

**Adventure Tourism Market By Type (Hard, Soft, Others), By Activity (Land-based activity, Water-based Activity, Air-based Activity), By Types of Traveler (Solo, Friends/Group, Couple, Family), By Age Group (Below 30 years, 30-41 years, 42-49 years, 50 years and above), By Sales Channel (Travel Agents, Direct): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-05-01 | 500 pages | Allied Market Research

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**Report description:**

The global adventure tourism market was valued at \$366.7 billion in 2022, and is projected to reach \$4.6 trillion by 2032, growing at a CAGR of 28.7% from 2023 to 2032. Adventure tourism is a form of travel that involves caving, climbing, cycling, hiking, hunting, rafting, and others. Tourism is a rapidly growing sector, wherein adventure tourism is one of its fastest-growing segments. Australia, New Zealand, and India are a few of the most popular travel destinations owing to their great landscapes, good food, and accommodation facilities. Cities such as Sydney, Melbourne, Brisbane, Lakshadweep, and Perth allow a plethora of land, water, and air-based activities. Moreover, Asia-Pacific is also home to beaches and wildlife sanctuaries which further increase its popularity as a destination for travel.

Furthermore, it offers realistic and cost-effective incentives to enhance bio-cultural diversity while generating cash for the regional and private sectors. Adventure tourism is becoming more popular than traditional mass tourism around the world due to its adaptability, capacity to assist economies, and promotion of sustainable practices.

The global COVID-19 outbreak has had a significant impact on the adventure travel and tourism industry. The widespread containment and mitigation measures to limit the virus's spread have had a significant impact on travel and tourism. Although nations are increasingly lowering regulations, there is still a considerable risk of abrupt changes to air travel, visa, and quarantine laws, as well as long-term confidence implications, especially among older and more affluent tourists. The pandemic's significant financial and societal ramifications will almost certainly harm tourism-dependent countries (TDC), ushering in a post-pandemic "new normal." For instance, according to the report of the World Tourism Organization, the severe effects of COVID-19 on the

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sector resulted in a 93% decline in international tourist arrivals in June compared to the same month in 2019.

One of the primary drivers of market expansion is the growing need for authentic and personalized travel experiences, which is being driven by rapid urbanization, rising disposable incomes, the impact of social media, and low-cost airline tickets.

Furthermore, travel providers are developing speedy, mobile-friendly websites that are easy to use on smartphones. These platforms offer peer reviews, 360-degree video tours, and easy pricing comparisons to help travelers plan and book their vacations online. This, together with increasing internet penetration, provides a profit outlook for the company and allows them to grow its operations.

Additionally, the key industry participants are collaborating with marketing agencies to attract high-value clientele via Internet marketing, which is helping to build demand for adventure tourism globally. Many governments throughout the world are pushing adventure tourism because it creates jobs and has a good impact on community development. As a result, the worldwide appeal of adventure tourism is expected to grow. Unpredictable climate change, environmental damage, and cultural and language loss are just a few of the potential hazards of adventure tourism. These issues are projected to constrain the growth of the adventure tourism industry in the next years.

The global adventure tourism market is segmented on the basis of type, activity, type of traveler, age group, and sales channel. By type, the market has been classified into hard, soft, and others. By activity, the market has been divided into land-based activity, water-based activity, and air-based activity. By type of traveler, the market has been classified into solo, friends/group, couple, and family. By age group, it is categorized into below 30 years, 30-41 years, 42-49 years, and 50 years & above. The sales channel segment includes travel agents and direct. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players in the adventure tourism industry rely on product launch as their key strategy to stay relevant in the competitive market. The key players profiled in the report include AAT Kings Tours Limited, Discovery Nomads, Trafalgar Travel, Contiki, G Adventures, Insight Vacations, Inspiring Journeys, Intrepid Group, Ltd, Intro Travel, and Ultimate Adventure Travel Pty Ltd.

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#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the adventure tourism market analysis from 2022 to 2032 to identify the prevailing adventure tourism market opportunities.

- The market research is offered along with information related to key drivers, restraints, and opportunities.

- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

- In-depth analysis of the adventure tourism market segmentation assists to determine the prevailing market opportunities.

- Major countries in each region are mapped according to their revenue contribution to the global market.

- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

- The report includes the analysis of the regional as well as global adventure tourism market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Activity

- Land-based activity
- Sub Segment
- Trekking and Mountain Climbing
- Jungle Safari
- Camping
- Others
- Water-based Activity
- Air-based Activity

##### By Type

- Hard

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- Soft
- Others
- By Age Group
- Below 30 years
- 30-41 years
- 42-49 years
- 50 years and above
- By Types of Traveler
- Solo
- Friends/Group
- Couple
- Family
- By Sales Channel
- Travel Agents
- Direct
- By Region
- North America
- U.S.
- Canada
- Mexico
- Europe
- UK
- Germany
- Switzerland
- Norway
- Italy
- Rest of Europe
- Asia-Pacific
- India
- China
- New Zealand
- Australia
- Japan
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Austin Adventures, Inc.
- Butterfield & Robinson Inc.
- Discovery Nomads
- G Adventures
- Geographic Expeditions Inc.
- Interpid Group Ltd.
- Mountain Travel Sobek
- Recreational Equipment, Inc.

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- ROW Adventures
- TUI Group

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