

Experiences & the Outlook for Asia

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CEO, Arival

13 June 2023



 **ARIVAL**



 ANDERSON'S
TOURS





Breezy
ANDAMAN







Operators

56%



Operators

56%

Resellers, OTAs

17%

Technology

12%

Everyone else

19%



The logo for ARIVAL features a stylized 'A' on the left, composed of a red triangle pointing up and a teal shape pointing down. To the right of the 'A', the word 'RIVAL' is written in a bold, white, sans-serif font. The entire logo is centered horizontally on a dark teal background.

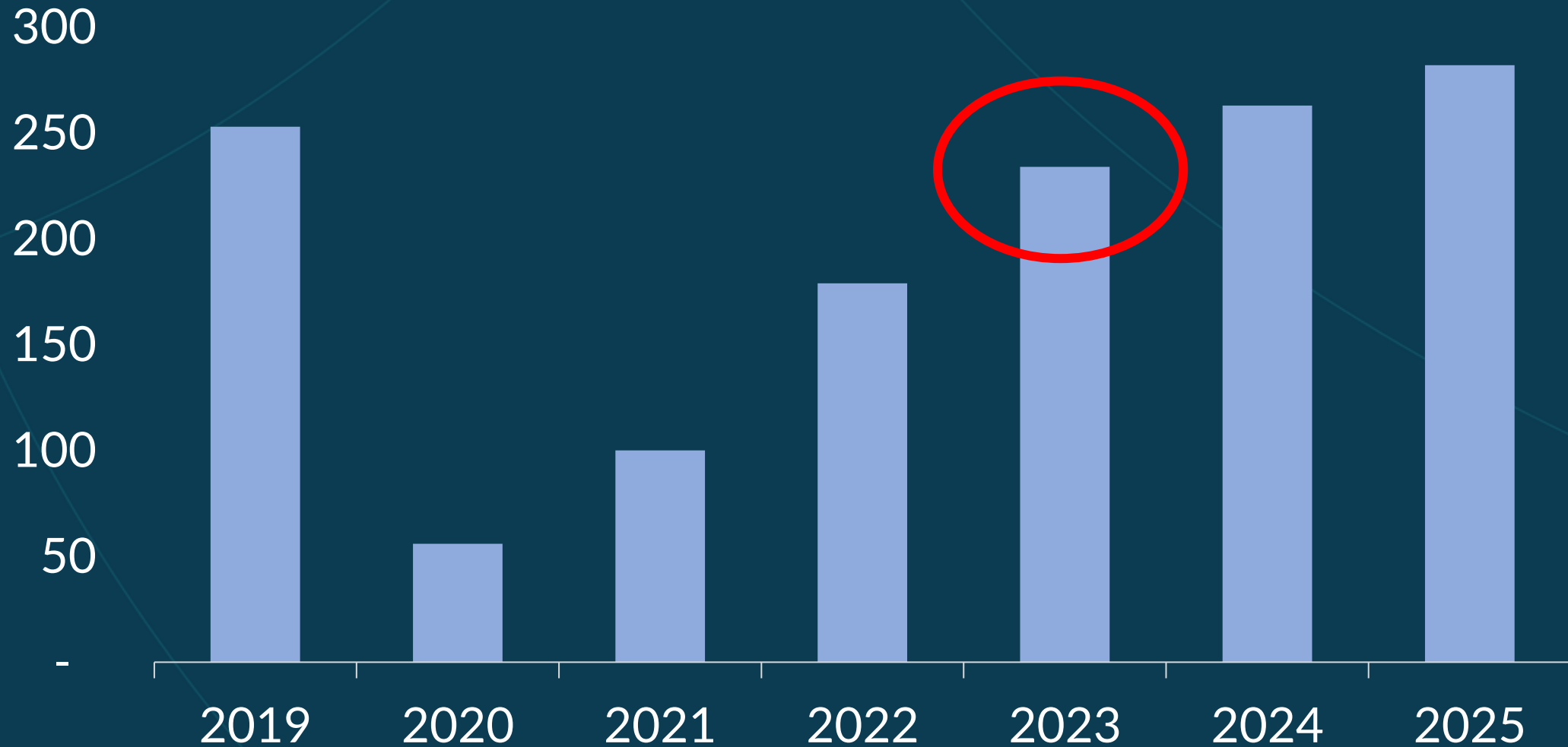
ARIVAL

#arivalevent

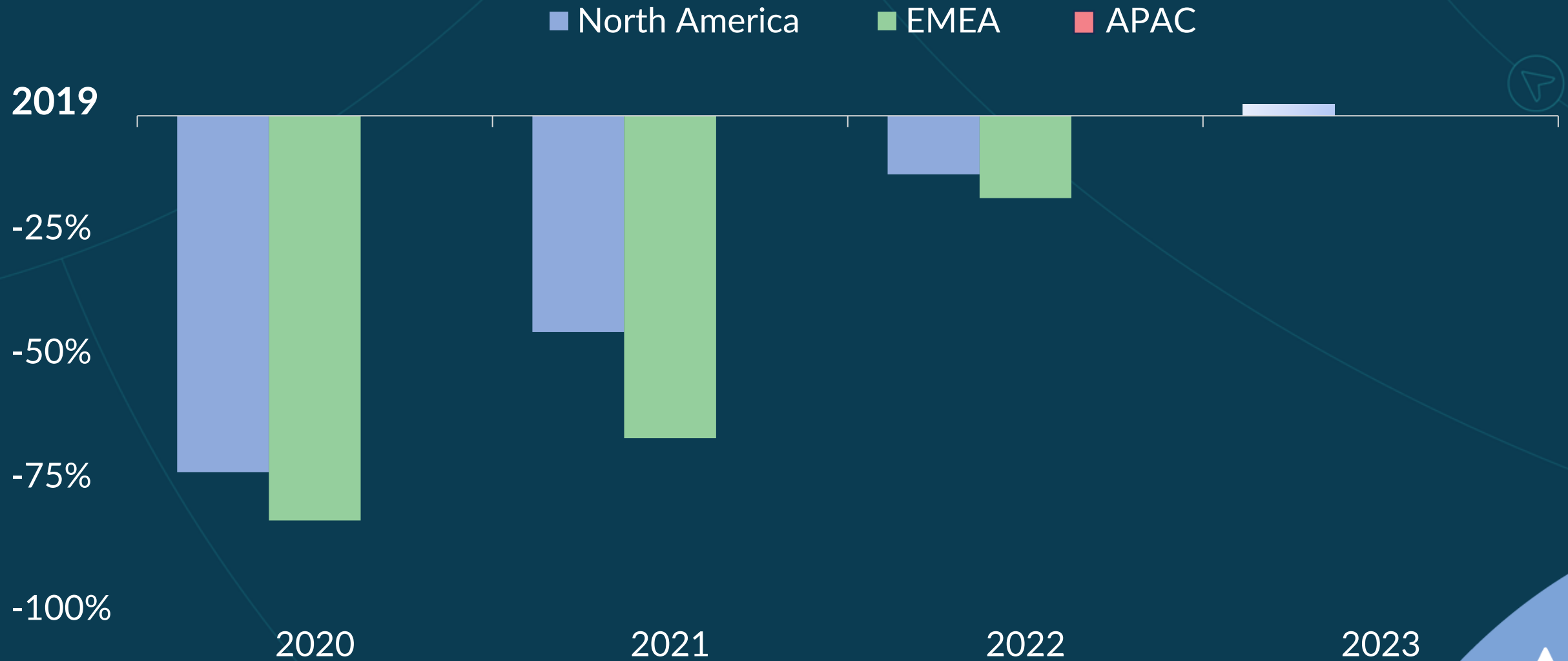
How's the recovery?



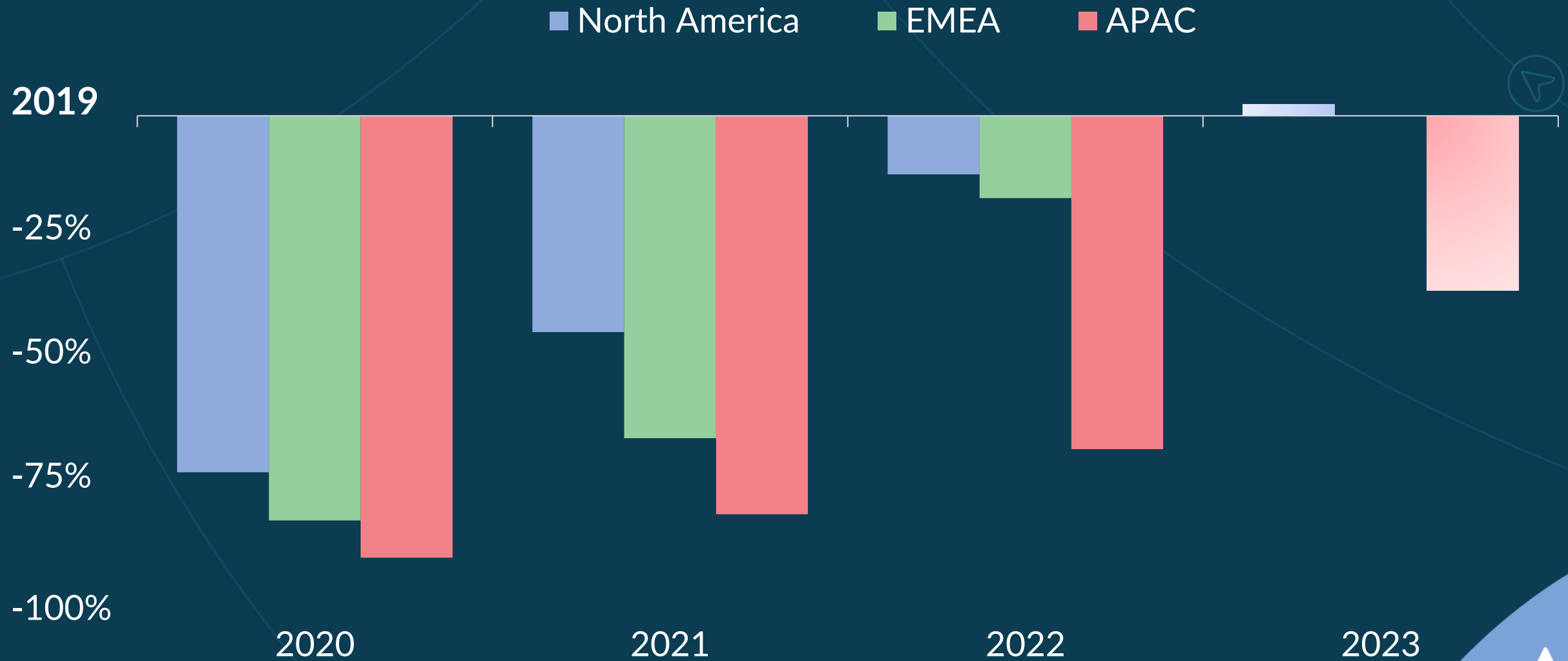
Global Experiences Bookings (US\$B)



Experiences Recovery by Region vs. 2019



Experiences Recovery by Region vs. 2019



Today's experiences traveler



8,000
travelers

11 markets

The 2023 Experiences Traveler

Key insights on what travelers want, how they choose and book, and what it means for experience operators and resellers

November 2022

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*Edited by
Janelle Visser*



A JOINT PROJECT FROM
ARIVAL
+
Phocuswright

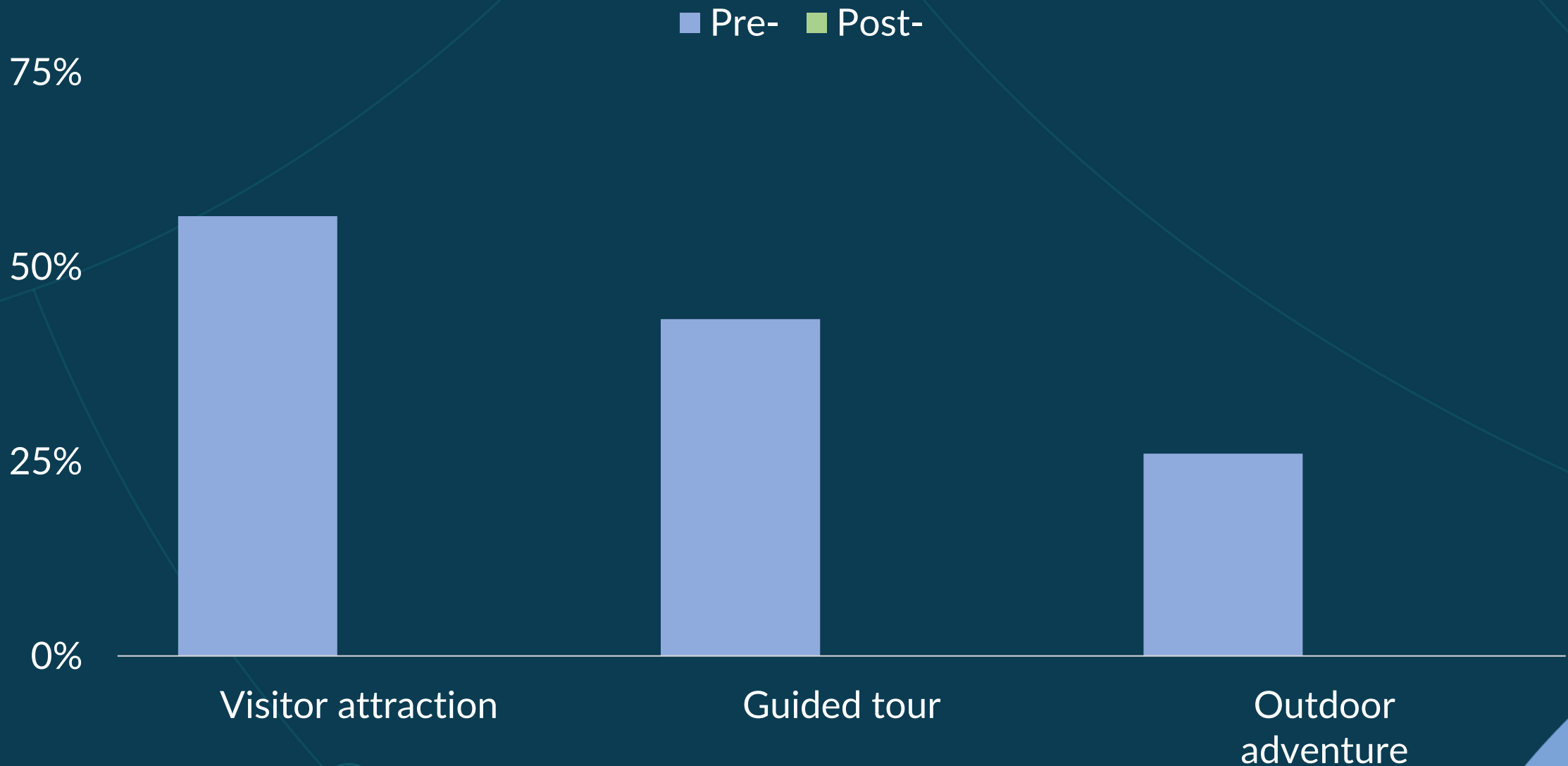


The New Experiences Traveler

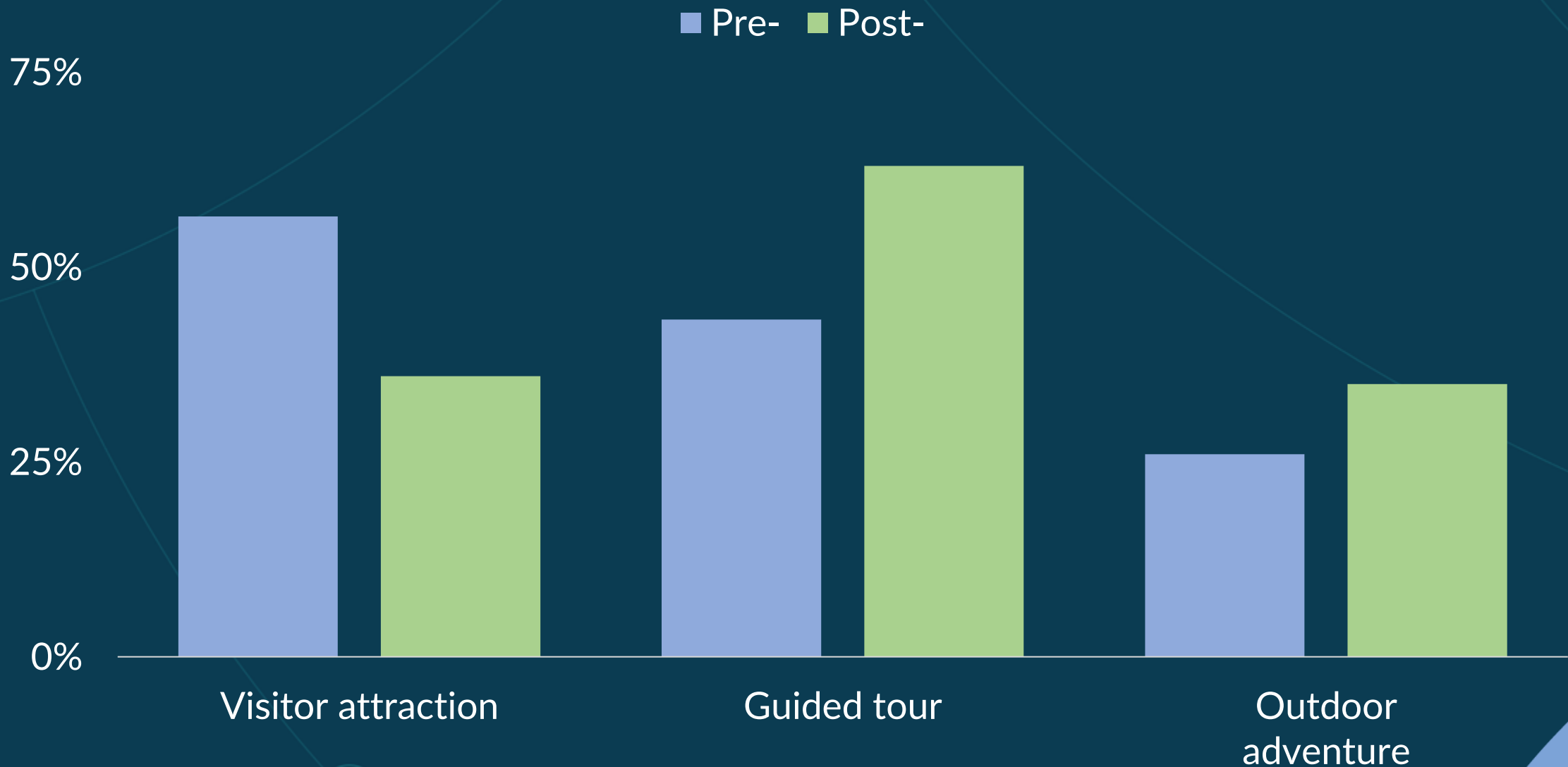




What Travelers Want



What Travelers Want

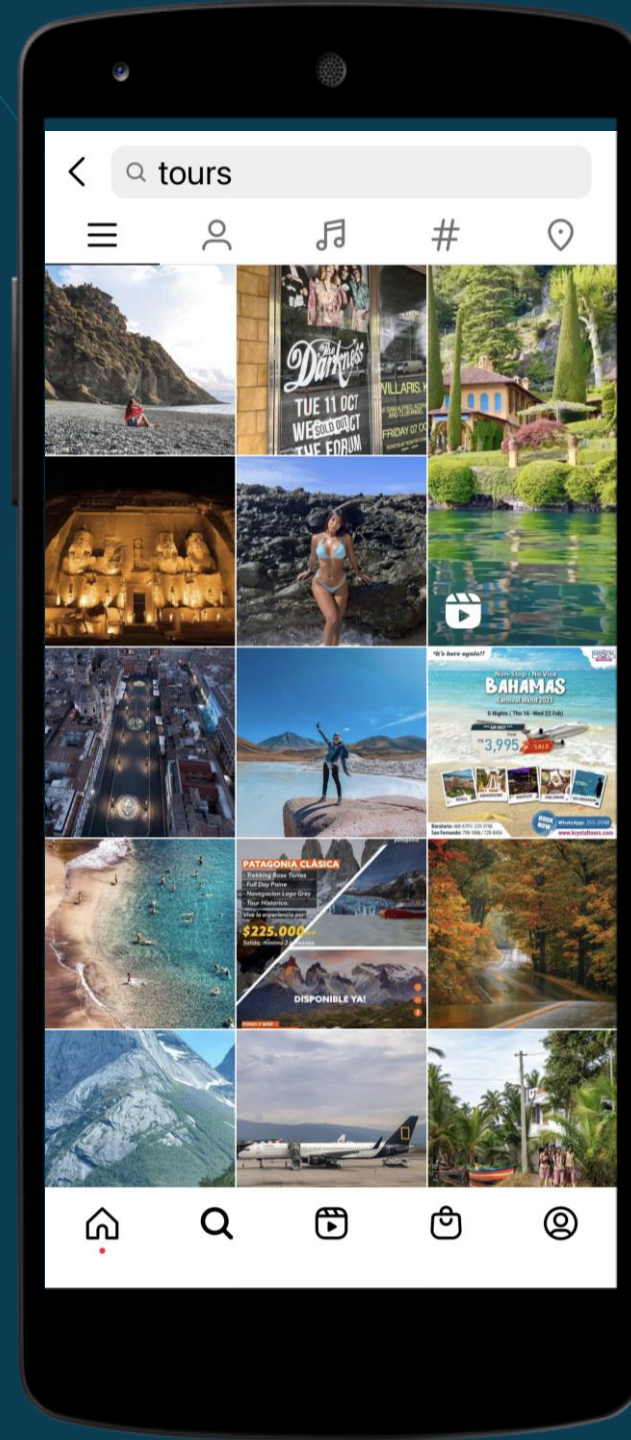




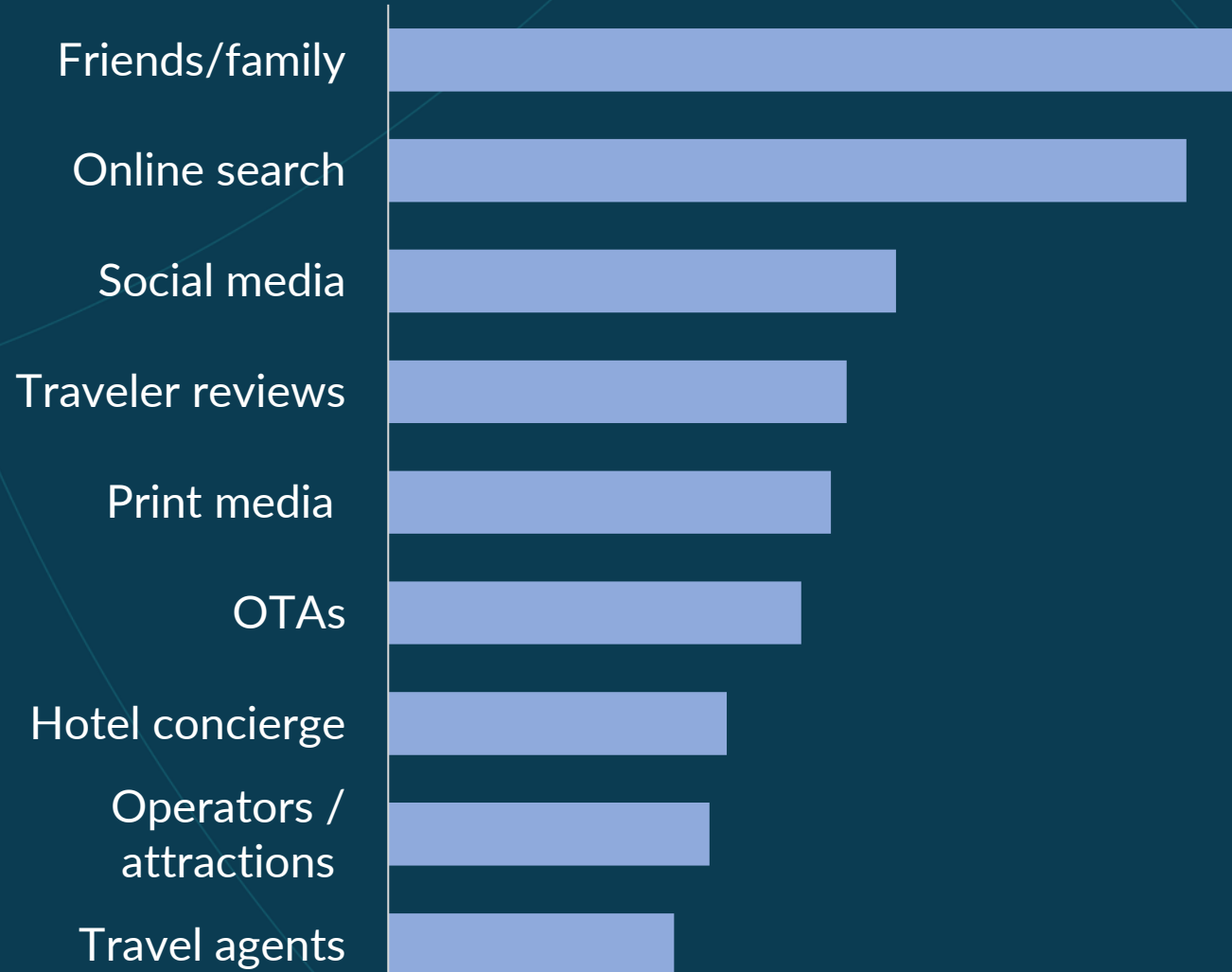
CITYWONDERS
FAMOUS SIGHTS. UNEXPECTED INSIGHT.



Planning & Booking

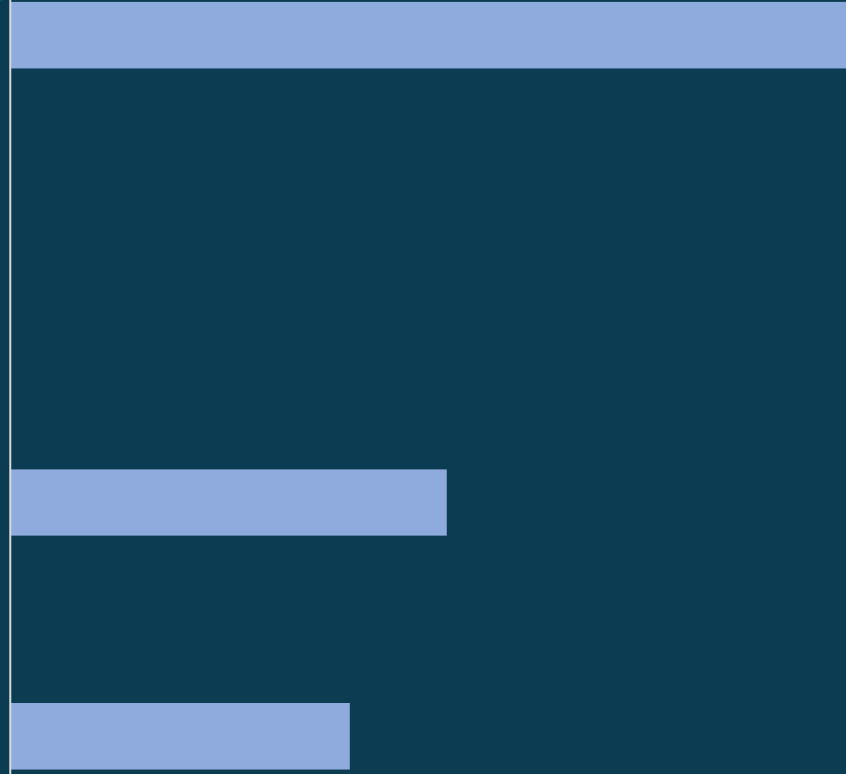


Planning Experiences

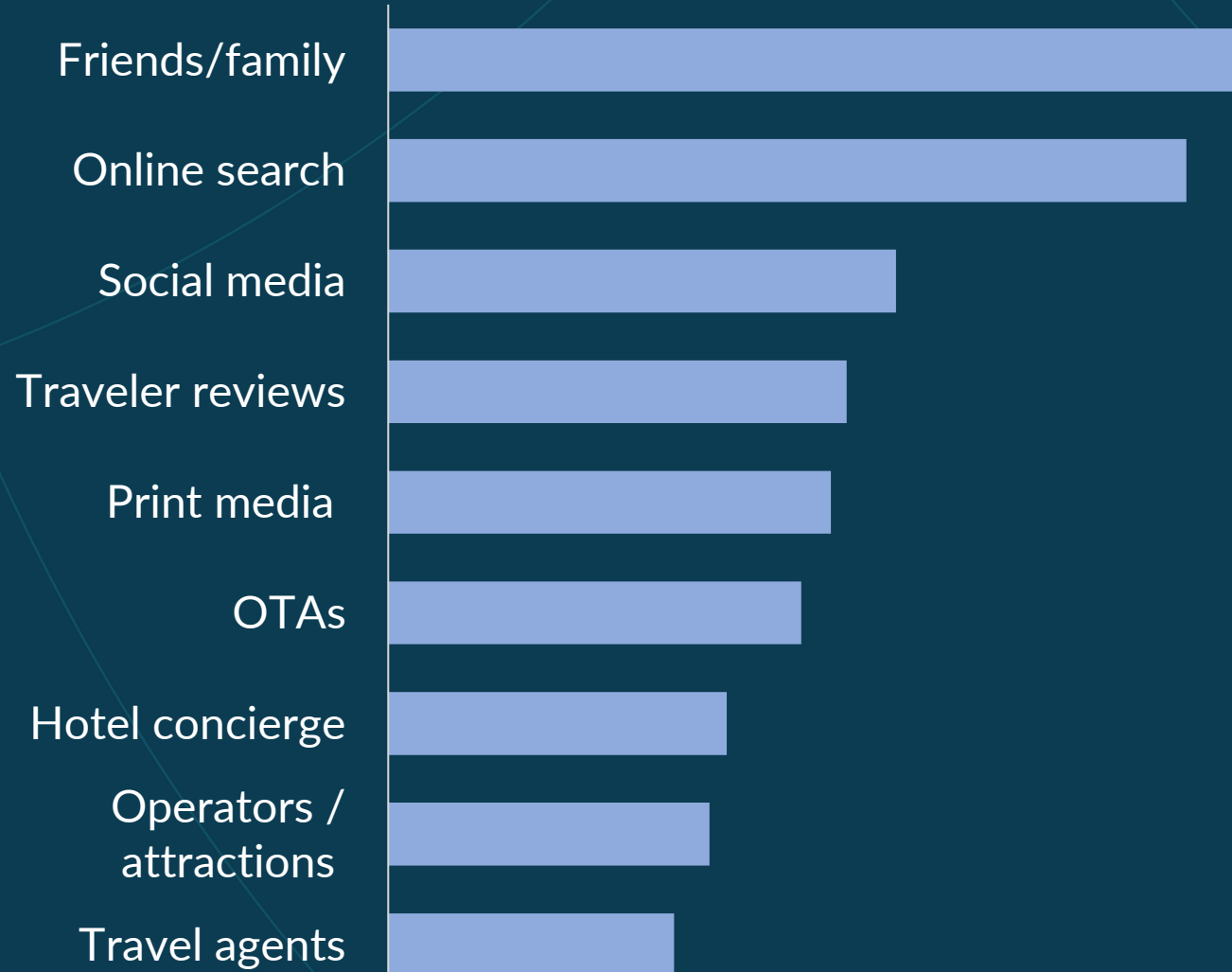


Planning Hotels

Friends/family
Online search
Social media
Traveler reviews
Print media
OTAs
Hotel concierge
Operators / attractions
Travel agents



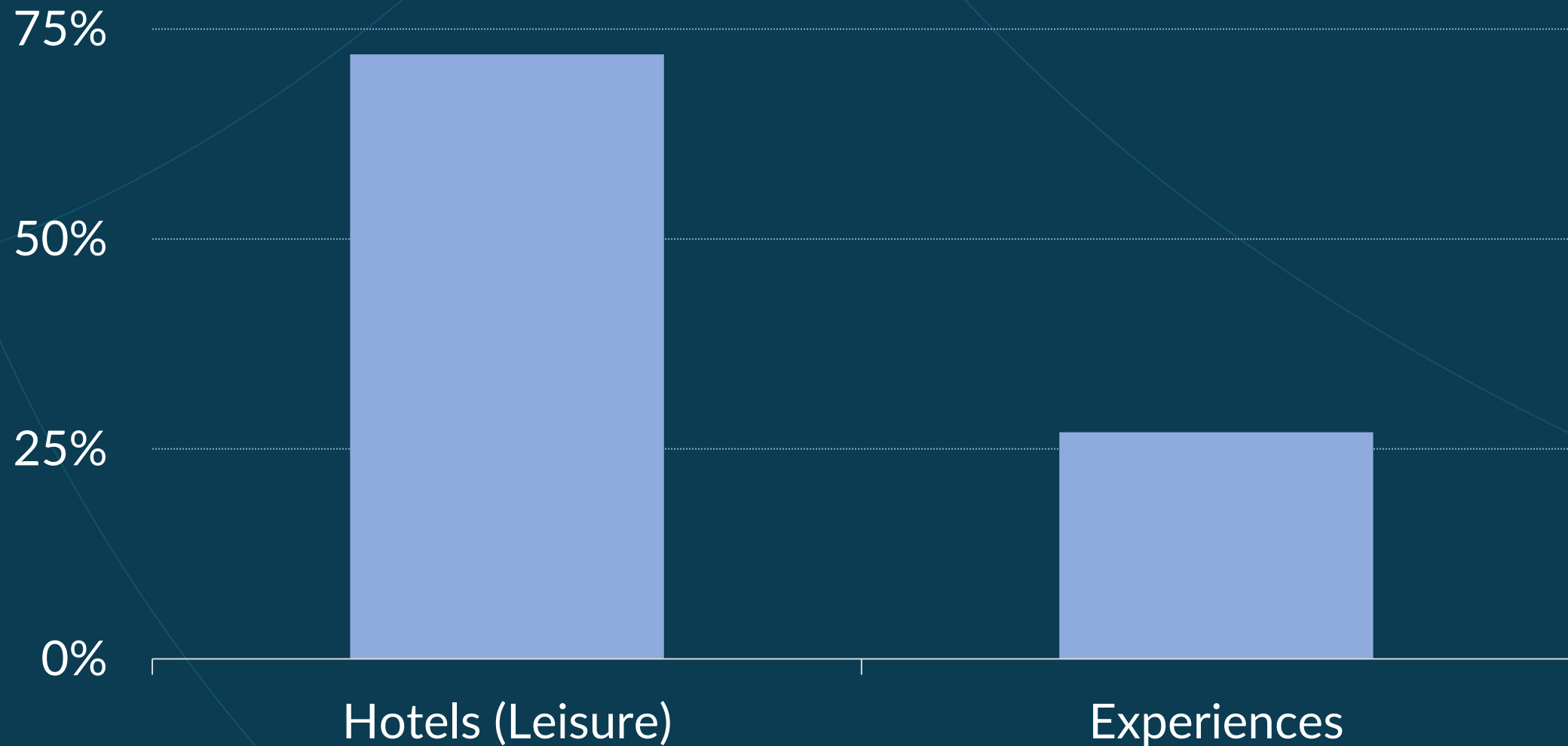
Planning Experiences



1) It's really hard



Share of All Bookings Made Online





Low

Tech



Tour & Activity Operators

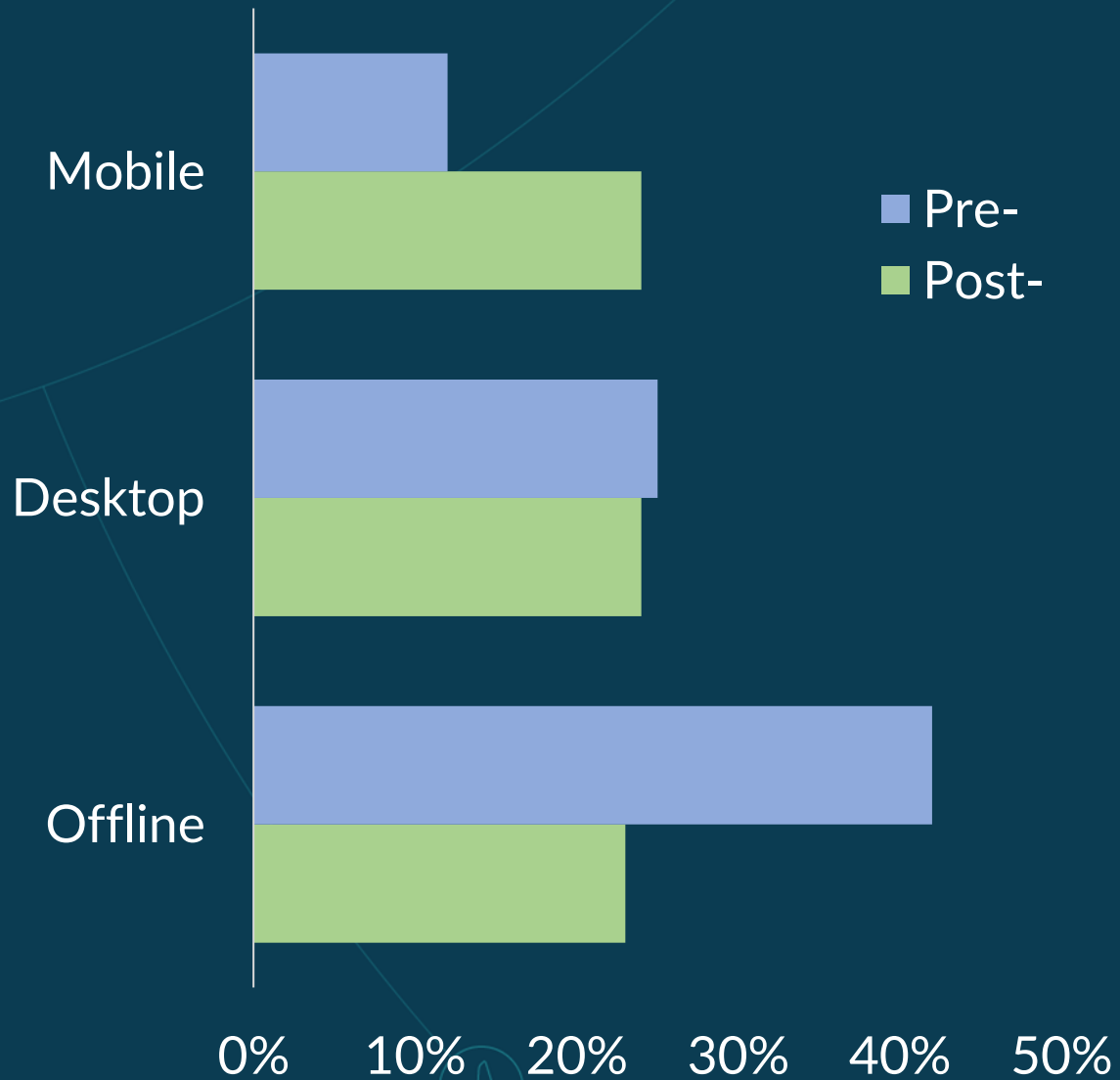
~1 in 2

Attractions

~1 in 4



Tour Booking

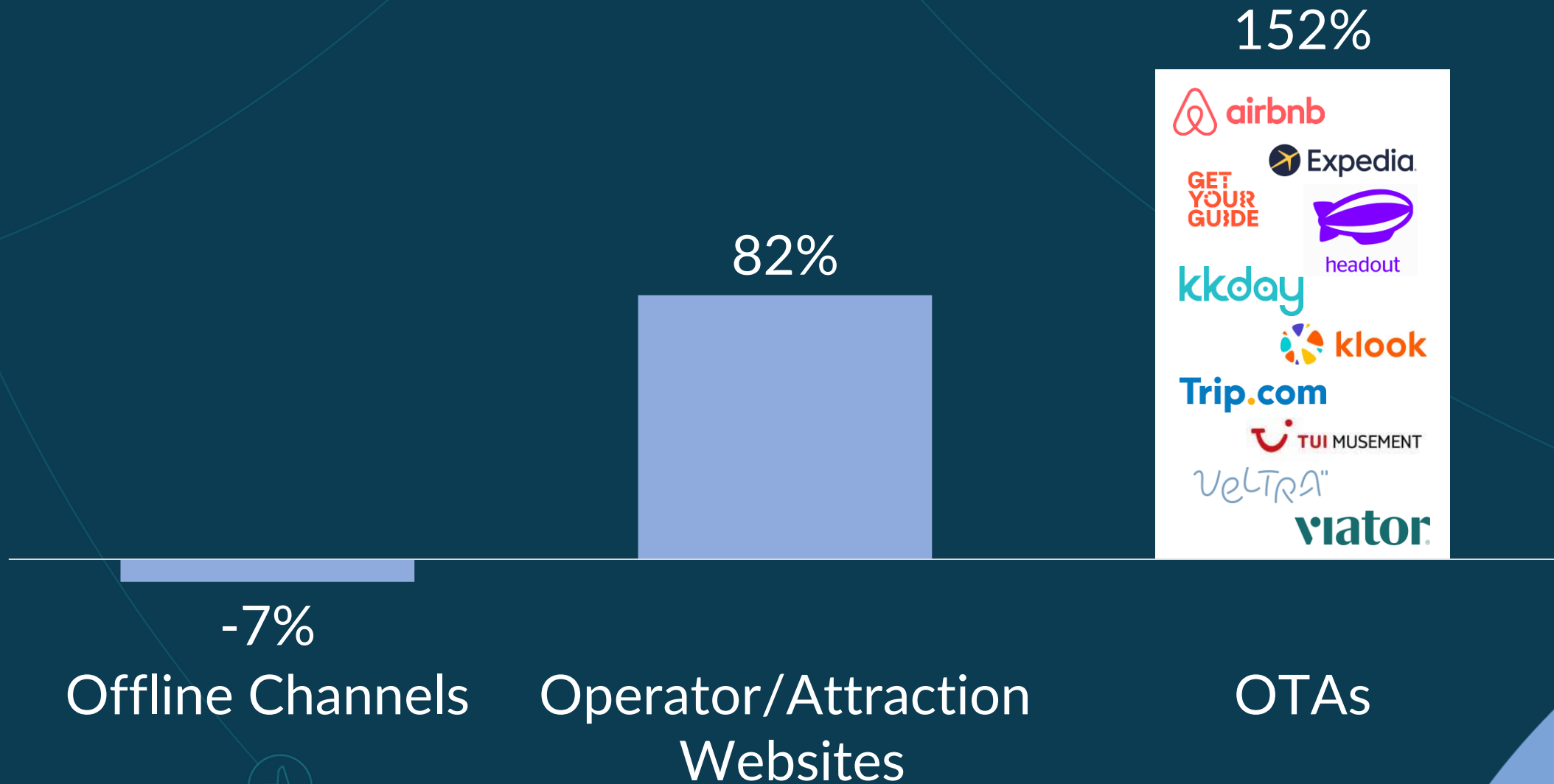


Arival: 2023 Experiences Traveler

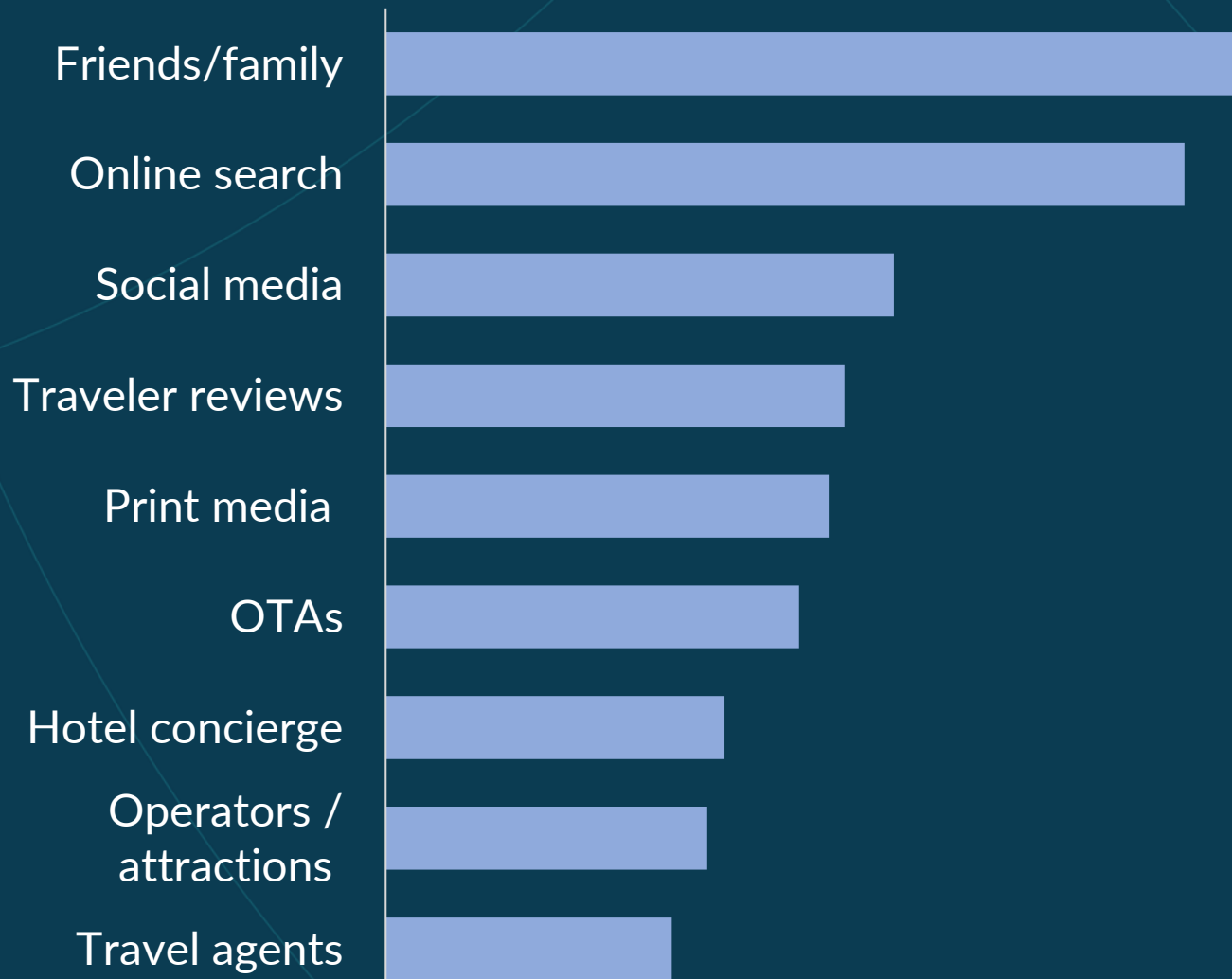
GoWest



Channel Growth 2019-2025



Researching Experiences



2) It's more important



The Travel Path to Purchase

1. Destination

2. Transportation

3. Accommodation

4. Things to do




[Stays](#) [Flights](#) [Cars](#) [Packages](#) [Things to do](#) [Cruises](#)

1 room, 2 travelers 

 Going to

 Check-in
Feb 26

 Check-out
Feb 27

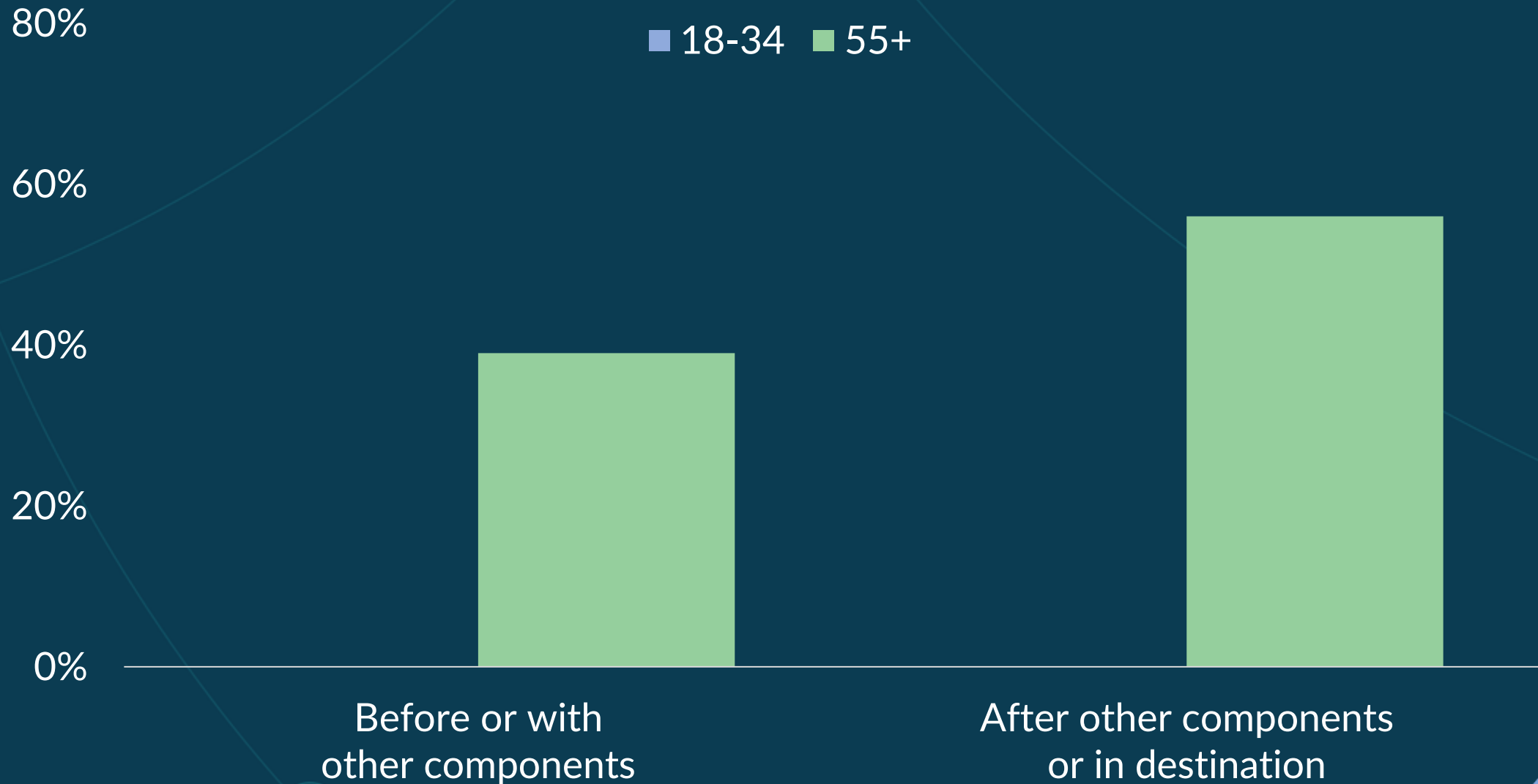
Add a flight

Add a car

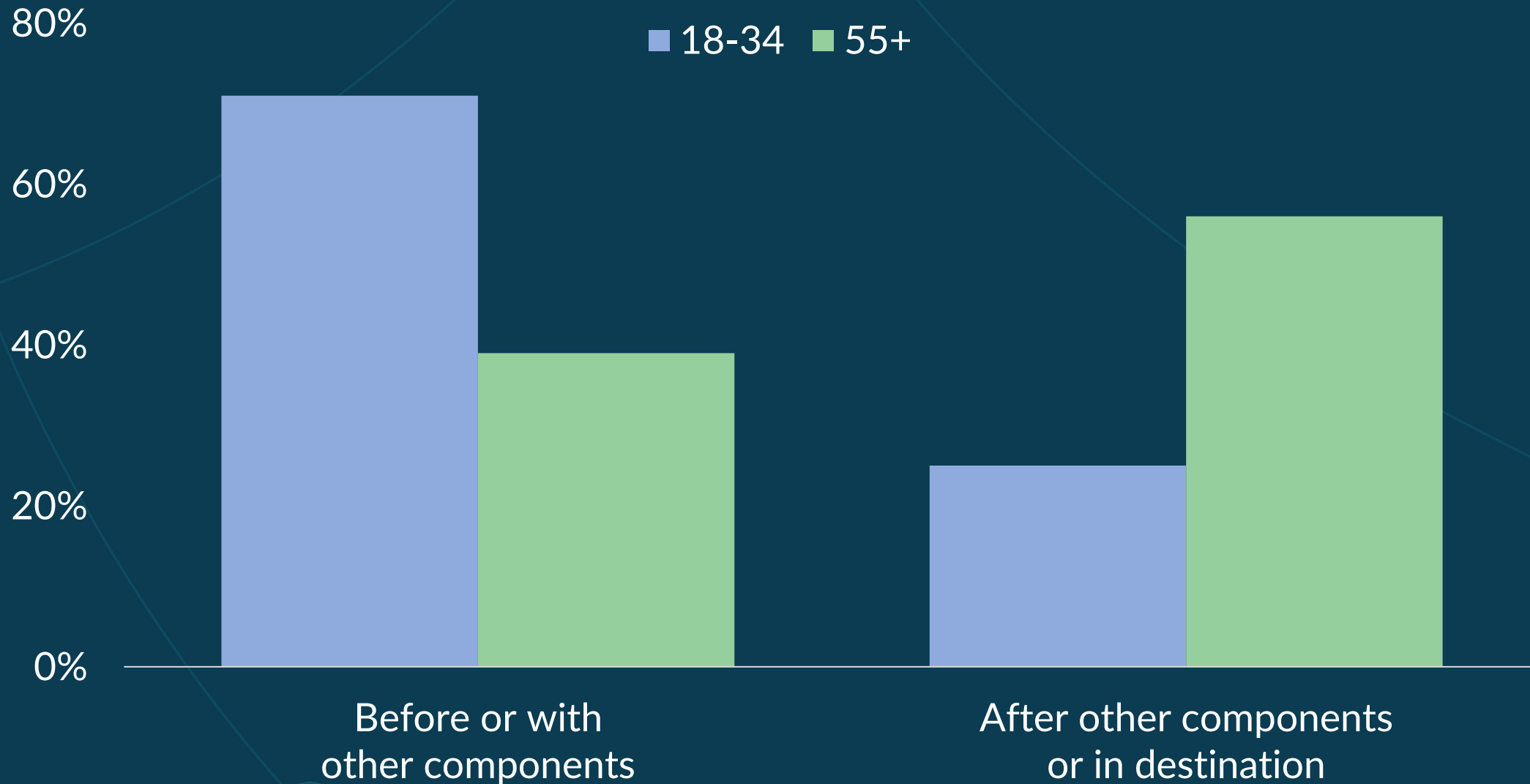
Search



When Travelers Plan Experiences



When Travelers Plan Experiences



Experiences First



Experiences
over Things
58%



Experiences
over Things

58%

Gen Z &
Millennials

68%



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ARIVAL

#arivalevent



The Best Part of Travel

