

Agritourism Market Size, Share & Trends Analysis Report By Activity (On-farm Sales, Outdoor Recreation, Entertainment, Educational Tourism, Accommodations), By Sales Channel (Travel Agents, Direct Sales), By Region, And Segment Forecasts, 2022 - 2030

<https://marketpublishers.com/r/AEE4522BCB6DEN.html>

Date: August 2022

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: AEE4522BCB6DEN

Abstracts

This report can be delivered to the clients within 5 Business Days

Agritourism Market Growth & Trends

The global agritourism market size is expected to reach USD 15.78 billion by 2030, registering a CAGR of 11.4% during the forecast period, according to a new report by Grand View Research, Inc. Rising spending on tourism, the increased number of travelers in recent years due to rising incomes that wish to know about village culture, and the increasing range of available tourist activities across the globe are the factors propelling the market growth.

Moreover, farm tourism creates a unique opportunity for the agriculture industries, and tourism offers several educational, financial, and social benefits to the producers, communities, and tourists. It is expected to accelerate the market growth throughout the forecast period.

A lockdown situation has been experienced during the COVID-19 pandemic, and it showed a negative impact on the agritourism market due to the border closures and travel restrictions in various countries. The rising spending on travel and tourism by people after the ease of several restrictions is projected to propel the market growth

during the forecast period.

The educational tourism segment is foreseen to witness tremendous growth in the future. The increasing desire for cultural and outdoor activities, coupled with increased disposable income, is accelerating market growth. Moreover, families and educational institutes have wanted to know about the rural lifestyle and agricultural activity, which is propelling the market growth. The expansion of this market segment is attributed to rising promotional activity on digital media like social media channels, which is accelerating market growth.

The travel agents segment is expected to expand with the highest CAGR through the forecast period. Constantly changing consumer expenditure behavior, and the increasing number of visitors, as well as travelers, choosing to book their tours and packages through travel agents, is accelerating the segment growth. Moreover, important actions taken by the key market players, including social media advertising, and online campaigns, are expected to attract potential customers and encourage them to book their tour packages through agents, which is anticipated to boost the market growth during the forecast period.

North America accounted for a substantial revenue share owing to growing income levels regionally, the strengthening economic climate in the area, and government programs to promote travel and tourism. Moreover, increasing demand for health and wellness tourism and nature tourism is projected to propel the market growth, as agritourism is a combined experience of greenery, nature, calm & peace, fresh air, and a rural lifestyle. Furthermore, North American farmers are discovering a new source of income through agritourism. This is further accelerating the regional market growth.

Major players face intense competition from each other, and some of them operate their business at several locations and have large customer bases across the globe. The presence of many small-scale players is also leading to increased competition.

Agritourism Market Report Highlights

North America registered the largest market share of over 45.0% in 2021, owing to growing government initiatives to promote farm tourism

The educational tourism segment is expected to foresee the fastest growth, with a CAGR of 13.2% from 2022 to 2030, due to the growing instances of educational tours around the globe

The direct sales segment held the largest market share in 2021, contributing around 75.0% share of the total revenue, due to the various benefits offered by companies, such as offers on next bookings and effective tour experience

Asia Pacific is expected to witness the fastest growth rate of 12.8% from 2022 to 2030, owing to the rising spending power of regional customers on travel

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Devices & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Information & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Activity Outlook
- 2.3. Sales Channel Outlook
- 2.4. Competitive Insights

CHAPTER 3. AGRITOURISM MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis - Porter's Five Forces Analysis
 - 3.5.1.1. Supplier Power
 - 3.5.1.2. Buyer Power

- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Agritourism Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the Agritourism Market

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Activity Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. AGRITOURISM MARKET: ACTIVITY ESTIMATES & TREND ANALYSIS

- 5.1. Activity Movement Analysis & Market Share, 2021 & 2030
- 5.2. On-farm Sales
 - 5.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.3. Outdoor Recreation
 - 5.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.4. Entertainment
 - 5.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.5. Educational Tourism
 - 5.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.6. Accommodations
 - 5.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.7. Others
 - 5.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)

CHAPTER 6. AGRITOURISM MARKET: SALES CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Activity Movement Analysis & Market Share, 2021 & 2030
- 6.2. Travel Agents
 - 6.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 6.3. Direct Sales

6.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

CHAPTER 7. AGRITOURISM MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Regional Movement Analysis & Market Share, 2021 & 2030

7.2. North America

7.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)

7.2.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

7.2.4. U.S.

7.2.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.4.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)

7.2.4.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

7.2.5. Canada

7.2.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.5.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)

7.2.5.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

7.2.6. Mexico

7.2.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.6.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)

7.2.6.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

7.3. Europe

7.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)

7.3.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

7.3.4. Germany

7.3.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.4.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)

7.3.4.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

7.3.5. U.K.

7.3.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.5.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)

7.3.5.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

7.3.6. Austria

7.3.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.6.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)

7.3.6.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

7.3.7. Italy

- 7.3.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 7.3.7.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)
- 7.3.7.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
- 7.3.8. Spain
 - 7.3.8.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.3.8.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)
 - 7.3.8.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
- 7.4. Asia Pacific
 - 7.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)
 - 7.4.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
 - 7.4.4. China
 - 7.4.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.4.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)
 - 7.4.4.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
 - 7.4.5. India
 - 7.4.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.5.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)
 - 7.4.5.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
 - 7.4.6. Japan
 - 7.4.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.6.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)
 - 7.4.6.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
 - 7.4.7. Australia
 - 7.4.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.7.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)
 - 7.4.7.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
 - 7.4.8. Indonesia
 - 7.4.8.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.8.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)
 - 7.4.8.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
- 7.5. Central & South America
 - 7.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.5.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)
 - 7.5.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
 - 7.5.4. Brazil
 - 7.5.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.5.4.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)
 - 7.5.4.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

7.6. Middle East & Africa

7.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.6.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)

7.6.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

7.6.4. South Africa

7.6.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.6.4.2. Market estimates and forecast, by activity, 2017 - 2030 (USD Million)

7.6.4.3. Market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key Global Players, Recent Developments & their Impact on the Industry

8.2. Key Company/Competition Categorization (Key innovators, Market Leaders, Emerging Players)

8.3. Vendor Landscape

8.3.1. Key Company Market Share Analysis, 2021

CHAPTER 9. COMPANY PROFILES

9.1. Farm to Farm Tours

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Activity Benchmarking

9.1.4. Strategic Initiatives

9.2. Bay Farm Tours.

9.2.1. Company Overview

9.2.2. Financial Performance

9.2.3. Activity Benchmarking

9.2.4. Strategic Initiatives

9.3. Star Destinations

9.3.1. Company Overview

9.3.2. Financial Performance

9.3.3. Activity Benchmarking

9.3.4. Strategic Initiatives

9.4. Expedia, Inc.

9.4.1. Company Overview

9.4.2. Financial Performance

9.4.3. Activity Benchmarking

9.4.4. Strategic Initiatives

- 9.5. Select Holidays
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Activity Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. Greenmount Travel.
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Activity Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. Blackberry Farm, LLC.
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Activity Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. GTI Travel
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Activity Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Kansas Tourism
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Activity Benchmarking
 - 9.9.4. Strategic Initiatives
- 9.10. Trump Tours Inc.
 - 9.10.1. Company Overview
 - 9.10.2. Financial Performance
 - 9.10.3. Activity Benchmarking
 - 9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Agritourism market - key market driver analysis
2. Agritourism market - key market restraint analysis
3. Global on-farm sales Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
4. Global outdoor recreation Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
5. Global entertainment Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
6. Global educational tourism Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
7. Global accommodations Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
8. Global others Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
9. Global Agritourism market estimates and forecast through travel agents, 2017 - 2030 (USD Million)
10. Global Agritourism market estimates and forecast through direct sales, 2017 - 2030 (USD Million)
11. North America Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
12. North America Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
13. North America Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
14. North America Agritourism market estimates and forecast, by device, 2017 - 2030 (USD Million)
15. The U.S. Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
16. The U.S. Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
17. The U.S. Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
18. Canada Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
19. Canada Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
20. Canada Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)

21. Mexico Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
22. Mexico Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
23. Mexico Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
24. Europe Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
25. Europe Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
26. Europe Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
27. Germany Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
28. Germany Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
29. Germany Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
30. The U.K. Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
31. The U.K. Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
32. The U.K. Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
33. Austria Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
34. Austria Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
35. Austria Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
36. Italy Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
37. Italy Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
38. Italy Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
39. Spain Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
40. Spain Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
41. Spain Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
42. Asia Pacific Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
43. Asia Pacific Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
44. Asia Pacific Agritourism market estimates and forecast, by sales channel, 2017 -

2030 (USD Million)

45. China Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
46. China Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
47. China Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
48. India Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
49. India Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
50. India Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
51. Japan Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
52. Japan Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
53. Japan Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
54. Australia Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
55. Australia Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
56. Australia Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
57. Indonesia Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
58. Indonesia Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
59. Indonesia Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
60. Central & South America Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
61. Central & South America Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
62. Central & South America Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
63. Brazil Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
64. Brazil Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
65. Brazil Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
66. Middle East & Africa Agritourism market estimates and forecast, 2017 - 2030 (USD Million)

67. Middle East & Africa Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
68. Middle East & Africa Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
69. South Africa Agritourism market estimates and forecast, 2017 - 2030 (USD Million)
70. South Africa Agritourism market estimates and forecast, by activity, 2017 - 2030 (USD Million)
71. South Africa Agritourism market estimates and forecast, by sales channel, 2017 - 2030 (USD Million)
72. Vendor landscape

List Of Figures

LIST OF FIGURES

1. Agritourism market Snapshot
2. Agritourism market Segmentation & Scope
3. Agritourism market Penetration & Growth Prospect Mapping
4. Agritourism market Value Chain Analysis
5. Agritourism market Dynamics
6. Agritourism market Porter's Analysis
7. Agritourism market: Activity Movement Analysis
8. Agritourism market: Sales Channel Movement Analysis
9. Agritourism market: Device Movement Analysis
10. Agritourism market: Regional Movement Analysis

I would like to order

Product name: Agritourism Market Size, Share & Trends Analysis Report By Activity (On-farm Sales, Outdoor Recreation, Entertainment, Educational Tourism, Accommodations), By Sales Channel (Travel Agents, Direct Sales), By Region, And Segment Forecasts, 2022 - 2030

Product link: <https://marketpublishers.com/r/AEE4522BCB6DEN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AEE4522BCB6DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970