

Agritourism - Global Market Outlook (2020-2028)

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Abstracts

According to Statistics MRC, the Global Agritourism Market is accounted for \$48,149.98 million in 2020 and is expected to reach \$151,440.69 million by 2028 growing at a CAGR of 15.4% during the forecast period. Growing travel and tourism industry, government initiatives towards agritourism and increase in adoption of agri-allied business are driving the market growth. However, lack of awareness among tourist and improper commercialization of agritourism is hampering the growth of the market.

Agritourism is referred as the enterprises that combine the farm activities and tourism for the purpose of entertainment and recreation. Agritourism is one of such ways opening new door for tourism where people can experience farm activities, rural lifestyle, green peace ambiance, where people cannot find it easily in urban areas. There are various activities involved in agritourism, which include agricultural museum and displays, barn dances, biking trails, bird watching, breweries, corn mazes, cut flowers, farm cooking contest, farm store, and herb walks etc.

Based on the sales channel, the direct market segment is going to have lucrative growth during the forecast period due to the increasing government investments and efforts to boost the agricultural economy through farm product sales. Many tourists who admire the rural lifestyle prefer to purchase farm products and services during their visit to farms to help boost the economy of farmers. In recent years, it has been observed that the farm owners are inclining towards offering a range of fresh farm-grown products such as fruits, vegetables, and others to visitors in order to give a boost to their income. The factor is expected to accelerate the growth of the direct-market segment crucially.

By geography, Europe is going to have high growth during the forecast period due to the presence of countries like Spain, U.K., Italy and others where farm and agriculture tourism has gained notable recognition which is contributing importantly in sustaining

the market growth of the region. The existence of plenty of small-scale agribusinesses which are mostly family-owned and farms in the European countries is a huge opportunity for the development of agritourism business within Europe. In the upcoming years, the adoption of sophisticated marketing systems for agritourism, amplification of product range sold at farms, and the extensive governmental support can immensely boost the market within Europe.

Some of the key players profiled in the Agritourism Market include Star Destinations , Domiruth PeruTravel , Quadrant Australia, AGRILYS Voyages, Liberty Hill Farm, Pathfinders (STITA llp), Orange Grove Farm Robertson, Wheatacre Hall Barns, Field Farm Tours Ltd, Bay Farm Tours, Willow-Witt Ranch, Jucker Farm AG, World Travel Holdings and Natural Habitat Adventures.

Types Covered:

International

Domestic

Product/Service Types Covered:

Readymade Products or Services

Tailor Made Products or Services

Tour Types Covered:

Individual Travelers

Group Travelers

Consumer Demographics Covered:

Women

Kids

Men

Booking Channels Covered:

Offline

Online

Activities Covered:

Overnight Stay

Agro-Catering Businesses

Education & Experience

Agro-Retail Business

Health and Wellness Tourism

Agro-Sport and Active Tourism

Special Events and Festivals

Agritainment/Agro-Entertainment

Off the Farm

On-Farm Sales

Agro-Accommodation Services

Agro-Eco Tourism

Outdoor Recreation

Age Groups Covered:

15-25 Years

26-36 Years

36-45 Years

46-55 Years

55 Years and Above

Sales Channels Covered:

Direct Market

Travel Agents

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025 and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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