

# Tourism<sup>1</sup>

In 1893 chairman Clapp lamented to shareholders that the “unexampled depression in all branches of business in the metropolis” had resulted in an annual reduction in receipts of almost one hundred and four thousand pounds, and that the directors were working continuously to effect economies in working and in reducing expenses.

In an attempt to encourage the public to use the trams for pleasure as well as daily travel, the company began issuing special “Bath Return Tickets”, which included travel on the trams as well as admission for one bath at any ‘ladies’ or gentleman’s bath at St Kilda or South Melbourne”. The tickets were sold on all routes south of the Yarra River, except the Port Melbourne line, at nine pence each. They came into use on 27 November 1893 and were available on all days during the swimming season. They were obviously popular because they remained on sale annually until 30 April 1912.



Another strategy employed by the company to encourage tourism and patronage of the trams was the issue of a special tramway guide book late in 1894. As well as providing details of routes, fares and regulations, the quaint pocket-size booklets, sold by conductors for three pence, contained lists of places of interest along the lines, and more detailed “Rambles from the Routes”

The guide described that a “rural lane, hedged... and redolent with sweet briar” off Moreland Grove at the terminus of the Brunswick line, led to a “good picnicking spot”, and that even more rustic walks were possible from the Toorak and Prahran routes. Although the Nicholson Street line terminated among quarries, brick works and fenced paddocks, the guide advised that “agreeable walks” were still possible beyond the terminus.

Soon after publishing its guide the company began issuing special “Beach Return Tickets”. They were sold on all lines north of the Yarra River at a cost of nine pence for adults and half that price for children. The back of the large four-part cardboard ticket carried the message “How to enjoy yourself! Try a visit to St Kilda or South Melbourne Beach with your family. Especially refreshing after a hot day”. It also advised passengers that the Tramway Employees Military Band played every Tuesday and Thursday evening at the South Melbourne terminus, and every Wednesday evening and Sunday afternoon at St Kilda Esplanade during the summer months, weather permitting. The Beach Return Tickets first came into use on 1 February 1895.



About this time, the company also issued a combined ticket for a return trip from Melbourne to Williamstown via the Port Melbourne trams, and the paddle steamer *Gem*. For many years, *Gem* plied across Hobsons Bay from the Port Melbourne Town Pier to the Gem Pier at Williamstown.



Until the coming of electric tramways during the first two decades of the 20<sup>th</sup> century the company's horse trams at Royal Park, and the separately owned horse trams at Beaumaris on Port Phillip Bay, provided the only real tourist tram services for Melbourne. By early 1915 an expanding network of electric tramways, built and operated by the municipally controlled Prahran & Malvern Tramways Trust, had junctioned with the central cable tram system at St Kilda Esplanade and Victoria Bridge. The tramway company and the trust therefore decided to promote a round tourist route through Melbourne and the south eastern suburbs at a moderate fare.

**Round Trip**  
Through  
Melbourne & Suburbs  
—BY—  
**CABLE & ELECTRIC TRAMWAYS**

**16 Miles for 9d.**  
CHILDREN under 12 Years, 5d.

**ROUTE.**

**Melbourne Town Hall and St. Kilda Esplanade,**  
Via Swanston-street, St. Kilda Road, Fitzroy-street, and The Esplanade.

**St. Kilda Esplanade and Victoria Street Bridge,**  
Via Carlisle-street, Balaclava-road, Hawthorn-road, Glenferrie-road, Cotham-road, High-st., and Barkers-road.

**Victoria Street Bridge & Melbourne Town Hall,**  
Via Victoria-st., Victoria Parade, Gibborne-street, and Collins-street.

**Changing Points.**  
(See Plan.)

**Melbourne Town Hall**—  
Cable Cars—Collins-street and Swanston-street.

**St. Kilda Esplanade**—  
Cable Car—Esplanade and Electric Car—Carlisle st.

**Cotham Road**—  
Electric Cars—Glenferrie road and Cotham-road.

**Victoria-street Bridge**—  
Electric Car—Barkers road and Cable Car—Victoria-street.

Passengers may board Cars at any point on the Route, and travel in either direction back to starting Point.  
Tickets are also available by Electric Car on Malvern Road or High-street Routes.



From 15 September 1915 Round Trip Tickets were issued, covering 16 miles for an adult fare on nine pence and a child's fare of five pence. Passengers boarding at the Melbourne Town Hall travelled by cable tram to the St Kilda Esplanade, changed to an electric car opposite Luna Park, and proceeded to Victoria Bridge via Balaclava, Glenferrie and Cotham Roads, High Street and Barkers Road, at Kew. At Victoria Bridge they changed to the Victoria Street cable tram, to complete their journey back to the town hall via Collins Street. Passengers could commence their journey at any point, travel in one direction only, and break the journey at the three change points.

The Round Trip was well received, and during the first year of operation nearly 80,000 tickets were sold. With the opening of the trust's Malvern and Burke Road line in 1918, the round trip ticket arrangement was extended to include an alternative loop along Malvern, Burke and Cotham roads, for an additional fare of twopence. In March 1921 the price of the tickets were increased to one shilling for adults and half price for children.

<sup>1</sup> *Twentieth Report of the Directors of the Melbourne Tramways & Omnibus Company Limited*, presented 10 August 1893  
Tickets from late A Jungwirth Collection

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*The Cable Trams of Melbourne*, C N Govett and A E Twentyman, unpub.ms., Brisbane, 1973

*The Argus*, 12 December 1994

*Tramway Guide to Melbourne and Suburbs*, The Melbourne Tramways and Omnibus Company Limited, nd.

*The Prahran & Malvern Tramways Trust Report and Statement of Accounts for Twelve Months ending 30 September 1916.*

*The Prahran & Malvern Tramways Trust Report and Statement of Accounts for Twelve Months ending 30 September 1918.*

*Melbourne & Metropolitan Tramways Board By-Law No.4.*

Robert Green

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