

An aerial photograph of a vineyard during sunset. The sun is low on the horizon, creating a bright sunburst effect with rays of light. The vineyard rows are visible, and the overall scene is bathed in a warm, golden light. The text is overlaid on the left side of the image.

AGRIBUSINESS TO AGRITOURISM

***Find the sweet spot for your farm and
your customers***

**SPARROWLY
GROUP**



TODAY

- Identifying what is possible on your farm
- Creating a desirable experience
- Designing your business plan and bringing it to life

Why Agritourism?

01

One of the fastest growing sectors of tourism in Australia and globally

02

Contributes approximately \$11 billion to the Australian economy annually and growing

03

Consumers are focusing less on 'buying things' and more on 'doing things'

04

It creates a direct connection between the primary producers and the end consumer



Why Agritourism?

- Diversify and increase income streams/ supports business sustainability
- Monetise underutilised assets such as farm buildings
- Develop new markets for farm produce sales
- Provide additional employment to support family to remain on farm
- Social and mental wellbeing for isolated agribusinesses

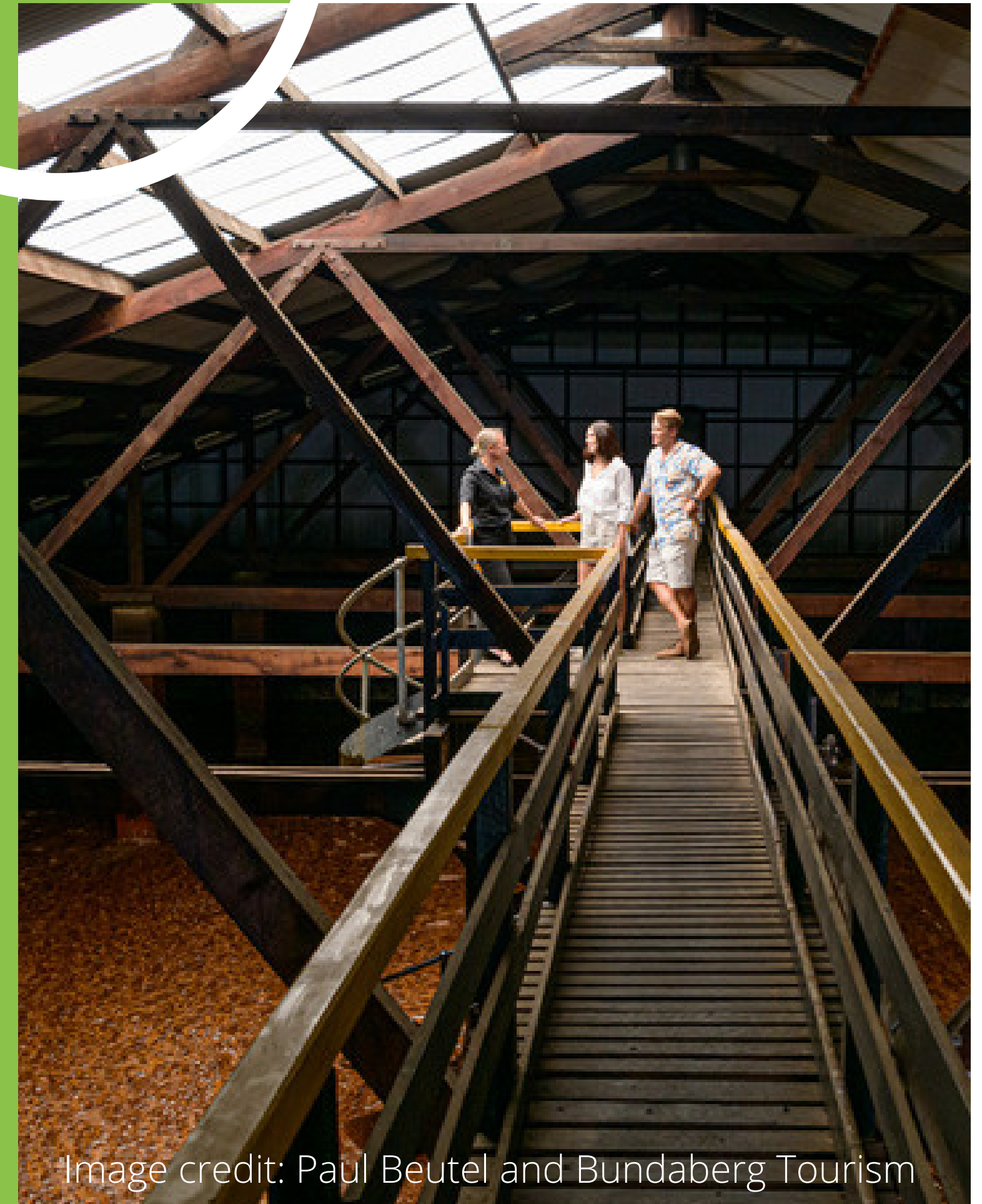


Image credit: Paul Beutel and Bundaberg Tourism

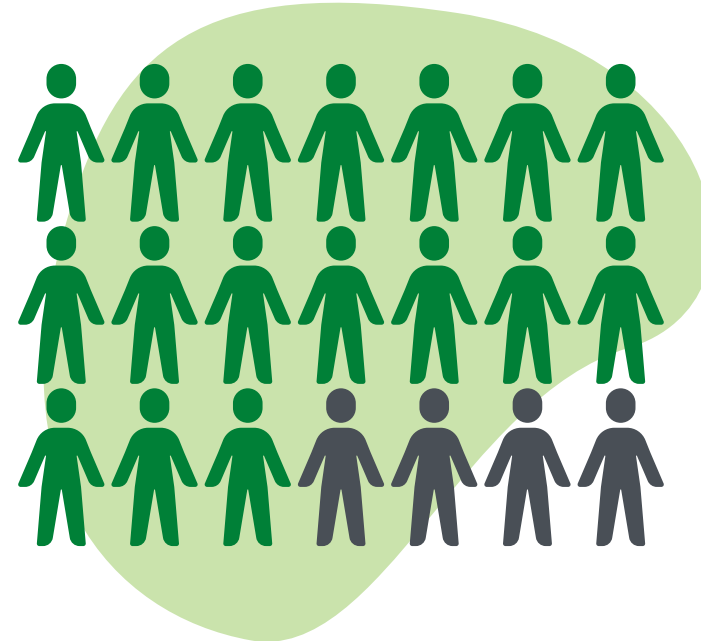
Why Agritourism?

5.7 Across Australia,
5.7 million trips



The majority travel
by car drive market is
significant

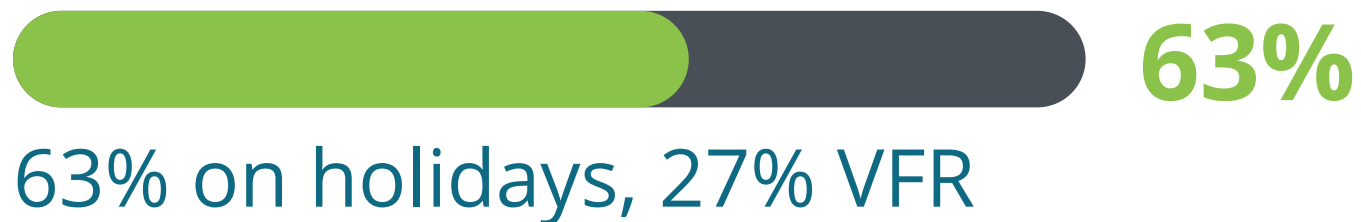
82% visiting a
regional destination



\$5.9 B

**SPEND ON
AGRITOURISM
EXPERIENCE**







3.4 overnight stays
per trip
higher than average
domestic trip



Intrastate

Creating a desirable agritourism experience

Visitors are looking for experiences that:

-  Are safe
-  Are authentic
-  Connect with nature
-  Promote sustainable practices
-  Connect them with producer
-  Get them close to the source

Types of agritourism experiences:

- Farmgates and direct to consumer
- Accommodation
- Events
- Workshops and classes
- Farm tours

Desirability Design

01

Mud map your farm identifying the high producing and high yield for production and underutilised spaces

02

Consider:

- Point of difference?
- What's possible in the space & will complement my region's offering?
- Who will come?
- How will I execute this concept?
- Who has done this (or similar) before
- How will this impact other areas of the property?



Image credit: Paul Beutel and Bundaberg Tourism

Feasibility Design



Image credit: Paul Beutel and Bundaberg Tourism

Map out the considerations of the space.

Review your current development approval (local and state) to understand current land use.

What resources will you need to bring this to life?

Who can you connect with to build your network and support you?



Viability Design

01

Create a simple budget and set cost structures

02

- Understanding what the market is willing to pay for your experience - research is key
- Consider base cost structures and ways in which you could build over time and continue to value add to your experience

Summary and next steps

- Apply the learnings and map to your own Business Model Canvas
- Keep connected and build your network
- Start small - test and learn and build from there - take a balanced approach
- Be authentic - you are inviting visitors onto your property and sharing your space with them - it has to reflect you and your why





KEEP IN TOUCH

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