

# Museums, Historical Sites, Zoos, And Parks Industry Analysis Report 2025: Key Trends, Drivers, and Forecast Insights

*The Business Research Company's  
Museums, Historical Sites, Zoos, And  
Parks Global Market Report 2025 –  
Market Size, Trends, And Global Forecast  
2025-2034*

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What Is The Estimated Industry Size Of Museums, Historical Sites, Zoos, And Parks Market?



The Business Research  
Company's Latest Report  
Explores Market Driver,  
Trends, Regional Insights -  
Market Sizing & Forecasts  
Through 2034"

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In recent times, the [market size for museums, historical sites, zoos, and parks](#) has been witnessing consistent growth. The market, which is projected to rise from a worth of \$91.43 billion in 2024, is expected to hit the \$95.4 billion mark by 2025, reflecting a compound annual growth rate (CAGR) of 4.3%. The expansion during the historic phase is a result of factors including cultural intrigue, educational initiatives, governmental financing, preservation endeavors, and infrastructure advancements.

The market size of museums, historical sites, zoos, and parks is poised for consistent expansion in the upcoming years, reaching a value of \$115.09 billion in 2029 at a compound annual growth rate (CAGR) of 4.8%. This expected growth during the forecast period can be credited to the influence of sustainability initiatives, bespoke experiences, public-private alliances, broad accessibility, and the effect of global events. Key trends projected during this period involve embracing technological innovations, weaving digital experiences, incorporating technology, enhancing digital access, and capitalizing on outdoor activities.

Download a free sample of the museums, historical sites, zoos, and parks market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=2168&type=smp>

What Are Key Factors Driving The Demand In The Global Museums, Historical Sites, Zoos, And Parks Market?

Augmented reality (AR) technology, characterized as the real-time integration of digital information with a user's environment, is being adopted by arts organizers, museums, and zoos to orchestrate real-world experiences for their visitors. This technology serves as a resource for education and entertainment in these venues, facilitating visual tour guides and 3D content presentation via real-world camera views. For instance, the Cleveland Museum of Art has employed this technological advancement to allow visitors to engage with and obtain up-to-date, comprehensive details about every piece of art in the facility. Similarly, the Acropolis Museum in Athens, Greece, leveraged AR technology to animate a range of architectonic and sculptural relics.

Who Are The Leading Players In The Museums, Historical Sites, Zoos, And Parks Market?

Major players in the Museums, Historical Sites, Zoos, And Parks Global Market Report 2025 include:

- The Metropolitan Museum of Art
- National Gallery of Art
- Krusger
- Smithsonian Institution Washington D.C.
- Musei Vaticani
- The American Museum of Natural History
- Museum of Science and Industry
- Georgia Aquarium
- Museum of Fine Arts Boston
- The Art Institute of Chicago

What Are Some Emerging Trends In The Museums, Historical Sites, Zoos, And Parks Market?

The use of prerecorded audio guides is becoming more prevalent in museums and art galleries as an alternative to traditional guided tours. These guides allow visitors to access a wealth of supplemental, enriched, and impartial information. Institutions equip visitors with multimedia broadcasting devices such as headsets, earphones, or headphones, along with audio guides containing prerecorded information in a chosen language. These audio guide systems not only serve as extra income generators for the organizers but are also available in multiple languages and translations to be used at any time. The audio guides foster increased visitor interaction, ease of access, and supply additional precise information with the goal of providing unbiased education to visitors. France's Louvre Museum, which sees 8 million visitors annually, has incorporated audio guides to facilitate visitor interaction with art pieces. Other institutes offering prerecorded audio guides include the British Museum in England, the San Francisco Museum of Modern Art, and the Auckland War Memorial Museum in New Zealand.

## Analysis Of Major [Segments Driving The Museums, Historical Sites, Zoos, And Parks](#) Market Growth

The museums, historical sites, zoos, and parks market covered in this report is segmented –

- 1) By Type: Museums, Historical Sites, Zoos & Botanical Gardens, Nature Parks and Other Similar Institutions
- 2) By Revenue Source: Tickets, Food and Beverages, Other Revenue Sources
- 3) By Visitors' Age Group: Below 25 Years, 25 to 39 Years, 40 to 59 Years, 60 to 74 Years, 75 Years and Above
- 4) By Visitors' Gender: Male, Female

### Subsegments:

- 1) By Museums: Art Museums, Science Museums, Children's Museums, History Museums
- 2) By Historical Sites: Heritage Sites, Archaeological Sites, Memorials and Monuments
- 3) By Zoos & Botanical Gardens: Zoos, Aquariums, Botanical Gardens, Wildlife Parks
- 4) By Nature Parks and Other Similar Institutions: National Parks, Wildlife Reserves, Nature Preserves, Eco-Tourism Parks

View the full museums, historical sites, zoos, and parks market report:

<https://www.thebusinessresearchcompany.com/report/museums-historical-sites-zoos-and-parks-global-market-report>

## Which Region Is Expected To Lead The Museums, Historical Sites, Zoos, And Parks Market By 2025?

In the Museums, Historical Sites, Zoos, And Parks Global Market Report 2025, North America had the distinction of being the most extensive region for the year 2024. The report forecasts Eastern Europe to experience the most rapid growth in the coming period. The report provides comprehensive coverage for regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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