

Local Experience Marketplace Market Forecasts to 2034 - Global Analysis By Experience Type (Adventure & Outdoor Activities, Cultural & Heritage Experiences, Food & Culinary Experiences, Wellness & Spiritual Retreats, Entertainment & Events and Educational & Skill-Based Workshops), Customer Segment, Booking Channel, Service Model, Duration, Market Geography and By Geography

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Abstracts

According to Statistics MRC, the Global Local Experience 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. The Local Experience Marketplace enables consumers and visitors to discover and book activities provided by local hosts, guides, businesses, and community operators. It brings together offerings such as sightseeing tours, cultural programs, culinary activities, workshops, entertainment, and outdoor recreation through digital platforms. Users can compare experiences, read reviews, make reservations, and complete payments through convenient online interfaces. Increasing demand for meaningful, personalized, and locally authentic experiences is supporting market development. Smartphones, social platforms, digital payment systems, and recommendation technologies further strengthen customer engagement. At the same time, these marketplaces create new opportunities for independent providers to attract customers, expand visibility, and contribute to local economic activity.

According to the OECD, international tourist arrivals to OECD countries increased by 8.1% to 819.5 million in 2024, exceeding pre-pandemic levels. Tourism also directly

contributed 4.0% of GDP and 6.3% of employment in OECD economies, demonstrating the substantial economic base supporting experience-oriented tourism services.

Market Dynamics:

Driver:

Rising demand for authentic and personalized experiences

Increasing consumer interest in distinctive and customized activities is supporting the growth of the Local Experience Marketplace Market. Modern travelers increasingly prefer immersive experiences that allow them to engage with local communities, traditions, cuisine, culture, and everyday lifestyles. Digital marketplaces provide convenient access to tours, workshops, culinary activities, cultural events, and recreational offerings managed by local hosts and independent providers. As consumers place greater value on memorable and genuine interactions, demand for locally delivered experiences continues to increase, strengthening opportunities for platforms that facilitate direct connections between users and providers.

Restraint:

Quality and service consistency challenges

Variations in experience quality and service delivery can limit the growth of the Local Experience Marketplace Market. Marketplace platforms typically depend on independent guides, hosts, local operators, artisans, and small enterprises, whose capabilities and service practices may differ considerably. Customers may encounter differences in reliability, communication, safety, professionalism and facilities. To address these concerns, marketplaces need comprehensive provider verification, quality assessments, customer feedback systems, and mechanisms for resolving complaints. Implementing these measures requires additional resources and operational oversight, creating challenges for platforms seeking to maintain dependable and consistent experiences across multiple destinations.

Opportunity:

Expansion of experiential and immersive tourism

The increasing shift toward immersive and experience-focused travel presents considerable growth potential for the Local Experience Marketplace Market. Consumers are becoming more interested in activities that provide genuine interactions with regional cultures, communities, traditions, food, creativity, and everyday lifestyles. This creates opportunities for digital marketplaces to diversify their offerings with cultural excursions, culinary sessions, artisan workshops, historical programs, wellness activities, and community-led events. Providing memorable and personalized activities can improve user engagement, encourage repeat purchases, attract new customer groups, and support marketplace expansion into a wider range of domestic and international destinations.

Threat:

Intense competition from established travel platforms

Strong competition from well-established travel websites and experience-booking platforms can constrain the development of the Local Experience Marketplace Market. Major companies typically benefit from recognized brands, large user communities, extensive marketing budgets, advanced digital infrastructure, and diversified travel services. Their ability to combine activities with hotels, transportation, attractions, and other travel products can provide greater convenience to customers. Smaller marketplaces may therefore face difficulties gaining visibility, controlling acquisition costs, and competing on pricing. Increasing rivalry may also encourage providers to reduce prices or provide special offers.

Covid-19 Impact:

The COVID-19 outbreak had a substantial effect on the Local Experience Marketplace Market by limiting travel and reducing participation in locally organized activities. Lockdowns, border restrictions, social distancing requirements, and temporary business closures caused numerous tours, workshops, cultural programs, and recreational activities to be cancelled or delayed. Nevertheless, the pandemic encouraged providers to develop virtual activities, outdoor offerings, private tours, and smaller-group experiences to adapt to changing safety expectations. The recovery period subsequently supported renewed domestic travel and local activity demand while accelerating online reservations, contactless transactions, flexible booking policies, and digital engagement.

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 as people regularly look for enjoyable activities that encourage social engagement and create memorable moments. Offerings within this category include music performances, festivals, comedy programs, nightlife, community events, live shows, and other recreational gatherings. Online marketplaces simplify the process of finding and reserving these activities by providing information about events, schedules, availability, and booking options. Frequent events, broad consumer interest, opportunities for social participation, and convenient online discovery collectively contribute to the segment's strong presence within local experience marketplaces.

The rural & community-based experiences segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the rural & community-based experiences segment is predicted to witness the highest growth rate attracting travelers who value genuine connections with local people, traditional customs, natural surroundings, and regional ways of life. Offerings may include village excursions, agricultural activities, craft demonstrations, indigenous cultural programs, community-led tours, and locally organized experiences. The growing preference for sustainable and responsible travel is motivating visitors to discover less-developed and less crowded destinations. Online marketplaces enable rural providers and community organizations to showcase their offerings and connect with a wider customer base.

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 ecosystem, substantial leisure spending, and high acceptance of online experience booking. The region offers extensive opportunities across cultural attractions, entertainment, outdoor recreation, food activities, and other locally oriented experiences. A well-developed tourism industry, established travel technology infrastructure, and strong marketplace presence further support regional growth. In addition, rising consumer interest in personalized and memorable experiences continues to increase demand for local activities, reinforcing North America's leadership in the market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR as urban development, improving consumer incomes, smartphone usage, and digital platform adoption continue to accelerate. Consumers across the region are increasingly interested in discovering personalized cultural, culinary, recreational, entertainment, and community-oriented activities. Expanding domestic tourism and international visitor flows in India, China, Japan, and Southeast Asia are further strengthening demand for digital experience platforms. The widespread use of mobile wallets, social platforms, location-based services, and integrated super-apps makes discovering and booking local activities easier.

Key players in the market

Some of the key players in Local Experience Marketplace Market include Airbnb, Viator, GetYourGuide, Klook, Headout, Withlocals, Eatwith, Tiqets, ToursByLocals, KKday, Thrillophilia, Civitatis Tours, Traveloka, Yuup, Musement, Isango, Urban Adventures and The Moonlight Collective.

Key Developments:

In August 2026, Airbnb and Tripadvisor Group have partnered to bring a selection of Tripadvisor experiences to the Airbnb platform. The companies did not specify how many of Tripadvisor's roughly 425,000 global experiences would be available. PhocusWire reached out for more information, and Tripadvisor said it had nothing further to share beyond the blog post at this time.

In April 2026, Viator and Tripadvisor have launched in Anthropic's artificial intelligence chatbot Claude. The companies have also expanded their partnership with Amazon, including a voice search feature in Alexa+. In Claude, users can access Tripadvisor by asking for recommendations for experiences or hotels and then choosing Viator or Tripadvisor as a travel partner.

Experience Types Covered:

Adventure & Outdoor Activities

Cultural & Heritage Experiences

Food & Culinary Experiences

Wellness & Spiritual Retreats

Entertainment & Events

Educational & Skill-Based Workshops

Customer Segments Covered:

Individual Travelers

Families

Corporate Clients

Local Residents

Booking Channels Covered:

Online Platforms

Offline Agents & Local Vendors

Hybrid

Service Models Covered:

Peer-to-Peer

Professional Operators

Aggregators & Marketplaces

Durations Covered:

Short-term

Multi-day Experiences

Seasonal & Recurring Programs

Market Geographies Covered:

Urban Experiences

Rural & Community-based Experiences

Destination-specific

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 LOCAL EXPERIENCE MARKETPLACE MARKET, BY EXPERIENCE TYPE

- 5.1 Adventure & Outdoor Activities
- 5.2 Cultural & Heritage Experiences
- 5.3 Food & Culinary Experiences
- 5.4 Wellness & Spiritual Retreats
- 5.5 Entertainment & Events
- 5.6 Educational & Skill-Based Workshops

6 GLOBAL LOCAL EXPERIENCE MARKETPLACE MARKET, BY CUSTOMER SEGMENT

- 6.1 Individual Travelers
- 6.2 Families
- 6.3 Corporate Clients
- 6.4 Local Residents

7 GLOBAL LOCAL EXPERIENCE MARKETPLACE MARKET, BY BOOKING CHANNEL

- 7.1 Online Platforms
- 7.2 Offline Agents & Local Vendors
- 7.3 Hybrid

8 GLOBAL LOCAL EXPERIENCE MARKETPLACE MARKET, BY SERVICE MODEL

- 8.1 Peer-to-Peer
- 8.2 Professional Operators
- 8.3 Aggregators & Marketplaces

9 GLOBAL LOCAL EXPERIENCE MARKETPLACE MARKET, BY DURATION

- 9.1 Short-term
- 9.2 Multi-day Experiences

9.3 Seasonal & Recurring Programs

10 GLOBAL LOCAL EXPERIENCE MARKETPLACE MARKET, BY MARKET GEOGRAPHY

10.1 Urban Experiences

10.2 Rural & Community-based Experiences

10.3 Destination-specific

11 GLOBAL LOCAL EXPERIENCE MARKETPLACE MARKET, BY GEOGRAPHY

11.1 North America

11.1.1 United States

11.1.2 Canada

11.1.3 Mexico

11.2 Europe

11.2.1 United Kingdom

11.2.2 Germany

11.2.3 France

11.2.4 Italy

11.2.5 Spain

11.2.6 Netherlands

11.2.7 Belgium

11.2.8 Sweden

11.2.9 Switzerland

11.2.10 Poland

11.2.11 Rest of Europe

11.3 Asia Pacific

11.3.1 China

11.3.2 Japan

11.3.3 India

11.3.4 South Korea

11.3.5 Australia

11.3.6 Indonesia

11.3.7 Thailand

11.3.8 Malaysia

11.3.9 Singapore

11.3.10 Vietnam

11.3.11 Rest of Asia Pacific

11.4 South America

11.4.1 Brazil

11.4.2 Argentina

11.4.3 Colombia

11.4.4 Chile

11.4.5 Peru

11.4.6 Rest of South America

11.5 Rest of the World (RoW)

11.5.1 Middle East

11.5.1.1 Saudi Arabia

11.5.1.2 United Arab Emirates

11.5.1.3 Qatar

11.5.1.4 Israel

11.5.1.5 Rest of Middle East

11.5.2 Africa

11.5.2.1 South Africa

11.5.2.2 Egypt

11.5.2.3 Morocco

11.5.2.4 Rest of Africa

12 STRATEGIC MARKET INTELLIGENCE

12.1 Industry Value Network and Supply Chain Assessment

12.2 White-Space and Opportunity Mapping

12.3 Product Evolution and Market Life Cycle Analysis

12.4 Channel, Distributor, and Go-to-Market Assessment

13 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

13.1 Mergers and Acquisitions

13.2 Partnerships, Alliances, and Joint Ventures

13.3 New Product Launches and Certifications

13.4 Capacity Expansion and Investments

13.5 Other Strategic Initiatives

14 COMPANY PROFILES

14.1 Airbnb

14.2 Viator

- 14.3 GetYourGuide
- 14.4 Klook
- 14.5 Headout
- 14.6 Withlocals
- 14.7 Eatwith
- 14.8 Tigits
- 14.9 ToursByLocals
- 14.10 KKday
- 14.11 Thrillophilia
- 14.12 Civitatis Tours
- 14.13 Traveloka
- 14.14 Yuup
- 14.15 Musement
- 14.16 Isango
- 14.17 Urban Adventures
- 14.18 The Moonlight Collective

List Of Tables

LIST OF TABLES

Table 1 Global Local Experience Marketplace Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Local Experience Marketplace Market Outlook, By Experience Type (2023-2034) (\$MN)

Table 3 Global Local Experience Marketplace Market Outlook, By Adventure & Outdoor Activities (2023-2034) (\$MN)

Table 4 Global Local Experience Marketplace Market Outlook, By Cultural & Heritage Experiences (2023-2034) (\$MN)

Table 5 Global Local Experience Marketplace Market Outlook, By Food & Culinary Experiences (2023-2034) (\$MN)

Table 6 Global Local Experience Marketplace Market Outlook, By Wellness & Spiritual Retreats (2023-2034) (\$MN)

Table 7 Global Local Experience Marketplace Market Outlook, By Entertainment & Events (2023-2034) (\$MN)

Table 8 Global Local Experience Marketplace Market Outlook, By Educational & Skill-Based Workshops (2023-2034) (\$MN)

Table 9 Global Local Experience Marketplace Market Outlook, By Customer Segment (2023-2034) (\$MN)

Table 10 Global Local Experience Marketplace Market Outlook, By Individual Travelers (2023-2034) (\$MN)

Table 11 Global Local Experience Marketplace Market Outlook, By Families (2023-2034) (\$MN)

Table 12 Global Local Experience Marketplace Market Outlook, By Corporate Clients (2023-2034) (\$MN)

Table 13 Global Local Experience Marketplace Market Outlook, By Local Residents (2023-2034) (\$MN)

Table 14 Global Local Experience Marketplace Market Outlook, By Booking Channel (2023-2034) (\$MN)

Table 15 Global Local Experience Marketplace Market Outlook, By Online Platforms (2023-2034) (\$MN)

Table 16 Global Local Experience Marketplace Market Outlook, By Offline Agents & Local Vendors (2023-2034) (\$MN)

Table 17 Global Local Experience Marketplace Market Outlook, By Hybrid (2023-2034) (\$MN)

Table 18 Global Local Experience Marketplace Market Outlook, By Service Model

(2023-2034) (\$MN)

Table 19 Global Local Experience Marketplace Market Outlook, By Peer-to-Peer
(2023-2034) (\$MN)

Table 20 Global Local Experience Marketplace Market Outlook, By Professional
Operators (2023-2034) (\$MN)

Table 21 Global Local Experience Marketplace Market Outlook, By Aggregators &
Marketplaces (2023-2034) (\$MN)

Table 22 Global Local Experience Marketplace Market Outlook, By Duration
(2023-2034) (\$MN)

Table 23 Global Local Experience Marketplace Market Outlook, By Short-term
(2023-2034) (\$MN)

Table 24 Global Local Experience Marketplace Market Outlook, By Multi-day
Experiences (2023-2034) (\$MN)

Table 25 Global Local Experience Marketplace Market Outlook, By Seasonal &
Recurring Programs (2023-2034) (\$MN)

Table 26 Global Local Experience Marketplace Market Outlook, By Market Geography
(2023-2034) (\$MN)

Table 27 Global Local Experience Marketplace Market Outlook, By Urban Experiences
(2023-2034) (\$MN)

Table 28 Global Local Experience Marketplace Market Outlook, By Rural & Community-
based Experiences (2023-2034) (\$MN)

Table 29 Global Local Experience Marketplace Market Outlook, By Destination-specific
(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.

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