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Game, set, spend: Australian Open crowds expected to drive a winning month for Melbourne retail

Analysis of ANZ data shows the Australian Open and Melbourne's packed summer events calendar will drive a significant surge in consumer spending and a busy period for businesses across the city.

Based on ANZ customers residing in inner-Melbourne postcodes surrounding the Australian Open precinct, total credit card spend reached \$16.9 million during the 15-day tournament period in 2025, up 1.4 per cent compared to the previous year.

The food and beverage sector was a standout driver of spending, with locals and visitors flocking to restaurants, cafés and bars throughout the 2025 event. Categories including takeaway food, cafés and liquor stores accounted for \$3.5 million in total credit spend over the course of the tournament.

Travel-related spending also recorded strong growth, with total credit spend reaching \$2.9 million, representing a 6 per cent year-on-year increase. Higher spending on accommodation and transport highlights the continued draw of the Australian Open for interstate and international visitors.

The Australian Open remains [a major economic contributor for Victoria](#). Tennis Australia reported a record attendance at the 2025 tournament, with more than 1.2 million fans attending across the three-week event, generating \$565.8 million for the state's economy.

ANZ Senior Economist Adelaide Timbrell said despite recent inflation and consumer confidence pressures, the popularity of large-scale events like the Australian Open are encouraging.

"Despite an 18-month low in consumer confidence recent household spending data has been robust. The continued popularity of events like the Australian Open, and the spending that is triggered by these events, are an encouraging sign for businesses and households in the economy in 2026."

"Households are benefitting from previous income tax cuts and rate cuts, as well as continued wage growth and employment growth. We expect an interest rate hike in early February, which could dampen consumer confidence and spending appetite post the event," concluded Ms Timbrell.

Retailers across Melbourne's CBD and surrounding precincts have reported increased foot traffic and higher-than-usual transaction volumes throughout the tournament, as tennis fans take advantage of the city's hospitality, retail and entertainment offerings.

Bubs Fahour, Co-owner of The George on Collins, said the Australian Open consistently delivers a noticeable uplift in trade each year, particularly during evening sessions and throughout the weekend.

"The Australian Open always brings an incredible buzz to the city, and we've really felt it this year. We saw at least 10 per cent growth in the lead-up to the tournament, and over the past few days that's jumped to around 20 per cent."

After the quiet patch that follows Christmas and New Year, the Australian Open is exactly what Melbourne needs - suddenly the city comes alive again. The crowds, the energy, the tourists – it all creates a fantastic boost for hospitality," concluded Mr Fahour.

ANZ is the Official Bank of the Australian Open.

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