

Virtual Tourism Global Market 2024 To Reach \$19.91 Billion By 2028 At Rate Of 38.3%

The Business Research Company's Virtual Tourism Global Market Report 2024 - Market Size, Trends, And Global Forecast 2023-2032

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/EINPresswire.com/ -- The [virtual reality in tourism market](#) has experienced

exponential growth, anticipated to expand from \$3.93 billion in 2023 to \$5.44 billion in 2024, with a CAGR of 38.2%. This surge can be attributed to increased internet access, mobile device proliferation, the influence of the gaming industry, the rise of social media, and early adopters in the entertainment sector.



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What Is The Estimated Market Size Of The Global Virtual Tourism Market And Its Annual Growth Rate?

The virtual reality in tourism market is expected to experience exponential growth, reaching \$19.91 billion by 2028 with a CAGR of 38.3%. This growth is attributed to increasing demand for personalized experiences, higher disposable incomes, the expansion of 5G networks, a rise

in virtual events, and greater awareness of VR applications. Key trends include AI integration with VR, partnerships between tech and tourism sectors, development of VR content for cultural heritage sites, growth in VR tourism education programs, and an increase in virtual tours for remote locations.

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Growth Driver Of The Virtual Tourism Market

The growing demand for travel and tourism is expected to enhance the virtual reality in tourism market in the future. Factors such as increased disposable incomes, the easing of travel restrictions, and a heightened desire for unique experiences are contributing to this growth.



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Virtual reality technology allows potential travelers to take virtual tours of destinations, hotels, and attractions before booking, helping them make informed decisions and increasing their confidence in their choices.

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Who Are the Leading Competitors in the Virtual Tourism Market Share?

Key players in the market include Google LLC, Intel Corporation, Toshiba Corporation, Ricoh Co. Ltd., Zebra Technologies Corp., Autodesk Inc., Trimble Inc., Zillow Group, Leica Geosystems AG, Cvent Inc., Magic Leap Inc., Vuzix, Real Tour Vision (RTV) Inc., Vieweet, Urbanimmersive Inc., Blippar Group Limited, UNIMERSIV, Kuula Inc., Virtual Pictures Corp., Cupix Inc.

Which Key Trends Are Driving Virtual Tourism Market Growth?

In the virtual reality tourism market, companies are embracing innovative solutions such as virtual interactive portals to deliver immersive travel experiences. These portals provide online platforms that enable users to explore and engage with virtual environments, transforming traditional travel experiences into interactive digital journeys.

How Is The Global Virtual Tourism Market Segmented?

- 1) By Type: 360 Virtual Tour, Three-Dimensional (3D) Virtual Tour, Virtual Reality Tour
- 2) By Product Type: Cloud-Based, Web Based
- 3) By Technology: Three-Dimensional (3D) Scanning And Imaging, Photogrammetry, Computer Vision, Haptic Feedback, Spatial Audio, Other Technologies
- 4) By Direct Suppliers: Airlines, Hotel Campaigns, Tour Operators, Government Bodies
- 5) By End-Use: Travelers And Tourists, Hospitality And Accommodation, Cultural And Historical Sites, Entertainment And Recreation, Education And Training, Other End-Uses

Geographical Insights: North America Leading The Virtual Tourism Market

North America was the largest region in the market in 2023. The regions covered in the report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

Virtual Tourism Market Definition

Virtual reality (VR) in tourism employs immersive technology to create simulated experiences of destinations, allowing travelers to explore places before physically visiting. VR enhances trip planning by offering interactive tours, previews of accommodations, and simulated activities, broadening access to tourism experiences.

Virtual Tourism Global Market Report 2024 from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Macroeconomic factors affecting the market in the short and long run

- Analysis of the macro and micro economic factors that have affected the market in the past five years
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

An overview of the global virtual tourism market report covering trends, opportunities, strategies, and more

The Virtual Tourism Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on virtual tourism market size, virtual tourism market drivers and trends, virtual tourism market major players and virtual tourism market growth across geographies. This report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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