Recreational Land: The New Value Driver?

Discover how non-agricultural demand is reshaping land values in select regions.

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THE DATA

8%

Surge in Recreational Land Demand

Demand for rural recreational land in the Tenth Federal Reserve District, including parts of Colorado, experienced a significant surge over the past year.

This increase highlights a growing preference for properties offering leisure and outdoor activities, pushing non-agricultural land prices upward. Factors like remote work flexibility and a desire for natural retreats contribute to this evolving market dynamic.

Source: Federal Reserve Bank of Kansas City · Published July 12, 2026

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Shifting Buyer Priorities Drive Market Evolution

Beyond traditional farming, buyers are increasingly seeking land for recreational purposes such as hunting, fishing, camping, and private estates. This shift introduces new valuation metrics, where natural amenities, access to water, and privacy become as critical as soil quality or crop yields, particularly in states like Colorado and North Carolina.

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Development Potential Boosts Rural Acreage Values

Proximity to growing urban centers and infrastructure projects increasingly influences rural land values, even in non-agricultural contexts. Land with future development potential, whether for residential, commercial, or energy projects, often sees accelerated appreciation, presenting unique opportunities for strategic investment in areas of Texas and Alabama.

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