

TOURISM AND EVENTS



Melbourne is one of Australia's most popular tourist destinations, attracting business, leisure and event-based travellers. Recognised as the nation's cultural, culinary and events capital, Melbourne offers personalised experiences, world-class dining and premium infrastructure for business events.

109,595

Companies in Victoria
(2023)

2.1m

International visitors
(VIC 2023)

257,000

Jobs in Victoria
(2022-23)

\$28.2b

Gross State Product
(2022-23)

A premier tourism and event destination

Melbourne is an iconic Australian destination and the cultural heartbeat of Victoria. The city is renowned for its vibrant public realm, historical landmarks, architectural marvels and esteemed art galleries and museums, showcasing works by both local and international artists.

The city's distinct precincts and charming laneways brim with cafes while trendy bars and restaurants, bustling markets, chic boutiques and expansive parks create a distinctive cultural ambiance cherished by both residents and visitors.

Major events

Melbourne is the events capital of Australia – a place of endless creativity and world-class events, such as:

- Australian Open Tennis Tournament
- Formula 1 Australian Grand Prix
- Melbourne International Comedy Festival
- Melbourne Fashion Festival
- Boxing Day Cricket Test Match
- Spring Racing Carnival.

The city hosts thousands of festivals, exhibitions and events every year. Victoria's blockbuster major events calendar delivered \$3.3 billion to the Victorian economy in 2022-23.

Home to one of the largest spectator venues in the world

Melbourne has some of the biggest, most accessible spectator venues in the world including AAMI Park, Flemington Racecourse, Marvel Stadium, Melbourne Cricket Ground (MCG) and Melbourne and Olympic Parks Precinct, which seats a total of 350,000 fans. Taylor Swift played to the biggest crowd of her career at the MCG in 2024.

Melbourne and Olympic Parks Precinct comprises several premier multi-use stadiums, including John Cain Arena, Kia Arena, Margaret Court Arena and Rod Laver Arena. Rod Laver Arena has hosted several international acts including Elton John, Beyonce, Rod Stewart, Katy Perry, Michael Bublé and Kylie Minogue.

The Australian Football League, the fourth highest average attendance league in the world, holds its Melbourne-based matches in Marvel Stadium and the Melbourne Cricket Ground.

An eclectic live theatre scene

Melbourne has the country's biggest live performance industry, attracting 7.5 million people to the city, generating \$639 million in ticket revenue and creating 3,000 jobs per year.

The city's East End theatres, including the Athenaeum, Comedy, Forum, Her Majesty's, Princess and Regent theatres host 1.5 million people across 1,700 performances, generating \$226 million in economic impact per year.

These theatres account for 85 per cent of Victoria's professional musical theatre audiences. Melbourne has hosted several globally-renowned plays and musicals, including Chicago, Death of a Salesman, Grease, Harry Potter and the Deathly Hallows, Mama Mia, Moulin Rouge and Wicked.

Australian Open – Melbourne's Grand Slam

The biggest names in tennis are drawn to Melbourne in January each year for the Australian Open, one of the four major championships in the global tennis calendar.

In 2024, the Australian Open broke all previous attendance records, attracting more than 1.1 million fans over three weeks who booked more than 622,000 bed nights in Melbourne hotels. The event was broadcast to 225 countries with 804 million broadcast hours viewed around the world.

The Australian Open consistently supports the local economy, generating \$3.14 billion in economic value over the past 10 years, with more than seven million attendees over that time.

Melbourne is central to the event's identity which is widely recognised as a major tournament that draws global attention to the city.

Leading business events destination



In 2023 Melbourne secured its ninth consecutive title as 'Oceania's Leading Meetings and Conference Destination'. The city hosts hundreds of business events annually at world-class venues such as the Melbourne Convention and Exhibition Centre, Melbourne and Olympic Parks, Marvel Stadium and Showtime Events Group venues.

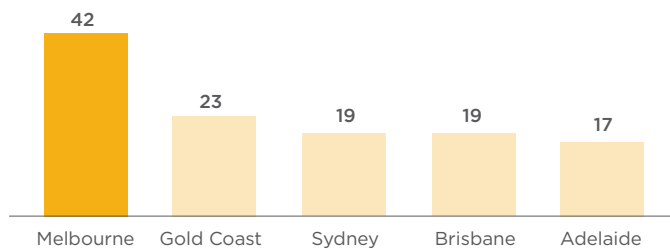
The Melbourne Convention Bureau secures significant international events, including the Asia Pacific Incentives and Meetings Event and Rotary International Convention. They also provide free support services, and in certain instances, financial assistance to support event acquisition.

Business growth leads the country



Victoria experienced the highest growth in Australia for tourism businesses from 2017 to 2022 and Melbourne experienced the strongest growth of all major cities.

Changes in total tourism related businesses (% , 2017-2022)



Biggest hotel market

1,871

Rooms under construction (Melb)

26,500

Hotel rooms (Melb 2023)

14.3m

Visitors (Melb 2023)



Melbourne is ideal for hotel investment due to the size of the market and breadth of the travel segment drawn to the city. It has strong population growth, an undersupply of apartments, greater availability of land and a less challenging planning system. With the largest pipeline of hotel rooms under construction in the country (representing nine per cent of national stock), strong opportunity exists for boutique and high-end accommodation.

Ideal tourism investment environment



Experience Melbourne 2028 - is a destination management plan for Melbourne's visitor economy, supporting the creation of unique Melbourne experiences, such as culinary delights, urban nature, Aboriginal culture, and knowledge and innovation.



Exceptionally liveable and welcoming - Melbourne is the most liveable city in Australia and ranks fourth globally, having held the title of the World's Most Liveable City for seven consecutive years. It is the world's friendliest city, and ranks second for inclusivity, third for least overworked and fourth most vegan friendly city.



Cultural diversity is central to the city's identity. More than 260 languages are spoken across Melbourne, providing the ideal workforce for any tourism company.



Culinary excellence - Melbourne is Australia's culinary capital with more than 3,500 restaurants serving cuisines from over 70 countries. International food precincts include Little Bourke Street (Chinatown), Lonsdale Street (Greek) and Lygon Street (Italian).



Globally connected - Melbourne boasts a 24-hour, curfew-free international airport and Australia's largest container and shipping port.



Victoria's Government Tourism Project Facilitation team provides expert advice and support to develop tourism projects from concept to reality.



Melbourne is a gateway to iconic regional locations such as the Great Ocean Road, Gippsland and the Mornington Peninsula, including stunning beaches, natural landscapes, historic towns and award-winning food and wine regions.



Lower business costs with industrial leases and office space rentals 35 per cent cheaper than Sydney. Melbourne boasts the lowest business tax rate, attractive payroll tax rates and energy costs that are 45 per cent lower than Sydney.



Access to a wide network of user-friendly public transport with regular and reliable bus, train and tram services, with free tram transport available throughout the central city.

Thinking about starting a business in Melbourne?

Visit melbourne.vic.gov.au/invest or email us at investmelbourne@melbourne.vic.gov.au.

Want help identifying products and services produced in Melbourne?

Visit melbourne.vic.gov.au/international or email us at global@melbourne.vic.gov.au.



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