

India's \$46B Adventure Tourism Boom Largely Untapped by Major OTAs, Reveals BizzBuzz Report



Jaipur, Rajasthan Aug 4, 2025 ([IssueWire.com](https://www.issuewire.com)) - A recent investigative report by *BizzBuzz* has shed light on a surprising blind spot in India's booming travel economy: the **\$46 billion adventure tourism industry** is still largely ignored by the country's major Online Travel Agencies (OTAs).

Despite the rising interest in adrenaline-driven activities like **trekking, paragliding, river rafting, and scuba diving**, the report notes that traditional OTAs have remained focused on flights and hotel bookings. In doing so, they're overlooking a rapidly growing segment—one that is being capitalized on by agile, experience-first platforms like [BanBanjara](#).

"The demand is there, the infrastructure is growing, but mainstream OTAs are still focused on traditional hotel and flight bookings, leaving a huge experiential gap unaddressed," the *BizzBuzz* article states.

BanBanjara: Leading the Adventure Tourism Charge

One of the startups highlighted in this changing landscape is **BanBanjara**, a digital travel platform specializing in curated adventure experiences. Operating across top destinations like Rishikesh, Manali, Ladakh, and Goa, BanBanjara has positioned itself as a go-to hub for young travelers seeking authentic, safe, and hassle-free adventure packages.

Through its deep integration with verified local vendors and a seamless mobile-first interface, [BanBanjara](#) is **reshaping how Indians book experiential travel**, setting a benchmark that larger OTAs have yet to meet.

According to the *BizzBuzz* article, "BanBanjara has not only filled the supply-demand gap but is also redefining the customer journey for young adventure-seekers. Their scalable, tech-enabled approach

could very well serve as a blueprint for the industry.”

Experience Over Luxury: The Gen Z Shift

Driving this adventure travel revolution is a new generation of Indian tourists—Gen Z and millennials—who are opting for immersive experiences over conventional luxury. Social media platforms are amplifying the trend, with visual content around paragliding in Bird Billing or scuba diving in Grande Island inspiring thousands to follow suit.

Platforms like BanBanjara are riding this wave by offering instant booking options, verified guides, and safety-first itineraries. Their ability to curate and customize experiences gives them an edge over legacy OTAs still reliant on static listings.

Industry analysts predict that **startups like BanBanjara could become category leaders** as Indian tourism continues to diversify beyond sightseeing into high-intensity, high-engagement travel.

A Market Ripe for Disruption

With government bodies now pushing for better infrastructure in adventure hotspots and the market projected to grow exponentially, it’s clear that the opportunity is massive—but only for those willing to adapt.

The *BizzBuzz* article closes with a compelling point: “The adventure tourism goldmine is no longer a niche—it’s a mainstream shift in the making. Early movers like [BanBanjara](#) are well-poised to dominate, while traditional OTAs must now rethink their strategy or risk falling behind.”

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