

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

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## Abstracts

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### India Heritage Tourism Market Size & Trends

The India heritage tourism market size was estimated at USD 31.98 billion in 2024 and is projected to reach USD 57.14 billion by 2033, growing at a CAGR of 6.8% from 2025 to 2033. The market is driven by its rich cultural diversity, ancient monuments, and UNESCO World Heritage Sites. Government initiatives like Dekho Apna Desh and improved infrastructure boost domestic and international tourist inflow. Rising global interest in spiritual and experiential travel also fuels demand. Additionally, digital promotion and heritage hotel conversions enhance visitor experiences.

In India, a key trend in heritage tourism is the rising demand for experiential travel, where visitors immerse themselves in local traditions and lifestyles. Activities such as pottery-making in Rajasthan, classical dance workshops in Kerala, and heritage walks through old Delhi or Varanasi offer authentic, hands-on cultural experiences. For instance, pottery workshops are conducted in Rajasthan as a tourist attraction, offering a personalized hands-on experience and hands-on practice to the tourists, aiming to create the timeless art of pottery. This deeper engagement attracts younger travelers and global cultural enthusiasts seeking more than passive sightseeing. The growing influence of social media has also spotlighted India's vibrant festivals and visually striking historical sites, further boosting interest in heritage-rich destinations.

Demographic shifts and sustainable tourism are increasingly shaping India's heritage tourism market. With growing urbanization and a rising middle class, there's a renewed interest in rural heritage and traditional lifestyles as a means of cultural reconnection. Heritage tourism is being used to revive local economies, preserve crafts, and support artisan communities, especially in historically rich yet economically marginalized regions. Sustainability is now central, with travelers seeking eco-conscious experiences, such as staying in heritage homestays, enjoying farm-to-table regional cuisine, and exploring lesser-known cultural sites in a responsible, often luxurious manner that respects both environment and tradition. The Ministry of Tourism established Sustainable Tourism Criteria for India (STCI) and includes niche tourism products or developing additional niche products such as Adventure, Medical Wellness, Golf, Polo, and Eco/ Wildlife/ Caravan Tourism.

## India 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 India heritage tourism market report 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 & Under

31-50

51-70

70 & Above

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

Online

Offline

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