

THE GLOBAL AGRICULTURAL TOURISM WILL REACH 17.5 BILLION DOLLARS BY 2031



The agritourism market is driven by a growing demand for unique leisure activities and farming experiences. These include harvesting seasonal products, feeding farm animals, fruit picking, hiking/cycling trails, and educational tours. Such experiences attract a significant number of tourists annually.

The market of agricultural tourism is further bolstered by the increasing popularity of farm stays and rural tourism experiences, as evidenced by the United States Farm Lodging Association's report of over 2 million annual farm stays in the United States.

According to Coherent Market Insights, **the global agricultural tourism (agrotourism) market is projected to reach \$8.33 billion by the end of this year.** Experts anticipate the market to grow by 1.4 percent between 2024 and 2031, reaching \$17.5 billion by 2031.

Demand for Farm-based Experiences is on the Rise

The global agricultural tourism market is projected to experience a significant increase in the coming years due to the growing interest in farm-based experiences. Agritourism enables farmers to supplement their income by offering visitors a range of farm activities while educating urban residents about agricultural practices.

Furthermore, on-farm sales allow tourists to directly purchase locally grown and produced foods from the farm, creating an additional revenue source for farmers and promoting local food experiences. On-farm sales are a cost-effective way for agritourism operators to attract visitors and generate income from agriculture.

What Kind of Tourists Does Agritourism Attract?

Many farms offer outdoor recreational activities such as hiking, fishing, horseback riding, hunting, and zip-lining to attract tourists. These activities provide visitors engaging experiences while learning about farming and rural life. **Outdoor recreation is becoming increasingly popular as an agritourism activity, particularly among families and outdoor enthusiasts** seeking distinctive experiential getaways. Charging entry or event fees and offering food, souvenirs, and other amenities can help increase farm income.

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