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Global Tourism New Media Platform Market Growth (Status and Outlook) 2026-2032

https://marketpublishers.com/r/G52B0940AC25EN.html
Date: October 2026
Pages: 106
Price: US$ 3,660.00 (Single User License)
ID: G52B0940AC25EN

Abstracts

The global Tourism New Media Platform market size is predicted to grow from US$ 1754 million in 2025 to US$ 3954 million in 2032; it is expected to grow at a CAGR of 12.6% from 2026 to 2032.

Tourism new media platforms refer to digital platforms that utilize internet and mobile terminal technologies, employing new media formats such as short videos, text and images, live streaming, and social interaction to provide users with integrated services including tourism content display, destination promotion, travel guide sharing, product booking, and brand marketing. These platforms integrate content creation, social dissemination, and commercial conversion functions, leveraging big data and algorithmic recommendations to improve user experience and traffic monetization efficiency, becoming a crucial digital marketing and transaction channel connecting tourism consumers, scenic spots, hotels, travel agencies, and brands.

The downstream of tourism new media platforms mainly covers multiple aspects such as tourism content consumption, online travel booking, scenic spot and hotel marketing, cultural tourism brand promotion, advertising, e-commerce monetization, and local life services. Their core clients include scenic spot management entities, cultural tourism bureaus, hotel groups, travel agencies, airlines, and local cultural tourism brands, who rely on the platforms for promotion, traffic generation, and product sales. The platforms promote tourism consumption conversion through content distribution and targeted marketing, resulting in significant increases in advertising and sales revenue during peak seasons. In terms of profitability, the overall gross profit margin of tourism new media platforms is generally around 51%.

United States market for Tourism New Media Platform is estimated to increase from

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

China market for Tourism New Media Platform 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 Tourism New Media Platform is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Tourism New Media Platform players cover TripAdvisor, Klook, Sojern, Matador Network, Skift, 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 “Tourism New Media Platform Industry Forecast” looks at past sales and reviews total world Tourism New Media Platform sales in 2025, providing a comprehensive analysis by region and market sector of projected Tourism New Media Platform sales for 2026 through 2032. With Tourism New Media Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Tourism New Media Platform industry.

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

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

This report presents a comprehensive overview, market shares, and growth

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opportunities of Tourism New Media Platform market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Content Dissemination Platform

Transaction Conversion Platform

Vertical Segmentation Platform

Segmentation by Content Format:

Short Video Platform

Text and Image Guide Platform

Live Streaming Interactive Platform

Segmentation by Functional Positioning:

Content Recommendation Category

Information Service Category

Transaction Loop Category

Segmentation by Application:

Hotels

Scenic Spots

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Education Industry

Others

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

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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.

TripAdvisor

Klook

Sojern

Matador Network

Skift

Explurger

Thrillist

Wanderlust Social

Diva Agency

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Global Travel Media

Travel Agent Collective

HolidayCheck Group AG

MMGY Global

TravMedia

Northstar Travel Group

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