



Trips involving visiting a farm gate



Almost 1 million trips in Australia included a visit to a farm gate in 2024. These trips contributed a total of \$1.6 billion in spend to the visitor economy, primarily from international visitors.

Trips and spend

International Domestic overnight Domestic day

927,000
total trips

Trips
breakdown



\$1.6 billion
total spend in
Australia

Spend
breakdown



	Average spend per trip involving visiting a farm gate (vs. average trip*)	Average spend per night on a trip involving visiting a farm gate (vs. average night*)
International	\$4,310 (\$2,721)	\$77 (\$102)
Domestic	\$817 (\$462)	\$367 (\$278)

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

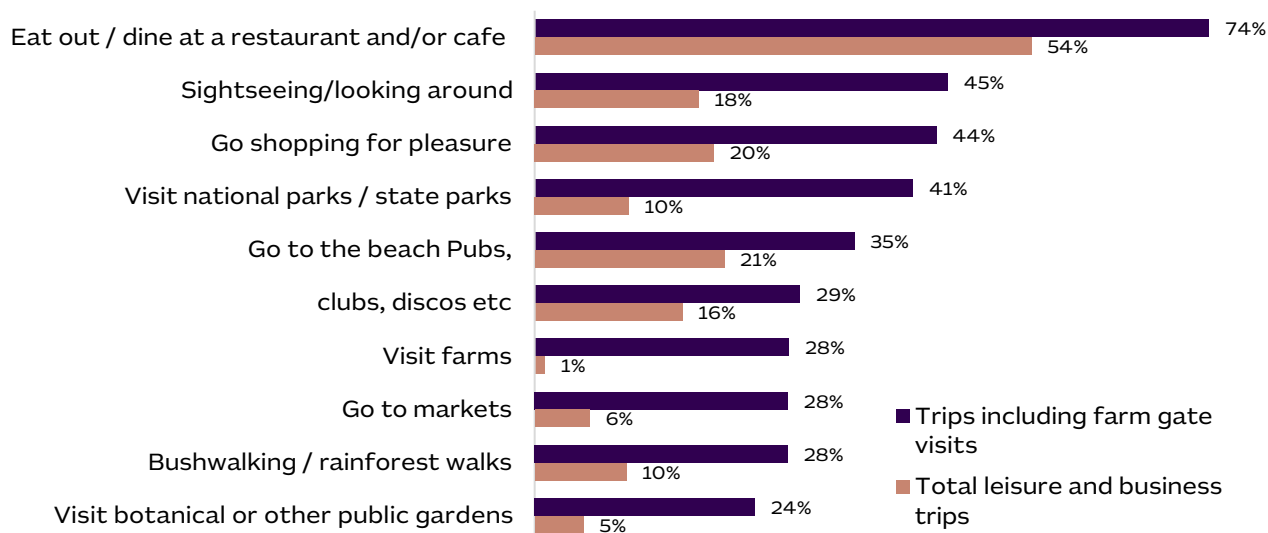


Red Hill South, Mornington Peninsula
Image courtesy of Montalto and Tourism Australia.



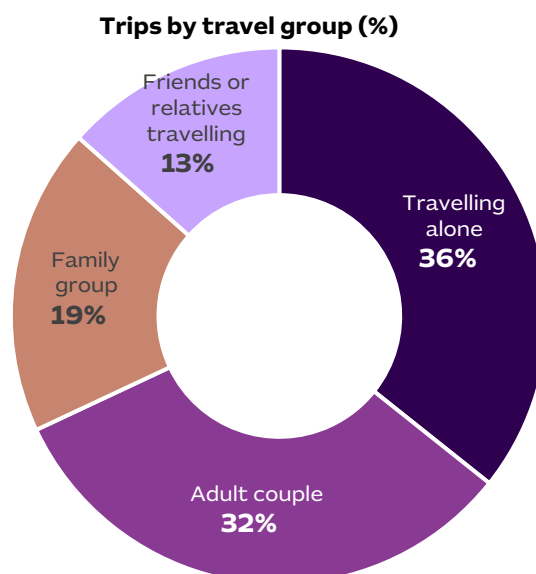
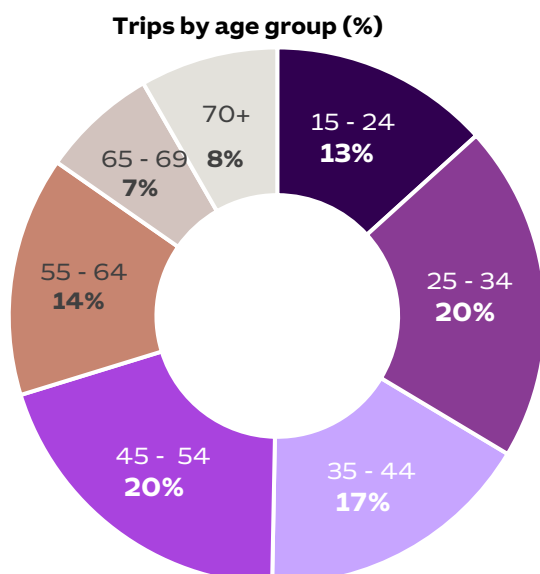
Activities

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



Trip demographics

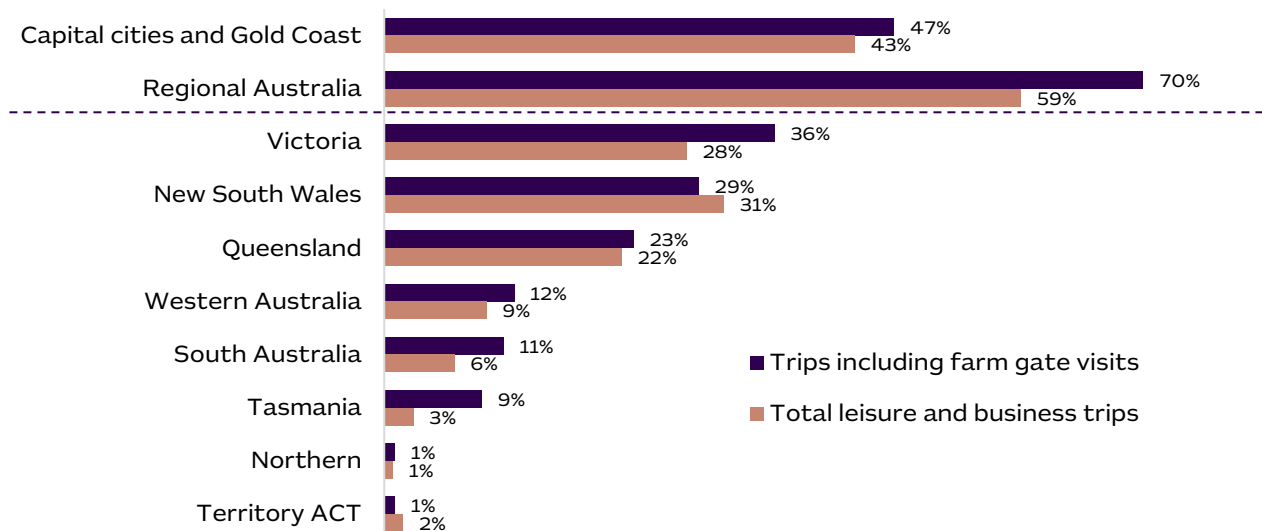
Trips involving a farm gate visit attract a broad demographic of travellers: 33% of visitors are aged 15-34, 37% are 35-54 and 30% are 55+. The majority of trips including farm gate visits are by those travelling alone or as a couple.





Destinations visited

Around 70% of trips including a visit to a farm gate go to regional Australia. While VIC is a popular destination for these trips, SA and TAS also have a higher proportion of trips involving a visit to a farm gate compared with their overall share of leisure and business trips.



International visitation

The top 5 international markets account for 2 in 5 international trips that include a visit to a farm gate (40%), and \$1 in every \$3 spent on these trips. Visitors from the United Kingdom contribute significantly to the total expenditure of trips including a visit to a farm gate, relative to their share of trip numbers.

	Trips	Total spend in Australia
China	29,234	\$86 million
Singapore	21,997	\$60 million
United Kingdom	19,017	\$114 million
United States of America	13,367	\$66 million
New Zealand	13,299	\$30 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.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au