



Trips involving visiting a farm



Around 3.3 million trips in Australia included a visit to a farm in 2024. These trips contributed a total of \$4.2 billion in spend to the visitor economy.

Trips and spend

International Domestic overnight Domestic day

3.3 million  
total trips

Trips  
breakdown



\$4.2 billion  
total spend in  
Australia

Spend  
breakdown



	Average spend per trip involving visiting a farm (vs. average trip*)	Average spend per night on a trip involving visiting a farm (vs. average night*)
International	\$4,098 (\$2,721)	\$89 (\$102)
Domestic	\$591 (\$462)	\$270 (\$278)

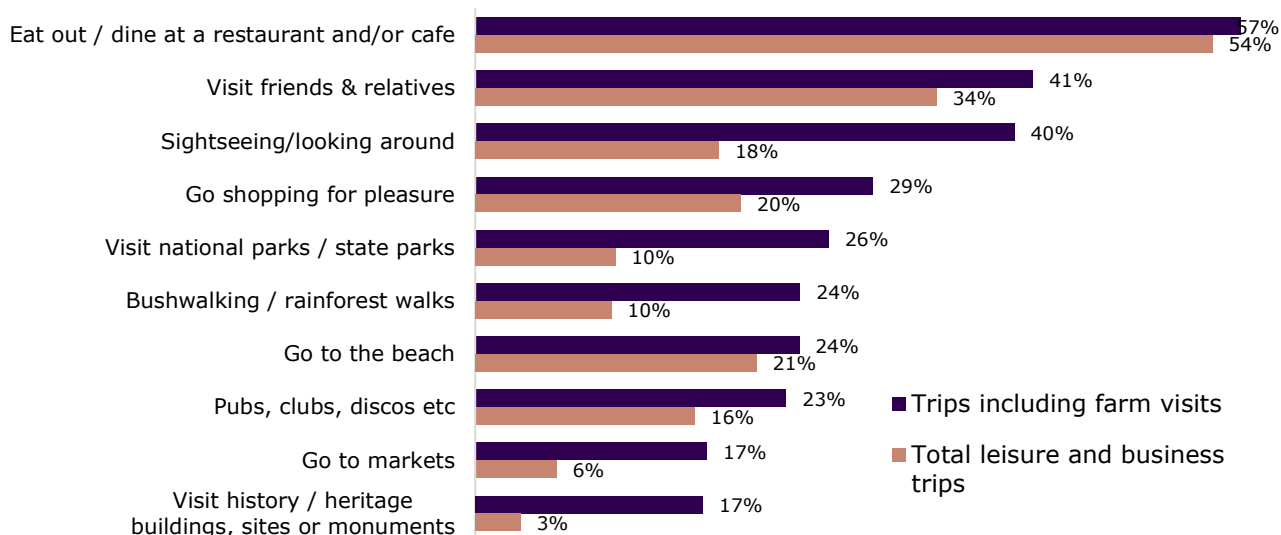
\*Average trip spend, and average night spend among leisure and business travellers. Domestic average night only for domestic overnight travellers.





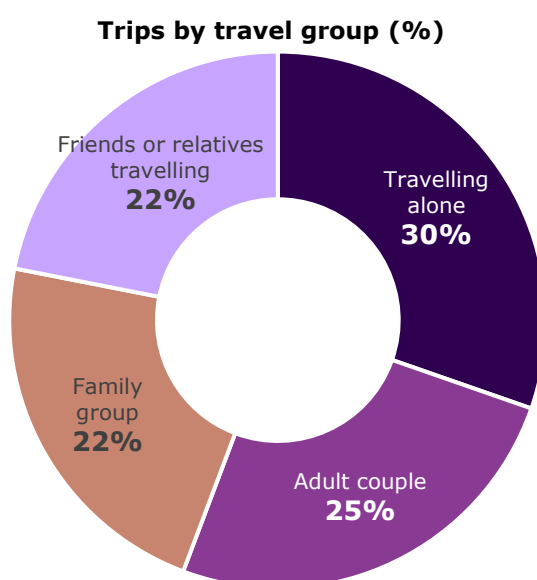
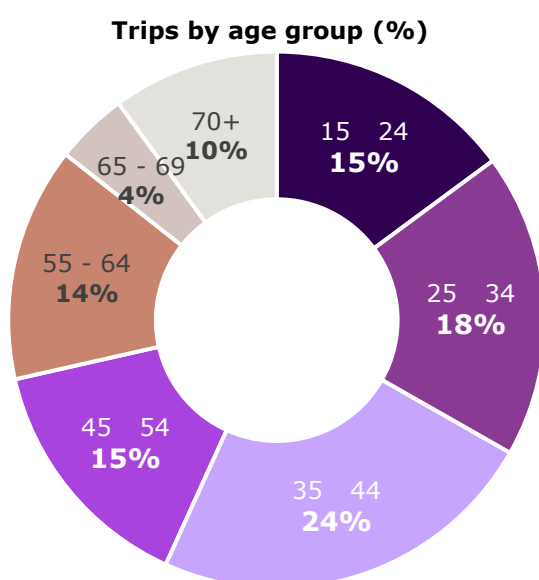
## Activities

Travellers whose trips include a visit to a farm engage in significantly more activities than the average leisure and business traveller, in particular sightseeing, enjoying natural scenery, and visiting markets and heritage sites.



## Trip demographics

Trips involving a farm visit attract a broad demographic of travellers. More than half (57%) of visits were from travellers aged 44 and under and attract a variety of travel party types.

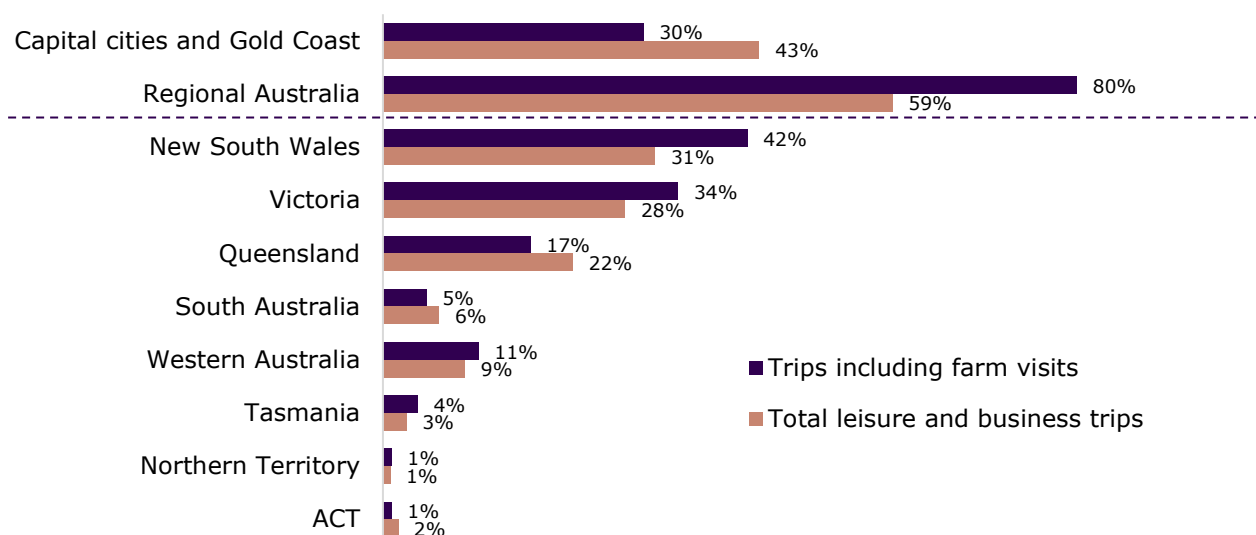


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*Agritourism in Australia Report* at [tra.gov.au](https://tra.gov.au)



## Destinations visited

Around 80% of trips including a visit to a farm go to regional Australia. NSW and VIC have a notably higher proportion of trips involving a visit to a farm compared with their overall share of leisure and business trips.



## International visitation

The top 5 international markets account for almost 1 in 2 international trips that include a visit to a farm (48%), and more than \$2 in every \$5 spent on these trips. Visitors from China, Korea and the United Kingdom contribute significantly to the total expenditure of trips that include a visit to a farm.

	Trips	Total spend in Australia
Korea	90,495	\$355 million
China	89,489	\$366 million
Singapore	47,378	\$107 million
United States of America	38,607	\$139 million
United Kingdom	35,420	\$188 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](https://www.tra.gov.au). Enquiries welcome at: [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)