

Global Alternative Tourism Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Alternative Tourism market size is predicted to grow from US\$ million in 2025 to US\$ million in 2031; it is expected to grow at a CAGR of %from 2025 to 2031.

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%.

LPI (LP Information)' newest research report, the "Alternative Tourism Industry Forecast" looks at past sales and reviews total world Alternative Tourism sales in 2024, providing a comprehensive analysis by region and market sector of projected Alternative Tourism sales for 2025 through 2031. With Alternative Tourism sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Alternative Tourism industry.

This Insight Report provides a comprehensive analysis of the global Alternative Tourism landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Alternative Tourism portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Alternative Tourism market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Alternative Tourism and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Alternative Tourism.

This report presents a comprehensive overview, market shares, and growth opportunities of Alternative Tourism market by product type, application, key players and key regions and countries.

Segmentation by Type:

Eco/Sustainable Tourism

Cultural Heritage Tourism

Adventure Tourism

Segmentation by Application:

Below 20 Years

20-30 Years

30-40 Years

40-50 Years

Above 50 Years

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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

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