Special Interest 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/special-interest-tourism-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 1.63 trillion
Projected Forecast (2031)	USD 1.63 trillion
Growth Rate (CAGR)	9.53 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Special Interest Tourism industry](images/chart_2.png)

![Special Interest Tourism Market Size](images/chart_3.png)

![Special Interest Tourism Market Share by Tourism Type, 2025](images/chart_4.png)

![Special Interest Tourism Market Share by Traveler Type, 2025](images/chart_5.png)

![Special Interest Tourism Market Growth Rate by Region](images/chart_6.png)

![Special Interest Tourism 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 OverviewStudy Period | 2022 - 2031 |
Market Size (2026) | USD 1.63 Trillion |
Market Size (2031) | USD 2.57 Trillion |
Growth Rate (2026 - 2031) | 9.53 % |
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

Special Interest Tourism Market Analysis by Mordor IntelligenceThe global special interest tourism market size stood at USD 1.63 trillion in 2026, up from USD 1.38 trillion in 2025, and is projected to reach USD 2.57 trillion by 2031, with a 9.53% CAGR. The special interest tourism market is expanding faster than broader travel demand. In contrast, global travel and tourism contributed a record USD 11.6 trillion to GDP in 2025, equal to 9.8% of the world economy[1]WTTC https://wttc.org/news/travel-tourism-sees-best-year-ever,-outpacing-the-global-economy-in-2025. International tourist arrivals reached 1.52 billion in 2025, up 4% from 2024, while tourism receipts reached USD 1.9 trillion, supporting higher spending on experience-led trips. Cultural and heritage travel remains the scale anchor because protected assets and recognized heritage sites continue to raise destination visibility and arrival volumes. Wellness and medical travel are driving premium growth, as the wellness economy reached USD 6.8 trillion in 2024 and travel-linked health spending continued to strengthen[2]GLOBAL WELLNESS INSTITUTE https://globalwellnessinstitute.org/wp-content/uploads/2025/11/2025-GWI-WE-Monitor_DIGITAL-FINAL.pdf. Regional momentum is also widening, with Europe holding the largest base and Asia-Pacific showing the fastest advance, supported by strong regional travel GDP growth and a larger pipeline of experience-oriented travelers.

Key Report Takeaways* By tourism type, cultural and heritage tourism held 28.6% of the special interest tourism market share in 2025, while wellness and medical tourism is forecast to expand at a 12.9% CAGR through 2031.
* By tourist type, domestic tourists accounted for 62.4% of the special-interest tourism market share in 2025, while international tourists are projected to grow at a 10.2% CAGR through 2031.
* By traveler type, individual travelers held 38.2% of the special-interest tourism market share in 2025, while professional travelers are projected to grow at an 11.7% CAGR through 2031.
* By booking channel, direct digital booking held 40.1% of the special-interest tourism market share in 2025 and is forecast to grow at a 10.3% CAGR through 2031.
* By geography, Europe held 33.1% of the special interest tourism market share in 2025, while Asia-Pacific is forecast to grow at a 12.4% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Special Interest Tourism Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Experiential-Travel Preference Among Millennials and Gen Z | +2.8% | Global, with concentrated effect in North America, Europe, and Asia-Pacific urban markets | Short term (≤ 2 years) |
Rising Disposable Income in Emerging Economies | +2.1% | Asia-Pacific core, India, Southeast Asia, the Middle East, with spillover to South America | Medium term (2-4 years) |
Government Incentives for Niche-Tourism Corridors | +1.0% | Middle East, Southeast Asia, South America | Medium term (2-4 years) |
Blockchain-Enabled Loyalty and ID Increases Traveler Trust | +0.5% | Global, with early adoption in the Middle East and Singapore hub | Long term (≥ 4 years) |
Creator-Economy Micro-Communities Amplifying Niche Demand | +0.7% | Global, with the highest penetration in Gen Z-heavy North America and Asia-Pacific | Short term (≤ 2 years) |
Regenerative-Tourism Certifications Driving Premium Pricing | +0.4% | Europe, Oceania, with emerging adoption in Central America and East Africa | Medium term (

2-4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The special-interest tourism market remained moderately fragmented in 2025, with the top five operators accounting for a combined 24.9% share. TUI Group led with 7.8%, supported by its vertically integrated model and TUI Musement's scale. TUI’s 2025 annual report said TUI Musement sold 10.6 million experiences in FY2025, up 6%, demonstrating the reach that broad distribution can deliver in the special-interest tourism market. Intrepid Travel also showed that focused small-group formats can scale, reporting FY2025 revenue of USD 809.3 million, up 29% year over year, with an NPS of 83. This leaves room for both large platforms and specialist brands with strong local credibility. Brand trust, local supplier relationships, and sustainability positioning remain important differentiators for second-tier specialists.

Strategic expansion is becoming more active across the special-interest tourism market as operators buy local capability rather than build it slowly. Intrepid Travel completed the acquisition of Altaï Group in April 2026, its largest deal to date, adding more than AUD 100 million (USD 65 million) in annual revenue and expanding access to French-speaking demand. TUI Musement also signed a B2B partnership with Jet2 in April 2026 to extend its excursions and activities portfolio to a wider leisure airline customer base. These moves show that distribution scale, language reach, and product depth are now central competitive tools. They also suggest that consolidation will remain selective and focused on capability gaps rather than pure size alone.

Technology and standards are shaping the next competitive layer in the special interest tourism market. TUI is investing in stronger digital product visibility, while Intrepid used price transparency as a retention tool by committing to no additional surcharges on 2026 bookings. GSTC-linked sustainability standards are also becoming increasingly important for institutional buyers and premium travelers seeking clearer proof of operational quality. As a result, the special-interest tourism market is likely to continue rewarding operators that combine trusted branding, local partnerships, strong safety practices, and direct digital control.

Special Interest Tourism Industry Leaders* TUI Group

* Intrepid Travel

* G Adventures

* Abercrombie & Kent

* Exodus Travels

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Special Interest Tourism Market Report ScopeBy Tourism Type (Value)Cultural & Heritage Tourism |
Eco & Nature Tourism |
Wellness & Medical Tourism |
Culinary & Wine Tourism |
Other Tourism Types |

Segmentation Accordion Item

By Geography (Value)North 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, Luxembourg) |
 | NORDICS (Denmark, Finland, Iceland, Norway, Sweden) |
 | Rest of Europe |
Asia-Pacific | India |
 | China |
 | Japan |
 | Australia |
 | South Korea |
 | South-East Asia |
 | Rest of Asia-Pacific |
Middle East & Africa | United Arab Emirates |
 | Saudi Arabia |
 | South Africa |
 | Nigeria |
 | Rest of Middle East & Africa |

Frequently Asked Questions

What is the current size of the special interest tourism space?

The special-interest tourism market size stood at USD 1.63 trillion in 2026 and is projected to reach USD 2.57 trillion by 2031, at a 9.53% CAGR.

Which tourism type leads the special interest tourism market?

Cultural and heritage tourism led with 28.6% share in 2025, supported by the commercial pull of recognized heritage assets and destination storytelling.

Which tourism type is growing the fastest through 2031?

Wellness and medical tourism are forecast to grow at a 12.9% CAGR, supported by expanding health, recovery, and self-care travel demand.

Why is the Asia-Pacific important for future growth?

Asia-Pacific is forecast to grow at a 12.4% CAGR, helped by 8.1% travel GDP growth in 2025 and a stronger outbound traveler base across major source markets.

What is the biggest constraint on premium niche travel?

Safety risk in remote adventure corridors and the high cost of specialized packages remain the most visible constraints, especially for first-time and price-sensitive travelers.

Which companies are shaping competitive activity in 2026?

TUI Group and Intrepid Travel remain the clearest examples, with TUI expanding d

istribution through Jet2 and Intrepid adding Altaï Group while holding pricing s
teady on 2026 bookings.