

# Global Adventure Tourism Market Size, Share, And Growth Analysis For 2024-2033

*Adventure Tourism Global Market Report 2024 – Market Size, Trends, And Forecast 2024-2033*

LONDON, GREATER LONDON, UNITED KINGDOM, September 5, 2024 /EINPresswire.com/ -- The [adventure tourism market](#) has experienced robust growth in recent years, expanding from \$292.68 billion in 2023 to \$351.57 billion in 2024 at a compound annual growth rate (CAGR) of 20.1%. The growth in the historic period can be attributed to rising disposable incomes worldwide, increasing interest in sustainable and eco-friendly travel options, the growing popularity of outdoor activities and adventure sports, expanding global connectivity and ease of travel, and rising consumer preference for experiential travel over material possessions.



What Is The Estimated Market Size Of The Global Adventure Tourism Market And Its Annual Growth Rate?



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The adventure tourism market is projected to continue its strong growth, reaching \$739.56 billion in 2028 at a compound annual growth rate (CAGR) of 20.4%. The growth in the forecast period can be attributed to growing demand for unique and off-the-beaten-path experiences, increasing adoption of adventure tourism by older demographics, rising awareness and participation in

adventure travel among emerging markets, expanding availability of adventure tourism packages and operators and rising multi-generational adventure travel experiences.

Explore Comprehensive Insights Into The Global Adventure Tourism Market With A Detailed

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### Growth Driver Of The Adventure Tourism Market

The expanding social media influence is expected to propel the growth of the adventure tourism market going forward. Social media influence refers to user-generated content, influencers, and social media platforms' impact on individuals' perceptions, decisions, and behaviors. The expansion of social media influence is due to the widespread adoption of smartphones, the increasing popularity of social media platforms, and the growing number of influencers who actively engage their audiences with compelling travel content. Social media influence in adventure tourism involves leveraging user-generated content, influencers, and social media platforms to inspire and attract travelers to participate in adventure activities and explore exotic destinations.

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### Which Market Players Are Driving The Adventure Tourism Market Growth?

Key players in the adventure tourism market include REI Adventures, TUI AG, Natural Habitat Adventures, G Adventures Inc., Abercrombie & Kent USA LLC, Intrepid Group Ltd.

### What Are The Emerging Trends Shaping The Adventure Tourism Market Size?

Major companies operating in the adventure tourism market are focusing on developing innovative solutions, such as discount passes, to gain a competitive edge in the market. Discount passes are promotional tools that offer reduced prices for goods or services, often used to attract customers and increase sales within a specific period.

### How Is The Global Adventure Tourism Market Segmented?

- 1) By Type: Soft, Hard
- 2) By Activity: Land-Based, Air-Based, Water-Based
- 3) By Group: Groups, Family, Couples, Solo Travellers
- 4) By Booking Mode: Direct, Travel Agents, Marketplace

### Geographical Insights: Europe Leading The Adventure Tourism Market

Europe was the largest region in the adventure tourism market in 2023. Asia-Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the adventure tourism market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

### Adventure Tourism Market Definition

Adventure tourism refers to travel activities that involve exploration or participation in physically challenging and often risky outdoor pursuits. It encompasses a wide range of activities, such as

hiking, trekking, mountaineering, rock climbing, skiing, snowboarding, whitewater rafting, zip-lining, and safari expeditions. Adventure tourism typically appeals to thrill-seekers and individuals seeking unique experiences in natural environments, often requiring specialized skills, equipment, and sometimes guidance from experienced professionals.

[Adventure Tourism Global Market Report 2024](#) from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Macroeconomic factors affecting the market in the short and long run
- Analysis of the macro and micro economic factors that have affected the market in the past five years
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

An overview of the global adventure tourism market report covering trends, opportunities, strategies, and more

The Adventure Tourism Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on adventure tourism market size, adventure tourism market drivers and trends, adventure tourism market major players, adventure tourism competitors' revenues, adventure tourism market positioning, and adventure tourism market growth across geographies. The adventure tourism market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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Our flagship product, the Global Market Model (GMM), is a premier market intelligence platform delivering comprehensive and updated forecasts to support informed decision-making.

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