

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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RECORD INTERNATIONAL SPEND CREATED MORE JOBS IN VICTORIA

Victoria's visitor economy is booming – with international travellers spending a record \$9.3 billion in the year to March 2025 and supporting thousands of local jobs.

Minister for Tourism, Sport and Major Events Steve Dimopoulos said the latest data from Tourism Research Australia's Domestic Tourism Statistics and International Visitor Survey shows the visitor economy remains a key engine for growth and employment.

In the year ending March 2025, Indian travellers spent \$810 million in Victoria – an 84 per cent year-on-year increase – while the rest of Australia has declined. China remained the state's largest international market for spend at \$2.9 billion, up 23 per cent.

The latest data also confirms Melbourne is the top interstate overnight leisure destination, with 861,000 travellers staying 3.5 million nights and spending \$1.4 billion in the March 2025 quarter – outperforming Sydney on trips, nights, and expenditure.

This data follows the release of Tourism Research Australia's 2023-24 State Tourism Satellite Account, showing Victoria's record-breaking \$40 billion visitor economy supported 288,800 filled jobs – including 183,800 direct tourism jobs – with nearly three quarters in hospitality, accommodation and retail.

Visit Victoria is working with Tourism Australia to train 65,000 global travel agents to promote our state, while supporting local operators to connect with international markets and grow their businesses.

The Labor Government's \$7 million Industry Partnerships Program is supporting co-operative marketing efforts with key international partners to drive visitation and increase global exposure.

Major events continue to attract visitors and boost spending, with hotel occupancy averaging 88 per cent during the Australian Open and 91 per cent during the 2025 Grand Prix – supporting jobs across accommodation, dining and transport.

Even more events are on the way, including the British & Irish Lions at the MCG, French Impressionism at the NGV, and Lenny Kravitz in Mildura.

Overall, overnight visitors spent \$34.3 billion in Victoria – up 5.6 per cent year-on-year. For the first time, this figure includes overnight stays only, with domestic daytrip data to be added in future releases. This is the first data set from the new Domestic Tourism Statistics program, replacing the National Visitor Survey.

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

"Record international spending means more jobs for Victorians – from tour operators to hoteliers and baristas."

"We are investing in major events because it is growing our visitor economy and driving our state."

Quotes attributable to Visit Victoria CEO Brendan McClements

"We're working hard to grow visitation from key international markets – including India and China – because it generates billions of dollars and huge benefits for our visitor economy."

"We know travellers want to experience everything we have to offer – from our natural beauty to our blockbuster events and creative experiences that make our State 'Every bit different'."

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