

Global Agritourism Market Growth (Status and Outlook) 2025-2031

<https://marketpublishers.com/r/GD4AC32062BEN.html>

Date: January 2025

Pages: 148

Price: US\$ 3,660.00 (Single User License)

ID: GD4AC32062BEN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

According to this study, the global Agritourism market size will reach US\$ 20630 million by 2031.

Agritourism or agrotourism, as it is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Agritourism has different definitions in different parts of the world, and sometimes refers specifically to farm stays, as in Italy. Elsewhere, agritourism includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, slopping hogs, picking fruit, feeding animals, or staying at a bed and breakfast (B&B) on a farm.

Global Agritourism key players include Expedia Group, Booking Holdings (Priceline Group), Travel Leaders Group, Travel and Transport, JTB Corporation, etc. Global top five manufacturers hold a share over 25%.

North America is the largest market, with a share over 30%, followed by Europe and China, both have a share over 40 percent.

In terms of agritourism type, Event and Recreation Agritourism is the largest segment, with a share over 55%. And in terms of traveler, the largest traveler is 40-50 Years Old, followed by Above 50 Years Old.

This report presents a comprehensive overview, market shares, and growth opportunities of Agritourism market by product type, application, key players and key regions and countries.

Segmentation by Type:

Direct-market Agritourism

Experience and Education Agritourism

Event and Recreation Agritourism

Segmentation by Traveler:

Below 30 Years Old

30-40 Years Old

40-50 Years Old

Above 50 Years Old

This report also splits the market by region:

United States

China

Europe

Other regions

Japan

South Korea

Southeast Asia

Rest of world

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

Expedia Group

Booking Holdings (Priceline Group)

China Travel

China CYTS Tours Holding

American Express Global Business Travel (GBT)

BCD Group

Travel Leaders Group

Fareportal

AAA Travel

Corporate Travel Management

Travel and Transport

AlTour International

Direct Travel

World Travel Inc.

Omega World Travel

Frosch

JTB Corporation

Ovation Travel Group

World Travel Holdings

TUI Group

Natural Habitat Adventures

Abercrombie & Kent Group

InnerAsia Travels

Butterfield & Robinson

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