

Key Attractions Trends for 2022

A Survey of Visitor Attractions

In partnership with

Tiqets



ARIVAL

Agenda

1. The Visitor Attractions
2. 2022 Outlook
3. Distribution Trends
4. Connectivity
5. Google Things to Do
6. (Dynamic?) Pricing Trends
7. Timed Ticketing

About This Study

Arival fielded this online study with the help of industry partners in May 2022. Respondents were promised that their responses would remain confidential and offered a complimentary summary report and Arival Insider membership upon the completion of the study.

Arival received 247 qualified responses from tour, activity and attraction operators worldwide.



Allison French
Senior Director
Broadway Inbound



Lori Tostado
Senior Director Global Travel Trade
Legends



Holly Williamson
Public Affairs Specialist
National Air and Space Museum



Thank You Partners!

Sponsoring Partner



Fielding Partners



Museums



Observatories



Amusement / Theme Parks



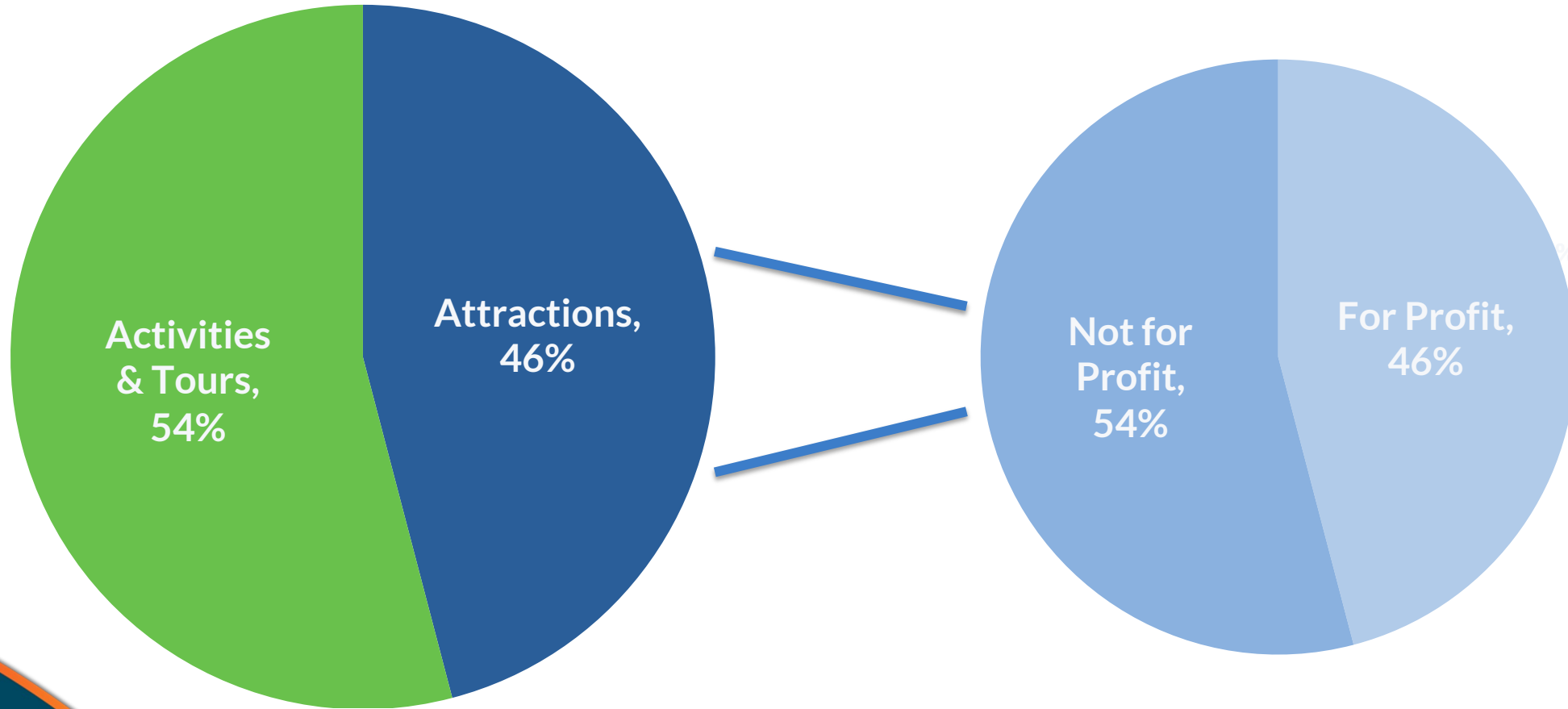
Cultural Sites & Landmarks



Zoos & Aquariums



The Visitor Attractions



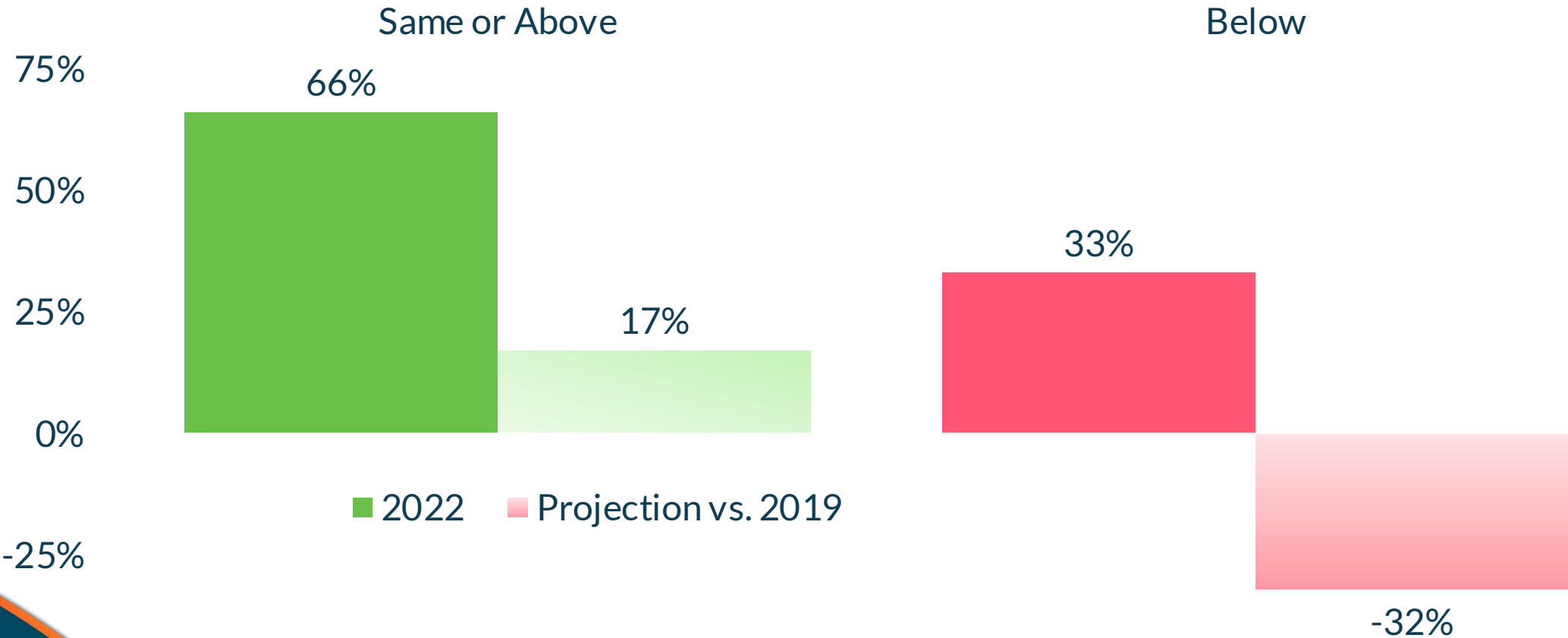
Outlook for 2022

96%

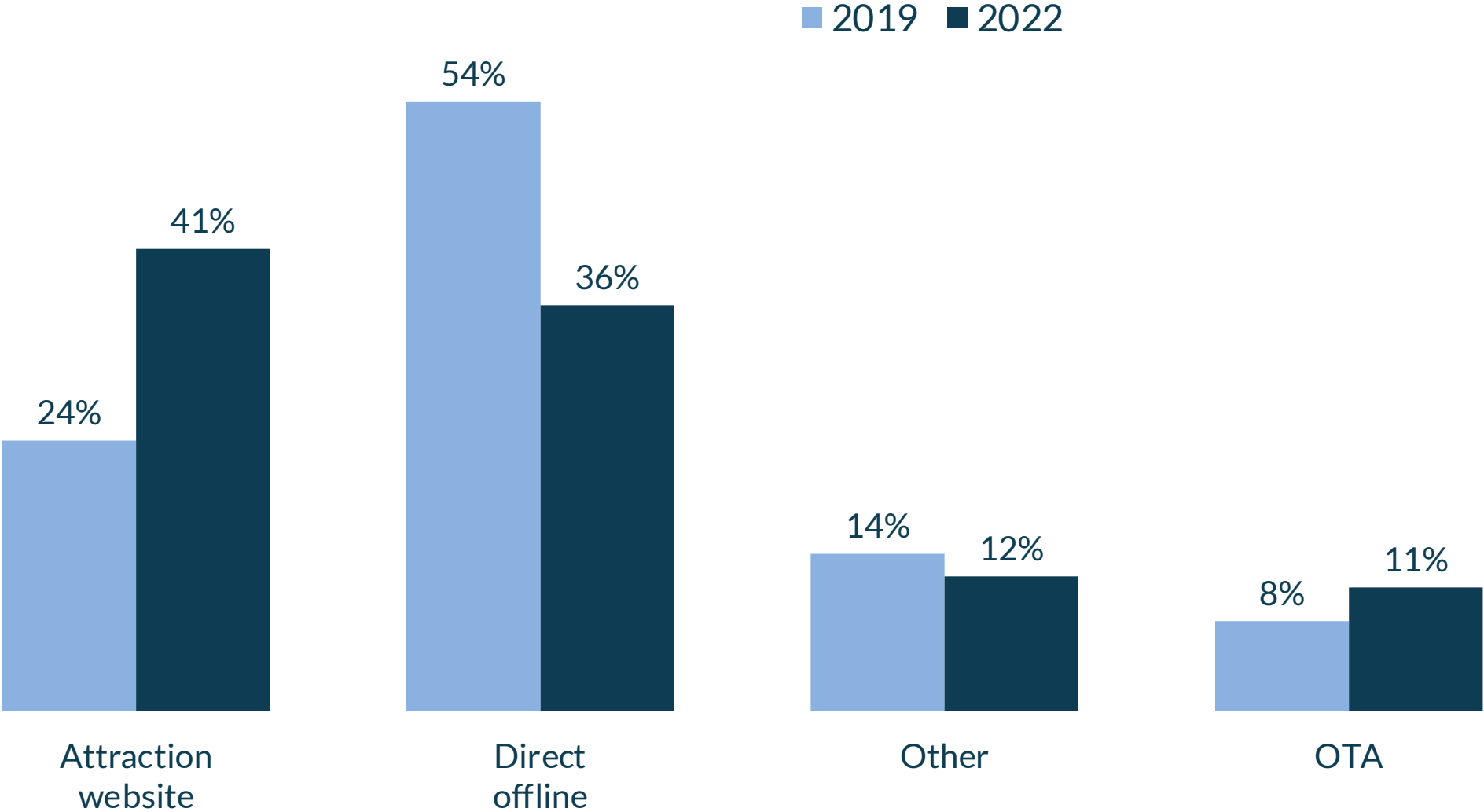
vs. '19



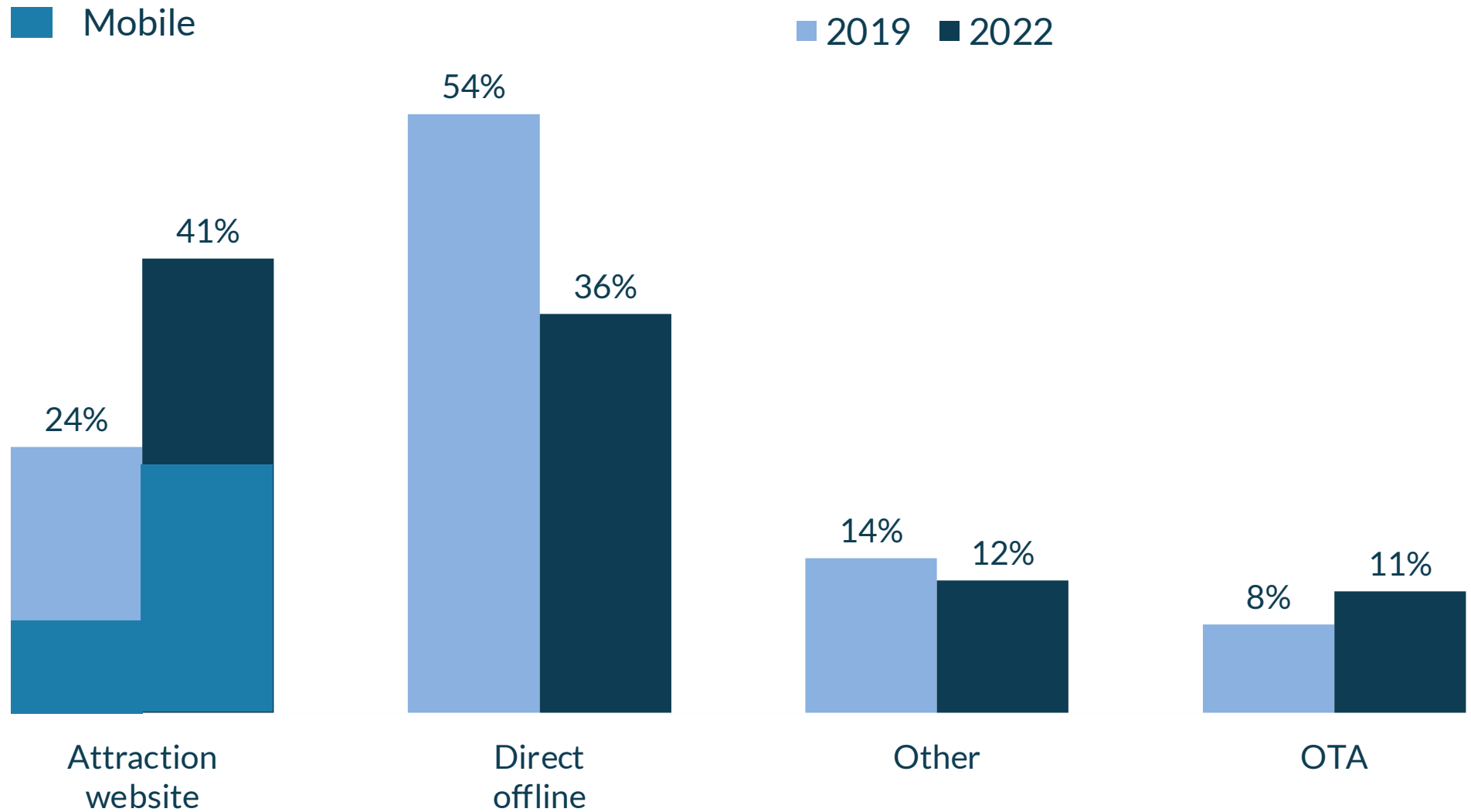
Projected Sales for 2022 vs. 2019



Distribution Channel Trends 2022 vs. 2019



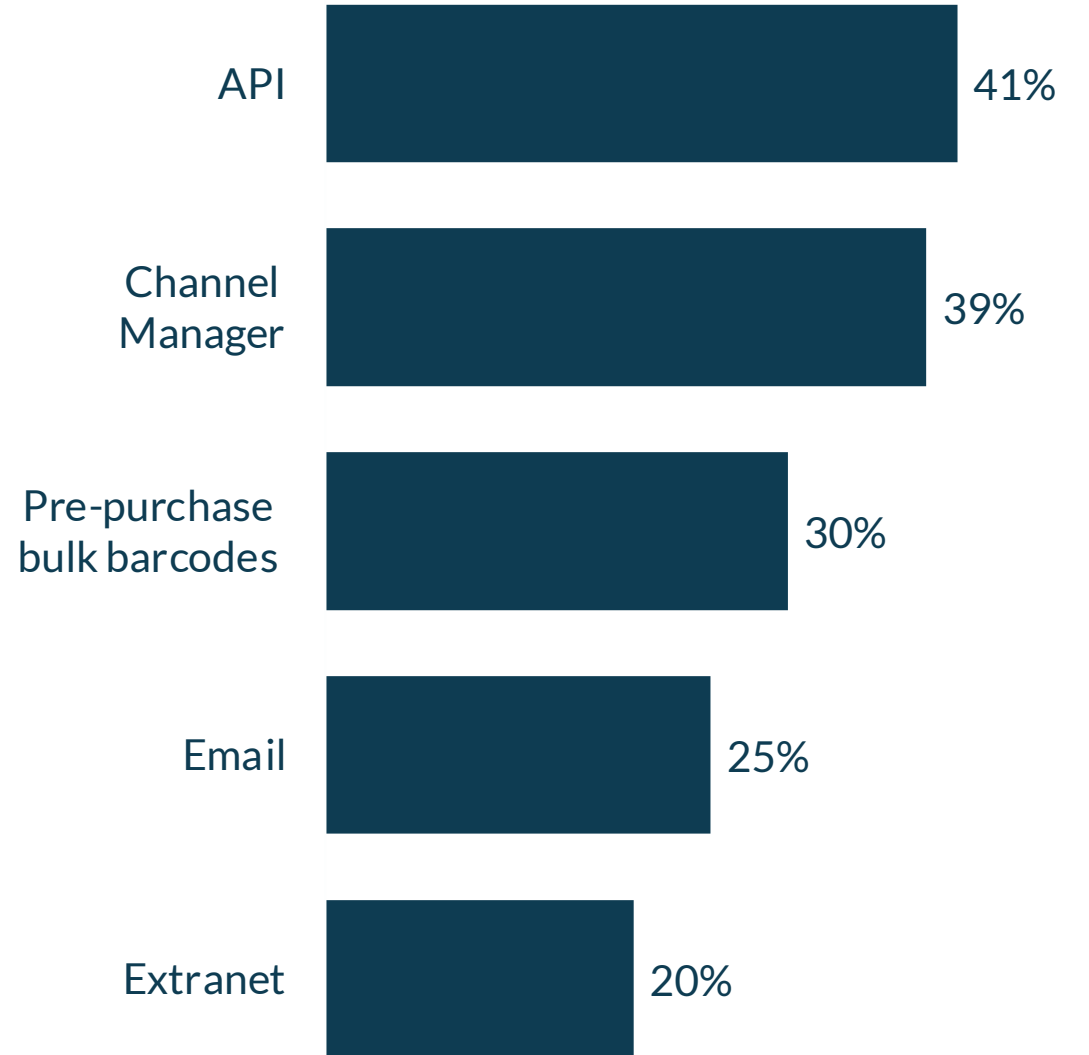
Distribution Channel Trends 2022 vs. 2019

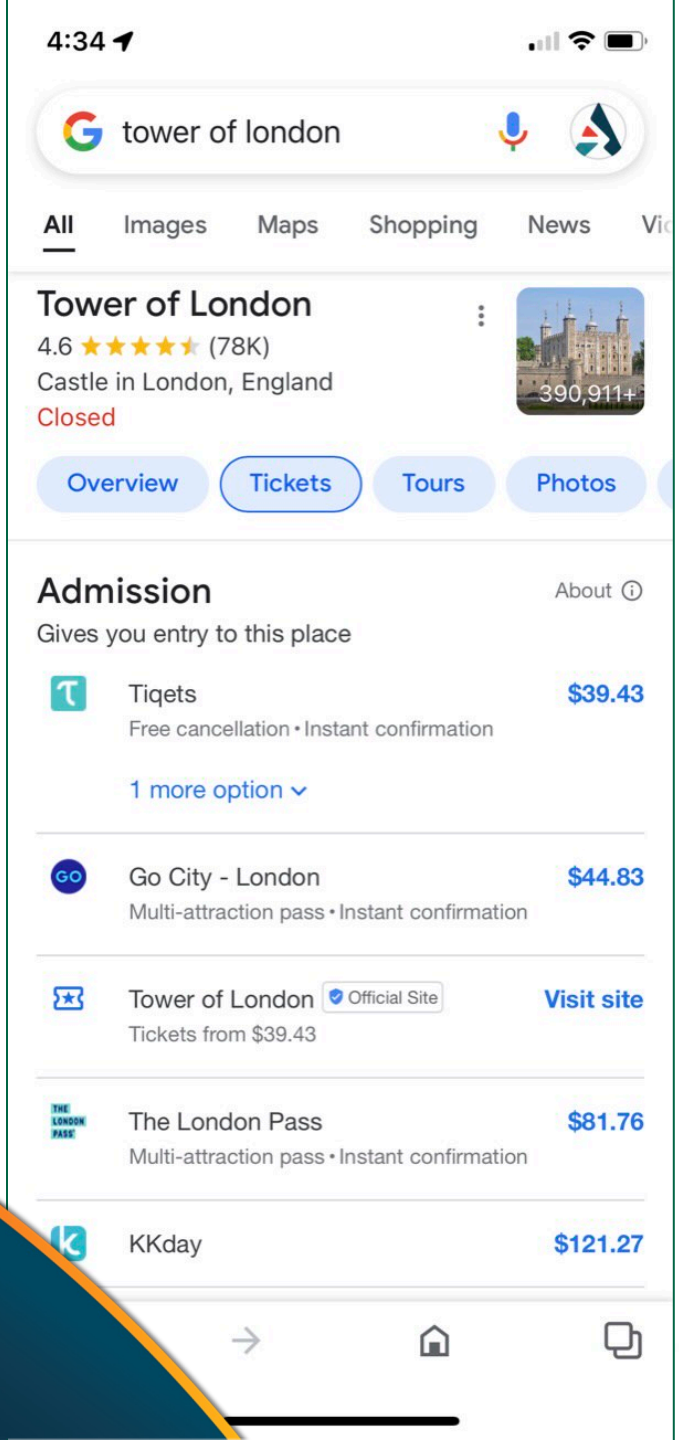


Avg. No of OTAs

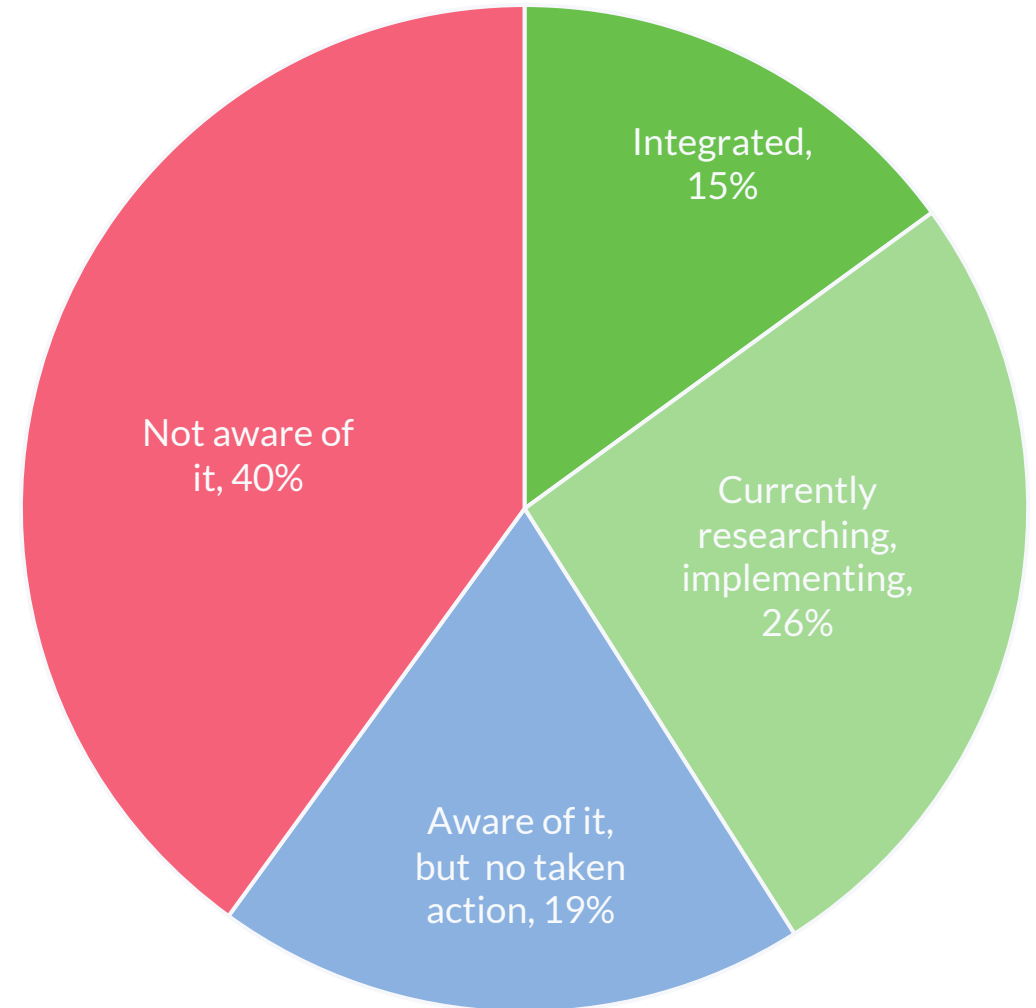
14

How Attractions Connect

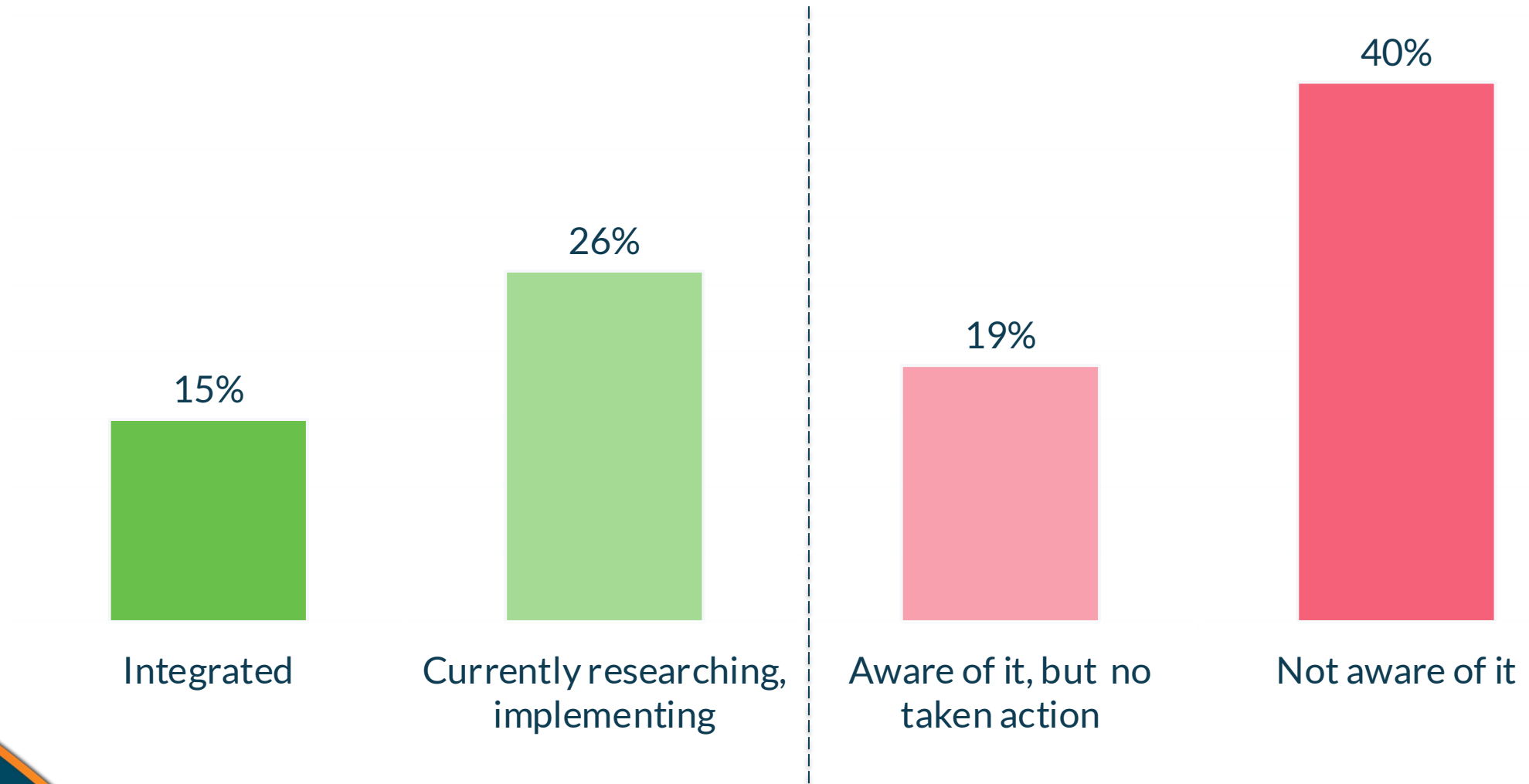




Google Things to Do Status

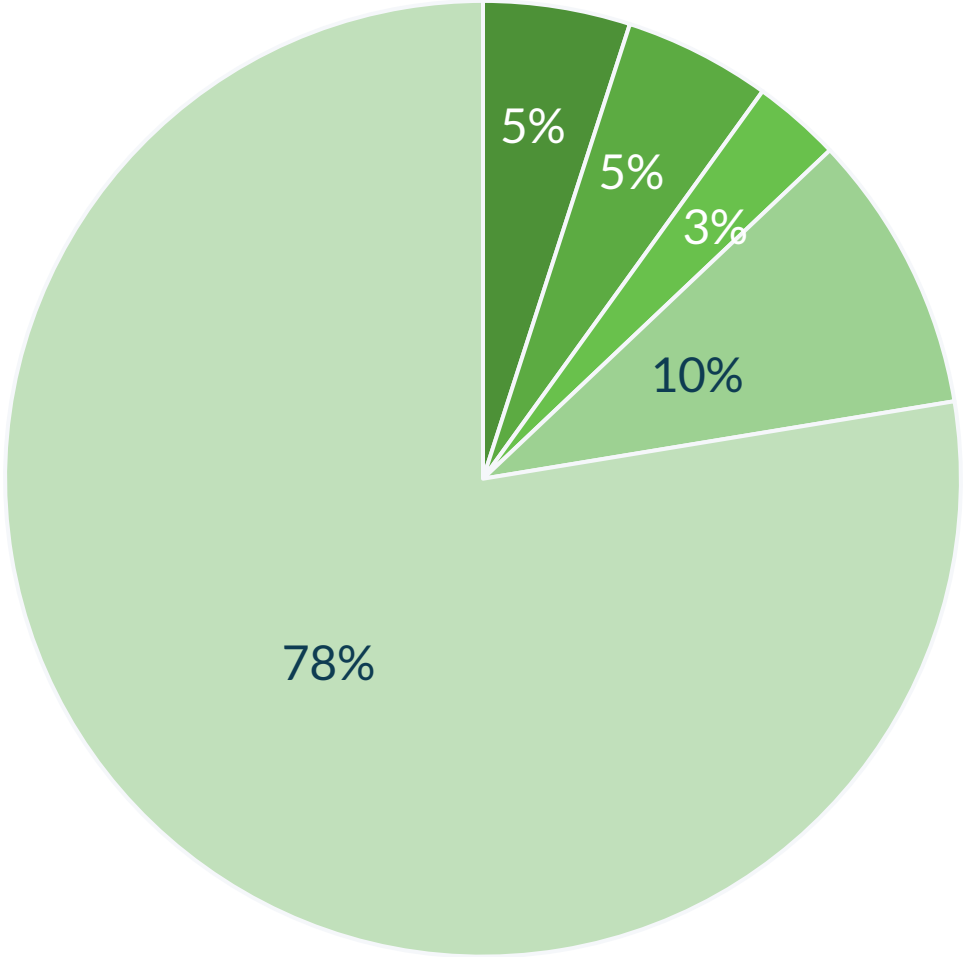


Visitor Attractions on Google Things to Do





Frequency of Price Changes



■ Daily ■ Weekly ■ Monthly ■ Seasonally ■ Annually or less frequently



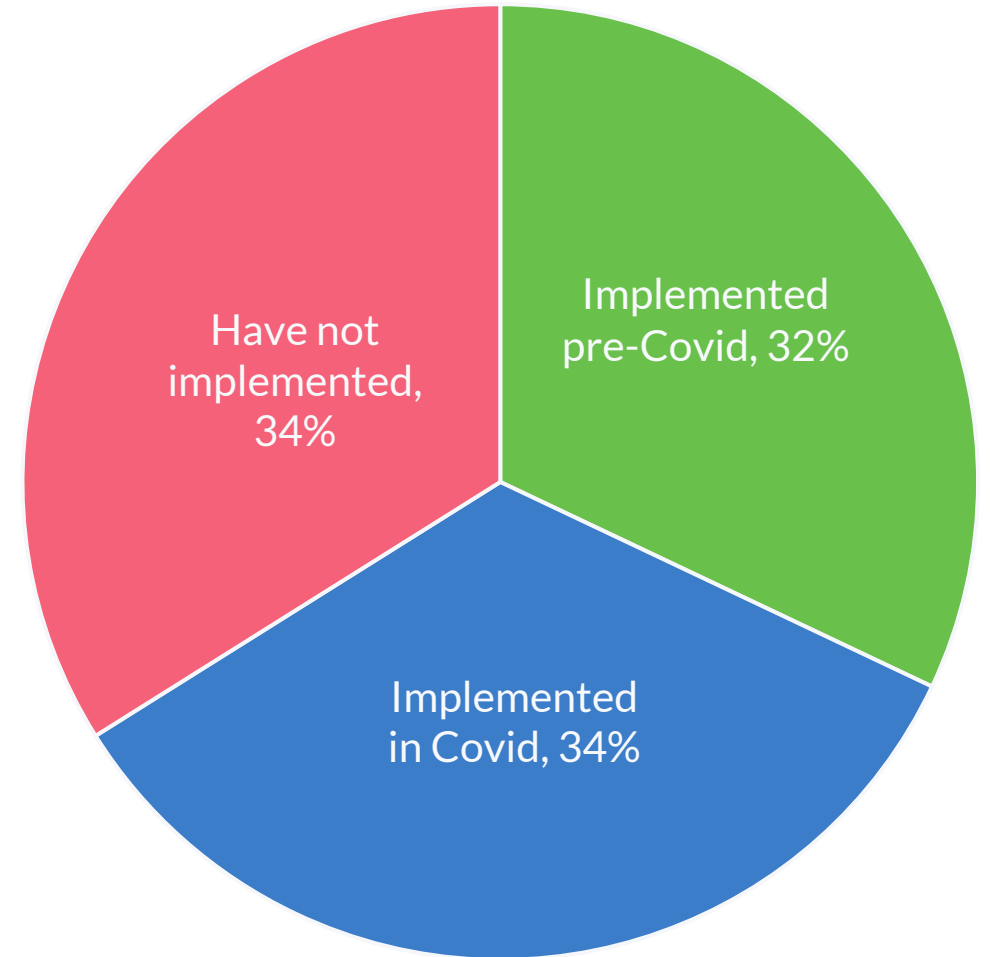
Smithsonian To Phase Out Timed-Entry Passes and Extend Hours Starting July 20

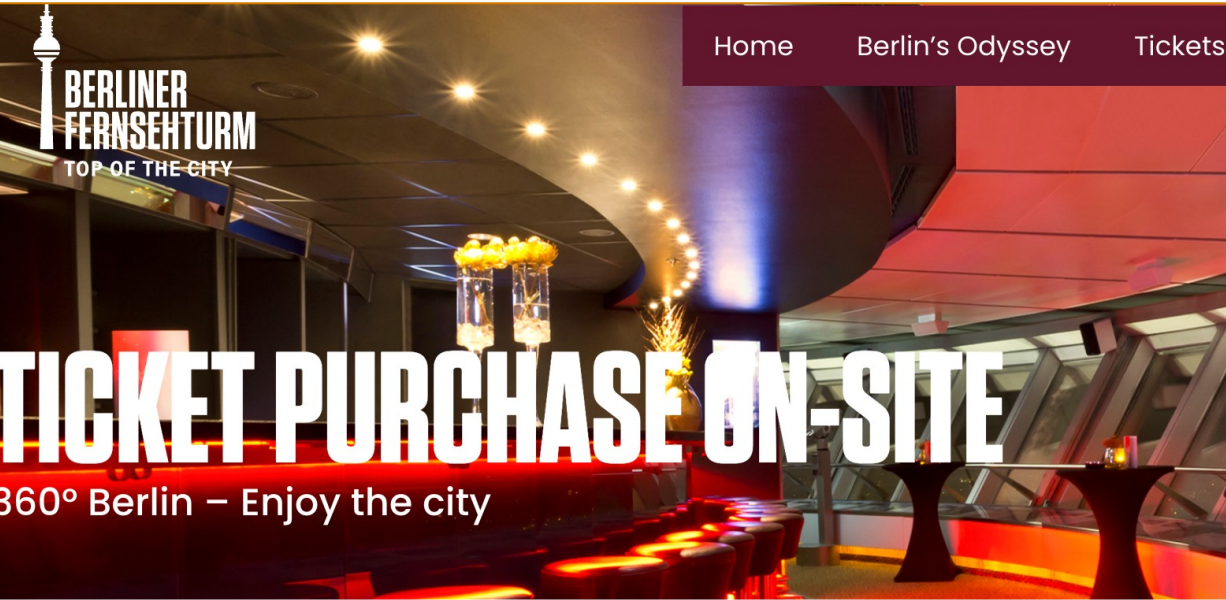
July 16, 2021 • News Release



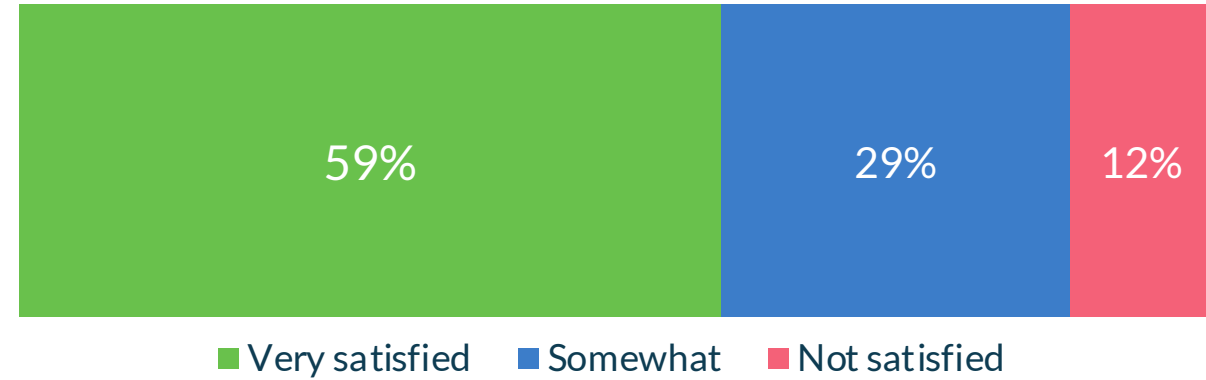
/files/newsdesk/castle_at_dusk.jpg

Timed Ticketing Implementation

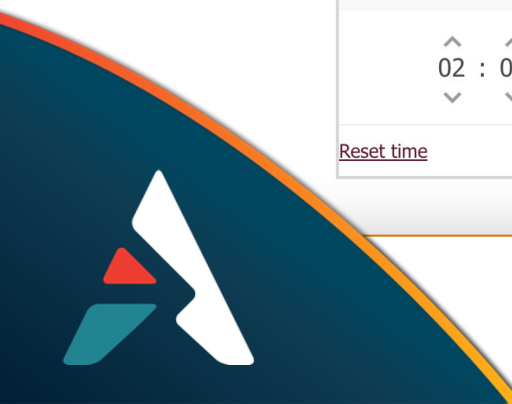
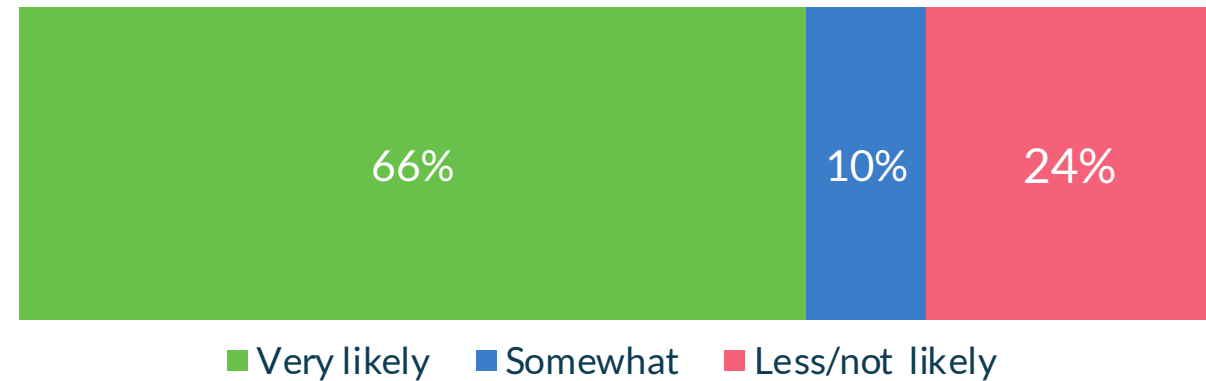




Satisfaction with Timed Ticketing



Intent to Continue



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Nine Attractions Trends for 2022

100+ attractions weigh in on the recovery, distribution, Google, dynamic pricing and more

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THANK YOU

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The Arival logo features a stylized white 'A' with a red triangle on its left side, followed by the word 'RIVAL' in a bold, white, sans-serif font.

Douglas Quinby - CEO & Founder
douglas@arival.travel

Anne Failing - Senior Analyst
anne@arival.travel

