

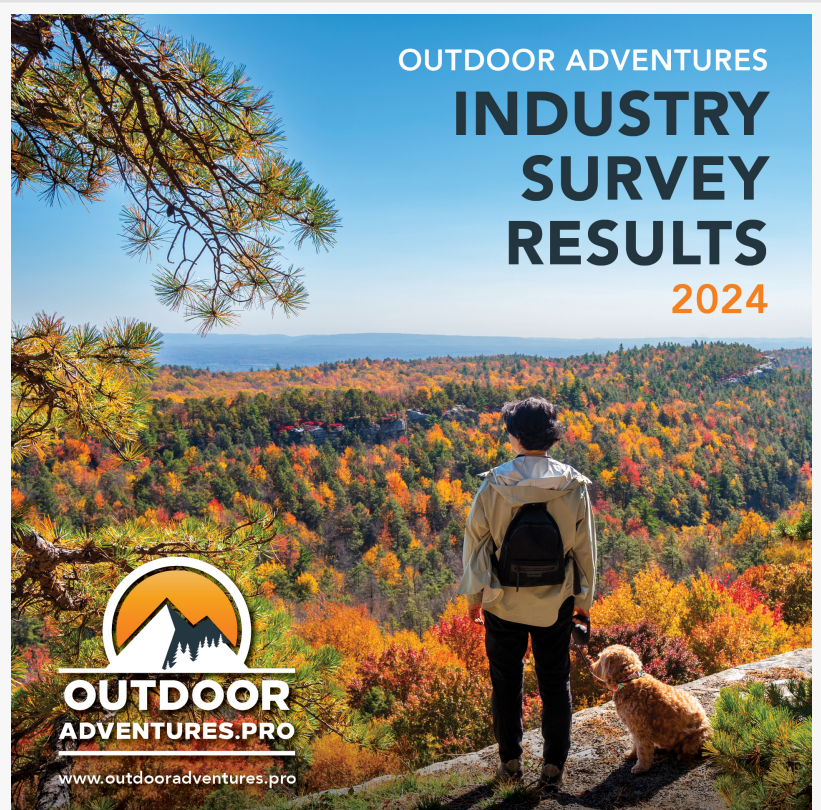
Outdoor Adventures Releases 2024 Industry Survey: Trends, Challenges, and Emerging Opportunities in Outdoor Recreation

2024 survey reveals trends in camping, hiking & kayaking, rise in online bookings, new eco-friendly services, and challenges in staffing & operational costs.

CHARLOTTE, NC, UNITED STATES, March 6, 2025 /EINPresswire.com/ -- [OutdoorAdventures.pro](https://www.outdooradventures.pro), a leading platform for outdoor adventure businesses and enthusiasts, has released its 2024 Outdoor Adventure Industry [Survey](#), offering an in-depth look at the latest trends, challenges, and opportunities shaping the outdoor recreation sector.

Building on data from 2023, this year's findings highlight the continued dominance of water sports like kayaking and paddle boarding, the growing importance of digital marketing and online bookings, and the rise of eco-conscious travel and new adventure services. The report also identifies persistent industry challenges such as inflation, staffing shortages, and operational costs, offering insights into how businesses can navigate these obstacles while capitalizing on new opportunities.

Key Findings: Growth in Outdoor Recreation and Changing Consumer Behavior:



The 2024 Outdoor Adventure Industry Survey findings reveal key trends in adventure travel, including growth in kayaking, hiking, camping, online bookings, and emerging eco-conscious outdoor experiences



OutdoorAdventures.pro connects outdoor enthusiasts with companies that supply the services and gear to make memorable experiences.

Water Sports Continue to Lead, With New Outdoor Experiences Gaining Popularity:

According to the survey, water sports remain the most dominant niche in the outdoor adventure industry, with over 50% of businesses focusing on activities like kayaking, paddle boarding, and fishing. Camping, hiking, and climbing continue to hold steady, while new experiences such as glamping, private guided tours, and e-bike rentals are emerging as popular offerings.

As more travelers seek immersive nature-based experiences, outdoor businesses are adapting their services to meet the growing demand for eco-conscious travel, personalized tours, and remote adventure experiences.

“

The outdoor adventure industry is evolving rapidly. Kayaking, hiking, and camping remain strong, but businesses that embrace digital tools, sustainability, and unique experiences will thrive.”

Rod Wilson

Revenue Trends: Industry Shows Stability, But Challenges Remain:

Revenue performance has remained balanced year-over-year, with 20.5% of businesses reporting an increase in revenue, while an equal percentage experienced declines. The primary factors influencing revenue growth include:

- Increased marketing efforts – Businesses that invested in digital marketing, search engine optimization (SEO), and

social media advertising saw a higher likelihood of revenue growth.

- Favorable weather conditions – Many businesses credited good weather seasons for increased customer turnout.

- New service offerings – Those who introduced eco-friendly adventure experiences or premium guided tours noted higher booking rates.

Despite this growth, inflation, staffing issues, and rising operational costs continue to create financial pressures for outdoor businesses, making strategic cost management essential.

Online Bookings Surge as Digital Transformation Accelerates:



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The shift toward digital engagement has become more pronounced in 2024, with 38.5% of outdoor businesses reporting that over half of their bookings now occur online. Compared to 2023, businesses have increasingly prioritized:

- Website optimization – Ensuring that adventure booking platforms are mobile-friendly and easy to navigate.
- SEO and local search rankings – Ranking higher for keywords like “best kayaking tours,” “top hiking experiences,” and “adventure travel near me.”
- Social media and influencer marketing – Leveraging Instagram, TikTok, and Facebook to showcase adventure experiences.

The survey found that businesses investing in online visibility and seamless booking experiences are attracting more customers than those relying solely on traditional methods like phone reservations and walk-ins.

New Services and Adventure Trends: Expanding Beyond Traditional Offerings:

While the 2023 survey revealed limited plans for service expansion, 2024 shows a shift toward innovation, with more businesses offering:

- Glamping & eco-lodging – A growing trend as travelers seek sustainable accommodations in nature.
- E-bike rentals & adventure cycling – Outdoor businesses are catering to active travelers with guided biking experiences.
- Customized & private tours – More customers are requesting personalized outdoor experiences, including private group hikes and tailored kayaking tours.

This shift reflects a broader industry trend toward curated, premium adventure travel—where travelers are willing to pay more for unique, high-quality experiences.

Customer Demographics: Stability and Emerging Markets:

Businesses continue to serve a stable customer demographic, with little variation in age or traveler type. However, new market opportunities are emerging in:

- Solo travel – More individuals are seeking self-guided hiking and kayaking adventures.
- Eco-conscious travelers – Consumers are prioritizing sustainable adventure travel and seeking providers with green certifications.
- Multigenerational travel – Families and older travelers are increasingly looking for accessible outdoor experiences, such as guided nature walks.

Industry Challenges: Inflation and Staffing Struggles Persist

Despite growth in demand, businesses face ongoing financial and operational challenges, including:

- Inflation and rising costs – Higher equipment, fuel, and operational expenses are squeezing profit margins:
- Staff recruitment and retention – Finding and keeping qualified guides and outdoor staff remains a major hurdle.
- Weather unpredictability – Climate shifts impact seasonal planning, with some businesses seeing cancellations due to extreme weather events.

Businesses that adopt flexible pricing models, streamline operations, and explore alternative revenue streams are more likely to weather these challenges successfully.

Industry Outlook: Embracing Digital Strategies, Sustainability, and Innovation:

With online bookings surging, water sports maintaining dominance, and new adventure experiences gaining traction, the outdoor adventure industry is at a pivotal moment. Businesses that invest in digital marketing, sustainable practices, and premium services are poised for long-term growth.

"The outdoor adventure industry is evolving rapidly," said [Spokesperson's Name], [Title] at Outdoor Adventures Connection. "Kayaking, hiking, and camping remain strong, but businesses that embrace digital tools, sustainability, and customized experiences will thrive in the years ahead."

How to Access the Full Report

The full Outdoor Adventure Industry Survey 2024 report is available for business owners, industry professionals, investors, and stakeholders looking for a deeper understanding of market trends and business strategies. The survey report is free to Summit members of the OutdoorAdventures.pro platform or it can be purchased for \$199 at this link:

<https://www.outdooradventures.pro/digital-products/2024-outdoor-adventure-industry-survey>

For additional insights, outdoor business resources, and networking opportunities, visit www.outdooradventures.pro.

Rod Wilson

OutdoorAdventures.pro

info@outdooradventures.pro

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