

# Media Release

**Steve Dimopoulos MP**

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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## VICTORIA'S BLOCKBUSTER EVENTS CALENDAR DRIVES RECORD SPEND

Victoria's nation-leading tourism industry continues to go from strength to strength, with a jam-packed calendar of major events injecting a record \$39.3 billion into the state's economy during the year ending March 2024, made possible by the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced Victoria's visitor economy grew by \$1.5 billion in the last quarter – with the results published by the *National and International Visitor Survey*.

The growth was bolstered by Victoria's international visitors who spent \$7.8 billion over the 12-month period – an 86 per cent increase year-on-year in a win for local jobs, businesses and the state's economy.

This year's epic line-up of major events attracted visitors from interstate and overseas to Victoria, with record-breaking crowds at both the Australian Open and Formula 1® Australian Grand Prix and fans flocking to see Taylor Swift at the MCG.

Victorians and visitors also enjoyed the iconic Matildas Olympic Qualifier, *Groundhog Day the Musical* and the Melbourne Fashion Festival which attracted visitors from far and wide to the heart of the city.

Melbourne's status as the city of choice for visitors has been cemented – maintaining its crown as the number one city for interstate overnight trips in Australia and welcoming 3.9 million visitors who spent \$5.1 billion over the 12-month period.

While tourism spending in Melbourne has increased by 38 per cent over the past five years, spending also increased in regional Victoria by 57 per cent as more visitors explore the vibrant tourism operators in every corner of our state.

Visitors to Geelong and the Bellarine have increased by 93 per cent compared to 2019 levels while Philip Island experienced an increase of 91 per cent and Yarra Valley and Dandenong Ranges boosted by 82 per cent.

Victoria's blockbuster calendar continues into 2024 with NGV's *Melbourne Winter Masterpieces Pharoah* exhibition, rugby's State of Origin game two and international Wallabies v Wales Test, basketball's Ballin'24, and two Australian Diamonds netball tests.

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

*"These record numbers are a testament to our outstanding tourism, hospitality and events workforce and the work they put in day in, day out to ensure our state is the go-to destination for travelers from all over the world."*

*"We continue backing our booming tourism industry so it can keep growing and thriving - supporting thousands of jobs and businesses across Victoria."*

### Quote attributable to Visit Victoria CEO Brendan McClements

*"Tourism Research Australia has forecast that Victoria's visitor economy will reach \$53 billion in 2028. Today's data highlights how Victoria's tourism sector has embraced the incredible opportunity that forecast represents, and is hard at work capitalising on it."*

*"Visit Victoria will continue to support our sector in those efforts, and our work to ensure tourism markets around the globe understand why Victoria is Every bit different."*

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