

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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BUSIEST NIGHT EVER FOR MELBOURNE HOTELS

Melbourne has recorded its busiest hotel night ever amidst a blockbuster winter of major events – thanks to the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos announced a record 25,089 hotel rooms were booked in the CBD on Saturday, 26 July – with an occupancy rate of 94.7 per cent – as fans flooded the city to watch the British & Irish Lions play the Wallabies at the MCG.

This follows a record-breaking start to winter, which saw the busiest ever June for Melbourne hotels – with 870,755 room nights booked across Greater Melbourne.

So far in 2025, both the Melbourne CBD and Greater Melbourne areas have had their busiest-ever January, March, April, May and June – with July also expected to set a new record.

It follows a strong run for major events bringing visitors to the city – with the Formula 1 Grand Prix and the Australian Open delivering peak occupancy rates of 93 per cent or more.

A number of new hotels have opened across the city in the past 12 months, including 1 Hotel, Melbourne Place and Lanson Place Parliament Gardens – bringing the total number of hotel rooms available across Victoria to 65,493.

An estimated 40,000 Lions fans visited Melbourne to watch the British & Irish Lions play two games with more 90,000 turning out at the MCG on 26 July to see them take on the Wallabies.

Melbourne was the only city in which the Lions played two consecutive games during the tour – ensuring local businesses were able to benefit from extended stays, increased foot traffic and global exposure.

In addition to the blockbuster Lions games, there was a huge calendar of events on offer across Victoria in July including Lego Star Wars, Melbourne Winter Masterpieces: French Impressionism and the Frida Kahlo: In her own image exhibition.

Victoria's \$40 billion visitor economy supports more than 288,000 jobs and, in the year ending March 2025, international travellers spent a record \$9.3 billion across the state.

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

"We are backing major events because record crowds boost our visitor economy – supporting local businesses and creating jobs."

"Our massive pipeline of major events attracts visitors both domestically and internationally, and they then stay on to experience our world-class experiences, landscapes, wildlife and hospitality scene."

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

"Many British & Irish Lions fans decided to extend their stay, hire a car, and get out to explore the stunning breadth and diversity of Victoria's hospitality and tourism offer."

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