

Global Scenic Spot Development and Management Service Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Scenic Spot Development and Management Service market size is expected to reach \$ 6921 million by 2032, rising at a market growth of 8.0% CAGR during the forecast period (2026-2032).

Scenic spot development and management services refer to professional services that provide all-round support for the planning, construction, operation and maintenance of tourist attractions. The services cover scenic spot resource assessment, project planning, infrastructure construction, visitor management, marketing, environmental protection and other aspects, aiming to enhance the sustainable development capacity and economic benefits of scenic spots. Through scientific development and refined management, we ensure the rational use of scenic spot resources, enhance the visitor experience, and promote the coordinated development of local economy, culture and ecology.

The value chain of scenic area development and management services typically includes multiple stages: resource acquisition and planning and design, infrastructure construction and investment, on-site operation and management, supporting commercial development, marketing and distribution channels, and tourist services. The upstream segment involves the revitalization of scenic resources, overall planning and design, environmental assessment, and infrastructure construction contractors, responsible for scenic area positioning, route planning, and transportation and public facilities construction. The midstream segment comprises scenic area operators and managers, including daily operations, safety assurance, facility maintenance, ticketing systems, and brand promotion, forming the core of the entire chain. The downstream segment encompasses catering and accommodation, cultural performances, tourism e-

commerce platforms, related derivative products, and experiential activities, directly creating consumption scenarios and revenue for tourists. The entire value chain involves both traditional tourism services and the integration of digital ticketing, cultural tourism products, and secondary consumption projects, driving the transformation of scenic areas from a 'ticket economy' to a 'tourism experience economy.' The gross profit margin of the main business of scenic areas (such as tickets, guided tours, safety, and facility services) typically fluctuates between 20% and 70%, depending on the type of scenic area and the services offered: for example, high-value-added facilities such as cable cars can have gross profit margins of 43%–89%, core scenic area services have a gross profit margin of approximately 35%–70%, while supporting services such as those provided by travel agencies have a lower gross profit margin of only about 5%–10%. Overall, scenic area development and management services have significant profit margins and growth potential by strengthening operational efficiency, increasing derivative consumption, and optimizing resource utilization.

The key to the success of scenic spot development and management services lies in achieving a balance between resource protection and commercial development. Scientific planning and sustainable development concepts should be integrated throughout the entire scenic spot development process to ensure that natural resources and cultural heritage are effectively protected while enhancing the scenic spot's attractiveness and tourist experience. In addition, the application of smart tourism technologies, such as big data analysis, smart guides, and tourist behavior monitoring, can also help optimize scenic spot management and services and improve operational efficiency. However, the over-commercialization of scenic spots and environmental pressures remain challenges, and it is necessary to focus on ecological protection and community interests during the development process to ensure the long-term and healthy development of scenic spots.

This report studies the global Scenic Spot Development and Management Service demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Scenic Spot Development and Management 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 Scenic Spot Development and Management Service that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Scenic Spot Development and Management Service total market, 2021-2032, (USD Million)

Global Scenic Spot Development and Management Service total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Scenic Spot Development and Management Service total market, key domestic companies, and share, (USD Million)

Global Scenic Spot Development and Management Service revenue by player, revenue and market share 2021-2026, (USD Million)

Global Scenic Spot Development and Management Service total market by Type, CAGR, 2021-2032, (USD Million)

Global Scenic Spot Development and Management Service total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Scenic Spot Development and Management 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 International Theme Park Services, China Tourism Group, Chimelong Group, Songcheng Group, The Producers Group, Fosun Tourism Group, Guilin Tourism Corporation, Merlin Entertainments, The Walt Disney Company, Parques Reunidos, 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 Scenic Spot Development and Management 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 Scenic Spot Development and Management Service Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Scenic Spot Development and Management Service Market, Segmentation by Type:

All-Season Operation Service

Seasonal Operation Service

Others

Global Scenic Spot Development and Management Service Market, Segmentation by Participation Phase:

Early-Stage Development Type

Construction Phase Management Type

Operation Phase Management Type

Full Life Cycle Management Type

Global Scenic Spot Development and Management Service Market, Segmentation by Digitalization Level:

Traditional Management Services

Smart Scenic Area Management Service

Data-Driven Operational Services

Global Scenic Spot Development and Management Service Market, Segmentation by Application:

Paid Scenic Spots

Free Scenic Spots

Companies Profiled:

International Theme Park Services

China Tourism Group

Chimelong Group

Songcheng Group

The Producers Group

Fosun Tourism Group

Guilin Tourism Corporation

Merlin Entertainments

The Walt Disney Company

Parques Reunidos

Key Questions Answered

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

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