

# Media Release

Hon Jacinta Allan MP  
Premier



Friday, 10 April 2026

## NFL COMMISSIONER TOUCHES DOWN AS DEMAND RAMPS UP

Momentum for the history making Melbourne NFL blockbuster is reaching fever pitch.

Premier Jacinta Allan and Minister for Tourism, Sport and Major Events Steve Dimopoulos today met with NFL Commissioner Roger Goodell ahead of the first ever NFL game in Australia.

Melbourne is already seeing a major tourism boost ahead of the historic clash on Friday, 11 September.

Hotel bookings are four times higher compared to the same time last year according to data from STR.

American flight searches for Melbourne are up 149 per cent in early September.

The match between the Los Angeles Rams and the San Francisco 49ers will be the second game of the NFL season.

It will be a standalone 'Thursday night football' fixture in the United States, beamed live into loungerooms across the US during prime time and showcased to fans around the globe.

The Commissioner's visit is also shining a global spotlight on Melbourne as Australia's major events capital and is the latest in a string of NFL coverage which has promoted Victoria to the world.

As part of the NFL partnership, highlights such as the Phillip Island penguins, Victoria's spectacular golf courses and Melbourne's dining scene have reached more than 7 million fans in key markets – and shown on the 70,000 square-foot, infinity screen at the Rams' home ground, SoFi Stadium.

For more information or to sign up for updates, visit the [NFL Melbourne Game website](#).

### Quotes attributable to Premier Jacinta Allan

*"We're proud to welcome NFL Commissioner Roger Goodell to our state and showcase what makes Victoria a global leader in major events."*

*"Major events drive visitation – filling hotels and supporting local jobs – and no one does it better than Melbourne."*

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

*"Victoria is open for business when it comes to the biggest events in sport – and hosting Australasia's first Regular Season NFL game will put us in the global spotlight."*

### Quote attributable to Visit Victoria CEO Brendan McClements

*"We're already seeing year-round benefits of our partnership with the NFL, with the game creating demand amongst visitors and connecting them with businesses across Victoria."*