

# **SAVE Tourism Market Report by Type (Scientist, Academic, Volunteer, Education), Sales Channel (Travel Agent, Online), and Region 2025-2033**

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## **Abstracts**

The global SAVE tourism market size reached USD 82.8 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 127.7 Billion by 2033, exhibiting a growth rate (CAGR) of 4.93% during 2025-2033. The market is propelled by the increasing environmental awareness among travelers, rise in academic and research opportunities, growth of volunteer tourism, significant technological advancements and accessibility, and favorable government and NGO support.

SAVE is a tourism concept, which adopts an approach that combines the demand for market and supply of four untapped verticals-Scientific, Academic, Volunteer, and Education aimed at tourism. It offers an avenue for learning, exploration, assistance, and personal development. Scientists, researchers, academics, and students often travel to specific locations to study unique ecosystems, conduct field research, collaborate with experts, or present their findings at conferences. Moreover, Academic tourism allows individuals to gain international exposure, broaden their knowledge, and foster cross-cultural understanding. On the other hand, volunteer tourism, also known as voluntourism, combines travel with volunteer work. It involves individuals or groups traveling to different destinations to engage in community-based projects and contribute to social or environmental causes. Besides, education tourism focuses on learning and skill development through travel experiences. It includes various forms of educational travel such as study abroad programs, language immersion courses, cultural exchanges, and vocational training that provides opportunities for personal and professional growth.

SAVE Tourism Market Trends:

The market is primarily driven by the increasing number of international travelers across the globe. In addition, the escalating demand for educational and experiential learning opportunities is a significant driver for these forms of tourism. Students, researchers, and professionals seek travel experiences that allow them to acquire knowledge, gain practical skills, and broaden their perspectives in specific fields of study or interest. Besides, the growing interest in social responsibility and community engagement is also escalating the demand for SAVE tourism. People are increasingly seeking opportunities to contribute their skills, time, and resources to support social, environmental, and humanitarian causes, both domestically and internationally. Moreover, the implementation of favorable government policies, grants, and incentives is also influencing the market growth. Governments around the world are recognizing the value of scientific research, academic collaborations, volunteer work, and educational exchange and providing funding, scholarships, and streamlined visa processes to encourage participation and engagement. This, coupled with various advancements in technology, especially in the areas of connectivity and digital communication is contributing to market growth. Online platforms, e-learning tools, and virtual collaborations enable researchers, students, and volunteers to connect with institutions, communities, and opportunities across the globe, overcoming geographical barriers. Furthermore, various companies are offering innovative services to SAVE travelers that offer invaluable knowledge and research depending upon their assets and capabilities, thus creating a favorable market outlook across the globe.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2025-2033. Our report has categorized the market based on type and sales channel.

#### Type Insights:

Scientist

Academic

Volunteer

Education

The report has provided a detailed breakup and analysis of the SAVE tourism market based on the type. This includes scientist, academic, volunteer, and education. According to the report, academics represented the largest segment.

#### Sales Channel Insights:

Travel Agent

Online

A detailed breakup and analysis of the SAVE tourism market based on the sales channel has also been provided in the report. This includes travel agent and online. According to the report, travel agent accounted for the largest market share.

#### Regional Insights:

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe was the largest market for SAVE tourism. Some of the factors driving the Europe SAVE tourism market included the changing travel preferences, the escalating demand for educational tourism and the implementation of favorable government initiatives.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global SAVE tourism market. Detailed profiles of all major companies have been provided. Some of the companies covered include Abta Ltd., Attitude Hospitality Ltd., Bookdifferent, Deutsche Gesellschaft für Internationale Zusammenarbeit, Fair Trade Tourism, The travel foundation, Tui Group, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

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

What are the drivers, restraints, and opportunities in the global SAVE tourism market?

What is the impact of each driver, restraint, and opportunity on the global SAVE tourism market?

What are the key regional markets?

Which countries represent the most attractive SAVE tourism market?

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

Which is the most attractive type in the SAVE tourism market?

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

Which is the most attractive sales channel in the SAVE tourism market?

What is the competitive structure of the market?

Who are the key players/companies in the global SAVE tourism market?

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