



The Hon. Natalie Suleyman MP

Minister for Tourism

**Public Accounts and Estimates Committee
Inquiry into the 2026/27 Budget Estimates**

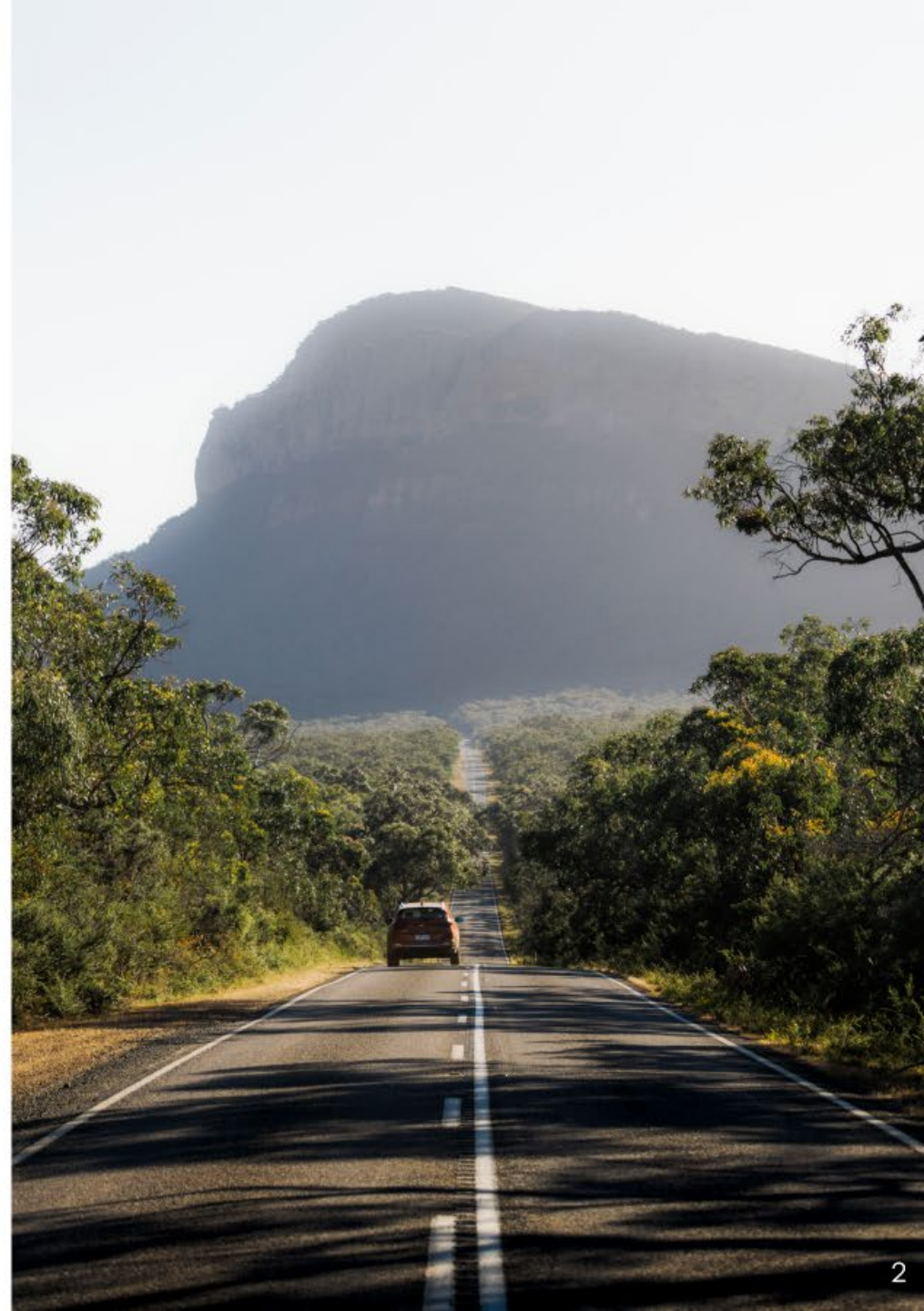
25 May 2026



Jobs, Skills,
Industry
and Regions

State of the Portfolio

- Victoria's tourism sector reached a record of **\$46.7 billion** in total visitor expenditure in 2025.
- Victoria retained its position as the **second largest** visitor economy in Australia.
- International tourism expenditure in Victoria grew by **7%** year-on-year to **\$9.7 billion** with record expenditure in regional Victoria of **\$840 million**.
- Melbourne secured the **top spot** in Time Out's Best Cities 2026 ranking.
- Melbourne **led the nation** in city-based overnight spend, trips and nights.
- Interstate overnight spend in Melbourne reached **\$5.9 billion** in 2025, giving it a **\$1 billion** lead over Sydney's \$4.9 billion.





Our Achievements

Delivered important initiatives through Experience Victoria 2033, Tourism entities and supported Victorian communities

- Led the nation in city-based overnight spend, trips and nights with a record **12.1 million hotel room nights** sold.
- Supported **13** Visitor Economy Partnerships representing visitor economy businesses throughout regional Victoria.
- Supported **217** infrastructure projects across rural and regional Victoria.
- Visit Victoria secured **77** partnerships supporting **74** campaigns to promote Melbourne and regional Victoria.
- Launched the First Peoples Tourism Growth Program to support First Peoples tourism businesses.
- Supported over **3000** regional tourism businesses through capability building and workforce programs.