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TOURISM JOBS BOOST AS LA RAMS TOUCH DOWN IN VICTORIA

Superstars from the LA Rams have landed in Melbourne to meet fans ahead of Australia's first-ever NFL regular season game. It's just one of the events backed by the Allan Labor Government that creates jobs for Victorians.

Premier Jacinta Allan and Minister for Tourism, Sport and Major Events Steve Dimopoulos joined LA Rams stars Kobie Turner and Steve Avila for a tour of the MCG ahead of next year's blockbuster game.

The visit is part of countdown to the Rams making history, with the MCG to host the first NFL regular season game outside Europe or the Americas – reinforcing Victoria's status as the country's sporting and major events capital.

The Rams held its Fan Combine over the weekend at Margaret Court Arena which attracted Victorians who met with players alongside the Vince Lombardi Trophy, cheerleaders and Rams mascot Rampage.

Players have had the chance to see some of the city's most iconic locations – with visits to Maha, the NGV, CBD laneways and an AFL match at the iconic MCG.

The multi-year deal with the NFL will deliver significant economic benefits and will showcase Melbourne to a huge global audience, including the US market which generated \$330 million for the state's visitor economy in 2024.

Australia is also a significant global market for the NFL, home to a growing fan base of millions of supporters – with the Rams acting as the designated 'host' team for next year's game.

It will soon be even easier for NFL fans from the United States to visit Victoria, with Delta Air Lines announcing it will run three new direct flights per week between LA and Melbourne from December this year.

Major events like the NFL game don't just bring visitors – they support local jobs and boost the economy.

New data reveals the state's record-breaking \$40 billion visitor economy is employing more Victorians than ever.

Tourism in Victoria supported 288,800 filled jobs in 2023/24 – including 183,800 direct tourism jobs – with nearly three quarters of all direct jobs in the hospitality, accommodation and retail industries.

The figure represents an 8 per cent increase from the previous year, with the sector accounting for 7.1 per cent of Victoria's entire workforce.

The data reinforces how vital tourism is for Victoria's regions – 46 per cent all tourism-filled jobs are outside of Melbourne with one in nine regional jobs generated by the tourism sector.

The NFL regular season game adds to a blockbuster pipeline of cultural events – including Frida Kahlo: In Her Own Image at the Bendigo Art Gallery, Lego® Star Wars™: The Exhibition, and the Melbourne Winter Masterpieces®: French Impressionism exhibition – all helping to drive Victoria's \$40 billion visitor economy.

Fans can register for updates on ticketing and game details at nfl.com/Melbourne.

Quotes attributable to Premier of Victoria Jacinta Allan

"The NFL coming to Victoria is a huge win for fans, jobs and businesses, and it could only happen in the sporting capital of Australia."

"We back major events because they create jobs for Victorians."

Media contact: Bodil Droga 0413 701 929 | bodil.droga@minstaff.vic.gov.au

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

"Whether it's tennis, cricket, footy or the NFL, there's no better place for the world's biggest sporting events than Victoria."

Quote attributable to Visit Victoria CEO Brendan McClements

"Together with our partnership to bring Delta Airlines direct flights to Melbourne, we're working hard to attract even more US visitors to our state before, during and after the NFL game at the 'G next year."

Quotes attributable to LA Rams player Steve Avila

"Coming to Melbourne has been an unreal experience – the energy, the people and this city's love for sport is on another level. Walking through the MCG, you can feel the history and I can't wait to play here next year."

"Melbourne's got an amazing mix of culture, from the coffee to the art and the food, it's been awesome to explore. It's more than just a sports city, it's got soul."