

Domestic Tourism Market Update 2025 : Projected to Exhibit USD 6.73 Trillion Revenue by 2030, Claims AMR

The domestic tourism market size was expected to reach \$6,736.1 billion by 2030, registering a CAGR of 13.4% from 2021 to 2030.

WILMINGTON, DE, UNITED STATES, July 18, 2025 /EINPresswire.com/ -- The [domestic tourism](#)



In 2020, depending on location, the interstate travel segment accounted for \$930.9 billion, garnering 75.92% of the global domestic tourism market.

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[market](#) refers to travel activities within a country by residents, without crossing international borders. This sector is a vital component of many nations' economies, as it promotes local businesses, supports the hospitality industry, and helps in regional development. Here are some key trends and insights about the [domestic tourism](#) market:

Market Overview

Market Size and Growth: The domestic [tourism](#) market size was expected to reach \$6,736.1 billion by 2030, registering

a CAGR of 13.4% from 2021 to 2030.

The domestic tourism market has witnessed significant growth, especially in the aftermath of global travel restrictions caused by the COVID-19 pandemic. The emphasis on exploring local destinations and avoiding international travel has boosted the market's growth, with a projected CAGR of around 6-7% over the coming years.

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Regional Insights:

North America: The United States and Canada have a robust domestic tourism sector driven by national parks, cultural attractions, and city-based tourism.

Europe: European countries like the UK, Germany, France, and Italy have a well-developed domestic tourism industry, focusing on heritage sites, local festivals, and culinary tourism.

Asia-Pacific: Countries like China, India, and Japan are experiencing rapid growth in domestic travel, with increased investments in infrastructure, diverse travel destinations, and the rise of

the middle class.

Latin America and Africa: There is increasing potential for domestic tourism as infrastructure improves and regional attractions become more accessible.

Key Drivers

Pandemic-Driven Trends: The COVID-19 pandemic led to a rise in domestic tourism as international travel restrictions were imposed. Travelers sought local destinations for vacations, weekend getaways, and nature-based experiences.

Rising Disposable Income: As economies grow and disposable income increases, more people are inclined to spend on travel experiences within their own countries.

Government Initiatives and Campaigns: Many governments promote domestic tourism through campaigns, infrastructure development, and incentives to stimulate local economies and reduce dependence on international tourists.

Sustainability and Eco-Tourism: There is a growing preference for sustainable and eco-friendly travel options, with tourists choosing destinations that prioritize conservation and minimal environmental impact.

Challenges

Seasonality and Weather Dependency: Domestic tourism can be highly seasonal, with certain destinations experiencing fluctuations in visitor numbers due to weather conditions.

Lack of Infrastructure in Emerging Markets: In some regions, inadequate transport links, accommodation facilities, and local amenities can hinder the growth of domestic tourism.

Competition with International Destinations: Even though domestic tourism is growing, many travelers are still tempted by the allure of international destinations, especially when cost differences are minimal.

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Major Players in the Market

Expedia Group, Inc.

Booking Holdings Inc.

TripAdvisor, Inc.

Airbnb, Inc.

Ctrip.com International, Ltd.

Marriott International, Inc.

Hilton Worldwide Holdings Inc.

AccorHotels

Wyndham Hotels & Resorts, Inc.
OYO Rooms

Trends to Watch

Staycations: The trend of staycations (vacationing close to home) is gaining momentum as people look for convenient and budget-friendly travel options that minimize travel time and expenses.

Rise of Offbeat Destinations: Travelers are increasingly exploring lesser-known, offbeat destinations to avoid crowds and experience unique local culture and nature.

Digital Transformation: The adoption of technology in travel planning, booking platforms, virtual tours, and personalized experiences is transforming how people choose and enjoy their domestic travel experiences.

Focus on Wellness and Nature-Based Tourism: There is growing interest in wellness retreats, hiking, camping, and nature-based tourism as travelers seek relaxation and escape from urban life.

Local Cultural Experiences: Domestic tourists are increasingly interested in immersive experiences, such as local cuisine, cultural festivals, and historical sites that offer insights into their own country's heritage.

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Future Outlook

The domestic tourism market is expected to remain strong as travelers continue to seek safe, convenient, and cost-effective travel options. The focus on sustainable and responsible tourism, coupled with the ongoing digital transformation, is likely to shape the future of domestic travel experiences.

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