

# Global Scenic Spot Development and Management Service Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global Scenic Spot Development and Management Service market size is predicted to grow from US\$ 3832 million in 2025 to US\$ 6765 million in 2032; it is expected to grow at a CAGR of 8.5% from 2026 to 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.

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

This Insight Report provides a comprehensive analysis of the global Scenic Spot Development and Management 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 Scenic Spot Development and Management Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Scenic Spot Development and Management Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Scenic Spot Development and Management 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 Scenic Spot Development and Management Service.

This report presents a comprehensive overview, market shares, and growth opportunities of Scenic Spot Development and Management Service market by product type, application, key players and key regions and countries.

#### Segmentation by Type:

All-Season Operation Service

Seasonal Operation Service

Others

#### Segmentation by Participation Phase:

Early-Stage Development Type

Construction Phase Management Type

Operation Phase Management Type

Full Life Cycle Management Type

### Segmentation by Digitalization Level:

Traditional Management Services

Smart Scenic Area Management Service

Data-Driven Operational Services

### Segmentation by Application:

Paid Scenic Spots

Free Scenic Spots

### 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

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.

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

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