

# Global Bicycle Trip Market Size Study, by Type (Solo, Group, Couple, Family), Tour Type (Single Day, Multi Day), Age Group, and Regional Forecasts 2022-2032

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## Abstracts

The Global Bicycle Trip Market is valued at approximately USD 1188.12 million in 2023 and is anticipated to grow at a compound annual growth rate (CAGR) of 14.5% over the forecast period 2024-2032. Bicycle trips, a confluence of eco-friendly travel and adventure tourism, have gained remarkable traction worldwide. Offering a sustainable alternative to conventional travel modes, they cater to individuals seeking fitness, exploration, and community experiences. With the rise of urban cycling culture and government initiatives promoting active transportation, the market has witnessed exponential growth. Bicycle tours, spanning solo adventures to family-oriented journeys, are now tailored to diverse consumer preferences, incorporating scenic routes, cultural explorations, and even fitness-focused itineraries.

The increasing inclination toward outdoor activities and sustainable tourism drives the market for bicycle trips. Rapid urbanization, coupled with growing concerns about environmental impact, has encouraged travelers to adopt eco-conscious travel options. Additionally, the advent of cycling infrastructure in metropolitan areas and the integration of bicycle-sharing programs have simplified access to bicycles for tourism purposes. Technological advancements, such as e-bikes, further fuel the market by enabling participants across various age groups and fitness levels to partake in these trips. Despite these advantages, the market faces challenges, such as adverse weather conditions and high initial investments for guided tours or premium bicycles.

Innovative offerings, such as multi-day tours with curated accommodations and wellness packages, are reshaping the competitive landscape of the bicycle trip market. Operators are leveraging digital platforms to enhance the customer experience, from route planning to real-time tracking. Furthermore, collaborations with local communities

for cultural and culinary inclusions have diversified the value proposition of bicycle tours. The rising popularity of group cycling trips and events, such as charity rides or eco-marathons, underscores the market's potential to cater to both recreational and purposeful travel demands.

Geographically, North America emerged as the largest market for bicycle trips in 2023, driven by robust cycling infrastructure, government investments in bike-friendly cities, and a growing culture of outdoor recreation. Europe, with its rich heritage and picturesque landscapes, remains a favored destination for multi-day bicycle tours. Countries like the Netherlands and Denmark are leading examples of cycling-friendly nations with extensive networks. Meanwhile, the Asia-Pacific region is anticipated to witness the fastest growth during the forecast period, fueled by rising health consciousness, expanding tourism infrastructure, and increasing adoption of bicycles in urban and rural tourism hubs across India, China, and Japan.

Major market players included in this report are:

Trek Travel

Backroads

Butterfield & Robinson

SpiceRoads Cycling

TDA Global Cycling

DuVine Cycling + Adventure Co.

Exodus Travels

REI Adventures

The Carter Company

Grasshopper Adventures

BikeHike Adventures

VBT Bicycling Vacations

Cycling for Softies

ExperiencePlus! Bicycle Tours

Wilderness Scotland

The detailed segments and sub-segments of the market are explained below:

By Type:

Solo

Group

Couple

Family

By Tour Type:

Single Day

Multi Day

By Age Group:

Below 30

30-50

Above 50

By Region:

North America:

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of the competitive structure of the market.

Demand-side and supply-side analysis of the market.

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