

China Heritage Tourism Market Size, Share & Trends Analysis Report By Type (Cultural Heritage, Natural Heritage, Intangible Heritage), By Age Group (30 And Under, 31 - 50, 51 - 70), By Booking Mode (Offline, Online), And Segment Forecasts, 2025 - 2033

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Abstracts

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China Heritage Tourism Market Summary

The China heritage tourism market size was estimated at USD 85.52 billion in 2024, and is projected to reach USD 129.88 billion by 2033, growing at a CAGR of 4.9% from 2025 to 2033. The market growth is attributed to the deep sense of cultural heritage, robust government initiatives, and growing global demand for authentic cultural experiences.

Both domestic and international tourists are increasingly captivated by China's vast array of historical landmarks, including the Great Wall, the Forbidden City, the Terracotta Warriors of Xi'an, and the ancient water towns of Jiangnan. Recognizing the strategic importance of cultural tourism, the Chinese government has prioritized the preservation and revitalization of historical sites while investing heavily in infrastructure, digital integration, and multilingual services to enhance visitor access and engagement.

The China heritage tourism market is also driven by rising domestic income levels, increasing interest in cultural identity, and strong government support for preserving and promoting historical sites. Rapid urbanization has fueled nostalgia and demand for traditional experiences. Digital platforms and smart tourism technologies also make heritage sites more accessible and engaging. Additionally, policies such as the Belt and

Road Initiative encourage cultural tourism as a soft power tool.

China's heritage tourism market is propelled by a growing middle class income which seek for unique and meaningful travel experience especially rooted in history. Similarly, educational initiatives and school curricula that emphasize cultural heritage foster early interest in traditional tourist sites. Improved transportation infrastructure enhances access to remote historical destinations. Furthermore, the rise of experiential tourism trends encourages immersive visits to ancient towns, temples, and UNESCO sites.

China Heritage Tourism Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the China heritage tourism market based on type, age group, and booking mode:

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Cultural Heritage

Natural Heritage

Intangible Heritage

Age Group Outlook (Revenue, USD Billion, 2021 - 2033)

30 And Under

31-50

51-70

70 and Above

Booking Mode Outlook (Revenue, USD Billion, 2021 - 2033)

Online

Offline

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