

Tourism Event Market 2025 : Trends to Witness Astonishing Growth ; Projected to Attain USD 2.5 Trillion by 2032

The Tourism Event Market Size was valued at \$1.6 trillion in 2022, and is estimated to reach \$2501 billion by 2032, growing at a CAGR of 4.6% from 2023 to 2032.

WILMINGTON, DE, UNITED STATES, March 18, 2025 /EINPresswire.com/ -- Allied Market Research



The North America region dominated the global tourism event market in the 2022 and is likely to remain dominant during the forecast period."

Allied Market Research

published a report, titled, "[Tourism Event Market](#) by Type (Exhibition and Conference, Festival, Corporate Events, Music Concerts, Sports, Others), by Channel (Virtual Channel, Physical Channel), by Revenue Source (Online Registration, Offline Registration, Sponsorship, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032. According to the report, the global [tourism event](#) industry generated \$1.6 trillion in 2022 and is anticipated to generate \$2.5 trillion by 2032, witnessing a CAGR of 4.6% from 2023 to 2032.

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Prime determinants of growth

The growth of the global [tourism](#) event industry is majorly driven by an upsurge in the frequency of corporate meetings, inductions, conferences, exhibitions, music concerts, and sports events. However, high entry costs and industry fragmentation are some of the major restraints of the industry. In addition, technological progress plays an important role in the event services industry. Corporate, sports, entertainment, and education events have been transformed with the introduction of the latest technologies.

The exhibition and conference segment to maintain its leadership status throughout the forecast period

Based on type, the exhibition and conference segment held the highest market share in 2022, accounting for nearly one-third of the global tourism event market revenue, and is estimated to

maintain its leadership status throughout the forecast period. Conferences and seminars dominate the tourism events market due to their ability to foster knowledge exchange, networking opportunities, and professional development in diverse industries. The sports segment is the fastest-growing segment and is projected to manifest the highest CAGR of 7.1% from 2023 to 2032. Sports enthral travelers and locals alike, fostering a sense of unity, excitement, and passion, making it the driving force behind the explosive growth in the tourism events market.

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<https://www.alliedmarketresearch.com/checkout-final/00a682c3e5ab9d15cafc7e3321c99aba>

The virtual channel segment to maintain its lead position throughout the forecast period

Based on channel, the virtual channel segment held the highest market share in 2022, accounting for more than three-fifths of the global tourism event market revenue, and is estimated to maintain its leadership status throughout the forecast period. Virtual channels are dominating the tourism events market due to their cost-effectiveness, global reach, and adaptability to changing circumstances. The physical channel segment is the fastest-growing segment and is projected to manifest the highest CAGR of 5.5% from 2023 to 2032. The physical channel is the fastest-growing segment of the tourism events market due to the unparalleled appeal of authentic, immersive experiences that it offers, driving a surge in demand from modern travelers seeking real-life connections and unique adventures.

Europe to maintain its dominance by 2032

The North America region held the highest market share in 2022, accounting for around two-fifths of the global tourism event market revenue, and is estimated to maintain its leadership status throughout the forecast period. This is attributed to North America distinct travel patterns that are characterized by summer peak seasons and seasonal holidays like Christmas and Easter. However, the Asia-Pacific region is projected to manifest the highest CAGR of 6.1% from 2023 to 2032. This is attributed to increased disposable incomes brought about by the Asia-Pacific region's rapid middle-class growth have led to a higher desire for international travel among a wider segment of the population.

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Leading Market Players:

MESSE BERLIN GROUP

MARITZ HOLDINGS LLC

EVENTBRITE, INC.

TUI GROUP.

ATPI LTD.

CVENT HOLDING CORP.

RIVIERA EVENTS
REED EXHIBITIONS LIMITED
BCD GROUP INTERNATIONAL BV
CWT GLOBAL B.V.

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- > Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- > Sort new clients or possible partners into the demographic you're looking for.
- > Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- > Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- > To increase and grow business potential and reach, develop and plan licensing strategies by finding possible partners with the most appealing projects.
- > Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- > To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

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Canada Tourism Event Market Opportunity Analysis and Industry Forecast, 2022-2032
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David Correa

Allied Market Research

+ + 1800-792-5285

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