



WINERIES, BREWERIES, DISTILLERIES, FARMGATES



HEADLINE STATS FOR 2019



TRIPS
5.7 MILLION



NIGHTS
19.4 MILLION
3.4 NIGHTS
PER TRIP



SPEND
\$5.9 BILLION
\$1,028 PER TRIP
\$303 PER NIGHT

Australians took almost 6.8 million daytrips to the wineries, breweries, distilleries and farmgates spending \$1.1 billion.

WHO ARE THEY?

- On average, 4.9% of domestic overnight visitors visited a winery, brewery, distillery or farmgate on their trip. This was higher among:
 - 30 to 34 year olds (6.3% of trips)
 - friends or relatives travelling together without children (8.1%) and adult couples (7.2%)
 - those who lived in capital cities (6.1%).
- Two-thirds (66%) were from intrastate.
- Older visitors (aged 55 and over) made up one-third of visitors (33%).

WHY DO THEY TRAVEL?

- Holiday travel was the largest driver of trips, making up 63% of trips.
- Those visiting friends and relatives were the second largest category (27%).
- Business travellers also enjoyed these activities, accounting for 8% of visitors.

WHERE AND WHEN DO THEY GO?

- The majority of visitors (82%) had their experience in a regional destination (4.7 million).
- February and August were low demand periods, accounting for 6% each of trips. High demand occurred in January, April and July, which was consistent with domestic travel patterns.
- Visitors were more likely to visit a winery, brewery, distillery or farmgate if they travelled to Tasmania (10.5% of visitors to the state had this experience), South Australia (10.4%) or Western Australia (8.8%).

HOW LONG DO THEY STAY?

- Average trip length was 3.4 nights.
- Those on interstate trips stayed longer, 4.1 nights compared to 3.0 nights for intrastate trips.
- Around 42% of trips were just 1 to 2 nights in length.



DESTINATION INFORMATION

2.7 million visitors got information from a direct internet search.
1 million visitors (18%) stay at the winery for 4-6 hours, 17% stay 2 hours.
3.1 million visitors do a wine tasting.
2.5 million purchase wine to take home.

WHERE DO THEY STAY?

- Visitors were more likely to stay in private accommodation such as the home of a friend or relative (29% of nights).
- In terms of commercial accommodation, hotels, motels and resorts were the most popular choice (25% of nights), followed by rented houses and apartments (15%) and caravan parks and camping grounds (11%).

HOW DO THEY GET THERE?

- While the majority of people who participated in these activities used car transport, 18% still travelled by air during their trip.

WHAT DO THEY SPEND MONEY ON?

- The largest spend category was food and drink with \$2.1 billion spent. Average spend per trip and per night was also much higher than the Australian average of \$225 and \$62, respectively.
- Accommodation accounted for a smaller portion (\$1.5 billion).
- Airfares were a significant expense for those who travelled by air, at \$591 per trip.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$2,113m	\$397	\$117
Accommodation	\$1,493m	\$547	\$176
Domestic airfares	\$571m	\$591	\$141
Petrol	\$497m	\$143	\$43
Shopping, gifts and souvenirs	\$410m	\$202	\$50
Tours	\$313m	\$994	\$268
Total	\$5,869m	\$1,028	\$303

WHAT DO THEY DO?

- Within this group, wineries were by far the most popular option, with 75% making this choice. Breweries (22%) were the next most popular.
- This cohort complemented their experience with other related activities, such as:
 - eating out at cafés or restaurants – 85%
 - going to pubs or clubs – 35%
 - visiting markets – 16%.
- They also engaged in outdoor and nature activities, with 31% going to the beach and 23% visiting a national park.

NEED MORE INFORMATION?

Email tourism.research@tra.gov.au for more data relevant to you region or sector. We aim to help business by answering most requests free of charge.