

# **Birdwatching Tourism Market Size, Share & Trends By Traveler Type (Hard Core, Casual, Enthusiastic), By Age Group (18-34 Years, 35-54 Years, 55-64 Years) By Group (Solo, Couples, Family, Groups), By Region, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The global birdwatching tourism market size was estimated at USD 70.04 billion in 2025 and is expected to reach USD 117.16 billion by 2033, growing at a CAGR of 6.7% from 2026 to 2033. Birdwatching tourism, also known as avitourism, a niche segment within the broader ecotourism industry, has experienced significant growth in recent years, driven by increasing environmental awareness and a desire for sustainable travel experiences.

This form of tourism appeals to a diverse demographic, ranging from avid birdwatchers to casual nature enthusiasts, who seek to explore the natural habitats of various bird species.

The rise of birdwatching tourism can be attributed to several factors, including enhanced global connectivity, which has made remote birding hotspots more accessible, and the proliferation of information through digital platforms, enabling travelers to discover and plan birdwatching trips more efficiently.

The economic impact of birdwatching tourism is substantial, contributing to local economies by creating demand for guided tours, accommodations, and related services in often underdeveloped or rural areas. Communities near key birdwatching sites have capitalized on this growing interest by developing infrastructure and offering tailored services that cater to birdwatchers. This includes the establishment of birding lodges, guided bird tours, and the creation of birdwatching trails, which not only generate

income but also promote conservation efforts by highlighting the importance of preserving natural habitats. As a result, birdwatching tourism has become a critical component of sustainable tourism strategies in many regions.

Another significant driver of growth in birdwatching tourism is the increasing participation of women and younger travelers, diversifying the demographic profile of birdwatchers. This shift has expanded the market, encouraging the development of products and services that appeal to a broader audience. In addition, the growing popularity of birdwatching festivals and events has further fueled interest in this form of tourism, providing opportunities for enthusiasts to gather, share experiences, and learn from experts. These events also serve as a platform for promoting bird conservation initiatives, which resonate with the values of the modern traveler who seeks meaningful and responsible travel experiences.

## Global Birdwatching Tourism Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global birdwatching tourism market based on traveler type, age group, and region:

### Traveler Type Outlook (Revenue, USD Billion, 2021 - 2033)

Hard Core Birders

Enthusiastic Birders

Casual Birders

### Age Group Outlook (Revenue, USD Billion, 2021 - 2033)

18-34 Years

35-54 Years

55-64 Years

65+ Years

## Group Outlook (Revenue, USD Billion, 2021 - 2033)

Solo

Couples

Family

Groups

## Regional Outlook (Revenue, USD Billion, 2021 - 2033)

### North America

U.S.

Canada

Mexico

### Europe

UK

Germany

France

Italy

Spain

### Asia Pacific

China

India

Japan

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa (MEA)

South Africa

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