

# Global Agrotourism Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Agrotourism market size is expected to reach \$ 13517 million by 2032, rising at a market growth of 4.0% CAGR during the forecast period (2026-2032).

Agrotourism is a form of tourism centered on agricultural production, rural landscapes, farming experiences, harvest activities, the consumption of agricultural products, and rural culture. It integrates leisure vacations, family-oriented educational activities, ecological experiences, and the consumption of local specialty goods, representing a comprehensive business model that fuses agriculture with cultural and tourism services.

The upstream sector encompasses farmlands, orchards, pastures, agricultural facilities, specialty produce, rural homestays, dining resources, intangible cultural heritage assets, and tourism planning resources; the downstream sector targets families, urban tourists, educational study tour institutions, travel agencies, e-commerce platforms, corporate team-building clients, and the broader rural consumer market.

The global agritourism market is poised to evolve toward deeper experiential engagement, eco-friendly and low-carbon practices, family-focused educational travel, and integrated rural vacation experiences. Consumers are no longer satisfied with mere fruit-picking and sightseeing; instead, they prioritize a bundled service offering that includes active participation in farm work, nature education, local gastronomy, the purchase of agricultural products, homestay accommodations, and cultural immersion. Concurrently, digital booking systems, social media marketing, agricultural product branding, the showcasing of sustainable farming practices, and hybrid models—such as 'Agriculture + Education + Wellness + Camping'—will drive the transformation of agritourism from a seasonal leisure activity into a sustainable, long-term rural cultural and tourism economy.

This report studies the global Agrotourism demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Agrotourism, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Agrotourism that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Agrotourism total market, 2021-2032, (USD Million)

Global Agrotourism total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Agrotourism total market, key domestic companies, and share, (USD Million)

Global Agrotourism revenue by player, revenue and market share 2021-2026, (USD Million)

Global Agrotourism total market by Type, CAGR, 2021-2032, (USD Million)

Global Agrotourism total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Agrotourism market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Expedia Group, Booking, China Tourism Group, China CYTS Tours, American Express Global Business Travel (GBT), BCD Group, Fareportal, AAA Travel, Corporate Travel Management (CTM), Direct Travel, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Agrotourism market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

### Global Agrotourism Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global Agrotourism Market, Segmentation by Type:

Event and Recreation Agritourism

Direct-market Agritourism

Experience and Education Agritourism

### Global Agrotourism Market, Segmentation by Agricultural Categories:

Crop Farming Tourism

Livestock Farming Tourism

Fishery Tourism

Forestry Tourism

Horticulture & Gardening Tourism

## Global Agrotourism Market, Segmentation by Consumption Scenarios:

Family-oriented Agricultural Tours

Educational Agricultural Tours

Team-building Agricultural Tours

Wellness-focused Agricultural Tours

Weekend Leisure Trips

## Global Agrotourism Market, Segmentation by Application:

Mass-market Leisure

Mid-to-High-End Resorts

Bespoke & Premium Experiences

## Companies Profiled:

Expedia Group

Booking

China Tourism Group

China CYTS Tours

American Express Global Business Travel (GBT)

BCD Group

Fareportal

AAA Travel

Corporate Travel Management (CTM)

Direct Travel

World Travel

Omega World Travel

JTB

TUI Group

Natural Habitat Adventures

Butterfield & Robinson

#### Key Questions Answered

1. How big is the global Agrotourism market?
2. What is the demand of the global Agrotourism market?
3. What is the year over year growth of the global Agrotourism market?
4. What is the total value of the global Agrotourism market?
5. Who are the Major Players in the global Agrotourism market?
6. What are the growth factors driving the market demand?

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