

# **Agritourism Market Size, Share, Trends and Forecast by Tourist Type, Activity, Booking Channel, Sales Channel, and Region 2026-2034**

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## **Abstracts**

The global agritourism market size reached USD 81.2 Billion in 2025. Looking forward, the market is expected to reach USD 209.3 Billion by 2034, exhibiting a growth rate CAGR of 10.76% during 2026-2034. In 2025, the US accounted for around 66.00% of the total North America agritourism market. The rising consumer interest in sustainable travel, increasing demand for authentic rural experiences, the growing popularity of farm-to-table dining, government support for rural development, rising environmental awareness, and consumer desire for wellness-focused vacations are some factors positively impacting the agritourism market share.

### **MARKET INSIGHTS:**

The global agritourism market was valued at USD 81.2 Billion in 2025 and is expected to reach USD 209.3 Billion by 2034.

The market is expected to grow at a CAGR of 10.76% during the forecast period from 2026 to 2034, largely driven by increasing consumer demand for sustainable travel.

Such growth is driven by conditions like an increased desire for genuine rural experiences, the growing popularity of farm-to-table eating, and rural development support from governments.

The global agritourism market is driven by the rising demand for unique travel experiences, growing interest in sustainable tourism, and increased awareness of rural

cultures and agricultural heritage. Urbanization is fueling a desire among travelers to reconnect with nature and escape fast-paced city life. Furthermore, advancements in digital platforms are offering easier solutions for travelers to discover and book agritourism experiences, thereby accelerating agritourism market growth globally. Additionally, government support and initiatives promoting rural development and tourism play a vital role in enhancing agritourism activities. On 21 st October 2024, The Deendayal Antyodaya Yojana-National Rural Livelihood Mission, a flagship initiative under the Ministry of Rural Development of India, signed a Memorandum of Understanding with ten banks, of which nine are public sector banks and one is a private bank to support women entrepreneurs. All these banks have developed product-specific financial products designed within the DAY-NRLM framework to offer loans to individual women entrepreneurs. These loan offers will assist women in acquiring higher amounts of loans to enable them to increase their businesses. The market also benefits from the increasing popularity of eco-friendly and educational travel, appealing to families, school groups, and adventure enthusiasts.

The United States stands out as a key regional market, primarily driven by growing consumer interest in locally sourced food, farm-to-table experiences, and educational tourism. Rising disposable income and a preference for experiential travel among millennials and Gen Z are significant factors transforming the agritourism market outlook. Concurrently, the diversification efforts of U.S. farmers, seeking supplemental income streams, are leading to innovative offerings such as farm stays, vineyard tours, and agricultural festivals. Regional marketing initiatives and collaborations between local governments and agritourism businesses further enhance visibility and attract visitors. The market is benefiting from seasonal events, such as pumpkin patches and corn mazes, which draw significant family and group participation, reinforcing agritourism as a vibrant segment in the U.S. travel industry.

## AGRITOURISM MARKET TRENDS:

### Growing Consumer Interest in Sustainable and Local Food Systems

The agritourism market revenue is significantly influenced by consumer interest in sustainable practices and local food systems. Numerous travellers are seeking opportunities to engage with the natural world and learn about the origin of their foods. Tourists are extremely mindful of environmental and sustainability concerns, which is impacting their decisions on where to travel. Agritourism allows travellers to participate in activities such as organic farming, harvesting fresh crops, and gaining knowledge about environmentally sustainable farming practices. These experiences are attractive

to eco-conscious tourists aiming to reduce their environmental impact. Farms that adopt sustainable practices, such as minimizing chemical inputs, conserving water, and utilizing renewable energy, are attracting a consistent flow of visitors. A report by the World Food Travel Association found that food tourists spend an average of 25% more per trip than general tourists, highlighting the economic potential of farm-to-table tourism. As consumers become more conscious of the consequences of their food choices, they are more likely to choose destinations that reflect these values, leading to a notable growth in the agritourism sector.

### Increasing Demand for Unique Rural Experiences

The growing interest for distinctive and genuine experiences is increasing the agritourism market demand. Tourists are shifting from conventional travel spots and choosing experiences that involve them in country living. Agritourism offers visitors the opportunity to engage in activities such as milking cows, wine tasting at vineyards, and joining in seasonal harvests. The increasing popularity of social media has intensified this pattern, with tourists seeking scenic and photo-worthy moments specifically in rural areas. Rural areas are becoming more popular for their peaceful atmosphere and as a way to get away from the hectic city life, providing a chance to unwind both mentally and physically. This request is especially compelling for city residents seeking relief from the hectic pace of urban life. Other than this, the popularity of agritourism is on the rise as more individuals look to immerse themselves in nature and embrace leisurely settings. This trend has encouraged farms and rural communities to improve their infrastructure and services for visitors, resulting in increased development in industry. It is also a decent avenue for the farmers to earn more. A study by the University of California found that farms engaged in agritourism activities, including farm-to-table experiences, reported an average of USD 50,000 in additional annual income from these activities.

### Government Efforts and Policies for Rural Development

The agritourism market statistics reveal that strong government efforts and policies focused on enhancing rural development are crucial in fueling the expansion of agritourism. Numerous governments globally are acknowledging the potential of agritourism for rural economic development and are offering incentives for farmers to participate in the industry. These measures involve subsidies, grants, and technical assistance for farms interested in branching out into the tourism industry. In certain areas, governments are offering tax incentives and relaxed zoning rules to promote farms expanding into tourism ventures. Agritourism is viewed as a practical approach to

revive rural economies by offering employment, boosting revenue, and safeguarding agricultural traditions. Furthermore, encouraging rural tourism aids in evening out the influx of tourists in crowded city areas, ensuring a more equal distribution of economic advantages among different regions. Governments are collaborating with local tourism boards or local governments to advertise agritourism locations through marketing efforts, aiming to increase visibility and attract visitors from both local and foreign markets. For instance, the Indian government is taking decisive action to position India as a global leader in agritourism by 2047 to further promote this. The Agritourism Development Corporation (ATDC) was established by the state of Maharashtra to promote agritourism among farmers by providing training and organising skill-building initiatives. In May 2022, Kerala introduced Sustainable, Tangible, Responsible, Ethnic Tourism (STREET), an initiative that was the first to provide visitors a taste of experiential tourism in the state's uncharted rural areas.

#### AGRITOURISM INDUSTRY SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the global agritourism market, along with forecast at the global, regional, and country levels from 2026-2034. The market has been categorized based on tourist type, activity, booking channel, and sales channel.

#### Analysis by Tourist Type:

Domestic

International

As per the agritourism market research, domestic led the market with around 58.9% of market share in 2025. The agritourism market is mainly led by the domestic sector due to the convenience and knowledge of nearby attractions. Local travelers frequently look for quick, cost-effective trips that enable them to experience rural settings without having to make elaborate travel arrangements. Moreover, the growing popularity of domestic vacations and travel within one's own region, especially after major worldwide events such as the COVID-19 outbreak, has increased the attractiveness of nearby agritourism spots.

#### Analysis by Activity:

On-farm Sales

Outdoor Recreation

Agritainment

Educational Tourism

Accommodations

Others

On-farm sales lead the market with around 34.8% of market share in 2025. On-farm sales are the main source of income in agritourism as they directly cater to consumers looking for fresh, locally produced items. This segment allows visitors to buy items such as fruits, vegetables, dairy, and artisanal products directly from the farm, enhancing the authentic experience. Farmers can increase profits and improve consumer relationships by bypassing middlemen. Furthermore, the increasing popularity of organic and sustainable food methods drives the need for on-farm sales, establishing it as the leading segment in the market.

Analysis by Booking Channel:

Online

Offline

Online leads the market with around 51.0% of market share in 2025. The online booking platform in the agritourism industry is becoming more popular on account of the convenience it provides. Travelers have the opportunity to easily study, compare, and reserve farm visits, stays, or activities via different platforms such as dedicated agritourism websites, apps, and social media. Booking online is attractive to consumers who are tech-savvy as it offers real-time availability, reviews, and promotions. This sector is growing quickly as more agritourism companies realize the importance of a robust online presence to appeal to a larger demographic.

Analysis by Sales Channel:

## Travel Agents

### Direct

Travel agents hold the largest market share, playing a significant role by offering curated travel packages that include accommodation, guided farm tours, and other cultural activities. They cater primarily to customers who prefer pre-arranged experiences, ensuring convenience and reliability. Leveraging established networks, travel agents also provide access to premium or exclusive agritourism destinations, making them a preferred choice for group bookings and travelers seeking comprehensive, hassle-free itineraries.

### Regional Analysis:

#### North America

United States

Canada

#### Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

#### Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

In 2025, Europe accounted for the largest market share of 47.02%. Europe dominates the agritourism industry with its rich agricultural history, solid rural tourism infrastructure, and backing for sustainable methods. Nations, such as Italy, France, and Spain, provide a range of farm-related activities, such as wine sampling and tours of organic farms, which draw in visitors from both within the country and around the world. The focus on sustainable tourism in the area matches the increasing desire of consumers for genuine, nature-oriented experiences. Furthermore, several initiatives by the European Union (EU) to support rural growth and protect farming traditions also enhance the agritourism industry.

**KEY REGIONAL TAKEAWAYS:**

**UNITED STATES AGRITOURISM MARKET ANALYSIS**

In 2024, the US accounted for around 66.00% of the total North America agritourism market. Growing interest in eco-friendly and immersive travel is fuelling agritourism in the US. Visits to farms, ranches, and wineries are on the rise because of Americans' need for genuine rural and farm experiences brought on by growing urbanisation. The Census of Agriculture, published in February by the Department of Agriculture, showed that agritourism was a USD 1.26 Billion industry in 2022, accounting for 1.5% of domestic agricultural operations over 28,617 farms. Strong domestic travel demand supports the popularity of activities like fruit harvesting, farm stays, and wine excursions. USDA found 29% of farms reporting agritourism income took in between USD 1,000-USD 5,000 and 23% earned more than USD 25,000.

Harvest festivals and pumpkin patches are two examples of seasonal events that have grown in popularity as family-friendly pursuits that help local farmers make money. Teaching initiatives on ecotourism and farming methods that appeal to schools and younger audiences is a key agritourism market trend in the region. Particularly in areas like California, Vermont, and Texas, government assistance in the form of subsidies and rural development initiatives is promoting market growth. Bookings for farm-based experiences rise because of increased visibility on digital platforms and social media. Agritourism is positioned as a flourishing niche within the U.S. travel industry, as consumers place a greater value on cultural and gastronomic experiences.

## EUROPE AGRITOURISM MARKET ANALYSIS

The agritourism industry in Europe is expanding due to its varied landscapes and rich agricultural heritage. Leading nations in the sector include France, Spain, and Italy, which provide distinctive experiences including cheese-making classes, vineyard tours, and olive oil tours. Travellers seeking authenticity and a connection to nature are drawn to rural areas of Europe, which is directly linked to its cultural attraction.

Through infrastructure improvements, local farm activities, and subsidies for rural development, the EU promotes agritourism. Sustainability programs and organic farming are major motivators, as eco-aware tourists prefer places that emphasise environmentally friendly activities. International tourists are drawn to Tuscany during grape harvests and Provence during lavender festivals. Digital booking platforms also increase accessibility to agritourism. Agritourism is expanding and making a substantial contribution to rural economy and the preservation of traditional traditions as Europeans prefer local and regional travel.

In nominal terms, EU agricultural production is expected to reach EUR 527 Billion (USD

553 Billion) in 2035, expanding at a rate of 1.2% annually after 2025, according to the European Commission's EU Agricultural Outlook study. It is anticipated that agricultural services like agritourism and rural recreation, as well as transformation activities, carried out on farms (such as processing), will make up 4% and 5% of the total, respectively, maintaining the historically small share that these activities have held.

## ASIA PACIFIC AGRITOURISM MARKET ANALYSIS

Growing interest in rural and cultural tourism, particularly in nations like China, Japan, and India, is fuelling agritourism in the Asia-Pacific region. Tea garden stays, organic farming classes, and tours of rice plantations are popular tourist attractions. For instance, in India, tea tourism is becoming more and more popular, particularly in the northeastern region. Located in the Biswanath district of Assam, Monabari Tea Estate is the largest tea estate in both Asia and Assam. Of its approximately 1,400 hectares, 1,158 hectares are planted with tea plants. The demand for experiencing travel is growing both domestically and internationally due to rising disposable incomes and growing middle-class populations. To boost rural economies, the region's governments aggressively encourage agritourism. For instance, India uses state-level programs to promote farm-based tourism. Both domestic and foreign tourists are drawn to Japan by its emphasis on agri-cultural tourism, which includes flower festivals and sake brewers. As interest in organic and environmentally friendly methods grows, sustainable travel trends also help agritourism in the area. To promote agritourism in Asia-Pacific and make these experiences more accessible to younger tourists, digital marketing and social media are essential.

## LATIN AMERICA AGRITOURISM MARKET ANALYSIS

The agricultural wealth and variety of Latin America are advantageous to the region's agritourism industry. For instance, according to an industrial report, between 2000 and 2020 overall Brazilian agricultural output doubled, thanks in large part to a trebling of livestock production. Whilst still an important producer of tropical products like coffee and sugar juice, most of the industry's growth since the turn of the century has come from soybeans, poultry, beef, cotton, and corn (maize). Brazil produces more than half of global trade in soybeans. Leading nations in providing eco-agricultural experiences including tours of coffee plantations, stays at cattle ranches, and tropical fruit-picking include Brazil, Argentina, and Costa Rica. Travelers who care about the environment are drawn to the area because of its significant emphasis on sustainable tourism. Agritourism projects are backed by regional administrations and global organizations to promote rural economic growth. For instance, Costa Rica's 'green tourism' strategy

combines ecotourism and agritourism, greatly boosting the country's GDP. Along with engaging in traditional agricultural and cooking methods, tourists also aim for cultural immersion. In addition to increasing rural jobs, this enthusiasm positions Latin America as a top agritourism destination.

## MIDDLE EAST AND AFRICA AGRITOURISM MARKET ANALYSIS

Growing interest in sustainable and cultural tourism is driving the growth of agritourism across the Middle East and Africa. Farm stays and wine tours are the main sources of both local and foreign travel in places like South Africa. Organic farm tours and desert farming experiences are becoming more popular in the Middle East, especially in the United Arab Emirates, to appeal to upscale eco-tourists. To diversify their economies, the governments of both regions are making investments in rural tourism infrastructure. Additionally, agritourism supports sustainability objectives by drawing tourists from around the world who are looking for distinctive agricultural and cultural experiences. Moreover, according to an industrial report, GDP contribution from Gulf Cooperation Council's (GCC) tourism sector is expected to increase from around USD 130 Billion in 2023 to above USD 340 Billion by 2030, which will also infuse the market growth.

### COMPETITIVE LANDSCAPE:

The agritourism market is highly competitive, with key players focusing on diversification and value-added services to capture a larger share. Companies are leveraging digital platforms to enhance visibility, offering online booking systems and virtual tours to attract tech-savvy customers. Several operators are integrating eco-friendly practices and unique farm-to-table experiences to align with growing consumer preferences for sustainability. Partnerships with local governments and tourism boards are common strategies to enhance brand presence and enhance offerings. Players are also tapping into niche markets, such as wellness retreats and educational programs, to differentiate themselves. Seasonal promotions, targeted marketing campaigns, and customizable travel packages are frequently employed to attract a diverse customer base and maintain a competitive edge.

The report provides a comprehensive analysis of the competitive landscape in the agritourism market with detailed profiles of all major companies, including:

Agrilys Voyages

Bay Farm Tours

Blackberry Farm, LLC

Domiruth PeruTravel

Farm To Farm Tours

Field Farm Tours Ltd

Greenmount Travel

Liberty Hill Farm

Rupiper Tours LLC

Select Holidays

Star Destinations

Willow-Witt Ranch

## KEY QUESTIONS ANSWERED IN THIS REPORT

1. How big is the agritourism industry?
2. What are the key factors driving the agritourism market?
3. Which region accounts for the largest agritourism market share?
4. Which are the leading companies in the global agritourism market?

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