

THE GLOBAL CULTURAL TOURISM MARKET TO REACH 17 BILLION DOLLARS BY 2031



According to the "Cultural Tourism Demand and Trends 2024-2031 Report" by Expedia Group, Priceline Group, and China Travel, "cultural tourism" refers to experiencing the art, heritage, traditions, and lifestyle of the visited destinations, including travel to art festivals, heritage sites, cultural regions, ethnic settlements, and cultural events.

The increasing interest in experiencing new cultures and traditions is driving the growth of the cultural tourism market. **Globalization and people's desire for unique cultural experiences are prompting tourism institutions worldwide to develop cultural offerings.** Moreover, rising disposable incomes and affordable travel options make cultural tourism more accessible, thus supporting market growth.

Furthermore, the rising popularity of cultural festivals, such as those celebrating music, dance, food, and performing arts of different cultures, is also contributing to the expansion of the market. Increased participation in these festivals indicates high growth in this niche area of cultural tourism.

Festivals Expand the Cultural Tourism Market

The cultural tourism market is experiencing significant growth due to increased cultural events and festivals organized globally. The world's leading tourist destinations have begun promoting their cultural heritage through various cultural events to attract more visitors. For example, festivals that showcase local art, music, dance, crafts, and costumes attract large crowds.

Countries are keen to promote their rich cultural diversity and heritage, contributing to the rise of various cultural festivals. Tourists seek to experience new cultures through these festivals, which provide excellent platforms to encounter local traditions. Activities related to history, religion, and ethnicity are trendy themes among travelers. Live cultural festivals drive increased tourism revenues and economic activities in many regions.

Digital Media Offer New Opportunities for Cultural Tourism

Emerging digital media and technologies present lucrative opportunities to enhance cultural tourism. Virtual and augmented reality applications provide immersive cultural experiences to people who cannot visit heritage sites in person. High-quality documentaries, videos, and interactive digital tours showcasing history, arts, and crafts are gaining traction online. Web-based applications and games related to culture and heritage also capture the interest of younger audiences.

Social media platforms enable people worldwide to connect virtually with destinations and cultural highlights and share travel stories. Advanced technologies also allow automatic content translation into multiple languages, improving accessibility. **Tourism boards are actively working on innovative digital measures to sustain interest in culture throughout the year, not just during festivals or events.**

This evolving field of virtual culture offers ample room for continued growth. Travelers seek interactive opportunities to become more immersed in the local lifestyle, including learning cultural

skills, trying on traditional clothing and accessories, visiting local homes, and engaging in activities such as cooking and crafting. Culinary tours focused on regional cuisine are particularly popular. Festivals provide ideal platforms to experience local performing arts, music, and dance up close.

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