

## Trends in Eco-accommodation Worldwide - May 2018

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“The eco-accommodation sector is one of the most familiar market expressions of sustainable tourism, and by now it has achieved a measure of longevity and durability that speaks volumes about its place in the tourism industry.”

- **Jessica Kelly, Senior Tourism Analyst**

This report looks at the following areas:

- What are the definitions and descriptions that provide an overview of eco-accommodation and where does the eco-accommodation sector lie in the life cycle of markets?
- What are the key assessments and trends that can be drawn from analyses of three select national markets that have a strong association with the eco-accommodation sector?
- Through examination and assessment of some of the key eco-accommodation market influences, what are the issues of primary importance in eco-accommodation marketing, the significant trends, key marketing tactics and demographic characteristics that are of signal relevance to eco-accommodation marketing?
- What will be some of the key issues, trends and matters of importance in the future of eco-accommodation?

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