# Art Tourism Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Specialty, Niche & Experience Tourism (Hospitality & Tourism)
> **Source:** [https://www.mordorintelligence.com/industry-reports/art-tourism-market](https://www.mordorintelligence.com/industry-reports/art-tourism-market)
> **Scraped Date:** 2026-09-17

## Executive Market Summary

| Market Metric | Details |
| :--- | :--- |
| **Base Market Size** | USD 48.36 billion |
| **Projected Forecast (2031)** | USD 48.36 billion |
| **Growth Rate (CAGR)** | 2.98 % |
| **Largest Market Region** | N/A |
| **Fastest-Growing Region** | N/A |

## Market Visualizations & Infographics

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![Major players in Art Tourism industry](images/chart_2.png)

![Art Tourism Market (2025 - 2030)](images/chart_3.png)

![Art Tourism Market: Market Share by Art Format, 2025](images/chart_4.png)

![Art Tourism Market: Market Share by Traveller Type, 2025](images/chart_5.png)

![Art Tourism Market ](images/chart_6.png)

![Art Tourism Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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## Comprehensive Research Analysis

### Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 48.36 Billion |
Market Size (2031) | USD 56.01 Billion |
Growth Rate (2026 - 2031) | 2.98 % |
Fastest Growing Market | Asia Pacific |
Largest Market | Europe |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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### Market Overview

Art Tourism Market Analysis by Mordor IntelligenceThe art tourism market size was valued at USD 46.96 billion in 2025 and estimated to grow from USD 48.36 billion in 2026 to reach USD 56.01 billion by 2031, at a CAGR of 2.98% during the forecast period (2026-2031). Rising demand for immersive cultural experiences, rapid progress in mixed-reality technologies, and supportive public policies are guiding measured growth as travel recovers and digital consumption habits mature. Generational shifts favor experience-centric spending while government grants, tax incentives, and infrastructure upgrades increase institutional capacity and open fresh revenue streams. Technology enables new formats that complement, rather than replace, traditional venues, allowing operators to diversify earnings and widen participation. However, higher travel costs, geopolitical frictions, and carbon concerns temper the pace and force stakeholders to explore hybrid physical-digital offerings and regional dispersion strategies that lower risk.

Key Report Takeaways* By art format, museums and galleries led with 41.72% of art tourism market share in 2025, while Virtual/VR Art Tours are projected to accelerate at a 5.45% CAGR to 2031.
* By traveller type, Sightseeing Cultural Tourists held 37.84% of the art tourism market share in 2025; Purposeful Art Tourists recorded the strongest 4.92% CAGR through 2031.
* By booking channel, online OTAs and platforms captured 54.93% share of the art tourism market size in 2025, whereas mobile-app self-guided services are growing at a 4.55% CAGR over 2026-2031.
* Europe remained the largest regional node with 37.88% revenue share in 2025; Asia-Pacific delivers the fastest 5.16% CAGR as cultural spending and technological adoption both climb.
* GetYourGuide, Viator, Fever Labs, TeamLab, and Klook collectively hold a moderate leadership block within the art tourism market.

### Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Art Tourism Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Millennials and Gen-Z quest for experiential travel | +0.8% | Global, with concentration in North America & Europe | Medium term (2-4 years) |
Surge in global art festivals and biennales | +0.6% | Global, particularly Europe & Asia-Pacific | Long term (≥ 4 years) |
Government investments in culture-led regeneration | +0.5% | Asia-Pacific core, spill-over to Europe & MEA | Long term (≥ 4 years) |
Monetisation of VR/AR-enabled virtual art tours | +0.4% | Global, early adoption in North America & Asia-Pacific | Medium term (2-4 years) |
Pivot to pop-up immersive art venues | +0.3% | North America & Europe, expanding to Asia-Pacific | Short term (≤ 2 years) |
Source: Mordor Intelligence |

### Competitive Landscape

Competitive Landscape

The art tourism market is moderately concentrated. GetYourGuide, Viator, Fever Labs, TeamLab, and Klook form the top tier and leverage distinctive capabilities. Platform aggregators capture bookings at scale through search-engine visibility and enterprise API integrations that feed airline and hotel bundles. Content creators such as TeamLab and Fever Labs own proprietary intellectual property, allowing premium pricing and franchise expansion into shopping malls and waterfront redevelopments. Technology integrators supply turnkey AR platforms that museums license to modernise interpretation without extensive in-house R&D.

Strategic partnerships are common. In 2024, Rezdy, Checkfront, and Regiondo merged under a USD 150 million investment to form a 17,000-client booking-tech player, PhocusWire, challenging incumbents on back-end efficiency. Meow Wolf's planned New York City outpost illustrates geographic broadening that targets high-density inbound flows, Fast Company. Acquisitions such as the July 2024 purchase of Claudine Colin Communication by Finn Partners expand international PR capability, The Art Newspaper. Competitive advantage increasingly stems from ecosystem orchestration, where player success depends on linking discovery, payment, experience, and post-visit engagement within a single trusted environment. Barriers to entry remain moderate because software builds are capital light, yet content authenticity and global licensing networks are harder to replicate.

Effective differentiation now blends data analytics, sustainability commitments, and local artist inclusion. Market leaders integrate carbon calculators and donation opt-ins that let visitors offset emissions, responding to rising environmental scrutiny. Digital badges that verify fair-pay artist contracts build social trust. Smaller entrants carve niches in heritage-rich secondary cities, often backed by municipal grants that promote regeneration. Continuous format innovation, combined with deliberate localisation, is expected to maintain competitive dynamism through the decade.

Art Tourism Industry Leaders* GetYourGuide GmbH

* Viator (Tripadvisor)

* Fever Labs

* TeamLab

* Klook

* *Disclaimer: Major Players sorted in no particular order
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### Component Component 3 Scope Of The Report Bottom

Global Art Tourism Market Report ScopeThe art tourism market is defined as the travel sector focused on individuals seeking art and cultural experiences through visits to museums, galleries, exhibitions, and landmarks. It includes guided tours, events, and virtual art experiences, appealing to collectors, enthusiasts, and tourists looking for cultural enrichment and immersive experiences.
The art tourism market is segmented into type of art, tourism type, and region. By type of art, the market is segmented into fine arts tourism, cultural heritage and folk art tourism, performing arts tourism, and art fairs and festivals. By tourism type, the market is segmented into domestic art tourism and international art tourism. By booking channel, the market is segmented into, Online and Offline. By region, the market is segmented into North America, Europe, Asia-Pacific, Middle East and Africa, and Latin America. The report offers market size and forecasts in terms of value in (USD) for all the above segments.

By Art FormatMuseums and Galleries |
Immersive Digital Art Experiences |
Art Festivals and Events |
Public/Street-Art Tours |
Art Workshops and Residencies |
Virtual/VR Art Tours |

### Segmentation Accordion Item

By GeographyNorth America | Canada |
| United States |
| Mexico |

| | |
|---|---|
| South America | Brazil |
| | Peru |
| | Chile |
| | Argentina |
| | Rest of South America |
| Asia-Pacific | India |
| | China |
| | Japan |
| | Australia |
| | South Korea |
| | South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines) |
| | Rest of Asia Pacific |
| Europe | United Kingdom |
| | Germany |
| | France |
| | Spain |
| | Italy |
| | BENELUX (Belgium, Netherlands, and Luxembourg) |
| | NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
| | Rest of Europe |
| Middle East and Africa | United Arab Emirates |
| | Saudi Arabia |
| | South Africa |
| | Nigeria |
| | Rest of Middle East and Africa |

## Frequently Asked Questions

#### What is the current value of the art tourism market?

The art tourism market stands at USD 48.36 billion in 2026.

#### How fast will the art tourism market grow by 2031?

The market is projected to reach USD 56.01 billion by 2031, registering a 2.98% CAGR.

#### Which region leads the art tourism market?

Europe is the largest regional contributor with 37.88% share in 2025.

#### Which is the fastest growing region in  Art Tourism Market?

Asia-Pacific is estimated to grow at the highest CAGR over the forecast period (2026-2031).

#### What format is growing fastest in art tourism?

Virtual or VR art tours are expanding at a 5.45% CAGR through 2031 as headsets and content become mainstream.

#### Who are the major companies in the art tourism market?

GetYourGuide, Viator, Fever Labs, TeamLab, and Klook occupy leading positions with scale or proprietary content advantages.