

Global Special Interest Tourism Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/GA252248E8FEEN.html>

Date: February 2026

Pages: 112

Price: US\$ 2,980.00 (Single User License)

ID: GA252248E8FEEN

Abstracts

Special interest tourism is a form of tourism that focuses on satisfying tourists' specific interests or themes that are not part of traditional mass tourism. Unlike regular sightseeing tourism, special interest tourism aims to explore a specific area or activity in depth, allowing tourists to fully immerse themselves in what they are interested in and gain a unique and in-depth travel experience.

The global Special Interest Tourism market size was estimated at USD 3619.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 11.40% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Special Interest Tourism market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Special Interest Tourism market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Special Interest Tourism market.

Global Special Interest Tourism Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Intrepid Travel
Audley Travel
Acsedu
Kensington Tours
Fez Travel
EF Educational Tours
Wilderness Safaris
Soltour
G Adventures
Contiki Tours
Wendy Wu Tours UK
China Highlights
Luxury Gold
The Priceline Group
Adventures Abroad
Scenic Luxury Cruises & Tours

Market Segmentation (by Type)

Domestic
International

Market Segmentation (by Application)

Individual
Couple
Group
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Special Interest Tourism Market
Overview of the regional outlook of the Special Interest Tourism Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division

standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Special Interest Tourism Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Special Interest Tourism, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development

potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Special Interest Tourism
- 1.2 Key Market Segments
 - 1.2.1 Special Interest Tourism Segment by Type
 - 1.2.2 Special Interest Tourism Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 SPECIAL INTEREST TOURISM MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 SPECIAL INTEREST TOURISM MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Special Interest Tourism Product Life Cycle
- 3.3 Global Special Interest Tourism Revenue Market Share by Company (2020-2025)
- 3.4 Special Interest Tourism Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Headquarters, Areas Served, and Product Types of Major Players
- 3.6 Special Interest Tourism Market Competitive Situation and Trends
 - 3.6.1 Special Interest Tourism Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest Special Interest Tourism Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 SPECIAL INTEREST TOURISM VALUE CHAIN ANALYSIS

- 4.1 Special Interest Tourism Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SPECIAL INTEREST TOURISM MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Special Interest Tourism Market Porter's Five Forces Analysis

6 SPECIAL INTEREST TOURISM MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Special Interest Tourism Market by Type (2020-2025)

6.3 Global Special Interest Tourism Market Size Growth Rate by Type (2021-2025)

7 SPECIAL INTEREST TOURISM MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Special Interest Tourism Market Size (M USD) by Application (2020-2025)

7.3 Global Special Interest Tourism Market Size Growth Rate by Application (2021-2025)

8 SPECIAL INTEREST TOURISM MARKET SEGMENTATION BY REGION

8.1 Global Special Interest Tourism Market Size by Region

8.1.1 Global Special Interest Tourism Market Size by Region

8.1.2 Global Special Interest Tourism Market Size Market Share by Region

8.2 North America

8.2.1 North America Special Interest Tourism Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Special Interest Tourism Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Special Interest Tourism Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Special Interest Tourism Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Special Interest Tourism Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Intrepid Travel

9.1.1 Intrepid Travel Basic Information

9.1.2 Intrepid Travel Special Interest Tourism Product Overview

9.1.3 Intrepid Travel Special Interest Tourism Product Market Performance

9.1.4 Intrepid Travel SWOT Analysis

9.1.5 Intrepid Travel Business Overview

9.1.6 Intrepid Travel Recent Developments

9.2 Audley Travel

9.2.1 Audley Travel Basic Information

9.2.2 Audley Travel Special Interest Tourism Product Overview

9.2.3 Audley Travel Special Interest Tourism Product Market Performance

9.2.4 Audley Travel SWOT Analysis

9.2.5 Audley Travel Business Overview

9.2.6 Audley Travel Recent Developments

9.3 Acsedu

9.3.1 Acsedu Basic Information

9.3.2 Acsedu Special Interest Tourism Product Overview

9.3.3 Acsedu Special Interest Tourism Product Market Performance

9.3.4 Acsedu SWOT Analysis

9.3.5 Acsedu Business Overview

9.3.6 Acsedu Recent Developments

9.4 Kensington Tours

9.4.1 Kensington Tours Basic Information

9.4.2 Kensington Tours Special Interest Tourism Product Overview

9.4.3 Kensington Tours Special Interest Tourism Product Market Performance

9.4.4 Kensington Tours Business Overview

9.4.5 Kensington Tours Recent Developments

9.5 Fez Travel

9.5.1 Fez Travel Basic Information

9.5.2 Fez Travel Special Interest Tourism Product Overview

9.5.3 Fez Travel Special Interest Tourism Product Market Performance

9.5.4 Fez Travel Business Overview

9.5.5 Fez Travel Recent Developments

9.6 EF Educational Tours

9.6.1 EF Educational Tours Basic Information

9.6.2 EF Educational Tours Special Interest Tourism Product Overview

9.6.3 EF Educational Tours Special Interest Tourism Product Market Performance

9.6.4 EF Educational Tours Business Overview

9.6.5 EF Educational Tours Recent Developments

9.7 Wilderness Safaris

9.7.1 Wilderness Safaris Basic Information

9.7.2 Wilderness Safaris Special Interest Tourism Product Overview

9.7.3 Wilderness Safaris Special Interest Tourism Product Market Performance

9.7.4 Wilderness Safaris Business Overview

9.7.5 Wilderness Safaris Recent Developments

9.8 Soltour

- 9.8.1 Soltour Basic Information
- 9.8.2 Soltour Special Interest Tourism Product Overview
- 9.8.3 Soltour Special Interest Tourism Product Market Performance
- 9.8.4 Soltour Business Overview
- 9.8.5 Soltour Recent Developments
- 9.9 G Adventures
 - 9.9.1 G Adventures Basic Information
 - 9.9.2 G Adventures Special Interest Tourism Product Overview
 - 9.9.3 G Adventures Special Interest Tourism Product Market Performance
 - 9.9.4 G Adventures Business Overview
 - 9.9.5 G Adventures Recent Developments
- 9.10 Contiki Tours
 - 9.10.1 Contiki Tours Basic Information
 - 9.10.2 Contiki Tours Special Interest Tourism Product Overview
 - 9.10.3 Contiki Tours Special Interest Tourism Product Market Performance
 - 9.10.4 Contiki Tours Business Overview
 - 9.10.5 Contiki Tours Recent Developments
- 9.11 Wendy Wu Tours UK
 - 9.11.1 Wendy Wu Tours UK Basic Information
 - 9.11.2 Wendy Wu Tours UK Special Interest Tourism Product Overview
 - 9.11.3 Wendy Wu Tours UK Special Interest Tourism Product Market Performance
 - 9.11.4 Wendy Wu Tours UK Business Overview
 - 9.11.5 Wendy Wu Tours UK Recent Developments
- 9.12 China Highlights
 - 9.12.1 China Highlights Basic Information
 - 9.12.2 China Highlights Special Interest Tourism Product Overview
 - 9.12.3 China Highlights Special Interest Tourism Product Market Performance
 - 9.12.4 China Highlights Business Overview
 - 9.12.5 China Highlights Recent Developments
- 9.13 Luxury Gold
 - 9.13.1 Luxury Gold Basic Information
 - 9.13.2 Luxury Gold Special Interest Tourism Product Overview
 - 9.13.3 Luxury Gold Special Interest Tourism Product Market Performance
 - 9.13.4 Luxury Gold Business Overview
 - 9.13.5 Luxury Gold Recent Developments
- 9.14 The Priceline Group
 - 9.14.1 The Priceline Group Basic Information
 - 9.14.2 The Priceline Group Special Interest Tourism Product Overview
 - 9.14.3 The Priceline Group Special Interest Tourism Product Market Performance

- 9.14.4 The Priceline Group Business Overview
- 9.14.5 The Priceline Group Recent Developments
- 9.15 Adventures Abroad
 - 9.15.1 Adventures Abroad Basic Information
 - 9.15.2 Adventures Abroad Special Interest Tourism Product Overview
 - 9.15.3 Adventures Abroad Special Interest Tourism Product Market Performance
 - 9.15.4 Adventures Abroad Business Overview
 - 9.15.5 Adventures Abroad Recent Developments
- 9.16 Scenic Luxury Cruises and Tours
 - 9.16.1 Scenic Luxury Cruises and Tours Basic Information
 - 9.16.2 Scenic Luxury Cruises and Tours Special Interest Tourism Product Overview
 - 9.16.3 Scenic Luxury Cruises and Tours Special Interest Tourism Product Market Performance
 - 9.16.4 Scenic Luxury Cruises and Tours Business Overview
 - 9.16.5 Scenic Luxury Cruises and Tours Recent Developments

10 SPECIAL INTEREST TOURISM MARKET FORECAST BY REGION

- 10.1 Global Special Interest Tourism Market Size Forecast
- 10.2 Global Special Interest Tourism Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Special Interest Tourism Market Size Forecast by Country
 - 10.2.3 Asia Pacific Special Interest Tourism Market Size Forecast by Region
 - 10.2.4 South America Special Interest Tourism Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Sales of Special Interest Tourism by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 11.1 Global Special Interest Tourism Market Forecast by Type (2026-2035)
 - 11.1.1 Global Special Interest Tourism Market Size Forecast by Type (2026-2035)
- 11.2 Global Special Interest Tourism Market Forecast by Application (2026-2035)
 - 11.2.1 Global Special Interest Tourism Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Special Interest Tourism Market Size by Type (M USD)

Table 4. Global Special Interest Tourism Market Size by Application

Table 5. Special Interest Tourism Market Size Comparison by Region (M USD)

Table 6. Global Special Interest Tourism Revenue (M USD) by Company (2020-2025)

Table 7. Global Special Interest Tourism Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Special Interest Tourism as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global Special Interest Tourism Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Special Interest Tourism Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global Special Interest Tourism Market Size by Type (M USD)

Table 22. Global Special Interest Tourism Market Size (M USD) by Type (2020-2025)

Table 23. Global Special Interest Tourism Market Share by Type (2020-2025)

Table 24. Global Special Interest Tourism Market Size Growth Rate by Type (2021-2025)

Table 25. Global Special Interest Tourism Market Size by Application

Table 26. Global Special Interest Tourism Market Size by Application (2020-2025) & (M USD)

Table 27. Global Special Interest Tourism Market Share by Application (2020-2025)

Table 28. Global Special Interest Tourism Market Size Growth Rate by Application (2021-2025)

Table 29. Global Special Interest Tourism Market Size by Region (2020-2025) & (M USD)

Table 30. Global Special Interest Tourism Market Size Market Share by Region (2020-2025)

Table 31. North America Special Interest Tourism Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Special Interest Tourism Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Special Interest Tourism Market Size by Region (2020-2025) & (M USD)

Table 34. South America Special Interest Tourism Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Special Interest Tourism Market Size by Region (2020-2025) & (M USD)

Table 36. Intrepid Travel Basic Information

Table 37. Intrepid Travel Special Interest Tourism Product Overview

Table 38. Intrepid Travel Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Intrepid Travel SWOT Analysis

Table 40. Intrepid Travel Business Overview

Table 41. Intrepid Travel Recent Developments

Table 42. Audley Travel Basic Information

Table 43. Audley Travel Special Interest Tourism Product Overview

Table 44. Audley Travel Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 45. Audley Travel SWOT Analysis

Table 46. Audley Travel Business Overview

Table 47. Audley Travel Recent Developments

Table 48. Acsedu Basic Information

Table 49. Acsedu Special Interest Tourism Product Overview

Table 50. Acsedu Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 51. Acsedu SWOT Analysis

Table 52. Acsedu Business Overview

Table 53. Acsedu Recent Developments

Table 54. Kensington Tours Basic Information

Table 55. Kensington Tours Special Interest Tourism Product Overview

Table 56. Kensington Tours Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Kensington Tours Business Overview

Table 58. Kensington Tours Recent Developments

Table 59. Fez Travel Basic Information

Table 60. Fez Travel Special Interest Tourism Product Overview

Table 61. Fez Travel Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 62. Fez Travel Business Overview

Table 63. Fez Travel Recent Developments

Table 64. EF Educational Tours Basic Information

Table 65. EF Educational Tours Special Interest Tourism Product Overview

Table 66. EF Educational Tours Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 67. EF Educational Tours Business Overview

Table 68. EF Educational Tours Recent Developments

Table 69. Wilderness Safaris Basic Information

Table 70. Wilderness Safaris Special Interest Tourism Product Overview

Table 71. Wilderness Safaris Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 72. Wilderness Safaris Business Overview

Table 73. Wilderness Safaris Recent Developments

Table 74. Soltour Basic Information

Table 75. Soltour Special Interest Tourism Product Overview

Table 76. Soltour Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 77. Soltour Business Overview

Table 78. Soltour Recent Developments

Table 79. G Adventures Basic Information

Table 80. G Adventures Special Interest Tourism Product Overview

Table 81. G Adventures Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 82. G Adventures Business Overview

Table 83. G Adventures Recent Developments

Table 84. Contiki Tours Basic Information

Table 85. Contiki Tours Special Interest Tourism Product Overview

Table 86. Contiki Tours Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 87. Contiki Tours Business Overview

Table 88. Contiki Tours Recent Developments

Table 89. Wendy Wu Tours UK Basic Information

Table 90. Wendy Wu Tours UK Special Interest Tourism Product Overview

Table 91. Wendy Wu Tours UK Special Interest Tourism Revenue (M USD) and Gross

Margin (2020-2025)

Table 92. Wendy Wu Tours UK Business Overview

Table 93. Wendy Wu Tours UK Recent Developments

Table 94. China Highlights Basic Information

Table 95. China Highlights Special Interest Tourism Product Overview

Table 96. China Highlights Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 97. China Highlights Business Overview

Table 98. China Highlights Recent Developments

Table 99. Luxury Gold Basic Information

Table 100. Luxury Gold Special Interest Tourism Product Overview

Table 101. Luxury Gold Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 102. Luxury Gold Business Overview

Table 103. Luxury Gold Recent Developments

Table 104. The Priceline Group Basic Information

Table 105. The Priceline Group Special Interest Tourism Product Overview

Table 106. The Priceline Group Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 107. The Priceline Group Business Overview

Table 108. The Priceline Group Recent Developments

Table 109. Adventures Abroad Basic Information

Table 110. Adventures Abroad Special Interest Tourism Product Overview

Table 111. Adventures Abroad Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 112. Adventures Abroad Business Overview

Table 113. Adventures Abroad Recent Developments

Table 114. Scenic Luxury Cruises and Tours Basic Information

Table 115. Scenic Luxury Cruises and Tours Special Interest Tourism Product Overview

Table 116. Scenic Luxury Cruises and Tours Special Interest Tourism Revenue (M USD) and Gross Margin (2020-2025)

Table 117. Scenic Luxury Cruises and Tours Business Overview

Table 118. Scenic Luxury Cruises and Tours Recent Developments

Table 119. Global Special Interest Tourism Market Size Forecast by Region (2026-2035) & (M USD)

Table 120. North America Special Interest Tourism Market Size Forecast by Country (2026-2035) & (M USD)

Table 121. Europe Special Interest Tourism Market Size Forecast by Country (2026-2035) & (M USD)

Table 122. Asia Pacific Special Interest Tourism Market Size Forecast by Region (2026-2035) & (M USD)

Table 123. South America Special Interest Tourism Market Size Forecast by Country (2026-2035) & (M USD)

Table 124. Middle East and Africa Special Interest Tourism Market Size Forecast by Country (2026-2035) & (M USD)

Table 125. Global Special Interest Tourism Market Size Forecast by Type (2026-2035) & (M USD)

Table 126. Global Special Interest Tourism Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Special Interest Tourism
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Special Interest Tourism Market Size (M USD), 2025-2035
- Figure 5. Global Special Interest Tourism Market Size (M USD) (2020-2035)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Special Interest Tourism Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Special Interest Tourism Product Life Cycle
- Figure 12. Global Special Interest Tourism Revenue Share by Company in 2025
- Figure 13. Special Interest Tourism Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Special Interest Tourism Revenue in 2025
- Figure 15. Value Chain Map of Special Interest Tourism
- Figure 16. Global Special Interest Tourism Market PEST Analysis
- Figure 17. Global Special Interest Tourism Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Special Interest Tourism Market Share by Type
- Figure 20. Market Share of Special Interest Tourism by Type (2020-2025)
- Figure 21. Global Special Interest Tourism Market Size Growth Rate by Type (2021-2025)
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Special Interest Tourism Market Share by Application
- Figure 24. Global Special Interest Tourism Market Share by Application (2020-2025)
- Figure 25. Global Special Interest Tourism Market Share by Application in 2024
- Figure 26. Global Special Interest Tourism Market Size Growth Rate by Application (2021-2025)
- Figure 27. Global Special Interest Tourism Market Size Market Share by Region (2020-2025)
- Figure 28. North America Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 29. North America Special Interest Tourism Market Size Market Share by

Country in 2024

Figure 30. U.S. Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Special Interest Tourism Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Special Interest Tourism Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Special Interest Tourism Market Share by Country in 2024

Figure 35. Germany Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Special Interest Tourism Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Special Interest Tourism Market Size Market Share by Region in 2024

Figure 42. China Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Special Interest Tourism Market Size and Growth Rate (M USD)

Figure 48. South America Special Interest Tourism Market Size Market Share by Country in 2024

Figure 49. Brazil Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Special Interest Tourism Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Special Interest Tourism Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Special Interest Tourism Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Special Interest Tourism Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Special Interest Tourism Market Share Forecast by Type (2026-2035)

Figure 61. Global Special Interest Tourism Market Share Forecast by Application (2026-2035)

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