

Media Release

The Hon Gayle Tierney MP

Minister for Skills and TAFE

Minister for Water

Acting Minister for Tourism, Sport and Major Events



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WINTER WARMS UP WITH RECORD HOTEL NUMBERS IN JUNE

Victoria's visitor economy is continuing to break records with Melbourne hotels recording their busiest June ever – driven by a blockbuster month of events supported by the Allan Labor Government.

Acting Minister for Tourism, Sport and Major Events Gayle Tierney today revealed new hotel data from STR that shows June 2025 broke the record for room nights sold in Greater Melbourne with 870,755 room nights booked – exceeding last year's record by 1.6 per cent.

Melbourne's CBD saw the third highest hotel demand ever for a Saturday, on 7 June, and the third highest hotel demand on record for a Sunday, on 8 June – coinciding with the first weekend of *RISING*, and cultural drawcards like *French Impressionism from the Museum of Fine Arts, Boston* and *LEGO® Star Wars: The Exhibition*.

This surge follows the opening of hotels across the city over the past year – including 1 Hotel, Melbourne Place and Lanson Place Parliament Gardens. These additions bring the total number of hotel rooms available across Victoria to 65,493 – increasing the options available for both leisure and business travellers.

Victoria was home to a blockbuster calendar of events across June, with regional events including the East Gippsland Winter Festival and the Celtic Folk Festival in Portarlington.

The Labor Government continues to back tourism operators through strategic partnerships, where industry partners match government investment in marketing campaigns for things like advertising, social media, roadshows and special promotions.

Activities through these partnerships help highlight experiences right across Victoria including attractions such as the Twelve Apostles, Sovereign Hill, Puffing Billy Railway, the Grampians National Park and Wilsons Promontory and many more.

Victoria's record-breaking \$40 billion visitor economy supports 288,800 jobs, including 183,800 direct tourism jobs, with nearly three quarters in hospitality, accommodation and retail.

In the year ending March 2025, international travellers spent a record \$9.3 billion across the state, supporting thousands of local jobs and small businesses.

The Labor Government is investing in major events because they boost the economy, jobs and local businesses.

Victoria is the only place on the planet with a Grand Prix and Grand Slam, NFL in season games, NBA games, the Boxing Day Test and the AFL Grand Final, the race that stops the nation, gigs across the state and world-class major events all year round.

Quotes attributable to Acting Minister for Tourism, Sport and Major Gayle Tierney

"Every room that is booked is also a boost for our restaurants, cafes, venues and small businesses."

"There is plenty more to come with the Super Netball Grand Final, the Ballarat Foto Biennale and the British & Irish Lions Test against the Wallabies tomorrow night."

"We are backing major events because they drive the economy and jobs, and behind every job is a family."

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Quote attributable to Visit Victoria Chief Marketing Officer Shae Keenan

"No matter what time of year it is, we're continuing to give visitors a reason to come to Victoria and see what makes our state 'Every bit different'."

Quotes attributable to Accommodation Australia (Victoria) General Manager Dougal Hollis

"Melbourne is the largest hotel market in the country, now boasting an inventory of budget, lifestyle and luxury hotels that have fast become the envy of all other Australian states and territories."

"The breadth and diversity of Victoria's hospitality and tourism offerings certainly creates strong visitation appeal for domestic and international travellers alike."

"The quality and variety of new and existing hotels now available to these visitors is world class, providing a wide array of accommodation options to align with varying traveller needs, preferences and budgets."