



## 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

**927,000**  
total trips

Trips breakdown

■ International ■ Domestic overnight ■ Domestic day

26% 33% 40%

**\$1.6 billion**  
total spend in  
Australia

Spend breakdown

65% 31% 3%

	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	<b>\$4,310</b> (\$2,721)	<b>\$77</b> (\$102)
Domestic	<b>\$817</b> (\$462)	<b>\$367</b> (\$278)

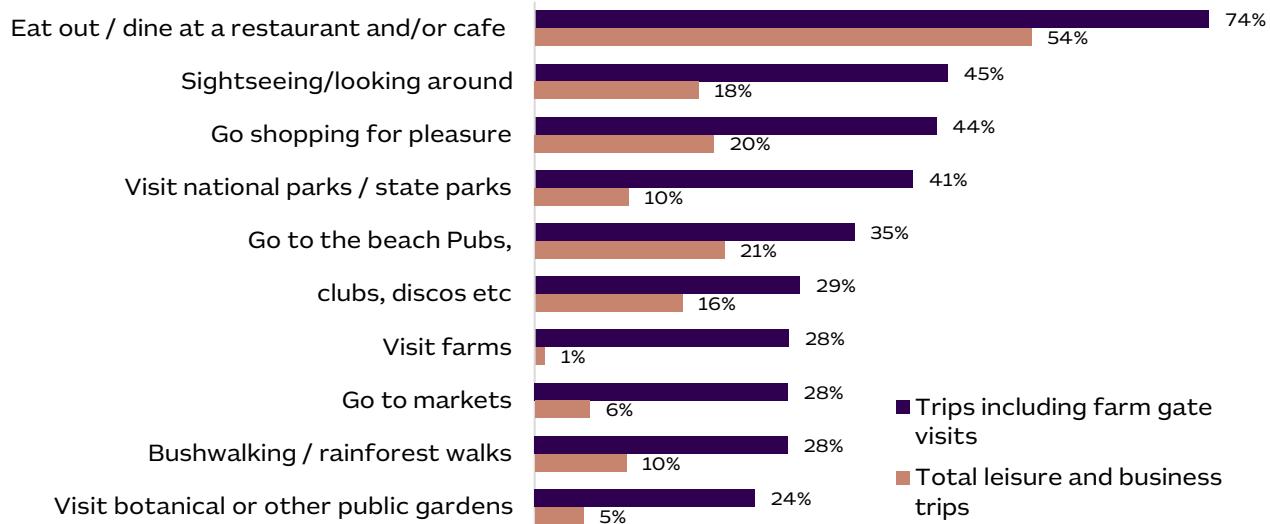
\*Average trip spend, and average night spend among leisure and business travellers.  
Domestic average night only for domestic overnight travellers.





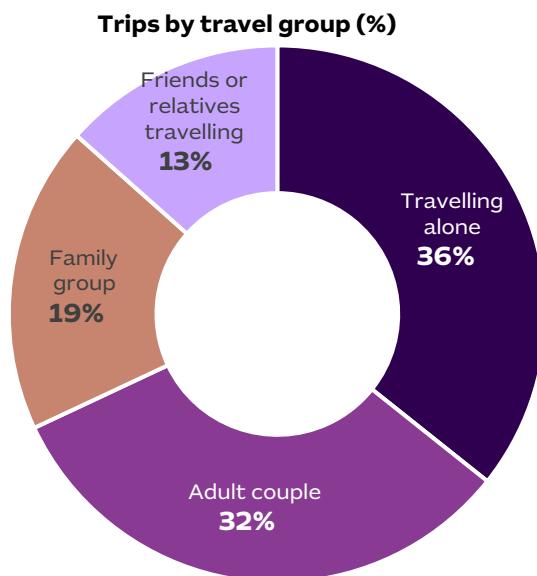
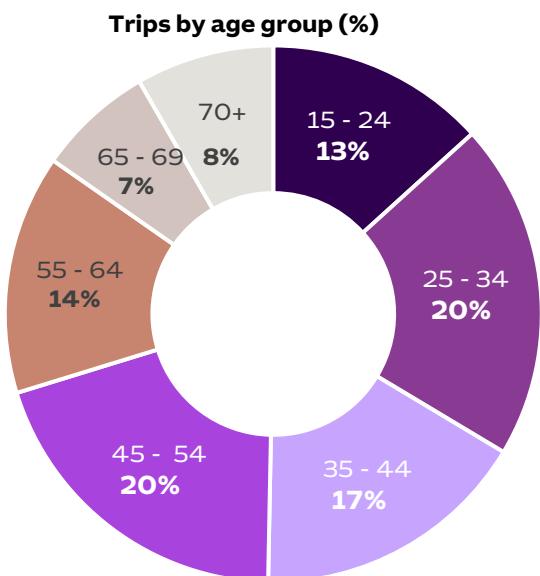
## Activities

Travellers whose trips include a visit to a farm 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.

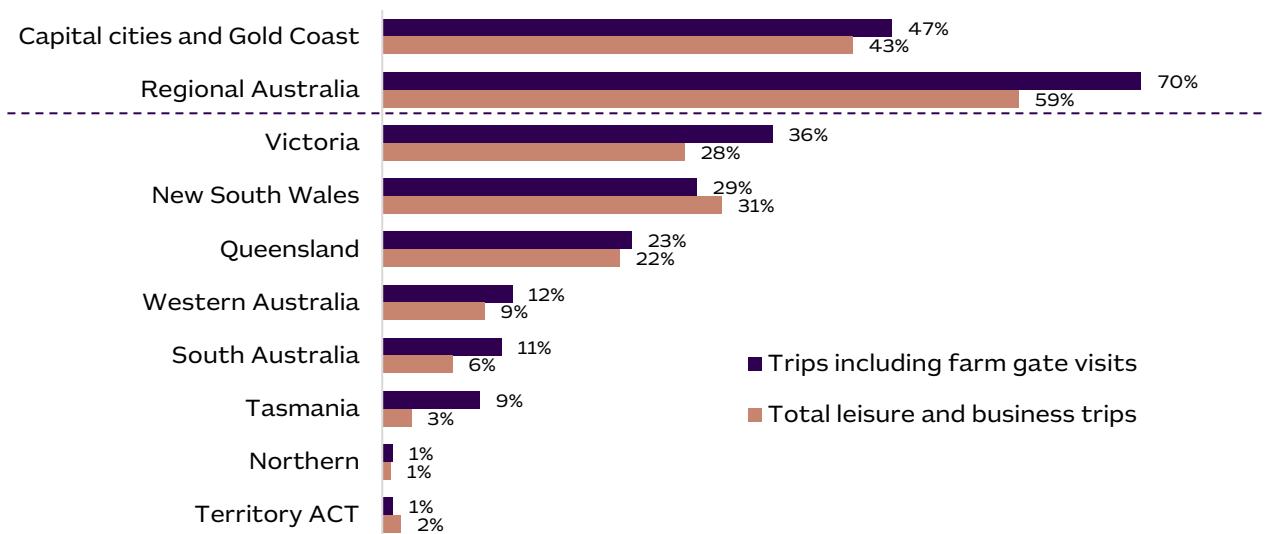


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## Destinations visited

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

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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.