How Agritourism Is Helping Sustain Canadian Farms

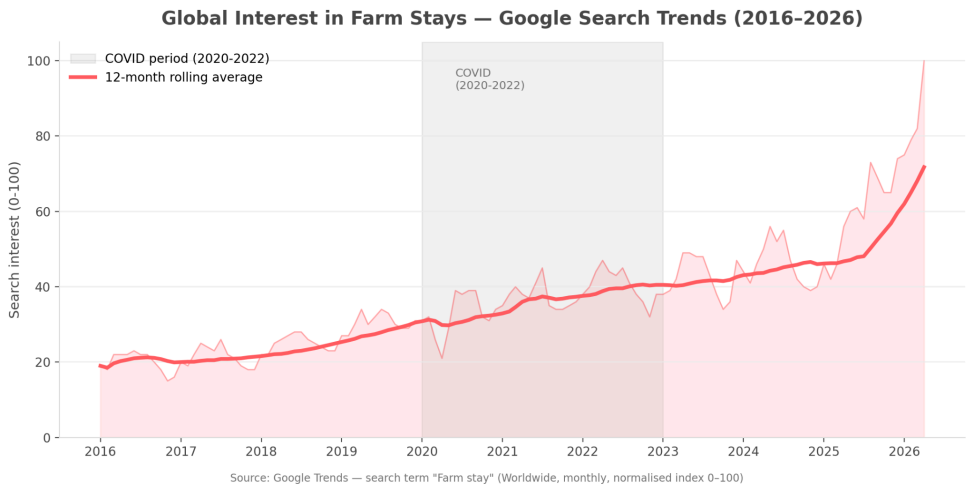
Across Canada, farmers are turning their barns, bunkies, and spare rooms into something new: a lifeline for their land. In 2025, Airbnb farm stay hosts in Canada earned close to $15 million[1] across nearly 1,000 listings,[2] making Canada the sixth-largest farm stay sector in the world by Airbnb host earnings.[3] Farm stay listings in Canada have grown close to 50% since 2018, while host earnings have grown close to 400% over the same period.[4] Earnings have grown far faster than supply, meaning the average Canadian farm stay is earning substantially more today than it did in 2018.

For the hosts behind those listings, the money is not a rounding error. In 2024, survey data showed Airbnb income accounted for an average of 26% of household income for Canadian farm stay hosts,[5] among the highest shares of any country Airbnb has surveyed globally.

Airbnb is spotlighting the data behind that shift: how a growing number of Canadian farmers are turning their land, their agricultural assets, and their way of life into a destination, and why that's arriving at exactly the moment Canadian agricultural communities need it most.

Airbnb is filling a growing gap

Global demand for farm stays has grown sharply and consistently: Google Trends shows search interest for "farm stay" nearly quadrupled between 2016 and early 2026.[6]



[1] All figures CAD unless otherwise stated.
[2] Based on Airbnb data of the total Canada farm stay host earnings between January 1 - December 31, 2025.
[3] Based on Airbnb data of total farm stay host earnings globally between January 1 - December 31, 2025.
[4] Based on Airbnb data of Canada farm stay listing counts and host earnings between January 1, 2018 - December 31, 2025.
[5] Airbnb host survey data of Canada farm stay hosts between January 1, 2024 - December 31, 2024.
[6] Google Trends, https://trends.google.com/explore?q=farm%20stays&date=2016-01-01%202026-03-31&geo=Worldwide

This growth reflects several converging forces: a post-pandemic appreciation for outdoor and nature-based travel, growing consumer interest in food provenance and sustainability, and the rise of "slow travel." At the same time, the agricultural sector has increasingly taken up agritourism as a diversification strategy in its own right, with provinces such as British Columbia issuing formal guidance for farmers considering it.[7]

Two provinces, and even more opportunity

In 2025, farm stay listings on Airbnb concentrated heavily in two provinces. Ontario led with roughly 400 listings and over $6 million in host earnings,[8] spanning the vineyards and orchards of the Niagara Peninsula through to cottage country farms further east in Prince Edward County, the Kawarthas, and Haliburton.

British Columbia follows closely with roughly 300 listings and more than $5 million in host earnings,[9] anchored in the Okanagan Valley's vineyards and orchards and the Fraser Valley's dairy and berry farms. Together, Ontario and British Columbia accounted for nearly 70% of Canada's farm stay listings and host earnings in 2025.[10]

Alberta, Quebec, and the Maritime provinces round out the remaining supply, bringing visitors to cattle ranching country in the foothills of the Rockies, dairy and orchard farms in Quebec's Eastern Townships, and Nova Scotia's Annapolis Valley and Prince Edward Island's potato country.

Putting the working countryside on the map

Canadian farm stays skew rural relative to hotels: more than 60% of listings sit in rural areas.[11] But they largely concentrate in the same southern corridor as the country's hotel stock. More than 80% of all Canadian farm stays sit within 20 km of a hotel.[12]

The dispersal effect in Canada is more local than continental. Farm stays route visitors to the working countryside just outside Canada's cities and towns: the Okanagan and Fraser Valley outside Kelowna and Vancouver, Niagara and the Golden Horseshoe fringe outside Toronto. That extends the visitor map beyond the hotel-dense Toronto–Windsor corridor and Metro Vancouver, and it puts visitor spending into agricultural communities that sit a short drive,

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[7] British Columbia Ministry of Agriculture, A Manual to Guide Agri-tourism Development in Bristish Columbia, https://www2.gov.bc.ca/assets/gov/farming-natural-resources-and-industry/agriculture-and-seafood/farm-management/farm-business-management/business-planning-guides/agritourism_guide_2017.pdf

[8] Based on Airbnb data of total farm stay host earnings and listings in Ontario between January 1 - December 31, 2025.

[9] Based on Airbnb data of total farm stay host earnings and listings in British Columbia between January 1 - December 31, 2025.

[10] Based on Airbnb data of total farm stay host earnings and listings in Canada between January 1 - December 31, 2025.

[11] Based on Airbnb farm stay listing data using the urban/rural definition based on the Global Rural-Urban Mapping Project, from Columbia's SEDAC sedac.ciesin.columbia.edu/data/collection/grump-v1
Based on Airbnb farm stay listing data in Canada between January 1 - December 31 of 2023, 2024, and 2025, and Open Street Map (OSM), by © OpenStreetMap contributors.

[12] Based on Airbnb farm stay listing data in Canada between January 1 - December 31, 2025 and Open Street Map (OSM) data as of May 11, 2026, by © OpenStreetMap contributors.

but can feel a world away from the nearest urban tourism hub.

Small farms, real income

In 2025, the typical (median) Airbnb farm stay host in Canada earned nearly $8,400,[13] roughly a booking every two to three weeks. That modest scale tells you what hosting is for: an income buffer that runs alongside the farm rather than competing with it, and one that also offers guests an authentic agricultural experience. These hosts are farmers first.

For Canadian hosts, farm stay income can also provide a meaningful share of the household budget. In 2024, survey data showed Airbnb income accounted for an average of 26% of household income, among the highest shares of any country surveyed globally.

An economic engine for rural Canada

Farm stays don't just support the host, they ripple through the local economy. In 2025, farm stay guests on Airbnb spent close to $15 million at local businesses around their destinations across Canada,[14] and farm stays contributed close to $55 million to GDP overall,[15] including:

Close to 500 jobs supported[16]

Roughly $15M in total tax revenue[17]

Over $36M in labour income[18]

Who is leading the movement

This is a hard moment for farm margins in Canada, squeezed from several directions at once by input costs, commodity prices, and evolving trade dynamics. Underneath those cyclical pressures sits a structural one, shared with farming communities around the world: aging operators without clear successors, and a shrinking pipeline of younger entrants willing and able to take on the economics of full-time farming.

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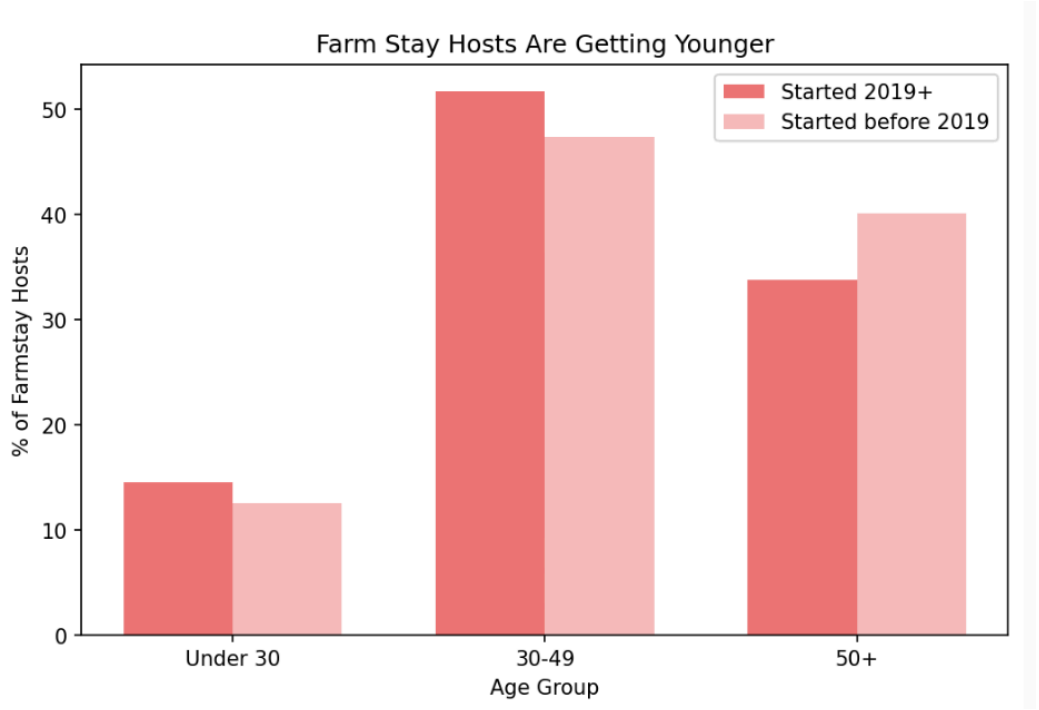
[13] Based on Airbnb data of the median Canada farm stay host earnings between January 1 - December 31, 2025.
[14] Estimated spending in 2025 amongst guests that stayed in the farm stay listings in Canada based on a survey of average spending per guest per night and multiplied by total guest nights.
[15] Economic contribution estimates are produced using IMPLAN's input-output model with regional multipliers from the 2022 data year (the most recent available at the time of analysis), reported in 2024 dollars. Model inputs are host earnings and estimated guest spending, where guest spending is derived from a survey of Airbnb guests.
[16] Estimated number of full-time, part-time and seasonal jobs supported by the output generated by Airbnb activity from January 1, 2025 - December 31, 2025. This metric includes direct, indirect, and induced effects.
[17] Estimated total tax revenue associated with economic activity generated by Airbnb stays from January 1, 2025 - December 31, 2025. This includes the total value of taxes associated with hosts' income and spending, and the economic activity stemming from guests visiting local businesses.
[18] Estimated labor income includes both Proprietor Income (e.g. for small business owners that benefit from guest spending), but also Employee Compensation (e.g. cleaners, employees of small businesses) from January 1, 2025 - December 31, 2025.

The 2021 Census of Agriculture counted 262,455 farm operators, three in five of whom (60.5%) were 55 or older, a share that climbed six percentage points in just five years. Fewer than one in ten were under the age of 35. That arithmetic has an endpoint: by 2033, 40% of Canadian farm operators are expected to retire, a generational shift in who stewards Canada's farmland.[19]

Passing the farm to the next generation is how it continues to stay a farm, and yet 88% of Canadian farmers don't have a formal succession plan.[20] That leaves a substantial share of Canada's farmland heading into a handover with no defined path through it, against a thinning pipeline of younger entrants prepared to take on the economics of full-time farming.

Airbnb's data shows that farm stay hosting may be helping to change that. Since 2019, new farm stay hosts joining the platform have been getting younger.[21] This generational shift suggests that Airbnb is beginning to function as an on-ramp for a new kind of agricultural operator: younger people who are entering rural land management not through traditional farming channels, but through hospitality, using transferable skills like digital marketing and social media to drive farm value.



There will always be a need for the next generation of farmers, whether they take over a family operation or purchase or lease their own. Hosting is not a substitute for a succession

[19] Royal Bank of Canada Climate Action Institute, https://thoughtleadership.rbc.com/wp-content/uploads/Ag-Skills-Report-ENG-1.pdf
[20] Statistics Canada, Succession plan for the agricultural operation, Census of Agriculture, 2021, https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3210024401
[21] Based on Airbnb global farm stay host demographic data between January 1, 2019 - December 31, 2025.

plan, but it can help make the underlying business much easier to pass on. A farm stay adds an income stream tied to the land and the experience of visiting it, rather than to commodity prices alone. That can make an operation steadier for its current owner, and potentially more appealing to who is taking it on next.

Women are leading the agritourism revolution

The latest Census of Agriculture in 2021 found that women accounted for just 3 in 10 producers in Canada.[22] However, on Airbnb, women make up more than 70% of Canadian farm stay hosts,[23] highlighting how the business of hospitality is helping a new generation of women entrepreneurs find economic empowerment.

Why this matters now

For Canadian farmers facing thin margins, rising input costs, and often no clear successor, a farm stay listing offers a way to keep working the land while diversifying income. At 26% of reported household income, that income diversification has become a significant part of the Canadian farm stay household budget.

Provinces have also begun measuring what agritourism contributes. In March 2026, Agritourism Ontario published the province's first comprehensive study of the sector,[24] finding that agritourism contributes $633 million in economic output and $313 million to Ontario's GDP annually, and supports over 8,700 jobs. Its findings emphasize the importance of coordinated support from governments to unlock the full potential of agritourism, through reducing regulatory barriers to on-farm diversified uses, deepening collaboration between municipalities and operators, and investing in the infrastructure that visitor growth requires. Alberta is moving along similar lines,[25] with programs like Alberta Open Farm Days and the Rural Opportunities Fund directing support to on-farm visitor businesses, and municipal policy under review to make more room for agritourism.

There’s more that could help this grow in the right way: right-sizing short-term rental rules so that on-farm hosting is encouraged, not restricted, expanding grants and technical support for beginning hosts, and even closer coordination between provincial tourism bodies and agricultural organizations so more travellers discover that the countryside is a destination worth planning a trip around. The fundamental case is already made: demand is strong, growth is real, and the benefits reach well past the farm gate. What’s left is making the opportunity easier to reach for the farmers who need it most.

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[22] Statistics Canada Plus, https://www.statcan.gc.ca/o1/en/plus/2967-growing-number-female-farm-operators-canada-help-put-food-our-tables
[23] Based on Airbnb data, self-reported as of December 31, 2025.
[24] Agritourism Ontario, Fields of Opportunity, https://agritourismontario.com/economic-growth-study/
[25] Open Access Government, Transforming Alberta’s agriculture sector, https://www.openaccessgovernment.org/agritourism-transforming-albertas-agriculture-sector/188632/