

Adventure Tourism Market 2025 : is Booming at A CAGR of 19.5%; to Reach US\$ 2 Trillion by 2032 - AMR Study

Adventure Tourism Market - On the basis of type of traveler, the couple segment was the largest and the fastest-growing market segment in 2022.



The adventure tourism market size was valued at \$324.90 billion in 2022, and is estimated to reach \$1947.5 billion by 2032, growing at a CAGR of 19.5% from 2023 to 2032."

Allied Market Research

WILMINGTON, DE, UNITED STATES, March 17, 2025 /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](#) industry generated \$366.7 billion in 2022 and is anticipated to

generate \$4.6 trillion by 2032, witnessing a CAGR of 28.7% from 2023 to 2032.

Prime determinants of growth

The global adventure tourism market is driven by factors such as growing pursuit of unique experiences to augment the tourism industry, evolving mobile applications, big data analytics, and artificial intelligence amidst proliferating tourism industry, and high penetration of the internet. However, an increase in terrorism and crime rate, political uncertainties, and natural calamities hamper the market growth. On the other hand, the emergence of social media and heavy investment in better infrastructure is presenting lucrative opportunities for market growth.

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The land-based activity segment is expected to maintain its lead position during the forecast period.

Based on activity the land-based activity segment dominated the market and accounted for around half of the global adventure tourism market in 2022 and is expected to retain its dominance during the forecast period since, land-based activities are often easier and require less monetary investment from the travelers. However, the air-based activity segment is projected to manifest the highest CAGR of 29.2% from 2023 to 2032. The segment has gained popularity, as it provides people with the adventurous experience of flying and thrill.

The direct segment to maintain its lead position during the forecast period

Based on sales channel, the direct segment accounts for nearly three-fifths of the global adventure tourism market and is expected to retain its dominance during the adventure tourism market forecast period. This segment is also projected to manifest the highest CAGR of 28.9% from 2023 to 2032 owing to the increase in the ease of making travel arrangements due to improvements in technology. Moreover, this form of booking allows travelers to save a significant amount of money, which further boosts the attractiveness of this mode of booking.

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<https://www.alliedmarketresearch.com/checkout-final/3f4f18c2f993281577634816c98007cc>

Europe to maintain its lead position during the forecast period

Based on region, Europe accounts for more than one-third of the global adventure tourism market and is expected to retain its dominance during the forecast period. The key factor supporting the growth of adventure travel in Europe is its rich diversity. This region includes numerous historically important nations, cultures, languages, and varieties of cuisine. However, Asia-Pacific is projected to manifest the highest CAGR of 29.9% from 2023 to 2032 since, 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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Leading Market Players: -

AUSTIN ADVENTURES, INC.

BUTTERFIELD AND ROBINSON INC.

DISCOVERY NOMADS

G ADVENTURES

GEOGRAPHIC EXPEDITIONS INC.

INTERPID GROUP LTD.

MOUNTAIN TRAVEL SOBEK

RECREATIONAL EQUIPMENT, INC.

ROW ADVENTURES

TUI GROUP

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□ Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the global Footwear market.

□ Highlights key business priorities in order to guide the companies to reform their business strategies and establish themselves in the wide geography.

□ The key findings and recommendations highlight crucial progressive industry trends in the Footwear Market, thereby allowing players to develop effective long-term strategies in order to garner their market revenue.

□ Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

□ Scrutinize in-depth global market trends and outlook coupled with the factors driving the market, as well as those restraining the growth to a certain extent.

□ Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to products, segmentation, and industry verticals.

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