

Media Release

Mr Danny Pearson MP

Minister for Economic Growth and Jobs
Minister for Finance



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HONG KONG AIRLINES TO TOUCH DOWN IN MELBOURNE

In another huge boost for tourism the Allan Labor Government has announced a deal with Melbourne Airport to bring Hong Kong Airlines to Melbourne.

Minister for Economic Growth and Jobs Danny Pearson today announced that from December, three new direct flights per week will fly to Melbourne, providing an extra 93,600 seats every year between Hong Kong and Melbourne – further boosting Victoria's visitor economy.

Direct flights with the carrier will open up onward connections for travellers to more than 30 destinations across Asia and North America, including Tokyo and Vancouver.

In the year ending March 2025, 88,000 visitors from Hong Kong spent a total of \$241 million in Victoria. This market is expected to grow substantially, with Victoria forecast to receive 148,300 visitors from Hong Kong by 2029 – an increase of 67 per cent.

With added air freight capacity, the additional flights will also increase access to markets in Hong Kong and across Asia for Victoria's exporters.

The deal is the latest agreement funded through the Labor Government's \$7 million Visit Victoria Industry Partnerships Program (VVIIPP), an initiative from the Economic Growth Statement which sees industry partners match government investment dollar-for-dollar.

Since the inception of the program, a suite of new partnerships have been secured with partners such as Accor and Alpine Resorts Victoria.

The deal comes as Melbourne Airport announced it had welcomed a record 11.9 million international passengers in the 2024/25 financial year – a jump of more than 8.3 per cent on the previous financial year.

It follows recent Tourism Research Australia data showing Victoria's record-breaking \$40 billion visitor economy supports 288,800 filled jobs – including 183,800 direct tourism jobs – with nearly three quarters in hospitality, accommodation and retail.

Major events continue to attract visitors and boost spending, boosting local jobs and 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.

Victoria's visitor economy is continuing to break records with new hotel data from STR showing Melbourne hotels recorded their busiest June ever, 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.

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.

Quotes attributable to Minister for Economic Growth and Jobs Danny Pearson

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“More flights mean more tourists delivering a stronger economy and more jobs for Victorians – from tour operators to hospitality staff and hotel workers.”

“The additional flights will also increase air freight capacity for Victorian exporters sending their products and produce to Asia.”

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

“Victoria is already in demand thanks to everything we have on offer – including our blockbuster line up of major events, creative experiences and stunning regions.”

“This deal will bring even more tourists to our state, further fuelling our record \$40 billion visitor economy.”

Quote attributable to Visit Victoria Chief Marketing Officer Shae Keenan

“This is another big coup for Victoria. This partnership will help us to attract more visitors and will be underpinned by our global ‘Every bit different’ campaign.”

Quote attributable to Hong Kong Airlines President Jeff Sun Jianfeng

“This new service will not only provide passengers a competitive and high-quality travel option but will also cater to the diverse needs of business and leisure travellers, further deepening the trade, cultural, and tourism ties between Hong Kong and Melbourne.”

Quote attributable to Melbourne Airport CEO Lorie Argus

“The growth in our international market shows the importance of competition and choice, which is why we are so excited to welcome Hong Kong Airlines to the mix today.”