

Local Events & Experiences Marketplace Market Forecasts to 2034 - Global Analysis By Event Type (Entertainment Events, Cultural & Heritage Experiences, Sports & Fitness Events, Educational & Skill-Based Workshops, Adventure & Outdoor Activities and Wellness & Lifestyle Experiences), Customer Segment, Booking Model, Venue and By Geography

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Abstracts

According to Statistics MRC, the Global Local Events & Experiences Marketplace Market is accounted for \$156.2 billion in 2026 and is expected to reach \$467.9 billion by 2034 growing at a CAGR of 14.7% during the forecast period. Platforms for local events and experiences link communities and visitors to distinctive activities including classes, excursions, shows and neighborhood meetups. They allow independent hosts, creators and tour leaders to publish listings that users can find via apps offering reservations, ratings and protected payments. By promoting nearby discovery, they empower small businesses and sustain heritage through authentic narratives and spaces. Growth stems from experience led travel, social media influence and flexible work patterns seeking real world connection. Reputation systems, customization and collaborations with municipalities and venues improve standards while analytics refine pricing and timetables. The approach boosts local income and satisfaction.

According to the UN Tourism Statistics Database, more than 145 tourism indicators are tracked globally, highlighting the scale and continuous growth of tourism activities, including events, attractions, and experiences that form the foundation of marketplace ecosystems.

Market Dynamics:

Driver:

Rising demand for experiential consumption

The increasing inclination toward spending on experiences rather than physical products significantly propels the local events and experiences marketplace market. People are seeking engaging, memorable, and interactive activities like cultural programs, guided excursions, and creative workshops. This trend is particularly strong among younger consumers who emphasize meaningful engagement and lifestyle enrichment. Online platforms simplify the process of finding and reserving such activities, making participation more convenient. Moreover, social media plays a crucial role in amplifying interest by showcasing unique experiences, encouraging others to explore similar activities, and ultimately accelerating the growth of local experience-based marketplace platforms globally.

Restraint:

Fragmented supply and quality inconsistency

The market for local events and experiences encounters limitations due to scattered supply and uneven service quality. Activities are often managed by individual hosts or small providers who differ in expertise, reliability, and execution standards. This inconsistency may result in mixed customer experiences, reducing trust and repeat engagement. Maintaining consistent quality, safety, and service standards across numerous listings demands strong oversight and verification processes. Furthermore, unfavorable feedback or poorly conducted events can damage platform credibility. Such operational challenges make scaling difficult and act as a constraint on the long-term expansion of local experience marketplace platforms.

Opportunity:

Expansion into niche and hyperlocal experiences

The market for local events and experiences can significantly grow by focusing on niche and hyperlocal offerings designed for specific audiences. Platforms can introduce distinctive activities like food experiences, cultural tours, nature based excursions, and

creative workshops rooted in local traditions. Catering to targeted interests helps providers stand out and allows for higher value offerings. Rising demand for authentic and unconventional experiences strengthens this opportunity. Collaborations with local creators, communities, and tourism organizations expand the variety of listings. This approach supports stronger user engagement, encourages repeat participation, and helps build resilient local ecosystems that contribute to long term market expansion.

Threat:

Intense competition from global and local platforms

The market for local events and experiences is challenged by strong competition from both international platforms and smaller regional providers. Established companies benefit from widespread brand awareness, large customer networks, and technological advantages that enhance their reach. Meanwhile, local platforms attract users through unique, culturally focused offerings. This dual competition leads to pricing pressure, increased promotional spending, and shrinking profit margins. Frequent switching between platforms by customers and hosts further adds instability. Maintaining uniqueness, service quality, and user loyalty becomes difficult, creating a significant risk for sustained growth and competitive positioning in the marketplace.

Covid-19 Impact:

The COVID-19 outbreak had a profound effect on the local events and experiences marketplace market, primarily by limiting physical gatherings and restricting travel. Government regulations, health concerns, and distancing norms resulted in event cancellations and decreased engagement. Platforms and hosts experienced financial strain and operational disruptions. At the same time, the situation encouraged the adoption of digital solutions, including virtual sessions and hybrid formats that combined online and offline participation. With the easing of restrictions, demand began to recover as people sought social connections and outdoor experiences. The pandemic ultimately influenced preferences toward safer, intimate, and locally focused activities.

The entertainment events segment is expected to be the largest during the forecast period

The entertainment events segment is expected to account for the largest market share during the forecast period due to their wide popularity and steady demand among varied consumer groups. This category covers live shows, music concerts, stand-up

performances, and festivals that appeal to individuals looking for enjoyment and social interaction. Their ability to host large audiences, occur regularly, and gain strong marketing exposure makes them highly attractive for both platforms and organizers. Collaborations with performers, venues, and sponsors further boost visibility and participation. The engaging and enjoyable nature of these experiences encourages repeat visits, reinforcing the segment's leading position in generating user interest and marketplace growth.

The virtual & hybrid platforms segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the virtual & hybrid platforms segment is predicted to witness the highest growth rate as digital transformation reshapes how people participate in activities. These platforms allow individuals to join events online or through blended formats, increasing reach and inclusivity. Improved streaming capabilities, interactive functions, and tailored experiences boost user satisfaction and engagement. Event organizers gain advantages through lower costs and broader audience access. The rising comfort with digital participation and continuous technological innovation are accelerating adoption, positioning this segment as a major contributor to future market growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to its advanced digital infrastructure, high discretionary spending, and a mature events industry. Consumers widely use online platforms for booking and exploring activities, supported by reliable payment systems and extensive smartphone usage. The region offers a wide variety of entertainment, cultural, and leisure experiences that appeal to both locals and visitors. Leading platform companies and ongoing technological advancements enhance user engagement and service quality. Urban lifestyles and evolving preferences for experiential activities continue to drive demand, maintaining the region's leading position in the market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to urban expansion, improving income levels, and widespread adoption of smartphones. A growing middle class is increasingly interested in leisure, cultural, and social activities, driving demand for experience-based platforms. Enhanced digital

infrastructure, including mobile payments and user-friendly applications, supports easy access and bookings. Tourism revival and supportive policies promoting cultural engagement further strengthen market development. Rising entrepreneurial activity and investments in digital platforms continue to fuel innovation, making the region a significant driver of future growth.

Key players in the market

Some of the key players in Local Events & Experiences Marketplace Market include GetYourGuide, Klook, Viator, Headout, Alive, Bucketlistt, Urbanaut, Offlyn, Fever, Eventbrite, Meetup, Luma, BookMyShow, Paytm Insider, DICE, Sosh and Whatsonlocally.

Key Developments:

In July 2026, Klook has signed a new two-year memorandum of understanding (MoU) with the Korea Tourism Organization (KTO), expanding their collaboration to accelerate digital tourism, promote lesser-known destinations, and develop AI-powered visitor experiences. The companies said the partnership aims to capitalise on this shift towards experience-led travel by increasing international awareness of Korea's regional destinations and encouraging a more balanced distribution of visitors across the country.

In June 2026, GetYourGuide joins the Sagrada Família as Pope Leo XIV blesses the completed Tower of Jesus Christ in a ceremony marking the 100th anniversary of architect Antoni Gaudí's death. GetYourGuide joins as both a long-standing partner and one of 15 official collaborators of the Sagrada Família 2026 program as part of the company's work to partner with the world's landmarks so generations to come can enjoy these cultural gems.

Event Types Covered:

Entertainment Events

Cultural & Heritage Experiences

Sports & Fitness Events

Educational & Skill-Based Workshops

Adventure & Outdoor Activities

Wellness & Lifestyle Experiences

Customer Segments Covered:

Individual Consumers

Families & Groups

Corporate Clients

Tourists & Travelers

Booking Models Covered:

One-time Ticketed Events

Subscription-based Experiences

On-demand Micro-experiences

Venues Covered:

Physical Venues

Outdoor Locations

Virtual & Hybrid Platforms

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

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