



Trips involving visiting a distillery



Around 1.1 million trips in Australia included a visit to a distillery in 2024. These trips contributed a total of \$1.6 billion to the visitor economy.

Trips and spend

International Domestic overnight Domestic day

1.1 million  
total trips

Trips  
breakdown



\$1.6 billion  
total trip spend in  
Australia

Spend  
breakdown



	Average spend per trip involving visiting a distillery (vs. average trip*)	Average spend per night on a trip involving visiting a distillery (vs. average night*)
International	\$5,293 (\$2,721)	\$100 (\$102)
Domestic	\$1,018 (\$462)	\$316 (\$278)

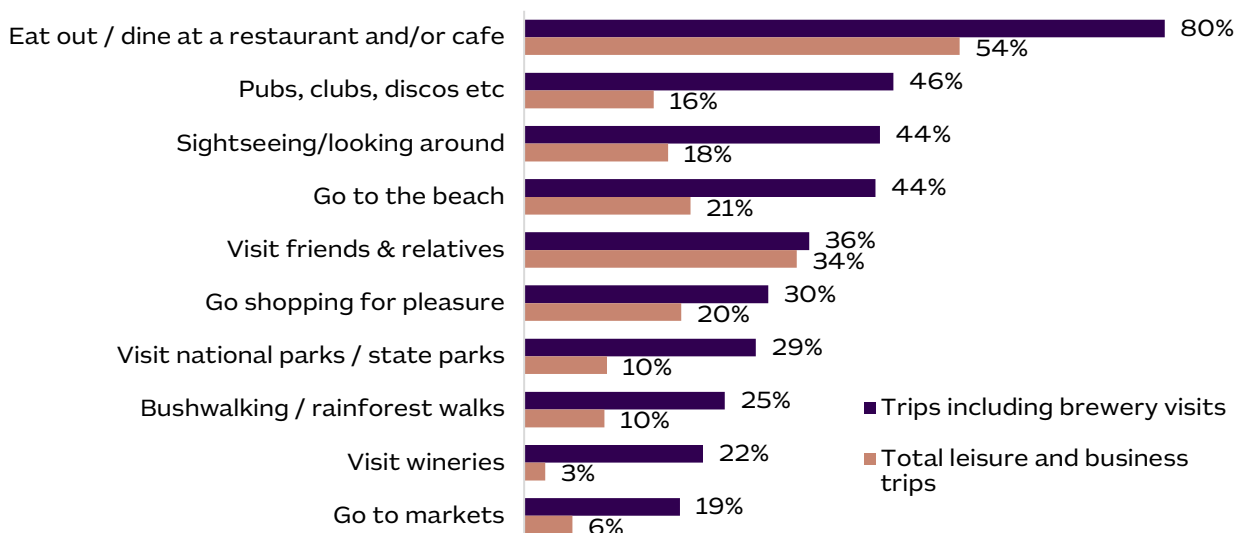
\*Average trip spend, and average night spend among leisure and business travellers.  
Domestic average night only for domestic overnight travellers.





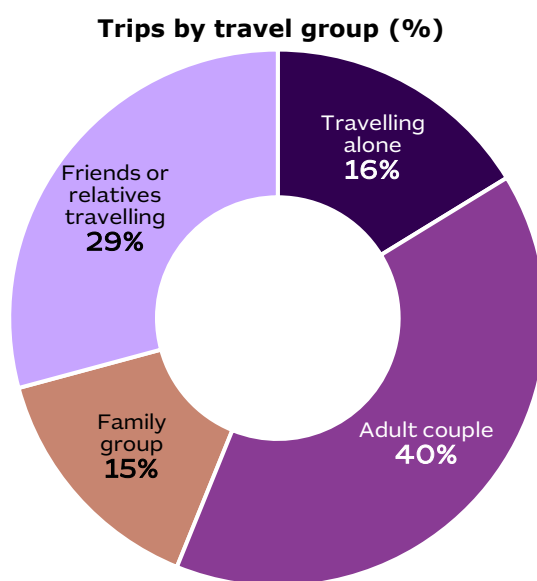
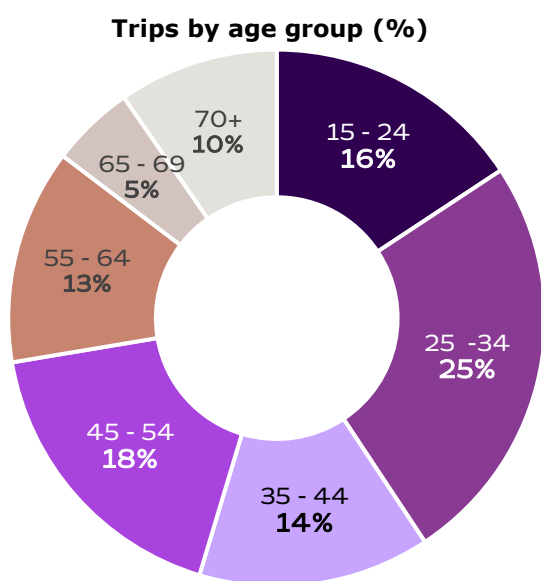
## Activities

Trips including distillery visits are much more likely to also involve eating out, going to pubs/clubs, sightseeing and going to the beach than the average trip. They are also more likely to visit national/parks, go bushwalking, and visit wineries.



## Trip demographics

About 3 in 4 trips involving a distillery visit attract those under 54 years old (72%). Whilst there is something for all travel party types, distillery visits are most popular among adult couples.

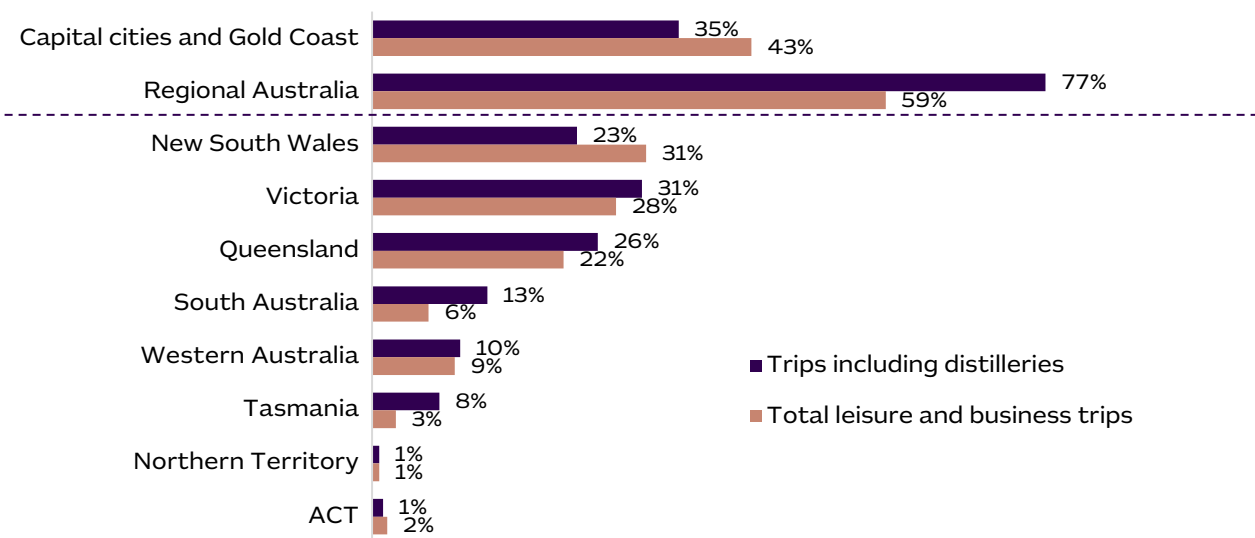


For more Agritourism insights, read the  
*Agritourism in Australia Report* at [tra.gov.au](https://tra.gov.au)



## Destinations visited

Over 3 in 4 trips (77%) of trips including a visit to a distillery go to regional Australia. South Australia has a much higher number of trips including a brewery than average leisure and business travellers while New South Wales is the only state to have less.



## International visitation

The United Kingdom, New Zealand and the United States were the top 3 markets for international trips that included a visit to a distillery in 2024, together accounting for 45% of trips.

	Trips	Total trip spend in Australia
United Kingdom	20,411	\$108 million
New Zealand	18,493	\$54 million
United States of America	13,164	\$62 million

For more Agritourism insights, read the  
*Agritourism in Australia Report* at [tra.gov.au](https://tra.gov.au)

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