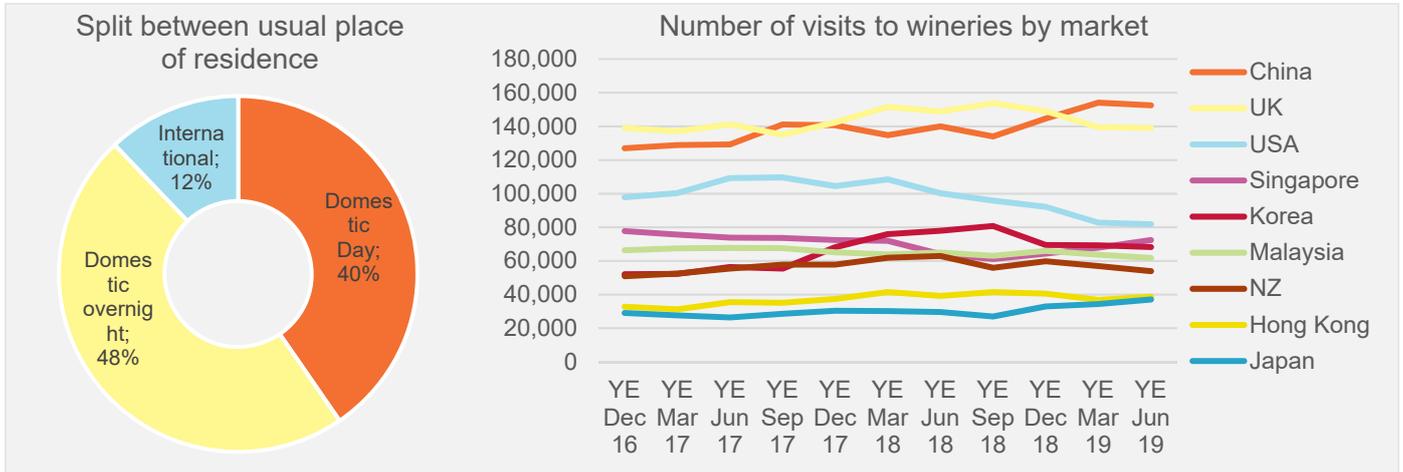


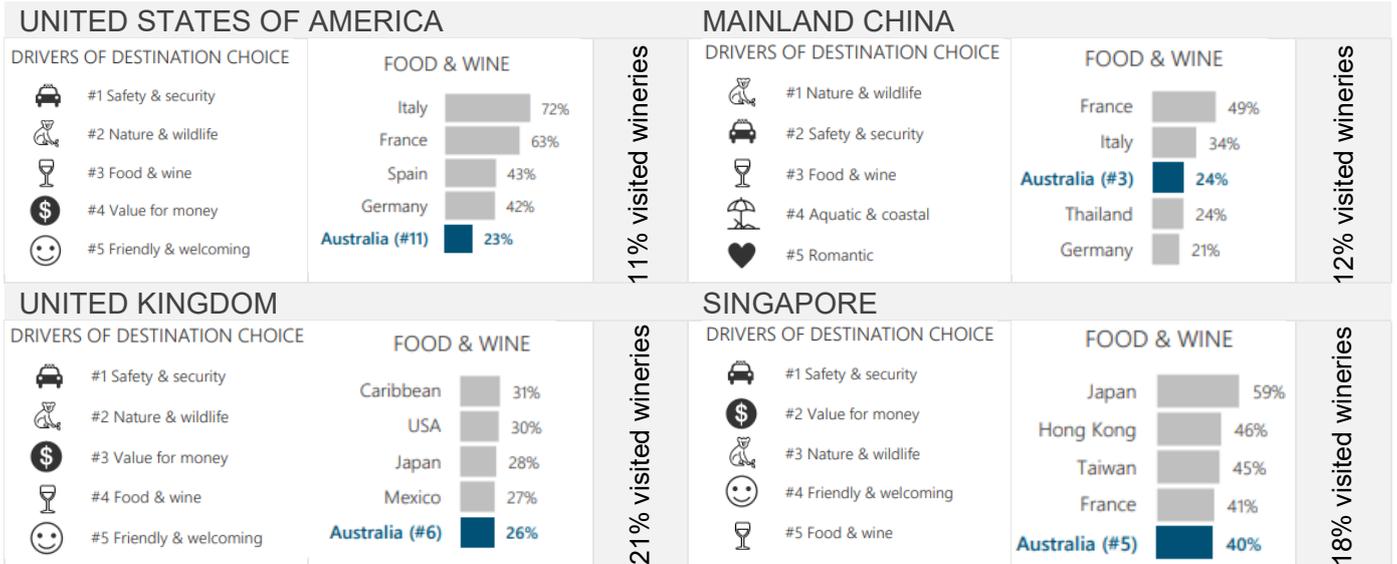
Wine Australia providing insights on Australian Wine

WINE TOURISM SNAPSHOT 2018 – 19[^]

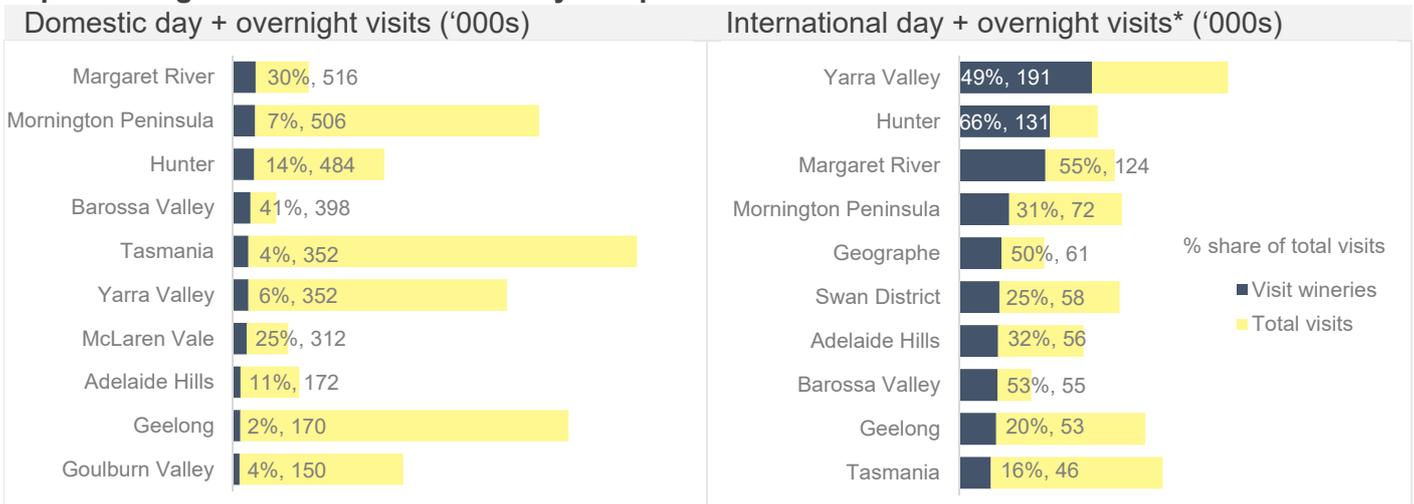
8.4 million visits	7 nights average length of stay	2% of Australians visit wineries
\$9.6 billion spend	\$1,136 average spend per trip	1 in 8 internationals visit wineries



Food and wine motivations for travel^{^^}



Top 10 GI region visits - Visited a winery compared to total visits



[^] Data sourced from Tourism Research Australia National and International Visitor Surveys (NVS and IVS) unless otherwise stated

^{^^} Tourism Australia's Consumer Demand Project

* Note: Visits to wineries is an estimate based on supplementary questions in the IVS – Wine region visited, Visit winery, brewery, distillery, Location of winery visited (e.g. Other VIC). For NSW regions, the supplementary question 'Did you visit a NSW winery' was also used.