



Trips involving visiting a brewery



Around 3.1 million trips in Australia included a visit to a brewery in 2024. These trips contributed a total of \$4.4 billion to the visitor economy.

Trips and spend

International Domestic overnight Domestic day

3.1 million
total trips

Trips
breakdown



\$4.4 billion
total trip spend in
Australia

Spend
breakdown



	Average spend per trip involving visiting a brewery (vs. average trip*)	Average spend per night on a trip involving visiting a brewery (vs. average night*)
International	\$4,401 (\$2,721)	\$109 (\$102)
Domestic	\$1,045 (\$462)	\$307 (\$278)

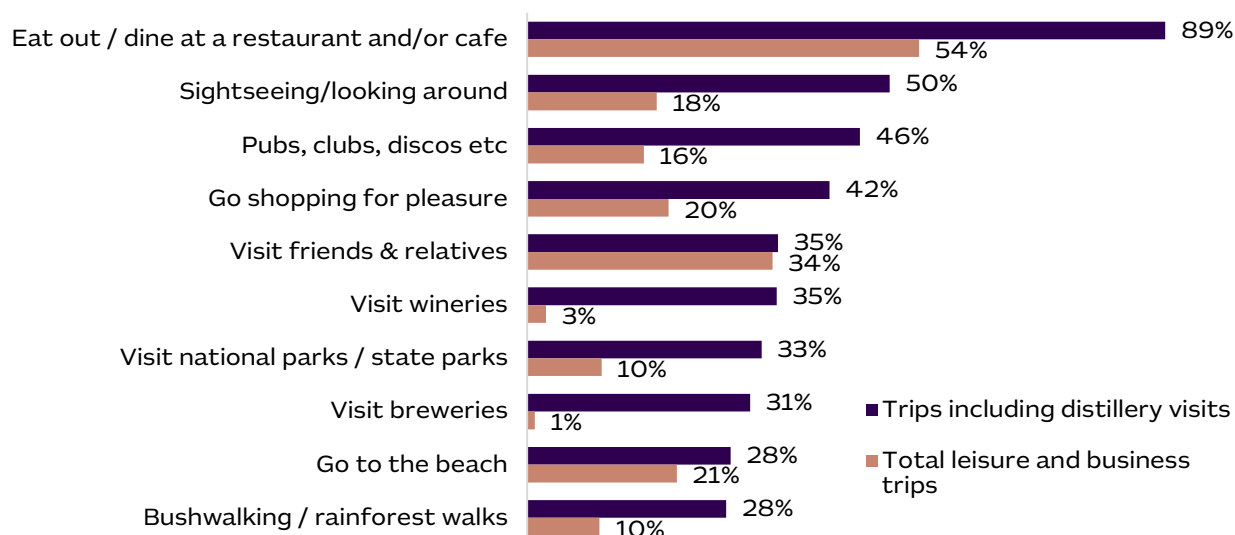
*Average trip spend, and average night spend among leisure and business travellers. Domestic average night only for domestic overnight travellers.





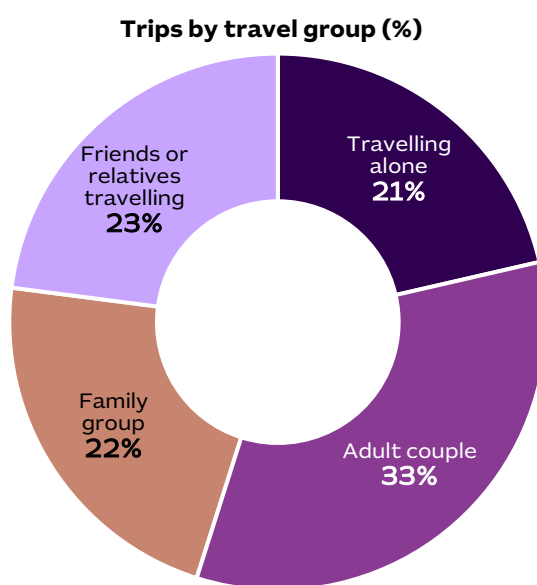
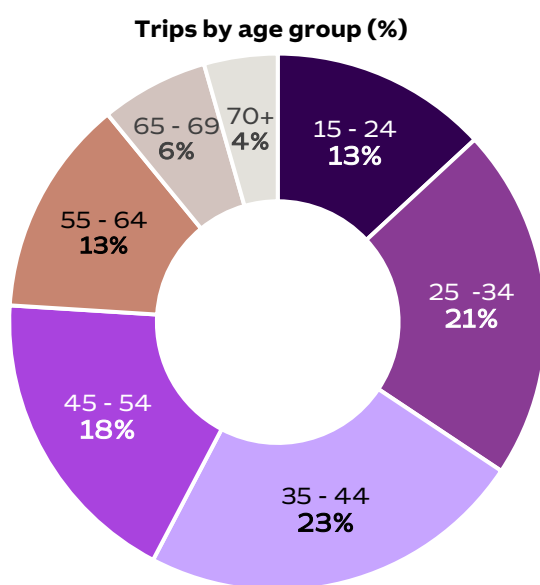
Activities

Trips including brewery visits are also much more likely to go sightseeing, go to pubs, and clubs, go to the beach as well as other nature-based activities such as visiting national parks and bushwalking.



Trip demographics

About 2 in 3 trips involving a brewery visit are by travellers 25 – 54 years old (63%). Whilst there is something for all travel party types, brewery visits are most popular among adult couples.

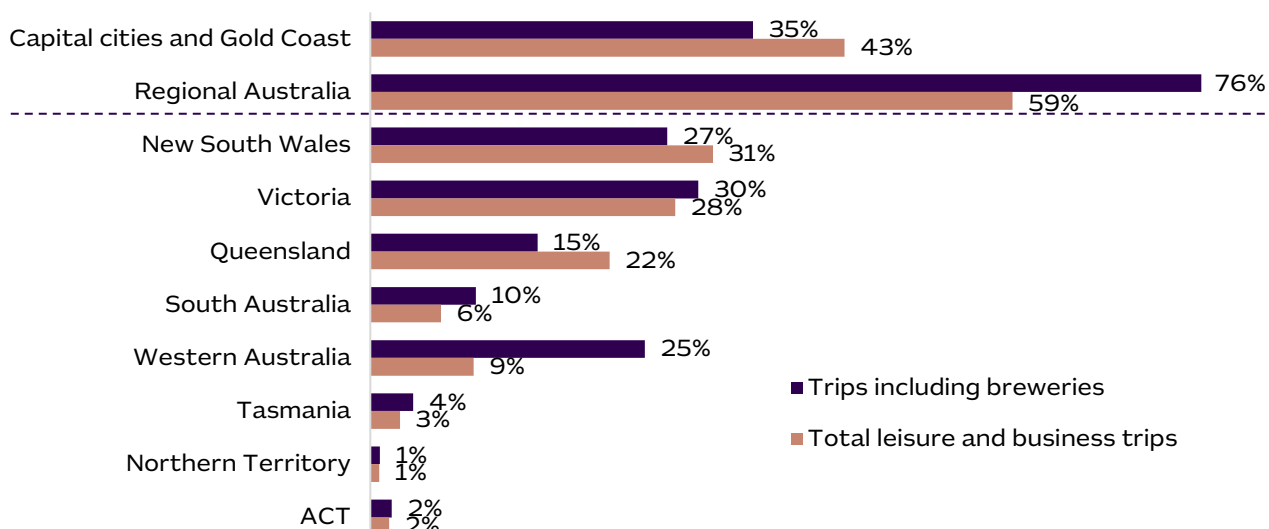


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Agritourism in Australia Report at tra.gov.au



Destinations visited

Over 3 in 4 trips (76%) including a visit to a brewery go to regional Australia. Western Australia received a much higher share of trips including a brewery visit than average leisure and business travellers. Victoria, South Australia and Tasmania also receive a higher share of trips including a brewery visit.



International visitation

The top 5 markets account for more than 1 in 2 international trips that include a visit to a brewery (59%), and about half every dollar spent on these trips. The United Kingdom contributes heavily to both visitation and spend in Australia for trips involving a visit to a brewery.

	Trips	Total trip spend in Australia
United Kingdom	70,372	\$344 million
United States of America	52,775	\$171 million
New Zealand	44,587	\$105 million
Singapore	19,341	\$72 million
Germany	15,203	\$86 million

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Data sources

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

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. Enquiries welcome at: tourism.research@tra.gov.au