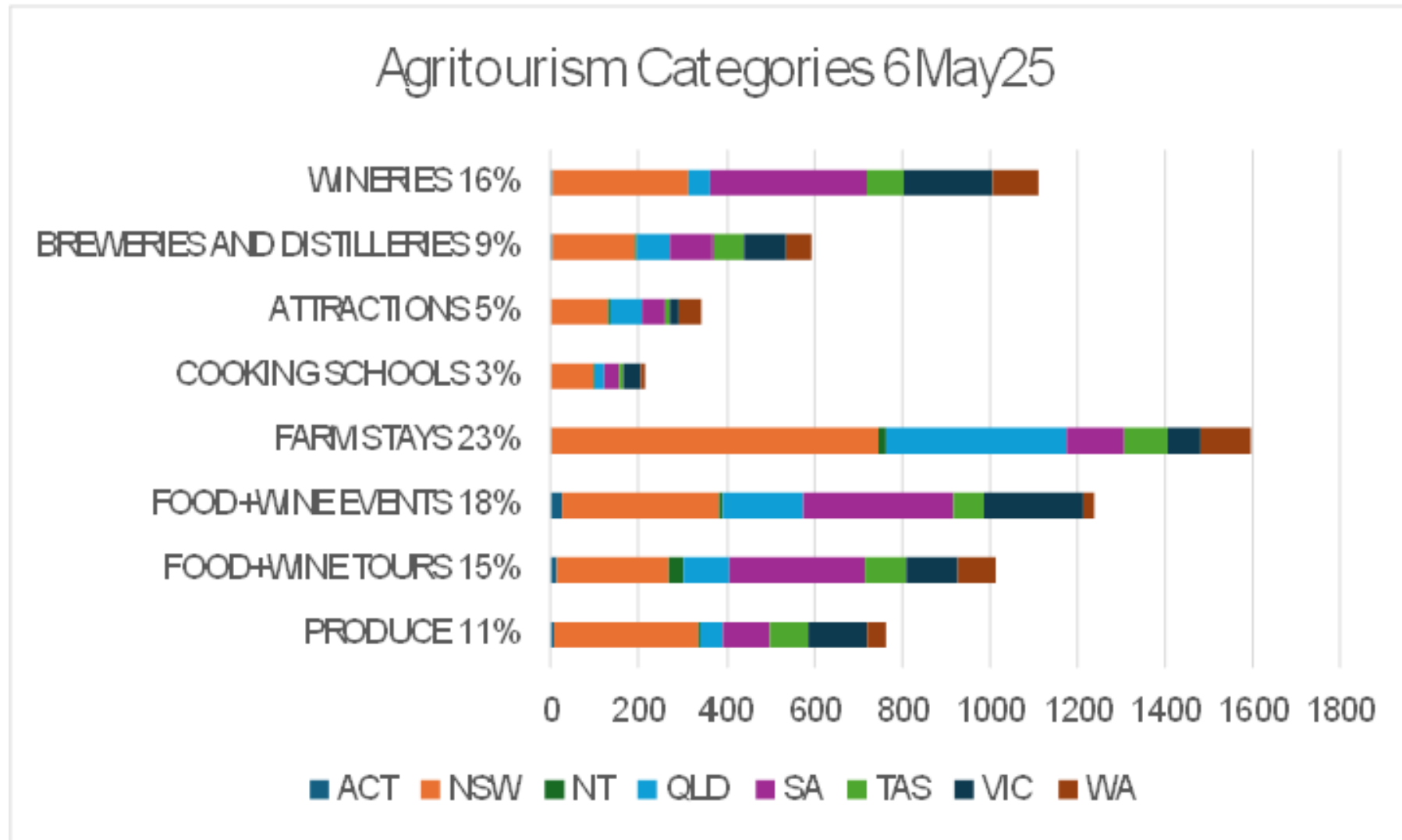




AGRITOURISM UPDATE: AUSVEG 14AUG25

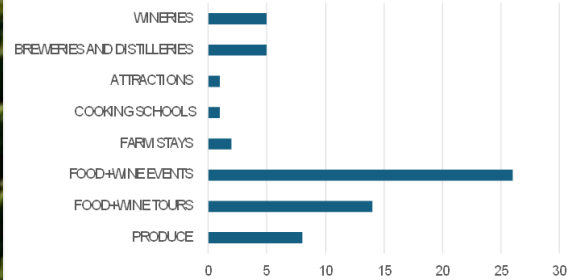
AGRITOURISM – A BIG PRODUCTION.

Covers [8 tourism categories](#). Not all tagged agritourism operators are “on-farm”.

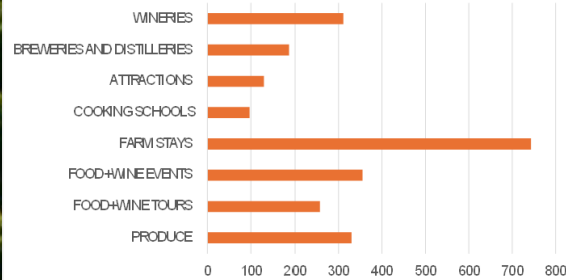


EVERY STATE HAS THEIR STRENGTHS

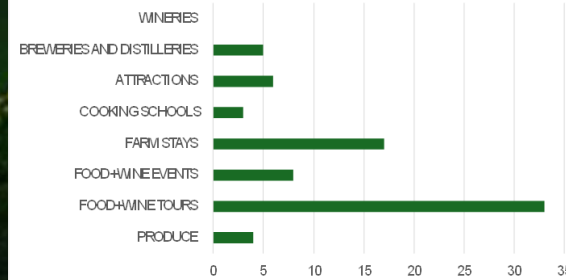
ACT Ag-Aligned Operators 6May25



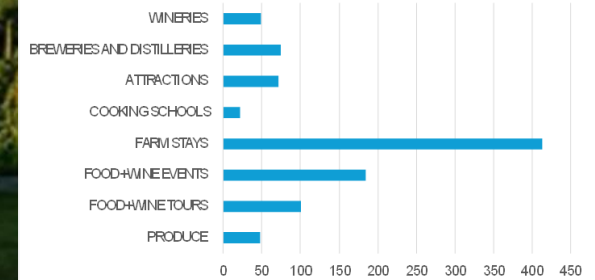
NSW Ag-Aligned Operators 6May25



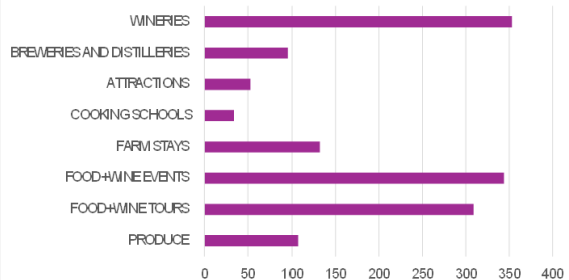
NT Ag-Aligned Operators 6May25



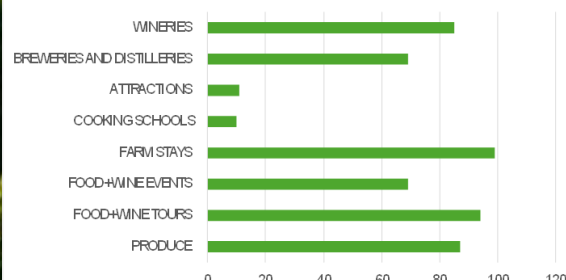
QLD Ag-Aligned Operators 6May25



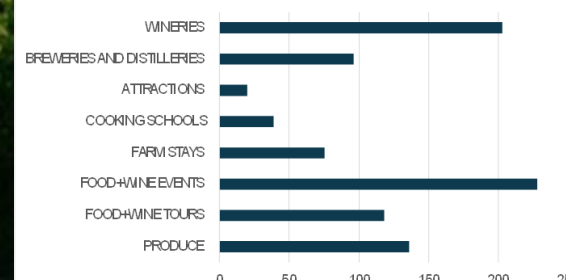
SA Ag-Aligned Operators 6May25



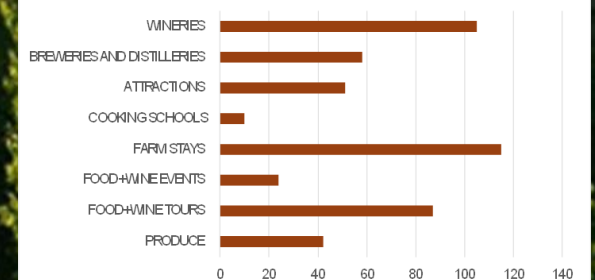
TAS Ag-Aligned Operators 6May25



VIC Ag-Aligned Operators 6May25




WA Ag-Aligned Operators 6May25





AGRICULTURE

TOURISM



The Growth Industry

Australian Agriculture



GROW YOUR GOOD THING!



ON-FARM EXPERIENCES

National Definition

“Agritourism is a type of experiential travel which **connects people to product or produce**, delivered on farming land through a direct **on-farm experience.**”

*National Agritourism Strategic Framework. Oct22.

*Endorsed by all states and the NFF.

What is Agritourism?

Definition: Agritourism is a type of experiential travel which connects people to product or produce, delivered on farming land through a direct “on farm” experience.

Four essential elements:

1. Combines tourism and agriculture industries;
2. Attracts members of the public to visit on farm;
3. Farmers diversify from agriculture into tourism, increasing farm income and/or employment; and
4. Provides recreation, entertainment and/or educational experiences related to the agriculture enterprise.

To be acknowledged as Agritourism, an experience must be delivered on farm and include one or both of engagement with people and product.



Paddock TO PLATE

Grow you Good Thing!

Taking a paddock-to-plate perspective, we found there were over 100 different products (and produce) around which an experience has been developed.



Paddock To Plate

WHERE WILL WE VISIT? 12 X DIFFERENT TYPES OF AG-BUSINESS OFFER VISITORS AN EXPERIENCE ON-FARM

1. ORCHARDS PLANTATIONS	2. GROVES	3. PADDOCKS (STOCK-GRAZING)	4. DAIRIES	5. RIVERS-OCEAN (MARINE)	6. GARDENS (CROPS)	7. CONDIMENTS (CROPS)	8. FIBRE (CROPS)	9. VINES HOPS BOTANICALS (CROPS)	10. FARM-LIFE	11. FARM-STAY	12. RESTAURANT/ DISTILLERY/ BREWERY
WHAT'S GROWING? WHAT IS AUSTRALIA FAMOUS FOR? OVER 100 PRODUCTS ON OUR LIST											
FRUIT	OLIVES NUTS TRUFFLES	MEAT	CHEESE	FISH SEAFOOD	FLOWERS VEGGIES	CONDIMENTS	YARN/CLOTHES	WINE BEVERAGES	(SUSTAINABLE) FARMING PRACTICES	LIFE ON THE LAND	THE CHEF COOK BREWER DISTILLER
APPLES	OLIVES	CAMELS	DAIRY/COWS	MUSSELS	POPPIES	HONEY-BEES	ALPACAS	WINE	FARM TOURS- BREEDING	CATTLE STATION	LOCAL HUB
CHERRIES	CHESTNUTS	CATTLE	DAIRY/GOATS	OYSTERS	FLOWERS	FLOUR/BREAD- WHEAT	COTTON	BEER	FARM TOURS - GROWING	SHEEP STATION	LOCAL HEROES
PEACHES	HAZELNUTS	EMU	DAIRY/SHEEP	SALMON	LAVENDER	SEA SALT	PEARLS	VODKA	FARM TOURS - TASTING	TINY HOUSE	PROVIDORES
RASPBERRIES	MACADAMIAS	SHEEP	DAIRY/CAMELS	TROUT	MARKET GARDEN	SUGAR CANE	WOOL	GIN	CHOOKS	HIPCAMP	LOCAL MENU
TROPICAL	TRUFFLES	PIGS		YABBIES	KITCHEN GARDEN	OLIVE OIL-OLIVES		WHISKEY	WORKING DOGS	GLAMPING	MARKETS
AVOCADO	ALMONDS	CHICKEN		SEA URCHINS	CHRISTMAS TREES	PICKLED ONIONS		CIDER	HORSE RIDING	HOMESTEAD	MERCHANTS
BERRIES	MUSHROOMS			MURRAY COD	SKIN-CARE	SLOE PASTE		RUM	HORSE SHOW	COTTAGE	WORKSHOPS
COFFEE	PECANS			BARRAMUNDI	SUNFLOWERS	CHOCOLATE		TEQUILA	SPECIAL ANIMAL BREEDS		
CITRUS				ABELONE		BLACK GARLIC		AMARO	SPECIAL PLANTS		
TOMATOES				SEA URCHINS		BUTTER			BIODYNAMIC FARMING		
STRAWBERRIES				SEAWEED		BUSH FOODS			ORGANIC FARMING		
				MARON					NET-ZERO SUSTAINABLE FARMING		
									PERMACULTURE		
									REGENERATIVE GRAZING		

WHAT'S NEXT? IDENTIFY OPPORTUNITIES TO CONNECT FOOD AND FARM EXPERIENCES..
SO MANY WAYS TO TELL REGIONAL STORIES, SELL REGIONAL PRODUCTS.

THE HALO EFFECT

At least 40% of tagged agritourism operators are either on-farm or provide unique access to farms on a seasonal basis. The remaining 60% showcase the quality and diversity of Australian food in unique (off-farm) settings.



AGRITOURISM.

FOOD TOURISM + FARM TOURISM



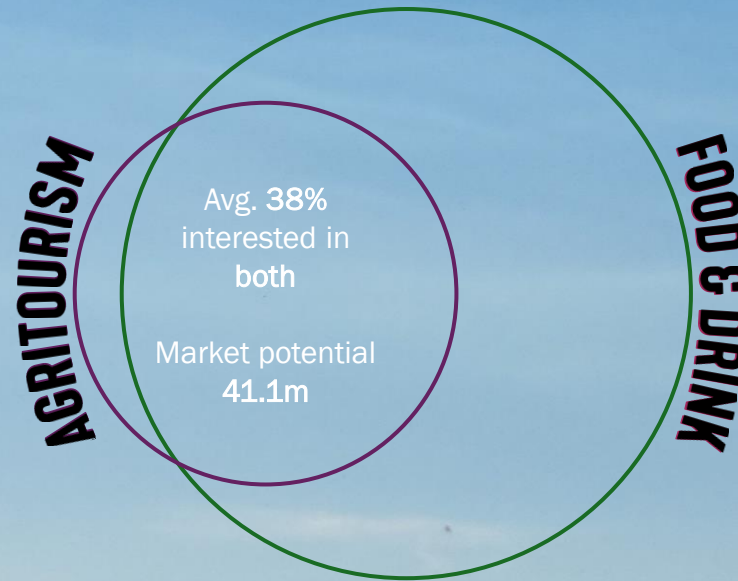
REMEMBER THE RESEARCH

FOODIES ARE INTERESTED IN FARM EXPERIENCES

Avg. 42% interested
across markets

Market potential 46.2m
OOR travellers

90% also interested in food & drink



Avg. 82% interested
across markets

Market potential 102.0m
OOR travellers

46% also interested in agritourism

- Future of Global Tourism Demand Research, Quantitative validation phase, April-May 2022
- C1. Which of these experiences would you be interested in doing on a future international vacation?
Base: Global excl. Australia (n=22,190)
- Total global (excl. Australia) annual OOR traveller population (19 market) calculated as: 124,761,731, representing travellers aged 18-64 in a given (non-COVID) year

THE REGIONAL “FOOD BOWLS” ON THE FRONT FOOT.

- On-Farm Experiences (Bookable Online)
- Other On-Farm Experiences (Ready-on-Request)
- Specialist Local Tour Operators
- Food + Drink Festivals and Events
- Great Accommodation (On-farm +Off-farm)
- Restaurants & Providores



AUSTRALIA'S REGIONAL FOOD BOWLS: MADE UP OF MANY INGREDIENTS



On-Farm Experiences (Bookable Online)

The Truffle Farm
Bridestowe Lavender



Specialist Local Tour Operator:

Coastline Tours
Experiential Tasmania



Other On-Farm (Ready-on-Request)

Fork it Farm
Ashgrove Dairy
Salmon 40Degrees
And many more



Food + Drink Event or Activation:

Bridport Scallop Fiesta
Farmers Markets
And more..



Accommodation (On-farm +Off-farm)

The Cove
Mt Gnomon Farm
And many more..



Restaurants & Providores

Stillwater
MudBar
Tas Pickled Onions

NORTHERN TASMANIA



CONNECT EXPORT PRODUCE WITH INBOUND TRAVELLERS



SEASONALITY INVITES REPEAT VISITORS



THE FUTURE LOOKS BRIGHT!



NATIONAL AGRITOURISM FORUM

Hosted by Tourism Australia in partnership with **SA Government**, the National Agritourism Forum is **enabled by Australian Regional Tourism**. **This Forum is for Farmers** (and the regional tourism people who get in at grass-roots to provide support and guidance).

Tuesday, 14October25. Hahndorf, Adelaide Hills.

THANK YOU

An aerial photograph of a vast vineyard. The image is dominated by long, straight, parallel rows of green grapevines stretching across the landscape. The vines are planted in neat, rectangular blocks. In the center of the image, a small red tractor is visible, driving along a dirt path that runs between the rows of vines. The overall scene is one of organized agricultural production.

kshilling@tourism.australia.com