

# FACTBase Bulletin 69 Snapshot

Agritourism in Western  
Australia: better  
than going abroad  
post-COVID  
July 2020



THE UNIVERSITY OF  
**WESTERN  
AUSTRALIA**

Committee for



This FACTBase Bulletin is devoted to understanding how spending in agritourism might aid Perth's recovery by boosting jobs, health and well-being after months of social distancing due to COVID-19.

## Western Australia

The majority of the Western Australian economy and population is centred on Perth. Economic recovery lies in spending by Perth residents-both within Perth and around the State.



Most agritourism businesses are in Western Australia's Southwest and Wheatbelt regions.

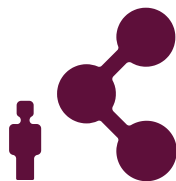
## Experience Layers and Segments

One key aspect in the success of agritourism is the experience provided to the visitor.

Learning -  
What will I  
learn and how?



Interaction - What type of  
involvement and engagement  
will be required?



Authenticity - How  
is the experience  
staged?



Location -  
Where is the  
experience?



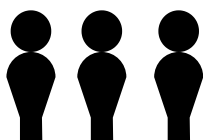
Length of Stay -  
How long can I  
stay?



## Industry Recovery Engine

Economic multipliers provide a means to examine how various industries contribute to the economy as a whole, being defined as the injection of spending which leads to new income or jobs.

An injection of \$1million into  
Agriculture, Forestry and Fishing  
Industry will generate almost 3  
additional jobs in other sectors.



An injection of \$1million into the  
Retail Trade and Accommodation  
and Food Services Industries will  
respectively generate an employment  
multiplier effect of 8.54 and 8.88  
across the economy.