

Agritourism Market Outlook 2025-2034: Market Share, and Growth Analysis By Activity (On-farm Sales, Outdoor Recreation, Agritainment, Educational Tourism, Accommodations, Other Activities), By Tour Types (Group Travelers, Individual Travelers), By Sales Channel, By Consumer Demographics

<https://marketpublishers.com/r/A1417021F863EN.html>

Date: October 2025

Pages: 160

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

ID: A1417021F863EN

Abstracts

The Agritourism Market is valued at USD 56.7 billion in 2025 and is projected to grow at a CAGR of 6.2% to reach USD 97.1 billion by 2034. The agritourism market is a niche yet rapidly growing segment within the travel and agriculture industries. Agritourism involves visitors traveling to working farms, ranches, vineyards, and other agricultural settings to experience farming life, engage in farm activities, and enjoy the natural environment. It offers an immersive experience that promotes sustainable agriculture, local food systems, and rural development. The market is growing as consumers seek unique travel experiences that allow them to connect with nature, learn about food production, and support local communities. Agritourism is particularly popular in regions with strong agricultural traditions and has the potential to drive economic growth in rural areas by attracting tourists, boosting local economies, and creating new revenue streams for farmers. The agritourism market continues to expand, driven by the increasing consumer interest in sustainability, organic farming, and local food production. Visitors are becoming more interested in experiences that offer education and direct engagement with the food they consume, such as picking fruits, participating in wine-making, or learning how to farm. The rise of eco-tourism and the growing awareness of environmental issues are also contributing to the demand for agritourism experiences. Many farms are diversifying their offerings by incorporating boutique accommodations, farm-to-table dining experiences, and outdoor activities such as hiking, biking, and cooking classes. Additionally, the use of digital marketing is helping

farms promote their agritourism offerings to a wider audience, including international tourists. The agritourism market is expected to continue its growth as travelers increasingly seek out authentic, sustainable, and educational experiences. The demand for farm stays, agrarian festivals, and culinary tours will rise, and more farms will expand their operations to include agritourism activities. Technological innovations, such as virtual farm tours and online booking systems, will make it easier for consumers to discover and book agritourism experiences. The market will also benefit from the growing trend of 'staycations,' where people seek local, authentic travel experiences close to home. As sustainability and local food systems continue to gain traction, agritourism will play an essential role in educating consumers and promoting rural and agricultural development.

Key Insights Agritourism Market

Growing Interest in Sustainable Travel: Travelers are increasingly seeking experiences that allow them to connect with nature and promote sustainability, driving the agritourism market.

Rise in Farm-to-Table Experiences: Agritourism destinations are incorporating farm-to-table dining experiences, where visitors can enjoy locally sourced, freshly prepared meals.

Expansion of Agritourism Activities: Farms are diversifying their offerings to include hands-on experiences like crop picking, cooking classes, and educational farm tours.

Increased Use of Digital Marketing: Farms are leveraging digital platforms and social media to promote agritourism experiences to a global audience.

Focus on Rural Development: Agritourism is contributing to the economic development of rural areas by creating new income streams and job opportunities for local communities.

Increased Consumer Interest in Local Food Systems: The demand for farm-fresh produce and local food experiences is driving growth in the agritourism market.

Desire for Authentic and Educational Travel Experiences: Tourists are increasingly seeking authentic, immersive experiences that connect them to

agriculture and sustainable food practices.

Rising Popularity of Eco-Tourism: As eco-tourism grows, agritourism is becoming a key part of sustainable travel options.

Support for Rural Economic Development: Governments and communities are investing in agritourism to create jobs and foster economic growth in rural areas.

Seasonality and Weather Dependence: Agritourism is often limited by seasonal weather conditions, which can impact visitor numbers and the types of activities offered.

Agritourism Market Segmentation

By Activity

On-farm Sales

Outdoor Recreation

Agritainment

Educational Tourism

Accommodations

Other Activities

By Tour Types

Group Travelers

Individual Travelers

By Sales Channel

Travel Agents

Direct

By Consumer Demographics

Men

Women

Kids

Key Companies Analysed

Expedia Inc.

Blackberry Farm LLC

Gites de France

Feather Down Farms

Farm Stay UK

Goosewing Ranch

Liberty Hill Farm

Miss?o

ACT Tours

Willowsford Farm

Agriturismo Al Vernetto

Bay Farm Tours

Kansas Agritourism

The Inn at Valley Farms

Agritopia

Agritours Canada Inc.

Stita Farm Tours

Green Acres Farm Bed and Breakfast

Agrilys Voyages

Monteillet Fromagerie

World Wide Opportunities on Organic Farms

Agricultural Tour Operators International

Domiruth PeruTravel

Field Farm Tours Limited

Quadrant Australia

Willow-Witt Ranch

Farms & Farmers

Agri-Tourism Development Corporation

AgriTurismo

Barns and Farms

Farmhouse Inns

Agritourisme France

Rural Retreats

Countryside Alliance

Farmers For Real

Newland Stays

Sustainable Farming Association

Heritage Farmstead Museum

Agriturismo.it

Farm Stay US

Texas Farm Bureau

Australian Farm Tourism

Farm Stay Japan

Agrotourism Cyprus

Farm Stay New Zealand

Fazenda Leite Verde

Agritourism South Africa

Agritourism Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of

international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Agritourism Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Agritourism market data and outlook to 2034

United States

Canada

Mexico

Europe — Agritourism market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Agritourism market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Agritourism market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Agritourism market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Agritourism value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Agritourism industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Agritourism Market Report

Global Agritourism market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Agritourism trade, costs, and supply chains

Agritourism market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Agritourism market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Agritourism market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Agritourism supply chain analysis

Agritourism trade analysis, Agritourism market price analysis, and Agritourism supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Agritourism market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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