

AO ECONOMIC BENEFITS 2026 Fact Sheet

Australian Open 2026 produced the highest ever economic contribution.

2026 KEY FACTS

\$722.32M



total expenditure stimulus generated by Australian Open 2026. This **27% uplift** on the previous year includes visitor and event organiser spend plus all attendee spend related to the AO.

\$549.6M

was generated at the Australian Open for the Melbourne economy.

\$3.9B

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

JOBS

2547



full-time equivalent jobs generated.



Australian Open 2026 resulted in **803 jobs** in the accommodation, hotels and café sector, **191 jobs** in retail trade services, **113** in road transport and **70 jobs** in construction services.

TOURISM



705,239

bed nights, the biggest on record, **59.2%** increase on AO25

\$247.80



average daily spend per visitor.

Australian Open 2026 attendee breakdown.

Interstate
18.6%

Overseas
7.9%

Melbourne
62.6%

Intrastate
10.9%

ATTENDANCE



Australian Open 2026 broke both two-week and three-week attendance records.

1,368,043

fans attended the Australian Open 2026 across the three week event smashing previous attendance records, with **1,218,831** in 2025.

217,999

fans attended the AO during opening Week.

8.1M+

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



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GLOBAL VIEWERSHIP



2.2B

global cumulative reach for AO26

136,769

global broadcast coverage hours



781M

hours viewed globally
of the Australian
Open 2026

TOP 5

countries by total
hours viewed

USA

China

Poland

Japan

Australia



INNOVATION



24hr

world feed continuous across
all 15 days of the main draw

40

Cameras
behind the
scenes



9

new companies
joined AO Startups
at AO26.



DOMESTIC BROADCAST HIGHLIGHTS



14.3M

viewers reached during AO26 - a **9.7% year-on-year increase**, and the highest since 2022 when Ash Barty and the 'Special Ks' (Nick Kyrgios and Thanasi Kokkinakis) lifted trophies

179M

domestic hours
viewed, a **20% year-on-year increase**.

MEDIA, CONTENT AND DIGITAL



16M

total AO social followers -
with an additional 6.2 million
on China social platforms

4.6B

AO social impressions. 1.1 billion
impressions generated by more than 700
AO influencers - **up 160% year on year**.

142M

AO web and
app visits.

KEY PERCEPTIONS



97.9%

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

90.6% of visitors who attended
the Australian Open 2026 agree
that the AO is a major highlight
in the sporting calendar and
91.7% believe that it puts the
attention of the world onto
Australia during the event.

