

SAVE Tourism (Scientific, Academic, Volunteer, Educational) – International – April 2019

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This report looks at the following areas:

- What is SAVE tourism and what is the difference between the four market profiles?
- How does SAVE tourism fit within the global tourism industry?
- Which are the main SAVE segments and who are the tourists?
- Where do SAVE tourists travel to and who are the operators in the market?



“SAVE travel is a substantial travel niche comprised of the four market profiles of scientific, academic, volunteer and educational tourism, practised by a broad range of tourists who travel for different reasons. As the desire for ‘meaningful experiences’ while travelling continues to gather pace, it is clear that SAVE tourism is becoming increasingly mainstream in a competitive marketplace.”

Jessica Kelly, Senior Tourism Analyst
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