

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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NEW PARTNERSHIPS TO BOOST TOURISM JOBS

The Allan Labor Government is joining forces with major international and local tourism operators to attract more visitors to Victoria and grow the state's \$40 billion visitor economy.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced new tourism marketing partnerships with Accor, Malaysia Airlines, Singapore Airlines, Air New Zealand and Alpine Resorts Victoria.

These deals will promote Melbourne and regional Victoria to key global markets through joint marketing campaigns – including advertising, social media, roadshows and special promotions.

Funded through the Labor Government's \$7 million Visit Victoria Industry Partnerships Program (VVIPP), these agreements see industry partners match government investment dollar-for-dollar.

The new model, which was developed in partnership with the Victorian Tourism Industry Council, delivers stronger collaboration between government and industry to grow tourism and support local jobs.

An independent report from KPMG found that for every \$1 spent through Visit Victoria's marketing activities, the return on investment was up to \$27 of tourism expenditure.

Activities through these partnerships will highlight Victoria's world-class tourism experiences, including the Twelve Apostles, Sovereign Hill, Puffing Billy Railway, the Grampians National Park and Wilsons Promontory.

The new partnerships follow the recently announced Delta Air Lines direct flights from Los Angeles to Melbourne, secured through Visit Victoria's partnership with Melbourne Airport, which will add 86,000 seats per year.

A typical daily international service contributes \$109.1 million in value added to Victoria, with associated employment of 1,026 full time equivalent jobs.

Partners were selected through two streams of the program, including one where Visit Victoria worked directly with major partners in priority markets to drive interstate and international visitation, and a second stream where any industry participants could apply for a partnership to grow local visitation.

According to the latest data from Tourism Research Australia, international visitor spend in Victoria reached a new record high of \$9 billion in 2024, reinforcing the value of investing in global marketing partnerships.

The *Victorian Budget 2025/26* invested \$627 million to support business and grow the Victorian economy, including delivering the Economic Growth Statement in full to make it easier to start or build a business in Victoria.

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

"It's no wonder people are flocking to Victoria to work, stay or play – we're the major events capital, the sporting capital, the live music capital and the food and wine capital of Australia."

"We're supporting thousands of jobs and showcasing our regions, landmarks and produce to the world."

Quote attributable to Visit Victoria CEO Brendan McClements

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“Visit Victoria is proud to continue to work closely with our industry partners – proving the economic power of working together to grow our state's market share and showcasing to visitors how Victoria is ‘Every bit different’.”

Quotes attributable to Victorian Tourism Industry Council CEO Felicia Mariani

“VTIC is incredibly proud of our efforts to advocate for this important program. These cooperative partnerships are powerful examples of what can be achieved when work together to grow our visitor economy and strengthen Victoria’s global connections.”

“This program has been overwhelmingly successful since it opened in February and demonstrates a clear appetite from industry to continue a program like this in the future.”

Quotes attributable to Alpine Resorts Victoria CEO Amber Gardner

“We’re thrilled to be working with Visit Victoria through this program to showcase our unique nature-based tourism destinations through large-scale advertising to reach thousands more potential visitors.”

“We’re confident this campaign will boost snow season visitation, growing the significant contribution the resorts make to the visitor economy.”