

Global Wildlife Tourism Market Size study & Forecast, by Group (Groups/Friends, Couples, Family, Solo) by Booking Mode (Direct, Travel Agent, Marketplace Booking) and Regional Analysis, 2022-2029

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Abstracts

Global Wildlife Tourism Market is valued approximately USD 143.3 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 7.9% over the forecast period 2022-2029. Wildlife Tourism Market is related to visiting and observing local animals and plants life in their natural habitat. Several national parks, wildlife sanctuaries and other ecosystems are made suitable or safe for wildlife tourism market. Increasing spending of tourists on Tourism sites located at forests such as, hotels, resorts and guesthouses helps in growing economy of the area. Wildlife Tourism market also helps creating many job opportunities to the local people. Developing tourism properties around forest, increasing awareness about wildlife conservation, increasing adventures at such areas, promotion of wildlife-based economies, reduction in wildlife destruction and various institutions contributing to development of wildlife are the major factors involved in driving the market growth.

According to the UNWTO Report, 14 nations in Africa collectively generate almost US\$ 142 million in entrance fees for protected areas. The UN Biodiversity Conference (December 2016) ensured conference room papers (CRPs) on sustainable wildlife management and addressed marine debris, biodiversity in cold-water areas. In June 2015, Global Environment Facility (GEF) initiated Global Wildlife Program (GWP) for wildlife conservation. GWP was introduced to combat wildlife poaching and trafficking and it also expanded its focus on wildlife-based economies. GWP works on major issues related to wildlife such as Illegal wildlife trade, human-wildlife conflicts. Increasing wildlife conservation awareness through several initiatives taken by government and major institutions are boosting the development of wildlife tourism.

Furthermore, promotion of wildlife-based economies, reduction in wildlife destruction and various institutions contributing to development of wildlife are factors involved in the growth of wildlife tourism market. Improving standards of local tribes and increasing wildlife photography are expected to create major market opportunities in the forecast period. However, Introduction of diseases in animals' stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Wildlife Tourism Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific dominated the market in terms of revenue, increasing global travelers, increasing travel spending, importance of flora and fauna and awareness of conservation. Europe is expected to grow with the highest CAGR in the forecast period. UK, Germany, and France are the largest European countries contributing to wildlife tourism. The growing demand for sustainable wildlife, well-educated tourists and growing love for nature in the region driving the growth of the market.

Major market player included in this report are:

Exodus Travels Limited
Poseidon Expeditions
50 Degrees North Limited
Chinkara Journeys
Birding Ecotours
Elm Wildlife Tours
FRONTIERS NORTH ADVENTURES INC.
Rockjumper Birding Ltd
Absolute Zambia Safaris Ltd
The G Adventures

Recent Developments in the Market:

In May 2022, Exodus Travels Ltd. Won the sustainability champion award at the 2020 Which? For its positive aim to preserve the wildlife for generations to come.

In November 2022, G Adventures invested a positive amount in Reforest, a digital platform that links travellers to local communities, focusing on reforestation.

Global Wildlife Tourism Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Group, Booking Mode, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Group offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Group:

Groups/Friends

Couples

Family

Solo

By Booking Mode:

Direct

Travel Agent

Marketplace Booking

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
Rest of the World

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