

AI in Tourism Market Size, Share & Trends Analysis Report By Offering (Solution, Services), By End Use (Transportation & Mobility Services, Travel Technology Platforms & Solution Providers), By Region, And Segment Forecasts, 2025 - 2030

<https://marketpublishers.com/r/AE9334839C51EN.html>

Date: April 2025

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: AE9334839C51EN

Abstracts

This report can be delivered to the clients within 3 Business days

AI in Tourism Market Size & Trends

The global AI in tourism market size was estimated at USD 3,373.0 million in 2024 and is projected to grow at a CAGR of 26.7% from 2025 to 2030. Travel and tourism platforms are increasingly using artificial intelligence to offer real-time recommendations that reflect each traveler's specific interests. These systems analyze large volumes of data such as search history, location, and behavior patterns to provide suggestions that align closely with individual preferences.

This level of customization not only improves user satisfaction but also increases engagement and conversion rates for travel providers. As AI adoption deepens across the industry, such personalized experiences are likely to become a fundamental part of tourism platforms. Companies are developing AI-powered assistants that provide real-time, personalized travel information and support local digital transformation efforts. For instance, in December 2024, Wipro, in collaboration with SIAM.AI, an AI infrastructure and services provider in Thailand, and using NVIDIA Corporation's AI platform, developed Sukjai, an AI-powered assistant for the Tourism Authority of Thailand, to offer real-time, personalized travel information and support. This initiative supports Thailand's sovereign AI goals and enhances the tourist experience through multilingual, responsible AI-driven services.

Companies are increasingly utilizing big data and AI analytics to improve the quality and efficiency of tourism services. These tools enable real-time updates that assist both travelers and service providers in making informed decisions. AI-driven predictive maintenance ensures that transportation systems operate without unexpected breakdowns, enhancing reliability. In addition, advanced logistics optimization helps reduce delays and streamline operations, contributing to a more seamless travel experience. For instance, in February 2024, as a part of Huawei's initiatives unveiled at MWC Barcelona 2024, the company introduced four new ICT solutions focused on transforming transportation with intelligent technologies. Collaborations with entities such as Tianjin Port Group and Cote d'Ivoire's Ministry of Transport reflect the use of AI, big data, and 5G to optimize infrastructure, improve real-time operational visibility, and enhance passenger safety. These partnerships show how companies are using data-driven systems for predictive maintenance, real-time service updates, and logistics optimization. Such advancements are directly connected to efforts to improve the efficiency and quality of tourism-related transportation services.

Companies are increasingly adopting AI systems to strengthen safety measures across tourism services. These systems can deliver real-time alerts that notify tourists about weather disruptions, transportation delays, or crowd surges at popular attractions. Emergency guidance is being integrated into apps and platforms, helping travelers navigate crises or unfamiliar environments more confidently. Location-based AI features are also enabling situational awareness by analyzing environmental and social data. This ensures tourists receive timely instructions based on their specific context. Such safety-focused AI tools are becoming essential for building trust and confidence among global travelers.

Global Artificial Intelligence in Tourism Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global artificial intelligence in tourism market report based on offering, end use, and region.

Offering Outlook (Revenue, USD Million, 2018 - 2030)

Solution

Services

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Transportation & Mobility Services

Travel Technology Platforms & Solution Providers

Accommodation & Hospitality Providers

Tourism Experience & Attraction Operators

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

Japan

India

Australia

South Korea

Latin America

Brazil

Middle East & Africa (MEA)

KSA

UAE

South Africa

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Insights
- 2.2. Segmental Outlook
- 2.3. Competitive Outlook

CHAPTER 3. ARTIFICIAL INTELLIGENCE IN TOURISM MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Global Artificial Intelligence in Tourism Market Outlook
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Industry Challenges
- 3.4. Porter's Five Forces Analysis
 - 3.4.1. Supplier Power
 - 3.4.2. Buyer Power
 - 3.4.3. Substitution Threat
 - 3.4.4. Threat from New Entrant
 - 3.4.5. Competitive Rivalry
- 3.5. PESTEL Analysis
 - 3.5.1. Political Landscape

- 3.5.2. Economic Landscape
- 3.5.3. Social Landscape
- 3.5.4. Technological Landscape
- 3.5.5. Environmental Landscape
- 3.5.6. Legal Landscape

CHAPTER 4. ARTIFICIAL INTELLIGENCE IN TOURISM MARKET: OFFERING ESTIMATES & FORECASTS

- 4.1. Artificial Intelligence in Tourism Market: Offering Movement Analysis, 2024 & 2030
 - 4.1.1. Solution
 - 4.1.1.1. Solution Market estimates and forecast, 2018 - 2030 (USD Million)
 - 4.1.2. Services
 - 4.1.2.1. Services Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 5. ARTIFICIAL INTELLIGENCE IN TOURISM MARKET: END USE ESTIMATES & FORECASTS

- 5.1. Artificial Intelligence in Tourism Market: End Use Movement Analysis, 2024 & 2030
 - 5.1.1. Transportation & Mobility Services
 - 5.1.1.1. Transportation & Mobility Services Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.1.2. Travel Technology Platforms & Solution Providers
 - 5.1.2.1. Travel Technology Platforms & Solution Providers Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.1.3. Accommodation & Hospitality Providers
 - 5.1.3.1. Accommodation & Hospitality Providers Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.1.4. Tourism Experience & Attraction Operators
 - 5.1.4.1. Tourism Experience & Attraction Operators Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. ARTIFICIAL INTELLIGENCE IN TOURISM MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 6.1. Artificial Intelligence in Tourism Market Share, By Region, 2024 & 2030 (USD Million)
- 6.2. North America
 - 6.2.1. North America Artificial Intelligence in Tourism Market Estimates and Forecasts,

2018 - 2030 (USD Million)

6.2.1.1. North America Artificial Intelligence in Tourism Market Estimates and Forecasts, by Country, 2018 - 2030 (USD Million)

6.2.1.2. North America Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.2.1.3. North America Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.2.2. U.S.

6.2.2.1. U.S. Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.2.2.2. U.S. Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.2.2.3. U.S. Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.2.3. Canada

6.2.3.1. Canada Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.2.3.2. Canada Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.2.3.3. Canada Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.2.4. Mexico

6.2.4.1. Mexico Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.2.4.2. Mexico Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.2.4.3. Mexico Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.3. Europe

6.3.1. Europe Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.3.1.1. Europe Artificial Intelligence in Tourism Market Estimates and Forecasts, by Country, 2018 - 2030 (USD Million)

6.3.1.2. Europe Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.3.1.3. Europe Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.3.2. UK

6.3.2.1. UK Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 -

2030 (USD Million)

6.3.2.2. UK Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.3.2.3. UK Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.3.3. Germany

6.3.3.1. Germany Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.3.3.2. Germany Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.3.3.3. Germany Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.3.4. France

6.3.4.1. France Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.3.4.2. France Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.3.4.3. France Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.4. Asia Pacific

6.4.1. Asia Pacific Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.1.1. Asia Pacific Artificial Intelligence in Tourism Market Estimates and Forecasts, by Country, 2018 - 2030 (USD Million)

6.4.1.2. Asia Pacific Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.4.1.3. Asia Pacific Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.4.2. China

6.4.2.1. China Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.2.2. China Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.4.2.3. China Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.4.3. Japan

6.4.3.1. Japan Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.3.2. Japan Artificial Intelligence in Tourism Market Estimates and Forecasts, by

Offering, 2018 - 2030 (USD Million)

6.4.3.3. Japan Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.4.4. India

6.4.4.1. India Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.4.2. India Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.4.4.3. India Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.4.5. Australia

6.4.5.1. Australia Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.5.2. Australia Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.4.5.3. Australia Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.4.6. South Korea

6.4.6.1. South Korea Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.4.6.2. South Korea Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.4.6.3. South Korea Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.5. Latin America

6.5.1. Latin America Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.5.1.1. Latin America Artificial Intelligence in Tourism Market Estimates and Forecasts, by Country, 2018 - 2030 (USD Million)

6.5.1.2. Latin America Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.5.1.3. Latin America Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.5.2. Brazil

6.5.2.1. Brazil Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.5.2.2. Brazil Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.5.2.3. Brazil Artificial Intelligence in Tourism Market Estimates and Forecasts, by

End Use, 2018 - 2030 (USD Million)

6.6. Middle East and Africa

6.6.1. Middle East and Africa Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6.1.1. Middle East and Africa Artificial Intelligence in Tourism Market Estimates and Forecasts, by Country, 2018 - 2030 (USD Million)

6.6.1.2. Middle East and Africa Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering , 2018 - 2030 (USD Million)

6.6.1.3. Middle East and Africa Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.6.2. KSA

6.6.2.1. KSA Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6.2.2. KSA Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.6.2.3. KSA Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.6.3. UAE

6.6.3.1. UAE Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6.3.2. UAE Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.6.3.3. UAE Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

6.6.4. South Africa

6.6.4.1. South Africa Artificial Intelligence in Tourism Market Estimates and Forecasts, 2018 - 2030 (USD Million)

6.6.4.2. South Africa Artificial Intelligence in Tourism Market Estimates and Forecasts, by Offering, 2018 - 2030 (USD Million)

6.6.4.3. South Africa Artificial Intelligence in Tourism Market Estimates and Forecasts, by End Use, 2018 - 2030 (USD Million)

CHAPTER 7. COMPETITIVE LANDSCAPE

7.1. Recent Developments & Impact Analysis, By Key Market Participants

7.2. Vendor Landscape

7.2.1. Company categorization

7.2.2. List of Key Distributors and channel Partners

7.2.3. List of Potential Customers/Listing

7.3. Competitive Dynamics

7.3.1. Competitive Benchmarking

7.3.2. Strategy Mapping

7.3.3. Heat Map Analysis

7.4. Company Profiles/Listing

7.4.1. Apple Inc.

7.4.1.1. Participant's overview

7.4.1.2. Financial performance

7.4.1.3. End Use benchmarking

7.4.1.4. Strategic initiatives

7.4.2. Amazon Web Services, Inc. (AWS)

7.4.2.1. Participant's overview

7.4.2.2. Financial performance

7.4.2.3. End Use benchmarking

7.4.2.4. Strategic initiatives

7.4.3. Appier Inc.

7.4.3.1. Participant's overview

7.4.3.2. Financial performance

7.4.3.3. End Use benchmarking

7.4.3.4. Strategic initiatives

7.4.4. Huawei Technologies Co., Ltd.

7.4.4.1. Participant's overview

7.4.4.2. Financial performance

7.4.4.3. End Use benchmarking

7.4.4.4. Strategic initiatives

7.4.5. IBM Corporation

7.4.5.1. Participant's overview

7.4.5.2. Financial performance

7.4.5.3. End Use benchmarking

7.4.5.4. Strategic initiatives

7.4.6. Microsoft

7.4.6.1. Participant's overview

7.4.6.2. Financial performance

7.4.6.3. End Use benchmarking

7.4.6.4. Strategic initiatives

7.4.7. NVIDIA Corporation

7.4.7.1. Participant's overview

7.4.7.2. Financial performance

7.4.7.3. End Use benchmarking

- 7.4.7.4. Strategic initiatives
- 7.4.8. Sabre Corporation
 - 7.4.8.1. Participant's overview
 - 7.4.8.2. Financial performance
 - 7.4.8.3. End Use benchmarking
 - 7.4.8.4. Strategic initiatives
- 7.4.9. Salesforce, Inc.
 - 7.4.9.1. Participant's overview
 - 7.4.9.2. Financial performance
 - 7.4.9.3. End Use benchmarking
 - 7.4.9.4. Strategic initiatives
- 7.4.10. SAS Institute Inc.
 - 7.4.10.1. Participant's overview
 - 7.4.10.2. Financial performance
 - 7.4.10.3. End Use benchmarking
 - 7.4.10.4. Strategic initiatives
- 7.4.11. Snowflake Inc.
 - 7.4.11.1. Participant's overview
 - 7.4.11.2. Financial performance
 - 7.4.11.3. End Use benchmarking
 - 7.4.11.4. Strategic initiatives

I would like to order

Product name: AI in Tourism Market Size, Share & Trends Analysis Report By Offering (Solution, Services), By End Use (Transportation & Mobility Services, Travel Technology Platforms & Solution Providers), By Region, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/AE9334839C51EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AE9334839C51EN.html>