

# Adventure Tourism Market in Japan - Industry Outlook and Forecast 2020-2026

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## Abstracts

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.

This report contains market size and forecasts of Adventure Tourism in Japan, including the following market information:

Japan Adventure Tourism Market Revenue, 2015-2020, 2021-2026, (\$ millions)

Top Five Competitors in Japan Adventure Tourism Market 2019 (%)

The global Adventure Tourism market was valued at 1017.4 million in 2019 and is projected to reach US\$ 1908.8 million by 2026, at a CAGR of 17.0% during the forecast period. While the Adventure Tourism market size in Japan was US\$ XX million in 2019, and it is expected to reach US\$ XX million by the end of 2026, with a CAGR of XX% during 2020-2026.

COVID-19 pandemic has big impact on Adventure Tourism businesses, with lots of challenges and uncertainty faced by many players of Adventure Tourism in Japan. This report also analyses and evaluates the COVID-19 impact on Adventure Tourism market size in 2020 and the next few years in Japan

Total Market by Segment:

Japan Adventure Tourism Market, By Type, 2015-2020, 2021-2026 (\$ millions)

Japan Adventure Tourism Market Segment Percentages, By Type, 2019 (%)

Soft Adventure

Hard Adventure

On the basis of type, the Adventure Tourism market is segmented into soft adventure, and hard adventure. The soft adventure segment is account for the larger share of the global market?occupied 90%

Japan Adventure Tourism Market, By Application, 2015-2020, 2021-2026 (\$ millions)  
Japan Adventure Tourism Market Segment Percentages, By Application, 2019 (%)

Solo

Group

Family

Couples

Applications, included in this market are solo, group, family, couples. Couples is expected to account for the largest share of the global market ,occupied 41.7% in 2018.

Competitor Analysis

The report also provides analysis of leading market participants including:

Total Adventure Tourism Market Competitors Revenues in Japan, by Players  
2015-2020 (Estimated), (\$ millions)

Total Adventure Tourism Market Competitors Revenues Share in Japan, by Players  
2019 (%)

Further, the report presents profiles of competitors in the market, including the following:

Travelopia

REI Adventures

Abercrombie & Kent Group

G Adventures

Intrepid Travel

Butterfield & Robinson

Austin Adventures

Natural Habitat Adventures

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