

Global Special Interest Tourism Market Size study, By Purpose {Educational, Activity, Day Tours, Discovery, Other}, By Activity {Environmental, Adventures, Sports}, By Booking Channel {Phone Booking, Online Booking, In-person Booking}, Regional Forecasts 2021-2027

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Abstracts

Global Special Interest Tourism Market reached USD XXX Billion in 2020. The Global Special Interest Tourism Market tends to grow by a CAGR of XX% in the 2021-2027 period.

Special interest tourism is one of the fastest-growing segments within the tourism industry. A more mature traveling population is increasingly seeking experience which satisfies a whole spectrum of interests. This tourism is a primary motivation for practicing and enjoying a special interest. This can include unusual hobbies, activities, themes, or destinations, which tend to attract a niche market. Surging demand of adventurous tours is the major driver of this market as special interest tourism makes adventure and recreational tour more customizable as per one individual or group needs. Covid19 Pandemic is becoming one of the major and longest restraints to this market, as most of the countries are still not open to welcome tourists and there is also a ban on international airlines in various places. Government intervention for promoting regional culture on a wider level is an opportunity for this market. Environmental tourism has emerged dominant in terms of activity. Wildlife watching tourism is highly popular, especially in protected areas.

France and U.K. are more popular destinations for special interest tourism, catapulting Europe to be the forefront of the global market. The U.S. is one of the most popular travel destinations around the globe and attracts enormous visitors each year.

According to the estimation, the U.S. is slated to welcome nearly 95.5 million visitors annually by the end of 2023. Cities such as Las Vegas, Los Angeles, and New York witness an influx of a large number of tourists all year round.

Major market players included in this report are:

Cox & Kings Ltd.

Martin Randall Travel Limited

Audley Travel

Trafalgar

Wild Frontier

EF Educational Tours and Booking Holdings

Carlson Holdings

Flight Centre Travel Group

National Geographic Partners LLC

Lakeland Tours LLC

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for 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 the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Purpose:

Educational, Activity

Day Tours

Discovery

Other

By Activity:

Environmental

Adventures

Sports

By Booking Channel:

Phone Booking

Online Booking

In-person Booking

By Region:

North America

The 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, the 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 Special Interest Tourism 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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