

# Top Growth Driver in the Special Interest Tourism Market 2024: Surging Demand for Adventurous Tours to Boost The Market

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Special Interest Tourism Global Market Report 2024 - Market Size, Trends, And Global Forecast 2024-2033

The special interest tourism market size has seen exponential growth in recent years, growing from \$3.24 billion in 2023 to a projected \$3.89 billion in 2024, at a compound annual growth rate CAGR of 20.0%. This robust growth from the historic period can be attributed to increased disposable income, rising educational levels, greater global connectivity, evolving travel preferences, enhanced marketing efforts, and significant advances in transportation.



The special interest tourism market size is expected to see exponential growth in the next few years. It will grow to \$8.10 billion in 2028 at a compound annual growth rate (CAGR) of 20.1%”

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## [What Does the Future Hold for Special Interest Tourism Market?](#)

Looking into the future, the special interest tourism market size is expected to see further exponential growth. It is predicted to grow steadily to \$8.10 billion in 2028 at a compound annual growth rate CAGR of 20.1%. The surge

in market growth during the forecast period can be attributed to growing demand for personalized experiences, an enhanced focus on sustainability, rising work from home and digital nomad trends, virtual reality enhancements in travel planning, and expansion of niche travel communities on social media platforms.

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### What's Driving the Growth in Special Interest Tourism Market?

The surging demand for adventurous tours is expected to propel the growth of the special interest tourism market going forward. Adventurous tours refer to travel experiences focusing on physically challenging or exciting activities in diverse and often rugged environments. Adventurous tours are increasing due to consumer interest in unique and immersive travel experiences that offer physical challenges, exploration, and personal growth. Special interest tourism is used for adventurous tours by focusing on specific interests or activities related to adventure and exploration, such as hiking, mountain climbing, or extreme sports.

### What are the Key Trends Shaping the Special Interest Tourism Market?

Trends to look out for in the forecast period include growth in adventure tourism, a considerable expansion in ecotourism, a more significant emphasis on personalized itineraries, the increased popularity of sustainable travel options, and the integration of augmented reality in travel experiences.

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### Who are the Major Key Players in the Special Interest Tourism Market?

Key companies operating in the special interest tourism market include Cox and Kings, Flight Centre Travel Group, Grand Circle Corporation, Insight Vacations, Abercrombie & Kent, Kensington Tours, Intrepid Travel, EF Educational Tours, Wilderness Safaris, Audley Travel, G Adventures, Contiki Tours, Wendy Wu Tours UK, China Highlights, Fez Travel, The Priceline Group, Adventures Abroad, Scenic Luxury Cruises & Tours, Luxury Gold, Soltour, Martin Randall Travel Ltd., ACE Cultural Tours, Geckos Adventures, Bus2alps, and Adventure Life.

### [What is the Market Segmentation for Special Interest Tourism?](#)

The special interest tourism market report segments the market as follows:

- 1 By Tourist Type: Domestic, International
- 2 By Traveler Type: Individual, Couple, Group, Professional
- 3 By Age Group: 15 To 25 Years, 26 To 35 Years, 36 To 45 Years, 46 To 55 Years, 66 To 75 Years
- 4 By Activity: Environmental, Adventure, Sport
- 5 By Purpose: Activity, Educational, Discovery, Hobbies, Challenge, Relaxation, Health And Therapy, Day Tours

How does the Special Interest Tourism Market Perform Regionally?

Europe was the largest region in the special interest tourism market in 2023, covering regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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