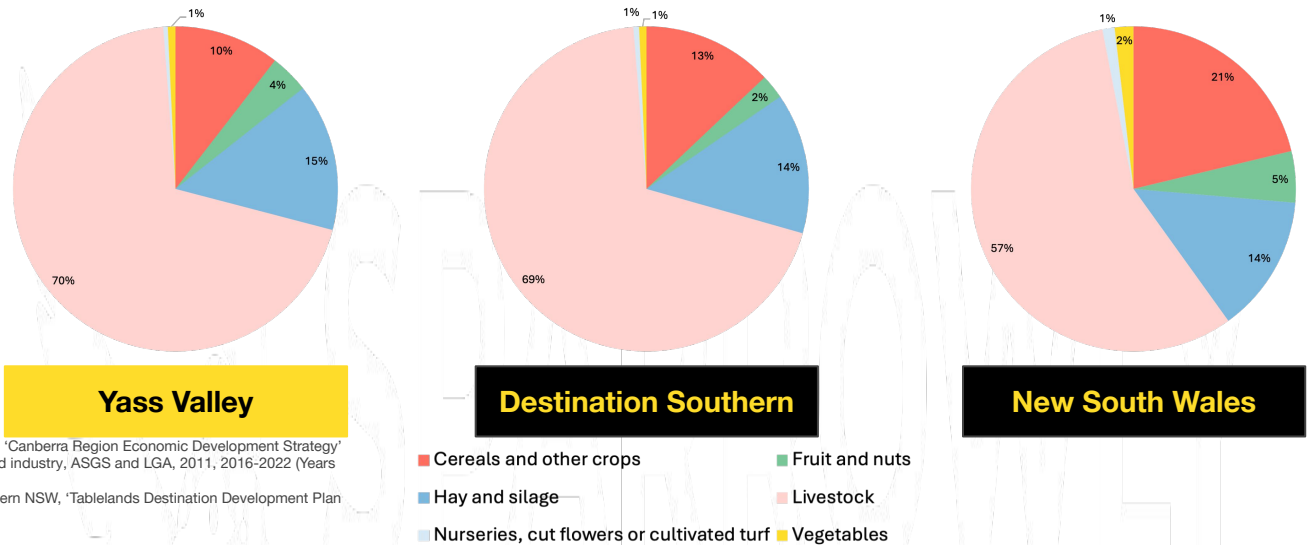


Yass Valley Council Agritourism Snapshot

► Agriculture in Yass Valley

Yass Valley is home to sheep, lamb and alpaca farming, with agriculture, forestry and fisheries collectively contributing \$89.7m to the local economy.² The region has an established food and wine scene, with Council aiming to work cooperatively with the industry to cement the region as the home to Canberra's Wine District.³ Yass Valley shares borders with the majority of the regions within the tablelands as well as the ACT, giving it a distinct advantage to encourage regional dispersal. With the food and wine industry drawing visitors to the region, there is potential for farmers to support this industry with the development of experiential stays, wellness and corporate retreats. There are also opportunity for farm stays to collaborate with established wineries to promote their offerings and boost the tourism ecosystem. Following is a localised representation of the region's commodities along with its RTO and state for added context:



References:
¹ ACT Government, 'Canberra Region Economic Development Strategy'
² ABS, Economy and industry, ASGS and LGA, 2011, 2016-2022 (Years 2020-2022)
³ Destination Southern NSW, 'Tablelands Destination Development Plan 2020-2025'

► 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 Yass Valley

Pump Hill Farm Cottages, Pemberton, WA

Produce	Value add
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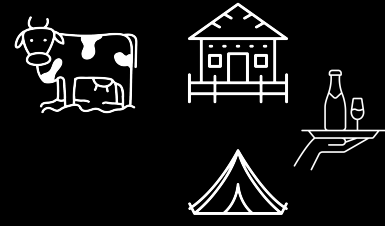
- On farm cottages and houses
- Meet the animals educational experiences
- Wellness retreats including yoga, mindfulness and meditation



Blisswood & Breakfast Ranch, TX, USA

Produce	Value add
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- Experiential farmstay cabins, houses, wagons or safari tents.
- Horseback trail rides
- Animal feeding tours
- Stargazing experiences
- Corporate retreats and events (weddings)



► 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