

# **Global Ecotourism Market Size Study, By Age Group (Generation X, Generation Y, Generation Z), By Traveler Type (Solo, Group), By Sales Channel (Travel Agents, Direct), and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Ecotourism Market is valued approximately at USD 210.4 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 11.7% over the forecast period 2024-2032. Ecotourism is a responsible approach to travel that emphasizes environmental preservation, community participation, and cultural knowledge. It entails visiting natural regions to enjoy, monitor, and acquire knowledge regarding the regional flora and fauna while minimizing unwanted consequences. Ecotourism promotes conservation efforts by providing economic advantages to local communities, financing environmental protection programs, and increasing awareness about the need for biodiversity preservation. The key concepts of ecotourism include reducing carbon impact, supporting community enterprises and communities, honoring indigenous traditions, and engaging in appropriate wildlife-watching techniques. Ecotourism promotes environmental stewardship and contributes to a brighter future for both individuals as well as the earth by establishing a stronger bond between visitors and nature. The global ecotourism market demand is driven by factors such as unique destinations gaining popularity among tourists and the rise of social media positively impacting the travel industry. However, inadequate support infrastructure and sustainability challenges restrict ecotourism market growth. On the contrary, an increase in public-private partnerships is expected to offer new opportunities in the coming years.

Technology has become a basic prerequisite to ensure multiple operations are carried out immaculately, and the tourism industry is no different. Technology is disrupting the established market with the advent of web-based booking and the use of AI and IoT in operation optimizations. Technology-driven players such as online hotel aggregators

and metasearch engines have heavily invested in big data analytics to make analytics-driven business decisions. Furthermore, the use of Artificial Intelligence has been deployed in chatbots and virtual assistants to provide a seamless customer experience. In addition, key players in the industry are driving their attention toward the enhancement of mobile experience to provide a more user-friendly experience to travelers while booking on their platforms.

Tourism with sustainability and minimal impact on the environment is another major hurdle that stakeholders face in the ecotourism market. Some of the major environmental impacts with direct implications for natural habitats and ecosystems include noise pollution, overcrowding, garbage pollution, fire hazards, introduction of non-native species along with sewage outflow, to name a few. Ecotourism involves taking travelers to ecosystems relatively untouched by humans. Introduction of any foreign element to these delicate ecosystems disrupts natural processes. For instance, the presence of humans can scare off prey resulting in the disruption of hunting patterns for predators. In addition, a very high number of tourists can lead to habitat loss and soil erosion and additional stress on the environment to accommodate more people.

The growth of the ecotourism business confronts considerable obstacles due to insufficient infrastructure for support in numerous regions. Insufficient transportation networks, such as roads, airports, and public transportation, might impede access to isolated ecotourism locations, discouraging potential tourists. In addition, limited housing alternatives, such as eco-lodges and ecological campsites, are limiting the number of tourists who can stay in these locations. Moreover, insufficient waste management and sanitation services are causing environmental deterioration and health issues, reducing the attraction of ecotourism areas. Furthermore, an absence of professional guides and interpreters who are capable of providing extensive knowledge about local ecosystems and fauna reduces the educational component of ecotourism trips. To fix these infrastructure difficulties, governments, local communities, and private sector partners must work together to invest in long-term infrastructure development that promotes ecotourism while reducing environmental damage and safeguarding cultural heritage.

There are various instances where the government is partnering with private players to improve the fortunes of destinations. For instance, Chumbe Island in Tanzania was experiencing the destruction of the natural ecosystem and deteriorating health of coral reefs owing to unsustainable fishing techniques. The government ventured into a public-private partnership granting environmental NGO long-term concessions to the islands and banned fishing in the reef area.

The key regions considered for the global Ecotourism Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific is a dominating region in the Ecotourism Market in terms of revenue. The market growth in

the region is being attributed to factors including increasing number of travelers are reconsidering their travel plans in an effort to make their travels more morally sound in order to decrease the negative economic and social consequences that they have on the residents and the environment in the places they visit. To reduce their carbon footprint within the travel ecosystem, airlines, lodging facilities, and transportation providers are reacting to the need for sustainable tourism. Whereas, the market in Europe is anticipated to grow at the significant rate over the forecast period fueled by increase in desire for nature-based experiences, mass tourist dissatisfaction, and rising environmental concerns. In an effort to attract visitors while preserving their natural surroundings, several places are launching eco-friendlier vacation packages in response to the growing demand for environmentally conscious travel and activities.

Major market players included in this report are:

Travel Leaders Group, LLC

Aracari Travel

FROSCH International Travel, Inc.

Undiscovered Mountains Ltd

Adventure Alternative

Intrepid Group Limited

RICKSHAW TRAVEL GROUP

G Adventures

Steppes Discovery

Small World Journeys Pty Ltd

The detailed segments and sub-segment of the market are explained below:

By Age Group

- Generation X
- Generation Y
- Generation Z

By Traveler Type

- Solo
- Group

By Sales Channel

- Travel Agents
- Direct

By Region:

North America

- U.S.
- Canada

Europe

- UK
- Germany
- France
- Spain
- Italy
- ROE

#### Asia Pacific

- China
- India
- Japan
- Australia
- South Korea
- RoAPAC

#### Latin America

- Brazil
- Mexico

#### Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

#### Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL ECOTOURISM MARKET EXECUTIVE SUMMARY**

- 1.1. Global Ecotourism Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Age Group
  - 1.3.2. By Traveler Type
  - 1.3.3. By Sales Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL ECOTOURISM MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL ECOTOURISM MARKET DYNAMICS**

### 3.1. Market Drivers

- 3.1.1. Unique destinations gaining popularity among tourists
- 3.1.2. Rise of social media impacting travel industry

### 3.2. Market Challenges

- 3.2.1. Inadequate support infrastructure
- 3.2.2. Sustainability challenges

### 3.3. Market Opportunities

- 3.3.1. Increase in public-private partnerships
- 3.3.2. Technological advancements in travel and tourism

## **CHAPTER 4. GLOBAL ECOTOURISM MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top investment opportunity

### 4.4. Top winning strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL ECOTOURISM MARKET SIZE & FORECASTS BY AGE GROUP 2022-2032**

### 5.1. Segment Dashboard

### 5.2. Global Ecotourism Market: Age Group Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Generation X

5.2.2. Generation Y

5.2.3. Generation Z

## **CHAPTER 6. GLOBAL ECOTOURISM MARKET SIZE & FORECASTS BY TRAVELER TYPE 2022-2032**

6.1. Segment Dashboard

6.2. Global Ecotourism Market: Traveler Type Revenue Trend Analysis, 2022 & 2032 (USD Billion)

6.2.1. Solo

6.2.2. Group

## **CHAPTER 7. GLOBAL ECOTOURISM MARKET SIZE & FORECASTS BY SALES CHANNEL 2022-2032**

7.1. Segment Dashboard

7.2. Global Ecotourism Market: Sales Channel Revenue Trend Analysis, 2022 & 2032 (USD Billion)

7.2.1. Travel Agents

7.2.2. Direct

## **CHAPTER 8. GLOBAL ECOTOURISM MARKET SIZE & FORECASTS BY REGION 2022-2032**

8.1. North America Ecotourism Market

8.1.1. U.S. Ecotourism Market

8.1.1.1. Age Group breakdown size & forecasts, 2022-2032

8.1.1.2. Traveler Type breakdown size & forecasts, 2022-2032

8.1.1.3. Sales Channel breakdown size & forecasts, 2022-2032

8.1.2. Canada Ecotourism Market

8.2. Europe Ecotourism Market

8.2.1. U.K. Ecotourism Market

8.2.2. Germany Ecotourism Market

8.2.3. France Ecotourism Market

8.2.4. Spain Ecotourism Market

8.2.5. Italy Ecotourism Market

8.2.6. Rest of Europe Ecotourism Market

8.3. Asia-Pacific Ecotourism Market

- 8.3.1. China Ecotourism Market
- 8.3.2. India Ecotourism Market
- 8.3.3. Japan Ecotourism Market
- 8.3.4. Australia Ecotourism Market
- 8.3.5. South Korea Ecotourism Market
- 8.3.6. Rest of Asia Pacific Ecotourism Market
- 8.4. Latin America Ecotourism Market
  - 8.4.1. Brazil Ecotourism Market
  - 8.4.2. Mexico Ecotourism Market
  - 8.4.3. Rest of Latin America Ecotourism Market
- 8.5. Middle East & Africa Ecotourism Market
  - 8.5.1. Saudi Arabia Ecotourism Market
  - 8.5.2. South Africa Ecotourism Market
  - 8.5.3. Rest of Middle East & Africa Ecotourism Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Key Company SWOT Analysis
  - 9.1.1. Company
  - 9.1.2. Company
  - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
  - 9.3.1. Undiscovered Mountains Ltd
    - 9.3.1.1. Key Information
    - 9.3.1.2. Overview
    - 9.3.1.3. Financial (Subject to Data Availability)
    - 9.3.1.4. Product Summary
    - 9.3.1.5. Market Strategies
  - 9.3.2. Adventure Alternative
  - 9.3.3. Intrepid Group Limited
  - 9.3.4. RICKSHAW TRAVEL GROUP
  - 9.3.5. G Adventures
  - 9.3.6. Steppes Discovery
  - 9.3.7. Small World Journeys Pty Ltd
  - 9.3.8. Travel Leaders Group, LLC
  - 9.3.9 Aracari Travel
  - 9.3.10 FROSCHE International Travel, Inc.



## **CHAPTER 10. RESEARCH PROCESS**

### 10.1. Research Process

#### 10.1.1. Data Mining

#### 10.1.2. Analysis

#### 10.1.3. Market Estimation

#### 10.1.4. Validation

#### 10.1.5. Publishing

### 10.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Ecotourism Market, report scope

TABLE 2. Global Ecotourism Market estimates & forecasts by Region 2022-2032 (USD Billion)

TABLE 3. Global Ecotourism Market estimates & forecasts by Age group 2022-2032 (USD Billion)

TABLE 4. Global Ecotourism Market estimates & forecasts by Traveler type 2022-2032 (USD Billion)

TABLE 5. Global Ecotourism Market estimates & forecasts by Sales channel 2022-2032 (USD Billion)

TABLE 6. Global Ecotourism Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 7. Global Ecotourism Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Global Ecotourism Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Global Ecotourism Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Global Ecotourism Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Global Ecotourism Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Global Ecotourism Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Global Ecotourism Market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Global Ecotourism Market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. U.S. Ecotourism Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. U.S. Ecotourism Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 17. U.S. Ecotourism Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 18. Canada Ecotourism Market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 19. Canada Ecotourism Market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 20. Canada Ecotourism Market estimates & forecasts by segment 2022-2032  
(USD Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Ecotourism Market, Research Methodology
- FIG 2. Global Ecotourism Market, Market Estimation Techniques
- FIG 3. Global Market Size Estimates & Forecast Methods.
- FIG 4. Global Ecotourism Market, Key Trends 2023
- FIG 5. Global Ecotourism Market, Growth Prospects 2022-2032
- FIG 6. Global Ecotourism Market, Porter's 5 Force Model
- FIG 7. Global Ecotourism Market, PESTEL Analysis
- FIG 8. Global Ecotourism Market, Value Chain Analysis
- FIG 9. Global Ecotourism Market by Segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Ecotourism Market by Segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Ecotourism Market by Segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Ecotourism Market by Segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Ecotourism Market by Segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Ecotourism Market, Regional Snapshot 2022 & 2032
- FIG 15. North America Ecotourism Market 2022 & 2032 (USD Billion)
- FIG 16. Europe Ecotourism Market 2022 & 2032 (USD Billion)
- FIG 17. Asia-Pacific Ecotourism Market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Ecotourism Market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Ecotourism Market 2022 & 2032 (USD Billion)
- FIG 20. Global Ecotourism Market, Company Market Share Analysis (2023)

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## I would like to order

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