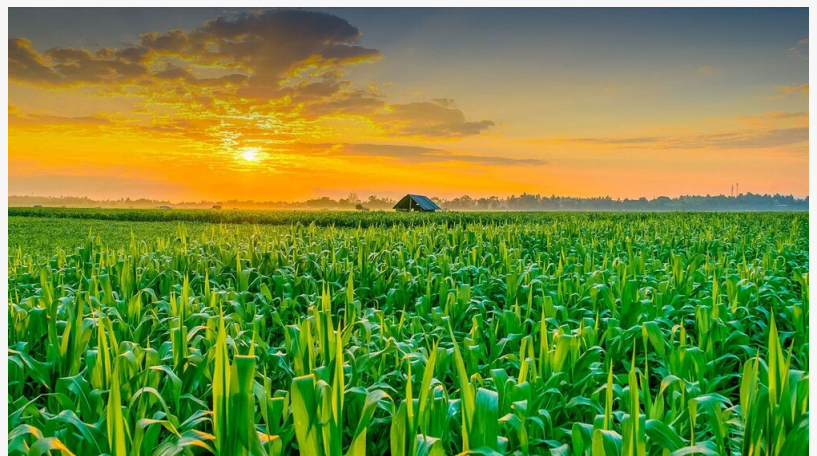


# Agritourism Market in India Size, Share, Growth Rate (19.9%), Analysis, Business Opportunity 2023-2028

*The inflating need for revitalizing rural economies and providing employment opportunities to local residents is driving the India agritourism market*

SHERIDAN, WYOMING, UNITED STATES, April 3, 2023 /EINPresswire.com/ -- The latest research study "India Agritourism Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028" by IMARC Group, finds that the India agritourism market is expected to exhibit a growth rate (CAGR) of 19.9% during 2023-2028.



India Agritourism Market Report

What is Agritourism?

Agritourism represents a commercial practice that combines agricultural activities with tourism for recreation and the entertainment of tourists. It provides the farmers with an opportunity to generate additional income and a channel for direct marketing to consumers. Agritourism also offers communities the potential to increase their local tax bases. In line with this, it assists in preserving agricultural lands and allowing states to develop business enterprises. Some of the activities involved in agritourism are barn dances, biking trails and haunted hayrides, breweries, bird watching, corn mazes, traditional music festivals, farm cooking contests, flower cutting, farm stores, herb walks, etc.

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India Agritourism Market Trends and Drivers:

The inflating need for revitalizing rural economies and providing employment opportunities to local residents is primarily augmenting the India agritourism market. Furthermore, the growing

utilization of farms for events, such as weddings, gatherings, private parties, etc., is propelling the market growth. Apart from this, the launch of favorable policies by government bodies to improve and promote agritourism via training and financial support is acting as another significant growth-inducing factor. Moreover, the rising popularity of agritourism, as it offers business opportunities for local tourism operators and family-oriented recreation surroundings, is bolstering the market growth across the country. Besides this, it also provides farm activities, including fishing, horseback riding, harvest festivals, wildlife photography, wagon or sleigh rides, sheep shearing, cooking classes, guided animal tours, historical re-enactments, etc., at a reduced cost, which is further catalyzing the market growth. Additionally, continuous improvements in the tourism industry and the increasing disposable income levels of consumers are expected to fuel the India agritourism market in the coming years.

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India Agritourism Market 2023-2028 Analysis and Segmentation:

Competitive Landscape:

The competitive landscape of the market has been studied in the report with the detailed profiles of the key players operating in the market.

The report has segmented the market on the basis of tourist type, activity, booking channel and sales channel.

Breakup by Tourist Type:

- Domestic
- International

Breakup by Activity:

- On-farm Sales
- Outdoor Recreation
- Agritainment
- Educational Tourism
- Accommodations
- Others

Breakup by Booking Channel:

- Online
- Offline

## Breakup by Sales Channel:

- Travel Agents
- Direct

## Breakup by Region:

- North India
- West and Central India
- South India
- East India

## Key highlights of the report:

- Market Performance (2017-2022)
- Market Outlook (2023- 2028)
- Porter's Five Forces Analysis
- Market Drivers and Success Factors
- SWOT Analysis
- Value Chain
- Comprehensive Mapping of the Competitive Landscape

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