

Global Personalized Tour Market Research Report 2026(Status and Outlook)

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Abstracts

Personalized tourism, also known as customized tourism, refers to a travel style designed and arranged entirely based on the needs, interests, budget, and pace of individual travelers or small groups, completely different from traditional standardized, mass-produced tour groups. The core of this model lies in deeply understanding and matching the client's unique preferences, from choosing specific destinations and modes of transportation to arranging niche and unique experiences, private guide services, or special themed activities. The aim is to create a unique experience that highly aligns with the traveler's desires, thereby ensuring the uniqueness, comfort, and satisfaction of the trip. Personalized tourism is no longer just a niche market within the tourism industry, but a mainstream trend driven by consumption upgrades and the experience economy. With the expansion of the global middle- and high-income group, travel demand has shifted from traditional "sightseeing" to a pursuit of in-depth experiences, unique themes, and privacy. Especially in the post-pandemic era, consumers have higher requirements for the safety, privacy, and controllability of travel, further accelerating the penetration rate of customized travel. This trend has forced tourism providers to shift from selling packaged standard products to providing solutions and emotional value, thereby driving significant growth in the industry's overall average order value and profit margins. The future growth of the personalized tourism market is highly dependent on technological empowerment. The biggest challenge of customized travel lies in its high cost and inefficiency of manual planning. Therefore, successful market players are investing heavily in artificial intelligence (AI) and big data analytics to achieve rapid insights into customer needs and modular, fast matching of itineraries. The focus of competition has shifted from traditional travel consultant expertise to efficient digital platforms: whoever can most quickly and accurately connect and integrate clients' personalized needs with globally dispersed high-quality local resources (such as boutique accommodations, niche experiences, and private

transportation) will gain an advantage in the high-value-added field of large-scale customization.

The global Personalized Tour market size was estimated at USD 4859.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 10.00% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Personalized Tour market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Personalized Tour market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Personalized Tour market.

Global Personalized Tour Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate

product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Abercrombie & Kent
KUONI
XO Private
Absolute Travel
Scott Dunn
Zicasso
Black Tomato
Virtuoso
Aiguemarine
Oscar Tours
Zhonghang Guolv
HHTRAVEL LTD
Tongcheng Tourism
Uthing
Sparkle Tour
Zhinanmao Network Technology
Magic Orange Network Technology
Suzhiyun Travel Agency
Fliggy
Lushu (Beijing) Technology
6renyou
Mioji
Yue He
Maitu International Travel
Lavion
Chengdu News Travel Agency Co., Ltd.

Market Segmentation (by Type)

Sports Themes
Photography Themes
Animal Themes
Seascape Themes
Others

Market Segmentation (by Application)

Personal
Family
Team

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Personalized Tour Market
Overview of the regional outlook of the Personalized Tour Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future

development potential, and so on. It offers a high-level view of the current state of the Personalized Tour Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Personalized Tour, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Personalized Tour
- 1.2 Key Market Segments
 - 1.2.1 Personalized Tour Segment by Type
 - 1.2.2 Personalized Tour Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 PERSONALIZED TOUR MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 PERSONALIZED TOUR MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Personalized Tour Product Life Cycle
- 3.3 Global Personalized Tour Revenue Market Share by Company (2020-2025)
- 3.4 Personalized Tour Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Headquarters, Areas Served, and Product Types of Major Players
- 3.6 Personalized Tour Market Competitive Situation and Trends
 - 3.6.1 Personalized Tour Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest Personalized Tour Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 PERSONALIZED TOUR VALUE CHAIN ANALYSIS

- 4.1 Personalized Tour Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF PERSONALIZED TOUR MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Personalized Tour Market Porter's Five Forces Analysis

6 PERSONALIZED TOUR MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Personalized Tour Market by Type (2020-2025)

6.3 Global Personalized Tour Market Size Growth Rate by Type (2021-2025)

7 PERSONALIZED TOUR MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Personalized Tour Market Size (M USD) by Application (2020-2025)

7.3 Global Personalized Tour Market Size Growth Rate by Application (2021-2025)

8 PERSONALIZED TOUR MARKET SEGMENTATION BY REGION

8.1 Global Personalized Tour Market Size by Region

8.1.1 Global Personalized Tour Market Size by Region

8.1.2 Global Personalized Tour Market Size Market Share by Region

8.2 North America

8.2.1 North America Personalized Tour Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Personalized Tour Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Personalized Tour Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Personalized Tour Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Personalized Tour Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Abercrombie and Kent

9.1.1 Abercrombie and Kent Basic Information

9.1.2 Abercrombie and Kent Personalized Tour Product Overview

9.1.3 Abercrombie and Kent Personalized Tour Product Market Performance

9.1.4 Abercrombie and Kent SWOT Analysis

9.1.5 Abercrombie and Kent Business Overview

9.1.6 Abercrombie and Kent Recent Developments

9.2 KUONI

9.2.1 KUONI Basic Information

9.2.2 KUONI Personalized Tour Product Overview

- 9.2.3 KUONI Personalized Tour Product Market Performance
- 9.2.4 KUONI SWOT Analysis
- 9.2.5 KUONI Business Overview
- 9.2.6 KUONI Recent Developments
- 9.3 XO Private
 - 9.3.1 XO Private Basic Information
 - 9.3.2 XO Private Personalized Tour Product Overview
 - 9.3.3 XO Private Personalized Tour Product Market Performance
 - 9.3.4 XO Private SWOT Analysis
 - 9.3.5 XO Private Business Overview
 - 9.3.6 XO Private Recent Developments
- 9.4 Absolute Travel
 - 9.4.1 Absolute Travel Basic Information
 - 9.4.2 Absolute Travel Personalized Tour Product Overview
 - 9.4.3 Absolute Travel Personalized Tour Product Market Performance
 - 9.4.4 Absolute Travel Business Overview
 - 9.4.5 Absolute Travel Recent Developments
- 9.5 Scott Dunn
 - 9.5.1 Scott Dunn Basic Information
 - 9.5.2 Scott Dunn Personalized Tour Product Overview
 - 9.5.3 Scott Dunn Personalized Tour Product Market Performance
 - 9.5.4 Scott Dunn Business Overview
 - 9.5.5 Scott Dunn Recent Developments
- 9.6 Zicasso
 - 9.6.1 Zicasso Basic Information
 - 9.6.2 Zicasso Personalized Tour Product Overview
 - 9.6.3 Zicasso Personalized Tour Product Market Performance
 - 9.6.4 Zicasso Business Overview
 - 9.6.5 Zicasso Recent Developments
- 9.7 Black Tomato
 - 9.7.1 Black Tomato Basic Information
 - 9.7.2 Black Tomato Personalized Tour Product Overview
 - 9.7.3 Black Tomato Personalized Tour Product Market Performance
 - 9.7.4 Black Tomato Business Overview
 - 9.7.5 Black Tomato Recent Developments
- 9.8 Virtuoso
 - 9.8.1 Virtuoso Basic Information
 - 9.8.2 Virtuoso Personalized Tour Product Overview
 - 9.8.3 Virtuoso Personalized Tour Product Market Performance

- 9.8.4 Virtuoso Business Overview
- 9.8.5 Virtuoso Recent Developments
- 9.9 Aiguemarine
 - 9.9.1 Aiguemarine Basic Information
 - 9.9.2 Aiguemarine Personalized Tour Product Overview
 - 9.9.3 Aiguemarine Personalized Tour Product Market Performance
 - 9.9.4 Aiguemarine Business Overview
 - 9.9.5 Aiguemarine Recent Developments
- 9.10 Oscar Tours
 - 9.10.1 Oscar Tours Basic Information
 - 9.10.2 Oscar Tours Personalized Tour Product Overview
 - 9.10.3 Oscar Tours Personalized Tour Product Market Performance
 - 9.10.4 Oscar Tours Business Overview
 - 9.10.5 Oscar Tours Recent Developments
- 9.11 Zhonghang Guolv
 - 9.11.1 Zhonghang Guolv Basic Information
 - 9.11.2 Zhonghang Guolv Personalized Tour Product Overview
 - 9.11.3 Zhonghang Guolv Personalized Tour Product Market Performance
 - 9.11.4 Zhonghang Guolv Business Overview
 - 9.11.5 Zhonghang Guolv Recent Developments
- 9.12 HHTRAVEL LTD
 - 9.12.1 HHTRAVEL LTD Basic Information
 - 9.12.2 HHTRAVEL LTD Personalized Tour Product Overview
 - 9.12.3 HHTRAVEL LTD Personalized Tour Product Market Performance
 - 9.12.4 HHTRAVEL LTD Business Overview
 - 9.12.5 HHTRAVEL LTD Recent Developments
- 9.13 Tongcheng Tourism
 - 9.13.1 Tongcheng Tourism Basic Information
 - 9.13.2 Tongcheng Tourism Personalized Tour Product Overview
 - 9.13.3 Tongcheng Tourism Personalized Tour Product Market Performance
 - 9.13.4 Tongcheng Tourism Business Overview
 - 9.13.5 Tongcheng Tourism Recent Developments
- 9.14 Uthing
 - 9.14.1 Uthing Basic Information
 - 9.14.2 Uthing Personalized Tour Product Overview
 - 9.14.3 Uthing Personalized Tour Product Market Performance
 - 9.14.4 Uthing Business Overview
 - 9.14.5 Uthing Recent Developments
- 9.15 Sparkle Tour

- 9.15.1 Sparkle Tour Basic Information
- 9.15.2 Sparkle Tour Personalized Tour Product Overview
- 9.15.3 Sparkle Tour Personalized Tour Product Market Performance
- 9.15.4 Sparkle Tour Business Overview
- 9.15.5 Sparkle Tour Recent Developments
- 9.16 Zhinanmao Network Technology
 - 9.16.1 Zhinanmao Network Technology Basic Information
 - 9.16.2 Zhinanmao Network Technology Personalized Tour Product Overview
 - 9.16.3 Zhinanmao Network Technology Personalized Tour Product Market Performance
 - 9.16.4 Zhinanmao Network Technology Business Overview
 - 9.16.5 Zhinanmao Network Technology Recent Developments
- 9.17 Magic Orange Network Technology
 - 9.17.1 Magic Orange Network Technology Basic Information
 - 9.17.2 Magic Orange Network Technology Personalized Tour Product Overview
 - 9.17.3 Magic Orange Network Technology Personalized Tour Product Market Performance
 - 9.17.4 Magic Orange Network Technology Business Overview
 - 9.17.5 Magic Orange Network Technology Recent Developments
- 9.18 Suzhiyun Travel Agency
 - 9.18.1 Suzhiyun Travel Agency Basic Information
 - 9.18.2 Suzhiyun Travel Agency Personalized Tour Product Overview
 - 9.18.3 Suzhiyun Travel Agency Personalized Tour Product Market Performance
 - 9.18.4 Suzhiyun Travel Agency Business Overview
 - 9.18.5 Suzhiyun Travel Agency Recent Developments
- 9.19 Fliggy
 - 9.19.1 Fliggy Basic Information
 - 9.19.2 Fliggy Personalized Tour Product Overview
 - 9.19.3 Fliggy Personalized Tour Product Market Performance
 - 9.19.4 Fliggy Business Overview
 - 9.19.5 Fliggy Recent Developments
- 9.20 Lushu (Beijing) Technology
 - 9.20.1 Lushu (Beijing) Technology Basic Information
 - 9.20.2 Lushu (Beijing) Technology Personalized Tour Product Overview
 - 9.20.3 Lushu (Beijing) Technology Personalized Tour Product Market Performance
 - 9.20.4 Lushu (Beijing) Technology Business Overview
 - 9.20.5 Lushu (Beijing) Technology Recent Developments
- 9.21 6renyou
 - 9.21.1 6renyou Basic Information

- 9.21.2 6renyou Personalized Tour Product Overview
- 9.21.3 6renyou Personalized Tour Product Market Performance
- 9.21.4 6renyou Business Overview
- 9.21.5 6renyou Recent Developments
- 9.22 Mioji
 - 9.22.1 Mioji Basic Information
 - 9.22.2 Mioji Personalized Tour Product Overview
 - 9.22.3 Mioji Personalized Tour Product Market Performance
 - 9.22.4 Mioji Business Overview
 - 9.22.5 Mioji Recent Developments
- 9.23 Yue He
 - 9.23.1 Yue He Basic Information
 - 9.23.2 Yue He Personalized Tour Product Overview
 - 9.23.3 Yue He Personalized Tour Product Market Performance
 - 9.23.4 Yue He Business Overview
 - 9.23.5 Yue He Recent Developments
- 9.24 Maitu International Travel
 - 9.24.1 Maitu International Travel Basic Information
 - 9.24.2 Maitu International Travel Personalized Tour Product Overview
 - 9.24.3 Maitu International Travel Personalized Tour Product Market Performance
 - 9.24.4 Maitu International Travel Business Overview
 - 9.24.5 Maitu International Travel Recent Developments
- 9.25 Lavion
 - 9.25.1 Lavion Basic Information
 - 9.25.2 Lavion Personalized Tour Product Overview
 - 9.25.3 Lavion Personalized Tour Product Market Performance
 - 9.25.4 Lavion Business Overview
 - 9.25.5 Lavion Recent Developments
- 9.26 Chengdu News Travel Agency Co., Ltd.
 - 9.26.1 Chengdu News Travel Agency Co., Ltd. Basic Information
 - 9.26.2 Chengdu News Travel Agency Co., Ltd. Personalized Tour Product Overview
 - 9.26.3 Chengdu News Travel Agency Co., Ltd. Personalized Tour Product Market Performance
 - 9.26.4 Chengdu News Travel Agency Co., Ltd. Business Overview
 - 9.26.5 Chengdu News Travel Agency Co., Ltd. Recent Developments

10 PERSONALIZED TOUR MARKET FORECAST BY REGION

10.1 Global Personalized Tour Market Size Forecast

10.2 Global Personalized Tour Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Personalized Tour Market Size Forecast by Country

10.2.3 Asia Pacific Personalized Tour Market Size Forecast by Region

10.2.4 South America Personalized Tour Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Personalized Tour by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global Personalized Tour Market Forecast by Type (2026-2035)

11.1.1 Global Personalized Tour Market Size Forecast by Type (2026-2035)

11.2 Global Personalized Tour Market Forecast by Application (2026-2035)

11.2.1 Global Personalized Tour Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Personalized Tour Market Size by Type (M USD)
- Table 4. Global Personalized Tour Market Size by Application
- Table 5. Personalized Tour Market Size Comparison by Region (M USD)
- Table 6. Global Personalized Tour Revenue (M USD) by Company (2020-2025)
- Table 7. Global Personalized Tour Revenue Share by Company (2020-2025)
- Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Personalized Tour as of 2025)
- Table 9. Headquarters, Areas Served, and Product Types of Major Players
- Table 10. Product Type of Major Players
- Table 11. Global Personalized Tour Company Market Concentration Ratio (CR5 and HHI)
- Table 12. Mergers & Acquisitions, Expansion Plans
- Table 13. Midstream Market Analysis
- Table 14. Downstream Customer Analysis
- Table 15. Key Development Trends
- Table 16. Driving Factors
- Table 17. Personalized Tour Market Challenges
- Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 21. Global Personalized Tour Market Size by Type (M USD)
- Table 22. Global Personalized Tour Market Size (M USD) by Type (2020-2025)
- Table 23. Global Personalized Tour Market Share by Type (2020-2025)
- Table 24. Global Personalized Tour Market Size Growth Rate by Type (2021-2025)
- Table 25. Global Personalized Tour Market Size by Application
- Table 26. Global Personalized Tour Market Size by Application (2020-2025) & (M USD)
- Table 27. Global Personalized Tour Market Share by Application (2020-2025)
- Table 28. Global Personalized Tour Market Size Growth Rate by Application (2021-2025)
- Table 29. Global Personalized Tour Market Size by Region (2020-2025) & (M USD)
- Table 30. Global Personalized Tour Market Size Market Share by Region (2020-2025)
- Table 31. North America Personalized Tour Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Personalized Tour Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Personalized Tour Market Size by Region (2020-2025) & (M USD)

Table 34. South America Personalized Tour Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Personalized Tour Market Size by Region (2020-2025) & (M USD)

Table 36. Abercrombie and Kent Basic Information

Table 37. Abercrombie and Kent Personalized Tour Product Overview

Table 38. Abercrombie and Kent Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Abercrombie and Kent SWOT Analysis

Table 40. Abercrombie and Kent Business Overview

Table 41. Abercrombie and Kent Recent Developments

Table 42. KUONI Basic Information

Table 43. KUONI Personalized Tour Product Overview

Table 44. KUONI Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)

Table 45. KUONI SWOT Analysis

Table 46. KUONI Business Overview

Table 47. KUONI Recent Developments

Table 48. XO Private Basic Information

Table 49. XO Private Personalized Tour Product Overview

Table 50. XO Private Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)

Table 51. XO Private SWOT Analysis

Table 52. XO Private Business Overview

Table 53. XO Private Recent Developments

Table 54. Absolute Travel Basic Information

Table 55. Absolute Travel Personalized Tour Product Overview

Table 56. Absolute Travel Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Absolute Travel Business Overview

Table 58. Absolute Travel Recent Developments

Table 59. Scott Dunn Basic Information

Table 60. Scott Dunn Personalized Tour Product Overview

Table 61. Scott Dunn Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)

Table 62. Scott Dunn Business Overview

Table 63. Scott Dunn Recent Developments

- Table 64. Zicasso Basic Information
- Table 65. Zicasso Personalized Tour Product Overview
- Table 66. Zicasso Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 67. Zicasso Business Overview
- Table 68. Zicasso Recent Developments
- Table 69. Black Tomato Basic Information
- Table 70. Black Tomato Personalized Tour Product Overview
- Table 71. Black Tomato Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 72. Black Tomato Business Overview
- Table 73. Black Tomato Recent Developments
- Table 74. Virtuoso Basic Information
- Table 75. Virtuoso Personalized Tour Product Overview
- Table 76. Virtuoso Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 77. Virtuoso Business Overview
- Table 78. Virtuoso Recent Developments
- Table 79. Aiguemarine Basic Information
- Table 80. Aiguemarine Personalized Tour Product Overview
- Table 81. Aiguemarine Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 82. Aiguemarine Business Overview
- Table 83. Aiguemarine Recent Developments
- Table 84. Oscar Tours Basic Information
- Table 85. Oscar Tours Personalized Tour Product Overview
- Table 86. Oscar Tours Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 87. Oscar Tours Business Overview
- Table 88. Oscar Tours Recent Developments
- Table 89. Zhonghang Guolv Basic Information
- Table 90. Zhonghang Guolv Personalized Tour Product Overview
- Table 91. Zhonghang Guolv Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 92. Zhonghang Guolv Business Overview
- Table 93. Zhonghang Guolv Recent Developments
- Table 94. HHTRAVEL LTD Basic Information
- Table 95. HHTRAVEL LTD Personalized Tour Product Overview
- Table 96. HHTRAVEL LTD Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 97. HHTRAVEL LTD Business Overview

- Table 98. HHTRAVEL LTD Recent Developments
- Table 99. Tongcheng Tourism Basic Information
- Table 100. Tongcheng Tourism Personalized Tour Product Overview
- Table 101. Tongcheng Tourism Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 102. Tongcheng Tourism Business Overview
- Table 103. Tongcheng Tourism Recent Developments
- Table 104. Uthing Basic Information
- Table 105. Uthing Personalized Tour Product Overview
- Table 106. Uthing Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 107. Uthing Business Overview
- Table 108. Uthing Recent Developments
- Table 109. Sparkle Tour Basic Information
- Table 110. Sparkle Tour Personalized Tour Product Overview
- Table 111. Sparkle Tour Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 112. Sparkle Tour Business Overview
- Table 113. Sparkle Tour Recent Developments
- Table 114. Zhinanmao Network Technology Basic Information
- Table 115. Zhinanmao Network Technology Personalized Tour Product Overview
- Table 116. Zhinanmao Network Technology Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 117. Zhinanmao Network Technology Business Overview
- Table 118. Zhinanmao Network Technology Recent Developments
- Table 119. Magic Orange Network Technology Basic Information
- Table 120. Magic Orange Network Technology Personalized Tour Product Overview
- Table 121. Magic Orange Network Technology Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 122. Magic Orange Network Technology Business Overview
- Table 123. Magic Orange Network Technology Recent Developments
- Table 124. Suzhiyun Travel Agency Basic Information
- Table 125. Suzhiyun Travel Agency Personalized Tour Product Overview
- Table 126. Suzhiyun Travel Agency Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 127. Suzhiyun Travel Agency Business Overview
- Table 128. Suzhiyun Travel Agency Recent Developments
- Table 129. Fliggy Basic Information
- Table 130. Fliggy Personalized Tour Product Overview
- Table 131. Fliggy Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)

- Table 132. Fliggy Business Overview
- Table 133. Fliggy Recent Developments
- Table 134. Lushu (Beijing) Technology Basic Information
- Table 135. Lushu (Beijing) Technology Personalized Tour Product Overview
- Table 136. Lushu (Beijing) Technology Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 137. Lushu (Beijing) Technology Business Overview
- Table 138. Lushu (Beijing) Technology Recent Developments
- Table 139. 6renyou Basic Information
- Table 140. 6renyou Personalized Tour Product Overview
- Table 141. 6renyou Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 142. 6renyou Business Overview
- Table 143. 6renyou Recent Developments
- Table 144. Mioji Basic Information
- Table 145. Mioji Personalized Tour Product Overview
- Table 146. Mioji Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 147. Mioji Business Overview
- Table 148. Mioji Recent Developments
- Table 149. Yue He Basic Information
- Table 150. Yue He Personalized Tour Product Overview
- Table 151. Yue He Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 152. Yue He Business Overview
- Table 153. Yue He Recent Developments
- Table 154. Maitu International Travel Basic Information
- Table 155. Maitu International Travel Personalized Tour Product Overview
- Table 156. Maitu International Travel Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 157. Maitu International Travel Business Overview
- Table 158. Maitu International Travel Recent Developments
- Table 159. Lavion Basic Information
- Table 160. Lavion Personalized Tour Product Overview
- Table 161. Lavion Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)
- Table 162. Lavion Business Overview
- Table 163. Lavion Recent Developments
- Table 164. Chengdu News Travel Agency Co., Ltd. Basic Information
- Table 165. Chengdu News Travel Agency Co., Ltd. Personalized Tour Product Overview

Table 166. Chengdu News Travel Agency Co., Ltd. Personalized Tour Revenue (M USD) and Gross Margin (2020-2025)

Table 167. Chengdu News Travel Agency Co., Ltd. Business Overview

Table 168. Chengdu News Travel Agency Co., Ltd. Recent Developments

Table 169. Global Personalized Tour Market Size Forecast by Region (2026-2035) & (M USD)

Table 170. North America Personalized Tour Market Size Forecast by Country (2026-2035) & (M USD)

Table 171. Europe Personalized Tour Market Size Forecast by Country (2026-2035) & (M USD)

Table 172. Asia Pacific Personalized Tour Market Size Forecast by Region (2026-2035) & (M USD)

Table 173. South America Personalized Tour Market Size Forecast by Country (2026-2035) & (M USD)

Table 174. Middle East and Africa Personalized Tour Market Size Forecast by Country (2026-2035) & (M USD)

Table 175. Global Personalized Tour Market Size Forecast by Type (2026-2035) & (M USD)

Table 176. Global Personalized Tour Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Personalized Tour
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Personalized Tour Market Size (M USD), 2025-2035
- Figure 5. Global Personalized Tour Market Size (M USD) (2020-2035)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Personalized Tour Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Personalized Tour Product Life Cycle
- Figure 12. Global Personalized Tour Revenue Share by Company in 2025
- Figure 13. Personalized Tour Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Personalized Tour Revenue in 2025
- Figure 15. Value Chain Map of Personalized Tour
- Figure 16. Global Personalized Tour Market PEST Analysis
- Figure 17. Global Personalized Tour Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Personalized Tour Market Share by Type
- Figure 20. Market Share of Personalized Tour by Type (2020-2025)
- Figure 21. Global Personalized Tour Market Size Growth Rate by Type (2021-2025)
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Personalized Tour Market Share by Application
- Figure 24. Global Personalized Tour Market Share by Application (2020-2025)
- Figure 25. Global Personalized Tour Market Share by Application in 2024
- Figure 26. Global Personalized Tour Market Size Growth Rate by Application (2021-2025)
- Figure 27. Global Personalized Tour Market Size Market Share by Region (2020-2025)
- Figure 28. North America Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 29. North America Personalized Tour Market Size Market Share by Country in 2024
- Figure 30. U.S. Personalized Tour Market Size and Growth Rate (2020-2025) & (M

USD)

Figure 31. Canada Personalized Tour Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Personalized Tour Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Personalized Tour Market Share by Country in 2024

Figure 35. Germany Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Personalized Tour Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Personalized Tour Market Size Market Share by Region in 2024

Figure 42. China Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Personalized Tour Market Size and Growth Rate (M USD)

Figure 48. South America Personalized Tour Market Size Market Share by Country in 2024

Figure 49. Brazil Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Personalized Tour Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Personalized Tour Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Personalized Tour Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Personalized Tour Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Personalized Tour Market Share Forecast by Type (2026-2035)

Figure 61. Global Personalized Tour Market Share Forecast by Application (2026-2035)

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