

# Adventure Tourism Market Rising Valuation to Reach \$2 Trillion by 2032, Fueled by Strong CAGR of 19.5%

*The couple segment was the largest and the fastest-growing market segment in 2022.*

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According to a new report published by Allied Market Research, titled, "[Adventure Tourism Market](#) Size, Share, Competitive Landscape and Trend Analysis Report by Type, by Activity, by Type of Traveler, by Age Group, by Sales Channel: Global Opportunity Analysis and Industry Forecast, 2023-



Adventure Tourism Market Report, 2032

2032". 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. The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.

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On the basis of type, the soft segment is projected to witness the highest CAGR during the forecast period.”

*Roshan Deshmukh*

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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.

By type, the soft segment accounted for the major market share in 2022, garnering more than

half of the global adventure tourism market revenue, and is expected to retain its dominance throughout the forecast period. The same segment would also portray the fastest CAGR of 19.7% from 2023 to 2032. This is because the moderate to low-risk level activities in this category make it highly accessible to people of different age groups. Furthermore, the increased inclination of tourists, especially the elderly people towards experiencing the natural environment and learning.

By activity, the land-based activity segment held the highest market share in 2022, holding more than half of the global adventure tourism market revenue, and is projected to rule the roost by 2032. This is because land-based activities are often easier and require less monetary investment from the travelers. The air-based activity segment, on the other hand, would display the fastest CAGR of 20.2% from 2023 to 2032. This is because it provides people with the adventurous experience of flying and thrill, which attracts young travelers.

By age group, the 30 to 41 years segment held the major market share in 2022, contributing to more than two-fifths of the global adventure tourism market revenue, and is expected to maintain its lion's share throughout the forecast period. The same segment would also showcase the fastest CAGR of 19.8% from 2023 to 2032. This is because people in this age group may afford frequent travel to various parts of the world, which positively impacts the growth of the tourism industry worldwide.

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By sales channel, the direct segment held the highest market share in 2022, accounting for nearly three-fifths of the global adventure tourism market revenue, and is expected to maintain its lead position during the forecast period. The same segment would also cite the fastest CAGR of 19.7% from 2023 to 2032. This is because of the increase in the ease of making travel arrangements due to improvements in technology.

On the basis of region, Asia-Pacific is expected to witness the highest growth during the forecast period since the Asia-Pacific adventure tourism market attracts numerous adventure travelers from around the globe. The region offers diverse activities such as wildlife reserves and national parks such as Sundarbans in India, Mt. Everest in Nepal, rain forests in Borneo, and whale watching & scouting kiwis in New Zealand to explore.

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- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the adventure tourism market analysis from 2022 to 2032 to identify the prevailing adventure tourism market opportunities.
- The market research is offered along with information related to key drivers, restraints, and



□ Diving Tourism Market Opportunity Analysis and Industry Forecast, 2023-2032

<https://www.alliedmarketresearch.com/diving-tourism-market-A159086>

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