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Global Tourism Digitalization Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Tourism Digitalization market size is predicted to grow from US$ million in 2025 to US$ million in 2032; it is expected to grow at a CAGR of %from 2026 to 2032.

In 2022, the gradual relaxation of epidemic prevention and control measures around the world will have a positive impact on the rapid recovery of the tourism industry. According to data from the World Tourism Organization, the number of global travelers exceeded 900 million in 2022, a two-fold increase compared to 2021. In 2022, international tourism revenue returned to the US$ 1 trillion, a real increase of 50% compared with 2021. According to data from the Ministry of Culture and Tourism of China, in 2022, the total number of domestic tourists was ? 2.53 billion, and the domestic tourism revenue (total tourism consumption) was ? 2 trillion.

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

This Insight Report provides a comprehensive analysis of the global Tourism Digitalization 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 Tourism Digitalization portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Tourism Digitalization market.

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This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Tourism Digitalization 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 Tourism Digitalization.

This report presents a comprehensive overview, market shares, and growth opportunities of Tourism Digitalization market by product type, application, key players and key regions and countries.

Segmentation by Type:

Travel Search /Booking Engines

Dynamic Pricing Software

Other

Segmentation by Application:

Domestic Travel and Tourism

International Travel and Tourism

This report also splits the market by region:

Americas

United States

Canada

Mexico

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- 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

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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.

Trivago

Booking Holdings

Skyscanner

Google

TripAdvisor

Le Travenues Technology Private Limited

Easyvoyage

Jetcost

Swoodoo

Liligo

Trawex

Qunar

Mafengwo

Lvmama

Ctrip

Filggy

Tuniu

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Wego

Hipmunk

NAVER

TourScanner

Prisync

Sniffie

Reactev

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