

Global Agrotourism Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Agrotourism market size is predicted to grow from US\$ 9763 million in 2025 to US\$ 13037 million in 2032; it is expected to grow at a CAGR of 4.3% from 2026 to 2032.

Agritourism 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.

LPI (LP Information)' newest research report, the 'Agrotourism Industry Forecast' looks at past sales and reviews total world Agrotourism sales in 2025, providing a comprehensive analysis by region and market sector of projected Agrotourism sales for 2026 through 2032. With Agrotourism sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Agrotourism industry.

This Insight Report provides a comprehensive analysis of the global Agrotourism landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Agrotourism portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Agrotourism market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Agrotourism and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Agrotourism.

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

Segmentation by Type:

Event and Recreation Agritourism

Direct-market Agritourism

Experience and Education Agritourism

Segmentation by Agricultural Categories:

Crop Farming Tourism

Livestock Farming Tourism

Fishery Tourism

Forestry Tourism

Horticulture & Gardening Tourism

Segmentation by Consumption Scenarios:

Family-oriented Agricultural Tours

Educational Agricultural Tours

Team-building Agricultural Tours

Wellness-focused Agricultural Tours

Weekend Leisure Trips

Segmentation by Application:

Mass-market Leisure

Mid-to-High-End Resorts

Bespoke & Premium Experiences

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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

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