

Heritage 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/heritage-tourism-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 675.77 billion
Projected Forecast (2031)	USD 675.77 billion
Growth Rate (CAGR)	5.62 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

!Major players in Heritage Tourism industry(images/chart_2.png)

!Heritage Tourism Market Summary(images/chart_3.png)

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

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 675.77 Billion |
Market Size (2031) | USD 888.24 Billion |
Growth Rate (2026 - 2031) | 5.62 % |
Fastest Growing Market | Asia Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Heritage Tourism Market Analysis by Mordor Intelligence
The heritage tourism market size was valued at USD 639.82 billion in 2025 and estimated to grow from USD 675.77 billion in 2026 to reach USD 888.24 billion by 2031, at a CAGR of 5.62% during the forecast period (2026-2031). Rising demand for experience-centric travel, immersive storytelling, and authentic cultural encounters continues to redefine the heritage tourism market as visitors shift from passive sightseeing to participatory learning. Robust public-sector spending, including UNESCO's USD 3 million World Heritage Fund allotment and Saudi Arabia's USD 2 billion Vision 2030 heritage program, anchors preservation and infrastructure, while rapid advances in digital technology foster virtual previews, AI-driven trip curation, and on-site AR interpretation tools that extend engagement. At the same time, demographic realignment toward younger travelers with strong sustainability values is reshaping product design, forcing operators to integrate low-carbon mobility, community benefits, and transparent impact reporting into offerings. These converging trends not only propel revenue but also broaden participation, solidifying growth prospects for the heritage tourism market despite climate risks and overtourism regulations.

Key Report Takeaways* By purpose, Leisure & Cultural Recreation led with 46.32% of heritage tourism market share in 2025, whereas Ancestral & Genealogy Travel is forecast to expand at 9.85% CAGR to 2031.
* By location type, Historical Monuments & Landmarks accounted for 36.20% of the heritage tourism market size in 2025, while Rural Heritage Villages are growing at a 9.15% CAGR through 2031.
* By booking channel, Online Travel Agencies controlled 45.10% of the heritage tourism market size in 2025 and will rise at 7.10% CAGR during the outlook period
* By tourist demographics, Baby Boomers held 27.20% of the heritage tourism market share in 2025, but Generation Z records the fastest 7.95% CAGR through 2031.
* By geography, Europe commanded 32.80% of the heritage tourism market share in 2025; Asia-Pacific posts the strongest 7.75% CAGR toward 2031.

Key Market Trends

Market Trends and Insights
Drivers Impact Analysis of Heritage Tourism Market*
Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Post-pandemic tourism rebound | +1.8% | Global, with the strongest recovery in Asia-Pacific and Europe | Short term (≤ 2 years) |
Online booking & digital reach | +1.5% | Global, led by North America and Europe | Medium term (2-4 years) |
Government heritage funding | +1.2% | Europe, Asia-Pacific, Middle East with Vision 2030 initiatives | Long term (≥ 4 years) |
Genealogy-driven ancestry trips | +0.9% | North America, Europe, with diaspora connections globally | Medium term (2-4 years) |
Secondary-city culture revival | +0.7% | Europe, Asia-Pacific, emerging in Latin America | Long term (≥ 4 years) |
XR / AR-enabled site immersion | +0.6% | Developed markets initially, expanding to emerging economies | Long term (≥ 4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The heritage tourism market is moderately fragmented, with legacy operators, specialist boutiques, and tech platforms vying for distinct niches. G Adventures and

d Intrepid Travel combine small-group formats with local partnerships, rolling out carbon-measured itineraries that resonate with eco-aware guests. Airbnb Experiences and Viator provide frictionless mobile purchasing and peer-review validation, capturing spontaneous bookers and long-tail offerings that traditional agencies often overlook. Scholarship-based providers such as Context Travel or National Trust Tours curate deep-dive seminars led by PhD historians, commanding premium margins among intellectually driven travelers.

Hospitality-conservation alliances gain momentum: Accor's three-year partnership with the World Monuments Fund covers 5,700 hotel locations, funding conservation of the Chapel of the Sorbonne, parts of the Qhapaq Nan, and other Watch-list sites while embedding guest-facing educational content. Technology remains a decisive differentiator: AR-enhanced city walks, cloud-hosted genealogy platforms, and blockchain-verified certificates of visit enrich authenticity and guard against counterfeiting. White-space opportunities surface in climate-resilient itinerary design, artisan capacity-building for scale, and diaspora concierge services that meld digital archival access with bespoke travel logistics. Competitive intensity grows, yet the diversity of segments and geographies ensures room for innovation and partnership, sustaining healthy churn within the heritage tourism market.

Heritage Tourism Industry Leaders* G Adventures

- * Intrepid Travel
- * Abercrombie & Kent
- * TUI Group
- * Airbnb Experiences

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

Global Heritage Tourism Market Report ScopeBy PurposeLeisure & Cultural Recreation |
Educational / Academic Travel |
Pilgrimage & Religious Travel |
Ancestral & Genealogy Travel |
Festival & Event-Led Travel |

Segmentation Accordion Item

By RegionNorth America | United States |
| Canada |
| Mexico |
South America | Brazil |
| Argentina |
| Chile |
| Colombia |
| Rest of South America |
Europe | United Kingdom |
| Germany |
| France |
| Spain |
| Italy |
| Benelux (Belgium, Netherlands, and Luxembourg) |
| Nordics (Sweden, Norway, Denmark, Finland, and Iceland) |
| Rest of Europe |
Asia-Pacific | China |

- | India |
- | Japan |
- | South Korea |
- | Australia |
- | South-East Asia (Singapore, Indonesia, Malaysia, Thailand, Vietnam, and Philippines) |
- | Rest of Asia-Pacific |
- Middle East and Africa | United Arab Emirates |
- | Saudi Arabia |
- | South Africa |
- | Nigeria |
- | Rest of Middle East and Africa |

Frequently Asked Questions

What revenue is expected for the heritage tourism market in 2031?

USD 888.24 billion

Which purpose segment is expanding fastest?

Ancestral & Genealogy Travel, with 9.85% CAGR.

Which region shows the highest growth rate through 2031?

Asia-Pacific, at 7.75% CAGR.

How dominant are online booking platforms?

They capture 45.10% of the heritage tourism market size and grow 7.10% CAGR.

Why are rural heritage villages popular?

They deliver authentic, community-based experiences and record a 9.15% CAGR under UNWTO's Best Tourism Villages push.

What climate threats affect heritage assets?

UNESCO reports that 73% of World Heritage sites face high water-related hazards, demanding urgent adaptation.