

APAC Museums, Historical Sites, Zoos, And Parks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The APAC Museums, Historical Sites, Zoos, And Parks Market size is estimated at USD 24.93 billion in 2024, and is expected to reach USD 52.06 billion by 2029, growing at a CAGR of 15.88% during the forecast period (2024-2029).

Lockdowns and other emergency measures forced museums, historical sites, zoos, and parks worldwide to keep their doors closed to the general public due to the health catastrophe brought about by COVID-19. They needed help with their normal exhibition schedule and curatorial initiatives. National parks, zoos, historical monuments, and museums responded by taking corresponding emergency steps to speed the development of digital content and service platforms. These worries brought up a mismatch between the products and user expectations and several potential issues with the applicability of electronic resources. Museums, historical sites, zoos, and national parks used digital offerings to keep up with the times. These offerings allowed "visitors" to explore exhibits online and allow youngsters to maintain part of the excitement of a field trip even if they cannot leave the building or classroom.

The lifting of restrictions by governments in their nations and globally after the pandemic increased the number of visitors to museums, historical sites, zoos, and parks, propelling the market growth. The digitization of museums, historical sites, and gallery experiences is aiding the sector's growth. Also, the expansion of the market is indirectly fueled by the rise in global travel.

Also, zoos are undergoing adjustments as a result of an increase in ethical concern for animals. There are initiatives underway to change how visitors see zoos. For several zoos to continue, they must recondition several crucial laws set by the animal rights movement.

APAC Museums, Historical Sites, Zoos, And Parks Market Trends

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Rise in the Number of Museums and Visitors in China is Driving the Market

China's history and culture is rich and fascinating. Almost 24 million people visit the National Museum in Beijing, Shanghai, Nanjing, and Zhejiang. The museums are located in Beijing, Shanghai, Nanjing, and Zhejiang. On the list of the most popular museums are the Shanghai Technology and Science Museum, the Nanjing Museum, the Zhejiang Museum, and the China Science and Technology Museum.

The top 10 most popular tourist attractions, according to Trip.com Group data, included museums, art galleries, and exhibition halls. People born after 1995 made 25% of museum reservations. Socializing while viewing an exhibition has become increasingly common among young people.

Despite the pandemic, Chinese museums received about 779 million visits last year. In the meantime, museums launched over 10,000 educational events and over 3,000 virtual exhibitions, with 4.1 billion views overall. Of those who visited museums this year, 25 percent were people aged 13-27, according to Ctrip.

Numerous museums across China have also released artistic and cultural goods, such as mystery boxes with an archaeological theme. Collectors can dig through some boxes containing a soil sample and a miniature cultural artifact using little shovels and other instruments to attract youth.

The Wuxi Museum in Jiangsu launched an exhibition of archaeological relics from the Bronze Age. In addition to introducing stamps based on exhibits to attract young people, the local government also launched a limited number of 1,000 digital collections of a sword dating back to the Spring and Autumn Period (770 BC-476 BC), with each digital copy priced at 59 yuan (about USD 8.6).

Rise in Number of National Parks and Digitalized Experiences is Driving the Market

Asia is a continent overflowing with national parks, all of which hold diverse and sublime landscapes. These national parks can be enjoyed in several ways, whether heading out on a trek through the Himalayas or jumping in a jeep to search for wildlife. Chitwan National Park in Nepal is a haven of undisturbed natural beauty. This UNESCO site is a wildlife oasis where rhinos, tigers, monkeys, and elephants roam free. Fuji Hakone Izu National Park in Japan is located close to Tokyo. The calm, peaceful atmosphere of the park is a pleasant change in pace from the futuristic capital city. Mount Fuji is the area's crowning glory and an iconic image of Japan. Its beauty has inspired writers and artists for centuries. Ranthambhore National Park in India is one of the best places in the world to see the elusive Bengal tiger stalking through its natural habitat. Additionally, China announced a plan that envisages the creation of the world's largest national park system by 2035, the state news agency Xinhua reported.

Many museums, zoos, art galleries, and other cultural and art institutions have ramped up efforts to leverage digital technologies for better development. Digitization, 3D modeling, AR, and virtual reality technologies are adopted so visitors can appreciate the treasures online anytime and anywhere. Some zoos host live streaming of animals 24 hours a day; others allow citizens to take a virtual walkthrough of the zoo's galleries. The Alipore Zoo in Kolkata, the oldest in India, launched a mobile application to help people take a virtual tour. Citizens can see a panoramic view of the zoo and check photos and videos in their enclosures with a voice-over option to learn more about an animal they are interested in. The Arignar Anna Zoological Park in Chennai was the first in India to start live-streaming animals in their enclosures. It has live streaming of 14 species, including tigers, lions, and hippos. There are 180 cameras installed in the zoo and animal enclosures.

APAC Museums, Historical Sites, Zoos, And Parks Industry Overview

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The Asia-Pacific museums, historical sites, zoos, and parks market are expected to be concentrated with the presence of a large number of players. Some of the major players present in the market are the Hiroshima Peace Memorial Museum, City Palace Museum Udaipur India, Buddha Tooth Relic Temple and Museum, The Museum of Qin Terra-cotta Warriors and Horses, and the National Museum of China, among others. The market is expected to remain competitive over the forecasted period.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS AND INSIGHTS

- 4.1 Market Overview
- 4.2 Market Drivers
 - 4.2.1 Growing Popularity of Museums, Historical Sites, Zoos and Park is driving the Market Growth
 - 4.2.2 Digitalized Experiences is Driving the Market
- 4.3 Market Restraints
 - 4.3.1 Distinct institutional cultures and values
 - 4.3.2 Adapting to the changes in technology is tough for the Institutions
- 4.4 Opportunities
 - 4.4.1 Use of AI in the Museums, Historical Sites, Zoos, and Park
 - 4.4.2 Packaged Tourism with different offers.
- 4.5 Value Chain Analysis
- 4.6 Industry Attractiveness: Porter's Five Forces Analysis
 - 4.6.1 Bargaining Power of Buyers
 - 4.6.2 Bargaining Power of Suppliers
 - 4.6.3 Threat of New Entrants
 - 4.6.4 Threat of Substitutes
 - 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights into Technological Advancements in the Industry
- 4.8 Insights on Various Regulatory Trends Shaping the Market
- 4.9 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Type
 - 5.1.1 Museums
 - 5.1.2 Historical Sites
 - 5.1.3 Zoos And Botanical Gardens
 - 5.1.4 Nature Parks

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5.1.5 Other Similar Institutions

5.2 By Revenue Source

5.2.1 Tickets

5.2.2 Food And Beverages

5.2.3 Other Revenue Sources

5.3 By Country

5.3.1 Japan

5.3.2 China

5.3.3 India

5.3.4 Singapore

5.3.5 Rest of Asia-Pacific

6 COMPETITIVE LANDSCAPE

6.1 Market Concentration Overview

6.2 Company Profiles

6.2.1 Hiroshima Peace Memorial Museum

6.2.2 City Palace Museum Udaipur India

6.2.3 Buddha Tooth Relic Temple and Museum

6.2.4 The Museum of Qin Terra-cotta Warriors and Horses

6.2.5 National Museum of China

6.2.6 Arignar Anna Zoological Park, India

6.2.7 Sri Venkateswara Zoological Park, India

6.2.8 Safari World (Thailand)

6.2.9 Singapore Zoo

6.2.10 Alipore Zoo in Kolkata, India

6.2.11 Surabaya Zoo (Indonesia)

6.2.12 Borobudur in Central Java, Indonesia

6.2.13 Taj Mahal in Uttar Pradesh, India

6.2.14 Great Wall of China in Qinhuangdao/Beijing, China*

7 MARKET FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

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