

SOUTH AUSTRALIAN TOURISM COMMISSION

AGRITOURISM CUSTOMER TARGET MARKETS

INFORMATION SHEET



UNDERSTANDING DIFFERENT CUSTOMER TYPES

Customers for your Agritourism experience could be a combination of those who are already consuming your product, tourists already visiting the region/local area, and new markets you want to invite to experience your produce and/or property. Rather than aiming to be all things to all people, it will be useful for you to identify up to three key customer groups that you would like to attract. Refer to this information sheet to understand a range of customer types that might be worth considering for your business.

By tailoring Agritourism experiences to the specific needs and preferences of customers, South Australian farmers can create appealing and memorable experiences that attract a wide range of visitors. Currently, Australian Agritourism experiences are mostly visited by Australians (or the 'domestic market'). Eastern Hemisphere markets, such as Singapore and China, find Agritourism experiences very appealing, however the volume of visitors is much less than the local population.

Customer markets are also often divided into different life stages and lifestyles as they have different needs, motivations, and expectations. This can be referred to as a 'market segment'.

Below is an overview of typical customer market segmentation for tourism businesses that are relevant to Agritourism operators. Take note if there are a few segments that resonate most with you, and naturally fit with your Agritourism product.

Young couples aged 25-44 with professional careers, often seek holiday experiences that combine food, wine, culture, and socialising. They value spontaneity, relaxation, and creating memorable experiences. They prefer booking all aspects of travel themselves, and look for diverse, easily accessible destinations that do not require taking much annual leave. They enjoy discovering new places and activities, often seeking out good accommodation and value for money experiences. Agritourism experiences that typically appeal to young couples include on-farm events, weddings and conferences, farm-to-fork cooking classes, pick-your-own produce experiences, and farm tours or demonstrations.

Older couples aged 45-60 are a key market for Agritourism operators. Their needs and wants include time for relaxation, walking, quality dining, accommodation, and culturally enriching experiences. Relevant Agritourism experiences for this segment include informative farm tours and demonstrations, culinary experiences such as farm-to-fork cooking classes, unique on-farm dining, and experiential farm stays.

Families with younger kids (under 5) focus on easy logistics and family experiences, balancing immersive activities for kids (engaging with farm animals and produce) with opportunities for adult relaxation. They prioritise accommodation that allows them to self-cater, and aim to accommodate everyone's interests with value-for-money experiences. Agritourism experiences that typically appeal to young families include farm tours and demonstrations, pick-your-own produce experiences, behind-the-scenes tours, and on-farm retail outlets.

Families with older kids (aged 5-13 years) focus on family fun, immersive natural experiences, and quality produce. Planning revolves around school terms and family schedules. They prefer camping or family-style accommodation. Their trips are driven by the need to balance diverse interests within the family, seeking value for money, and convenience in travel planning. Families with older kids tend to enjoy pick-your-own produce experiences, behind-the-scenes tours, farm tours and demonstrations, on-farm retail outlets, and on-farm dining.

Grey nomads, a term often used to describe retired (aged 60+) caravanners, seek relaxed, extended travel experiences. They enjoy holidays focused on food, wine, and natural experiences, providing opportunities to connect with local culture, farmers, and communities. They value well-planned itineraries and less crowded conditions; therefore preferring to travel outside of peak holiday seasons. Relevant Agritourism experiences for this segment include experiential farm stays, farm-to-fork cooking classes, farm tours and demonstrations, behind-the-scenes tours, on-farm retail outlets, and on-farm dining.

Visiting Friends and Relatives (VFR) travellers visit a destination for the main purpose of seeing their friends or family, and often combine their trips with leisure activities. They enjoy reconnecting with loved ones and typically engage in special activities that allow them to create shared memories. Cost-effective and easily accessible activities are preferred, as they often plan multiple outings. Agritourism experiences that typically appeal to VFR travellers include farm tours and demonstrations, pick-your-own produce experiences, on-farm dining, cultural and educational experiences, behind-the-scenes tours, on-farm retail outlets, and on-farm events, weddings, and conferences.

Tour groups travel on pre-packaged itineraries through Commercial Tour Operators (CTOs). Group sizes may vary from large bus charters to private small groups. Tours can involve many stops over the course of a full day or multiple days. This means that tour groups are usually looking for Agritourism experiences that can be delivered privately for their group, in a short amount of time (around one hour), and offer an opportunity to stretch legs and include refreshments. Such experiences might include pick-your-own produce experiences, farm tours and demonstrations, cultural and educational experiences, behind-the-scenes tours, on-farm retail outlets, and on-farm dining. Learn more about CTOs through SATC's [Working with Distribution Partners Factsheet](#).

International working holiday makers are young travellers, typically aged 18-30, who work and travel in urban and regional Australia under a visa scheme. They play a significant part in filling seasonal jobs and skills shortages in both agriculture and tourism. International working holiday makers are typically motivated by a blend of adventure, outdoor activities, cultural exchange, and the opportunity to fund their travels through employment. They need access to seasonal work and affordable accommodation, and aim to gain new skills and work experiences. They prioritise flexibility, safety, and security in both their work and living conditions, as well as enriching meaningful experiences that offer personal growth and memorable interactions during their stay. According to Tourism Australia's [Future of Demand report](#), approximately 45% of international working holiday makers are interested in Australian Agritourism experiences.



NICHE CUSTOMER GROUPS

Agritourism experiences also appeal to a wide variety of niche customer groups (or 'market segments').

Bird watchers (sometimes referred to as 'Twitchers') are enthusiasts who travel specifically to observe and study various bird species in their natural habitats. They often carry binoculars, cameras, and field guides, and are keen on exploring regions rich in bird diversity. Offering bird watching tours on farms with diverse avian populations can be a big drawcard, however it pays to have a guide knowledgeable in the local bird species. Offering experiential farm stays that provide access to bird-rich areas, particularly early in the morning and at dusk, is highly valuable for this segment. Bird watchers enjoy on-farm educational experiences that offer insights on local bird species, their habitats, and conservation efforts.

Educational institutions (schools and universities) are constantly seeking experiential learning opportunities and field trips that complement classroom education. These trips are often focused on practical learning, hands-on experiences, and exposure to real-world applications of academic concepts. Agritourism experiences that appeal to this group include interactive tours that explain farming processes and show the operational aspects of a working farm, animal care, crop cultivation, and structured educational programs on topics like sustainability, agriculture, and environmental science.

Corporate/business groups, sometimes referred to as the Meetings Incentives Conferencing and Exhibitions (MICE) segment, typically travel to Agritourism venues to host their own corporate events and conferences. Farms can offer a refreshing change from conventional city-based venues. They seek scenic locations with modern amenities to host meetings, workshops and team-building activities. On-farm catering featuring farm produce and the inclusion of farm tours and demonstrations adds to the appeal.

For more information about potential Agritourism customers, refer also to [Enabling Agritourism: A Guide for Farmers Planning to Diversify](#) (pages 14-15)

Youth and community groups are organised collectives that seek bonding activities, outdoor adventures, and opportunities for community service. These groups prioritise experiences that foster teamwork, personal growth, and spiritual enrichment. Agritourism experiences that appeal include camping or bunk-style overnight stays, alongside group activities like campfires, outdoor games, community service projects (e.g. planting trees, helping with harvest, or building farm structures), and programs that combine agricultural education with personal development activities.

Wedding parties consist of the wedding couple and their guests looking for picturesque rural venues, landscapes, and memorable celebrations. They seek unique, beautiful settings that provide a mix of rustic charm and modern amenities. Relevant Agritourism experiences include venue hire, experiential farm stays and group accommodation, catering services featuring local produce, and farm tours for guests.

Voluntourists are travellers who combine volunteering with tourism, aiming to give back to local communities. They seek meaningful travel experiences that contribute positively to the places they visit. They enjoy opportunities to help with farm activities, environmental conservation, or community development, and seek to learn something new about sustainable farming practices, and connect with the local people and other volunteers.

Wellness travellers seek relaxation, rejuvenation, and holistic health experiences. They are interested in activities that promote physical, mental, and spiritual wellbeing. These travellers enjoy on-farm wellness retreats that offer yoga, meditation, and spa services, experiential farm stays, farm-to-fork cooking classes focusing on healthy, organic cooking, and on-farm educational experiences focused on sustainable living, nutrition, and holistic health.

SOUTH AUSTRALIAN TOURISM COMMISSION AUDIENCES

The South Australian Tourism Commission (SATC) targets a selection of markets and segments. These customers tend to share a preference for what South Australia has to offer and they spend more on quality experiences. Consider whether your ideal customers align to any of the below.

DOMESTIC MARKETS

Within the domestic market, the South Australian Tourism Commission has identified three key segments, which collectively represent 41% of all Australian travellers, and are detailed below.

Cultural Contributors are passionate about the environment and inclusion, and want to make a positive difference in the world. Travel helps them to learn and grow as a person by immersing in different places and cultures. They are motivated by travel experiences that allow for personal growth and self-enrichment. When choosing a holiday, sustainable travel options and a sense of belonging/community are important factors. Their underlying attitudes are seen across a wide range of people, meaning that there are no key demographics for Cultural Contributors. They have a carefree approach to planning, and are more likely to book each aspect of their holiday separately, or book a package that includes transport and accommodation only. This segment finds experiences that offer a connection to nature & place, as well as events & festivals, most appealing.

Achievement Seekers are driven by a desire to be successful and always moving forward in life. They are focused on financial security to be able to enjoy life's luxuries and achieve a sense of freedom. Travel is about the fun of new (sometimes adventurous) experiences they can't get at home, and indulgence as well. When choosing a holiday, luxury accommodation and a sense of belonging/community are important factors. Achievement Seekers are more likely to be high income earning, full-time working males aged 18-34 years, travelling with or without a young family. They have a carefree approach to planning, and are more likely to book a package that includes transport and accommodation only. This segment finds food & wine experiences, as well as events & festivals, most appealing.

Authentic Connectors are passionate about prioritising people and relationships. They want to build deep, meaningful connections and value a sense of belonging and community. Travel is best shared with others to spend time reconnecting and making memories together. When choosing a holiday, friendly residents and a sense of belonging/community are important factors. Authentic Connectors are more likely to be aged 18-34 years, and skew slightly to females and young family demographics. They prefer to plan the key aspects of their holidays, such as accommodation and transport, and are more likely to book an organised tour or a package that includes only transport and accommodation elements. An opportunity to connect to nature & place, and food & wine experiences, are most appealing to this segment.

Learn more about SATC's key markets and marketing opportunities via the [Industry Tools and Resources webpage](#).

INTERNATIONAL MARKETS

Internationally SATC targets HVTs who are motivated by what Australia has to offer. HVTs are empowered individuals and increasingly knowledgeable about the world around them. They prefer authentic holidays where they can experience the local culture and get a taste of everyday Australian life. They travel to expand their horizons which means getting a taste of everything from local cuisine to the natural surroundings. Specific demographics vary from market-to-market (country of origin). Key drivers for destination choice include food & wine, aquatic & coastal, as well as nature & wildlife experiences.

THE SATC HAS CATEGORISED INTERNATIONAL MARKETS INTO FOUR TIERS OF PRIORITISATION

Tier One	United Kingdom, Europe, North America, New Zealand, China
Tier Two	Singapore, Malaysia
Tier Three	Hong Kong, Japan, India
Tier Four	Vietnam, South Korea, Taiwan, Indonesia

Refer to the [South Australian Agritourism Sector Plan 2025 \(page 30\)](#) for further information on the appeal of different types of Agritourism experiences for domestic and international markets.



UNDERSTANDING YOUR CUSTOMER'S BOOKING JOURNEY

Customer personas are detailed profiles that represent different types of customers who might come to your farm. Developing customer personas for your Agritourism business will help you understand who your customers are and what they want. These profiles include various characteristics such as age, gender, interests, lifestyle, spending habits, and what they seek in an Agritourism experience. For example, one persona might be a young family looking for educational activities for their children, while another might be a retired couple interested in a quiet, scenic farm stay with gourmet food experiences.

This understanding allows you to tailor your Agritourism offerings to meet the specific needs and preferences of your different customer types, improving the overall experience for all of your visitors. Customer personas also allow you to create more targeted marketing strategies and optimise your marketing budget by crafting specific messages via the right marketing channel (i.e. Facebook vs metro radio). When customers feel that their needs and desires are understood and met, they are more likely to return and tell others about their positive experiences.

A '**customer journey**' is the entire experience your customers have from the moment they hear about your farm to when they return home after their visit. It includes all the steps and interactions they have with your business. Here is an easy way to understand it:



STAGE 1: AWARENESS

This is when people first learn about your farm and Agritourism product, maybe through an advertisement, a recommendation, or social media.



STAGE 4: EXPERIENCE

They come to your farm and experience what you offer.



STAGE 2: PLANNING

They decide they want to know more, so they visit your website or social media pages, or maybe call for more information.



STAGE 5: SHARING

After their visit, they might leave a review, share their experience with friends, or provide feedback directly to you. If they had a great time, they might come back again or tell others about their positive experience.



STAGE 3: BOOKING

The customer decides to visit your farm. This could involve booking accommodation, a tour or a farm experience, visiting your retail outlet, booking or attending an event, or simply planning a day out.

The Tourism Collective has a helpful [Visitor Persona Template](#) resource and Persona Institut has some suggested detail on some [Tourism Personas](#) you can refer to.

Mapping out a customer journey helps you see things from your customer's perspective. Each step is a potential opportunity to improve your customer's experience.

By understanding and planning these steps, you can ensure customers have a positive experience and are more likely to return or recommend your farm to others. A customer journey map will help you to pinpoint which types of marketing will reach your customers throughout their booking journey.

- Key touchpoints in the **awareness stage** are - search engines (such as Google), traveller review sites, social media, word of mouth, destination websites, news articles, blogs, paid advertising, publicity, radio, television and print.

- Key touchpoints in the **planning stage** are - search engines, social media, word of mouth, visitor guides, visitor information centres (VICs), destination websites, your own and various Agritourism/tourism businesses' websites, traveller review sites, blogs, paid advertising.

- Key touchpoints in the **booking stage** are - destination websites, your Agritourism website, your social media page/s, and distribution partners (e.g. VICs, online travel agents). Refer to SATC's [Working with Distribution Partners factsheet](#) to learn more.

- Key touchpoints in the **experience stage** are - you and your staff, other customers, social media, your Agritourism website.

- Key touchpoints in the **sharing stage** are - you and your staff, social media, word-of-mouth, websites and review platforms (Google Reviews, TripAdvisor).



TOOLS AND RESOURCES FOR MARKET RESEARCH

It is important not to attempt to be all things to all people. Aim to attract customers who appreciate and value your Agritourism offerings and are willing to pay the right price. Focus on quality (your best customers) over quantity (lots of customers) to achieve the best yield and create positive word-of-mouth recommendations.

By now, you may have some ideas about what your preferred customers look like in terms of where they come from, their life stage, and disposable income, as well as their needs and expectations (i.e. customer personas).

Beyond seeking direct feedback from your existing customers, asking for comprehensive details behind their decision making processes. There are a number of resources available to help you better understand customer markets/segments and quantify the potential value they can offer your business and region. It is important to conduct a **'Market Analysis'** when establishing your new Agritourism business idea, however it is equally important to ensure you are aware of constantly changing market conditions, customer preferences and habits, and potentially emerging markets that might align with your business.

MARKET ANALYSIS TRADITIONALLY INCLUDES THE FOLLOWING:



ANALYSING DATA

Volume and Size
Trends
Travel Patterns
Spend



UNDERSTANDING MOTIVATIONS

Reasons for Travel
Experiences Desired
Trends



MEETING EXPECTATIONS

Service
Facilities
Activities



TOURISM MARKET RESEARCH SOURCES

ORGANISATION	TYPE OF DATA	LINK
SOUTH AUSTRALIAN TOURISM COMMISSION	REGIONAL STATISTICS <ul style="list-style-type: none"> • Visit to Regions • Regional Tourism Profiles • Value of Regional Tourism 	tourism.sa.gov.au/insights/regional-statistics
	SOUTH AUSTRALIAN VISITOR ECONOMY <ul style="list-style-type: none"> • Value of Tourism in South Australia • South Australian Visitor Economy 	tourism.sa.gov.au/insights/south-australian-visitor-economy
	INTERNATIONAL STATISTICS <ul style="list-style-type: none"> • International Performance • International Market Profiles 	tourism.sa.gov.au/insights/international-statistics
	SATC INTERNATIONAL TOURISM STRATEGY 2025 <ul style="list-style-type: none"> • International Tourism in South Australia 	tourism.sa.gov.au/media/5j1huhxj/satc-marketing-international-tourism-strategy-2025.pdf
	DOMESTIC STATISTICS <ul style="list-style-type: none"> • National Visitor Survey Quarterly Report • Interstate Market Profiles 	tourism.sa.gov.au/insights/domestic-statistics
	ACCOMMODATION STATISTICS <ul style="list-style-type: none"> • South Australian Accommodation Summary supply, demand, occupancy rates, and takings. 	tourism.sa.gov.au/insights/accommodation-statistics
TOURISM RESEARCH AUSTRALIA	DOMESTIC VISITOR PROFILES <ul style="list-style-type: none"> • Target Market Profiles • Destination Profiles 	tra.gov.au/en/domestic/domestic-visitor-profiles
TOURISM AUSTRALIA	TOURISM STATISTICS <ul style="list-style-type: none"> • International Performance • Aviation Data • International Tourism Snapshot • International Travel Sentiment Tracker 	tourism.australia.com/en/insights/tourism-statistics.html
	UNDERSTANDING TOURISM STATISTICS <ul style="list-style-type: none"> • International Arrivals to Australia • International Visitors' Spend • Economic Importance of Tourism in Australia • Australian State and Territory Statistics 	tourism.australia.com/en/insights/tourism-statistics/understanding-tourism-statistics.html
	CONSUMER RESEARCH <ul style="list-style-type: none"> • Our Target Markets • High Value Traveller Snapshots 	tourism.australia.com/en/insights/consumer-research/our-target-audience.html
	FUTURE OF DEMAND RESEARCH <ul style="list-style-type: none"> • Future of Demand Main Report • Market Snapshots • Experience Fact Sheets 	tourism.australia.com/en/insights/consumer-research/future-of-demand.html