

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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RECORD VISITOR SPEND BOOSTS VICTORIAN BUSINESSES

The Allan Labor Government's stellar major events calendar has driven a 20 per cent jump in year-on-year international visitor spending in Victoria which has surged to a record \$43.7 billion.

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 continues to be a key pillar of economic growth in Victoria.

In the year ending June 2025, Victoria had 24.7 per cent market share of Australia's total visitor spend – overtaking Queensland to the second highest market share of any state or territory.

The number of nights stayed by international visitors increased by 21.5 per cent and international visitation went up by 11.5 per cent, thanks to partnerships with international businesses and airlines secured by the Labor Government.

Victoria also led all states for visitors, nights and expenditure from the Indian market for the year ending June 2025, with visitor spend growing 78.9 per cent compared to last year. This has been driven by the Labor Government's India Strategy launched last year plus a blockbuster Boxing Day test between Australia and India.

China remains Victoria's top market for international visitor spend, with \$3.1 billion spent in the year ending June 2025, a leap of 24.6 per cent from year ending June 2024.

Melbourne remains ahead of Sydney as the top interstate overnight destination for trips, nights, and visitor spend, with interstate travellers staying 3 million nights in the June 2025 quarter. This year hotels in Melbourne CBD and Greater Melbourne had their busiest-ever January, March, April, May, June, July and August for nights booked.

Regional Victoria is not missing out with \$1.8 billion spent by Victorians across 9.8 million nights in the June 2025 quarter, while international visitors spent \$832 million in regional Victoria in the past financial year.

The data follows the Premier's announcement in China last week of a \$43 million investment to promote the state to tourists around the globe and grow our visitor economy, which supports more than 288,000 jobs across Victoria.

This data is backed by a pipeline of events including the AFL Grand Final, the NBAxNBL Melbourne Series and French Impressionism at the National Gallery of Victoria, as well as regional events like the Australian Diamonds in Bendigo.

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

"Tourism supports and creates jobs and we're making sure those opportunities continue to grow."

"By strengthening ties with international markets, we're driving new waves of visitors and seeing incredible momentum from overseas visitors."

Quotes attributable to Visit Victoria CEO Brendan McClements

"From blockbuster sporting events to cultural activity and regional festivals, there is a huge calendar of events delivering benefits right across Victoria."

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“Whether visitors are travelling from across the country or just down the road, Victoria’s compact diversity means there is something for everyone here to enjoy.”