



# Agritourism in Australia

This Tourism Research Australia (TRA) report, in conjunction with Tourism Australia (TA), uses the latest TRA and TA data to measure and evaluate agritourism, track growth and measure impact.

In 2024, trips involving one or more agritourism activity accounted for:



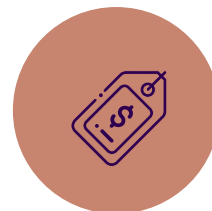
**18.5 million trips**

(6% of total trips in Australia)



**99.9 million nights**

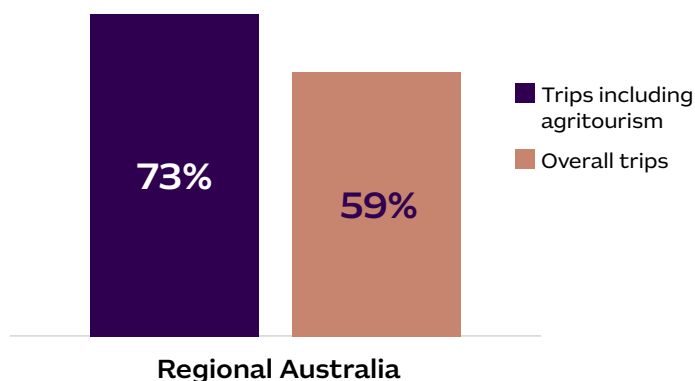
(18% of total nights in Australia)



**\$20.3 billion spend  
in Australia**

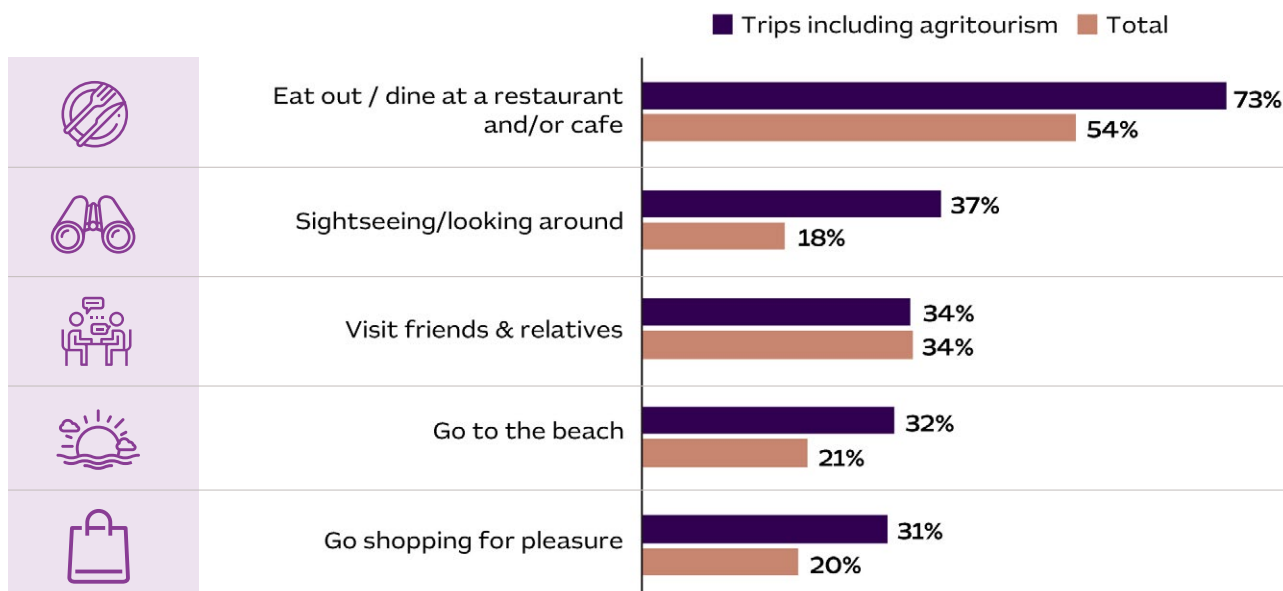
(14% of total tourism spend  
in Australia)

3 in 4 trips that include  
agritourism activities visited  
regional Australia in 2024, higher  
than overall trip proportions



## Activities

Travellers that engaged in agritourism engage in a higher number of trip activities compared with the average, pointing to the opportunity for businesses to pair experiences with agritourism activities in the area.



## International visitors engaging with agritourism

United Kingdom, China, and United States accounted for 1 in 3 international trips that include agritourism and \$1 in \$3 dollars spent in Australia by international visitors on trips involving agritourism. In 2024, these 3 markets contributed \$1.8b to Australia through trips that included agritourism.

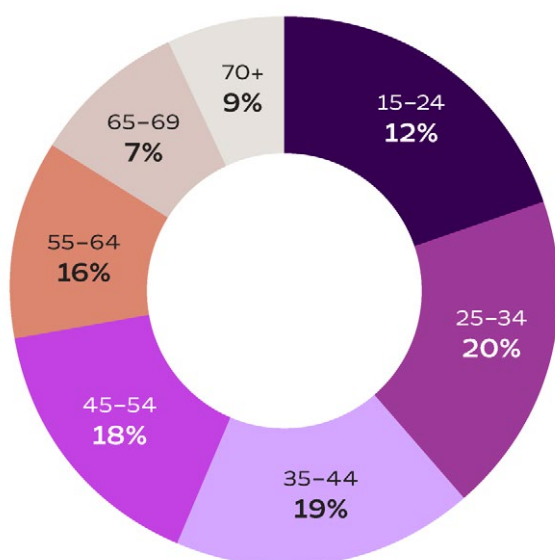
## Top 5 markets of origin for agritourism

	Visitors (000)	Expenditure (\$M)
United Kingdom	168,033	\$739
China	143,444	\$506
United States of America	138,078	\$512
New Zealand	122,552	\$290
Korea	116,116	\$491

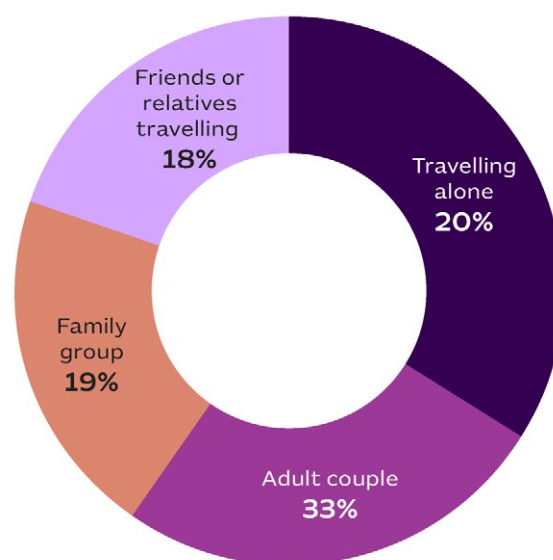
## Trip demographics

A broad-based demand for agritourism among various age groups and travel parties has the potential to attract a diverse audience, contributing to the growth and prosperity of agritourism and surrounding regions.

**Trips by age group (%)**



**Trips by travel party (%)**



Read the full **Agritourism in Australia Report** at [tra.gov.au](https://tra.gov.au)

### Data sources

- Tourism Research Australia, International Visitor Survey (NVS and IVS)

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated October 2025.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade).

**Web:** [www.tra.gov.au](https://www.tra.gov.au). **Enquiries welcome at:** [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)