

Museums, Historical Sites, Zoos, And Parks Market Size & Share Analysis - Growth Trends & Forecasts (2025 - 2030)

> ****Industry:**** Amusement Parks, Attractions & Recreation (Hospitality & Tourism)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/museums-historical-sites-zoos-and-parks>
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Executive Market Summary

Market Metric	Details
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Base Market Size	USD 106.78 billion
Projected Forecast (2031)	USD 106.78 billion
Growth Rate (CAGR)	5.66%
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Museums, Historical Sites, Zoos, And Parks industry](images/chart_2.png)

![Museums, Historical Sites, Zoos, And Parks Market Summary](images/chart_3.png)

![Museums, Historical Sites, Zoos, And Parks Market: Total Number of Visitors to Museums, Globally, 2022](images/chart_4.png)

![Museums, Historical Sites, Zoos, And Parks Market: Leading Countries Worldwide With the Highest Number of Museums 2022](images/chart_5.png)

![Museums, Historical Sites, Zoos, And Parks Market Concentration](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

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![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Study Period	2020 - 2030
Market Size (2025)	USD 106.78 Billion
Market Size (2030)	USD 140.62 Billion
CAGR (2025 - 2030)	5.66%
Fastest Growing Market	Europe
Largest Market	North America
Market Concentration	Medium

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview Section

Museums, Historical Sites, Zoos, And Parks Market Analysis by Mordor Intelligence
The Museums, Historical Sites, Zoos, And Parks Market size is estimated at USD 106.78 billion in 2025, and is expected to reach USD 140.62 billion by 2030, at a CAGR of 5.66% during the forecast period (2025-2030).

A museum functions as a repository for priceless artifacts, including historical relics and artworks, offering public access for research and exhibition purposes. These establishments serve various objectives, such as providing leisure activities, supporting academic study, and enriching the cultural life of communities. Additionally, museums contribute to tourism promotion and the dissemination of ideological concepts.

Historical sites, also known as heritage sites, preserve relics of social, political, or military significance, often receiving legal protection and official national historic designations. These sites encompass structures, locations, or settings deemed historically important, typically aged at least 50 years.

Zoos provide habitats for wild animals, serving purposes such as research, conservation, and public education. National parks are governmental reserves dedicated to preserving natural environments, crucial for biodiversity conservation and outdoor recreation, offering visitors opportunities to appreciate and learn about nature's wonders.

Efforts are continuously made to enhance visitor experiences, including the development of digital resources and service platforms. Digital initiatives allow individuals to explore collections online, ensuring accessibility and engagement, particularly for students who may not have the opportunity to visit in person.

Market Trends Section Component 4

Global Museums, Historical Sites, Zoos, And Parks Market Trends and Insights
Growing Significance of Museums in Cultural Heritage Preservation and Tourism
The surge in the number of museums worldwide underscores the growing recognition of cultural heritage's significance and the pivotal role museums play in its preservation and promotion. Art and history museums, in particular, are widely regarded as the bedrock of the cultural and historical preservation landscape. As museums increasingly morph into tourist magnets, cities and regions are channeling investments into new museum projects, aligning them with their broader tourism strategies. Consequently, we witness a proliferation of international museums and expansions of established ones to cater to the rising visitor footfall.

The global museum landscape spans a wide spectrum, encompassing everything from niche, specialized collections to grand, all-encompassing institutions like Paris's Louvre Museum and New York City's Metropolitan Museum of Art. Art, history, science, natural history, technology, and archaeology museums are just a few examples of the diverse museum typologies.

Beyond their collections and exhibitions, museums offer a rich tapestry of educational and interpretive programs. These include guided tours, lectures, workshops, and interactive exhibits, enabling visitors to delve deeper into their surroundings and forge meaningful connections with the showcased artifacts.

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Market Trends Section

North American Market for Museums, Historical Sites, Zoos, and Parks, a Pillar of Cultural, Educational, and Recreational LandscapeThe North American market for museums, historical sites, zoos, and parks is a vibrant and multifaceted sector, playing a pivotal role in shaping the region's cultural, educational, and recreational fabric. These attractions, drawing tourists, locals, and school groups alike, offer a diverse array of experiences and educational avenues.

Museums in North America span a wide spectrum of themes, from art and history to science and technology. Leading cities across the continent house globally renowned institutions like New York City's Metropolitan Museum of Art, Washington, D.C.'s Smithsonian Institution, and Chicago's Art Institute, collectively attracting millions of visitors each year. These museums not only enrich the cultural landscape but also preserve heritage and foster public education through their exhibitions, collections, and programs, showcasing a multitude of perspectives and narratives.

Historical sites in North America weave a tapestry of heritage, comprising landmarks, monuments, and UNESCO World Heritage Sites that commemorate pivotal events, figures, and eras. Ranging from colonial settlements and revolutionary battlefields to indigenous heritage sites, these attractions offer visitors a chance to delve into the past, explore diverse cultures, and partake in immersive experiences that breathe life into history.

Parks and recreational areas in North America encompass a vast range, from national and state parks to urban green spaces and botanical gardens. These locales, like Yellowstone and the Grand Canyon, or urban gems like New York City's Central Park and San Francisco's Golden Gate Park, provide idyllic settings for outdoor recreation, relaxation, and leisure activities such as picnicking, hiking, and biking.

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Industry Overview Section Component 6

Competitive LandscapeThe market is expected to be concentrated with the presence of a large number of players. Some of the major players present in the market are the Smithsonian Institution, Washington, D.C., The State Hermitage Museum, Krusger, the Zoological Garden of Berlin, The American Museum of Natural History, the National Museum of China, and the British Museum, among others. The market is expected to remain competitive over the forecasted period.

Segmentation Toc Component 11

Global Museums, Historical Sites, Zoos, And Parks Market Report ScopeA museum is a place where a great deal of one-of-a-kind and priceless goods, like historical artifacts or pieces of art, are maintained, examined, and presented to the general public. An official location where artifacts from social, political, or military history have been preserved for cultural heritage purposes is referred to as a historic site or heritage site. A zoo is a collection of wild animals kept in a park or garden for research, conservation, or public display, whereas a national park is a government-designated area set aside for environmental preservation. Museums, Historical Sites, Zoos, And Parks report will cover insights into the Museums, Historical Sites, Zoos, And Parks sector in the world, drivers, and restraints of the market. The report will also cover information on some of the major players active globally.

Museums, historical sites, zoos, and parks are segmented by type, by revenue source, by geography. By type, the market is sub-segmented into museums, historical sites, zoos and botanical gardens, nature parks, and other similar institutions. By revenue source, the market is sub-segmented into tickets, food and beverage, and other revenue sources, and by geography market is segmented into North America, Europe, Asia-Pacific, Latin America, and Middle-East and Africa. The market

et sizes and forecasts for museums, historical sites, zoos, and parks are provided in value (USD) for all the above segments.

By Type
Museums |
Historical Sites |
Zoos And Botanical Gardens |
Nature Parks |
Other Similar Institutions |

Segmentation Accordion Item

By Geography
North America |
Europe |
Asia-Pacific |
South America |
Middle-East and Africa |

Frequently Asked Questions

How big is the Museums, Historical Sites, Zoos, And Parks Market?

The Museums, Historical Sites, Zoos, And Parks Market size is expected to reach USD 106.78 billion in 2025 and grow at a CAGR of 5.66% to reach USD 140.62 billion by 2030.

What is the current Museums, Historical Sites, Zoos, And Parks Market size?

In 2025, the Museums, Historical Sites, Zoos, And Parks Market size is expected to reach USD 106.78 billion.

Who are the key players in Museums, Historical Sites, Zoos, And Parks Market?

Smithsonian Institution, Zoological Garden of Berlin, National Museum of China, American Museum of Natural History and State Hermitage Museum are the major companies operating in the Museums, Historical Sites, Zoos, And Parks Market.

Which is the fastest growing region in Museums, Historical Sites, Zoos, And Parks Market?

Europe is estimated to grow at the highest CAGR over the forecast period (2025-2030).

Which region has the biggest share in Museums, Historical Sites, Zoos, And Parks Market?

In 2025, the North America accounts for the largest market share in Museums, Historical Sites, Zoos, And Parks Market.

What years does this Museums, Historical Sites, Zoos, And Parks Market cover, and what was the market size in 2024?

In 2024, the Museums, Historical Sites, Zoos, And Parks Market size was estimated at USD 100.74 billion. The report covers the Museums, Historical Sites, Zoos, And Parks Market historical market size for years: 2020, 2021, 2022, 2023 and 2024. The report also forecasts the Museums, Historical Sites, Zoos, And Parks Market size for years: 2025, 2026, 2027, 2028, 2029 and 2030.