

From:
Sent: Monday, 17 January 2011 1:32 PM
To:
Cc: Subject: FW: Impact on tourism from Victorian floods

Hey Sidd,

[This section has been redacted under Section 22]

Regards,
Anthony

From:
Sent: Monday, 17 January 2011 1:31 PM
To:
Subject: Impact on tourism from Victorian floods

Hi

Based on information provided by DRET on tourism expenditure by region, and assuming 2 weeks of tourism is affected in those regions, I estimate the direct impact of the Victorian floods on tourism expenditure is just under \$20 million.

However, this estimate does not take into consideration any negative impacts of unfavourable publicity on unaffected regions in Victoria.

Regards

Siddharth