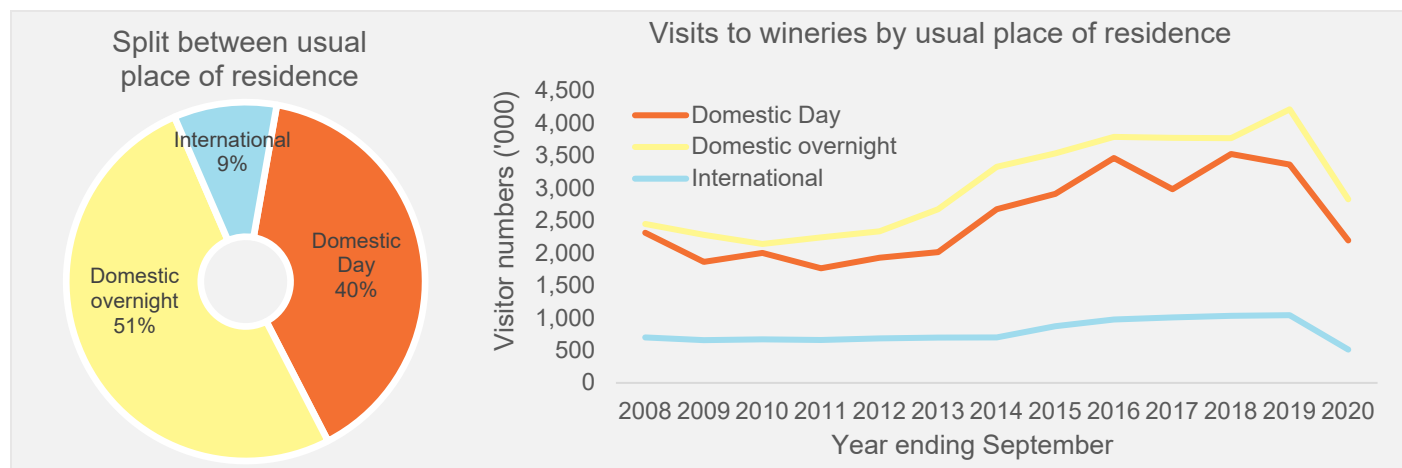


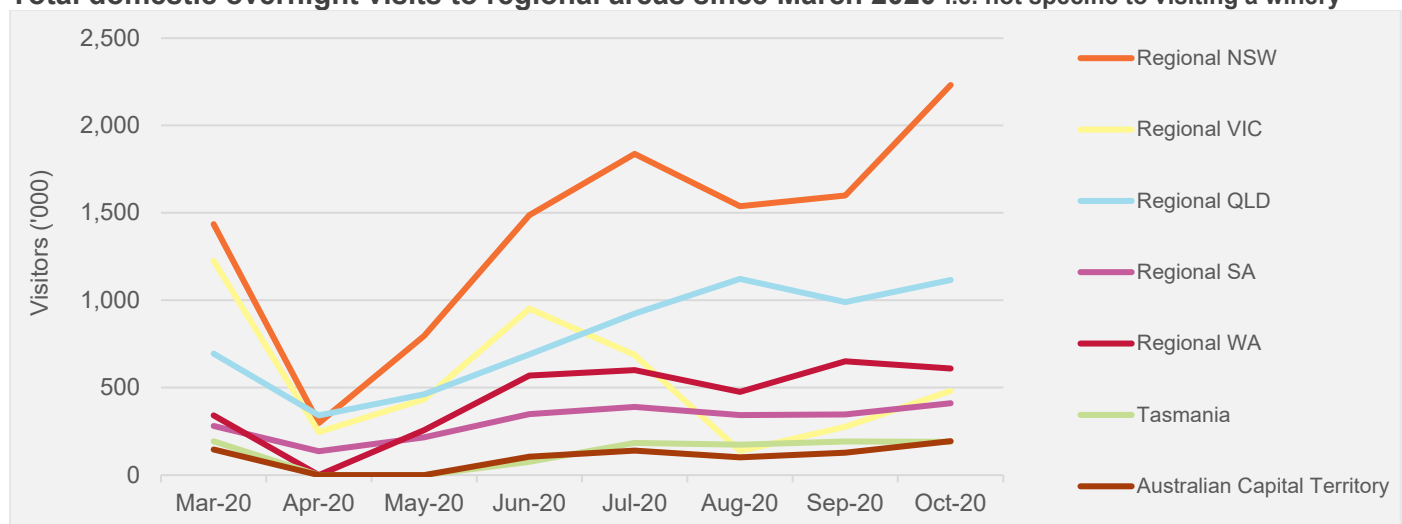
Wine Australia providing insights on Australian Wine

WINE TOURISM SNAPSHOT Year ending September 20[^]

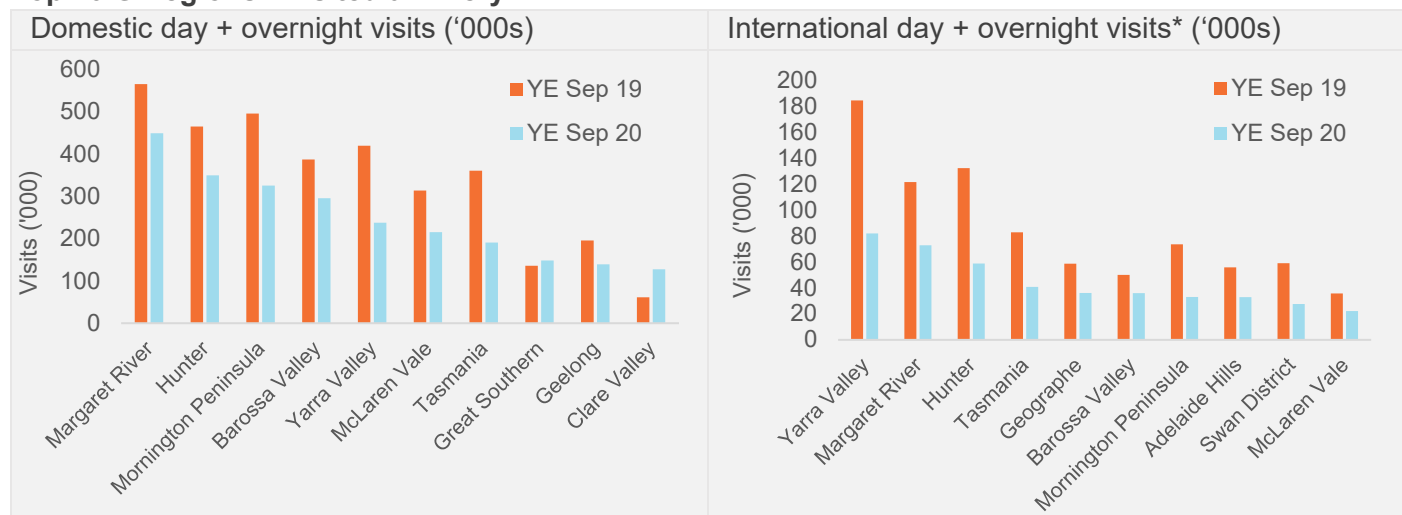
5.5 million visits	6.1 nights average length of stay	2% of Australians visit wineries
\$5.9 billion spend	\$1,074 average spend per trip	1 in 8 internationals visit wineries



Total domestic overnight visits to regional areas since March 2020 i.e. not specific to visiting a winery



Top 10 GI regions - Visited a winery



[^] Data sourced from Tourism Research Australia's National and International Visitor Surveys (NVS and IVS) unless otherwise stated. Results from 1 April 2020 in the IVS were imputed due to COVID-19 border restriction. Read more on [TRA website](#).

* Note: Data presented has been modelled based on supplementary questions- 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.