

Augmented Reality In Travel And Tourism Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Hardware, Software, Services), By Technology (Augmented Reality, Virtual Reality), By Application

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Abstracts

The Augmented Reality In Travel And Tourism Market is valued at USD 24.3 billion in 2025 and is projected to grow at a CAGR of 32.4% to reach USD 303.6 billion by 2034.

Augmented Reality in Travel and Tourism Market

The augmented reality (AR) in travel and tourism market enhances the travel experience by providing interactive, location-based information to tourists via smartphones or AR glasses. Applications include virtual tours, digital guides, historic overlays, AR-enhanced maps, and immersive promotional content from travel brands. tourism boards and travel agencies increasingly used AR to offer virtual destination previews and contactless experiences. Museums and cultural landmarks introduced AR storytelling apps to engage visitors more deeply. Hotels also integrated AR into mobile apps for room previews and concierge services. The AR in tourism will be driven by smart city initiatives and wearable AR devices. Personalized, multilingual guides and AI-generated recommendations will enhance convenience. However, device compatibility and the need for strong internet infrastructure in remote tourist areas may limit functionality.

Key Insights Augmented Reality In Travel And Tourism Market

Virtual previews of destinations, hotels, and experiences using AR.

AR-powered museum and historical site storytelling applications.

Mobile AR integration in tourism apps for navigation and discovery.

Rise of AI-enhanced AR travel assistants and language tools.

Smart city AR maps with real-time transit and attraction information.

Demand for interactive, contactless experiences during travel.

Increased smartphone penetration among global travelers.

Support from tourism boards for digital tourism transformation.

Emergence of experiential travel trends and immersive exploration.

Lack of consistent internet connectivity and device compatibility in remote tourist areas may hinder performance.

Augmented Reality In Travel And Tourism Market Segmentation

By Component

Hardware

Software

Services

By Technology

Augmented Reality

Virtual Reality

By Application

Hospitality

In-Flight Entertainment

Travel Booking Services

Augmented Reality (AR) Gamification

Navigating

Key Companies Analysed

TeamViewer SE

Apple Inc.

Google LLC

Delta Air Lines

Marriott International Inc.

Booking.com

Expedia Group Inc.

Hilton Worldwide Holdings Inc.

TUI Group

Airbnb Inc.

EasyJet PLC

Japan Airlines Co. Ltd.

Holiday Inn

Accor S.A

InterContinental Hotels Group (IHG)

Whitbread PLC

Virgin Atlantic Airways Limited

Air New Zealand Limited

TripAdvisor Inc.

Trivago N.V.

Argo Group International Holdings Ltd.

Hamad International Airport

WayRay

Blippar Group Limited

SmartGuide s.r.o.

Wikitude GmbH

Layar.

Augmented Reality In Travel And Tourism Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting

scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Augmented Reality In Travel And Tourism Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Augmented Reality In Travel And Tourism market data and outlook to 2034

United States

Canada

Mexico

Europe — Augmented Reality In Travel And Tourism market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Augmented Reality In Travel And Tourism market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Augmented Reality In Travel And Tourism market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Augmented Reality In Travel And Tourism market

data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Augmented Reality In Travel And Tourism value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Augmented Reality In Travel And Tourism industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Augmented Reality In Travel And Tourism Market Report

Global Augmented Reality In Travel And Tourism market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Augmented Reality In Travel And Tourism trade, costs, and supply chains

Augmented Reality In Travel And Tourism market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Augmented Reality In Travel And Tourism market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Augmented Reality In Travel And Tourism market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Augmented Reality In Travel And Tourism supply chain analysis

Augmented Reality In Travel And Tourism trade analysis, Augmented Reality In Travel And Tourism market price analysis, and Augmented Reality In Travel And Tourism supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Augmented Reality In Travel And Tourism market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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