

# THE GLOBAL TOURISM SECTOR WILL REACH US\$ 17 TRILLION IN 2027



As supported by recent data, global tourism has made an impressive recovery after being paused due to the pandemic. According to Bain & Company's latest report, the global tourism industry is experiencing unexpected growth and is projected to exceed \$17 billion by 2027, surpassing pre-pandemic figures of \$11 billion.

According to a recent survey, most travelers (around 66%) prioritize sustainability when planning their leisure trips. They are willing to pay extra for sustainably-minded destinations and service providers, including airlines, hotels, restaurants, and tourism companies.

According to the report, a group of consumers is known as "sustainability enthusiasts," comprising 30% of those surveyed. This group values sustainability as a significant factor in their daily lives and travel experiences. They are four times more likely to choose sustainable holiday destinations and are willing to pay more for them.

Although sustainability in tourism is gaining more attention, tourists still believe there is significant room for improvement in the industry. A new report highlights that 73% of respondents predict sustainability will become even more critical over the next five years.

As the number of tourists rises and the global tourism industry sees economic growth, many seek sustainable experiences. This trend is expected to shape the future, with a projected value of 17 trillion dollars by 2027.

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