

# **Global Agritourism Market Size study, by Type (Overnight Stay, Special Events & Festivals, Off the Farm, Recreation Activities & Events) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Agritourism Market is valued approximately USD 213.9 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 11.3 % over the forecast period 2020-2027. Agritourism is a form of travelling that links agricultural activities with tourism to attract visitors onto a farm, ranch, or other agricultural business majorly for entertainment and education. Also, the Agritourism is used for improving the economy through agriculture. Major drivers like pollution free environment, fresh foods, recreation activities and health benefits related with agriculture have been influencing people for inbound and outbound agritourism. Further, agritourism has been helping to improve the economic growth and socio-cultural integration with rural areas. Innovative services like music festivals, food festivals, traditional events and other special events attract more tourists. Also, tourists choosing a place which provides them peaceful recreation value away from city life and people who like to be close with nature. Increasing government initiatives have made tourists more aware and traditional farmers are able to earn extra income throughout the year. For Instance: as per the official record of Indian Government, in 2005, Agri-Tourism Development Corporation was established to develop and promote agritourism by creating job opportunities for the farmers. In 2016, Farm Tourism Development Act (Republic Act 10816) was launched by the government of Philippines to promote and develop farm tourism in the country. However, an increase in the cost due to additional workers & subcontractor labor costs, animal-human health concerns, irresponsible tourism can harm the environment and can impede the growth of the market over the forecast period of 2020-2027. Also, the increasing government initiatives, regulations, proper tourism management creates an opportunity for the market.

The regional analysis of global Agritourism Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading/significant region across the world in terms of market share owing to the already established tourism sector and increasing number of agritourism farms. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising disposable income, rising population, awareness about agritourism through rising online services, nature seeking tourists, better government regulations, focusing on increasing the farmers income and improving agricultural infrastructure would create lucrative growth prospects for the Agritourism Market across Asia-Pacific region.

Major market player included in this report are:

Expedia Group  
Domiruth PeruTravel  
Quadrant Australia  
Select Holidays  
Star Destinations  
Trump Tours  
Farm To Farm Tours  
Kansas Agritourism  
A.C.T. Tours  
AL VERNETO

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Overnight Stay  
Special Events & Festivals  
Off the Farm  
Recreation Activities & Events

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Agritourism Market in Market Study:

Key Consulting Companies &amp; Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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