



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

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)

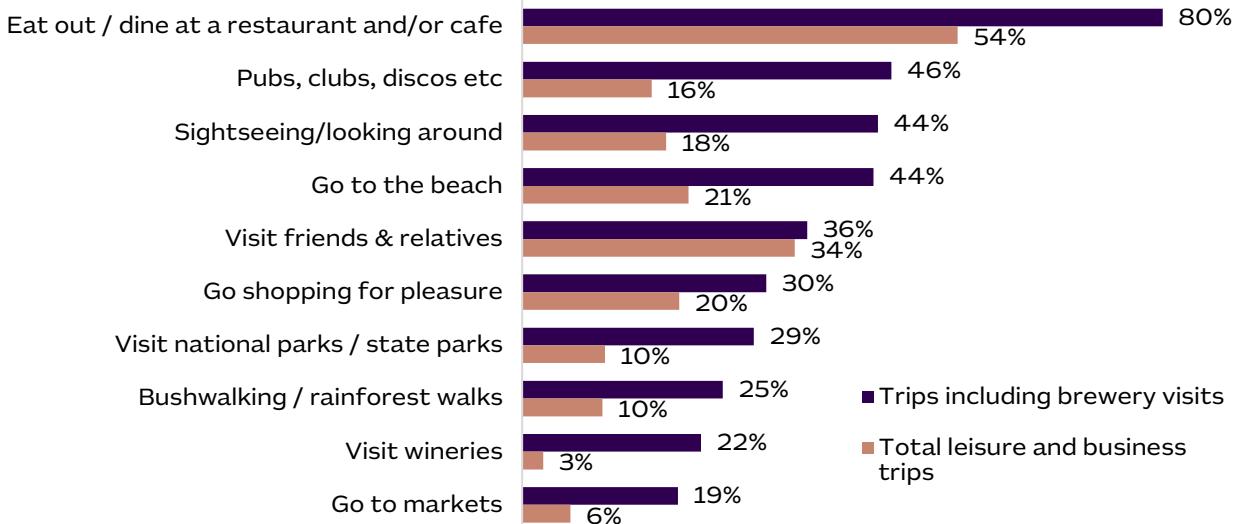
*Average trip spend, and average night spend among leisure and business travellers.
Domestic average night only for domestic overnight travellers.





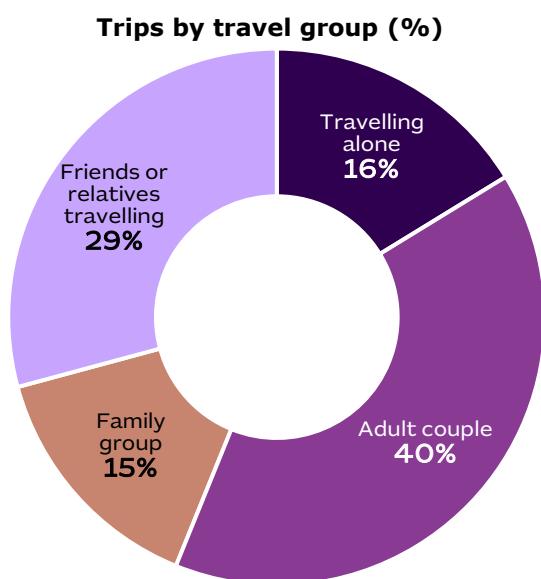
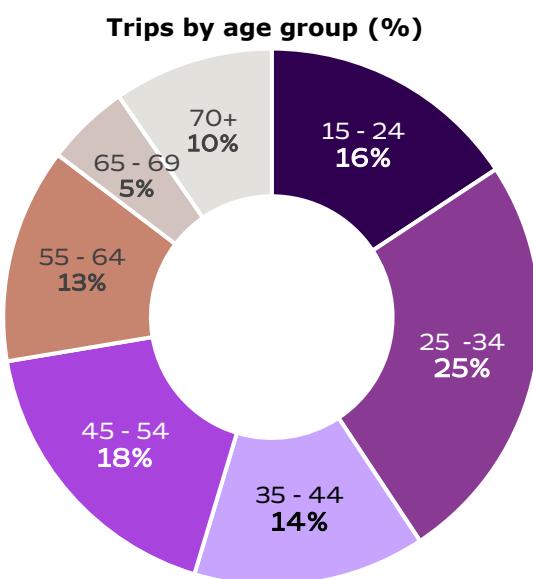
Activities

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

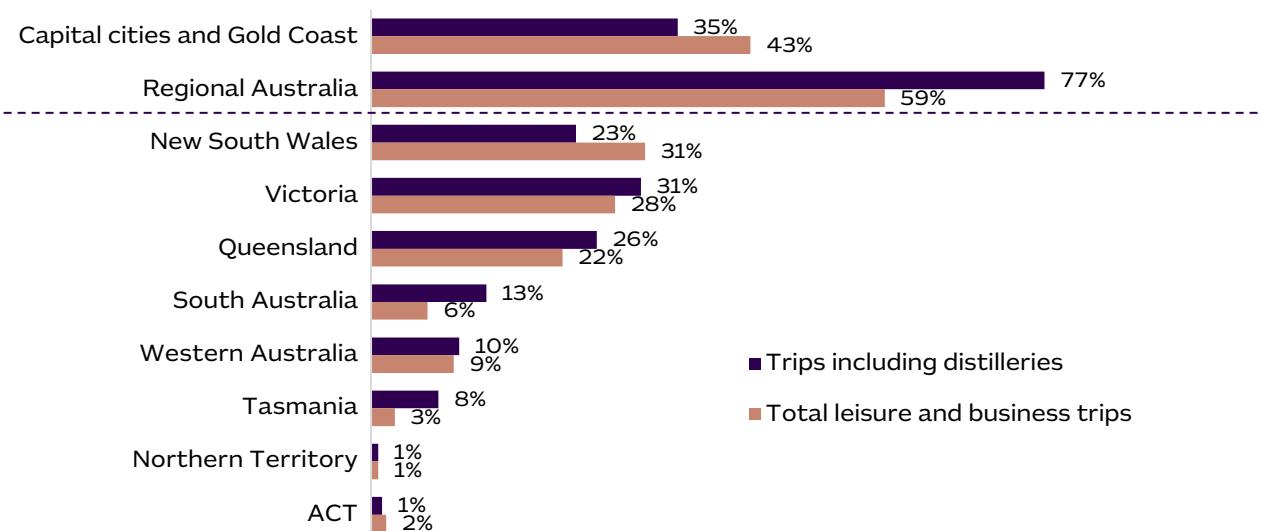
About 3 in 4 trips involving a distillery visit attract those under 54 years old (72%). Whilst there is something for all travel party types, distillery visits are most popular among adult couples.





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

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.