



Trips involving visiting a food market



Around 4.7 million domestic trips in Australia included a visit to a food market in 2024. These trips contributed a total of \$4.5 billion to the visitor economy.

Trips and spend

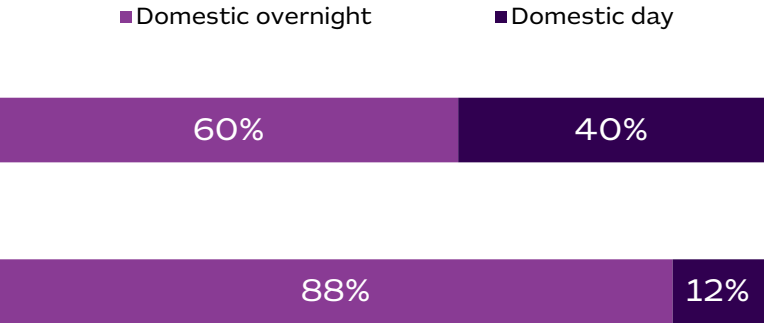
4.7 million
total trips

Trips
breakdown



\$4.5 billion
total trip spend in
Australia

Spend
breakdown



	Average spend per trip involving visiting a food market (vs. average trip*)	Average spend per night on a trip involving visiting a food market (vs. average night*)
Domestic	\$1,382 (\$462)	\$294 (\$278)

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

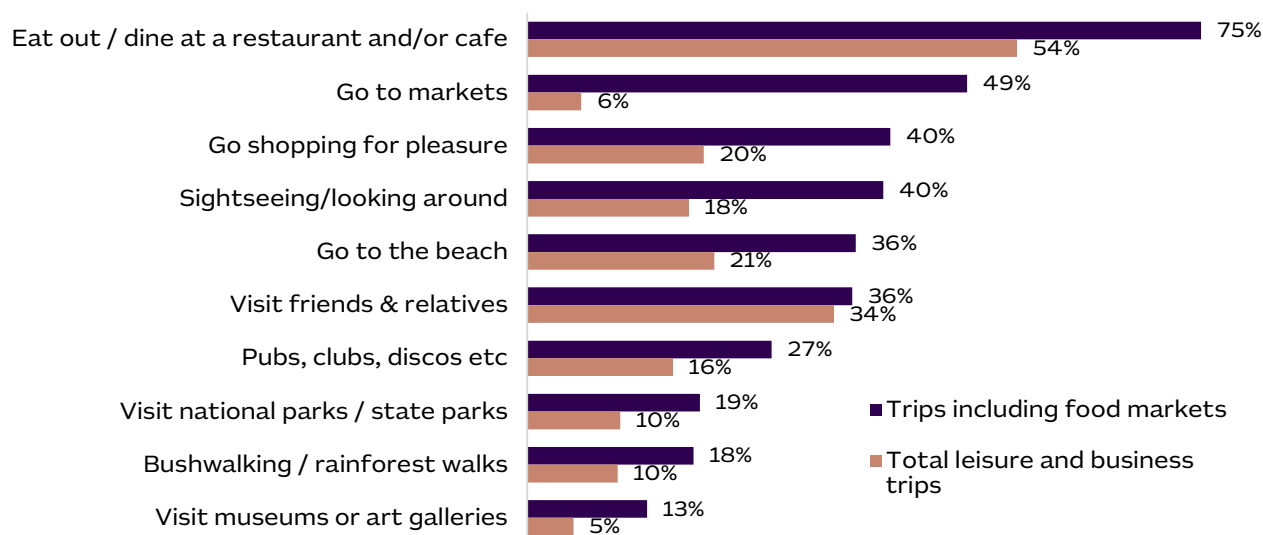


Melbourne, Victoria
Image courtesy of Tourism Australia.



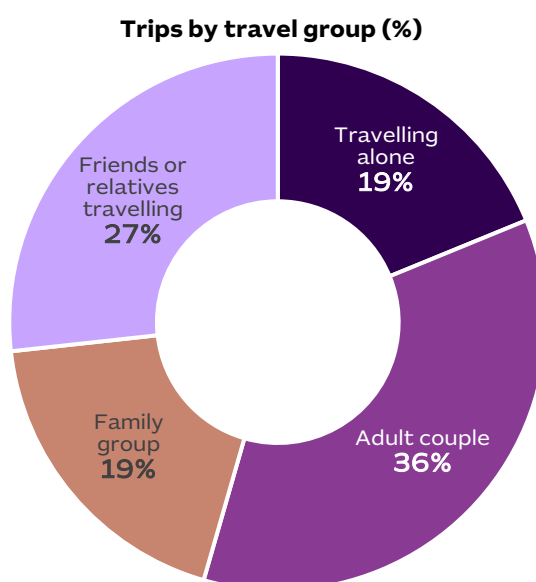
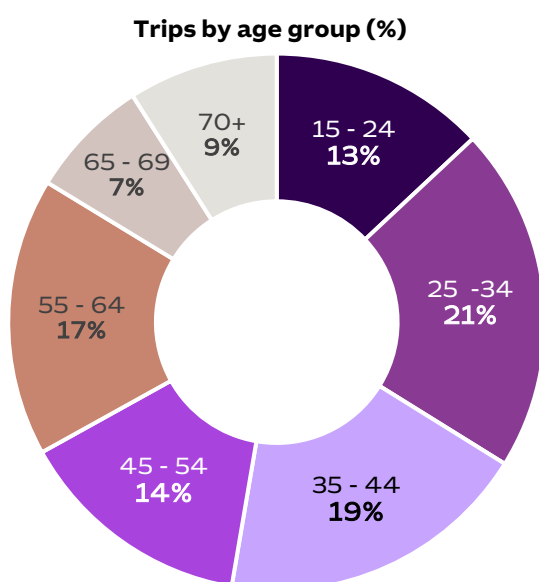
Activities

Trips including visits to food markets are more likely to eat out, go to markets, go shopping and sightseeing than average leisure and business travellers.



Trip demographics

Travellers aged 25 – 44 years old are most likely to go on a trip including a food market representing 2 in 5 trips. Adult couples are most likely to include a food market in their trip.

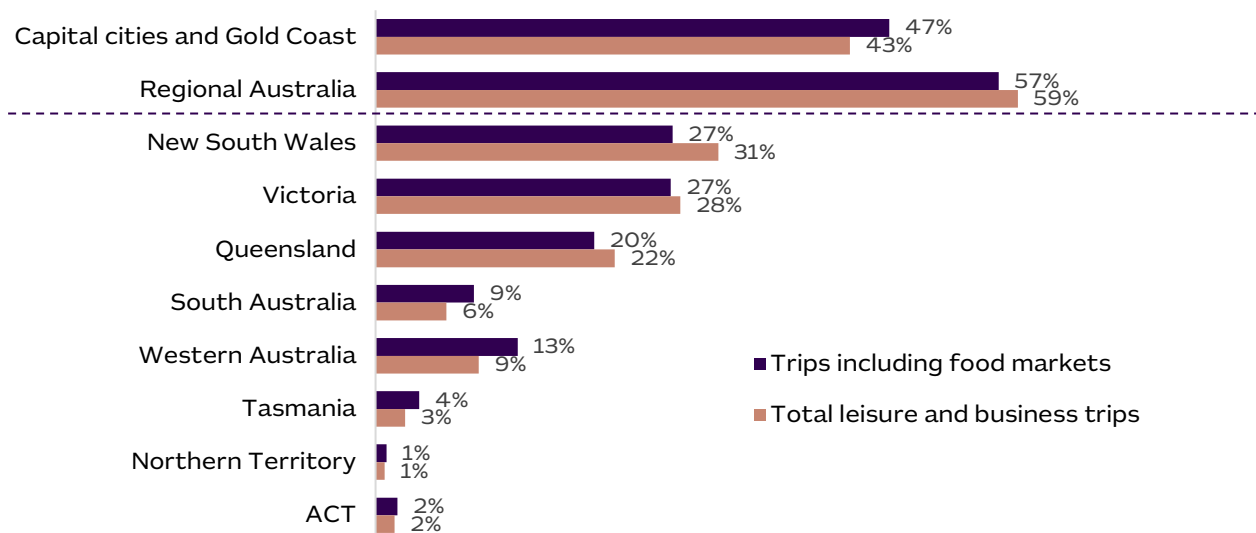


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Agritourism in Australia Report at tra.gov.au



Destinations visited

Trips including a food market are more likely than overall leisure and business trips to take place in capital cities, connecting many travellers with the agricultural industry of Australia.



Visitation

The top 3 domestic state and territory markets account for almost 3 in 4 (74%) trips that include a visit to a food market. These 3 states account for 80% of spend on trips that include a visit to a food market.

	Trips	Total trip spend in Australia
New South Wales	1.34 million	\$1.6 billion
Victoria	1.32 million	\$1.2 billion
Queensland	834,490	\$877 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