Evolution of Global Adventure Tourism (2010-2020) North America Europe Number of Adventure Tourists (Millions)

10

10

10 → Asia · → · Latin America 22M 18M 2010 2012 2014 2016 2018 2020 North America % Change 20 Europe % Change → Asia % Change 18 Latin America % Change Year over Year % Change 8 10 8 6 4 2011 2015 2012 2013 2014 2016 2017 2018 2019 2020 Year