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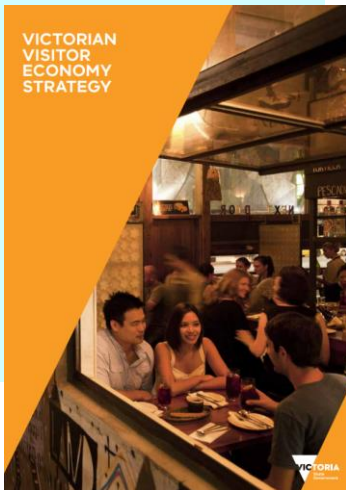
Minister for Tourism and Major Events

May 2018



Economic Development,
Jobs, Transport
and Resources

Victoria's Visitor Economy Strategy



2025 Strategy Goals

\$36.5

billion spend

320,700

jobs

Victoria's Visitor Economy Performance



\$26.4  **29.1%**
growth from 2014

billion
total tourism spend



78.1  **19.5%**
growth from 2014

million
total visitors




\$24.8  **17.3%**
growth from
2014/15

billion
tourism GSP

Target to increase



214,500  **11.6%**
growth from
2014/15

jobs
tourism employment

Budget 2018-19 Outcomes

\$51.1 million

- **Secure more major events, business events and regional events.**
- **Attract more visitors to Victoria**



Budget 2018-19 Outcomes



\$21.8 million over two years to bring more of the world's biggest conferences to the state:

- \$13 million for the Business Events Fund (BEF)
- \$800,000 for Business Events Victoria (BEV)



\$4.5 million to boost Victoria's Major Events Fund to attract more of the world's biggest and best cultural and sporting events.

\$4 million to introduce new authorised ticketing officers.



\$5.8 million to undertake strategic planning at Port Melbourne's Station Pier.

Budget 2018-19 Outcomes – Regional Victoria



\$153 million for Victoria's share of the Geelong City Deal, funding major visitor initiatives such as the Shipwreck Coast Masterplan and development of the Geelong Convention and Exhibition Centre.



\$2 million to help Regional Tourism Boards grow their local economies and local jobs through the Regional Events and Innovation Fund.



\$2 million for the Falls to Hotham iconic trail.

\$500,000 for a Grampians Cycling Plan.

\$500,000 towards the Murray River Adventure Trail.

\$300,000 towards silo arts in the Mallee

Other Key Investments

\$225 million for the Victorian Major Stadia Funding Program

\$70.6 million to Parks Victoria which will secure the benefits of parks for all Victorians

\$50 million for Geelong Fast Rail with Airport Rail planning

\$31.6 million for the Australian Centre for the Moving Image redevelopment

Almost \$1 billion to upgrade and repair Victoria's regional roads

Reduce regional payroll tax rate to 2.45% estimated to benefit around 4000 businesses

Free TAFE for Priority Courses including Certificate III in Hospitality

Key Achievements

Since July 1 2016, Visit Victoria has successfully facilitated:

- more than 60 major events
- more than 330 business events
- more than 160 regional events
- Regional marketing campaign
- Interstate marketing campaign
- China Campaign

Intrastate campaign



Interstate campaign



China campaign



Key Achievements

Major Events

- Won 'Best Major Events Strategy' at Ultimate Sports City Awards 2018

Major Events Act

- Bill passed by Parliament on 8 May 2018

Recently secured

- USA Dreamteam vs Australian Boomers
- T20 Cricket World Cup
- Harry Potter and the Cursed Child
- Come From Away

Business Events

- Lions Club International Conference
- 2021 Global Public Transport Summit
- International Society for Stem Cell Research Annual Meeting 2018
- International Dragon Awards Meeting 2017

MCEC Expansion

- \$205 million provided in 2015-16 State Budget
- Adding nearly 20,000 square metres of flexible, multi-purpose event space
- 347 room Novotel South Wharf hotel

Regional Victoria

Tourism is helping to grow economies in Regional Victoria



Regional Achievements

REGIONAL EVENTS

- ICC World T20 Cricket 2020 in Geelong
- 2018 White Night - Ballarat, Geelong and Bendigo
- Western Bulldogs in Ballarat
- Riverboats Music Festival

REGIONAL TOURISM INFRASTRUCTURE

- Stage 1 of the Shipwreck Coast
- Phillip Island Nature Park Visitor Centre
- Indigenous, creative and sport infrastructure



Investment

AVIATION

- 34 direct international airlines from Melbourne Airport
- New international flights from at Avalon Airport



ACCOMMODATION

- In 2017/18:

9
hotel
developments

1,100
rooms

2,550
rooms under
construction



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