Adventure Tourism Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Specialty, Niche & Experience Tourism (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/adventure-tourism-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 514.53 billion
Projected Forecast (2031)	USD 514.53 billion
Growth Rate (CAGR)	10.34 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Adventure Tourism Market industry](images/chart_2.png)

![Adventure Tourism Market  (2026 - 2031)](images/chart_3.png)

![Adventure Tourism Market : Market Share by Type](images/chart_4.png)

![Adventure Tourism Market : Market Share by Traveler Type](images/chart_5.png)

![Adventure Tourism Market  CAGR (%), Growth Rate by Region](images/chart_6.png)

![Global Adventure Tourism Market Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2022 - 2031 |
Market Size (2026) | USD 514.53 Billion |
Market Size (2031) | USD 841.73 Billion |
Growth Rate (2026 - 2031) | 10.34 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Adventure Tourism Market Analysis by Mordor IntelligenceThe global adventure tourism market size stood at USD 514.53 billion in 2026, up from USD 467.34 billion, and is projected to reach USD 841.73 billion by 2031 at an 10.34% CAGR. The recovery backdrop remains favorable, with international tourist arrivals reaching 1.52 billion in 2025, up 4% from 2024, which confirms that cross-border travel demand had largely normalized by the start of 2026. ATTA also placed the broader adventure-oriented outbound opportunity at USD 1.16 trillion in 2024, indicating that a large share of adventure demand still flows through general tourism channels rather than solely through specialist operators. That gap supports current investment in direct distribution, curated itineraries, and integrated digital selling across the adventure tourism market, as operators seek to capture a larger share of travel spending previously fragmented across intermediaries. Product design is also shifting toward lower-impact, more experience-led itineraries that combine outdoor activities with food, culture, and wellness, broadening the addressable customer base across the adventure tourism market. Safety costs, climate disruption, and political risk still shape the operating environment. Yet, most operators entered 2026 expecting stronger profitability, suggesting the adventure tourism market is moving from pure volume recovery to more disciplined margin expansion.

Key Report Takeaways

* By type, soft adventure held 63.7% of the adventure tourism market share in 2025, while hard adventure is projected to expand at a 10.9% CAGR through 2031.
* By activity, land-based activities accounted for 48.9% of the adventure tourism market in 2025, while air-based activities are forecast to grow at an 11.2% CAGR through 2031.
* By traveler type, friends or group travel held a 34.6% of the adventure tourism market in 2025, while solo travel is projected to record the highest CAGR at 11.9% through 2031.
* By booking mode, marketplace or OTA bookings led the adventure tourism market with 44.8% in 2025, while direct bookings are forecast to grow at a 11.6% CAGR through 2031.
* By geography, Europe led the adventure tourism market with 31.9% in 2025, while Asia-Pacific is projected to record the highest regional CAGR of 10.6% through 2031.

Key Market Trends

Global Adventure Tourism Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Growing Preference for Adventure-Led and Experience-Centric Vacations	+2.5%	Global, strongest in North America, Europe, and Asia-Pacific	Medium term (2-4 years)
Increasing Popularity of Solo, Gen Z, And Millennial Travel	+1.8%	Global, with early gains in South and Southeast Asia	Medium term (2-4 years)
Expansion Of Adventure Infrastructure in Emerging Destinations	+1.5%	Asia-Pacific, MEA, South America, secondary in North America	Long term (≥ 4 years)
Rising Social Media Influence on Outdoor and Extreme Travel Trends	+1.2%	Global, concentrated in markets with high digital penetration	Short term (≤ 2 years)
Growth In Eco-Tourism and Nature-Based Exploration Activities	+1.0%	Europe, Africa, South America, Oceania	Long term (≥ 4 years)

Rapid Growth of Digital Booking Platforms and Customized Travel Planning | +1.3% | Global, with early gains in India, Southeast Asia, and North America | Short term (≤ 2 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

TUI Group, Expedia Group, Intrepid Travel, G Adventures, and REI Adventures all operate under different models, which means scale in this space does not come from a single format. Much of the remaining demand is dispersed across regional specialists and niche operators, so destination knowledge, brand trust, and sustainability positioning often matter as much as balance-sheet size. This structure keeps competitive barriers mixed across the adventure tourism market, because a broad consumer reach helps, but local execution still decides product quality and repeat purchase. It also means that global players and specialist brands often compete on different layers of the customer journey rather than on identical value propositions.

TUI Group’s FY2025 performance shows that larger travel groups are seeking to strengthen their position in the adventure tourism market through both financial scale and digital capabilities. The company reported EUR 24.2 billion in revenue, equal to USD 26.1 billion, and an underlying EBIT of EUR 1.46 billion, equal to USD 1.6 billion, while also highlighting AI-driven efforts to make travel content more discoverable and bookable across its ecosystem. That matters because large integrated players can spread acquisition cost across multiple travel categories and then cross-sell adventure products into a much broader customer base. At the same time, platform and brand boundaries are starting to blur, as shown by GoPro’s May 2026 launch of GoPro Escapes with Dive with Buddy, which moved the company directly into creator-led group travel booking rather than remaining only a hardware brand. Moves like this suggest that the adventure tourism market is attracting adjacent players that already own attention, communities, or strong niche identities.

Private capital is also entering specialized travel formats through targeted expansion rather than broad roll-up activity. In April 2026, Expedition: Earth announced a strategic investment in Iconic Adventures as part of a buy-and-build approach focused on high-end, bespoke experiential travel, underscoring continued interest in premium specialist inventory. The competitive outcome is that the adventure tourism market is likely to keep consolidating selectively around companies that pair direct demand access with destination-specific operating depth. White space remains meaningful in less saturated source markets and in underrepresented language corridors, so fragmentation is unlikely to disappear even as better-funded operators expand.

Adventure Tourism Industry Leaders* TUI Group

* Expedia Group

* Intrepid Travel

* G Adventures

* REI Adventures

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Adventure Tourism Market Report ScopeBy TypeSoft Adventure |

Hard Adventure |
Others |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
South America | Brazil |
| Peru |
| Chile |
| Argentina |
| Rest of South America |
Europe | United Kingdom |
| Germany |
| France |
| Spain |
| Italy |
| BENELUX (Belgium, Netherlands, and Luxembourg) |
| NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
| Rest of Europe |
Asia-Pacific | India |
| China |
| Japan |
| Australia |
| South Korea |
| South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines) |
| Rest of Asia-Pacific |
Middle East and Africa | United Arab Emirates |
| Saudi Arabia |
| South Africa |
| Nigeria |
| Rest of the Middle East and Africa |

Frequently Asked Questions

What is the current size of the adventure tourism space in 2026?

The adventure tourism market is valued at USD 514.5 billion in 2026 and is forecast to reach USD 841.7 billion by 2031, with a 10.3% CAGR.

Which type of adventure travel is the largest today?

Soft adventure is the largest category, with a 63.7% share in 2025, supported by broad appeal across trekking, camping, cycling, and wildlife-linked trips.

Which activity format is growing fastest through 2031?

Air-based activities are projected to grow the fastest at an 11.2% CAGR, even though land-based activities still hold the largest share at 48.9%.

Why is solo travel rising so quickly in this space?

Solo travel is projected to grow at 11.9% CAGR because younger travelers increasingly want flexible, socially designed, experience-rich trips that still offer structure and safety.

Which region leads today, and which one is expanding fastest?

Europe held the largest share at 31.9% in 2025, while Asia-Pacific is forecast to be the fastest-growing region with a 10.6% CAGR through 2031.

What is changing competition among operators and platforms?

The space remains fragmented, with the top 5 players at 40% combined share, and competition is shifting toward direct digital reach, stronger curation, and selective specialist expansion.