

Global Adventure Tourism Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Adventure Tourism market size is predicted to grow from US\$ 2043 million in 2025 to US\$ 6838 million in 2031; it is expected to grow at a CAGR of 22.3% from 2025 to 2031.

Adventure travel describes trips that provide experiences (both mental and physical) to places which are novel or unique to the traveler, emphasize the natural environment, and provide challenge through experiences of culture, activities that promote physical health, and excitement/fun.

North America is the largest Adventure Tourism market with about 38% market share. Europe is follower, accounting for about 31% market share.

The key players are Travelopia, REI Adventures, Abercrombie & Kent Group, G Adventures, Intrepid Travel, Butterfield & Robinson, Austin Adventures, Natural Habitat Adventures, Mountain Travel Sobek etc. Top 7 companies occupied about 1% market share.

LPI (LP Information)' newest research report, the "Adventure Tourism Industry Forecast" looks at past sales and reviews total world Adventure Tourism sales in 2024, providing a comprehensive analysis by region and market sector of projected Adventure Tourism sales for 2025 through 2031. With Adventure Tourism sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Adventure Tourism industry.

This Insight Report provides a comprehensive analysis of the global Adventure Tourism landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Adventure Tourism portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Adventure Tourism market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Adventure Tourism and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Adventure Tourism.

This report presents a comprehensive overview, market shares, and growth opportunities of Adventure Tourism market by product type, application, key players and key regions and countries.

Segmentation by Type:

Soft Adventure

Hard Adventure

Segmentation by Application:

Solo

Group

Family

Couples

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Travelopia

REI Adventures

Abercrombie & Kent Group

G Adventures

Intrepid Travel

Butterfield & Robinson

Austin Adventures

Natural Habitat Adventures

Mountain Travel Sobek

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