

AO ECONOMIC BENEFITS 2025 Fact Sheet

Australian Open 2025 produced the highest ever economic contribution.

2025 KEY FACTS

\$565.8M



total expenditure stimulus in 2025. This uplift is generated by Australian Open activity nationally, plus event organisers and attendee spend at the AO.

\$424.4M

was generated at the Australian Open for the Melbourne economy.

\$3.46B

has been generated at the Australian Open for Victoria over the past ten years.



JOBS

2722



full-time equivalent jobs generated, **an increase of 15.78%** – the highest on record.



Australian Open 2025 resulted in **775 jobs** in the accommodation, hotels and café sector, **182 jobs** in trade services, **103** in road transport and **85 jobs** in construction services.

TOURISM



442,887

bed nights were booked in Victorian hotels.

\$243.92



average daily spend per visitor.

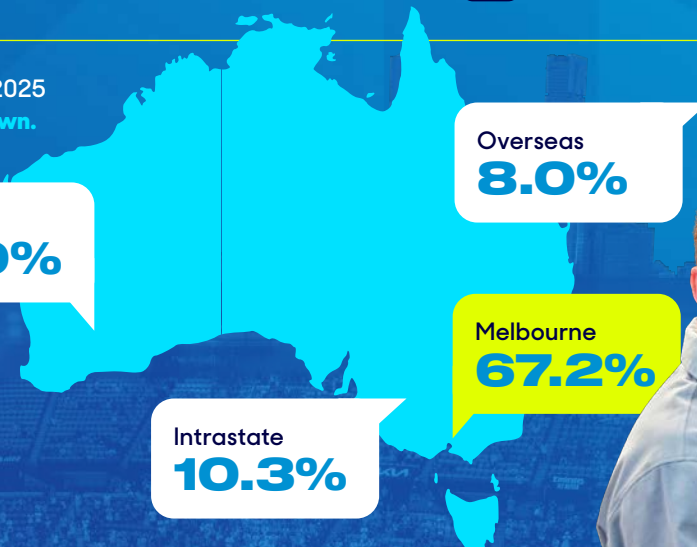
Australian Open 2025
attendee breakdown.

Interstate
19.0%

Overseas
8.0%

Melbourne
67.2%

Intrastate
10.3%



ATTENDANCE



Australian Open 2025 broke both two-week and three-week attendance records.

1,218,831

fans attended the Australian Open 2025 across the three week event smashing previous attendance records, with **1,110,657** in 2024.

116,528

fans attended the AO during opening Week.

7.5M+

people have attended the Australian Open over the last 10 years.



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GLOBAL VIEWERSHIP



1.91B

global cumulative reach for AO25.

124,589

global broadcast coverage hours.

758M

hours viewed globally of the Australian Open 2025 (cross-platform audience), **+3% vs 4-year average.**

TOP 5

countries by total hours viewed.

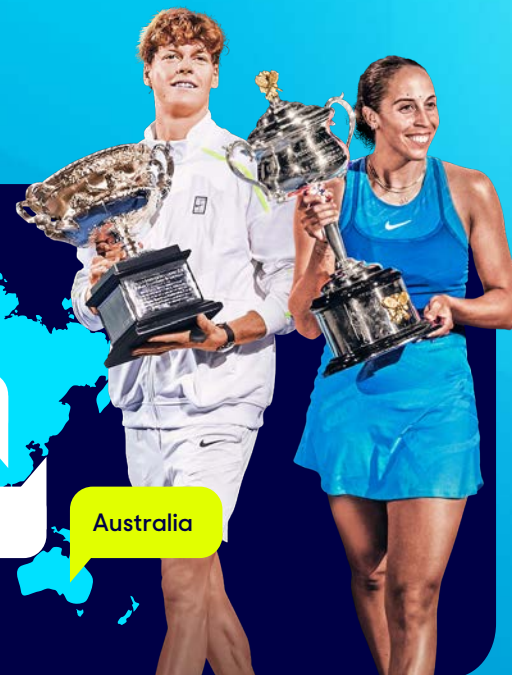
USA

China

Italy

Japan

Australia



TECH & INNOVATION



150%+

page views of AO coaches box technology.

70+

coaches box broadcast interviews conducted.



12

new startups launched at the AO25.



DOMESTIC BROADCAST HIGHLIGHTS



13.07M

people were reached across the 9Network's coverage of AO25, **up 2% year-on-year.**

150M

domestic hours viewed (cross-platform), **+8% year-on-year.**

MEDIA, CONTENT AND DIGITAL



18.9M

total AO social followers - which was **up 15% year-on-year.**

40M+

AO web and app visits.

2.32B

AO social impressions - **up 11% year-on-year.**



KEY PERCEPTIONS



97.7%

of Victorian attendees surveyed believe that is important for Victoria to host the Australian Open each year.

74.7% of visitors who attended the Australian Open 2025 agree that the AO is a major highlight in the sporting calendar and **72.8%** believe that it puts the attention of the world onto Australia during the event.

