# Attraction Ticketing

## *The Future of Access to Europe's Top Sites*

Douglas Quinby, CEO, Arival

In partnership with

ETOA

*March 2025*

ARIVAL

Photo Credit: Spotted by Locals

# Today's Agenda

1. The Attractions Problem
2. State of Visitor Attractions
3. Distribution,  Technology, Connectivity
4. Products Planned
5. Discussion!

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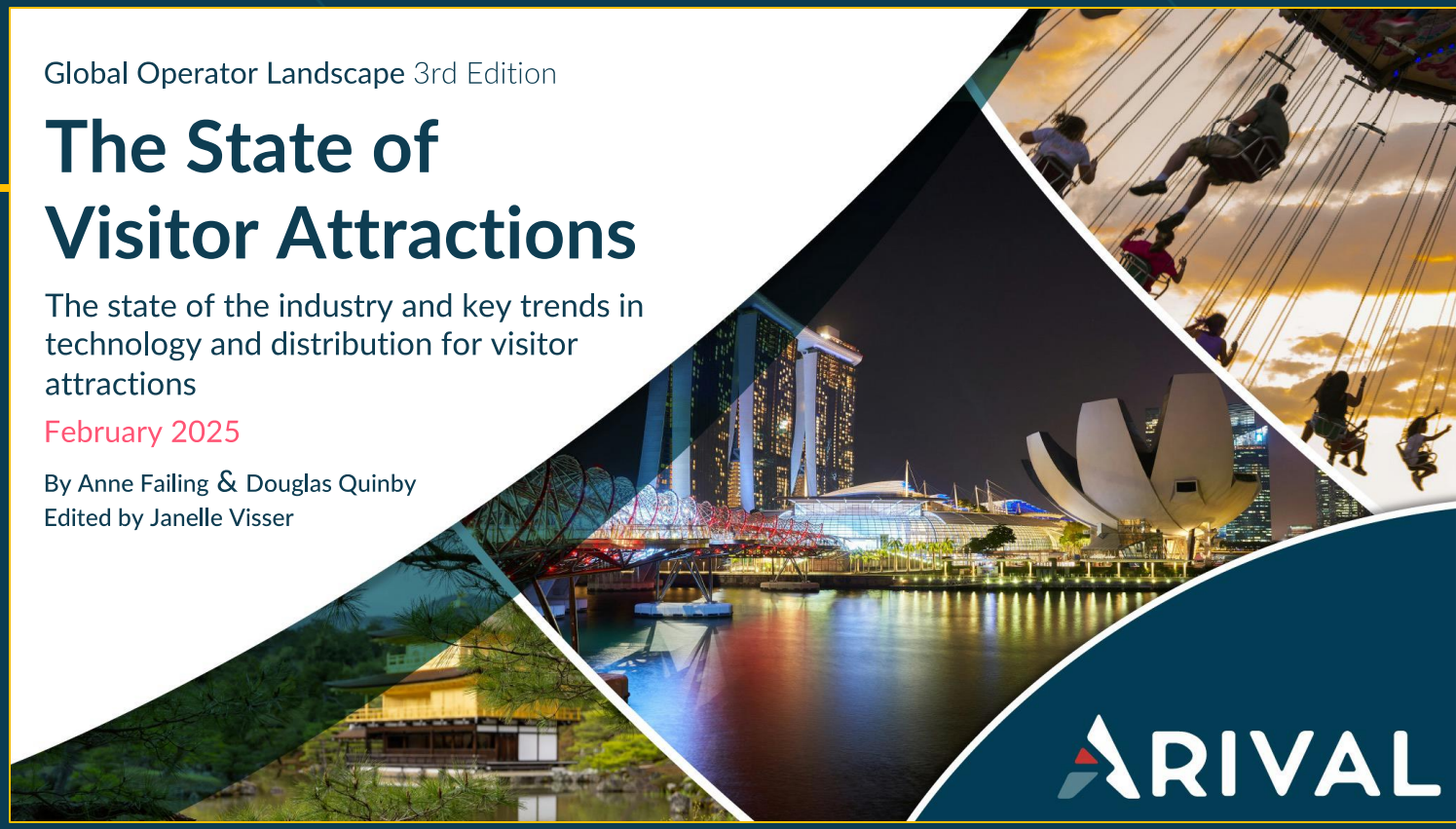
~700 visitor attractions worldwide

Fielded 3Q 2024



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TOItaly/Towns of Italy
Tourdesk
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TourReview
TripShock
UKInbound
Veltra
ResPax
Vox Tours
Winerist
Xola
Zaui

# The State & Structure of the Attractions Sector

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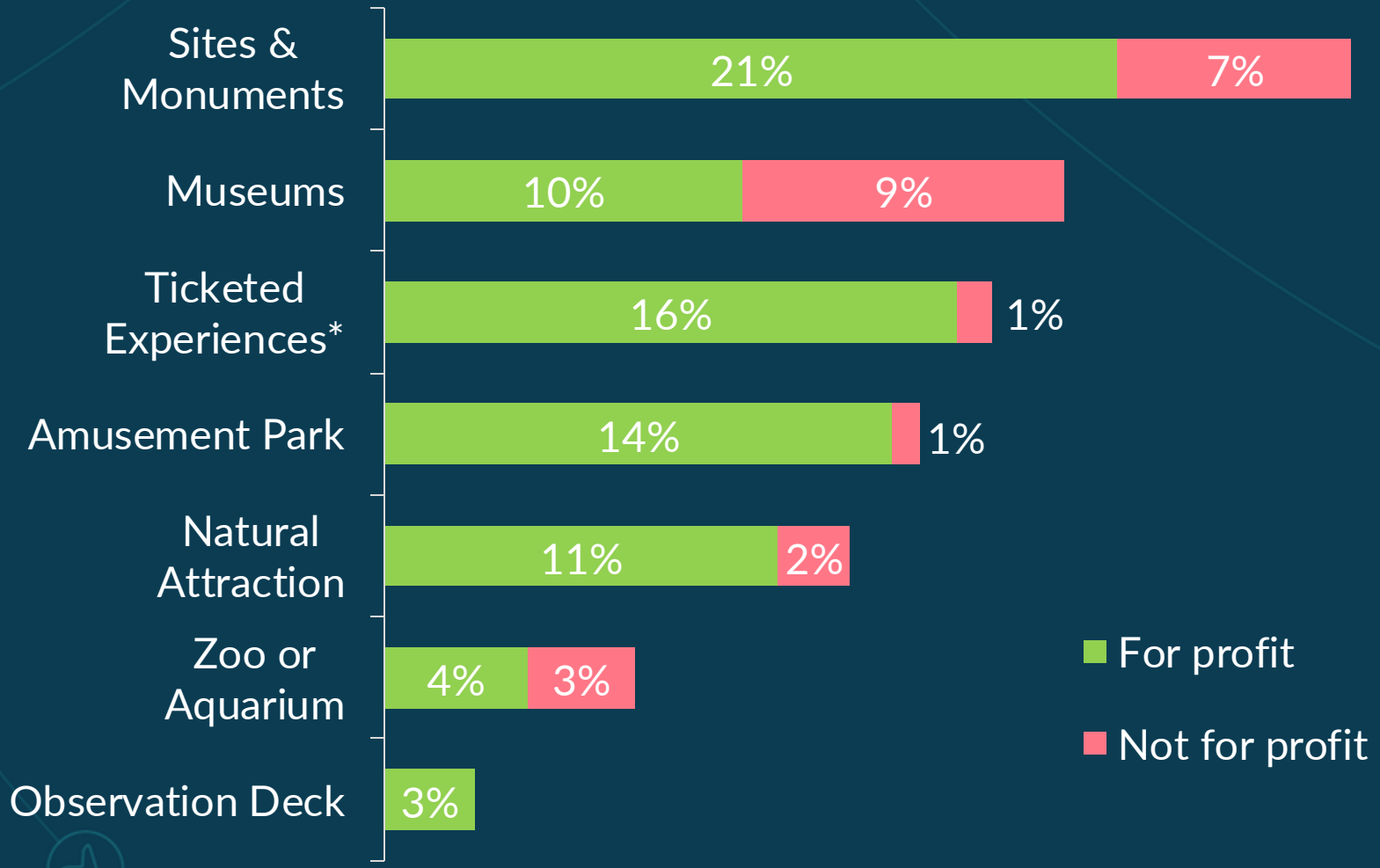
# Arival Visitor Attraction Categories

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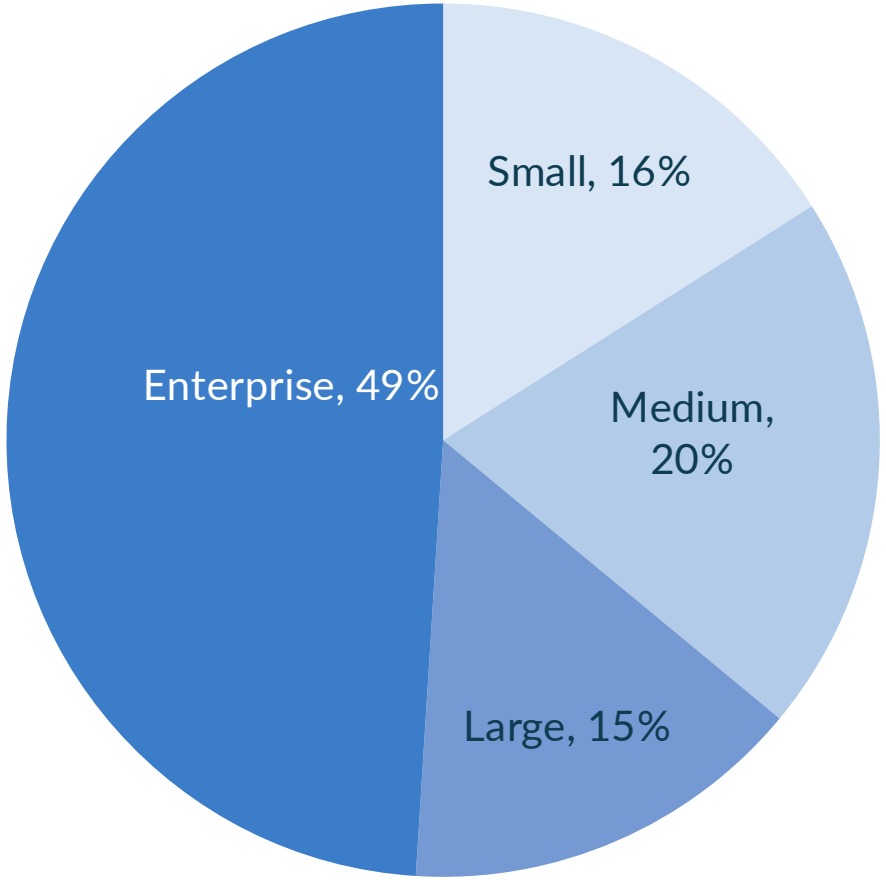
# Attractions Drive Tourism

Visitor attractions are key drivers of tourism demand to destinations. The attractions landscape is comprised of more large and enterprise-sized operations. Nearly half serve 50,000 guests or more each year.

| **Attraction Segments by PAX:** (annual number of guests) | |
|---|---|
| Small | up to 1,000 |
| Medium | 1,001-10,000 |
| Large | 10,001-50,000 |
| Enterprise | 50,001 and greater |

## Attractions by Size





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# Distribution

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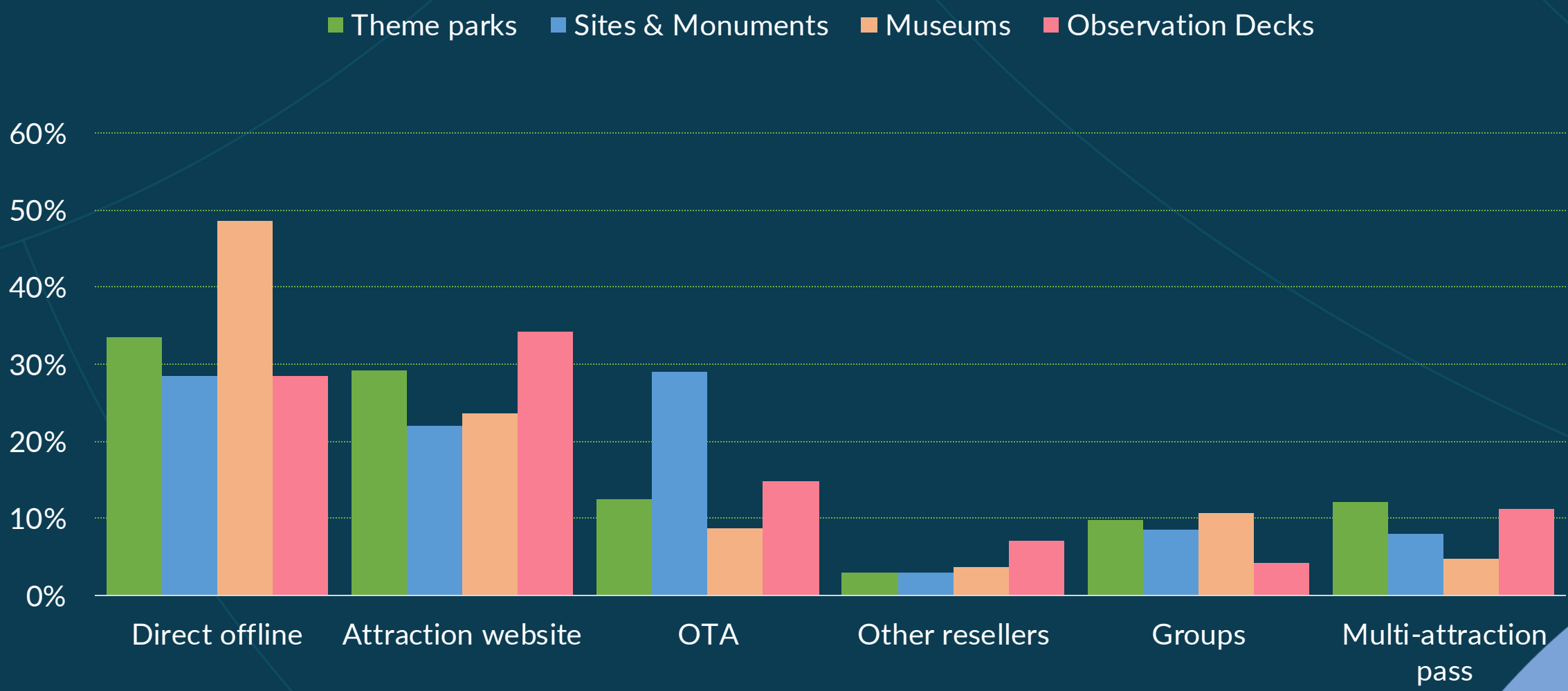
# Distribution Channels by Attraction Type

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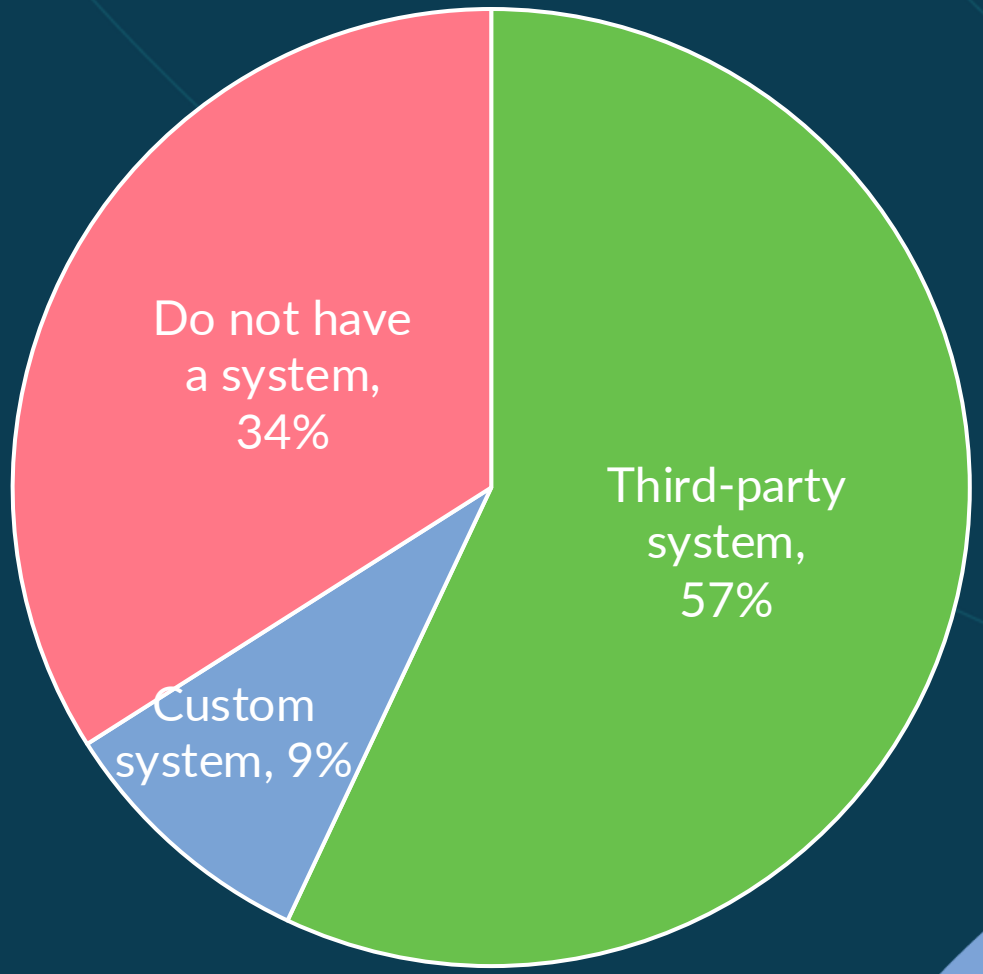
Camera Obscura

# Ticketing System Use

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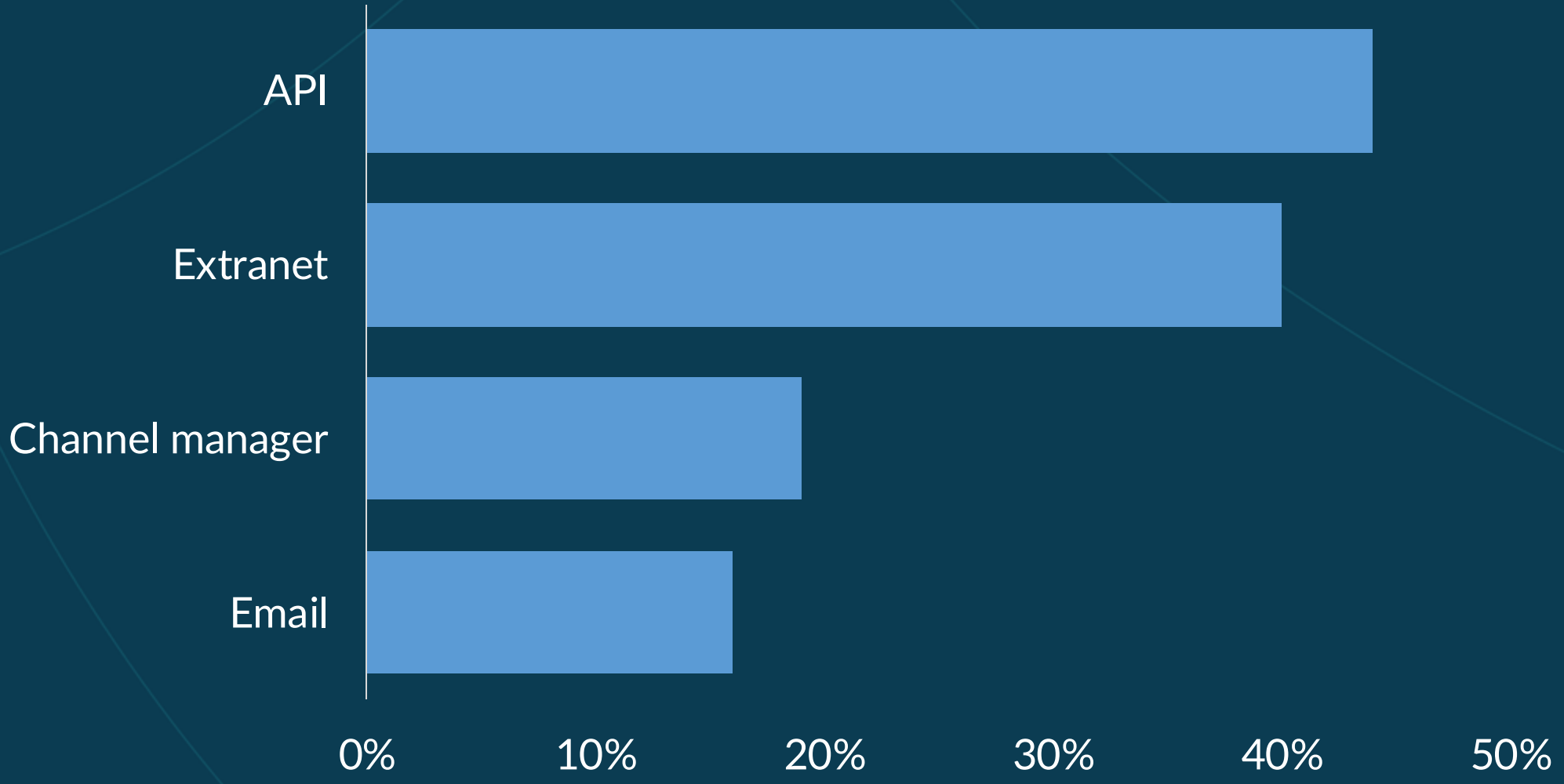
# How Attractions Connect to Distributors

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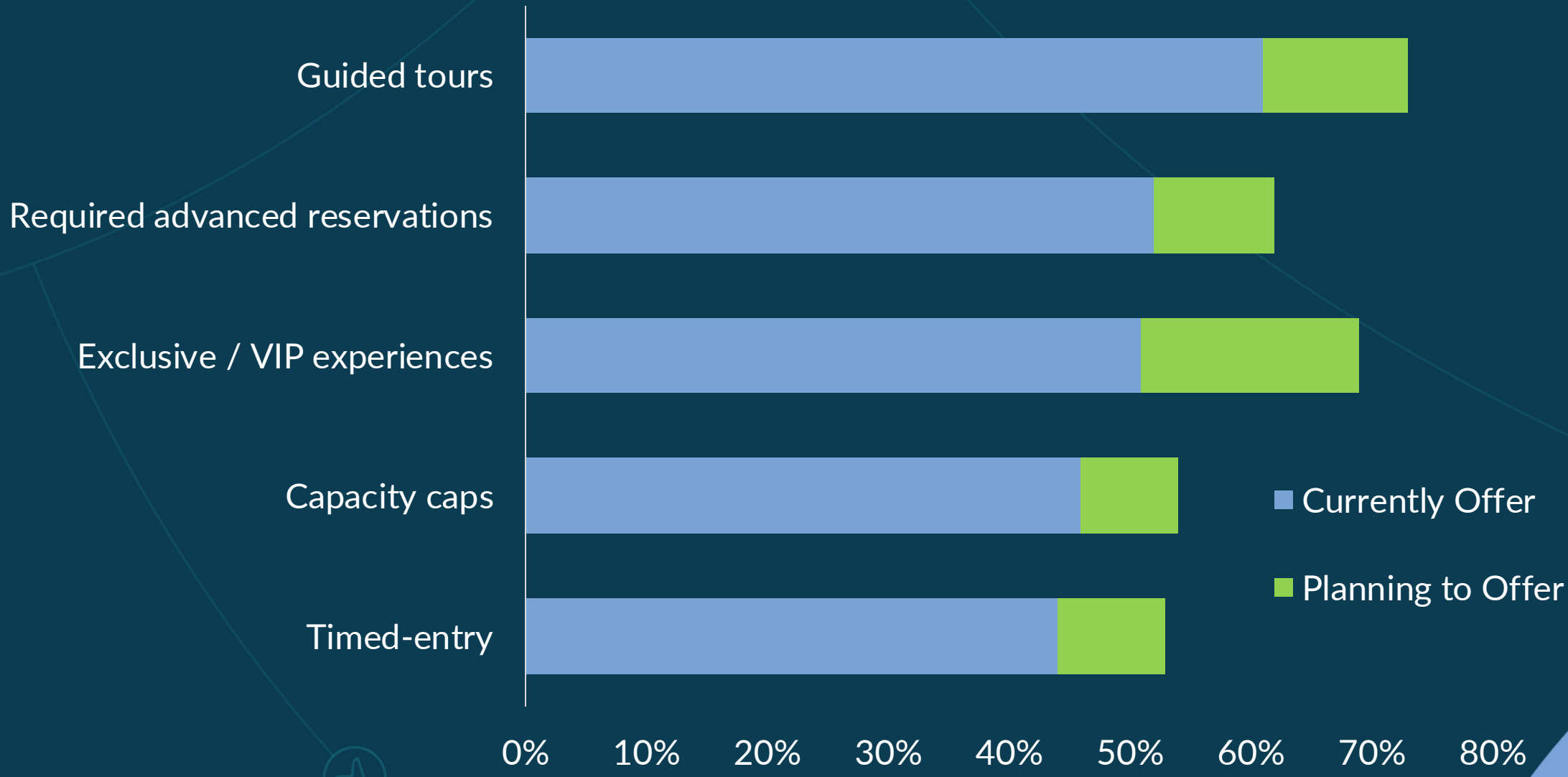
# Products

The British Museum

# Products Offered – and Planned

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# Discussion!

| | |
|---|---|
| **Tim Fairhurst** | General Director, European Tourism Association (ETOA) |
| **Viktoria Lacroix** | SVP, Go City |
| **Ann Wilson** | Head of Sales, Historic Royal Palaces |