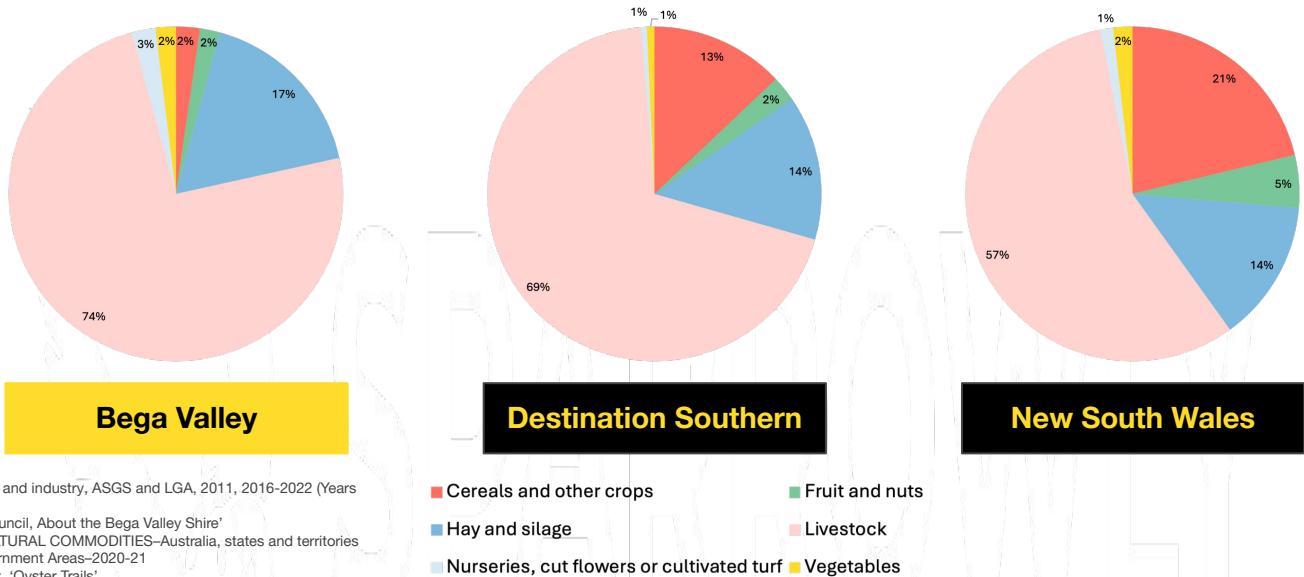


Bega Valley Shire Agritourism Snapshot

► Agriculture in Bega Valley

Agriculture in Bega Valley contributes \$100.1m¹ to the local economy. It is the second biggest land use in the Shire, particularly dairy farming,² with 74% of the businesses in the region engaged in livestock production.³ The Shire's at the heart of Sapphire Coast, a region renowned for its pristine oyster trails and seafood dining.⁴ To add diversity to the South Coast tourism industry, Bega's cattle farms can offer relaxing stays and tours crafting intimate experiences that connect visitors to the produce. Bega is primarily a nature based tourism destination, and famous for its Bega Cheese Factory. Farm stays along with tours showcasing dairy production and curated micro events celebrating its fresh produce can help further craft its agritourism identity. Following is a localised representation of the region's commodities along with its RTO and state for added context:



References
¹ABS, Economy and industry, ASGS and LGA, 2011, 2016-2022 (Years 2020-2022)
²Valley Shire Council, 'About the Bega Valley Shire'
³ABS, AGRICULTURAL COMMODITIES—Australia, states and territories and Local Government Areas—2020-21
⁴Sapphire Coast, 'Oyster Trails'—

► Agritourism in Australia

Agritourism is thriving in Australia, providing visitors with immersive experiences across the agricultural value chain, while helping farmers maximise economic returns and promote long-term sustainability.

This global trend, driven by a desire for educational and sustainable interactions with agriculture, particularly through culinary adventures, not only preserves farmland but also presents opportunities for destinations to showcase their unique offerings.

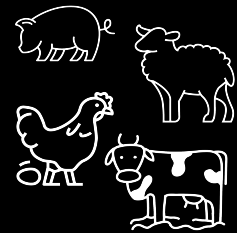
Agritourism demand is estimated to reach \$18.6 billion in Australia by 2030 (CSIRO, [Agritourism – Australian food and agribusiness](#)).

► Agritourism inspiration for Bega Valley

Daylesford Longhouse, Elevated Plains, VIC

- Experiential farmstay in longhouse
- Lunch and learn cooking classes and workshops
- Farm tours
- Educational experiences

Produce



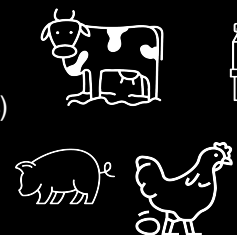
Value add



Tommerup's Dairy Farm Scenic Rim, Queensland

- Retail shop / farm larder
- Chef visits
- Farm school (education experiences)
- Experiential farm stay
- Events and open days

Produce



Value add



► How to get started?

Sparrowly Group is a leader in agritourism strategy, education and delivery having delivered development programs across Australia. We work with farmers and industry to support a thriving visitor economy. For more information on our Agritourism offering or general questions on how to begin your regions diversification journey please contact Giovanna Lever at giovanna@sparrowly.com