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Media Release

NSW fails as Victoria and the MCG secure NFL matches.

The NSW Tourism Association (NSWTA) is deeply disappointed following today's announcement that the Melbourne Cricket Ground will exclusively host a blockbuster National Football League (NFL) fixture for three years from 2026 in a deal worth millions.

This is a devastating blow for New South Wales. Beyond the global tournaments of the Olympic Games, Rugby World Cup and Football World Cup, there is no bigger global sporting event than the NFL. This is the highest-profile event in international sport, and its absence from New South Wales is a lost opportunity for tourism, hospitality, and our state's global reputation as a major events destination.

The fact that this deal has been secured by Victoria is a clear indication that the New South Wales Government has dropped the ball. Attracting events of this scale should be a priority, yet this announcement highlights a failure to compete effectively on the world stage.

New South Wales has world-class rectangular stadiums able to cater to all sporting events and an enviable track record of hosting major events, yet it has been overlooked for one of the world's most sought-after tourism events. The economic and tourism benefits of hosting NFL are undeniable, and it is unacceptable that New South Wales will not share in this opportunity.

Destination NSW exists to win these events for the state of NSW. This is either a failure of government or clear indication that the visitor economy is not a priority for the Minns Labor Government.

Quote from Natalie Godward, CEO, NSW Tourism Association:

"This is an epic failure for the NSW Government and Destination NSW."

"It's inexplicable that NSW could go from pole position to losing out on one of the most sought after pieces of sporting and tourism content in the world."

This event would have delivered massive economic benefits and global exposure for our state. Instead, we are seeing a huge, missed opportunity while Victoria secure world-class events that should be coming here."

ENDS

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