

Ecotourism Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global ecotourism market size reached US\$ 172.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 374.2 Billion by 2028, exhibiting a growth rate (CAGR) of 13.9% during 2023-2028.

Ecotourism refers to a sustainable form of traveling that conserves natural areas, maintains the well-being of locals and involves interpretation and education. It is supported with the help of an international network of individuals and institutions who ensure that tourists and tourism professionals are educated on ecological issues. It provides effective and economic incentives for enhancing bio-cultural diversity while generating financial benefits for local and private industries. At present, it is gaining traction over conventional mass tourism on account of the thriving travel and tourism sector.

Ecotourism Market Trends:

Due to the growing awareness about the adverse impacts of tourism, such as soil erosion, increasing pollution, and natural habitat loss, ecotourism is emerging as a new trend. Moreover, the rising popularity of immersive travel, solo trips, and outdoor recreational activities on account of rapid urbanization and increasing income levels is also contributing to the market growth. Apart from this, the leading hospitality providers are adopting unique and innovative strategies to create camps and eco-lodges and design trails and tours and investing in marketing campaigns via social media platforms. Besides evaluating environmental and cultural factors of ecotourism, they are also undertaking initiatives that promote recycling and focus on energy efficiency and water reuse, which further assist in offering economic opportunities to local communities. This, in turn, is stimulating market growth. Additionally, governing agencies of numerous countries are supporting ecotourism through marketing, education, information services,

and collaborations with private enterprises, which is anticipated to expand the ecotourism market in the forthcoming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global ecotourism market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on traveler type, age group and sales channel.

Breakup by Traveler Type:

- Solo
- Group

Breakup by Age Group:

- Generation X
- Generation Y
- Generation Z

Breakup by Sales Channel:

- Travel Agent
- Direct

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
- Australia
- Indonesia
- Others
- Europe

Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Adventure Alternative Ltd, Aracari Travel, BCD Travel, Expedia Group Inc., FROSCHE International Travel Inc., G Adventures, Intrepid Group Limited, Rickshaw Travel Group, Small World Journeys Pty Ltd, Steppes Travel and Undiscovered Mountains Ltd.

Key Questions Answered in This Report:

How has the global ecotourism market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global ecotourism market?

What are the key regional markets?

What is the breakup of the market based on the traveler type?

What is the breakup of the market based on the age group?

What is the breakup of the market based on the sales channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global ecotourism market and who are the key players?

What is the degree of competition in the industry?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL ECOTOURISM MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TRAVELER TYPE

- 6.1 Solo
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Group
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY AGE GROUP

7.1 Generation X

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Generation Y

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Generation Z

7.3.1 Market Trends

7.3.2 Market Forecast

8 MARKET BREAKUP BY SALES CHANNEL

8.1 Travel Agent

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Direct

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

- 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Adventure Alternative Ltd

14.3.1.1 Company Overview

- 14.3.1.2 Product Portfolio
- 14.3.2 Aracari Travel
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
- 14.3.3 BCD Travel
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
- 14.3.4 Expedia Group Inc.
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 Financials
 - 14.3.4.4 SWOT Analysis
- 14.3.5 FROSCH International Travel Inc.
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
- 14.3.6 G Adventures
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
- 14.3.7 Intrepid Group Limited
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
- 14.3.8 Rickshaw Travel Group
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
- 14.3.9 Small World Journeys Pty Ltd
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
- 14.3.10 Steppes Travel
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
- 14.3.11 Undiscovered Mountains Ltd
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Ecotourism Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Ecotourism Market Forecast: Breakup by Traveler Type (in Million US\$), 2023-2028

Table 3: Global: Ecotourism Market Forecast: Breakup by Age Group (in Million US\$), 2023-2028

Table 4: Global: Ecotourism Market Forecast: Breakup by Sales Channel (in Million US\$), 2023-2028

Table 5: Global: Ecotourism Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Ecotourism Market: Competitive Structure

Table 7: Global: Ecotourism Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Ecotourism Market: Major Drivers and Challenges
- Figure 2: Global: Ecotourism Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Ecotourism Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 4: Global: Ecotourism Market: Breakup by Traveler Type (in %), 2022
- Figure 5: Global: Ecotourism Market: Breakup by Age Group (in %), 2022
- Figure 6: Global: Ecotourism Market: Breakup by Sales Channel (in %), 2022
- Figure 7: Global: Ecotourism Market: Breakup by Region (in %), 2022
- Figure 8: Global: Ecotourism (Solo) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 9: Global: Ecotourism (Solo) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 10: Global: Ecotourism (Group) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 11: Global: Ecotourism (Group) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 12: Global: Ecotourism (Generation X) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 13: Global: Ecotourism (Generation X) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 14: Global: Ecotourism (Generation Y) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 15: Global: Ecotourism (Generation Y) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 16: Global: Ecotourism (Generation Z) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 17: Global: Ecotourism (Generation Z) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 18: Global: Ecotourism (Travel Agent) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 19: Global: Ecotourism (Travel Agent) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 20: Global: Ecotourism (Direct) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 21: Global: Ecotourism (Direct) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 22: North America: Ecotourism Market: Sales Value (in Million US\$), 2017 &

2022

Figure 23: North America: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: United States: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: United States: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Canada: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Canada: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Asia-Pacific: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Asia-Pacific: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: China: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: China: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Japan: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Japan: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: India: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: India: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: South Korea: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: South Korea: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Australia: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Australia: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Indonesia: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Indonesia: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Others: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Others: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Europe: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Europe: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Germany: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Germany: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: France: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: France: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: United Kingdom: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: United Kingdom: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Italy: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Italy: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Spain: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Spain: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Russia: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Russia: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Others: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Others: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Latin America: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Latin America: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Brazil: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Brazil: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Mexico: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Mexico: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Others: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Others: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Middle East and Africa: Ecotourism Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Middle East and Africa: Ecotourism Market: Breakup by Country (in %), 2022

Figure 70: Middle East and Africa: Ecotourism Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Global: Ecotourism Industry: SWOT Analysis

Figure 72: Global: Ecotourism Industry: Value Chain Analysis

Figure 73: Global: Ecotourism Industry: Porter's Five Forces Analysis

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