

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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VISITORS SPEND BIG IN VICTORIA

Tourists are spending more in Victoria than ever before, boosting our visitor economy, local businesses and jobs.

Minister Dimopoulos announced our visitor spend has hit a record high of \$46.7 billion.

Continued growth in overseas visitors, our packed calendar of major events and partnerships with Melbourne Airport have driven the result.

The latest data from Tourism Research Australia's Domestic Tourism Statistics and International Visitor Survey shows international visitors spent seven per cent more, year on year, hitting \$9.7 billion.

This includes a record \$840 million spend in regional areas – up 30 per cent.

China remains our top market with visitors spending \$3.2 billion last year – up 19.7 per cent on 2024.

The growth aligns with the state's new China Strategy and Visit Victoria's 'Every bit different' marketing push.

Melbourne also kept its title as the top destination for overnight interstate leisure travellers, with 3.5 million visitors staying a total of 13 million nights in the city and spending \$5.9 billion.

The figures capture the 12 months to the end of December 2025, including a blockbuster finish to the year which included the Australian Open golf featuring Rory McIlroy, the Boxing Day Test, the opening of NGV's *Westwood / Kawakubo* exhibition and the NBA x NBL Melbourne series featuring the New Orleans Pelicans.

Delta Air Lines, Shenzhen Airlines and Hong Kong Airlines all began services to Melbourne in December – providing an extra 270,000 seats per year in and out of Victoria.

In 2025, Greater Melbourne sold a record 12.1 million hotel room nights – an increase of approximately 680,000 rooms on 2024 levels, with 11 out of 12 months of the year setting records for monthly demand.

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

"Visitors are voting with their feet and Victorian workers and businesses are reaping the benefits."

"Our investment in major events and partnerships is boosting visitors and our economy."

Quotes attributable to Visit Victoria CEO Brendan McClements

"The 'Every bit different' campaign gives us the chance to showcase the best of Victoria both locally and internationally – creating demand among tourists who will consider Victoria for their next trip."

"More visitors mean more opportunities for local businesses, with operators and venues across Victoria connecting with global networks and hotels seeing record numbers."