

Global Agritourism Conference 2026 to debut in Scotland

- A Monitor Desk Report

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Dhaka: The inaugural Global Agritourism Conference 2026 is set to take place from June 23 to 25, 2026, at P&J Live, marking a major milestone in the evolution of the global agritourism sector. Organized under the umbrella of the Global Agritourism Network, the conference will bring together farmers, tourism professionals, policymakers, researchers, and investors from across the world.

The three-day event is expected to attract around 1,000 delegates, making it one of the largest global gatherings dedicated to agritourism—a fast-growing segment that integrates agriculture with tourism experiences.

The conference aims to showcase the diversity, innovation, and economic potential of agritourism through a combination of keynote

sessions, panel discussions, case studies, and experiential learning. Participants will gain insights into global best practices, policy frameworks, and emerging trends shaping the sector.

Key objectives of the event include fostering international collaboration, encouraging knowledge exchange, and facilitating business development opportunities. The program will also feature country benchmarking sessions, where experts will present data, strategies, and real-world experiences from different regions.

In addition to formal sessions, the conference will offer networking opportunities and immersive experiences, including farm visits, learning journeys, and exposure to Scotland's renowned food and rural culture. Delegates will also have the opportunity to explore pre- and post-conference tours across various regions of Scotland.

The annual Scottish Agritourism Conference will be integrated into the global event, further enhancing its scale and impact. The Scottish Government has pledged GBP 150,000 in support, underscoring the strategic importance of agritourism in strengthening rural economies and promoting sustainable tourism.

Industry leaders view the event as a significant opportunity to position Scotland—and the wider global community—as a hub for agritourism innovation. The conference is also expected to rotate across continents in future editions, reinforcing its role as a key international platform for the sector.

Agritourism, which involves tourism activities linked to agricultural operations such as farm stays, food experiences, and rural recreation, has emerged as a vital tool for diversifying farm income and boosting rural development worldwide.

The Global Agritourism Conference 2026 is therefore poised to serve as a catalyst for growth, collaboration, and innovation in this increasingly important segment of the global tourism and agriculture industries.

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