

FARM EXPERIENCES

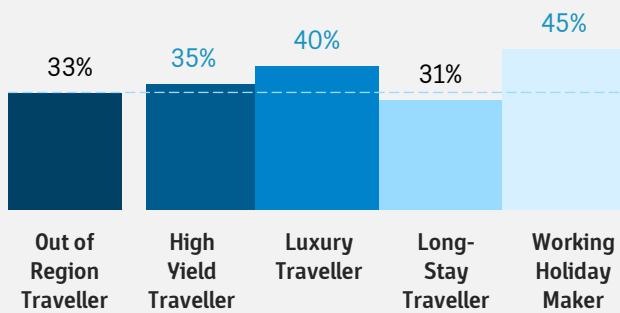
IMMERSIVE • AGRITOURISM

<https://www.tourism.australia.com/en/insights/consumer-research/future-of-demand.html>



- Overall a third of Out of Region travellers are interested in farm experiences such as farm gate tours, farm stays and pick-your-own
- Demand for farm experiences is stronger among higher-yielding audiences and Working Holiday Makers, and most Eastern markets
- Considerable variation by market, ranking 7th most popular experience in Singapore with almost half interested, down to 66th in Canada and just 19% interested
- Cross-sell opportunities include Indigenous craft-based experiences, ecotourism, homestays with locals or staying in an agricultural region, and aquaculture

INTEREST IN THE EXPERIENCE BY SEGMENT



INTEREST IN EXPERIENCE ACROSS THE GLOBE

MARKET	INTEREST %	RANK OUT OF 89 EXPERIENCES	SIZING ('000)
GLOBAL	33%	27	35,264
Singapore	48%	7	739
Vietnam	49%	9	1,055
China	38%	9	10,839
Hong Kong	44%	9	545
Taiwan	47%	14	1,281
Malaysia	41%	15	689
Indonesia	45%	15	606
Thailand	44%	18	924
Philippines	43%	27	1,199
India	35%	34	1,274
Italy	28%	39	878
South Korea	25%	43	2,432
France	20%	49	1,475
Germany	20%	53	1,121
UK	22%	54	2,144
USA	21%	60	5,503
New Zealand	22%	62	163
Japan	16%	63	1,239
Canada	19%	66	1,160
AUSTRALIANS	26%	47	2,297

TRAVEL BEHAVIOUR PROFILE

TRAVEL BEHAVIOUR PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
Reconnection	17%	17%
Into Nature	17%	20%
Exploration	17%	18%
Adventure	14%	11%
Transformation	13%	14%
Passion, hobbies	14%	13%
Restoration	7%	6%
Consideration of Australia	37%	44%
Actively planning to visit Australia	15%	20%

TRAVEL MOTIVATIONS

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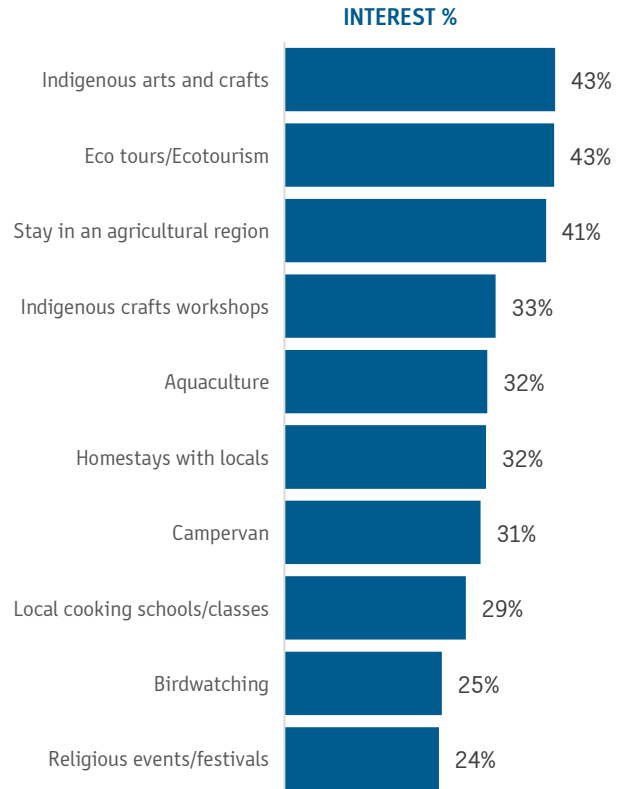
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DEMOGRAPHIC PROFILE		GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
LIFESTAGE	Young Singles/Couples (Under 45)	36%	33%
	Older Singles/Couples (45+)	16%	14%
	Young Families	32%	35%
	Older Families	16%	18%
AGE	18-29	30%	29%
	30-39	26%	27%
	40-49	22%	23%
	50-64	22%	21%
	Average age	38	38
GENDER	Male	50%	46%
	Female	50%	54%
INCOME	Low	25%	24%
	Middle	28%	27%
	High	24%	27%
	Very high	22%	23%

AFFINITY WITH OTHER EXPERIENCES (TOP 10)



TRAVELLER TESTIMONIALS

WHY TRAVELLERS LOVE THIS

- Niche and sensorial way to experience animals and food
- Interested in farming practices
- Fun activity for children

WHY SOME DO NOT

- Do not enjoy learning about food systems, farm practices etc. on holiday
- Not a priority experience

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I would love to be on a farm working and learning how food/drink is grown and harvested
HIGH YIELD TRAVELLER, UNITED KINGDOM



I'm a nightlife person, so this is interesting to me. Have a pass like bar crawl or something
HIGH YIELD TRAVELLER, SINGAPORE



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Tourism Australia commissioned independent global research to identify and size the travel sectors and experiences that the Australian tourism industry and operators can own and win. The research project included cultural insights, qualitative research and a global survey of 23,771 travellers across 20 markets. The research measured interest in 143 global tourism experiences.