

Local Tourism & City Experience Platforms Market Forecasts to 2034 – Global Analysis By Experience Type (Cultural & Heritage Experiences, Food & Culinary Experiences, Adventure & Outdoor Activities, Community & Cultural Immersion Experiences, Entertainment & Lifestyle Experiences, Wellness & Relaxation Experiences, Educational & Skill-Based Experiences, and Other Experience Types), Booking Type, Platform Type, User Type, Device Type, Pricing Model and By Geography

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Abstracts

According to Statistics MRC, the Global Local Tourism & City Experience Platforms Market is accounted for \$28.6 billion in 2026 and is expected to reach \$72.4 billion by 2034 growing at a CAGR of 12.3% during the forecast period. Local tourism and city experience platforms encompass digital ecosystems, mobile applications, and web-based marketplaces that connect travelers with authentic, location-specific activities, tours, and attractions. These platforms facilitate the discovery, booking, and management of cultural, culinary, adventure, and leisure experiences. Built to enhance convenience, personalization, and accessibility, this technology enables local operators to reach global audiences while providing travelers with seamless, immersive experiences, thereby contributing significantly to sustainable urban tourism and local economic development.

Market Dynamics:

Driver:

Growing preference for authentic and personalized travel experiences

Modern travelers are increasingly shifting away from generic sightseeing toward immersive, authentic local interactions that reflect regional culture and lifestyle. This evolution in consumer behavior is driving demand for specialized city experience platforms that offer curated, off-the-beaten-path activities. The rise of social media and user-generated content has amplified the desire for unique, shareable moments, pushing platforms to innovate with AI-driven recommendations and dynamic packaging. Furthermore, post-pandemic travel patterns emphasize meaningful connections over mass tourism, accelerating the adoption of platforms that enable direct booking with local hosts and small-group experiences, thereby fueling market expansion across urban destinations worldwide.

Restraint:

Fragmented supply and quality inconsistency

Experience platforms often struggle to maintain consistent quality, safety protocols, and customer service across thousands of unique listings. Negative user experiences arising from unfulfilled bookings or mismatched expectations can damage platform reputations rapidly. Additionally, the lack of unified regulatory frameworks for peer-to-peer experiences in many cities creates legal ambiguities and liability concerns. These inconsistencies hinder user trust and platform scalability, limiting seamless growth across diverse geographical markets.

Opportunity:

Integration of AI and contactless technologies

Platforms are leveraging AI-powered chatbots for instant customer support, dynamic pricing algorithms, and hyper-personalized itinerary builders that adapt to user preferences in real-time. Contactless check-ins, digital payments, and QR-code-based access to attractions are becoming standard expectations, especially among tech-savvy millennials and Gen Z travelers. The integration of augmented reality for virtual previews of experiences before booking further enhances decision-making. This technological convergence presents a substantial opportunity for platforms to differentiate themselves, improve operational efficiency, and capture higher-margin

segments in competitive urban tourism markets.

Threat:

Intense competition from global OTAs and big-tech entrants

Established online travel agencies (OTAs) and technology giants are increasingly expanding into the local experiences segment, leveraging their massive user bases, data analytics capabilities, and marketing budgets. Companies like Airbnb (with Airbnb Experiences) and TripAdvisor (Viator) dominate visibility, making it difficult for smaller, niche city platforms to acquire customers profitably. The threat of price wars, exclusive supplier agreements, and aggressive commission structures can erode margins across the industry. Moreover, big-tech platforms can integrate experience bookings seamlessly with flights, accommodations, and transportation, creating a closed ecosystem that reduces consumer incentive to use standalone local tourism platforms, thereby threatening long-term sustainability of smaller players.

Covid-19 Impact

The pandemic decimated global urban tourism, with lockdowns and travel bans causing near-complete cessation of in-person experiences. Many platforms faced mass cancellations, refund pressures, and temporary closures of local operators. However, the crisis accelerated digital innovation, with platforms introducing virtual tours, online cooking classes, and livestreamed cultural performances to maintain engagement. Contactless bookings, flexible cancellation policies, and enhanced hygiene protocols became standard. Post-pandemic recovery has seen a surge in demand for outdoor, private, and small-group experiences. Platforms are now prioritizing resilience through diversified revenue models, local community partnerships, and investments in health-safety certification programs across their supply networks.

The cultural & heritage experiences segment is expected to be the largest during the forecast period

The cultural & heritage experiences segment is expected to account for the largest market share during the forecast period, due to its universal appeal across all traveler demographics and destinations. These experiences include museum tours, historical site visits, architectural walks, and indigenous cultural performances, which form the backbone of city tourism offerings. Platforms are increasingly integrating augmented reality and multilingual audio guides to enrich heritage storytelling. Rising interest in

educational travel and slow tourism further supports segment dominance.

The mobile applications segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the mobile applications segment is predicted to witness the highest growth rate, driven by smartphone proliferation, declining data costs, and traveler preference for on-the-go booking flexibility. Mobile apps offer features like real-time availability, GPS-enabled discovery, push notifications for last-minute deals, and offline access, which enhance user convenience significantly. Integration with digital wallets and one-click authentication streamlines transactions, reducing booking friction. Emerging trends include voice-activated search, AI-powered trip assistants, and augmented reality navigation within apps.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share, driven by deep cultural heritage, high international tourist arrivals, and strong digital infrastructure. Countries like France, Italy, Germany, and the UK attract millions of travelers seeking museum tours, culinary experiences, and historical site visits. Well-established platform ecosystems and favorable regulatory support for local tourism further consolidate Europe's dominance. The region's emphasis on sustainable and immersive travel experiences ensures continued leadership in the global market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is expected to hold the largest market share fuelled by a rapidly expanding middle class, rising disposable incomes, and a booming domestic travel sector. Countries like China, India, Japan, and Thailand are witnessing surging demand for curated local experiences, from street food tours to heritage walks. Government digital infrastructure initiatives and widespread smartphone adoption are enabling platform penetration even in tier-2 cities. The region also benefits from rich cultural diversity and low-cost content creation.

Key players in the market

Some of the key players in Local Tourism & City Experience Platforms Market include Airbnb, Inc., Tripadvisor, Inc., GetYourGuide, Klook Travel Technology Ltd., Expedia Group, Inc., Musement S.p.A., Peek Travel, Inc., Headout Inc., ToursByLocals,

Withlocals B.V., KKday, Tiqets International B.V., Thrillophilia, Civitatis Tours S.L., and Traveloka.

Key Developments:

In March 2025, GetYourGuide announced the launch of its AI-powered 'DreamTrip' itinerary builder, which creates personalized multi-day experience bundles based on user preferences and real-time availability, significantly reducing planning time for travelers.

In January 2025, Klook secured \$100 million in series E funding to expand its presence in Southeast Asia and the Middle East, with a focus on integrating instant booking capabilities for transportation and attraction bundles.

Experience Types Covered:

Cultural & Heritage Experiences

Food & Culinary Experiences

Adventure & Outdoor Activities

Community & Cultural Immersion Experiences

Entertainment & Lifestyle Experiences

Wellness & Relaxation Experiences

Educational & Skill-Based Experiences

Other Experience Types

Booking Types Covered:

Instant Booking Experiences

Pre-Booked Experiences

Private Experiences

Group Experiences

Platform Types Covered:

Marketplace Platforms

Tour Operator Platforms

Peer-to-Peer Experience Platforms

Destination Management Platforms

User Types Covered:

Domestic Travelers

International Travelers

Solo Travelers

Family Travelers

Corporate & Group Travelers

Device Types Covered:

Mobile Applications

Web Platforms

Pricing Models Covered:

Commission-Based Model

Subscription Model

Listing Fee Model

Hybrid Model

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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