

Global Rural Tourism Market Size Study, by Tourism Type (Agro Tourism, Farm Tourism, Wilderness and Forest Tourism, Green Tourism, Eco-Tourism), Accommodation (Farm Stays, Cottage Rentals, Eco-Lodges, Homestays), Age Group (Below 15, 16-25, 26-35, 36-45, 46-55, Above 55), Traveler Type (Adventure Seekers, Cultural Enthusiasts, Eco-Tourists, Family and Group Travelers, Solo Travelers) and Regional Forecasts 2022-2032.

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Abstracts

The Global Rural Tourism Market, valued at approximately USD 91.1 billion in 2023, is expected to exhibit a robust CAGR of 7.4% during the forecast period 2024-2032. This growth is driven by the increasing demand for eco-friendly travel experiences, cultural heritage exploration, and the rising trend of authentic and wellness-focused tourism. Rural tourism offers a unique escape into nature, culture, and tradition, fostering economic growth in underdeveloped regions while addressing consumer preferences for sustainable travel.

The market's historic growth has been shaped by factors like the rise of agro-tourism, heightened interest in pilgrimage routes, and the growing importance of cultural preservation. Over the forecast period, technological advancements in digital platforms, such as the TourismConnectsRural initiative by the United Nations World Tourism Organization (UNWTO), are expected to amplify exposure and accessibility for rural tourism destinations. This initiative connects over 200 rural destinations globally, showcasing the potential for collaborative development and innovation in this sector.

Rural tourism's appeal lies in its ability to cater to diverse traveler types, including adventure enthusiasts, cultural seekers, and eco-conscious tourists. Customized travel experiences such as agritourism, wellness retreats, and nature-centric vacations are gaining momentum as travelers seek meaningful and enriching experiences. Furthermore, enhanced digital connectivity has empowered tourists to explore off-the-beaten-path destinations, expanding the scope of rural tourism.

Geographically, North America held the largest market share in 2023 due to its established infrastructure and focus on sustainable tourism practices. The Asia-Pacific region is projected to experience the fastest growth, driven by increasing disposable incomes, government initiatives promoting rural tourism, and the rising popularity of eco-tourism in countries like China and India.

Leading players in the market, such as Airbnb Inc., Holidu, and Booking.com B.V., are leveraging innovative strategies to enhance customer experiences and broaden their market reach. Strategic acquisitions, such as Holidu's integration of Clubrural, highlight the industry's shift towards creating seamless and engaging platforms for rural travel enthusiasts.

Major market players included in this report are:

Airbnb Inc.

Holidu

Booking.com B.V.

Marriott International Inc.

Expedia Group Inc.

Accor S.A.

Trip.com Group Limited

InterContinental Hotels Group

Hilton Worldwide Holdings Inc.

Thrillophilia Travel Solutions Pvt. Ltd.

Cape AgriTours

Liberty Hill Farm

Outdooractive GmbH & Co. KG

Wandertrails Services Private Limited

Heartland Travel and Tours Ltd.

The detailed segments and sub-segment of the market are explained below:

By Tourism Type:

Agro Tourism

Farm Tourism

Wilderness and Forest Tourism

Green Tourism

Eco-Tourism

By Accommodation:

Farm Stays

Cottage Rentals

Eco-Lodges

Homestays

By Age Group:

Below 15 Years

16 to 25 Years

26 to 35 Years

36 to 45 Years

46 to 55 Years

Above 55 Years

By Traveler Type:

Adventure Seekers

Cultural Enthusiasts

Eco-Tourists

Family and Group Travelers

Solo Travelers

By Region:

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Australia

Rest of Asia-Pacific

Latin America

Brazil

Argentina

Rest of Latin America

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of MEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Competitive landscape with insights on major players and strategic analysis.

Recommendations for future market strategies and positioning.

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