

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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RECORD VICTORIAN TOURISM SPEND CONTINUES TO CLIMB

The Allan Labor Government is backing Victoria's strong tourism sector, with new data revealing the tourism spending in the state has hit a new record high of almost \$37 billion in the year ending September 2023.

Minister for Tourism, Sport and Major Events Steve Dimopoulos celebrated the sector's growth from strength to strength as the latest data is the third consecutive record result for Victoria.

Release by Tourism Research Australia (TRA) this morning, the figures were driven by continued strong demand in the domestic market coupled with the recovery of international travel – cementing Victoria's stature as the nation's major events and cultural capital.

The results follow previous records of \$35 billion in the year ending March 2023 and \$36.1 billion in the year ending June 2023.

Victoria had 22 per cent of Australia's market share for overall visitor spend in the year ending September 2023.

Every tourism region across Victoria experienced boosted domestic visitor expenditure compared to 2019, including an increase of 74 per cent for Geelong and the Bellarine, Phillip Island increased by 64 per cent and the Grampians saw a 59 per cent visitor expenditure increase.

More than 3.7 million visitors stayed 15.2 million nights in Melbourne, which remained Australia's top interstate overnight leisure destination for visitation. Visitors spent \$5.1 billion enjoying all that the city has to offer – from hotels to hospitality, marking a 43 per cent increase in pre-2019 levels.

Victoria's top two international markets for expenditure were China, which surpassed \$1 billion for the first time since 2019 and now sits at \$1.6 billion, and India at \$444 million.

The record tourism figures have been supported by a blockbuster major and business events calendar and Visit Victoria's campaigns *Stay close, go further* and *Get Set – Melbourne*. Combined, these campaigns had reached almost 18 million people in the year ending September 2023.

The momentum is set to continue in 2024 as Visit Victoria keeps marketing the State on the world stage and with major events such as the recently announced Matildas versus Uzbekistan match, the Australian Open and the Grand Prix all happening in the first quarter of 2024.

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

"Victorian tourism continues to go from strength to strength and these latest record-breaking results reflect our incredible and diverse offering for domestic and international visitors alike."

"We're investing in the future of Victoria's tourism industry and have big plans to continue to increase visitation, support local jobs and grow the State's economy."

Quotes attributable to Visit Victoria CEO Brendan McClements

"It's wonderful to be celebrating such strong results consistently again with the incredible and resilient people that make up our State's visitor economy."

"In 2024, we're focused on driving even more growth for the State by delivering world-class major and business events, and ensuring Victoria's unique culture is showcased on the local, national and global stage."

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