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Australian Open hits up customer spending ace

The 2025 Australian Open served up a boost to consumer spending in Melbourne's events precinct, according to analysis of ANZ customer spending data¹.

The data shows an increase in spending on travel, including public transport and accommodation, food and drink, including fast food and bars and clubs, during the 2025 Australian Open period.

ANZ analysed customer spending in suburbs close to Melbourne Park, including Melbourne's CBD, Richmond, East Melbourne, St Kilda, Docklands, Southbank, Fitzroy and Collingwood during the 2025 Australian Open period.

SPENDING IN SURROUNDING SUBURBS² – ANZ CUSTOMER DATA

FOOD & DRINK

- Spending on the **food and drink** category peaked at \$1,300,000 during the 2025 Australian Open period, increasing from the annual median of \$625,000.
- Spending in the subcategory of **fast food** topped \$87,000 over the 2025 period, up from the annual median of \$63,000.
- Spending in the subcategory of **bars and clubs** reached \$367,000 during the 2025 period, rising above the annual median of \$169,000.

TRAVEL

- Spending on **travel** in surrounding postcodes reached a peak of \$1,390,000 over the 2025 period, with annual median spending in this category topping \$674,000.
- Spending in the **accommodation** subcategory hit almost \$665,000 during the 2024 tournament period, compared to the annual median spend of \$74,000.
- **Public transport** spending topped \$526,000 over the 2025 Australian Open period, above the annual median spend of \$403,000.
- Total customer expenditure on **car parking** peaked at almost \$29,000, an increase on the annual median spend of \$21,000.

ANZ Senior Economist Adelaide Timbrell said: "Levels of consumer spending can temporarily rise during one-off events. And more broadly, households have started spending more on discretionary purchases, with retail sales adjusted for inflation rising on a per person basis for the first time since 2022.

"Precincts in the vicinity of major sporting and cultural events can benefit from increased consumer demand as spending broadens to include related goods and services. The persistently low unemployment rate and the recent rise in consumer confidence also supports appetite for spending," said Timbrell.

Australian Open Tournament Director Craig Tiley said: "The Australian Open isn't just a world-class sporting event — it's a powerhouse for Melbourne's economy. Every year, fans from across Australia and around the globe pour into the city, filling hotels, dining in restaurants, shopping in stores, and bringing an incredible energy to local businesses.

¹ANZ customers who made a transaction with Tennis Australia during January 2024 in any of the below postcodes.

² Refers to postcodes 3000, 3002, 3004, 3006, 3121, 3065 & 3066.

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“The AO’s impact extends well beyond the courts, injecting millions into the tourism, hospitality, and retail sectors, and helping Melbourne thrive. This ongoing economic boost is vital, ensuring the tournament continues to grow while supporting the businesses that make this city so special.”

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