

Hyperlocal Experience Discovery Platforms Market Forecasts to 2034 – Global Analysis By Experience Type (Food and Dining Experiences, Local Events and Festivals, Arts and Cultural Experiences, Outdoor and Adventure Activities, Wellness and Fitness Experiences, Tourism and Sightseeing Experiences, and Community and Social Experiences), Platform Type, Business Model, Technology, End User and By Geography

<https://marketpublishers.com/r/HE8C795D81D0EN.html>

Date: July 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: HE8C795D81D0EN

Abstracts

According to Statistics MRC, the Global Hyperlocal Experience Discovery Platforms Market is accounted for \$4.2 billion in 2026 and is expected to reach \$11.8 billion by 2034 growing at a CAGR of 13.7% during the forecast period. Hyperlocal experience discovery platforms refers to digital tools and applications that enable users to find, explore, and engage with activities, events, and services within a defined geographic proximity. These platforms integrate geolocation technologies, AI-driven recommendation engines, and real-time data feeds to surface contextually relevant local experiences. They connect individual consumers with nearby food venues, cultural events, outdoor activities, and community gatherings through personalized discovery interfaces accessible via mobile and web channels.

Market Dynamics:

Driver:

Rising urban mobility

The proliferation of smartphone ownership and GPS-enabled mobile applications has fundamentally transformed how urban dwellers discover local activities and venues. Consumer expectations for real-time, contextually relevant recommendations have shifted demand toward platforms offering proximity-based discovery. Millennials and Generation Z demonstrate pronounced preference for experience-driven spending over material purchases. Businesses increasingly invest in hyperlocal digital presence to capture foot traffic. These behavioral shifts are accelerating platform adoption across metropolitan and secondary city markets globally.

Restraint:

Data privacy regulations

Hyperlocal platforms depend on continuous access to precise geolocation data, creating significant compliance burdens under GDPR, CCPA, and evolving regional privacy frameworks. Users are increasingly reluctant to grant persistent location permissions following heightened awareness of data misuse. Regulatory enforcement actions against location data brokers have increased operational and legal risks for platform operators. The technical complexity of implementing privacy-preserving geolocation architectures raises development costs considerably. These constraints limit data richness essential for accurate personalized recommendations.

Opportunity:

Augmented reality integration

The convergence of augmented reality with hyperlocal discovery platforms creates significant opportunities for immersive local exploration experiences. AR overlays can surface real-time venue ratings, event schedules, and curated recommendations as users navigate physical environments. Platforms integrating AR wayfinding have demonstrated substantially higher user engagement and session duration. Hardware advances in smartphone cameras and processing enable sophisticated AR experiences without dedicated devices. This technological integration creates differentiated premium offerings and new monetization pathways through branded AR experiences.

Threat:

Dominant platform competition

Established technology platforms including Google, Meta, and Apple possess significant competitive advantages in hyperlocal discovery through integrated mapping, social graph data, and vast user bases. These incumbents continually expand local experience discovery features within their existing consumer applications. The distribution reach and advertising revenue of major platforms allow them to subsidize local discovery features that specialized competitors cannot match. User inertia within established apps reduces willingness to adopt dedicated hyperlocal platforms. This competitive dynamic constrains user acquisition economics for emerging entrants.

Covid-19 Impact:

The COVID-19 pandemic severely disrupted hyperlocal experience platforms as lockdowns eliminated in-person event and dining discovery demand. Platform revenues collapsed during 2020 and 2021 as venues closed and gatherings were prohibited. However, the pandemic accelerated digital engagement habits and demonstrated latent consumer demand for meaningful local experiences. Post-pandemic recovery has produced strong rebound in event attendance and dining exploration, with platform usage surpassing pre-pandemic levels as consumers prioritize social reconnection and local community engagement.

The food and dining experiences segment is expected to be the largest during the forecast period

The food and dining experiences segment is expected to account for the largest market share during the forecast period, due to the universal consumer demand for restaurant discovery and the high transaction frequency of dining decisions. Food represents the most recurring local experience category, with users engaging platform discovery features multiple times weekly. Restaurant partners generate significant advertising and commission revenue for platforms. The segment benefits from deep integration with delivery and reservation systems. Consumer reliance on peer reviews and personalized dining recommendations anchors long-term user retention.

The AI-powered recommendation platforms segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the AI-powered recommendation platforms segment is predicted to witness the highest growth rate, driven by rapid advances in large language models and contextual personalization algorithms. AI systems that learn individual

preference patterns and real-time contextual signals deliver significantly higher discovery relevance than rule-based alternatives. Platform operators are deploying conversational AI interfaces for natural language local experience queries. Predictive recommendation accuracy directly correlates with user engagement and monetization metrics. Venture capital investment in AI-native local discovery applications is accelerating competitive development.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to high smartphone penetration, mature digital commerce infrastructure, and strong consumer spending on experiential categories. The United States hosts the largest concentration of hyperlocal platform operators and venture-backed startups. Major urban centers including New York, Los Angeles, and Chicago provide dense local activity ecosystems that maximize platform utility. Digital advertising investment by local businesses supports platform monetization. Established review cultures and social sharing behaviors reinforce discovery platform engagement.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to rapid urbanization, mobile-first consumer behavior, and the proliferation of super app ecosystems that integrate local discovery with payments and logistics. China and India represent the largest growth opportunities, with expanding middle-class populations and surging demand for curated local experiences. Southeast Asian markets including Indonesia, Thailand, and Vietnam show accelerating digital adoption. Local platform operators are embedding hyperlocal discovery within existing super app frameworks, dramatically reducing user acquisition costs.

Key players in the market

Some of the key players in Hyperlocal Experience Discovery Platforms Market include Eventbrite, Inc., Airbnb Experiences, Tripadvisor, Inc., GetYourGuide, Klook, Fever Labs, Inc., Meetup LLC, Yelp Inc., Google LLC, Meta Platforms, Inc., Ticketmaster, Viator, Time Out Group plc, Peatix Inc., KKday, Groupon, Inc. and Citymapper.

Key Developments:

In May 2026, Fever Labs, Inc. launched an AI-powered hyperlocal event curation

engine across twelve European cities, enabling real-time personalized experience recommendations based on user behavioral signals and proximity context.

In April 2026, GetYourGuide expanded its creator-led experience marketplace to fifteen additional Asia Pacific cities, partnering with local cultural organizations to onboard verified curated activity listings.

In March 2026, Tripadvisor, Inc. introduced an augmented reality city exploration feature integrated within its mobile application, overlaying real-time venue recommendations and traveler reviews onto live camera environments.

Experience Types Covered:

Food and Dining Experiences

Local Events and Festivals

Arts and Cultural Experiences

Outdoor and Adventure Activities

Wellness and Fitness Experiences

Tourism and Sightseeing Experiences

Community and Social Experiences

Platform Types Covered:

Mobile Applications

Web-Based Platforms

Super Apps

Social Media Integrated Platforms

AI-Powered Recommendation Platforms

Location-Based Discovery Platforms

Business Models Covered:

Commission-Based

Subscription-Based

Freemium Model

Advertising-Based

Transaction Fee-Based

Partnership and Affiliate-Based

Technologies Covered:

Artificial Intelligence and Machine Learning

Geolocation and Mapping Technologies

Augmented Reality

Big Data Analytics

Cloud-Based Platforms

Recommendation Engines

End Users Covered:

Individual Consumers

Local Businesses

Event Organizers

Tourism Operators

Community Organizations

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges,

Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL HYPERLOCAL EXPERIENCE DISCOVERY PLATFORMS MARKET, BY EXPERIENCE TYPE

- 5.1 Food and Dining Experiences
- 5.2 Local Events and Festivals
- 5.3 Arts and Cultural Experiences
- 5.4 Outdoor and Adventure Activities
- 5.5 Wellness and Fitness Experiences
- 5.6 Tourism and Sightseeing Experiences
- 5.7 Community and Social Experiences

6 GLOBAL HYPERLOCAL EXPERIENCE DISCOVERY PLATFORMS MARKET, BY PLATFORM TYPE

- 6.1 Mobile Applications
- 6.2 Web-Based Platforms
- 6.3 Super Apps
- 6.4 Social Media Integrated Platforms
- 6.5 AI-Powered Recommendation Platforms
- 6.6 Location-Based Discovery Platforms

7 GLOBAL HYPERLOCAL EXPERIENCE DISCOVERY PLATFORMS MARKET, BY BUSINESS MODEL

- 7.1 Commission-Based
- 7.2 Subscription-Based
- 7.3 Freemium Model
- 7.4 Advertising-Based
- 7.5 Transaction Fee-Based
- 7.6 Partnership and Affiliate-Based

8 GLOBAL HYPERLOCAL EXPERIENCE DISCOVERY PLATFORMS MARKET, BY TECHNOLOGY

- 8.1 Artificial Intelligence and Machine Learning

8.2 Geolocation and Mapping Technologies

8.3 Augmented Reality

8.4 Big Data Analytics

8.5 Cloud-Based Platforms

8.6 Recommendation Engines

9 GLOBAL HYPERLOCAL EXPERIENCE DISCOVERY PLATFORMS MARKET, BY END USER

9.1 Individual Consumers

9.2 Local Businesses

9.3 Event Organizers

9.4 Tourism Operators

9.5 Community Organizations

9.6 Other End Users

10 GLOBAL HYPERLOCAL EXPERIENCE DISCOVERY PLATFORMS MARKET, BY GEOGRAPHY

10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

- 10.3.4 South Korea
- 10.3.5 Australia
- 10.3.6 Indonesia
- 10.3.7 Thailand
- 10.3.8 Malaysia
- 10.3.9 Singapore
- 10.3.10 Vietnam
- 10.3.11 Rest of Asia Pacific
- 10.4 South America
 - 10.4.1 Brazil
 - 10.4.2 Argentina
 - 10.4.3 Colombia
 - 10.4.4 Chile
 - 10.4.5 Peru
 - 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures

- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 Eventbrite, Inc.
- 13.2 Airbnb Experiences
- 13.3 Tripadvisor, Inc.
- 13.4 GetYourGuide
- 13.5 Klook
- 13.6 Fever Labs, Inc.
- 13.7 Meetup LLC
- 13.8 Yelp Inc.
- 13.9 Google LLC
- 13.10 Meta Platforms, Inc.
- 13.11 Ticketmaster
- 13.12 Viator
- 13.13 Time Out Group plc
- 13.14 Peatix Inc.
- 13.15 KKday
- 13.16 Groupon, Inc.
- 13.17 Citymapper

List Of Tables

LIST OF TABLES

Table 1 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Experience Type (2023-2034) (\$MN)

Table 3 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Food and Dining Experiences (2023-2034) (\$MN)

Table 4 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Local Events and Festivals (2023-2034) (\$MN)

Table 5 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Arts and Cultural Experiences (2023-2034) (\$MN)

Table 6 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Outdoor and Adventure Activities (2023-2034) (\$MN)

Table 7 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Wellness and Fitness Experiences (2023-2034) (\$MN)

Table 8 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Tourism and Sightseeing Experiences (2023-2034) (\$MN)

Table 9 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Community and Social Experiences (2023-2034) (\$MN)

Table 10 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Platform Type (2023-2034) (\$MN)

Table 11 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Mobile Applications (2023-2034) (\$MN)

Table 12 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Web-Based Platforms (2023-2034) (\$MN)

Table 13 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Super Apps (2023-2034) (\$MN)

Table 14 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Social Media Integrated Platforms (2023-2034) (\$MN)

Table 15 Global Hyperlocal Experience Discovery Platforms Market Outlook, By AI-Powered Recommendation Platforms (2023-2034) (\$MN)

Table 16 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Location-Based Discovery Platforms (2023-2034) (\$MN)

Table 17 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Business Model (2023-2034) (\$MN)

Table 18 Global Hyperlocal Experience Discovery Platforms Market Outlook, By

Commission-Based (2023-2034) (\$MN)

Table 19 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Subscription-Based (2023-2034) (\$MN)

Table 20 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Freemium Model (2023-2034) (\$MN)

Table 21 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Advertising-Based (2023-2034) (\$MN)

Table 22 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Transaction Fee-Based (2023-2034) (\$MN)

Table 23 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Partnership and Affiliate-Based (2023-2034) (\$MN)

Table 24 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Technology (2023-2034) (\$MN)

Table 25 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Artificial Intelligence and Machine Learning (2023-2034) (\$MN)

Table 26 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Geolocation and Mapping Technologies (2023-2034) (\$MN)

Table 27 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Augmented Reality (2023-2034) (\$MN)

Table 28 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Big Data Analytics (2023-2034) (\$MN)

Table 29 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Cloud-Based Platforms (2023-2034) (\$MN)

Table 30 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Recommendation Engines (2023-2034) (\$MN)

Table 31 Global Hyperlocal Experience Discovery Platforms Market Outlook, By End User (2023-2034) (\$MN)

Table 32 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Individual Consumers (2023-2034) (\$MN)

Table 33 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Local Businesses (2023-2034) (\$MN)

Table 34 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Event Organizers (2023-2034) (\$MN)

Table 35 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Tourism Operators (2023-2034) (\$MN)

Table 36 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Community Organizations (2023-2034) (\$MN)

Table 37 Global Hyperlocal Experience Discovery Platforms Market Outlook, By Other End Users (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

I would like to order

Product name: Hyperlocal Experience Discovery Platforms Market Forecasts to 2034 – Global Analysis By Experience Type (Food and Dining Experiences, Local Events and Festivals, Arts and Cultural Experiences, Outdoor and Adventure Activities, Wellness and Fitness Experiences, Tourism and Sightseeing Experiences, and Community and Social Experiences), Platform Type, Business Model, Technology, End User and By Geography

Product link: <https://marketpublishers.com/r/HE8C795D81D0EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HE8C795D81D0EN.html>