

Global Heritage Tourism Market Size study, by Type (Cultural Heritage, Natural Heritage, Intangible Heritage) by End-user (30 & Under, 31 to 50, 51 to 70, 71 and Above) by Booking Channel (Online, Offline) and Regional Forecasts 2022-2028

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Abstracts

Global Heritage Tourism Market is valued approximately USD 556.96 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 3.80% over the forecast period 2022-2028. Government measures to encourage culture in the tourist sector have significantly fueled expansion. For example, the United Nations designated 2018 as the European Year of Cultural Heritage, providing an exceptional chance to develop and promote cultural tourism. The rising relevance of culture in foreign travel is also driving expansion. While on vacation, travelers are increasingly searching for concrete and intangible cultures. These attractions offer unique material, spiritual, and intellectual knowledge about the area. Furthermore, governments throughout the world are launching large measures to promote the regional heritage travel industry, which is projected to have a significant influence on the growth of the Global Cultural Tourism Market. The growing interest in cultural travel is accelerating the rise of the global heritage tourism business. According to the United Nations World Tourism Organization, cultural and historical travel accounts for around 40% of all tourism worldwide per year. The sector is constantly changing, driven by changing consumer lifestyles, emerging forms of culture, and increased digital innovation. Furthermore, the growing trend of digitization and digital innovation in the travel and tourism sector is predicted to help the entire travel business as well as cultural tourism expand. In addition, The Council on Library and Information Resources and Stanford Libraries announced the creation of the Digital Library of the Middle East, a public platform, in July 2020. The library provides access to the Middle Eastern and North African cultural legacies, which is projected to stimulate tourist interest in cultural tourism. Amazon, for

example, will launch Amazon Explore, a virtual tour and experience platform, in September 2020. The VR application offers tours to distant destinations as well as excursions to cultural and natural attractions such as temples and palaces. This service is currently accessible in the United States. The firm announced group experiences, with up to seven consumers in a group, in September 2021. The high cost of Heritage Tourism, on the other hand, stifles market expansion over the projection period of 2022-2028.

The key regions considered for the Global Heritage Tourism Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific has the biggest market share. This is due to the region's abundant cultural endowments, which are mostly given by China, India, and Japan. Higher domestic and international visitor arrivals, as well as longer durations of stay in the region, provide for increased income creation and revenue sharing. During the projection period, the Middle East and Africa are predicted to rise rapidly. Increasing government activities to promote tourism and culture in the region are likely to fuel sector growth throughout the forecast period.

Major market player included in this report are:

ACE Cultural Tours Ltd.

Exodus Travels Ltd.

Expedia Group, Inc.

BCD Travel

TUI AG

ATG Travel

Kesari Tours Pvt. Ltd.

Carlson Wagonlit Travel

Martin Randall Travel Ltd.

Travel Leaders Group

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

By Type:

Cultural Heritage

Natural Heritage
Intangible Heritage

By End-user:

30 & Under

31 to 50

51 to 70

71 and Above

By Booking Channel:

Online

Offline

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Heritage Tourism Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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