# Ecotourism Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Specialty, Niche & Experience Tourism (Hospitality & Tourism)
> **Source:** [https://www.mordorintelligence.com/industry-reports/ecotourism-market](https://www.mordorintelligence.com/industry-reports/ecotourism-market)
> **Scraped Date:** 2026-09-17

## Executive Market Summary

| Market Metric | Details |
| :--- | :--- |
| **Base Market Size** | USD 354.94 billion |
| **Projected Forecast (2031)** | USD 354.94 billion |
| **Growth Rate (CAGR)** | 9.59 % |
| **Largest Market Region** | N/A |
| **Fastest-Growing Region** | N/A |

## Market Visualizations & Infographics

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![Major players in Ecotourism industry](images/chart_2.png)

![Ecotourism Market Size](images/chart_3.png)

![Ecotourism Market Share by Type, 2025](images/chart_4.png)

![Ecotourism Market Share by Booking Mode, 2025](images/chart_5.png)

![Ecotourism Market Growth Rate by Region](images/chart_6.png)

![Ecotourism Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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## Comprehensive Research Analysis

### Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 354.94 Billion |
Market Size (2031) | USD 561.13 Billion |
Growth Rate (2026 - 2031) | 9.59 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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### Market Overview

Ecotourism Market Analysis by Mordor IntelligenceThe Ecotourism Market size is projected to expand from USD 320.74 billion in 2025 and USD 354.94 billion in 2026 to USD 561.13 billion by 2031, registering a CAGR of 9.59% between 2026 to 2031.

The ecotourism market is expanding on the back of protected-area investment, changing post-pandemic travel priorities, and tighter scrutiny of unverified sustainability claims across leisure travel. Government-backed conservation and community-tourism programs are also giving the ecotourism market a more durable supply base than many other travel formats, because they connect tourism growth with rural jobs, local enterprise, and protected-land management. At the same time, stronger certification frameworks and evidence rules are making credibility a larger commercial advantage, especially where platform visibility and booking conversion depend on verified standards rather than broad environmental claims. Growth is also being shaped by technology, as digital discovery, AI-led trip planning, and direct booking tools are improving access to lesser-known destinations while helping operators reduce their dependence on intermediaries. Even so, the ecotourism market still faces clear limits from premium pricing, weak last-mile infrastructure, and carrying-capacity controls that restrict revenue growth at fragile destinations despite healthy demand.[1]Global Sustainable Tourism Council, “GSTC Tour Operator Standard,” GSTC, gstc.org

Key Report Takeaways* By type, Nature & Wildlife Ecotourism held 38.42% of the ecotourism market share in 2025, while Marine & Coastal Ecotourism is forecast to grow at a 10.74% CAGR through 2031.
* By travel party, Group travel accounted for 59.94% of revenue in 2025, while Solo travel is projected to expand at a 10.43% CAGR through 2031.
* By booking mode, Online Travel Agencies and Marketplaces accounted for 46.73% of bookings in 2025, while Direct bookings are expected to record the fastest growth at a 10.84% CAGR through 2031.
* By accommodation type, Eco-lodges accounted for 35.54% of revenue in 2025, while Glamping is set to grow at a 10.12% CAGR through 2031.
* By geography, Europe accounted for 33.75% of the ecotourism market in 2025, while Asia-Pacific is forecast to grow at a 10.75% CAGR through 2031.

### Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Ecotourism Market*

| Drivers | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
|---|---|---|---|
| Demand for Authentic, Low-Impact Nature Travel | +1.9% | Global | Medium term (2-4 years) |
| Rising Eco-Conscious Traveler Base | +1.7% | Global, concentrated in North America & Europe | Medium term (2-4 years) |
| Protected-Area and Community-Tourism Policy Support | +1.4% | APAC, MEA, South America | Long term (≥ 4 years) |
| Expansion of Eco-Lodges and Sustainable Stays | +1.5% | APAC, South America, MEA | Medium term (2-4 years) |
| Third-Party Sustainability Certification-Led Booking Conversion | +1.1% | Europe, North America | Short term (≤ 2 years) |
| AI-Led Dispersion to Less-Crowded Nature Destinations | +0.8% | Global | Short term (≤ 2 years) |

Source: Mordor Intelligence |

### Competitive Landscape

Competitive Landscape

The ecotourism market has a moderately concentrated structure, with a visible fi rst tier of global brands and a much larger field of destination specialists operating beneath them. Leading names such as Intrepid Travel, G Adventures, Natural Habitat Adventures, and Lindblad Expeditions benefit from stronger brand recognition, broader distribution, and greater ability to absorb certification and compliance costs than smaller independent operators. At the same time, the ecotourism industry is not dominated by a handful of companies, because a large number of specialist firms continue to compete through local access, community relationships, and conservation credibility. This split is becoming more important as evidence rules, sustainability verification, and digital platform visibility raise the operating threshold for smaller firms. In effect, the ecotourism market is a rewarding scale where scale improves trust and distribution, while still leaving room for specialists that can prove authenticity on the ground.

A second layer of competition is forming around technology, booking ownership, and product personalization. AtlasIQ’s natural-language booking engine shows how operators can improve direct conversion by answering complex traveler questions in a way that standard listing pages often cannot. That matters because the ecotourism market often depends on detailed traveler intent around habitat access, impact, route difficulty, and local participation, which gives richer direct interfaces a clear advantage. Operators that invest in first-party data, AI-supported planning, and better digital storytelling are likely to capture more repeat business than those relying only on third-party distribution. This creates a competitive divide where some firms are building stronger customer ownership while others remain exposed to higher commissions and weaker visibility.

Strategic moves are also showing how the ecotourism market is broadening through new business models and specialist expansion. Expedition:Earth announced strategic investments in EXPLORE, Inc. in February 2026 and Iconic Adventures in April 2026, which illustrates a buy-and-build approach aimed at aggregating high-end specialist travel capabilities under shared infrastructure. Blue Alliance’s 2025 reef-positive tourism deployment in Indonesia shows another route, where marine protection and tourism operations are being linked through an impact-finance structure rather than through a conventional tour model. GSTC’s more specialized standards architecture is also influencing competition by making recognized certification more commercially useful for both hotels and tour operators. Together, these moves suggest that the ecotourism market is being shaped less by simple capacity expansion and more by credibility, distribution control, and the ability to package conservation value into scalable products.

Ecotourism Industry Leaders* Intrepid Travel

* G Adventures

* Wilderness

* Natural Habitat Adventures

* African Travel, Inc.

* *Disclaimer: Major Players sorted in no particular order


### Component Component 3 Scope Of The Report Bottom

Global Ecotourism Market Report ScopeBy TypeNature & Wildlife Ecotourism |
Marine & Coastal Ecotourism |
Rural & Community-Based Ecotourism |
Agri-Ecotourism |
Forest & Mountain Ecotourism |
Conservation & Educational Ecotourism |
Others |

### Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
South America | Brazil |
| Peru |
| Chile |
| Argentina |
| Rest of South America |
Europe | United Kingdom |
| Germany |
| France |
| Spain |
| Italy |
| BENELUX (Belgium, Netherlands, and Luxembourg) |
| NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
| Rest of Europe |
Asia-Pacific | India |
| China |
| Japan |
| Australia |
| South Korea |
| South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines) |
| Rest of Asia-Pacific |
Middle East and Africa | United Arab Emirates |
| Saudi Arabia |
| South Africa |
| Nigeria |
| Rest of Middle East And Africa |

## Frequently Asked Questions

#### What is the projected value of ecotourism by 2031?

The sector is projected to reach USD 561.13 billion by 2031, up from USD 354.94 billion in 2026, reflecting a 9.59% CAGR over 2026 to 2031.

#### Which region leads global revenue and which region is growing the fastest?

Europe held the largest share at 33.75% in 2025, while Asia-Pacific is forecast to grow the fastest at a 10.75% CAGR through 2031.

#### Which type of travel product is largest in this space?

Nature & Wildlife Ecotourism was the largest type segment in 2025 with a 38.42% share, supported by strong demand for guided wildlife and protected-area experiences.

#### What is changing in how travelers book these trips?

OTAs and marketplaces led bookings with a 46.73% share in 2025, but direct booking is growing faster at a 10.84% CAGR as operators adopt AI-enabled booking tools and seek lower commission dependence.

#### Why is certification becoming more important for operators?

Certification now affects trust, compliance, and discoverability. As greenwashing rules tighten and recognized standards become more visible in booking environments, verified operators gain a stronger commercial position.

#### What are the biggest limits on future expansion?

Premium pricing, weak transport and visitor infrastructure in remote sites, and carrying-capacity limits at fragile destinations are the main constraints on scaling supply and revenue.