

Global Alternative Tourism Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Alternative Tourism market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Alternative tourism combines tourist products or individual tourist services, different from mass tourism by means of supply, organization and the human resources involved. Other examples of different terms include 'intelligent' or 'motivated tourism.' In addition, 'anti-tourism' or 'participative tourism' are some others. That was just to name few of them.

In terms of service types, Alternative Tourism can be divided into three types: Eco/Sustainable Tourism, Cultural Heritage Tourism and Adventure Tourism. In 2019, the proportion of Eco/Sustainable Tourism Service in the total market share is about 66%.

Expedia group, booking holdings and American Express global business travel are the main suppliers of the service. In 2019, Expedia group has the largest market share, more than 3%.

The Global Info Research report includes an overview of the development of the Alternative Tourism industry chain, the market status of Below 20 Years (Eco/Sustainable Tourism, Cultural Heritage Tourism), 20-30 Years (Eco/Sustainable Tourism, Cultural Heritage Tourism), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Alternative Tourism.

Regionally, the report analyzes the Alternative Tourism markets in key regions. North

America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Alternative Tourism market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Alternative Tourism market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Alternative Tourism industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Eco/Sustainable Tourism, Cultural Heritage Tourism).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Alternative Tourism market.

Regional Analysis: The report involves examining the Alternative Tourism market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Alternative Tourism market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Alternative Tourism:

Company Analysis: Report covers individual Alternative Tourism players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Alternative Tourism. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Below 20 Years, 20-30 Years).

Technology Analysis: Report covers specific technologies relevant to Alternative Tourism. It assesses the current state, advancements, and potential future developments in Alternative Tourism areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Alternative Tourism market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Alternative Tourism market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Eco/Sustainable Tourism

Cultural Heritage Tourism

Adventure Tourism

Market segment by Application

Below 20 Years

20-30 Years

30-40 Years

40-50 Years

Above 50 Years

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, UK, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Alternative Tourism product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Alternative Tourism, with revenue, gross margin and global market share of Alternative Tourism from 2019 to 2024.

Chapter 3, the Alternative Tourism competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Alternative Tourism market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Alternative Tourism.

Chapter 13, to describe Alternative Tourism research findings and conclusion.

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