

# U.S. & Europe Traveler Trends: Insights for a Successful Summer

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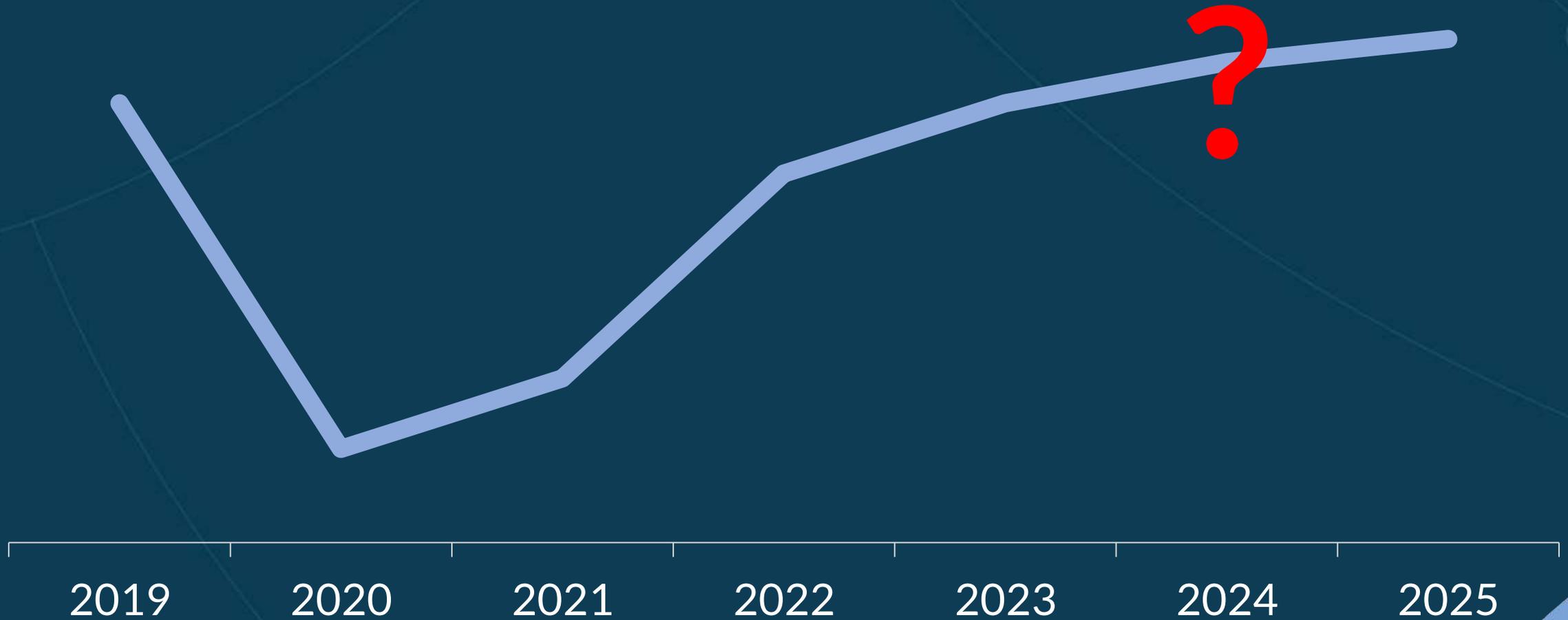
# Learn More About Traveler Trends at Upcoming Arival Events



[www.arival.travel](http://www.arival.travel)



# The Outlook for Experiences





TRAVEL & TOURISM IS SET TO  
**BREAK ALL RECORDS IN 2024**



**2024 set to shatter all records**

WTTC is projecting a record-breaking year for Travel & Tourism in 2024, with the sector's global economic contribution set to reach an all-time high of \$11.1 trillion.



**A sector brimming with opportunity**

The latest data shows Travel & Tourism supports more jobs than ever before - almost 350 million jobs globally.



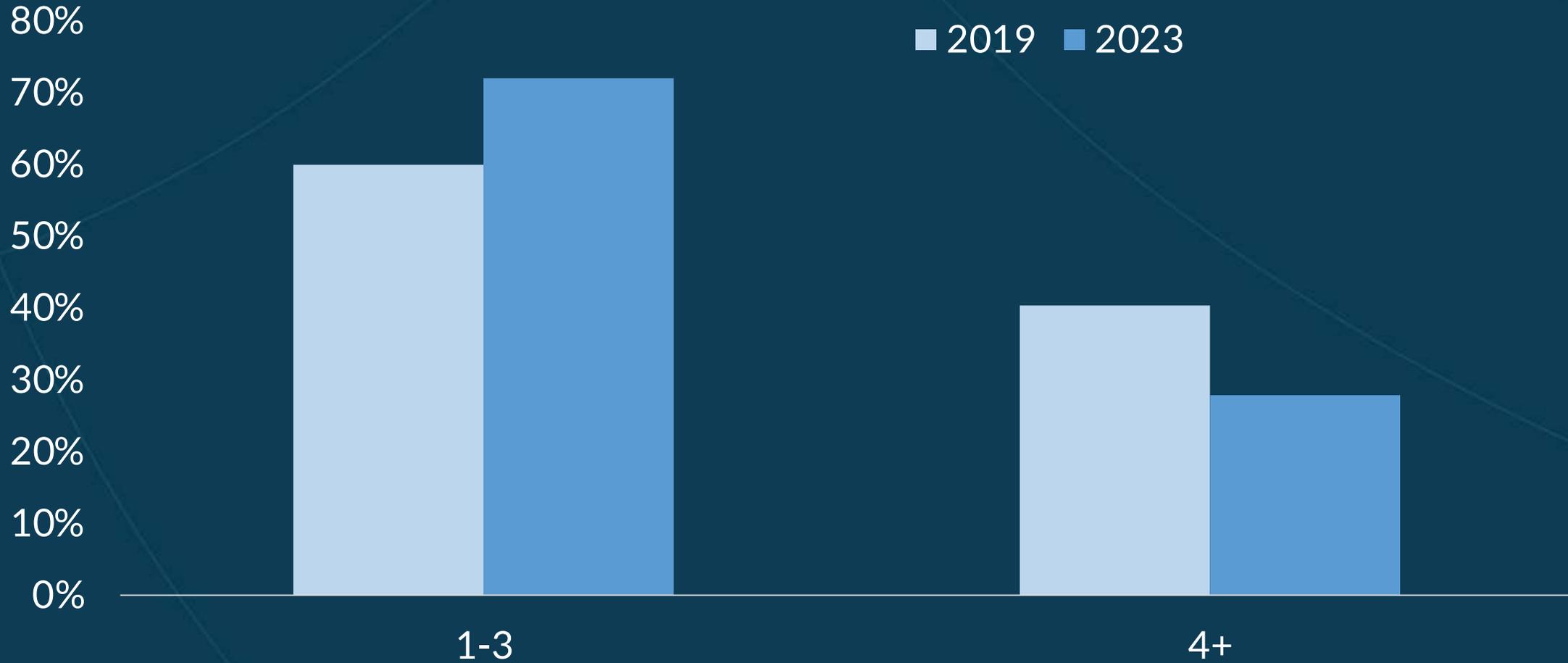
**Visitor spending soars**

International visitor spending is expected to come within touching distance of the 2019 peak, to reach \$1.89TN.

# The 2024 Experiences Traveler



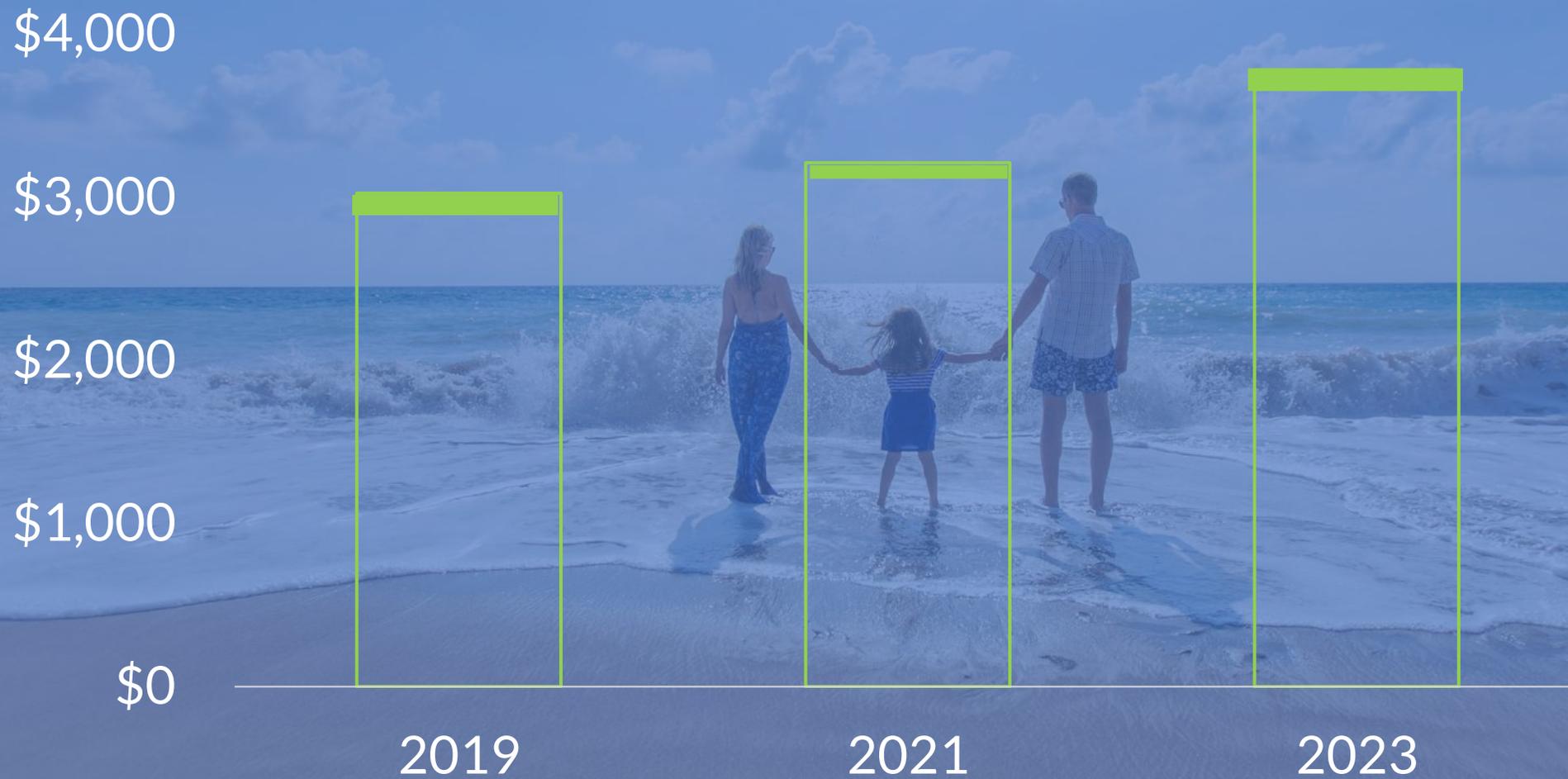
# Fewer Trips, but...



But They're  
Making Them  
Count



# Trip Spend



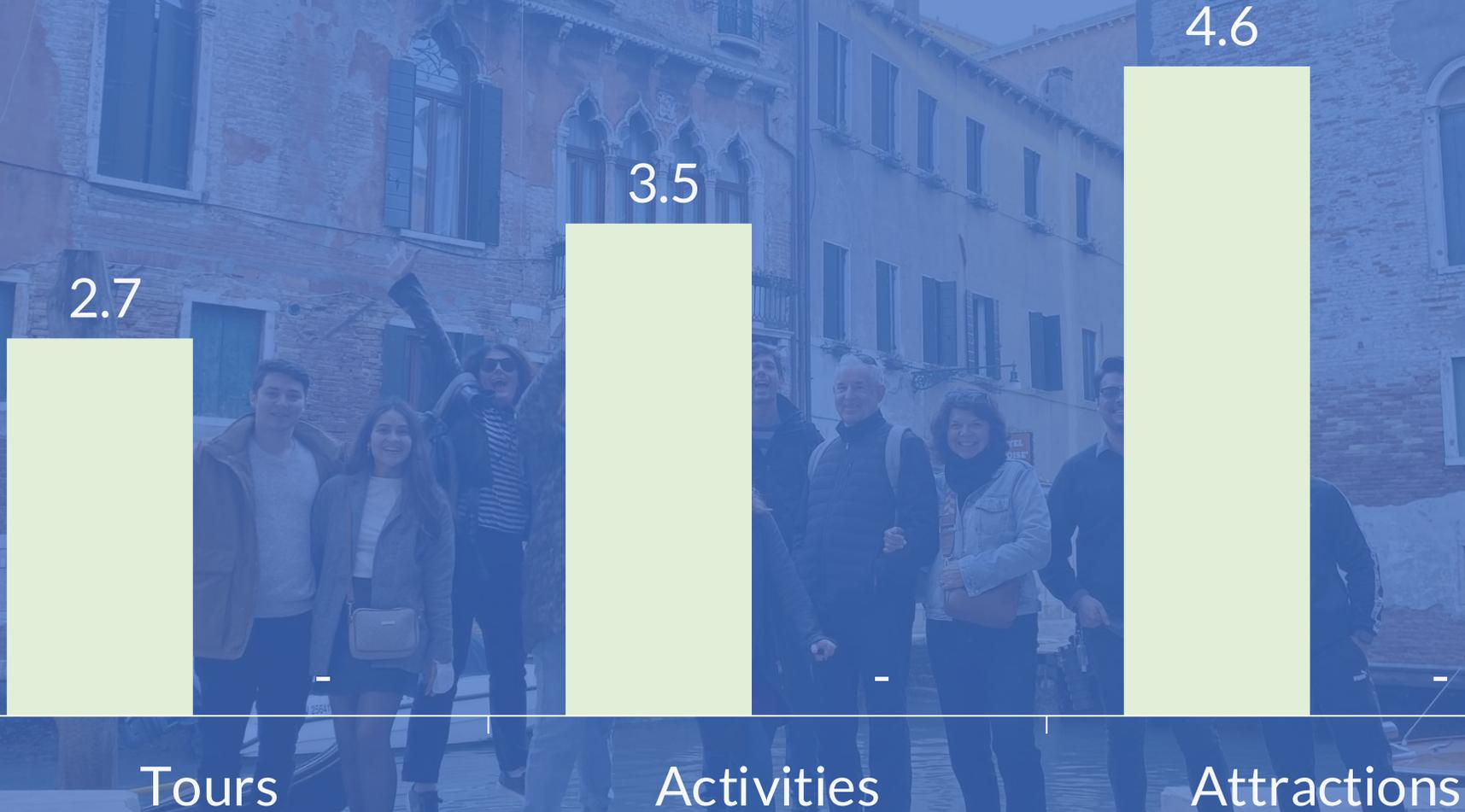
**What are they doing?**



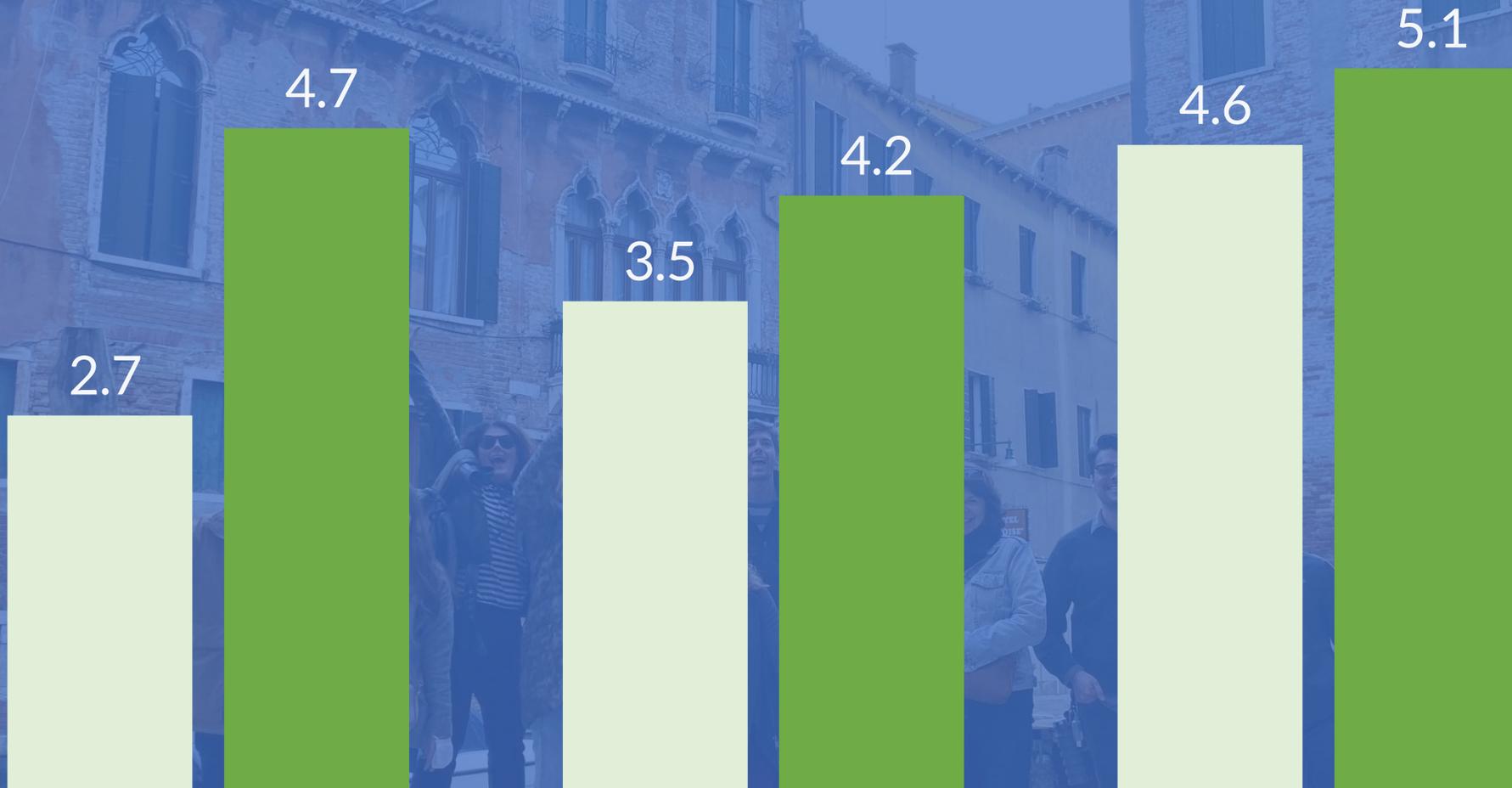




■ 2019 ■ 2023



■ 2019 ■ 2023



Tours

Activities

Attractions







# Going Private

47%





■ 2019 ■ 2023

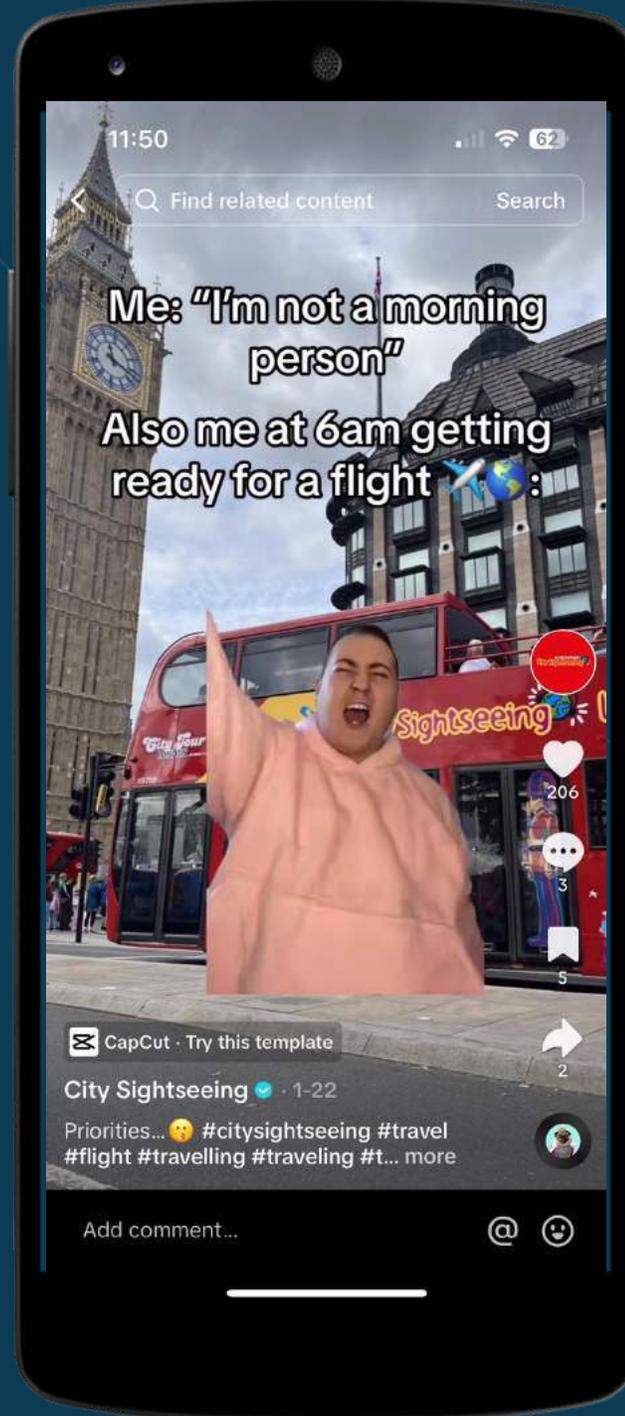


# However... Average Spend

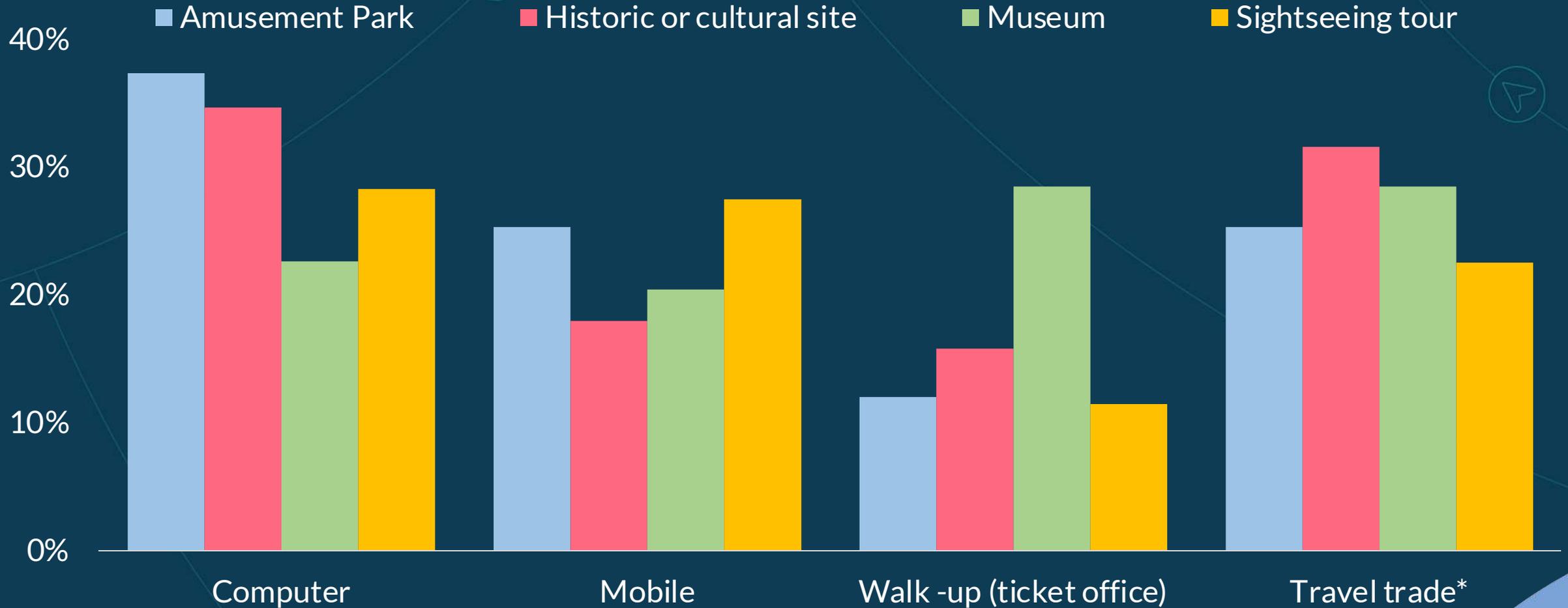
■ 2019 ■ 2021 ■ 2023



# How They Book



# Booking Channel by Type of Experience



\* Travel trade refers to traditional third-party resellers excluding OTAs, such as attraction passes, travel agencies, visitor offices, tour operators.



# The 2024 Experiences Traveler Outlook

November 2023

Key trends, behaviors,  
sentiment and trip  
intentions for the U.S.  
experiences traveler



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The 2024 U.S. Experiences Traveler

# Today's Tour Taker

January 2024

Inside the mind of the U.S.  
tour taker: who they are,  
what they want, and  
how they choose,  
book and share



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# Arival Pro Access Reports:

Forthcoming

U.S. Activities Traveler

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# Thank you!

