

Global Information Tourism Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Information Tourism Service market size is expected to reach \$ 7236 million by 2032, rising at a market growth of 10.0% CAGR during the forecast period (2026-2032).

Information tourism services refer to a comprehensive category of services in the tourism industry that utilize information technologies?such as the Internet, mobile communications, cloud computing, big data, the Internet of Things (IoT), GIS, artificial intelligence (AI), and digital payments?to digitally transform and provide online services for various operational links. These links include tourism resource management, visitor services, scenic area management, marketing and promotion, ticketing and reservations, transportation and accommodation, guided tours, complaint handling, and operational oversight. The scope encompasses tourist-facing features like online booking, electronic tickets, smart tour guides, online customer support, itinerary recommendations, hotel and transport reservations, mobile payments, and information inquiries; it also includes functions for scenic areas, travel agencies, hotels, and cultural and tourism authorities, such as visitor flow monitoring, ticketing management, marketing analysis, emergency dispatch, visitor profiling, service evaluation, and industry regulation. The core objective is to enhance service convenience, management efficiency, and the visitor experience, thereby driving the tourism industry's transition from traditional offline services to digital, networked, and intelligent service models.

The upstream segment of the Information tourism service industry chain primarily includes tourism resource data, scenic area infrastructure data, hotel and transport data, OTA order data, ticketing systems, electronic payment solutions, map navigation, GIS positioning, cloud computing, databases, IoT devices, visitor flow monitoring equipment, smart tour guide terminals, AI recommendation algorithms, marketing tools,

and data security technologies. The midstream consists of IT-enabled tourism service providers that offer platform-based services?such as online ticketing, electronic tickets, reservation-based entry, smart guides, online customer support, visitor profiling, precision marketing, flow monitoring, complaint handling, operations management, data analysis, emergency dispatch, and industry regulation?to scenic areas, travel agencies, hotels, cultural and tourism groups, and government authorities. Downstream clients include tourists, scenic areas, travel agencies, hotels, homestays, transport operators, cultural and tourism bureaus, tourism groups, commercial districts, cultural-tourism complexes, and OTA platforms; their core needs are to improve the visitor service experience, boost operational efficiency, reduce manual management costs, enhance marketing conversion capabilities, and achieve digital management of tourism resources. The gross profit margin for Information tourism services is approximately 53%.

The core value of Information tourism services lies in enhancing the visitor experience and improving service efficiency. Traditional tourism services rely on offline ticketing, manual inquiries, paper guides, and on-site queuing; consequently, tourists often face issues such as a lack of transparent information and long wait times during itinerary planning, ticket purchasing, entry verification, route selection, parking, dining, and post-visit feedback or complaint resolution. By leveraging online booking, electronic ticketing, time-slot reservations, smart guides, online customer support, mobile payments, and real-time information updates, IT-enabled services shift the service experience to mobile devices and online platforms. This allows tourists to more conveniently handle the entire journey?from searching and booking to touring, purchasing, and reviewing?thereby elevating the visitor experience and increasing the service capacity of scenic areas.

Information tourism services are evolving from simple 'online tools' into comprehensive 'scenic area operation and management systems.' Early tourism IT initiatives primarily addressed issues like online ticket sales, official website displays, and basic guidance, focusing on isolated functional features. Today, scenic areas and cultural tourism enterprises prioritize integrated capabilities such as visitor flow monitoring, equipment management, marketing conversion, visitor profiling, consumption analysis, complaint handling, emergency dispatch, and operational reporting. A platform that offers only electronic ticketing provides limited value; however, one that integrates ticketing, guidance, visitor flow management, merchant services, membership systems, marketing, and data analytics can help scenic areas boost revenue, optimize visitor flow, reduce labor costs, and improve operational efficiency across both off-peak and peak seasons.

While the industry offers significant growth potential, the focus of competition is shifting toward data capabilities and sustained operational excellence. Driven by the development of smart scenic areas, holistic tourism (all-for-one tourism), the integration of culture and tourism, and digital consumption, the demand for IT-enabled tourism services continues to rise. There is particularly strong demand among large and medium-sized scenic areas, cultural tourism groups, urban tourism platforms, and destination operators for unified platforms and data-driven decision-making. However, success in this industry cannot rely solely on the initial system implementation; ongoing data updates, platform maintenance, marketing operations, visitor services, and emergency management are equally critical. To evolve from ordinary IT vendors into comprehensive digital operation service providers for the cultural tourism sector, competitive enterprises must possess capabilities spanning software platforms, data analytics, content operations, deep understanding of scenic area business processes, and system integration.

This report studies the global Information Tourism Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Information Tourism Service, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Information Tourism Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Information Tourism Service total market, 2021-2032, (USD Million)

Global Information Tourism Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Information Tourism Service total market, key domestic companies, and share, (USD Million)

Global Information Tourism Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Information Tourism Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Information Tourism Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Information Tourism Service market based on the following parameters - company overview, revenue, gross margin, product

portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Amadeus, Booking.com, Travelport, TUI Group, Expedia Group, Tripadvisor, Airbnb, Sabre, Trip.com Group, Meituan, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Information Tourism Service market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Information Tourism Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Information Tourism Service Market, Segmentation by Type:

Cloud-Based

On-Premises

Global Information Tourism Service Market, Segmentation by Scope of Data Ingestion:

Single Data Source Platform (Integrating 8 Types of Data Sources)

Global Information Tourism Service Market, Segmentation by Level of Intelligence:

Basic IT Services

Digital Operations Services

Smart Services

Global Information Tourism Service Market, Segmentation by Application:

Individual

Group

Others

Companies Profiled:

Amadeus

Booking.com

Travelport

TUI Group

Expedia Group

Tripadvisor

Airbnb

Sabre

Trip.com Group

Meituan

Tongcheng Travel

Mafengwo

Zhejiang Sendinfo Technology

Tencent Cloud

Rakuten Travel

Jalan

JTB

NAVITIME JAPAN

KDDI

JTB Tourism Research & Consulting

Key Questions Answered

1. How big is the global Information Tourism Service market?
2. What is the demand of the global Information Tourism Service market?
3. What is the year over year growth of the global Information Tourism Service market?
4. What is the total value of the global Information Tourism Service market?
5. Who are the Major Players in the global Information Tourism Service market?
6. What are the growth factors driving the market demand?

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