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Global Data-Driven Personalized Travel Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Data-Driven Personalized Travel Service market size is predicted to grow from US$ 3312 million in 2025 to US$ 7562 million in 2032; it is expected to grow at a CAGR of 12.8% from 2026 to 2032.

Data-driven personalized travel services utilize big data, artificial intelligence, and user behavior analytics to comprehensively analyze travelers' preferences, interests, historical travel records, and real-time location data. This analysis provides tailored itinerary planning, attraction recommendations, transportation route optimization, and hotel and dining options. The service emphasizes data-driven approaches, using intelligent algorithms to personalize, dynamically optimize, and precisely match travel experiences. This allows users to enjoy a more efficient, comfortable, and personalized travel experience, while simultaneously improving the operational efficiency and customer satisfaction of service providers.

Downstream industries for data-driven personalized travel services primarily include online travel platforms, travel agencies and customized tour providers, hotel and guesthouse operators, transportation companies (airlines, railways, car rentals), and scenic area and cultural tourism operators. Within these industries, personalized travel services leverage data analysis and algorithmic recommendations to provide users with optimized itineraries, precise product matching, and dynamic pricing strategies, thereby increasing customer satisfaction and repeat purchase rates. Because the service is highly dependent on technology and data capabilities and falls under the category of information and service integration, its gross profit margin is typically high, generally around 53%.

United States market for Data-Driven Personalized Travel Service is estimated to

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increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Data-Driven Personalized Travel Service is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Data-Driven Personalized Travel Service is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Data-Driven Personalized Travel Service players cover Sojern, Dynamic Yield, Viavii, Mindtrip, Desti, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LPI (LP Information)' newest research report, the “Data-Driven Personalized Travel Service Industry Forecast” looks at past sales and reviews total world Data-Driven Personalized Travel Service sales in 2025, providing a comprehensive analysis by region and market sector of projected Data-Driven Personalized Travel Service sales for 2026 through 2032. With Data-Driven Personalized Travel Service sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Data-Driven Personalized Travel Service industry.

This Insight Report provides a comprehensive analysis of the global Data-Driven Personalized Travel Service landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Data-Driven Personalized Travel Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Data-Driven Personalized Travel Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Data-Driven Personalized Travel Service and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Data-Driven

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Personalized Travel Service.

This report presents a comprehensive overview, market shares, and growth opportunities of Data-Driven Personalized Travel Service market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Data-Driven Travel Service

ML-Driven Travel Service

Segmentation by Service Type:

Trip Planning

Restaurant Recommendations

Personalized Recommendations

Segmentation by Scene:

Leisure Travel

Business Travel

Segmentation by Application:

Mass Consumers

Enterprises

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This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia
- Middle East & Africa

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Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Sojern

Dynamic Yield

Viavii

Mindtrip

Desti

MakeMyTrip

Agoda

Oversee

United Airlines

SmartGuide

Travelport

Kayak

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Booking

TCS World Travel

Salt & Wind Travel

Liberty Travel

Recombee

Indagare

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