

Europe Museums, Historical Sites, Zoos, And Parks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

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Report description:

The Europe Museums, Historical Sites, Zoos, And Parks Market size is estimated at USD 43.29 billion in 2024, and is expected to reach USD 59.77 billion by 2029, growing at a CAGR of 6.66% during the forecast period (2024-2029).

As a result of lockdowns and other emergency measures, Museums, Historical Sites, Zoos, And Parks worldwide were obliged to keep, their doors closed to the public due to the health catastrophe caused by COVID-19. They were unable to continue running their regular exhibitions and curatorial programs. As a response, national parks, zoos, historical sites, and museums undertook commensurate emergency measures to hasten the creation of digital materials and service platforms. These concerns raised a mismatch between user expectations and its offerings, as well as several possible problems with the applicability of electronic resources.

To stay up with the times, museums, historical sites, zoos, and national parks are turning to digital offerings that let "visitors" explore exhibits online and let kids maintain some of the excitement of a field trip even if they can't leave the building or classrooms.

Museums, Historical Sites, Zoos, and Parks have seen an increase in the number of visitors due to the removal of restrictions by governments in their respective countries and globally, which is driving the market growth. Digitalizing museums, historical sites, and gallery experiences is assisting the market's growth. Furthermore, the increase in travelers worldwide indirectly drives Market growth.

Moreover, zoos are making changes due to increased ethical concerns for animals. Efforts are being taken to alter how people feel while visiting a zoo. Animal rights advocacy paved various critical rules that several zoos must recondition to survive. For

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example, Philadelphia Zoo's zoo360 concept includes the Big Cat crossing.

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

Rise in the Number of Visitors to Museums is Driving the Market

The rise in the number of visitors is driving the market's growth. Museums have observed a growth in the number of visitors. Museums observed an increase of up to 5 % in visitors, with the Musee du Louvre in Paris consistently topping this list. The State Russian Museum in St. Petersburg comes in second with an increase of 88%. One of the most successful museums was Moscow's Multimedia Art Museum, which saw a near-complete visitor recovery last year, with 2,242,000.

In the UK, the British Museum (BM) was the most visited art museum in the country, with a 4% increase post-pandemic. More than half of museums around the UK had higher visitor figures post-pandemic. These ranged from Glasgow's Hunterian Museum (up by 82%) and Gateshead's Baltic Centre for Contemporary Art (57%) in the north to Tate St Ives (43%) and Modern Art Oxford (5%) in the south.

Digitalization is Driving the Market

As an alternative to traditional guides, pre-recorded audio guides are frequently utilized in museums and art galleries. These guides allow visitors to interact with extra, expanded, and unbiased information. Visitors are given multimedia content transmitters, including audio guides with pre-recorded audio files in the chosen language, headsets, earbuds, or headphones. These audio guides serve as extra sources of income for event planners and are accessible at any time by a huge number of people. They are also available in many languages and translated versions.

These audio tours for museums increase visitor interaction, increase accessibility, and offer more detailed information to educate visitors objectively. With approximately 8 million annual visitors, the Louvre Museum in France has implemented audio tours to provide interactive content about the artwork. The British Museum in London, the San Francisco Museum of Modern Art, and the Auckland War Memorial Museum in New Zealand are further museums that provide visitors with taped audio guides.

Using augmented reality (AR) technology, art galleries, museums, and zoos provide visitors with a genuine experience. The real-time integration of digital information with the user's environment is known as augmented reality. By creating a visual tour guide and presenting 3D material from a real-world camera perspective, museums and zoos now employ augmented reality to educate and entertain the audience.

For instance, the Cleveland Museum of Art uses augmented reality technology to enable people to interact with and obtain the most up-to-date and thorough information about each piece of art on display. The group employed augmented reality (AR) technology to bring a collection of architectural and sculptural remnants to life in the Acropolis Museum in Athens, Greece.

Moreover, In 2022, 98.5 percent of England's museums and art galleries used some form of online communication within the year. Overall, 85 percent of these establishments reported having used Facebook. By contrast, just five percent of institutions had used mobile applications that year.

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

The market is expected to be concentrated with a large number of players. Some of the major players present in the market are Louvre, Paris; State Hermitage, St Petersburg; Reina Sofia, Madrid; Vatican Museums, Vatican; State Tretyakov Gallery, Moscow; Natural History Museum, London; Centre Pompidou, Paris; British Museum, London; Museo Nacional Del Prado, Madrid; Van Gogh

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Museum, Amsterdam; 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

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