

# Media Release

**Steve Dimopoulos MP**

Minister for Tourism, Sport and Major Events  
Minister for Creative Industries



Friday, 23 September 2022

## MELBOURNE PUMPING AS GRAND FINAL FEVER TAKES HOLD

The Andrews Labor Government backed Footy Festival is now well underway, with thousands of footy fans descending on Victoria and filling hotels, bars and restaurants.

Minister for Tourism, Sport and Major Events Steve Dimopoulos joined thousands of cheering fans at the Grand Final Parade today, celebrating a major boost to tourism and hospitality with the return of the Grand Final to the hallowed turf of Melbourne's MCG.

Huge numbers are expected at the new look Grand Final Parade, with thousands of fans expected to catch a glimpse of their footy heroes as they make their way down the Yarra River to Birrarung Marr, then by motorcade across William Barak Bridge to Yarra Park.

The Footy Festival at Yarra Park is also attracting tens of thousands of visitors to the city, with fans soaking up the atmosphere and enjoying a range of family-friendly entertainment, activities and food.

Interstate trains, planes and cars packed with cheering fans are pouring into the state, with significant increases to Melbourne bound ticket sales and road traffic.

Melbourne Airport will have more than 180,000 people through the arrivals gates over the four day festival, representing an increase of 34,000 travellers for the Grand Final weekend.

Accommodation providers have already been preparing for the swell in stays, with data company STR revealing the city's 23,370 hotel, motel and serviced apartment rooms were already at 75 per cent capacity for Grand Final weekend.

The Government is proud to partner with the AFL to bring the Footy Festival to Yarra Park and showcase the new parade, making sure it's a Grand Final countdown to be remembered.

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

*"We're doing what Victoria does best, welcoming the nation and putting on the celebration of a lifetime to welcome back the AFL Grand Final to the hallowed grounds of Melbourne's MCG – which is exactly where it belongs."*

*"We're backing the Footy Festival and Grand Final Parade for Victorians and footy fans to enjoy, providing a boost to tourism, hospitality and local jobs."*

*"In 2019, Victoria's calendar of major events delivered \$2.5 billion in economic value for the state. Major events drive interstate and international visitation and put Melbourne and Victoria on the global stage."*