

Media Release

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INTERNATIONAL TRAVELLERS CONTINUE TO FLOCK TO VICTORIA

The Allan Labor Government is making sure Victoria's world-class tourism industry continues to thrive, with the state's visitor economy and blockbuster major events generating \$39.2 billion in tourism spending in Victoria in the year ending June 2024.

Released today by Tourism Research Australia, the latest *National Visitor Survey and International Visitor Survey* shows international travellers continue to choose Victoria, with total expenditure at \$8.1 billion in the year ending June 2024 – up 71 per cent on the same period last year.

The new data shows that Victoria received 26 per cent of the international expenditure in the year ending June 2024 – up 4 percentage points on the same period last year. Visitors spent \$39.2 billion in Victoria in the year ending June 2024 – an increase of 9 per cent on the same period the previous year.

Melbourne remains the travel destination of choice for Australians, with the new data revealing strong demand for the city's world-class hotels and globally renowned restaurants. In the period ending June 2024, 3.8 million people travelled to Melbourne for interstate overnight leisure trips, spending \$5.3 billion.

The Labor Government continues to back jobs and businesses in the tourism economy, with Victoria holding a 22.5 per cent market share of all visitor expenditure within Australia.

Cementing the state's strong ties with India, Victoria is the top pick in Australia for visits, nights and expenditure coming from India. The visitation data for India has never been stronger, highlighting the Labor Government's success in growing the tourism, trade and education partnership.

While visitors from India grew significantly, China remained the state's top international market for total expenditure – with visitors spending \$2.5 billion across Victoria.

In regional Victoria, the Yarra Valley and Dandenong Ranges enjoyed a 17 per cent rise in total domestic expenditure, and Geelong and the Bellarine a 12 per cent rise. The Regional Tourism and Events Fund is helping regional towns continue to attract thousands of visitors, create more jobs and back local businesses.

Victoria's packed major events calendar is the envy of the nation, with upcoming calendar highlights including the AFL Grand Final, Constellation Cup, ALWAYS LIVE, MotoGP, Melbourne Cup Carnival, Comedy in the Vines in Nagambie, Matildas international friendlies, Yayoi Kusama exhibition at the NGV, Boxing Day Test and the 2025 Australian Open.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"This billion dollar tourism spend is proof that visitors come from across Australia and across the globe to see our blockbuster events, experiences and destinations."

"Victoria has world-class sport, music, food and culture – our booming vibes economy is supporting thousands of jobs and businesses across the state."

Quote attributable to Visit Victoria CEO Brendan McClements

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“Victoria now has the largest share of the Indian tourism market in the country, demonstrating our commitment to showcasing the diversity and vibrancy of our world-class offerings, experiences and events in key international markets.”