

Get Connected!

A New Training Curriculum to
Help Tour, Activity & Attraction
Operators Grow Through
Travel Distribution



 **ARIVAL**

About Arival

Arival, the global research authority for tours, activities, attractions and experiences, advances the business of creating amazing in-destination experiences. We provide events, research, insights and community for creators and sellers of tours, activities and attractions.

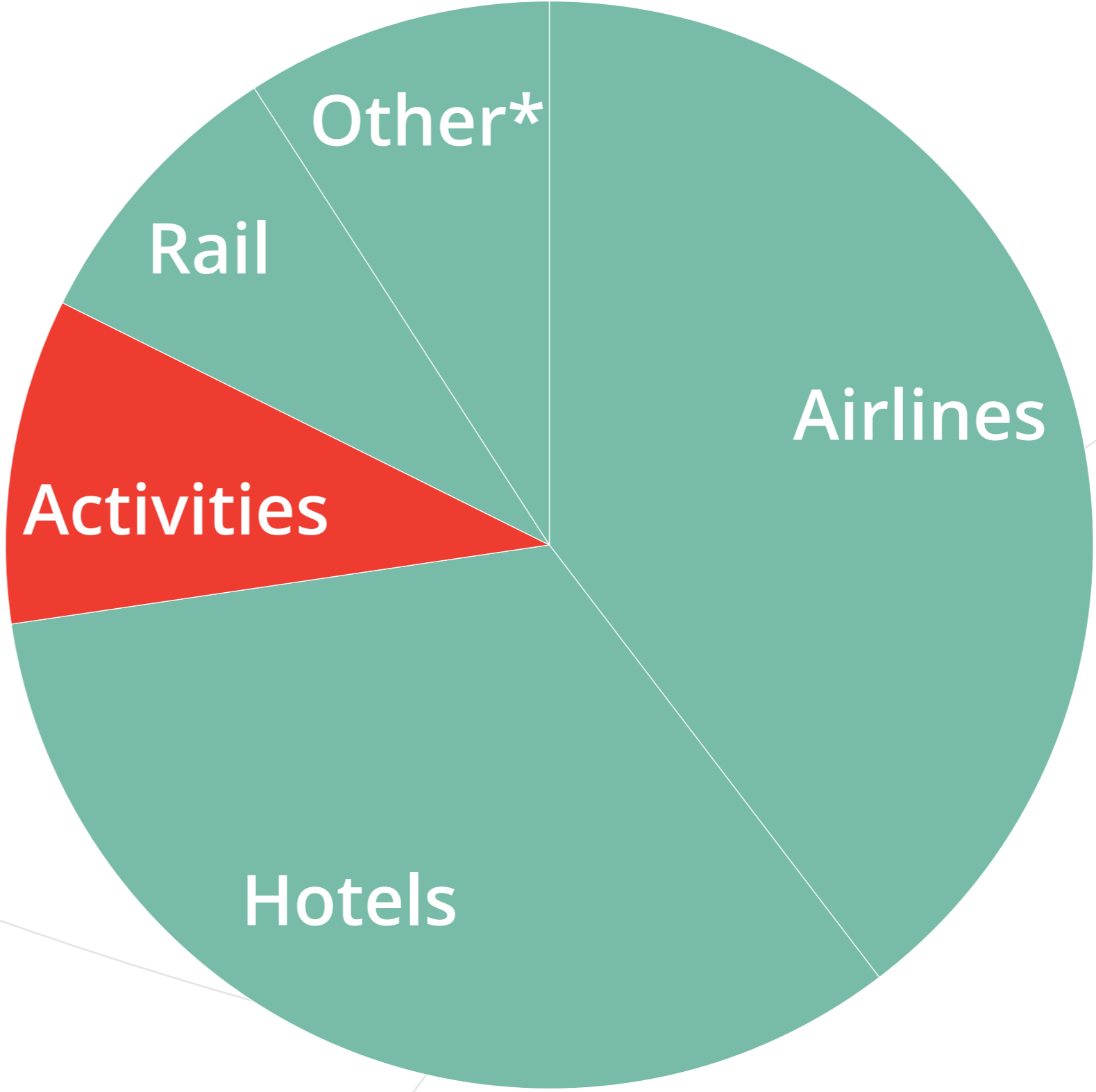
Arival has produced extensive primary research on In-Destination Experiences and created the Get Connected! Toolkit in partnership with a leading NTO.

Arival is a founding partner of OCTO, a non-profit association created to develop technology standards for the In-Destination industry. Arival's CEO, Douglas Quinby is a board member and leading advocate for OCTO.

Learn more at arival.travel



Tours, Activities & Attractions is travel's third-largest and fastest growing sector. Travelers spent nearly \$254 billion on tours, activities and attractions in 2019.



And this industry is experiencing massive change:

- 1. New technologies and online booking growth**
- 2. New online travel resellers**
- 3. Fast changing traveler trends**
- 4. Extreme changes caused by Covid 19**

There are hundreds of thousands of small businesses in this sector that must adapt to these changes.



The logo for ARIVAL, featuring a stylized 'A' with a red and blue triangle to its left, followed by the word 'ARIVAL' in a bold, white, sans-serif font.

ARIVAL



**Get
Connected!**



The major change in the market is the shift toward experiences

Experiences are at the center of travel, and driving destination selection.

76% of consumers prefer to spend on experiences than on material goods

Source: Momentum Worldwide's proprietary research series, WE KNOW Experiences 2.0

Tourism spending on experiences is roughly 34% above 2019 levels and has been outpacing spending on "things" since July 2021.

Source: Mastercard's 2022 Travel Trends Report.

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Experiences lead to greater in-the-moment happiness for shoppers than buying material items, new research finds.

“If you want to be happier, it might be wise to shift some of your consumption away from material goods and a bit more toward experiences, that would likely lead to greater well-being.”

Source: “Spending on Doing Promotes More Moment-to-Moment Happiness than Spending on Having”



What Matters Most

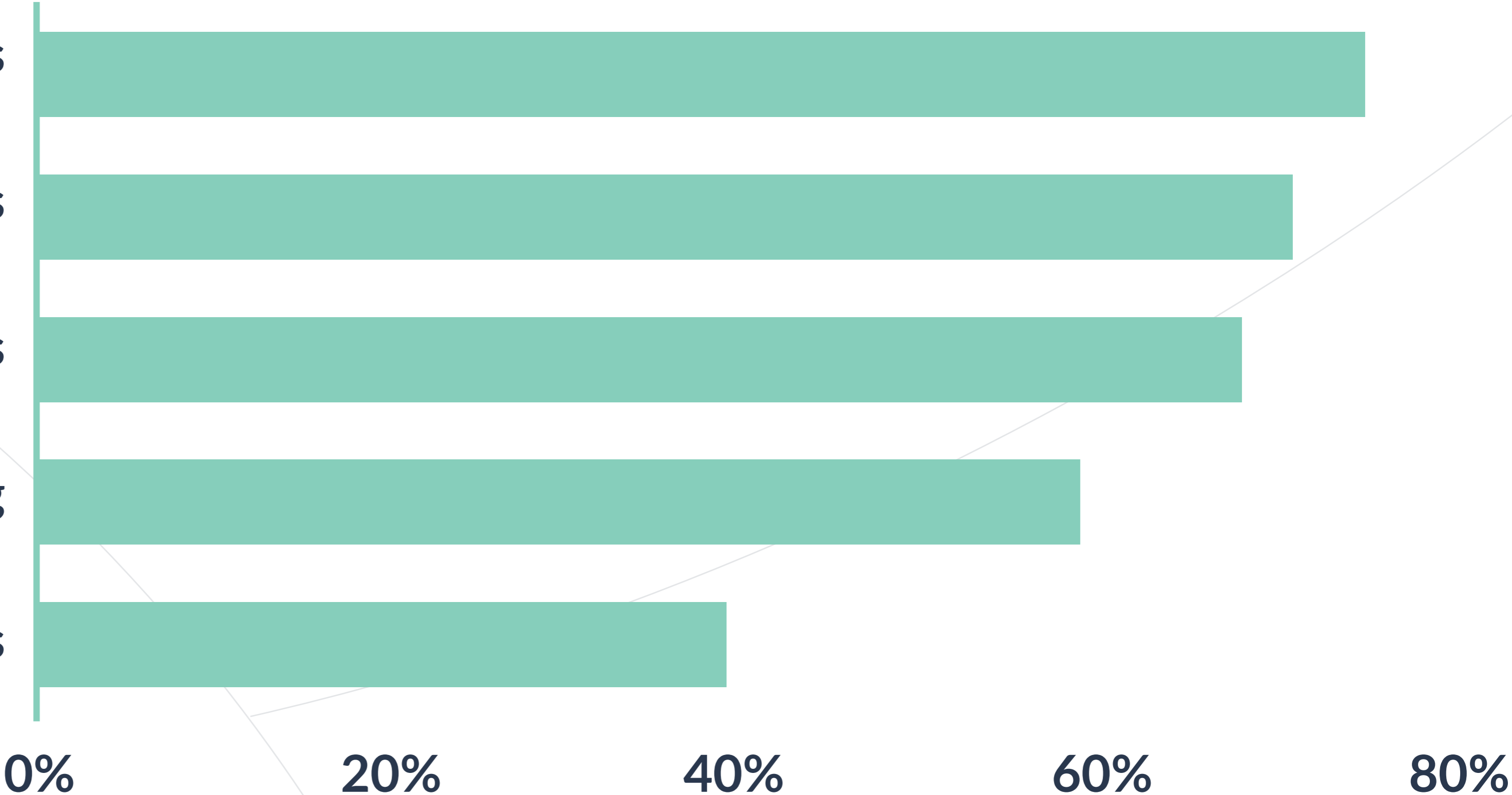
Attractions

Activities

Tours

Lodging

Flights





Here's the Opportunity The Market is Big

Travelers spent nearly \$254 billion
on tours, activities, attractions &
experiences in 2019

Globally, there are approximately one
million operators of tours, activities,
attractions & experiences



Source: The Experience Revolution: Arival's Global Operator Landscape





Here's the Problem

Too many operators aren't connected to travel distribution (both commercially and technically), which means lost visitors and revenue for destinations. They lack the knowledge and skills.

“Two major NTOs in Europe estimate 15% of their tour and activity experiences and less than 60% of their attractions are using modern booking systems and technically connected“

Imagine if only 15% of the hotels in your destination used a PMS or booking engine and connected to OTAs? What would travel be like?



**DMOs are perfectly positioned
to support Get Connected!**



**An essential
How-to Guide for
Tour & Activity
Operators, Visitor
Attractions and
Experience Creators
to Get Connected
to Travel &
Tourism Distribution**

Get Connected! is an online curriculum designed to help operators of tours, activities, attractions and experiences learn about travel and tourism distribution and technology so they can grow their business.

This carefully designed step by step guide enables operators and attractions to quickly understand the essentials of travel distribution and take actionable steps to get connected and grow their sales.

Get Connected! Helps your destination increase visitation and spend in market by getting your operators online, connected to distribution, and making their amazing experiences more easily discoverable and bookable.

The benefits to DMOs are straightforward



- Drive more visitation
- Generate more spend in destination
- Grow your member base (for those DMOs who have a membership model)
- Sustainable and DEI benefit: distribution can also aid in over tourism by aiding visitor dispersal and giving more visibility to smaller, less well known experiences, driving more economic benefit to local small businesses and communities



Get Connected! Curriculum



**Travel Distribution Explained
(jargon-free)**

The Benefits of Connected Distribution

**How Contracts & Commercial
Terms Work**

Choosing the Right Booking Software


Actionable Resources to Get Started

Easy to read


Accessible and critical information for new entrants up to experienced companies.

Packed with tips and resources

Unbiased



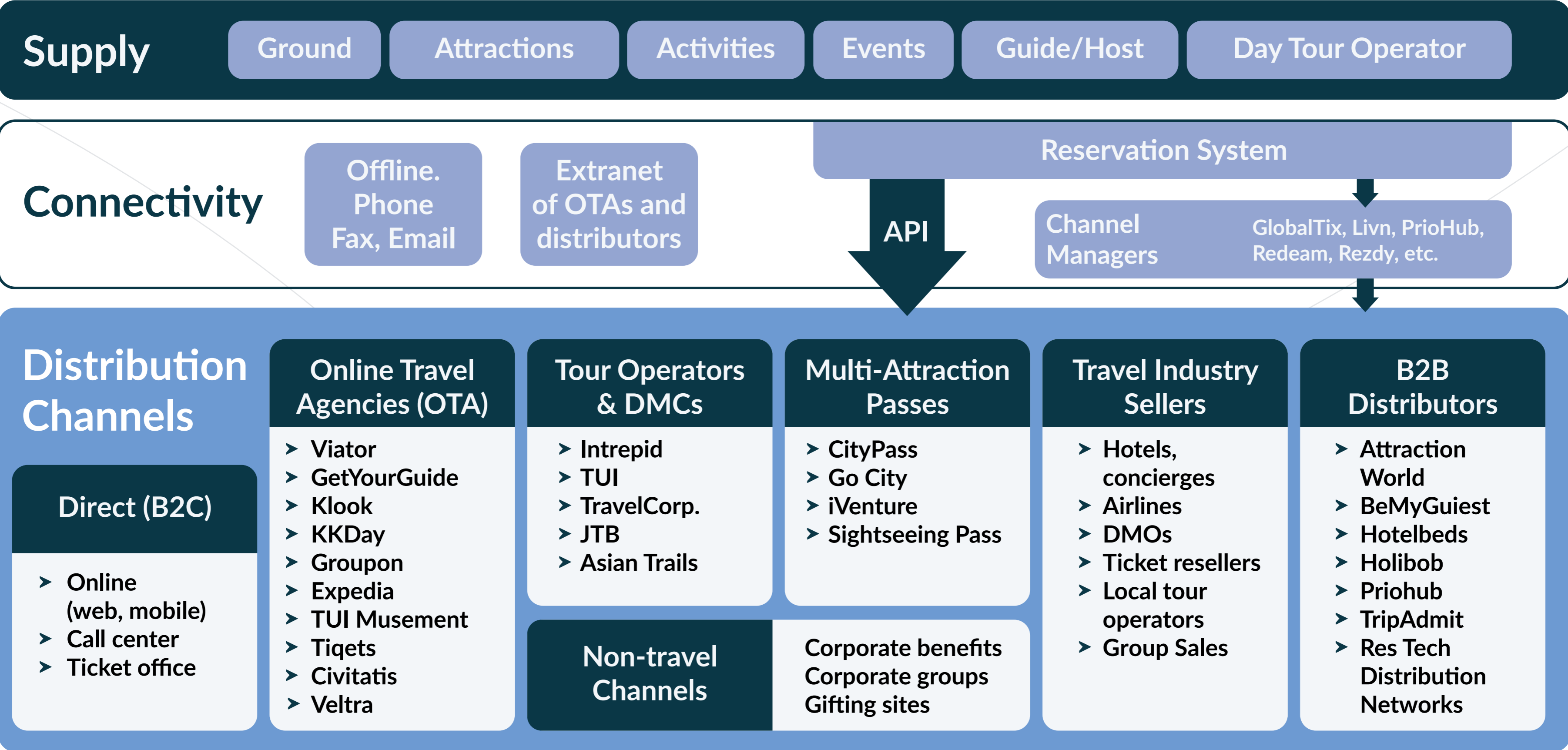
Tours, Activities, Attractions and Experiences are at the heart of every trip, the reason people travel, the *Why* they travel to specific destinations.



But many operators do not participate in travel distribution, which limits their ability to grow their business, and makes it more difficult for travelers to find and book those experiences.



The Distribution Map for Tours, Activities, Attractions. It's Complicated!



Get Connected! Training for DMOs and NTO's



To be truly effective, a training program, especially including train the trainer sessions will be critical to ensure a successful roll out to your destination partners.

Easy to access, from beginners to experts

Arival has designed the program in three parts, with increasing detail and sophistication with each section. No travel industry experience is needed to start this program and begin putting a distribution plan in place, while more sophisticated users will be able to skip directly to sections most relevant to their immediate needs.

Practical and actionable

The curriculum is organized into a series of short, readable subsections featuring practical checklists, tips and reference materials to enable operators to take immediate steps to advance their distribution journey.

Impartial

The Get Connected! Curriculum is impartial and makes no recommendations on specific vendors or strategies. Arival is an independent events and research organization serving the experiences sector, and we are committed to providing informative and unbiased content and insights to help operators make the best decisions for their business.

Get Connected! Training



- The Get Connected! product needs to be implemented with appropriate training
- Training will be custom designed for each client
- At a minimum, we highly recommend train the trainer sessions. Depending on the experience and knowledge level of your organization, a minimum of 5 hours of train the trainer sessions are recommended.
- For many organizations, an additional 3-5 hours might be necessary.
- Training will start out basic and go as in-depth as required based on the experience, subject matter expertise and knowledge of your team.
- Train the trainer sessions will be in-person or live online. (Synchronous training)
- Arival's trainers will be skilled in the Get Connected! Course and also be a subject matter expert related to each of the three modules.
- Arival will also provide a white label or Arival branded version of a Learning Management System with the Get Connected! Course. This course, available on-demand, is designed for your local attractions, tours, activities and experiences to learn at their own pace and on their own schedule.



Get Connected! Three In-Depth Chapters

Part 1 - Tourism Distribution: An Introduction

Part 2- Getting Started: Commercials, Operators, Partners and Technology

Part 3 - Getting Connected: Technical Considerations

A total of 18 sections



Part 1 - Tourism Distribution: An Introduction



- 1. What is Connected Distribution**
- 2. The Benefits & Implications of Connected Distribution**
- 3. The Distribution Landscape**
- 4. It Starts with Tech: Reservations Systems, APIs and the Tech Essentials of Connected Distribution**
- 5. The Costs of Connected Distribution: What to Expect**
- 6. Assessing Your Connected Distribution Needs: A Checklist**

PART 2 - Getting Started: Commercials, Operations, Partners and Technology



- 1. Evaluating Distribution Channels & Partners**
- 2. Contracting & Partner Management**
- 3. Pricing Considerations**
- 4. Account Management**
- 5. Making Your Products Online Ready:
Channel Management Optimization**
- 6. Channel Management Strategy**
- 7. Google Things To Do**

PART 3 – Getting Connected: Technical Considerations



- 1. Evaluating Reservation Systems**
- 2. Working with APIs: Everything You Need to Know**
- 3. The Back Office & Connected Distribution:
Managing Other Channels**
- 4. Channel Managers**
- 5. Touchless & Cashless: Ticketing,
Access Control and Scanning**



Glossary of Terms



Arival tracks all industry terminology and acronyms used and will provide an easy reference to terms throughout the program

Thank you

For More Information
Contact

Bruce Rosard

bruce@arival.travel

+1 720.308.5867



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