

Global Alternative Tourism Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Alternative Tourism market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China Alternative Tourism market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Alternative tourism, also known as sustainable tourism or responsible tourism, is a type of tourism that focuses on minimizing the negative impact of tourism on the environment, economy, and culture of a destination. It encourages tourists to travel in a more responsible manner, respecting the local culture and environment, and benefiting the local communities. Alternative tourism seeks to promote more eco-friendly and culturally-sensitive practices that benefit the communities, preservation of natural habitats and wildlife conservation. It also emphasizes on local sourcing of food and products, and use of alternative energies and responsible waste management. Examples of alternative tourism activities include ecotourism, cultural tourism, community-based tourism, and volunteer tourism.

The major global suppliers of Alternative Tourism include Expedia Group, Booking Holdings, China Travel, China CYTS Tours Holding, American Express Global Business Travel, Travel Leaders Group, JTB Corporation, Frosch, AndBeyond, Intrepid travel, Travelopia, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a

substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Alternative Tourism. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Alternative Tourism market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Alternative Tourism market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Alternative Tourism industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Alternative Tourism Include:

Expedia Group

Booking Holdings

China Travel

China CYTS Tours Holding

American Express Global Business Travel

Travel Leaders Group

JTB Corporation

Frosch

AndBeyond

Intrepid travel

Travelopia

Alternative Tourism Product Segment Include:

Eco/Sustainable Tourism

Cultural Heritage Tourism

Adventure Tourism

Alternative Tourism Product Application Include:

Below 20 Years

20-30 Years

30-40 Years

40-50 Years

Above 50 Years

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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