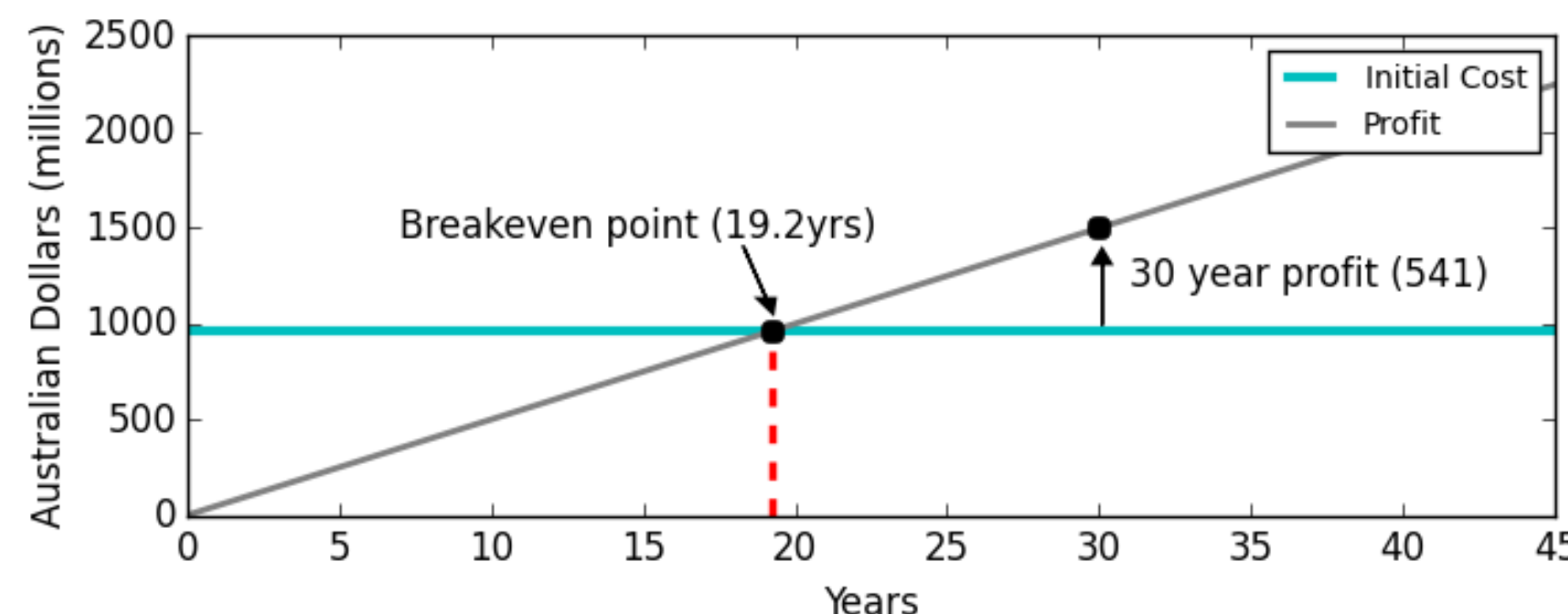
## Extension Overview

The proposed Canberra Light Rail is expected to have a profit return of 20% over a 30 year period.<sup>7</sup> The tourist extension aims to increase this profit margin by extending the line from the civic termination point across Commonwealth Avenue Bridge and terminating at Parliament House. This extension of 3km will increase the number of journeys made by 1600 per day, alleviate current parking shortages in the Parliamentary triangle, increase revenue of the ACT tourism industry and contribute to a greener economy for the ACT.

## Projected Profit Without Extension



## Projected Profit With Extension



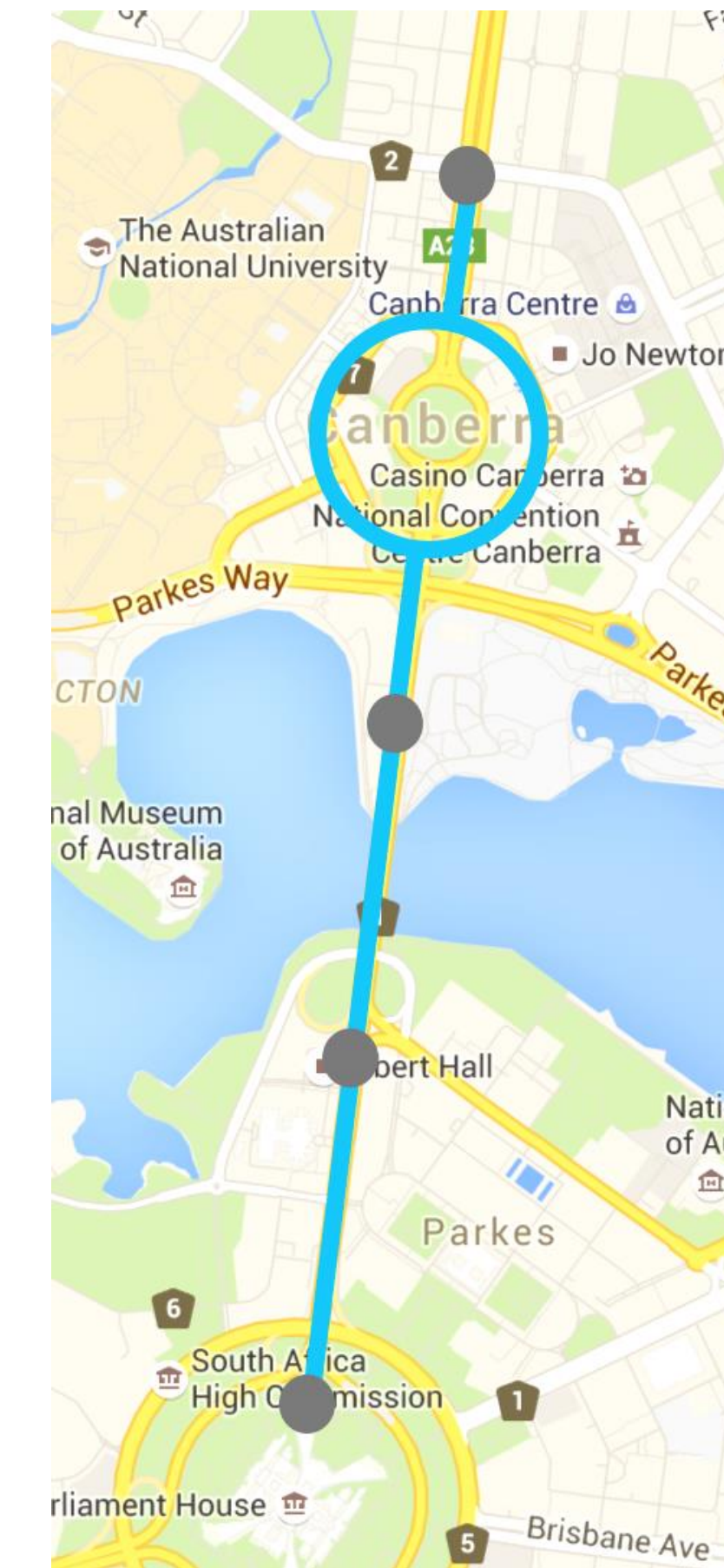
## Cost-Benefit Analysis of extension over 30 years

| Costs        |              | Benefits                           |              |
|--------------|--------------|------------------------------------|--------------|
| Capital      | \$174        | Income                             | \$202        |
| Operations   | \$128        | Public Transport Operating savings | \$20.4       |
|              |              | Reduced traffic congestion         | \$95         |
|              |              | Vehicle Operating Costs            | \$4.84       |
|              |              | Reduced Carbon                     | \$72         |
| <b>Total</b> | <b>\$302</b> | <b>Total</b>                       | <b>\$394</b> |

Note: all values are millions of dollars

**Cost Ratio = 1.30**

## Recommendations



- To increase revenue of the Canberra Light Rail, the route should be extended to include tourist attractions.
- The extension should consist of 3 stops in the vicinity of major tourist attractions. Floriade, Albert Hall and terminating at Parliament House.
- It is recommended that an additional 3 train carriages are run in order to meet the promised service outlined by the Canberra Light Rail.
- During large events in the vicinity of the route, the service frequency should be increased.
- The construction of the extension should follow the plan set out by the ACT government for the original Light Rail construction.

## Summary

The proposed extension would increase the Light Rail revenue over a thirty year period. As well as this it will have several added benefits to the community, such as providing a cheap and environmentally friendly public transport option which services more Canberrans and tourists.

## Works Cited

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