

# THE HON JOHN EREN MP

Minister for Tourism and Major  
Events



Economic Development,  
Jobs, Transport  
and Resources



# VICTORIA'S VISITOR ECONOMY

## **Tourism is a significant economic driver for Victoria**

- Worth \$23.8 billion each year (total tourism spend)
- Generates 210,400 jobs in Victoria
- 114,000 jobs in Regional Victoria
- 22 new hotel developments approved in 2016-17, representing 4,761 rooms

# 2016-17 BUDGET

## Victorian tourism initiatives

- \$38 million for Visit Victoria for international, interstate and intrastate campaigns highlighting Melbourne and regional Victoria
- \$20 million Regional Events Fund
- \$103 million Regional Tourism Infrastructure Fund

# BUDGET 2017-18 - INVESTMENT IN THE VISITOR ECONOMY ACROSS GOVERNMENT

- \$24.7 million over two years for Visit Victoria marketing and to attract more business events
- \$271.5 million to complete the third stage of the Melbourne Park redevelopment
- \$90 million for the Investment Attraction and Assistance Program, including air services attraction
- \$28.7 million to the National Gallery of Victoria
- \$27.5 million for Regional Partnerships
- \$10.7 million for Film Festivals
- \$6.6 million for ongoing maintenance at seven state-owned arts and cultural institutions
- \$54.6 million to support Parks Victoria to unlock the benefits of Parks and special natural assets



# VISIT VICTORIA

- Operational since 1 July 2016.
- Providing marketing leadership across government and industry
- Wander Victoria campaign

# MAJOR EVENTS



# VISITOR ECONOMY STRATEGY

## Our Vision and Goal

Victoria will have a diverse range of outstanding experiences that attracts more visitors and drives jobs and investment.

What Success Will Look Like	2014/15	2024/25
Visitor Expenditure	\$23.1 billion (2015)	\$36.5 billion
Employment	210,400 jobs	320,700 jobs

## AIR SERVICES ATTRACTION

- 29 international airlines flying directly to Melbourne
- 9.2 million international passengers in 2015-16
- International seat capacity of 1,057,367 seats
- \$90 million over two years for the Investment Attraction and Assistance Program, including air services attraction





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Thank you