



Australian Government

Australian Trade and Investment Commission

Tourism Research Australia

Agritourism in Australia

Measuring and evaluating agritourism in Australia

October 2025



A close-up photograph of a person's hands and arms, adorned with traditional white and red body paint. The person is holding a bundle of green, elongated leaves over a surface of bright red sand. The background is blurred, showing more of the red sand and some rocks.

Acknowledgement of Country

We acknowledge the Traditional Custodians of lands throughout Australia and pay our respects to their Elders past and present. We recognise the enduring connection of First Nations people to land, sea and waters, and their deep care for Country over 65,000 years. We honour the enormous contribution First Nations cultures and traditions make to the visitor experience in Australia and commit to protecting and nurturing these cultures in partnership with First Nations communities.

A man of the First Nations people of Australia performing a ritual medicine dance.

Image © Austrade

Contents

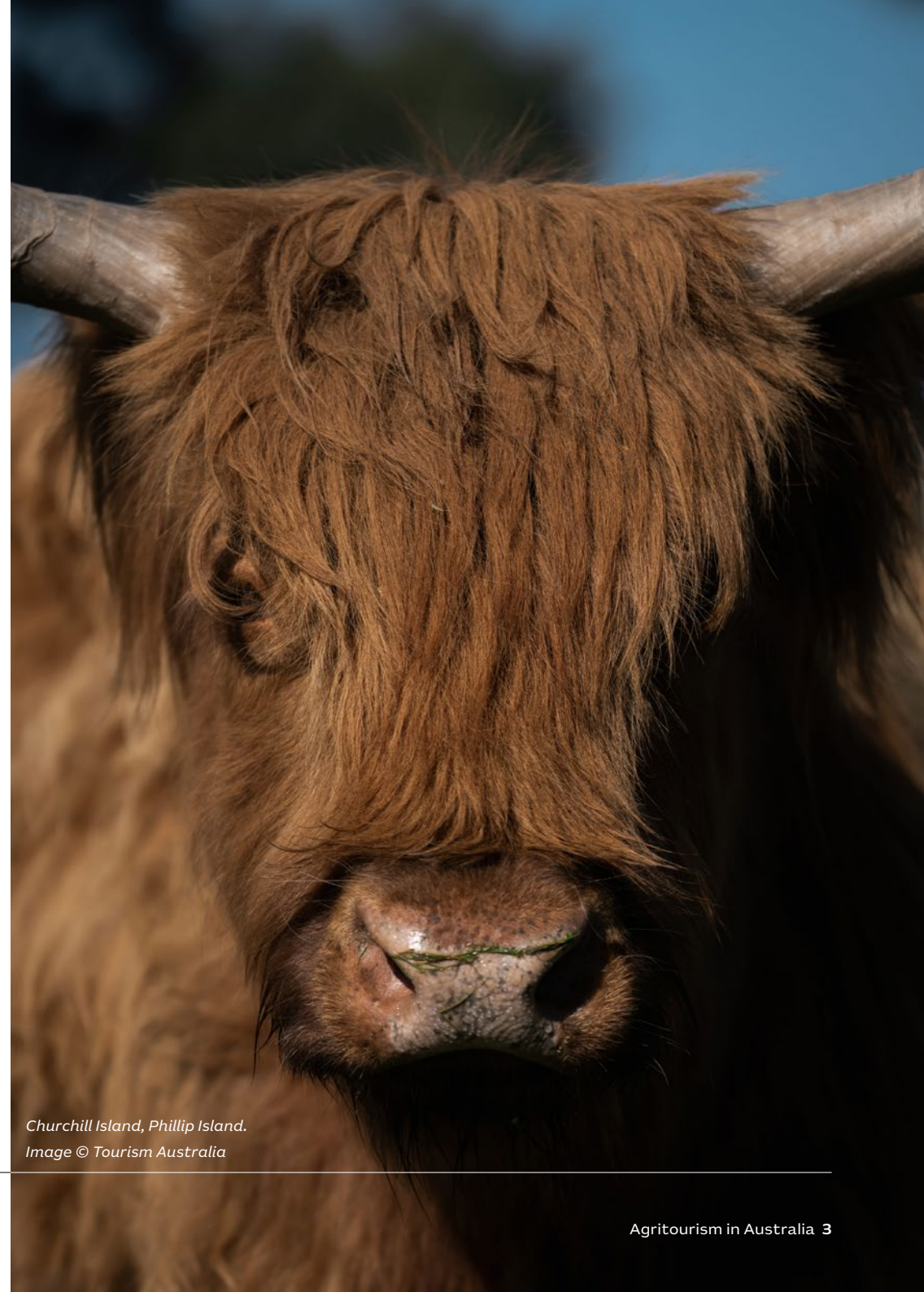
Executive summary	04
Who's buzzing about agritourism? Traveller types and engagement with agritourism	08
The lay of the land: characteristics of agritourism trips	15
Harvesting insights: Conclusions and recommendations	20

Cover image:

Atherton Tablelands, Tropical North Queensland.
Image Courtesy of Tourism Australia.

Cover graphic:

We acknowledge Noongar artist Bradley Kickett for the use of his artwork Trade Grounds. The graphic devices featured in Austrade's visual identity are formed using elements from Trade Grounds, which was commissioned by Austrade as part of our Reconciliation Action Plan.



Churchill Island, Phillip Island.
Image © Tourism Australia

Executive summary

Agritourism is showing growth and opportunity for Australia's visitor economy.

Globally, agritourism is on the rise with increased supply and demand for agritourism experiences. From wine regions in Europe, spice plantation tours in India to dairy farm stays in Midwest USA, agritourism businesses are opening the gates for visitors to experience their unique offering. Across international markets, the nuances of agritourism have developed into a sector that defies a single definition and metric.

This Tourism Research Australia (TRA) report, in conjunction with Tourism Australia (TA), aims to measure agritourism under a national and consistent approach. It uses the latest TRA and TA data to measure and evaluate this diverse sector, track growth and measure impact.

In 2024, Australian agritourism grew in trips, nights, and spend, showing the sector is a strong contributor to the growth of the visitor economy. Those who engage with agritourism have higher than average spend per trip and spend per night than overall travellers within Australia.

International visitation and expenditure data shows the United Kingdom, China, and United States were the top 3 markets for agritourism in Australia in 2024, accounting for 1 in 3 trips.

Tourism Australia's *Future of Demand (2022)* highlights the opportunity of agritourism, with data showing 84% of global travellers from around the world (excl. Australians) would be interested in these activities on their next international trip.

There is strong engagement with agritourism across Australia. Victoria and New South Wales are the top two destination states for agritourism activities, each accounting for 1 in 3 trips involving agritourism. Queensland, Western Australia, and South Australia each account for 1 in 7 trips involving agritourism. As jurisdictions with fewer total visitors than larger states, Tasmania, Northern Territory and the Australian Capital Territory have fewer agritourism trips occurring, but each of these states and territories are home to strong agritourism offerings.

Demand for agritourism experiences is broad. This is seen through the spread of ages and travel party types engaging with agritourism on their trips. There is opportunity for agritourism in Australia to meet the needs of many travellers, domestic and international, and continue to grow and become a key sector of the visitor economy.



Caversham, Perth.
Image © Tourism Australia

Measuring agritourism with Tourism Research Australia

This report utilises available Tourism Research Australia's (TRA) National Visitor Survey (NVS) and International Visitor Survey (IVS) data to measure and evaluate agritourism. The following agritourism-related activities asked in the NVS and IVS are combined to provide insights about agritourism in Australia:

- farm visits,
- visits to farm gates,
- visits to wineries, breweries, or distilleries,
- Aboriginal food experiences,
- and visits to food markets.

Due to data collection methods, the numbers used in this report relate to trips that include one or more agritourism activities. This means that if an agritourism activity takes place on a trip, then all the nights and spend for that whole trip are counted in the figures reported here. The contribution of agritourism activities specifically is not able to be captured due to the way the data is collected in the surveys.



Trips involving agritourism activities in 2024



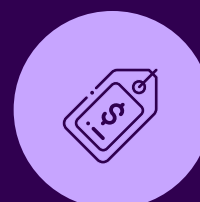
18.5 million trips
(6% of total trips in Australia)

- 1.4 million international (22%)
- 9.6 million domestic overnight (9%)
- 7.5 million domestic day trip (4%)



99.9 million nights
(18% of total nights in Australia)

- 56.3 million international (32%)
- 43.6 million domestic overnight (11%)



\$20.3 billion spend in Australia
(14% of total tourism spend in Australia)

- \$5.6 billion international (31%)
- \$13.0 billion domestic overnight (12%)
- \$1.7 billion domestic day trip (7%)

Brackets indicate share of agritourism to total metrics for tourism in Australia in 2024.

Agritourism grew in 2024 with trips, nights, and spend all increasing

In 2024, the total number of trips including agritourism grew by 2% from 2023. By trip type, there were 1% more domestic overnight trips, 1% more domestic day trips, and 15% more international trips including agritourism.

The growth rate of domestic overnight trips and international trips including agritourism was in line with the overall trip growth in 2024, while growth in day trips including agritourism was much stronger than for all day trips (which declined by 6% in 2024).

Nights on trips involving agritourism grew by 10% from 2023. This was stronger growth than for overall travel nights, which increased by 5% over the period.

The growth in nights on trips with agritourism was led by international travellers, which increased by 21% in 2024, while domestic nights decreased by 2%.

Total spend in Australia on trips involving agritourism grew by 5% from 2023.

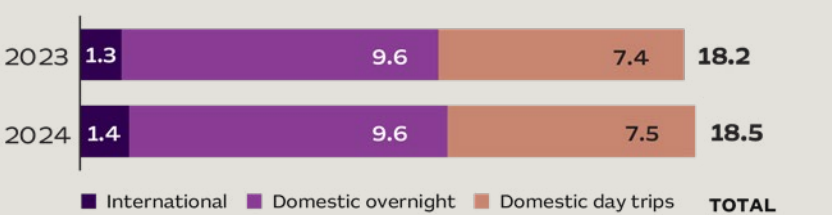
International spend in Australia increased by 22% on trips including agritourism, which was faster than the growth in overall international spend of 19%.

Domestic day trip spend on trips with agritourism increased by 18%, well ahead of the overall day trip spend which fell by 7% compared with 2023.

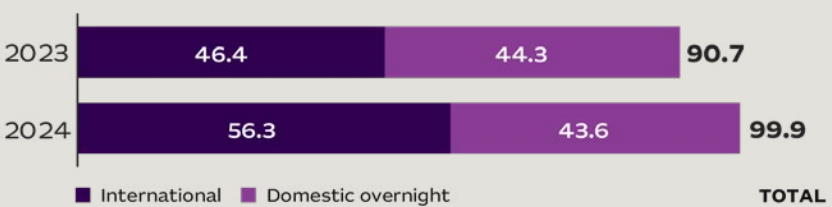
Domestic overnight spend on trips with agritourism decreased by 2% in 2024.

Tourism Research Australia, IVS and NVS. 2023, 2024.

Trips including agritourism activities in Australia (million)



Nights on trips involving agritourism activities (million)



Spend on trips involving agritourism activities (billion)





84% of global travellers (excl. Australians) are interested in 'agritourism experiences' on a future

international holiday according to Tourism Australia's Future of Demand research.

The below travellers are particularly interested in agritourism experiences for future international holidays:

- **Luxury travellers*** (91%)
- **High yield travellers** (88%)
- **Those aged 30 – 39** (87%)

Australia is well placed to meet this interest in agritourism as we have a diverse and growing agritourism sector to accommodate high spend travellers and boost regional economies.

-
- A luxury traveller is defined as actual or intended spend above \$1,000AUD per person, per night.
 - Agritourism experiences in Tourism Australia's research were defined as aquaculture, farm experiences, Indigenous food experiences, meet the maker food/drink tours, stay in a renowned agricultural / winegrowing region, tasting trails, wine, beer or liquor pairings with food, wine, beer or liquor tasting tours or winery stays.

Future of Demand – Corporate – Tourism Australia

Hagley, Northern Tasmania.
Image © Tourism Australia

A photograph of two beekeepers in white protective suits and veils. The beekeeper on the right is holding a wooden frame covered in bees. The background shows a clear blue sky and some greenery.

Who's buzzing about agritourism?

**Traveller types and
engagement with agritourism**

*Bowral, Southern Highlands
Image © Tourism Australia*

Trips and spend is spread across age groups, indicating broad-based demand for agritourism experiences

Travellers 25–34 have the highest proportion of trips and longer than average trip length, accounting for 26% of total nights and 20% of spend.

Spend behaviours vary by age group:

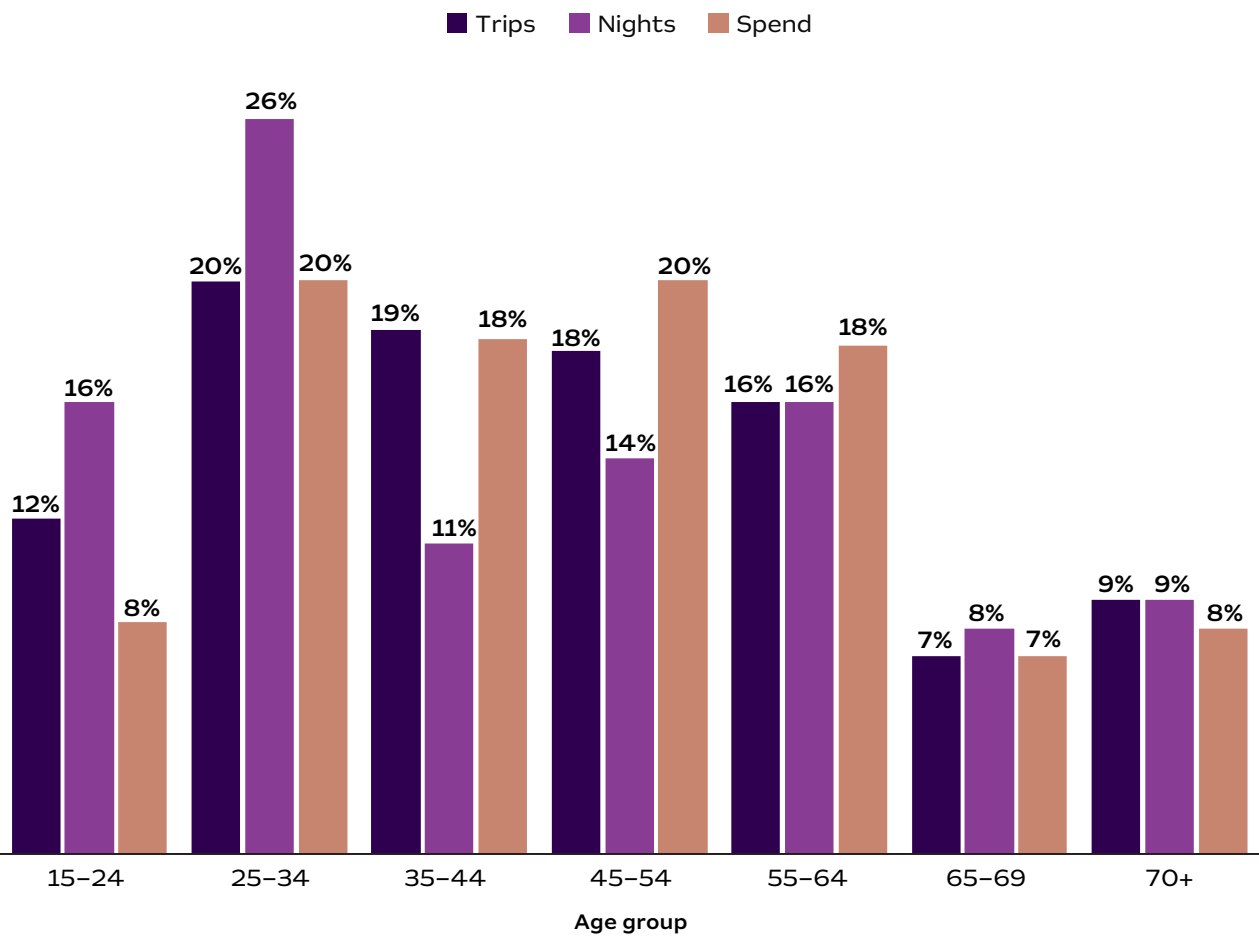
- Travellers aged 55–64 have the highest average spend per trip at \$1,281, and;
- Travellers aged 35–44 have the highest average spend per night at \$328.

A diversified offer from the agritourism sector can continue to attract a range of travellers who can contribute to the success of the sector and surrounding regions.



Source: Tourism Research Australia, IVS and NVS. 2024.

Trips, nights, spend by age (%)



Adult couples are a key group, engaging in the most agritourism activities – especially wineries, distilleries, and breweries – and spending the most on their trips

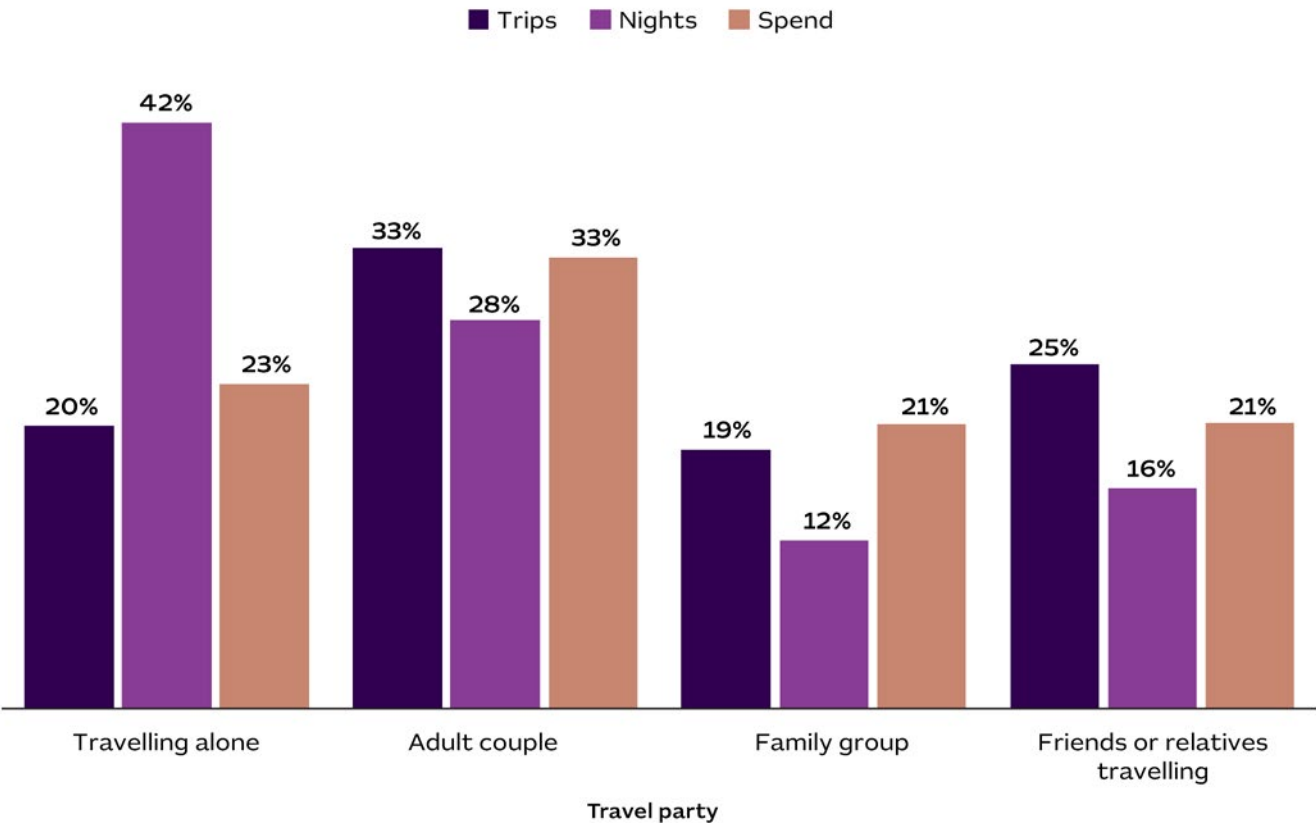
Adult couples were the highest individual group for trips and spend, making them a key opportunity for tourism operators in the agritourism sector.

Solo travellers are more likely to stay longer, however their spend is less than that of couples. Families and friendship groups take relatively shorter trips resulting in a high than average spend per night.

Average spend per night varies by travel party:

- Travelling alone: \$103 per night
- Adult couple: \$217 per night
- Family group: \$316 per night
- Friends or relatives: \$242 per night

Trips, nights, spend by travel party (%)



Source: Tourism Research Australia, IVS and NVS. 2024.

Domestic travellers

(leisure and business travellers engaged with agritourism vs overall domestic leisure and business travellers)

Compared to the average Australian domestic traveller, domestic agritourism travellers are more likely to be female, travelling as an adult couple, and have much higher average trip spend. 2 in 3 are likely to be on a holiday, higher than the average Australian traveller, with Melbourne travellers more likely to engage in agritourism on their trips relative to their share of trips.

Median age:

35–44 (same)

Gender:

Female

(51% vs 46%)

Travel party:

Adult couple

(35% vs 24%)

Average spend per trip:

\$863 (vs \$462)

Purpose of travel:

Holiday (66% vs 52%)

From (region):

Melbourne (20% vs 16%)

Sydney (14% vs 15%)

Regional NSW (14% vs 15%)



Mount Jagged, Fleurieu Peninsula
Image © Tourism Australia

Source: Tourism Research Australia, NVS. 2024.

International travellers

(leisure and business travellers engaged with agritourism vs overall international leisure and business travellers)

Compared to the average international traveller, those participating in agritourism activities on their trip are more likely to be here for a holiday and have much higher than average spend per trip. These travellers are still likely to be travelling alone, although slightly less than the average. Travellers from the United Kingdom make up a larger share of trips involving agritourism activities than their share of overall international trips.

Median age:

45–54 (same)

Gender:

Female
(same)

Travel party:

Travelling alone
(49% vs 54%)

Average spend per trip:

\$3,894 (vs \$2,044)

Purpose of travel:

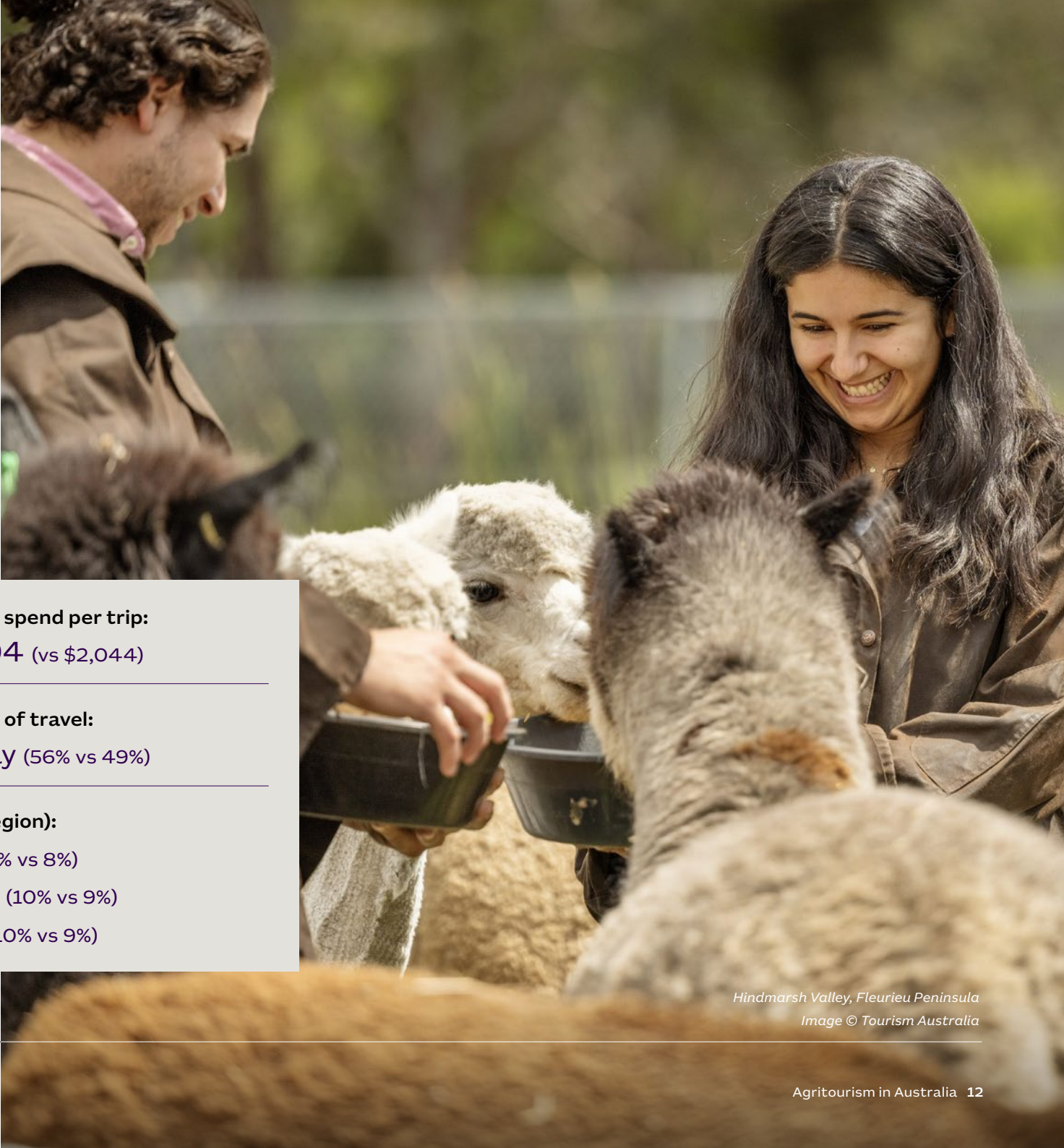
Holiday (56% vs 49%)

From (region):

UK (12% vs 8%)

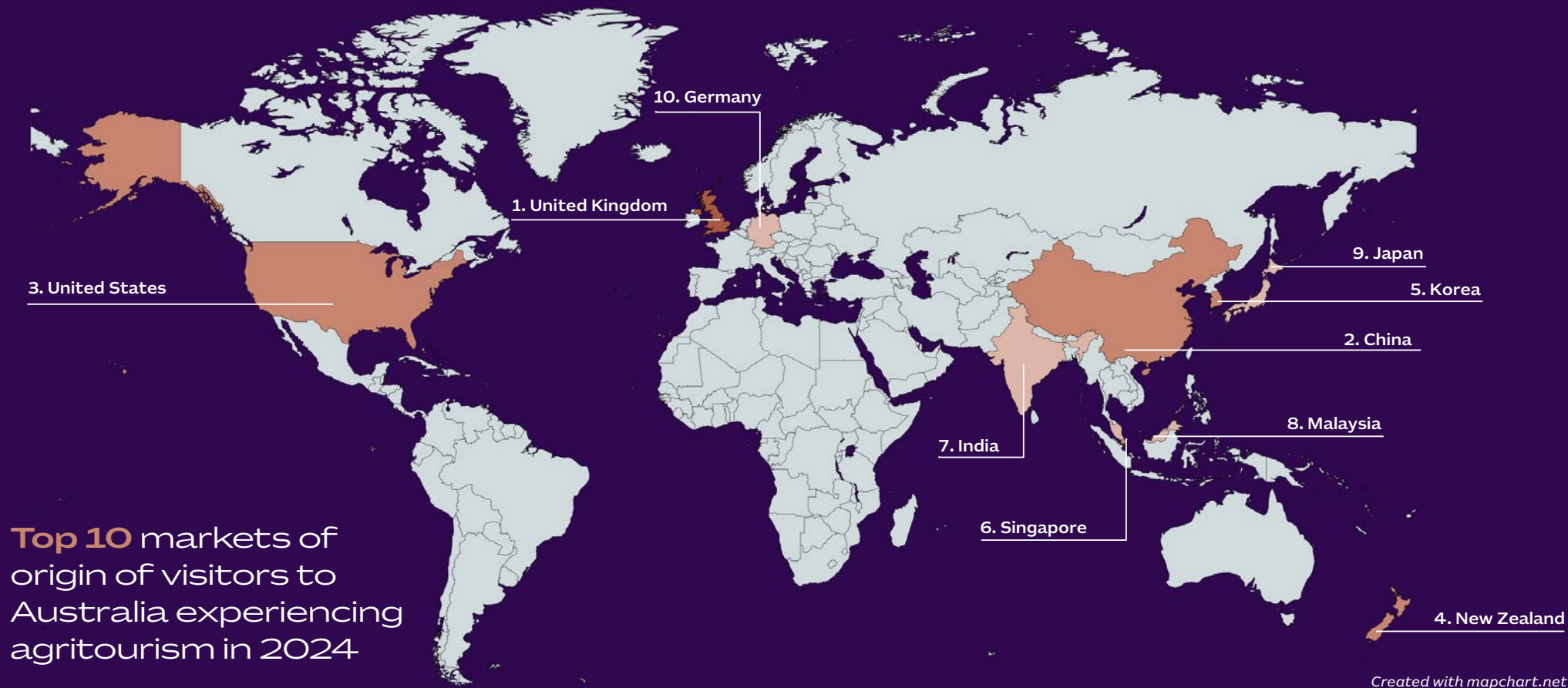
China (10% vs 9%)

USA (10% vs 9%)



Hindmarsh Valley, Fleurieu Peninsula
Image © Tourism Australia

Source: Tourism Research Australia, IVS 2024.



United Kingdom, China, and the United States were the top 3 markets for agritourism visitation and spend in Australia in 2024

These top 3 markets account for 1 in 3 trips that include agritourism and \$1 in \$3 dollars spent in Australia on trips involving agritourism, making them a key market for the success of agritourism. In 2024, these 3 markets contributed \$1.8b to Australia through trips that included agritourism.

Of the top 10 visitor markets engaging in agritourism, Japan and Germany have a much higher than average trip length at 61 and 56 nights, respectively. These markets also have higher spend per trip, however lower than average spend per night.

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

Business events and agritourism activities

(engaged with agritourism vs total business events travellers)

Business events attendees, or those accompanying business events attendees, who engage with agritourism spend much more and stay longer than the average business events travellers. They are more likely to have a stopover in Western Australia and South Australia than other business events travellers.

Travellers associated with business events engaging in agritourism:

573,000

Spend associated with business events engaging in agritourism:

\$1.5 billion

Median age:

35–44 (vs 45 – 54)

Gender:

Male (57% vs 61%)

Average spend per trip:

\$2,610 (vs \$1,368)

Average length of trip:

9.7 nights (vs 3.5 nights)

More likely to have a stopover:

Western Australia

(27% vs 14%)

South Australia

(8% vs 7%)

Note: This data includes international and domestic overnight business events attendees and associates travelling for any ‘main reason’ including employment and education due to the low base size of domestic day trip travellers.

Source: Tourism Research Australia, IVS and NVS. 2024.



Margaret River, Western Australia
Image © Tourism Australia



The lay of the land: characteristics of agritourism trips

Image © Austrade

Victoria and New South Wales are the primary states visited for trips including agritourism experiences

Victoria and New South Wales each had more than 5 million trips involving agritourism in 2024. These two states accounted for 59% of trips involving agritourism in 2024, aligning with overall traveller trip numbers in 2024.

Queensland, Western Australia, and South Australia also account for many trips involving agritourism, with each of these states home to well known wine regions, indigenous food businesses and farm experiences.

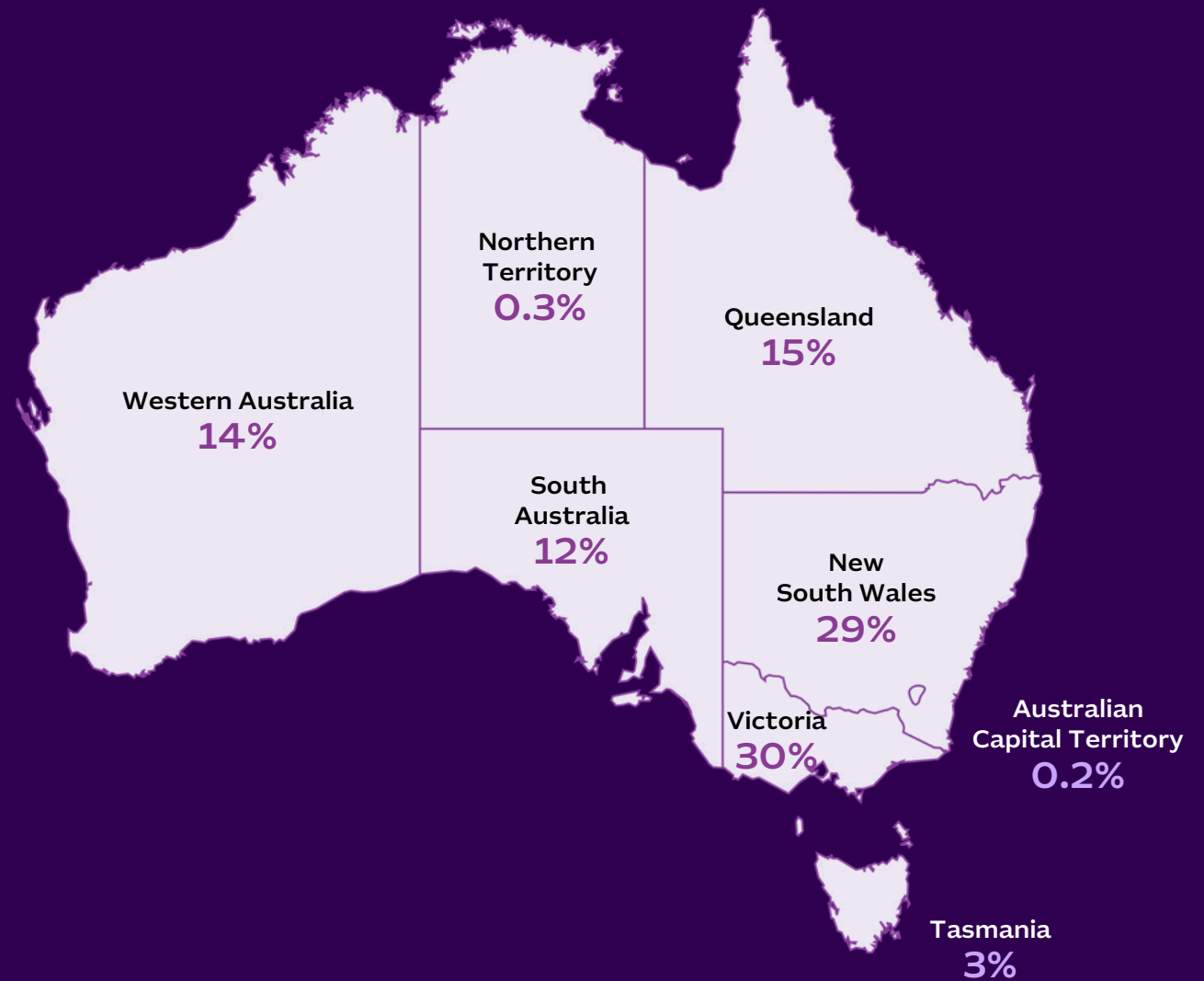
South Australia has a much higher proportion of agritourism trips compared to its overall share of trips in 2024. South Australia accounts for 12% of agritourism trips, compared to its 6.5% share of overall trips.

As does Western Australia with trips including agritourism at 14%, accounting for a higher proportion of trips than overall trips, at 9.5%.

*Due to low sample sizes for some traveller types, some data was 'not publishable' leading to an underestimation in numbers, particularly for Tasmania, Northern Territory, and Australian Capital Territory.

Source: Tourism Research Australia, IVS and NVS. 2024.

Proportion of trips involving an agritourism experience by state and territory* (%)



Created with mapchart.net

Tourism Australia has identified regional ‘food bowls’: clusters of on-farm operators providing agritourism experiences

Australian Tourism Data Warehouse (ATDW) data analysed by Tourism Australia shows several regional agritourism ‘food bowls’ similarly dispersed with travel patterns, with the East Coast home to a high proportion of the agritourism businesses in Australia.

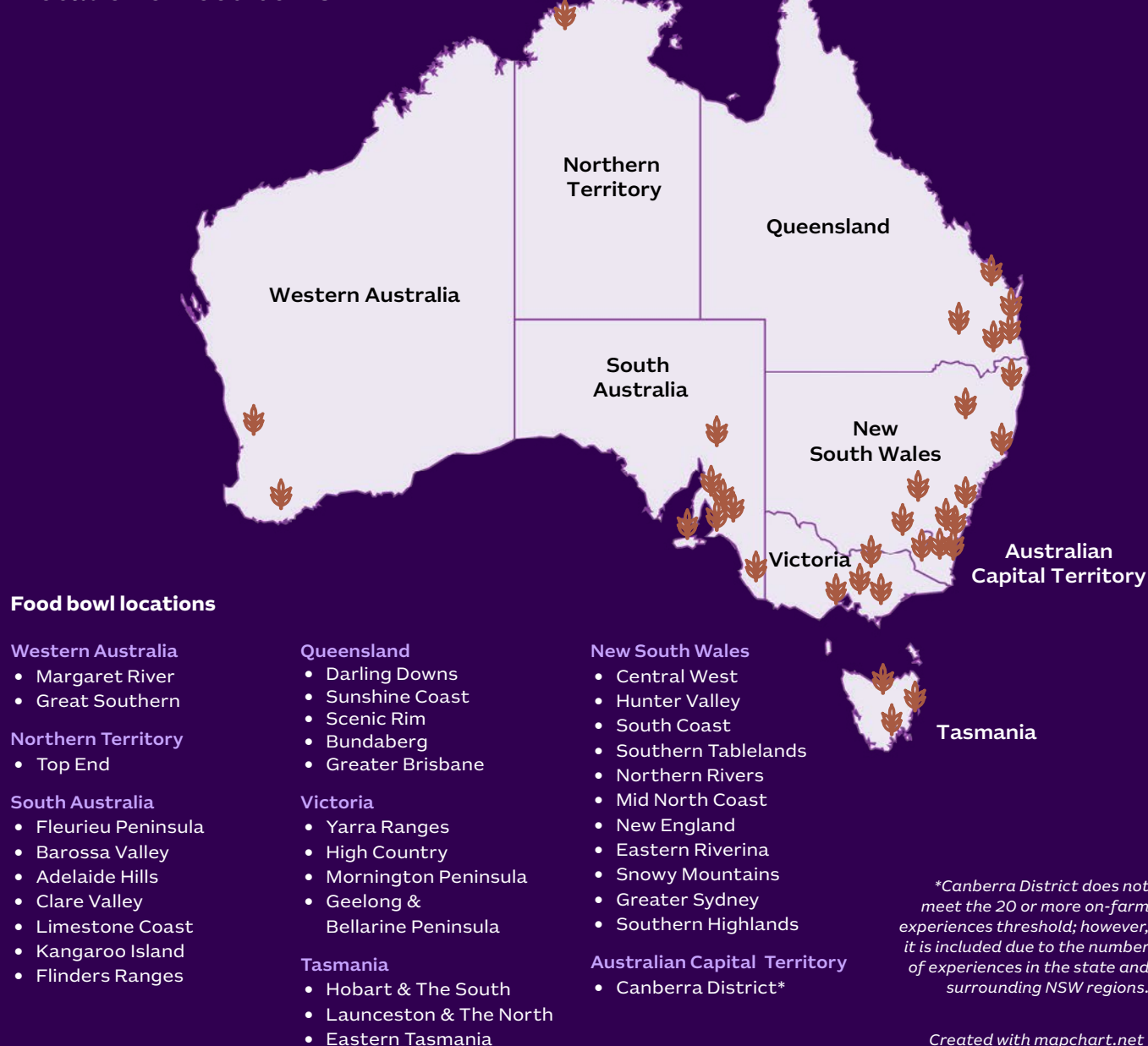
Across Australia, there is opportunity for agritourism with activities ranging from wineries, to indigenous food experiences, and farm stays. Each state and territory provides a slightly different mix of activities, influenced by the local environment and offerings.

Supported by off-farm businesses, the agritourism sector has a lot to offer, with each state highlighting its unique mix.

‘Food bowls’ shown on the map are locations around Australia where 20 or more on-farm experiences are provided, based on ATDW data.

Source: Australian Tourism Data Warehouse (ATDW): <https://www.atdw.com.au/>

Location of food bowls



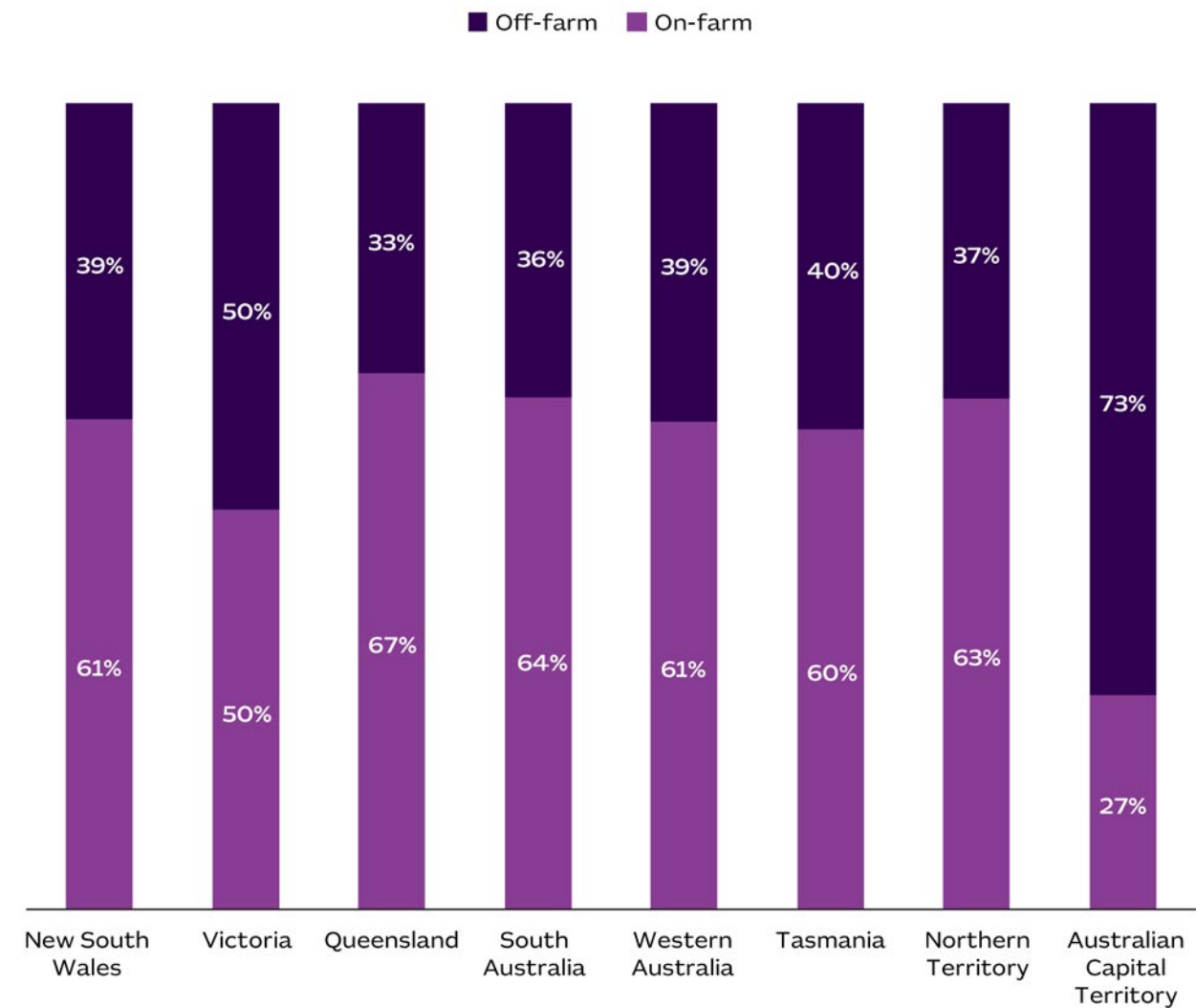
In addition to on-farm experiences, many agritourism experiences take place ‘off-farm’, supporting and highlighting a region’s agritourism offering

In most states and territories agritourism experiences are on-farm, with Queensland having the highest proportion, at 67%.

Victoria has an even mix of on-farm and off-farm experiences throughout the state with a high number of food and wine tastings, farmers markets, and agricultural shows adding to off-farm experiences.

In contrast, the Australian Capital Territory and surrounding region is largely supported by off-farm experiences. This includes experiences such as farmers markets, locally sourced produce restaurants that have built direct relationships with local farmers, and distilleries.

Proportion of experiences on-farm and off-farm (ATDW data) (%)



Australian Tourism Data Warehouse (ATDW):
<https://www.atdw.com.au/>

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

Regional Australia is a key beneficiary of trips involving agritourism activities as we see many trips going to regional Australia. Almost 3 in 4 trips including agritourism visited regional Australia compared to 3 in 5 overall trips.

Agritourism is a great economic opportunity for regional Australia. By attracting international travellers and domestic visitors, agritourism promotes all that Australia has to show, and offers experiences not easily replicated elsewhere.

Leisure and business trips by regional Australia and capital cities (%)



Note: Sum of trips will be more than 100% as visitors may have gone to both regional Australia and capital cities on their trip.

Source: Tourism Research Australia, IVS and NVS. 2024.



Clare, South Australia
Image © Tourism Australia

Travellers that engaged in agritourism engage in a higher number of trip activities compared with the average traveller

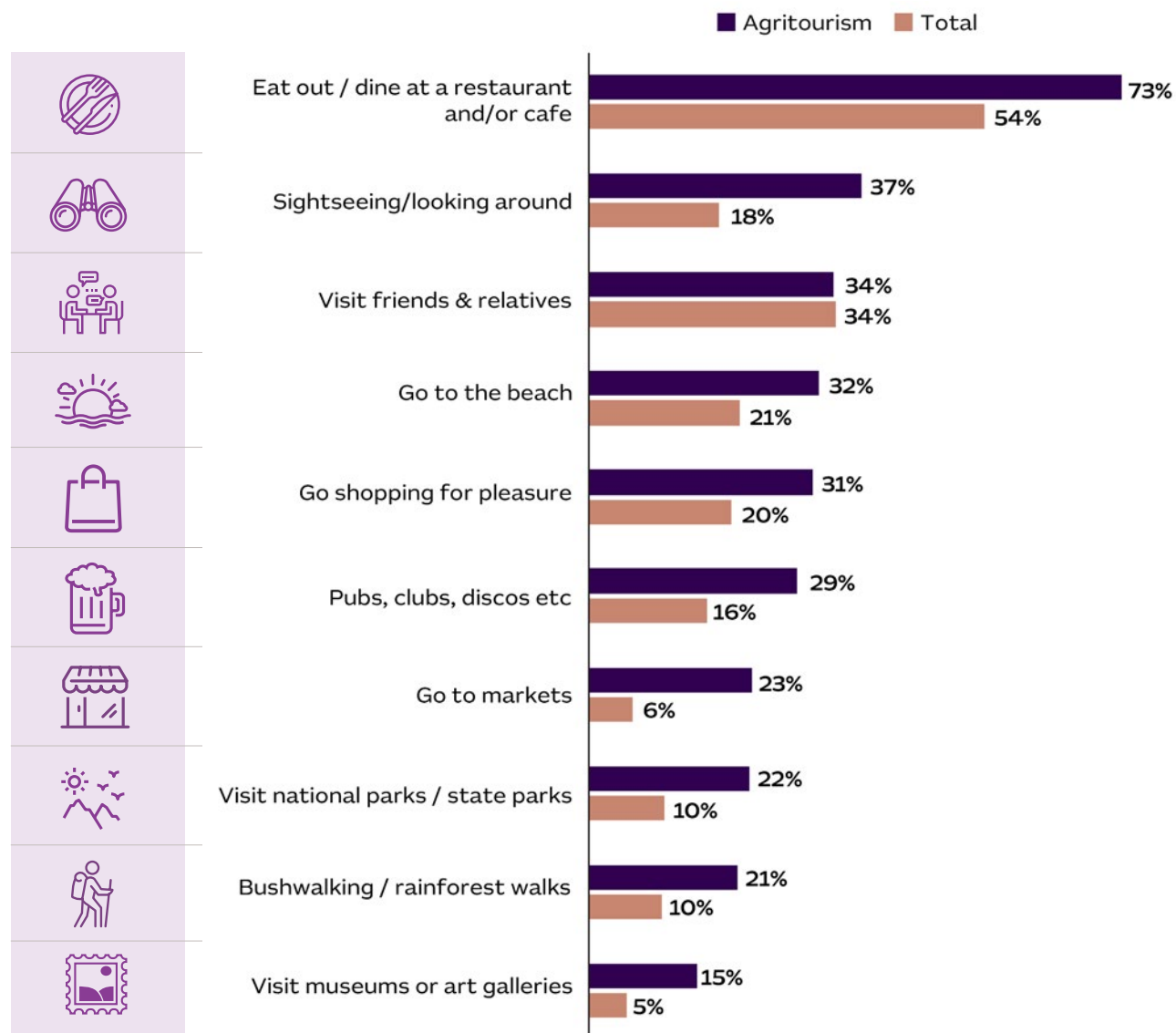
Those who engaged in agritourism were particularly likely to eat out, sightsee, spend time in nature, and go shopping more than the average traveller.

This aligns with the higher-than-average trip spend of those doing agritourism activities as they are typically doing more while on their trip.

It also points to the potential pairing of agritourism activities with other experiences.



Top 10 activities of agritourism travellers vs total travellers (%)



An aerial photograph of a vineyard in Rutherglen, Australia. The rows of grapevines are lush green and stretch across the landscape. A large yellow and green harvester is positioned in the center, with a white trailer attached to its rear. A green tractor is parked nearby. The scene is captured from a high angle, showing the organized layout of the vineyard.

Harvesting insights

Conclusions and
further resources

Rutherglen, Murray River .

Image © Stanton & Killeen via Tourism Australia

Conclusion

Agritourism in Australia presents a growing opportunity in a sector with global demand

Agritourism in Australia is a large and valuable sector of the visitor economy, with travellers who engage with agritourism accounting for \$20.3 billion of spend in Australia in 2024.

Growth in all key metrics (trips, nights, spend) in 2024 indicates the sector is well placed for continued success in future years.

3 in 4 trips that include an agritourism activity went to regional Australia, compared to 59% of overall leisure and business trips in 2024. This indicates agritourism may be an asset to regional Australia that can drive trips, nights, and spend as the sector grows.

Those who engage in agritourism activities on their trips tend to do more activities than general travellers for leisure and business. Therefore, those that do agritourism activities are more likely to engage with multiple businesses and operators than the average traveller, making them a valuable segment for the visitor economy.

Travellers who engage with agritourism have a strong propensity to benefit the visitor economy, with:

- A higher than average spend per trip
- Longer than average trip length
- Higher visitation to regional Australia.



Agritourism in Australia is uniquely positioned to show off our natural landscape, Australian culture, and contributes positively to the visitor economy

*Mitchell, Australian Capital Territory.
Image © Tourism Australia*

Agritourism guidelines, references and further information

‘Agritourism activities’ refers to travellers having engaged with at least one of the following activities asked in the NVS and IVS, in 2024:

Q. And what (leisure activities) did you do during this trip?

- Visit farms
- Have an Aboriginal food experience
- Visit wineries
- Visit farm gates
- Visit food markets
- Visit breweries
- Visit distilleries

Data in this report is among leisure and business travellers for the ‘main reason for trip’ to avoid data skews caused by education and employment.

This approach has been agreed in consultation with Tourism Australia and each of the state and territory tourism offices. To measure and evaluate the sector, these activities are included to ensure a consistent approach to tracking the success of the sector.



Kempton, Southern Tasmania.

Image © Tourism Australia

References

- Tourism Research Australia, IVS and NVS. Year ending December 2024.
- Tourism Australia; Future of Demand (2022) <https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html>
- Australian Tourism Data Warehouse (ATDW) <https://www.atdw.com.au/>

Further resources

- Australian Regional Tourism (ART) <https://regionaltourism.com.au/project/agritourism>
- Food & Agribusiness Network (FAN) <https://foodagribusiness.org.au/>
- Check your state and local government websites for resources for agritourism businesses.

About Austrade

The Australian Trade and Investment Commission (Austrade) helps grow Australia's prosperity by delivering quality trade and investment services to businesses, accelerates growth in Australia's tourism sector and promotes Australia's education to the world. Go further, faster with **austrade.gov.au**.

Disclaimer

This report has been prepared by the Commonwealth of Australia represented by the Australian Trade and Investment Commission (Austrade). The report is a general overview and is not intended to provide exhaustive coverage of the topic. The information is made available on the understanding that the Commonwealth of Australia is not providing professional advice.

While care has been taken to ensure the information in this report is accurate, the Commonwealth does not accept any liability for any loss arising from reliance on the information, or from any error or omission, in the report.

Any person relying on this information does so at their own risk. The Commonwealth recommends the person exercise their own skill and care, including obtaining professional advice, in relation to their use of the information for their purposes. The Commonwealth does not endorse any company or activity referred to in the report and does not accept responsibility for any losses suffered in connection with any company or its activities.

Copyright © Commonwealth of Australia 2025



The material in this document is licensed under a Creative Commons Attribution – 4.0 International licence, with the exception of:

- the Commonwealth Coat of Arms
- the Australian Trade and Investment Commission's logo
- any third-party material
- any material protected by a trade mark
- any images and photographs.

More information on this CC BY licence is set out at the creative commons website: <https://creativecommons.org/licenses/by/4.0/legalcode>.

Attribution

Before reusing any part of this document, including reproduction, public display, public performance, distribution, dissemination, communication, or importation, you must comply with the Attribution requirements under the CC BY licence. Enquiries about this licence and any use of this document can be sent to: advisory@austrade.gov.au.

Use of the Coat of Arms

The terms of use for the Coat of Arms are available on the Department of the Prime Minister and Cabinet website.

Publication date: October 2025



Australian Government

Australian Trade and Investment Commission

Tourism Research Australia

tra.gov.au



AUSTRALIA