

Ecotourism Market by Traveler Type (Solo and Group), Age Group (Generation X, Generation Y and Generation Z), and Sales Channel (Travel Agents and Direct): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

Ecotourism is a form of travel that puts a great emphasis on maintaining and preserving the nature. This form of tourism comes under the concept of sustainable tourism which aims to minimize negative impact on natural ecosystem. Ecotourism involves travelling to remote and pristine destinations where the fauna, flora, and cultural heritage are the center of attractions. The Global Ecotourism Network (GEN) defines ecotourism as 'responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and creates knowledge and understanding through interpretation and education of all involved (visitors, staff and the visited)'. The market includes expenditure incurred by travelers from North America, Europe, Asia-Pacific, and LAMEA. The ecotourism market is studied for international outbound travel only.

The growth of ecotourism industry can be primarily attributed to growing environmental awareness. Moreover, growing travelers interest in the field of tropical ecology, ethnobotany, primate ecology, and the archaeology of ancient civilizations have augmented the expansion of the global ecotourism market. Growing availability of eco-friendly tourist accommodation has also made way for the growth of ecotourism market. However, concerns about ecotourism regarding the degree of social fairness act as the major restraint for the ecotourism market. On the contrary, growing propensity of people towards ecotravel to experience foreign culture and the way of living to break the monotony of daily life provides growth opportunities for the ecotourism industry. Ecotourism at current, is in its nascent stage and is expected to witness widespread adoption the upcoming years.

The global ecotourism market is segmented on the basis of type of traveler, age group, sales channel and region. Based on type of traveler, the global market is bifurcated into solo and group. On the basis of age group, the global market is studied across generation X, generation Y and generation Z. By sales channel, the market is segmented into travel agents and direct. By region, the global market is studied across North America, Europe, Asia Pacific and LAMEA region which consists of market evaluation for more than 20 countries.

The global ecotourism market is analyzed on the basis of its prospects and future growth rate. The report highlights numerous factors that influence the growth of the global ecotourism market. These include market forecast, drivers, restraints, opportunities, and role of key players operating in the market.

Some of the major players profiled in the report include Travel Leaders Group, LLC, Aracari Travel, FROSCHE International Travel, Inc., .Undiscovered Mountains Ltd, Adventure Alternative, Intrepid Group Limited, Rickshaw Travel Group, G Adventures, Steppes discovery and Small World Journeys Pty Ltd

Ecotourism Market Segments

By Traveler Type

Solo

Group

By Age Group

Generation X

Generation Y

Generation Z

By Sales Channel

Travel Agent

Direct

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Malaysia

Thailand

Indonesia

Rest of Asia-Pacific

LAMEA

Saudi Arabia

United Arab Emirates

Brazil

Argentina

South Africa

Rest of LAMEA

Key Market Players

Atlas Games

Clementoni S.p.A.

Goliath Games

Hasbro, Inc.

The LEGO Group

Mattel, Inc.

Ravensburger AG

Tomy Company, Ltd

Vtech Holdings

Thames & Kosmos

Contents

CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
 - 1.4.1.Primary research
 - 1.4.2.Secondary research
 - 1.4.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings
 - 2.1.1.Top impacting factors
 - 2.1.2.Top investment pockets
- 2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Porter's five forces analysis
 - 3.2.1.Bargaining power of suppliers
 - 3.2.2.Bargaining power of buyers
 - 3.2.3.Threat of substitution
 - 3.2.4.Threat of new entrants
 - 3.2.5.Intensity of competitive rivalry
- 3.3.Market dynamics
 - 3.3.1.Drivers
 - 3.3.1.1.Eco-mmodation—trending among millennials
 - 3.3.1.2.Unique Destinations gaining high traction among tourists
 - 3.3.1.3.Mobile applications, big data analytics, and artificial intelligence evolving together amidst proliferating tourism industry
 - 3.3.1.4.Rise of social media positively impacting the travel industry
 - 3.3.2.Restraints
 - 3.3.2.1.Inadequate support infrastructure challenging market expansion
 - 3.3.2.2.Sustainability a long term challenge for ecotourism
 - 3.3.3.Opportunity

- 3.3.3.1.Public-private partnerships to create lucrative opportunities for destinations
- 3.4.Parent Market Overview
- 3.5.Impact of Covid-19
 - 3.5.1.Multiple scenario
- 3.6.Consumer Perception Survey Analysis (2019)

CHAPTER 4:GLOBAL ECOTOURISM MARKET, BY TRAVELER TYPE

- 4.1.Overview
 - 4.1.1.Market size and forecast, by Traveler Type
- 4.2.Solo
 - 4.2.1.Key market trends, growth factors, and opportunities
 - 4.2.2.Market size and forecast, by region
 - 4.2.3.Market analysis, by country
- 4.3.Group
 - 4.3.1.Key market trends, growth factors, and opportunities
 - 4.3.2.Market size and forecast, by region
 - 4.3.3.Market analysis, by country

CHAPTER 5:GLOBAL ECOTOURISM MARKET, BY AGE GROUP

- 5.1.Overview
 - 5.1.1.Market size and forecast, by Age Group
- 5.2.Generation X
 - 5.2.1.Key market trends, growth factors, and opportunities
 - 5.2.2.Market size and forecast, by region
 - 5.2.3.Market analysis, by country
- 5.3.Generation Y
 - 5.3.1.Key market trends, growth factors, and opportunities
 - 5.3.2.Market size and forecast, by region
 - 5.3.3.Market analysis, by country
- 5.4.Generation Z
 - 5.4.1.Key market trends, growth factors, and opportunities
 - 5.4.2.Market size and forecast, by region
 - 5.4.3.Market analysis, by country

CHAPTER 6:GLOBAL ECOTOURISM MARKET, BY SALES CHANNEL

- 6.1.Overview

- 6.1.1. Market size and forecast, by sales channel
- 6.2. Travel Agents
 - 6.2.1. Key market trends, growth factors, and opportunities
 - 6.2.2. Market size and forecast, by region
 - 6.2.3. Market analysis, by country
- 6.3. Direct
 - 6.3.1. Key market trends, growth factors, and opportunities
 - 6.3.2. Market size and forecast, by region
 - 6.3.3. Market analysis, by country

CHAPTER 7: ECOTOURISM MARKET, BY REGION

- 7.1. Overview
 - 7.1.1. Market size and forecast, by region
- 7.2. North America
 - 7.2.1. Key market trends, growth factors, and opportunities
 - 7.2.2. Market size and forecast, by traveler type
 - 7.2.3. Market size and forecast, by age group
 - 7.2.4. Market size and forecast, by sales channel
 - 7.2.5. Market analysis, by country
 - 7.2.5.1. U.S.
 - 7.2.5.1.1. Market size and forecast, by Traveler Type
 - 7.2.5.1.2. Market size and forecast, by Age Group
 - 7.2.5.1.3. Market size and forecast, by sales channel
 - 7.2.5.2. Canada
 - 7.2.5.2.1. Market size and forecast, by Traveler Type
 - 7.2.5.2.2. Market size and forecast, by Age Group
 - 7.2.5.2.3. Market size and forecast, by sales channel
 - 7.2.5.3. Mexico
 - 7.2.5.3.1. Market size and forecast, by Traveler Type
 - 7.2.5.3.2. Market size and forecast, by Age Group
 - 7.2.5.3.3. Market size and forecast, by sales channel
- 7.3. Europe
 - 7.3.1. Key market trends, growth factors, and opportunities
 - 7.3.2. Market size and forecast, by Traveler Type
 - 7.3.3. Market size and forecast, by Age Group
 - 7.3.4. Market size and forecast, by sales channel
 - 7.3.5. Market analysis, by country
 - 7.3.5.1. Germany

7.3.5.1.1. Market size and forecast, by Traveler Type

7.3.5.1.2. Market size and forecast, by Age Group

7.3.5.1.3. Market size and forecast, by sales channel

7.3.5.2. UK

7.3.5.2.1. Market size and forecast, by Traveler Type

7.3.5.2.2. Market size and forecast, by Age Group

7.3.5.2.3. Market size and forecast, by sales channel

7.3.5.3. France

7.3.5.3.1. Market size and forecast, by Traveler Type

7.3.5.3.2. Market size and forecast, by Age Group

7.3.5.3.3. Market size and forecast, by sales channel

7.3.5.4. Italy

7.3.5.4.1. Market size and forecast, by Traveler Type

7.3.5.4.2. Market size and forecast, by Age Group

7.3.5.4.3. Market size and forecast, by sales channel

7.3.5.5. Spain

7.3.5.5.1. Market size and forecast, by Traveler Type

7.3.5.5.2. Market size and forecast, by Age Group

7.3.5.5.3. Market size and forecast, by sales channel

7.3.5.6. Rest of Europe

7.3.5.6.1. Market size and forecast, by Traveler Type

7.3.5.6.2. Market size and forecast, by Age Group

7.3.5.6.3. Market size and forecast, by sales channel

7.4. Asia-Pacific

7.4.1. Key market trends, growth factors, and opportunities

7.4.2. Market size and forecast, by Traveler Type

7.4.3. Market size and forecast, by Age Group

7.4.4. Market size and forecast, by sales channel

7.4.5. Market analysis, by country

7.4.5.1. China

7.4.5.1.1. Market size and forecast, by Traveler Type

7.4.5.1.2. Market size and forecast, by Age Group

7.4.5.1.3. Market size and forecast, by sales channel

7.4.5.2. Japan

7.4.5.2.1. Market size and forecast, by Traveler Type

7.4.5.2.2. Market size and forecast, by Age Group

7.4.5.2.3. Market size and forecast, by sales channel

7.4.5.3. India

7.4.5.3.1. Market size and forecast, by Traveler Type

- 7.4.5.3.2. Market size and forecast, by Age Group
- 7.4.5.3.3. Market size and forecast, by sales channel

7.4.5.4. Australia

- 7.4.5.4.1. Market size and forecast, by Traveler Type
- 7.4.5.4.2. Market size and forecast, by Age Group
- 7.4.5.4.3. Market size and forecast, by sales channel

7.4.5.5. Malaysia

- 7.4.5.5.1. Market size and forecast, by Traveler Type
- 7.4.5.5.2. Market size and forecast, by Age Group
- 7.4.5.5.3. Market size and forecast, by sales channel

7.4.5.6. Thailand

- 7.4.5.6.1. Market size and forecast, by Traveler Type
- 7.4.5.6.2. Market size and forecast, by Age Group
- 7.4.5.6.3. Market size and forecast, by sales channel

7.4.5.7. Indonesia

- 7.4.5.7.1. Market size and forecast, by Traveler Type
- 7.4.5.7.2. Market size and forecast, by Age Group
- 7.4.5.7.3. Market size and forecast, by sales channel

7.4.5.8. Rest of Asia-Pacific

- 7.4.5.8.1. Market size and forecast, by Traveler Type
- 7.4.5.8.2. Market size and forecast, by Age Group
- 7.4.5.8.3. Market size and forecast, by sales channel

7.5. LAMEA

7.5.1. Key market trends, growth factors, and opportunities

7.5.2. Market size and forecast, by Traveler Type

7.5.3. Market size and forecast, by Age Group

7.5.4. Market size and forecast, by sales channel

7.5.5. Market analysis, by country

7.5.5.1. Saudi Arabia

- 7.5.5.1.1. Market size and forecast, by Traveler Type
- 7.5.5.1.2. Market size and forecast, by Age Group
- 7.5.5.1.3. Market size and forecast, by sales channel

7.5.5.2. United Arab Emirates

- 7.5.5.2.1. Market size and forecast, by Traveler Type
- 7.5.5.2.2. Market size and forecast, by Age Group
- 7.5.5.2.3. Market size and forecast, by sales channel

7.5.5.3. Brazil

- 7.5.5.3.1. Market size and forecast, by Traveler Type
- 7.5.5.3.2. Market size and forecast, by Age Group

- 7.5.5.3.3. Market size and forecast, by sales channel
- 7.5.5.4. Argentina
 - 7.5.5.4.1. Market size and forecast, by Traveler Type
 - 7.5.5.4.2. Market size and forecast, by Age Group
 - 7.5.5.4.3. Market size and forecast, by sales channel
- 7.5.5.5. South Africa
 - 7.5.5.5.1. Market size and forecast, by Traveler Type
 - 7.5.5.5.2. Market size and forecast, by Age Group
 - 7.5.5.5.3. Market size and forecast, by sales channel
- 7.5.5.6. Rest of LAMEA
 - 7.5.5.6.1. Market size and forecast, by Traveler Type
 - 7.5.5.6.2. Market size and forecast, by Age Group
 - 7.5.5.6.3. Market size and forecast, by sales channel

CHAPTER 8: COMPETITION LANDSCAPE

- 8.1. Top winning strategies
- 8.2. Competitive dashboard
- 8.3. Competitive heat map
- 8.4. Top player positioning
- 8.5. Key developments
 - 8.5.1. Acquisition
 - 8.5.2. Business Expansion
 - 8.5.3. Agreement
 - 8.5.4. Partnership
 - 8.5.5. Product Launch

CHAPTER 9: COMPANY PROFILES

- 9.1. ADVENTURE ALTERNATIVE LTD.
 - 9.1.1. Company overview
 - 9.1.2. Key Executive
 - 9.1.3. Company snapshot
 - 9.1.4. Destination Portfolio
- 9.2. ARCARI TRAVEL
 - 9.2.1. Company overview
 - 9.2.2. Key Executive
 - 9.2.3. Company snapshot
 - 9.2.4. Destination Portfolio

9.3.FROSCH INTERNATIONAL TRAVEL, INC.

- 9.3.1.Company overview
- 9.3.2.Key Executives
- 9.3.3.Company snapshot
- 9.3.4.Destination Portfolio
- 9.3.5.Key strategic moves and developments

9.4.G ADVENTURES

- 9.4.1.Company overview
- 9.4.2.Key Executives
- 9.4.3.Company snapshot
- 9.4.4.Destination Portfolio
- 9.4.5.Key strategic moves and developments

9.5.INTREPID GROUP LIMITED

- 9.5.1.Company overview
- 9.5.2.Key Executive
- 9.5.3.Company snapshot
- 9.5.4.Destination Portfolio
- 9.5.5.Business performance
- 9.5.6.Key strategic moves and developments

9.6.RICKSHAW TRAVEL GROUP

- 9.6.1.Company overview
- 9.6.2.Key Executive
- 9.6.3.Company snapshot
- 9.6.4.Destination Portfolio

9.7.SMALL WORLD JOURNEYS PTY LTD

- 9.7.1.Company overview
- 9.7.2.Key Executive
- 9.7.3.Company snapshot
- 9.7.4.Destination Portfolio

9.8.STEPPEES TRAVEL LTD

- 9.8.1.Company overview
- 9.8.2.Key Executive
- 9.8.3.Company snapshot
- 9.8.4.Destination Portfolio

9.9.TRAVEL LEADERS GROUP, LLC

- 9.9.1.Company overview
- 9.9.2.Key Executive
- 9.9.3.Company snapshot
- 9.9.4.Destination Portfolio

9.9.5.Key strategic moves and developments

9.10.UNDISCOVERED MOUNTAINS LTD.

9.10.1.Company overview

9.10.2.Key Executive

9.10.3.Company snapshot

9.10.4.Destination Portfolio

List Of Tables

LIST OF TABLES

TABLE 01.GLOBAL ECOTOURISM MARKET, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 02.GLOBAL SOLO ECOTOURISM MARKET, BY REGION, 2019–2027 (\$ MILLION)

TABLE 03.GLOBAL GROUP ECOTOURISM MARKET, BY REGION, 2019–2027 (\$ MILLION)

TABLE 04.GLOBAL ECOTOURISM MARKET, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 05.GLOBAL ECOTOURISM MARKET BY GENERATION X, BY REGION, 2019–2027 (\$ MILLION)

TABLE 06.GLOBL ECOTOURISM MARKET BY GENERATION Y, BY REGION, 2019–2027 (\$ MILLION)

TABLE 07.GLOBL ECOTOURISM MARKET BY GENERATION Z, BY REGION, 2019–2027 (\$ MILLION)

TABLE 08.GLOBAL ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 09.GLOBAL ECOTOURISM MARKET SALES VIA TRAVEL AGENTS, BY REGION, 2019–2027 (\$ MILLION)

TABLE 10.GLOBAL ECOTOURISM SALES VIA DIRECT, BY REGION, 2019–2027 (\$ MILLION)

TABLE 11.GLOBAL ECOTOURISM MARKET, BY REGION, 2019–2027 (\$ MILLION)

TABLE 12.NORTH AMERICA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE 2019–2027 (\$ MILLION)

TABLE 13.NORTH AMERICA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 14.NORTH AMERICA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 15.NORTH AMERICA ECOTOURISM MARKET VALUE, BY COUNTRY, 2019–2027 (\$ MILLION)

TABLE 16.U.S. ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 17.U.S. ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 18.U.S. ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 19.CANADA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 20.CANADA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 21.CANADA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 22.MEXICO ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 23.MEXICO ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 24.MEXICO ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 25.EUROPE ECOTOURISM MARKET VALUE, BY TRAVELER TYPE 2019–2027 (\$ MILLION)

TABLE 26.EUROPE ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 27.EUROPE ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 28.EUROPE ECOTOURISM MARKET VALUE, BY COUNTRY, 2019–2027 (\$ MILLION)

TABLE 29.GERMANY ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 30.GERMANY ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 31.GERMANY ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 32.UK ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 33.UK ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 34.UK ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 35.FRANCE ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 36.FRANCE ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 37.FRANCE ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 38.ITALY ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027

(\$ MILLION)

TABLE 39.ITALY ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 40.ITALY ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 41.SPAIN ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 42.SPAIN ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 43.SPAIN ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 44.REST OF EUROPE ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 45.REST OF EUROPE ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 46.REST OF EUROPE ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 47.ASIA-PACIFIC ECOTOURISM MARKET VALUE, BY TRAVELER TYPE 2019–2027 (\$ MILLION)

TABLE 48.ASIA-PACIFIC ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 49.ASIA-PACIFIC ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 50.ASIA-PACIFIC ECOTOURISM MARKET VALUE, BY COUNTRY, 2019–2027 (\$ MILLION)

TABLE 51.CHINA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 52.CHINA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 53.CHINA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 54.JAPAN ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 55.JAPAN ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 56.JAPAN ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 57.INDIA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 58.INDIA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 59.INDIA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 60.AUSTRALIA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 61.AUSTRALIA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 62.AUSTRALIA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 63.MALAYSIA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 64.MALAYSIA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 65.MALAYSIA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 66.THAILAND ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 67.THAILAND ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 68.THAILAND ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 69.INDONEISA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 70.INDONEISA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 71.INDONEISA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 72.REST OF ASIA-PACIFIC ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 73.REST OF ASIA-PACIFIC ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 74.REST OF ASIA-PACIFIC ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 75.LAMEA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE 2019–2027 (\$ MILLION)

TABLE 76.LAMEA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 77.LAMEA ECOTOURISM MARKET VALUE, BY SALES CHANNEL,

2019–2027 (\$ MILLION)

TABLE 78.LAMEA ECOTOURISM MARKET VALUE, BY COUNTRY, 2019–2027 (\$ MILLION)

TABLE 79.SAUDI ARABIA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 80.SAUDI ARABIA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 81.SAUDI ARABIA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 82.UNITED ARAB EMIRATES ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 83.UNITED ARAB EMIRATES ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 84.UNITED ARAB EMIRATES ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 85.BRAZIL ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 86.BRAZIL ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 87.BRAZIL ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 88.ARGENTINA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 89.ARGENTINA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 90.ARGENTINA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 91.SOUTH AFRICA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 92.SOUTH AFRICA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 93.SOUTH AFRICA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 94.REST OF LAMEA ECOTOURISM MARKET VALUE, BY TRAVELER TYPE, 2019–2027 (\$ MILLION)

TABLE 95.REST OF LAMEA ECOTOURISM MARKET VALUE, BY AGE GROUP, 2019–2027 (\$ MILLION)

TABLE 96.REST OF LAMEA ECOTOURISM MARKET VALUE, BY SALES CHANNEL, 2019–2027 (\$ MILLION)

TABLE 97.ADVENTURE ALTERNATIVE LTD.: KEY EXECUTIVE
TABLE 98.ADVENTURE ALTERNATIVE LTD.: COMPANY SNAPSHOT
TABLE 99.ADVENTURE ALTERNATIVE LTD.: DESTINATION PORTFOLIO
TABLE 100.ARCARI TRAVEL: KEY EXECUTIVE
TABLE 101.ARCARI TRAVEL: COMPANY SNAPSHOT
TABLE 102.ARCARI: DESTINATION PORTFOLIO
TABLE 103.FROSCH INTERNATIONAL TRAVEL, INC.: KEY EXECUTIVES
TABLE 104.FROSCH INTERNATIONAL TRAVEL, INC.: COMPANY SNAPSHOT
TABLE 105.FROSCH INTERNATIONAL TRAVEL, INC.: DESTINATION PORTFOLIO
TABLE 106.G ADVENTURES: KEY EXECUTIVES
TABLE 107.G ADVENTURES: COMPANY SNAPSHOT
TABLE 108.G ADVENTURES: DESTINATION PORTFOLIO
TABLE 109.INTREPID GROUP LIMITED: KEY EXECUTIVE
TABLE 110.INTREPID GROUP LIMITED: COMPANY SNAPSHOT
TABLE 111.INTREPID GROUP LIMITED: DESTINATION PORTFOLIO
TABLE 112.INTREPID GROUP LIMITED: NET SALES, 2017–2019 (\$MILLION)
TABLE 113.RICKSHAW TRAVEL GROUP: KEY EXECUTIVE
TABLE 114.RICKSHAW TRAVEL GROUP: COMPANY SNAPSHOT
TABLE 115.RICKSHAW TRAVEL GROUP: DESTINATION PORTFOLIO
TABLE 116.SMALL WORLD JOURNEYS PTY LTD: KEY EXECUTIVE
TABLE 117.SMALL WORLD JOURNEYS PTY LTD: COMPANY SNAPSHOT
TABLE 118.SMALL WORLD JOURNEYS PTY LTD: DESTINATION PORTFOLIO
TABLE 119.STEPPEES TRAVEL LTD: KEY EXECUTIVE
TABLE 120.STEPPEES TRAVEL LTD: COMPANY SNAPSHOT
TABLE 121.STEPPEES DISCOVERY: DESTINATION PORTFOLIO
TABLE 122.TRAVEL LEADERS GROUP, LLC.: KEY EXECUTIVE
TABLE 123.TRAVEL LEADERS GROUP, LLC.: COMPANY SNAPSHOT
TABLE 124.TRAVEL LEADERS GROUP, LLC.: DESTINATION PORTFOLIO
TABLE 125.UNDISCOVERED MOUNTAINS LTD.: KEY EXECUTIVE
TABLE 126.UNDISCOVERED MOUNTAINS LTD.: COMPANY SNAPSHOT
TABLE 127.UNDISCOVERED MOUNTAINS LTD.: DESTINATION PORTFOLIO

List Of Figures

LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.EXECUTIVE SUMMARY

FIGURE 03.TOP IMPACTING FACTORS

FIGURE 04.TOP INVESTMENT POCKETS

FIGURE 05.MODERATE BARGAINING POWER OF SUPPLIERS

FIGURE 06.HIGH BARGAINING POWER OF BUYERS

FIGURE 07.MODERATE THREAT OF SUBSTITUTION

FIGURE 08.HIGH THREAT OF NEW ENTRANTS

FIGURE 09.MODERATE INTENSITY OF COMPETITIVE RIVALRY

FIGURE 10.MULTIPLE SCENARIO ANALYSIS

FIGURE 11.GLOBAL ECOTOURISM MARKET, BY TRAVELER TYPE, 2019 (%)

FIGURE 12.COMPARATIVE VALUE SHARE ANALYSIS OF SOLO ECOTOURISM MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 13.COMPARATIVE VALUE SHARE ANALYSIS OF GROUP ECOTOURISM MARKET, BY COUNTRY, 2019 & 2027 (%)

FIGURE 14.GLOBAL ECOTOURISM MARKET, BY AGE GROUP, 2019 (%)

FIGURE 15.COMPARATIVE VALUE SHARE ANALYSIS OF GLOBAL ECOTOURISM MARKET BY GENERATION X, BY COUNTRY, 2019 & 2027 (%)

FIGURE 16.COMPARATIVE VALUE SHARE ANALYSIS OF ECOTOURISM MARKET BY GENERATION Y, BY COUNTRY, 2019 & 2027 (%)

FIGURE 17.COMPARATIVE VALUE SHARE ANALYSIS OF ECOTOURISM MARKET BY GENERATION Z, BY COUNTRY, 2019 & 2027 (%)

FIGURE 18.GLOBAL ECOTOURISM MARKET, BY SALES CHANNEL, 2019 (%)

FIGURE 19.COMPARATIVE VALUE SHARE ANALYSIS OF ECOTOURISM SALES VIA TRAVEL AGENTS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 20.COMPARATIVE VALUE SHARE ANALYSIS OF ECOTOURISM SALES VIA DIRECT, BY COUNTRY, 2019 & 2027 (%)

FIGURE 21.GLOBAL ECOTOURISM MARKET, BY REGION 2019 (%)

FIGURE 22.U.S. ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)

FIGURE 23.CANADA ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)

FIGURE 24.MEXICO ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)

FIGURE 25.GERMANY ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)

FIGURE 26.UK ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)

FIGURE 27.FRANCE ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)

FIGURE 28.ITALY ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)

- FIGURE 29.SPAIN ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 30.REST OF EUROPE ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 31.CHINA ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 32.JAPAN ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 33.INDIA ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 34.AUSTRALIA ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 35.MALAYSIA ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 36.THAILAND ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 37.INDONEISA ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 38.REST OF ASIA-PACIFIC ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 39.SAUDI ARABIA ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 40.UNITED ARAB EMIRATES ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 41.BRAZIL ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 42.ARGENTINA ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 43.SOUTH AFRICA ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 44.REST OF LAMEA ECOTOURISM MARKET VALUE, 2019-2027 (\$ MILLION)
- FIGURE 45.TOP WINNING STRATEGIES, BY YEAR, 2017–2020*
- FIGURE 46.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017–2020* (%)
- FIGURE 47.TOP WINNING STRATEGIES, BY COMPANY, 2017–2020*
- FIGURE 48.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS
- FIGURE 49.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS
- FIGURE 50.INTREPID GROUP LIMITED: NET SALES, 2017–2019 (\$MILLION)

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