

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
Minister for Outdoor Recreation



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ANOTHER TOURISM SPEND RECORD BACKS JOBS AND BUSINESSES

The Allan Labor Government is supporting Victorian jobs and businesses to thrive, with new data from Tourism Research Australia's *National Visitor Survey and International Visitor Survey* showing tourists visiting Victoria spent a record \$40 billion last year.

Minister for Tourism, Sport and Major Events Steve Dimopoulos announced the new milestone which shows total tourism spending is up 5.8 per cent on the previous year, with strong growth in international visitor spend.

Victoria remains the destination of choice for Indian visitors with 223,000 Indian visitors staying 12.4 million nights, enjoying the state's world-class accommodation, restaurants, cafes and tourism experiences – spending \$714 million in Victoria, compared to NSW (\$496 million) and Queensland (\$230 million).

This follows the Premier's visit to India to strengthen ties with the country through tourism, education and sport. The Boxing Day Test between India and Australia also achieved record crowds at the MCG, while thousands turned out to watch the inaugural *Pro Kabaddi League Melbourne Raid* event.

China remains the state's top international market for total spend (\$2.7 billion), up 52 per cent year on 2023, compared to the rest of Australia which was up 33 per cent in the same period.

Spending by international travellers in regional Victoria also reached a new record high at \$645 million – up 36 per cent. The regions continue to be boosted by the Labor Government's Regional Events Fund, which attracts thousands of visitors to events including Comedy in the Vines, Matildas v Chinese Taipei and the Grampians Grape Escape.

In December, the Labor Government also announced new direct flights from Los Angeles – bringing more American tourists to Victoria and supporting jobs in hotels, cafes and attractions.

2025 is shaping up to be another massive year for tourism spending in Victoria with January being the busiest month in Melbourne Airport's history and record crowds at both the Australian Open and Formula One Grand Prix bringing thousands of international fans to Melbourne.

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

"It is no wonder people want to come to Victoria, there is so much to see and do across the state and these events support local communities."

"Melbourne is the events capital of Australia – these events create thousands of jobs and showcase our state to millions of people around the world."

Quotes attributable to Visit Victoria CEO Brendan McClements

"We are a destination of choice for visitors across the world and Australia, with millions continuing to flock here to see what makes our State 'Every bit different'."

"Our focus on international, particularly the Indian market, is reaping rewards with visitors spending a record \$714 million here last year. We're proud to continue to support the growth of visitors, through tourism initiatives like the recent Indian inbound trade missions and major event support in cricket and kabaddi."

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