

global report on adventure tourism travel skift

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A Surge in Adventure Tourism: The Four Big Trends of 2024

17 Apr 2024 — Nearly all travelers (90%) plan to spend the same or more on activities in 2024, and experiences are now the leading factor when choosing a destination (reported by 98% of travelers). insights. Get Skift Research. Skift Research products provide deep analysis, data, and expert research on the ...

Adventure Travel: 7 Sector Trends to Track in 2024

3 Jan 2024 — Group trips with friends and family, particularly during quieter travel periods, are among the trends defining multi-day adventure itineraries this year. ... Operators of adventure travel tours expect 2024 to bring more demand for private group trips and more bookings during shoulder seasons.

Global Report on Adventure Tourism

Tourism can, where appropriately managed and monitored, play an important role in poverty alleviation, cultural understanding, and biodiversity conservation. As such, adventure travel must be consciously planned and undertaken to maintain or enhance biological ...

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India's Efforts to Boost Adventure Tourism — India Report

23 Jul 2024 — This week, in the Indian Parliament, Shekhawat said that the government is promoting adventure tourism as part of its efforts to promote Indian destinations and has also formulated National Strategies for Adventure Tourism. feed. Skift India Report. India is booming. Discover the subcontinent's most ...

Surge in Adventure Tourism: Four Big Trends in 2024

skift.com ... The travel landscape in 2023 witnessed a fascinating shift: travelers are increasingly choosing experiences over material goods. Spending on travel experiences surged by 65% compared to 2019 – highlighting a growing preference for creating memorable moments.

UNWTO Global Report on Adventure Tourism

The report, an eight chapter overview of the current adventure tourism industry, provides a history of adventure tourism as well as a discussion of current trends and timely issues. Chapters include: Industry Introduction; Global Trends in Adventure Tourism; Adventure Tourism Industry Structure; Local Economies, ...

Adventure Travel Trends 2023

28 Mar 2023 — According to recent research, the majority of people (73%) are now more optimistic about traveling compared to 2022. Despite the ongoing global economic and political uncertainty as we enter 2023, an overwhelming majority (72%) still believe that traveling is worthwhile. While ...

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Exploring the Rise of Day Tours and Experiences in Travel

14 May 2024 — Our report reveals that attractions play a pivotal role, with 27% of travelers choosing day tours to explore new places. Nature/adventure tours top the list of preferred experiences, closely followed by cultural and sightseeing tours. Age also plays ...