

Global Artificial Intelligence in Tourism Market Size Study & Forecast, by Offering, End Use and Regional Forecasts 2025-2035

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Abstracts

The Global Artificial Intelligence in Tourism Market is valued at approximately USD 3.37 billion in 2024 and is expected to surge at a compelling CAGR of 26.70% over the forecast period 2025–2035. As global travelers increasingly demand tailored, seamless, and immersive experiences, AI has emerged as the backbone of intelligent transformation across the tourism sector. By automating workflows, enhancing personalization, optimizing logistics, and predicting traveler behavior, AI is fundamentally reshaping how businesses engage with tourists before, during, and after their journeys. Whether it's a chatbot offering real-time multilingual assistance or an algorithm crafting hyper-personalized itineraries, the integration of AI is enabling unprecedented levels of efficiency and engagement in tourism operations.

The market's ascent is being accelerated by a wave of adoption across both digital-first platforms and traditional service providers. Travel aggregators, booking platforms, and tour operators are leveraging machine learning to recommend destinations based on past preferences, analyze vast data sets for pricing optimization, and even use computer vision for passport recognition or sentiment analysis from travel reviews. Additionally, AI is playing a crucial role in predictive analytics for crowd management, weather forecasting for itinerary planning, and even carbon footprint estimations—pushing the tourism sector into a smarter, more sustainable future. This multifaceted application of AI not only reduces operational friction but enhances consumer trust and loyalty through personalized experiences and proactive customer service.

Geographically, North America is anticipated to dominate the global AI in tourism market in 2025, underpinned by its advanced digital infrastructure, early technology

adoption, and a robust ecosystem of AI vendors and travel tech startups. The United States, in particular, has been at the forefront of integrating AI in loyalty programs, dynamic pricing engines, and airport automation. Meanwhile, Asia Pacific is projected to be the fastest-growing region during the forecast period, driven by rising disposable income, digitalization of tourism services, and increasing investment in smart city and smart tourism initiatives in countries like China, India, and Japan. Europe, known for its rich cultural heritage and heavy tourism inflow, is also investing heavily in AI to promote sustainable tourism and manage overtourism through data-driven strategies.

Major market player included in this report are:

Google LLC

IBM Corporation

Amadeus IT Group SA

Microsoft Corporation

Amazon Web Services

Salesforce Inc.

Sabre Corporation

Tripadvisor Inc.

Adobe Inc.

Expedia Group Inc.

Baidu Inc.

Travelport Worldwide Ltd.

Skyscanner Ltd.

Airbnb Inc.

Meta Platforms Inc.

Global Artificial Intelligence in Tourism Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Offering:

Solution

Services

By End Use:

Transportation & Mobility Services

Travel Technology Platforms & Solution Providers

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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