



MEDIA RELEASE:

AgriTourism Summit Expands with New Aqua Focus and Exclusive Festival Experience in The Tweed

The AgriTourism Summit will return in 2026 with an exciting new dimension, introducing the inaugural Aqua AgriTourism Summit as part of a dynamic two-day program hosted in The Tweed region on October 20 and 21, 2026.

Now in its third year, the Summit continues to evolve, with an enhanced program designed to deliver more hands-on, immersive and inspiring experiences for delegates. Building on its proven format, day one will feature engaging learning and sharing streams, then day two will take participants into the field through a curated family program showcasing the region's leading agritourism and emerging aquatourism operators.

New program elements will include interactive sessions, opportunities to sample local produce, and behind-the-scenes access to innovative farm and water-based tourism experiences. Attendees will gain practical insights they can apply within their own businesses and regions.

In an exciting new development, delegates will also have the option to extend their stay and experience *Savour The Tweed*, the region's signature food and drink festival running from Wednesday October 21 through to Sunday October 25. This alignment offers a seamless transition from industry learning to real-time consumer engagement across a vibrant program of agritourism and aquatourism events.

Conveniently located, The Tweed provides easy access via Gold Coast Airport, just 20 minutes away, with direct flights available from most Australian capital cities. The region also offers a diverse range of accommodation options, from boutique farm stays to coastal retreats, making it an ideal destination for delegates.

Minister for Jobs and Tourism Steve Kamper said: "The NSW Government has proudly supported the AgriTourism Summit since its inception and it's exciting to see the program expand this year to include aqua-based agritourism experiences."

AGRITOURISMAGRIAQUA

"As one of Australia's most seasonally diverse agricultural and aquaculture regions, NSW provides visitors with year-round opportunities to connect with food, producers and communities. From truffle hunts to cellar door visits, pick-your-own fruit experiences and in-water oyster tastings, these are the immersive, authentic moments that make NSW the nation's number one destination for agritourism.

"The NSW Visitor Economy Strategy 2035 identifies agritourism as a key growth opportunity for regional tourism and events like the AgriTourism Summit help turn those strengths into meaningful visitor experiences that drive longer stays and deeper engagement with our regions."

Event founder Gary Fitz-Roy said the 2026 Summit represents a significant step forward for the industry. "This event was created to bring people together to share ideas and grow agritourism across Australia, and now in its third year, we're seeing just how powerful those connections can be," he said.

"The addition of Aqua AgriTourism, along with more hands-on sessions and immersive experiences, means attendees won't just hear about opportunities—they'll experience them firsthand. The Tweed is the perfect place to showcase what's possible."

Industry Engagement Manager of The Tweed Tourism Company, Amy Colli, said hosting the Summit highlights the region's strength as a leading food and tourism destination. "We're proud to welcome the AgriTourism Summit to The Tweed and to showcase the incredible depth of experiences available here, from paddock to plate and now from water to table," Colli said.

Mayor of Tweed Shire Council Chris Cherry said, "Aligning the Summit with The Tweed's signature event *Savour The Tweed* gives delegates a unique opportunity to connect with both industry and consumers, while experiencing the creativity, quality and passion that define our region."

The inclusion of the Aqua AgriTourism stream reflects the rapid growth of aquaculture tourism and its potential to diversify visitor experiences, while strengthening connections between producers, tourism operators and destination managers.

AgriTourism Summit is proudly supported by the NSW Government through its tourism and events agency, Destination NSW.

Further program details, speaker announcements and registration information will be released in the coming months.

AGRIⁱTOURISM AGRI^AAQUA

For more information or any interviews, please contact:

Rachel Robertson

rachel@rocketcomms.com.au

(0419) 881 791