

# Adventure Tourism Market Size to Surpass \$1,947.5 Billion by 2032, Signaling a Promising Future for the Tourism Industry

*Adventure tourism attracts young people because they are eager to explore new experiences and is increasing global tourism growth*

PORTLAND, 5933 NE WIN SIVERS DRIVE, #205, UNITED STATE, May 20, 2024 /EINPresswire.com/ -- Allied Market Research published a report, titled, "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."According to the report, The global adventure tourism market size was valued at \$324.9 billion in 2022, and is projected to reach \$2 trillion by 2032, growing at a CAGR of 19.5% from 2023 to 2032.

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Drivers, restraints and opportunities-

The global adventure tourism market is experiencing growth due to various factors, including the increase in the level of income in emerging geographical areas and reduced costs relating to air travel and accommodation, mobile applications, big data analytics, and artificial intelligence evolving together amidst proliferating tourism industry, and high penetration of the internet. On the other hand, the rise in terrorism, crime rate, political uncertainty, and natural calamities are the major factors that hindered the market growth during the forecast period. Moreover, the rise of social media and heavy investment in better infrastructure create prolific opportunities for market growth in the coming years.

Adventure tourism refers to individuals traveling to exhilarating and sometimes risky destinations for adventurous activities including rafting, skydiving, mountaineering, snowboarding, or scuba diving. These activities are usually supervised by experts, and participants are equipped with safety tools to ensure their well-being. Adventure tourism attracts young people because they are eager to discover new experiences and work on themselves to overcome their shortcomings. This tourism involves visiting remote and exotic places, exploring

wilderness adventures, and experiencing diverse cultures.

Furthermore, the increase in adventure sports activities, rise in disposable incomes, government support for tourism promotion, and the influence of social media on travel trends all contribute to the growth of adventure tourism. This industry uses cost-effective travel techniques and technologies such as virtual reality (VR) and artificial intelligence (AI) to improve adventure travel experiences. There is huge potential for growth in the global [adventure tourism sector](#), as well as opportunities for exciting new experiences.

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Adventure tourism attracts young people because they are eager to explore new experiences and is increasing global tourism growth. In addition, innovations such as virtual reality, drones, and wearable devices make things more attractive. Online platforms make booking easier, and leading companies collaborate to strengthen their global dominance and boost the growth of the adventure tourism industry.

Technological developments in the adventure tourism industry-

Adventure tourism benefits from innovation and enthusiasm, and technological advances play an important role in enhancing the experience of adventure travelers. These developments contribute to the continuous growth of the sector.

Virtual Reality (VR) and Augmented Reality (AR):

Virtual reality (VR) and augmented reality (AR) have changed the adventure tourism industry, offering immersive previews of activities such as skydiving or mountain climbing before commitment. VR provides realistic 360-degree environments, while AR overlays interactive digital objects, enhancing on-site experiences with real-time information. The combination of VR and AI creates customizable adventures, revolutionizing how tour operators showcase and customers experience offerings.

Drones:

Drones have provided new opportunities to capture stunning aerial footage of exotic activities such as ziplining through the jungle and rafting down rapids. Travelers use drones to create compelling promotions, encourage and give customers a unique perspective on their adventures.

Wearable technology:

Adventure tourists now track activities, monitor health issues, and receive real-time guidance

through fitness trackers, smartwatches, and GPS-enabled wearables. This enhances safety and adds convenience and privacy to the adventure experience, making it more engaging and pleasurable.

Online booking platforms:

The digitization of booking processes has made it easier for adventure tourists to research, plan, and reserve their experiences. Online platforms offer tours, reviews, and recommendations, allowing travelers to make informed decisions and customize their experiences.

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Key initiatives of global competitors in adventure tourism:

Major companies in the global adventure tourism industry use strategies such as the introduction of new services, collaboration with other companies, and expanding their businesses to increase their dominance and maintain competitiveness. These companies are improving their activities and exploring new travel destinations to boost industry growth. For example, in December 2022, the government of Maharashtra, India launched an Adventure Tourism Activity Policy for tourists around the world. This new policy requires all hotels, lodges, camps, adventure companies, and other organizers of travel activities to follow the guidelines issued by the Department of Tourism (DoT).

To sum up, the global adventure tourism sector continues to grow, driven by young travelers looking for exciting experiences. Further, new technologies such as VR, AR, drones, and wearables have increased safety and connectivity. Global competitors adopting new strategies are expected to bring new avenues for the industry in the coming years.

Key players in the industry-

Austin Adventures, Inc.  
Butterfield And Robinson Inc.  
Discovery Nomads LLC  
G Adventures Inc.  
Geographic Expeditions Inc.  
Intrepid Group Pty Limited  
Mountain Travel Sobek  
Recreational Equipment, Inc.  
ROW Adventures  
TUI AG

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