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# About.com Adventure Travel

## Lois' Adventure Travel Blog

By [Lois Friedland](#), About.com Guide

### Adventure Travel Consumers Spent More Than \$89 Billion Last Year

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A new study by researchers at George Washington University's International Institute of Tourism Studies, conducted in partnership with the Adventure Travel Trade Association and Xola Consulting, estimates that consumers spent more than \$89 billion worldwide on adventure travel in 2009. The study notes that jungle tours, whitewater rafting, climbing and eco-trips are all parts of adventure tourism, which is a rapidly growing segment of the tourism market and a viable economic opportunity for countries seeking to develop tourism.

"Instead of being seen as a small, niche market, the study shows that adventure tourism is a sizable market with the potential for significant economic growth opportunities," said Dr. Kristin Lamoureux, director of George Washington's International Institute of Tourism Studies. "Additionally, adventure tourism often relies heavily on the natural and cultural resources a destination already has to offer. For many developing destinations without the resources to build infrastructure, adventure tourism is a realistic alternative and provides a strong argument for preserving a destination's resources."

Although airfare and gear/clothing purchases were excluded in the \$89 billion, the study estimates that approximately a quarter of those traveling from the three regions studied - North America, Latin America and Europe - took holidays involving adventure activities and spent \$53 billion just on gear purchases.

The study found that adventure travelers tend to be affluent and educated. They are also typically environmentally and culturally aware consumers who lean towards adventure travel due to its focus on responsible and sustainable development. Click on this link for the [full report](#) [Prev](#)<sup>4</sup> [Next](#) <sup>5</sup>

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