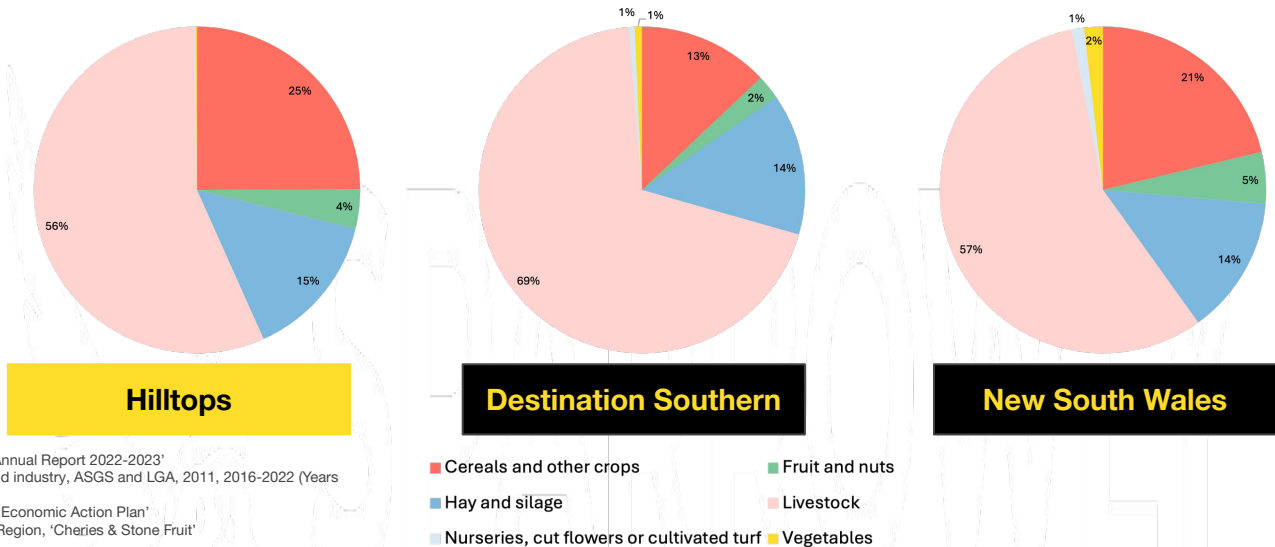


# Hilltops Council Agritourism Snapshot

## ► Agriculture in Hilltops

Agriculture is regarded as the largest industry in Hilltops.<sup>1</sup> This is demonstrated by 43% of the businesses in the region involved in Agriculture, Forestry and Fisheries, contributing \$502.6m to the region's local economy.<sup>2</sup> Within Hilltops, the town of Young is known as the 'Cherry capital of Australia'.<sup>3</sup> Hilltops has a developed agritourism landscape with a major focus on food and wine trails, with stone fruit and berry farms<sup>4</sup> offering 'pick your own' experiences. However, livestock in the region carries potential, as showcased by the Irish Woolfest, world renowned for its fine merino wool. Producers can add value to the festival through farm stays, camping/glamping or accompanied events. Additionally farm experiences such as educational tours and community workshops preceding peak seasons can boost Hilltop's brand as a year round destination. Following is a localised representation of the region's commodities along with its RTO and state for added context:



References:  
<sup>1</sup>Hilltops Council 'Annual Report 2022-2023'  
<sup>2</sup>ABS, Economy and industry, ASGS and LGA, 2011, 2016-2022 (Years 2020-2022)  
<sup>3</sup>Hilltops Council, 'Economic Action Plan'  
<sup>4</sup> Visit the Hilltops Region, 'Cherries & Stone Fruit'

## ► 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.

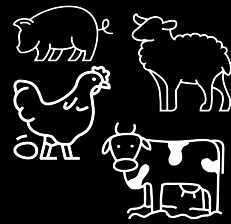
Agritourism demand is estimated to reach \$18.6 billion in Australia by 2030 (CSIRO, [Agritourism – Australian food and agribusiness](#)).

## ► Agritourism inspiration for Hilltops

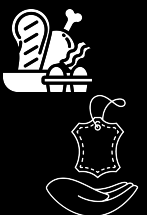
### White Oak Pastures Georgia, USA

- Farm tours
- Retail shop
- Certified Organic vegetable garden
- Classes and workshops
- Farm classroom space
- Farm stay

### Produce



### Value add



### Curringa Farm Hamilton, Tasmania

- Experiential farm stay cottages
- On farm retail
- Farm tours
- On farm bbq and picnic hamper lunches

### 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](mailto:giovanna@sparrowly.com)