

# **Global Ecotourism Market Size study, by Type (Alternative Tourism, Responsible Tourism, Sustainable Tourism, Community Tourism), by Application (Below 20 Years, 20-50 years, Above 50 Years) and Regional Forecasts 2019-2026**

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## **Abstracts**

Global Ecotourism Market is valued approximately at USD 265 billion in 2018 and is anticipated to grow with a healthy growth rate of more than 14% over the forecast period 2019-2026. Ecotourism is a part of tourism industry which involves visiting pristine, fragile and reasonably peaceful natural areas, which is developed as a low-impact and frequently small-scale option to standard commercial mass tourism. It involves liable travel to natural areas, preserving the environment, and enhancing the well-being of the local community. The purpose of ecotourism is to educate the visitors, to provide resources for environmental conservation, to precisely promote the economic development and political consent, or to nurture respect for diverse cultures and for human rights. Rising concern over the global warming, increasing number of tourist arrival, and the increasing government funding for tourism-related initiatives are the few factors responsible for high CAGR of the market over the forecast period. According to World Bank Group, it is measured that in 2016 approximately 76.4 million international tourist arrives in United States that is increased to 76.9 million in 2017. Similarly, As per the UNWTO (World Tourism Organization in the United Nations), in 2018, there were around 87 million international tourists arrived in the Middle East and North Africa region, which is an increase of estimated 10% international visitors from 2017. This, in turn, is expected to accelerate the growth of ecotourism market around the world. However, lack of awareness about ecotourism, and extreme climate and political and economic instability around the world are the few factors anticipated to hamper the growth of global ecotourism market over the forecast period.

The regional analysis of global Ecotourism Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading/significant region across the world in terms of market share owing to the increasing number of international tourist arrival, along with the rising government initiatives towards environment protection in the region. However, Asia-Pacific is anticipated to exhibit highest growth rate / CAGR over the forecast period, due to rise in disposable income and increasing infrastructural developments projects in emerging economies such as China and India.

Major market player included in this report are:

Expedia Group

Booking Holdings

China Travel

China CYTS Tours Holding

American Express Global Business Travel

Travel Leaders Group

JTB Corporation

Frosch

AndBeyond

Intrepid travel

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Alternative Tourism

Responsible Tourism

Sustainable Tourism

Community Tourism

By Channel:

Below 20 Years

20-50 years  
Above 50 Years

By Region:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017

Base year – 2018

Forecast period – 2019 to 2026

Target Audience of the Global Ecotourism Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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