

# **Global Outdoor Vacation Market Size study, by Tour Type (Volunteering trips, Culinary Tour, Leisure Tour, Heritage trip and Others), by Traveller Type (Couple, Family, Solo and Group), by Age Group (Generation Z, Millennial and Baby Boomers), by Mode of Booking (Travel Agent and OTA), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global outdoor vacation market is valued approximately at USD xx billion in 2020 and is anticipated to grow with a healthy growth rate of about xx% over the forecast period 2021-2027. Outdoor vacation includes tours ranging from history and food to bike tours, factory tours, camping, fishing, bicycling, snow sports, wildlife viewing, paddling and others. There has been an increase in the outdoor vacations as people are opting to gain valuable experiences and get away from daily hectic schedules as it helps improving mental and physical health, boosting happiness, etc. The global outdoor vacation market is being driven by proliferation of social media and its impact on outdoor vacation sector and increasing inclination of people towards exotic and unique holiday experiences. Furthermore, demand for enhanced service standards will provide new opportunities for the global outdoor vacation industry. According to Statista, total number of social network users across the globe is expected to increase from 3.6 billion people in 2020 to approximately 4.41 billion by 2025. Increase in exposure of people to different social media forms enhances their knowledge about trends that shape outdoor vacation industry. Therefore, proliferation of social media across the globe will benefit the people planning for outdoor vacations. Hence, this is expected to boost the market growth. However, rise in political uncertainty, terrorism & crime rate, and natural calamities may impede market growth over the forecast period of 2021-2027.

The regional analysis of the global outdoor vacation market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific accounts for the largest share in terms of market revenue in the global outdoor vacation market over the forecast period 2021-2027. Factors such as presence of large pool of millennial population, increased disposable income of people, expanding infrastructure across the region, rising government support for travel and tourism, adoption of internet of things and artificial intelligence-based technology, etc. contribute towards the largest market share of the region in the forecast years.

Major market player included in this report are:

Abercrombie & Kent USA LLC

Butterfield & Robinson

Cox And Kings Ltd.

Kensington Tours

Micato Safari

Scott Dunn Ltd.

Tauck, Inc.

Thomas Cook India Ltd.

Travcoa Corporation

TUI Group

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Tour Type:

Volunteering trips

Culinary Tour

Leisure Tour

Heritage trip

Others

By Traveller Type:

Couple

Family

Solo

Group

By Age Group:

Generation Z

Millennial

Baby Boomers

By Mode of Booking:

Travel Agent

OTA

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Outdoor Vacation Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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