

Global Adventure Tourism Market Report and Forecast 2024-2032

Market Report | 2024-06-17 | 168 pages | EMR Inc.

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Report description:

Global Adventure Tourism Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global adventure tourism market size reached a value of USD 320 billion in 2023. Aided by the rising spending on domestic and international travel, the market is projected to further grow at a CAGR of 16.5% between 2024 and 2032 to reach a value of USD 1099.2 billion by 2032.

Adventure tourism, characterized by travel that includes physical activities, a connection with nature, and cultural immersion, has gained immense popularity in recent years. It encompasses activities such as hiking, trekking, scuba diving, paragliding, and mountain biking, offering travellers unique and thrilling experiences. The rise in disposable incomes, improved accessibility to remote destinations, and a growing desire for experiential travel are key factors driving the adventure tourism market.

The increasing consumer preference for unique travel experiences is a major driver of the adventure tourism market growth. With the rising awareness of the health benefits associated with outdoor activities, there has been a significant shift towards adventure travel, which offers both physical and mental well-being. Additionally, the rising trend of sustainable and eco-friendly tourism has further contributed to the increasing popularity of adventure tourism, as it promotes conservation and responsible travel practices.

The expanding applications of adventure tourism in various sectors also play a significant role in propelling the adventure tourism market development. In the hospitality industry, adventure tourism has led to the development of specialized accommodations such as eco-lodges, glamping sites, and adventure resorts, catering to the specific needs of adventure travellers. The transportation sector has also seen growth, with an increase in services such as adventure tours, off-road vehicle rentals, and guided expeditions. Moreover, the adventure tourism sector has spurred the growth of ancillary industries, including outdoor gear and equipment, travel insurance, and adventure sports training and certification.

As per the adventure tourism market analysis, the growing digitalisation and the influence of social media are further driving the market. The proliferation of travel blogs, vlogs, and social media platforms showcasing adventure travel experiences has inspired a new generation of travellers seeking similar experiences. Online booking platforms and travel apps have made it easier for travellers to plan and book adventure trips, contributing to market growth.

Additionally, the rise of the millennial and Generation Z demographics, who prioritize experiences over material possessions, is

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significantly contributing to the growth of the market. These age groups are more inclined towards adventure travel, seeking unique, off-the-beaten-path experiences that allow them to connect with nature and local cultures.

The adventure tourism market outlook is also benefiting from the increasing government initiatives and investments in tourism infrastructure. Governments worldwide are recognizing the economic potential of adventure tourism and are investing in the development of adventure tourism circuits, training programs for local guides, and marketing campaigns to attract adventure travellers. These initiatives are enhancing the overall adventure tourism experience and driving market growth.

The increasing consumer preference for unique and immersive travel experiences is a significant driver of the market. Travelers are seeking experiences that offer physical activity, a connection with nature, and cultural immersion, driving the demand for adventure tourism. The rising awareness of the health benefits associated with outdoor activities is contributing to the growth of the adventure tourism market. Adventure travel offers both physical and mental well-being, attracting travellers who prioritize health and fitness.

The rising trend of sustainable and eco-friendly tourism is further driving the market. Adventure tourism promotes conservation and responsible travel practices, appealing to environmentally conscious travellers. The growing digitalization and influence of social media are propelling the adventure tourism market. Travel blogs, vlogs, and social media platforms showcasing adventure travel experiences inspire new generations of travellers. Online booking platforms and travel apps have made planning and booking adventure trips more accessible.

The adventure tourism market is poised for significant growth in the coming years, driven by the rising demand for unique and immersive travel experiences, the increasing popularity of outdoor activities, and the influence of digital platforms and social media. The market also benefits from the growing focus on sustainability and eco-friendly tourism practices.

Market Segmentation

The market can be divided based on type, activity, type of traveller, age group, sales channel and region.

Market Breakup by Type

- Hard Adventure
- Soft Adventure

Market Breakup by Activity

- Land-based Activity
- Water-based Activity
- Air-based Activity

Market Breakup by Type of Traveller

- Friends/Group
- Couple
- Solo
- Family

Market Breakup by Age Group

- Below 30 Years
- 30 years-41 years
- 42 years-49 years
- 50 Years and above

Market Breakup by Sales Channel

- Travel Agent
- Direct

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America

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- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global adventure tourism market. Some of the major players explored in the report by Expert Market Research are as follows:

- Abercrombie & Kent USA, LLC

- Butterfield & Robinson Inc.

- Austin Adventures Inc.

- Discovery Nomads LLC

- Cox & Kings

- G Adventures Inc.

- Interpid Group Pty Ltd.

- Geographic Expeditions, Inc.

- Row Adventures

- Mountain Travel Sobek

- Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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