

# Media Release

**Steve Dimopoulos MP**

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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## AUS OPEN SERVES UP INCREDIBLE TENNIS AND ECONOMIC BOOST

Tennis fans from around the world have descended on Melbourne for the Australian Open which starts today – a massive win for hotels, restaurants, cafes and Victoria.

World number six Alex de Minaur will lead the green and gold charge again this year, with a packed schedule of Aussies qualifying across the two main draws – 11 men and 10 women – the most Australians to have qualified for the event since 1992.

After a packed opening week, the event will only get even bigger and better over the next 15 days, providing a major boost to the state's tourism sector. The Australian Open has become the biggest economic generator in Australian sport, bringing in \$565.8 million to the Victorian economy in 2025.

Melbourne's city centre is on track to have the highest ever room nights sold for a January – breaking the record set in January 2025. Melbourne currently has more hotel room supply than any other city centre in Australia, with a 24 per cent increase since January 2020.

Off court there will be plenty for fans to see and do with many activations at AO Ballpark, TOPCOURT, Grand Slam Oval and all throughout the precinct within Melbourne Park.

The Australian Open is secured at Melbourne Park until 2046 thanks to the Labor Government's massive redevelopment of Melbourne Park – ensuring the renowned international event and world-class precinct continues to draw hundreds of thousands of visitors to Victoria for decades to come.

The Labor Government is delivering almost 5,000 extra tram services and around 400 extra train services across the tournament, making it easier for fans to get to and from the event.

The Australian Open will continue at Melbourne Park to Sunday, 1 February 2026. For more information and tickets, go to [ausopen.com](https://ausopen.com).

### Quotes attributable to Deputy Premier Ben Carroll

*"Victoria is serving up another blockbuster, showing the world once again why we are the sporting and major events capital of Australia."*

*"These events showcase our city and regions to the world, driving our visitor economy which supports 288,000 jobs across the state."*

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

*"January in Melbourne is synonymous with the Australian Open, and what a way to kick off another huge year of major events in Victoria with one of the world's most prestigious tennis tournaments."*

*"We're so excited to welcome visitors from around the world to this celebration of tennis, entertainment and culture, filling our accommodation providers, restaurants and bars and boosting small businesses across the state."*

### Quote attributable to Tennis Australia CEO Craig Tiley

**Media contact:** Bree Guthrie 0456 655 050 | [bree.guthrie@minstaff.vic.gov.au](mailto:bree.guthrie@minstaff.vic.gov.au)

*"It's exciting and special to arrive at day one of the AO main draw, following a tremendous Opening Week. Today the world's best players will take to the courts, all focused on performing their best at the first Grand Slam of the year, and fans from around the world will be here to cheer them on."*

*"Australian Open 2026 will again be a stage for incredible tennis, all set against a vibrant festival atmosphere that extends well beyond the court, with live music, world-class food, great entertainment and unforgettable fan experiences."*