

Agritourism Industry Size to Grow at a CAGR of 13.4% to Reach \$62.98 Billion by 2027 | Italy Hits \$3,351.1 Mn by 2027

PORTLAND, OREGON, UNITED STATES, June 20, 2023 /EINPresswire.com/ -- As per the report published by Allied Market Research, the global [agritourism market](#) was pegged at \$42.46 billion in 2019, and is projected to reach \$62.98 billion by 2027, growing at a CAGR of 13.4% from 2021 to 2027.

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Agritourism is subset of the rural tourism. It is known by various names, depend on the region and type of farming, such as agriculture tourism, Agritourism, farm tourism, farm vacation tourism, wine tourism, agritourism, as well as some related terms that are used interchangeably with agritourism or that are complementary to agritourism include nature tourism, rural tourism, alternative farming, wildlife enterprises, ecotourism, Agritainment, heritage tourism, Agri education, and value-added agriculture. It is generally defend as visiting a working agricultural setting for leisure, recreation or educational purposes. These usually include farm-based recreation activities. It is emerging concept of tourism industry, which has been gaining opportunistic ground in terms of traveler awareness, media exposure, and adoption by agriculturalist looking for diversified income streams. Stress, frustration, and mental disorders such as depression are some of the problems faced by urban people. People are getting rid of hectic life style and materialistic & cement world so people are actively finding green world to spend some time. Agritourism is one of such option where people can find peace and calmness, furthermore, they can involve in farm activates, which can reduce the stress and frustration. There are various activities involved in Agritourism such as agriculture museum & displays, archery, barn dances, bed and breakfast accommodations, cabin living, camping, canning produce, farm cooking contest, farm stores & markets, farm scavenger hunts, heritage trails, and hunting. These kinds of innovative activities are increasingly attracting tourist specially family and student groups, which is expected to boost the growth of the Agritourism market during the

forecast period.

Around the world, a sizeable portion of the populace may have little or no interaction with agriculture. As a result, agritourism is crucial in educating this group about farming practices and crop development. One way for non-farmers to learn about agriculture and support family farms by purchasing their goods directly or through intermediaries is through on-farm tourism. For instance, end users and suppliers (farmers and ranchers) are becoming more interested in agricultural and on-farm nature tourism in California (tourists & consumers of agricultural products and services). As a result, new growth possibilities in the agritourism industry are anticipated over the forecast period.

The growth of the worldwide agritourism market is driven by the expansion of the travel and tourism sector, government measures to promote agritourism, and an increase in the adoption of agri-allied businesses. However, inappropriate commercialization of agritourism and a lack of understanding among tourists limit industry expansion. On the other hand, market participants should expect attractive prospects in the future due to the rise in health consciousness that will boost the adoption of agritourism.

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Growing demand for family-oriented recreation activities, demand for local food, and experience for farm stays are major attributing factor driving the growth of the Agritourism market. Furthermore, rising curiosity among young minds about the farm and rural activities are creating demand for Agritourism facilities. Agritourism is one such way, where people can find peace and relaxation, which they hardly find in urban areas. Covid-19 drastically impacted whole tourism and Agritourism industry, but decreasing cases of corona virus and development and implication of the corona virus vaccination throughout the world is likely to help tourism and Agritourism sector to regain its position

Key Take Away

The agritourism market was valued at \$42,460.3million in 2019, and is estimated to reach \$62,982.6 million by 2027, growing at a CAGR of 13.4% during the forecast period.

By activity, the accommodations segment is estimated to witness the fastest growth, registering a CAGR of 18.0% during the forecast period.

In 2019, depending on sales channel, the travel agent segment was valued at \$28,678.3 million, accounting for 67.8% of the global agritourism market share.

In 2019, the Italy was the most prominent market in Europe, and is projected to reach \$3,351.1 million by 2027, growing at a CAGR of 12.6% during the forecast period.

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The global agritourism market is segmented on the basis of activity, sales channel, and region. Based on activity, the market is divided into on-farm sales, outdoor recreation, agritainment, educational tourism, accommodations, and others. The on-farm sales segment dominated the market in 2019, accounting for nearly three-fifths of the market. However, the accommodations segment is expected to manifest the highest CAGR of 18.0% during the forecast period.

The market is divided into direct and travel agent segments based on outdoor recreation. In 2019, the travel agent industry held the biggest market share, accounting for more than two thirds of the total. The direct segment, however, is anticipated to grow at the highest CAGR of 14.0 percent throughout the projection period.

North America, Europe, Asia-Pacific, and LAMEA are just a few of the regions that are considered in the analysis of the global agritourism industry. During the projection period, the market in Asia-Pacific is expected to exhibit the highest CAGR of 16.9%. But in 2019, the market in North America, which made up about half of the market, held the highest share.

The global agritourism market report includes an in-depth analysis of the major market players including Agricultural Tour Operators International, Bay Farm Tours, Agrilys Voyages, Farm to Farm Tours, Blackberry Farm, LLC, Harvest Travel International, Greenmount Travel, Select Holidays, Field Farm Tours Limited, and Stita Group.

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