

# STAY IN A RENOWNED AGRICULTURAL / WINEGROWING REGION

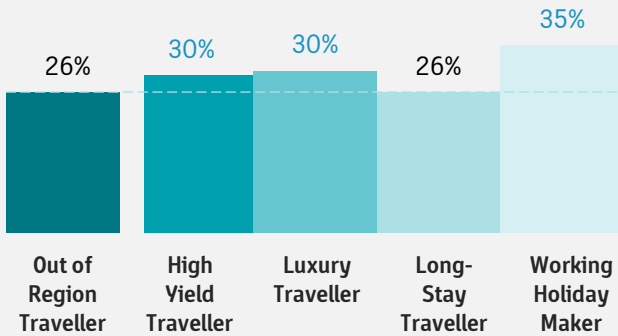
## SENSORY • FOOD & DRINK

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



- Overall around a quarter of Out of Region Travellers are interested in staying in a renowned agricultural or winegrowing region, with greater interest among High Yield and Luxury Travellers and Working Holiday Makers
- This experience is most popular in Malaysia, where 2 in 5 are interested, and it ranks 17<sup>th</sup> most appealing of the 89 experiences tested
- Those interested in agricultural region stays are heavily motivated by exploration and nature needs when travelling
- Key cross-sell opportunities include wine/beer/liquor pairings, winery stays, and a range of Indigenous experiences

### INTEREST IN THE EXPERIENCE BY SEGMENT



### INTEREST IN EXPERIENCE ACROSS THE GLOBE

MARKET	INTEREST %	RANK OUT OF 89 EXPERIENCES	SIZING ('000)
GLOBAL	26%	49	29,328
Malaysia	40%	17	669
Indonesia	36%	33	495
Taiwan	32%	35	870
Hong Kong	28%	36	354
Vietnam	34%	37	724
Singapore	27%	37	412
China	24%	39	6,916
Italy	26%	42	816
Japan	21%	43	1,620
South Korea	24%	48	2,343
Thailand	28%	49	598
Germany	20%	51	1,132
India	29%	55	1,075
France	18%	55	1,337
USA	22%	57	5,796
Canada	21%	58	1,293
UK	20%	59	1,911
Philippines	29%	61	809
New Zealand	21%	64	157
AUSTRALIANS	24%	52	2,103

### TRAVEL BEHAVIOUR PROFILE

TRAVEL BEHAVIOUR PROFILE	GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
Reconnection	17%	16%
Into Nature	17%	19%
Exploration	17%	20%
Adventure	14%	13%
Transformation	13%	13%
Passion, hobbies	14%	13%
Restoration	7%	6%
Consideration of Australia	37%	45%
Actively planning to visit Australia	15%	21%

### TRAVEL MOTIVATIONS

Reconnection	17%	16%
Into Nature	17%	19%
Exploration	17%	20%
Adventure	14%	13%
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Passion, hobbies	14%	13%
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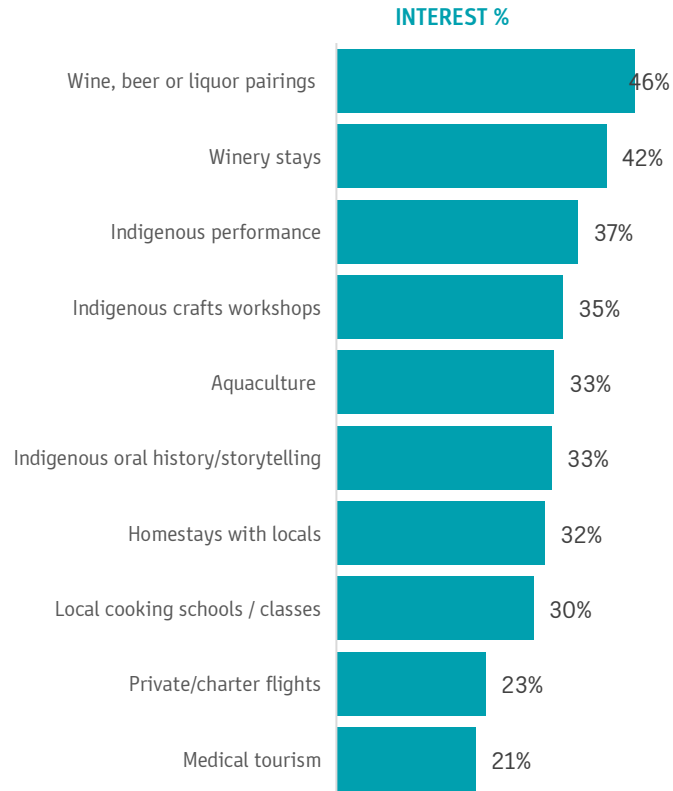
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DEMOGRAPHIC PROFILE		GLOBAL TOTAL	INTERESTED IN THIS EXPERIENCE
LIFESTAGE	Young Singles/Couples (Under 45)	36%	32%
	Older Singles/Couples (45+)	16%	16%
	Young Families	32%	34%
	Older Families	16%	17%
AGE	18-29	30%	27%
	30-39	26%	26%
	40-49	22%	22%
	50-64	22%	24%
	Average age	38	39
GENDER	Male	50%	48%
	Female	50%	52%
INCOME	Low	25%	21%
	Middle	28%	26%
	High	24%	26%
	Very high	22%	26%

### AFFINITY WITH OTHER EXPERIENCES (TOP 10)



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.

Base: Future Of Demand research 2022, Total out of region travellers, global excluding Australia (n=22,190), Interested in Stay in a renowned agricultural / winegrowing region (n=5,718)