

Sustainable tourism market to reach USD 8.73b by 2031

- A Monitor Report

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Singapore : The global sustainable tourism market is witnessing remarkable growth, with estimates projecting its value to reach USD 8.73 billion by 2031, up from USD 2.61 billion in 2024, said reports.

This growth is being driven by increasing consumer awareness of environmental sustainability and the rising demand for eco-friendly travel options.

The sustainable tourism sector is quickly becoming a crucial part of the global travel industry, with travelers, companies, and governments all recognizing the need for responsible tourism practices that minimize environmental impact and promote social equity, added reports.

The sustainable tourism market, which encompasses a wide variety of travel experiences such as eco-tourism, green hotels, and sustainable

transport options, is expanding as consumers seek travel options that align with their values.

This expansion is also fueled by significant investments from key industry players, government initiatives, and an increased focus on conservation and cultural preservation.

A report from Coherent Market Insights highlights several key trends driving the growth of the sustainable tourism market. Among these, an increase in the number of travelers seeking eco-friendly vacations stands out as a major factor.

More people are choosing destinations, hotels, and tours that promote sustainability, which includes minimizing waste, conserving water, and protecting local ecosystems.

Sustainability is becoming an essential consideration for travelers across all segments, including solo travelers, families, and groups.

The demand for experiences that allow tourists to engage with nature and support local communities while reducing their carbon footprint is pushing the growth of eco-tourism and green travel options.

The market is also seeing a surge in the number of companies offering sustainable travel options.

For instance, operators like Wilderness Safaris, G Adventures Inc, and Intrepid Group Pty Limited are offering travel packages that cater specifically to eco-conscious consumers, providing tours that emphasize wildlife conservation, cultural preservation, and eco-friendly practices.