

Draft Agritourism Road Map

2026-2029

TOURISM

GEELONG
AND THE BELLARINE



What is the Road Map?

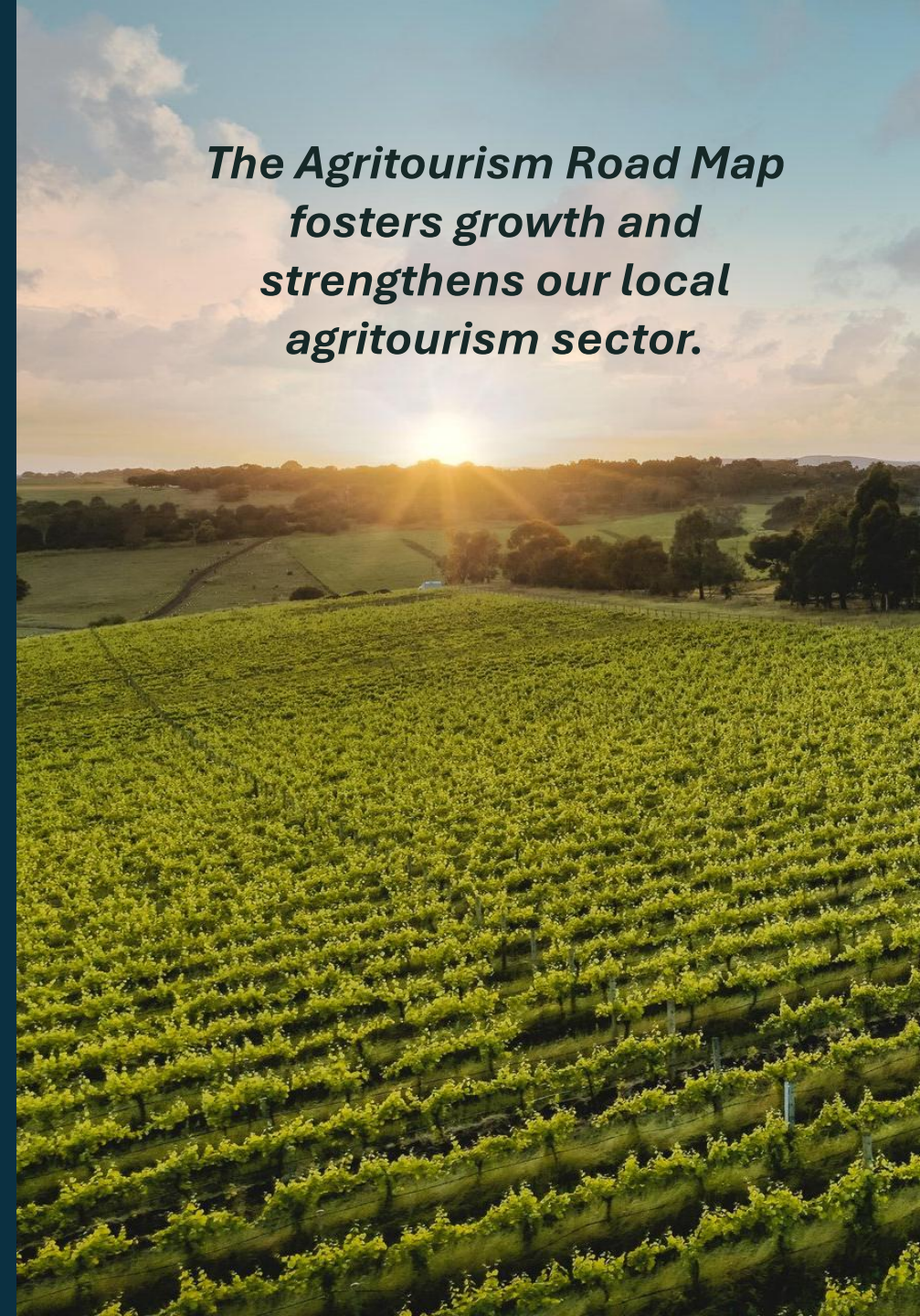
This roadmap is:

- Developed from listening to the voice of local industry
- A strategic guide, not a prescriptive rulebook
- A tool to help prioritise growth initiatives and support
- An opportunity to identify collaborative partnership opportunities
- A shared language for understanding readiness, opportunities and gaps across the region.

It is not:

- A guarantee of funding or other resources
- A ranking of businesses
- An expectation every operator must “progress”

*The Agritourism Road Map
fosters growth and
strengthens our local
agritourism sector.*



Why Agritourism? Why Now?

The Rising Tide: Agritourism is one of Australia's fastest growing visitor segments, driven by demand for:

- Food and drink experiences
- Sustainability and provenance
- Hands on, immersive activities
- Direct connection with producers

Victoria already leads the nation in agritourism participation.

Greater Geelong and The Bellarine is particularly well placed and is recognised by Tourism Australia as one of Victoria's four primary food bowls.

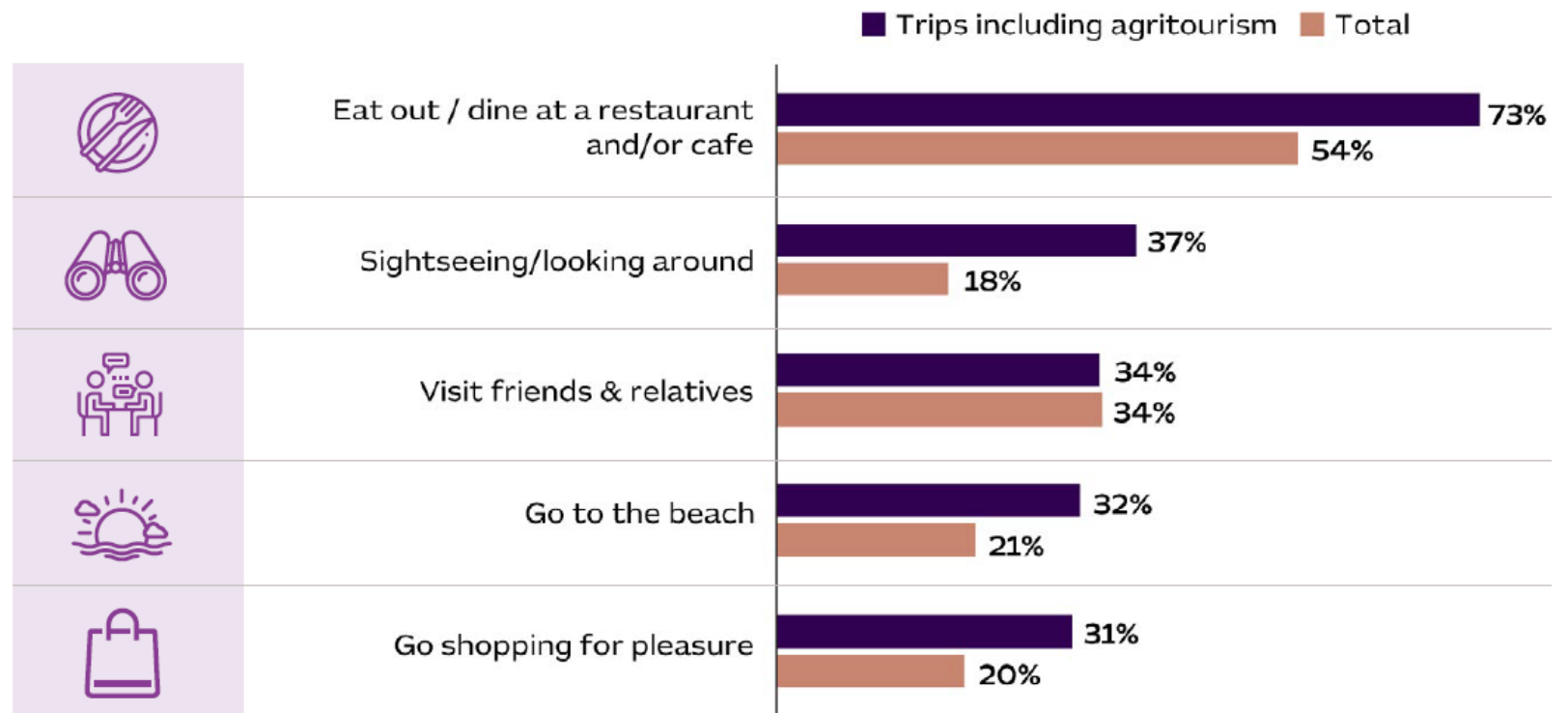


Agritourism travellers do more activities and spend more money



Activities

Travellers that engaged in agritourism engage in a higher number of trip activities compared with the average, pointing to the opportunity for businesses to pair experiences with agritourism activities in the area.





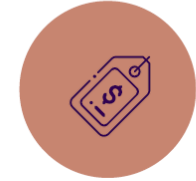
In 2024, trips involving one or more agritourism activity accounted for:



18.5 million trips
(6% of total trips in Australia)



99.9 million nights
(18% of total nights in Australia)

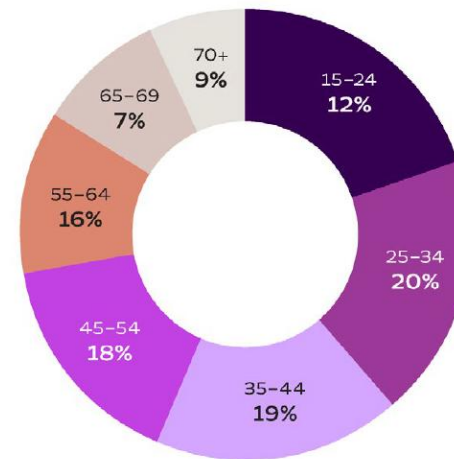


\$20.3 billion spend in Australia
(14% of total tourism spend in Australia)

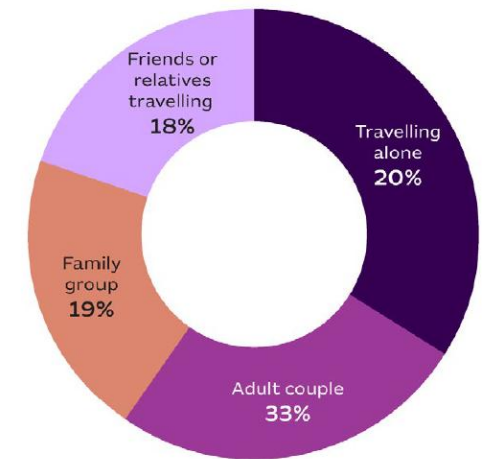
Trip demographics

A broad-based demand for agritourism among various age groups and travel parties has the potential to attract a diverse audience, contributing to the growth and prosperity of agritourism and surrounding regions.

Trips by age group (%)



Trips by travel party (%)



The 2026-29 Agritourism Roadmap - Draft



The Agritourism Readiness Framework

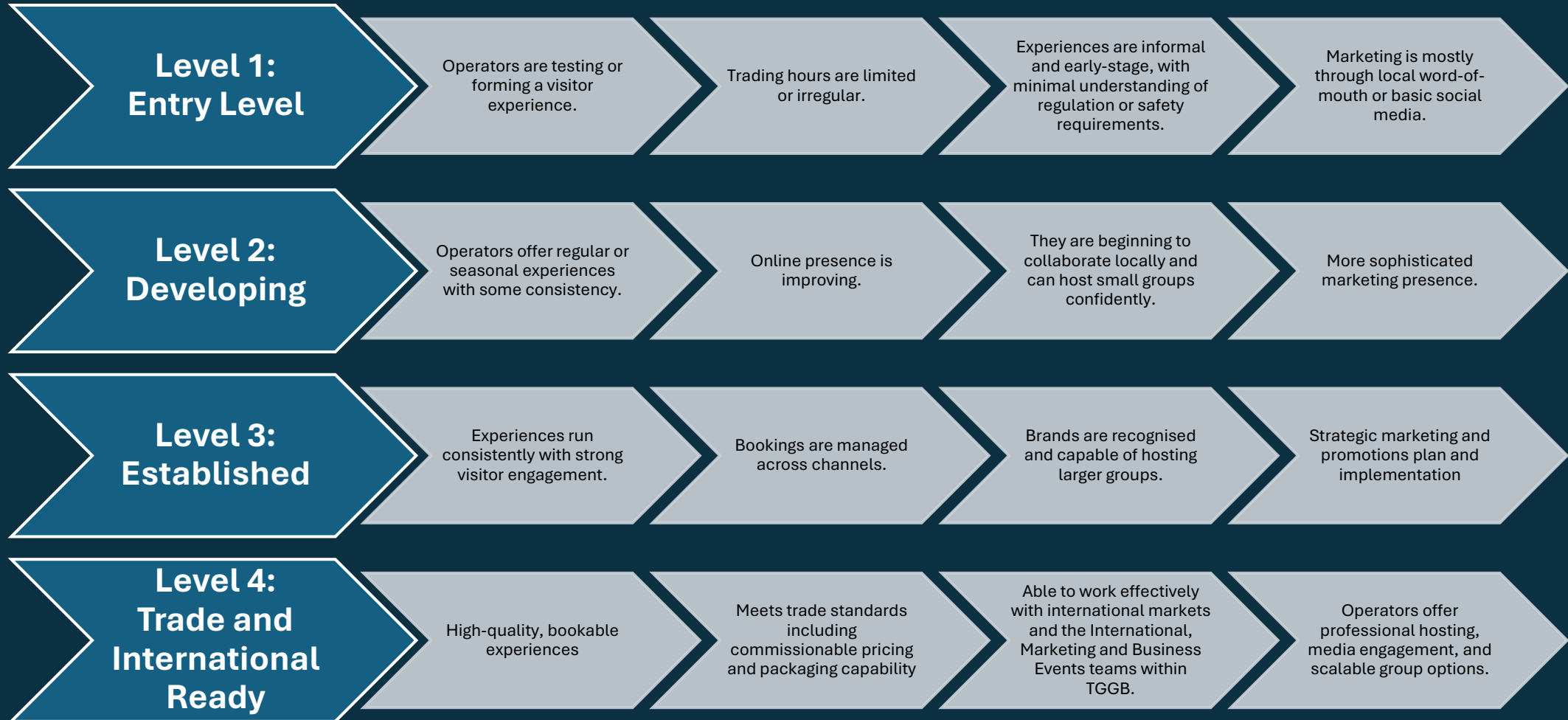
Level 1:
Entry Level

Level 2:
Developing

Level 3:
Established

Level 4:
Trade &
International
Ready

Agritourism Readiness Framework



Our regions Differentiators

Where our identity is different:

- Australia's Mussel Capital
- Authentic and Accessible Makers and Small-Batch Culture
- Approachable and Maker-Led (not out of reach)
- City, Coast, and Country in One Place
- Multi-Modal Access



Experience Themes

6 themes are a foundation for itineraries, trails, events, and campaigns:

- Farm and Sea Journeys
- Maker to Table
- Seasonal Abundance
- Slow, Connected Itineraries
- Creative Coast and Countryside
- Family-Friendly Agrifood Adventures



Strategic Initiatives

Proposed key initiatives:

1. Agritourism Entry Pathway
2. Regional Product Inventory
3. Funding Alignment & Identification Strategy
4. Strengthening Bellarine Taste Trail
5. Moorabool Valley Taste Trail and Maker Activation
6. Digital Experience Platform
7. Regional Agrifood Events Strategy



How to Shape the Final Roadmap:

We are seeking clarity about:

- Where the region is today
- Where the opportunities lie
- How we can grow agritourism in a way that is sustainable, realistic and regionally aligned.
- Who leads proposed strategic initiatives
- Where collaborative opportunities exist

We encourage you to read the draft, reflect on it, and most importantly - help shape what comes next.



How to provide feedback:

Complete The Feedback Survey

The survey is designed to give you prompting questions to get you thinking and point to key aspects of the plan needing your input.

Or

- Provide tracked comments on the word file
- Email feedback to us
- Set up a meeting or call with us

www.tourismgeelongbellarine.com.au



Industry Development Calendar 2026

- Members Forums - 23 February & 14 July
- Working with Ai: Practical Workshop - 24 March
- 2026 Tourism Hospitality Mentoring Program – April TBC
- Cultural Awareness: 6 May (Geelong)/19 May (Bellarine)
- Why International? Unlocking Global Markets – 11 June
- Tourism Awards Mentoring – May/June
- Spirit Of Tasmania/Port Phillip Ferries/Searoads Industry Briefing – TBC 14 July
- **2026 Tourism Conference at Nyaal Banyul – 5 August**
- Wellness Day – 31 August
- Digital Marketing Workshop – TBC 1 September
- New Member Induction/Refresher – TBC 7 October
- Jobs Fair – TBC 5 or 12 October
- Training opportunity TBC – 10 November
- Research Presentations – Dates TBC
- Christmas Members Forum – 24 November



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