

Ecotourism Market is Projected to Grow Expeditiously: USD 829.8 Billion Revenue by 2035, Claims AMR

The ecotourism market size was valued at \$210.4 billion in 2023, and is estimated to reach \$829.8 billion by 2035, growing at a CAGR of 11.7% from 2024 to 2035.

WILMINGTON, DE, UNITED STATES, September 22, 2025 /EINPresswire.com/ -- Allied Market Research published a report, titled, "[Ecotourism Market](#)" by Age Group (Generation X, Generation Y, Generation Z), Traveler Type (Solo, Group), and Sales Channel (Travel Agents, Direct): Global Opportunity Analysis and Industry Forecast, 2024-2035". According to the report, the "[ecotourism](#)" market was valued at \$210.4 billion in 2023, and is estimated to reach \$829.8 billion by 2035, growing at a CAGR of 11.7% from 2024 to 2035.

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Players operating in the ecotourism industry have adopted various developmental strategies to expand their ecotourism market share, increase profitability, and remain competitive in the market.”

Allied Market Research

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Prime determinants of growth

The ecotourism market is driven by factors such as popularity of sustainable tourism among youths and mobile applications, big data analytics, and artificial intelligence evolving together amidst proliferating tourism industry. However, inadequate support infrastructure challenging market expansion and sustainability is a long-term challenge for ecotourism which restrict the market growth. Furthermore, public-private partnerships are expected to offer new opportunities in the coming years.

The group segment to maintain its leadership status throughout the forecast period.

By traveler type, the group segment dominated the market in 2023 and is expected to continue this trend during the forecast period. Tourists prefer travelling in groups owing to security concerns at new and unexplored destinations. Furthermore, low expenses while travelling in a group lures tourists to opt for the same. In addition, shared interest and experience assist in

bonding people together very quickly. Group traveling is hassle free, provides a sense of security, and is much more economical when compared to other counterparts.

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The Generation Y segment is expected to maintain its lead position during the forecast period.

On the basis of the age group, the Generation Y segment led the market in 2023 and is expected to maintain this trend during the forecast period. Generation Y are avid travelers comprising large number of people traveling worldwide. Generation Y tends to travel in groups, however, solo travelling to remote destinations is trending amongst millennials. Furthermore, they generally look for cultural and leisure breaks. Millennials are driven by wanderlust and breaking life's monotony; these group of youngsters prefer short trips to countries having naturally rich heritage.

The travel agent segment is expected to maintain its lead position during the forecast period.

On the basis of the sales channel, the travel agent segment led the market in 2023 and is expected to maintain this trend during the forecast period. Travel agents are the front runners for devising customized tours. These operators are experienced consultants, who have a deep knowledge of a particular region, and hence, offer first-hand experience and recommendations for designing tailor made tours. These operators also work very closely with a local agent in the destination country. The increase in the trend of tailor-made tours has resulted in increased demand for tour operators and agencies in recent years.

The Asia-Pacific region to maintain its lead position during the forecast period.

On the basis of the region, Asia-Pacific dominated the market in 2023 and is expected to dominate the market during the forecast period. Asia-Pacific has been known for its diverse culture and attractive destinations. China, Japan, Australia, and India have the highest outbound trip concentration among the higher household income brackets. Based on the household income, households earning above \$10,000 account for more than 73% of all outbound travel. This can be attributed to the rapidly growing economy and new job opportunities promoting an increase in household income in the Asia-Pacific region.

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Leading Market Players: -

Travel Leaders Group, LLC
Aracari Travel
FROSCH International Travel, Inc.

Undiscovered Mountains Ltd
Adventure Alternative
Intrepid Group Limited
RICKSHAW TRAVEL GROUP
G Adventures
Steppes Discovery
Small World Journeys Pty Ltd.

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David Correa
Allied Market Research
+ + +1 800-792-5285

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