

The Global Operator Landscape & the Future of Travel Experiences, *Fourth edition*



THE DEFINITIVE STUDY ON THE BEST PART OF TRAVEL

Arival's Global Operator Landscape is the definitive research report on the state and outlook of travel's third-largest sector: tours, activities, attractions and experiences. In this fourth edition, Arival will assess the state of experience operators in 2025 and the key trends shaping our industry, from product trends and marketing to technology, distribution and more.

Arival's *Global Operator Landscape, fourth edition* will provide historical comparisons from 2019 through the outlook for experiences in 2025 and beyond.

Topics will include:

- Structure and industry performance and outlook of the global market by operator business profile
- Understand market structure and trending across distribution channels for all segments and regions
- Key trends in technology and AI adoption and use
- Performance benchmarks across overall business performance, distribution, marketing
- Tech adoption, from booking systems and connectivity to AI, dynamic pricing, and more
- Top business challenges and priorities, operator attitudes, sentiment and views across a range of key industry issues

WHY PARTNER? GAIN ESSENTIAL MARKET INSIGHTS

Arival's Global Operator Landscape provides the most in-depth analysis of the state of our industry and operators of tours, activities and attractions. What you'll learn:

- **Partners receive customized results based on their main points of interest**
- Gain **critical insight** across the many segments of our industry
- Identify **key market opportunities** to better engage with operators and inform your product and marketing strategies
- Get the **essential stats and metrics** you need to develop your business plans

What You Will Learn

Arival's Global Operator Landscape provides the most in-depth analysis of the state of our industry and operators of tours, activities and attractions.

- Understand the top concerns and challenges of the operator community
- Delve deeply into key challenges and priorities for operators across experience design, marketing, operations and more.
- Trends in sales, distribution and technology adoption
- Understand the psyche of the modern experience operator: their concerns, priorities, challenges.

GROW YOUR BRAND IN THE BEST PART OF TRAVEL

Partner with Arival, the leading independent resource for insights, news and data, trusted by thousands of tour and activity operators, visitor attractions, resellers, and industry leaders around the world.

Partner Benefits	Strategic Insights Partners	Premier Partners
Pre-project participation to provide input into the operator survey		✓
Two custom and proprietary questions (based on confirmation of participation no later than June 30)		✓
Presentation deck, including complete set of results	✓	✓
All data tabulations delivered in Excel file	✓	✓
Custom Data Banner based on geography, segment, company size, etc. (Any topic where there are enough responses to provide statistically valid results)	✓	✓
Private online presentation for the Strategic Insights Partner's team (including clients and prospects at Partner's option). Includes: <ul style="list-style-type: none"> Full set of results presented by the Arival team, led by Douglas Quinby, CEO. Interactive strategic discussion and Q&A Participation in webinar produced by Arival The Global Operator Landscape & Future of Travel Experiences, Fourth Edition report 	✓	✓
Branding & Thought Leadership Benefits		
Co-branded, Customized Insights Brief: a 4-6 page PDF that will be available on arival.travel to Insider Free Members as part of Arival's content calendar.		✓
Co-branding on the partner page for <i>The Global Operator Landscape & Future of Travel Experiences, Fourth Edition</i>	✓	✓
Co-branding on the Partner page of the Overview Summary Report. Summary report shared with all operators who return the survey + Arival Insider Free Members. (For the Global Operator Landscape third edition, 7000 operators returned the survey and over 6300 Arival Insider Members received access to the free overview summary report.)	✓	✓
Distribution of findings on Arival channels, featuring partner branding, including Website and Newsletters	✓	✓
Distribution and promotional rights of the Summary Report; Partners can publish and use this for Lead Generation	✓	✓
Investment	\$10,000	\$25,000

BECOME A FIELDING PARTNER

In the event you don't have the budget to be a Launch or Strategic Insights Partner, that's ok!

You can still help the In-Destinations Experiences Industry by fielding this survey during Q3, 2025. All we ask is that you send out a link to the survey two times during our fielding time period to your operator database. There is no cost to you to be a fielding partner. We are seeking to develop comprehensive, important research and insights to benefit the entire Destination Experiences industry.

Have your company brand associated with market-defining industry insights published in Arival's The Global Operator Landscape & Future of Travel Experiences, Fourth Edition and the Overview Summary Report

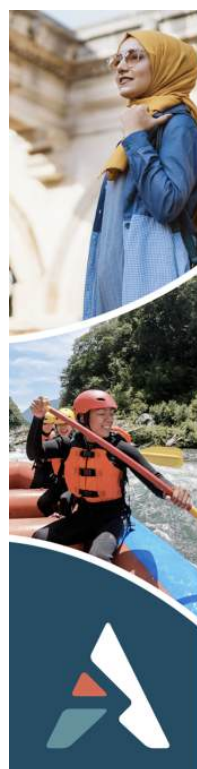
All operators who complete the survey receive Arival's Global Operator Landscape Overview Summary Report

Based on your database providing a minimum of 20 responses, you receive:

- The complete Arival The Global Operator Landscape & Future of Travel Experiences, Fourth Edition Report (\$699 value)
- Participation in an exclusive group webinar for Fielding Partners and Arival Pro Access Members
- Highlighted presence in the The Global Operator Landscape & Future of Travel Experiences, Fourth Edition: the specific report published for your chosen segment and the accompanying Overview Summary Report. Your brand will be highlighted based on your industry category with a link from the reports to your website.

Thank you

Example Partner page from:
The Global Operator Landscape & the Future of Travel Experiences, Third Edition



Thank You Partners!

The support of our Launch and Insights Partners has made this research possible.

Launch Partner

**GET
YOUR
GUIDE**

Strategic Insights Partners



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The Global Operator Landscape: The State of Experiences, 3rd Edition, Oct 2024

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For the fourth edition, fielding partners will be represented based on their segment (Distribution, Tech, DMO, etc.) with a link to their site. Example from GOL Third Edition below



Thank You Fielding Partners!

Fielding partners helped Arival distribute the survey to their network of operators

Activitar	ETOA	OtoTrak	Towns of Italy
Adrenaline	Freedome	Palisis	TripShock
Asoview	Gotuuri	priohub	UKinbound
BeMyGuest	Great France	Prioticket	Veltra
Bókun	GuruWalk	Redeam	Vox Tours
byFood	HBX Group (formerly Hotelbeds)	Regiondo	Winerist
Ceetiz	iTicket/Visit Group	Sojern	Xola
Checkfront	Latitur	TourDesk	Zaui
CheckYeti	Manawa	Touristcheck 360	
Civitatis	Marketing Greece	Tourpreneur	
DigiTickets	Nexus Tours & Juniper Experiences	TourReview	

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