

The U.S. Experiences Traveler

(2024 Edition)

Prepared in Partnership with



UKINBOUND
THE VOICE OF INBOUND TOURISM

16 January 2024

Douglas Quinby
CEO, Arival



ARIVAL

The 2024 U.S. Experiences Traveler



1,000 U.S. Travelers

100 miles from home

Overnight stay

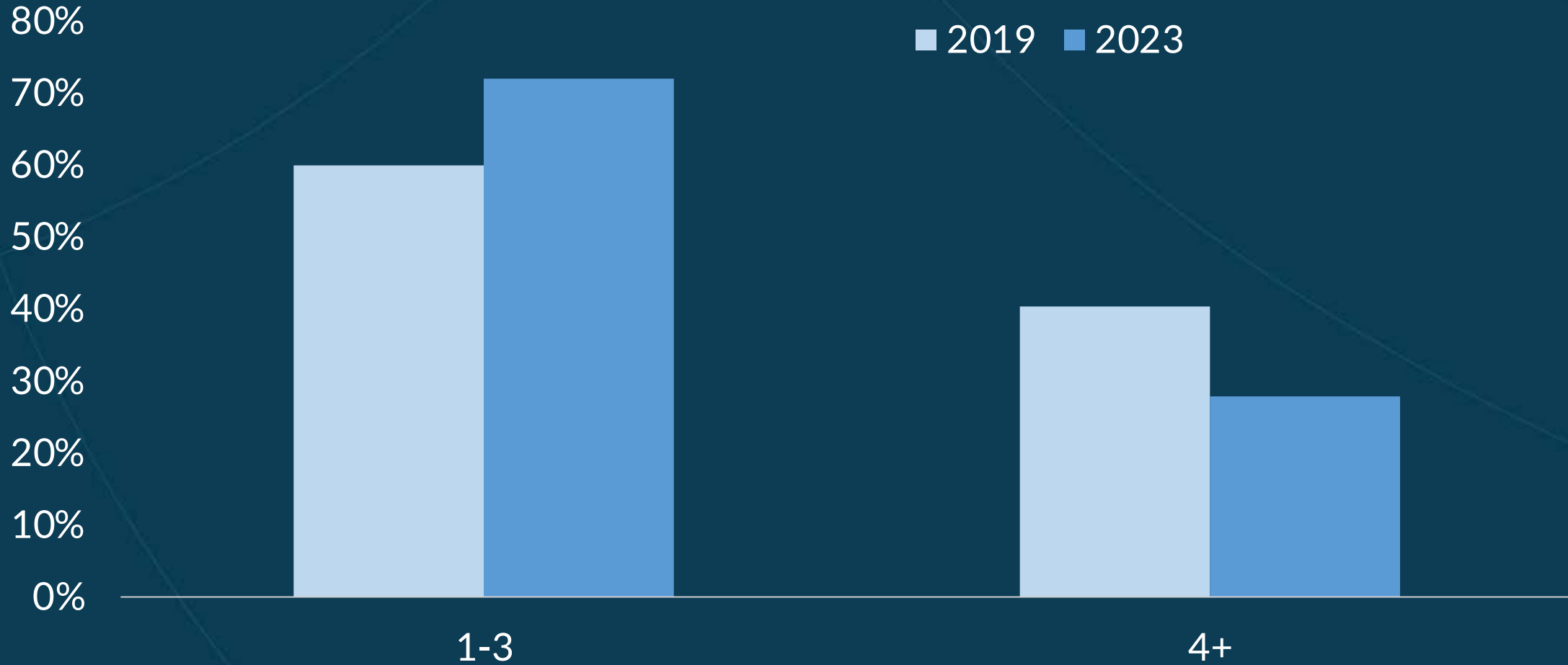
Booked an experience



How are they doing?



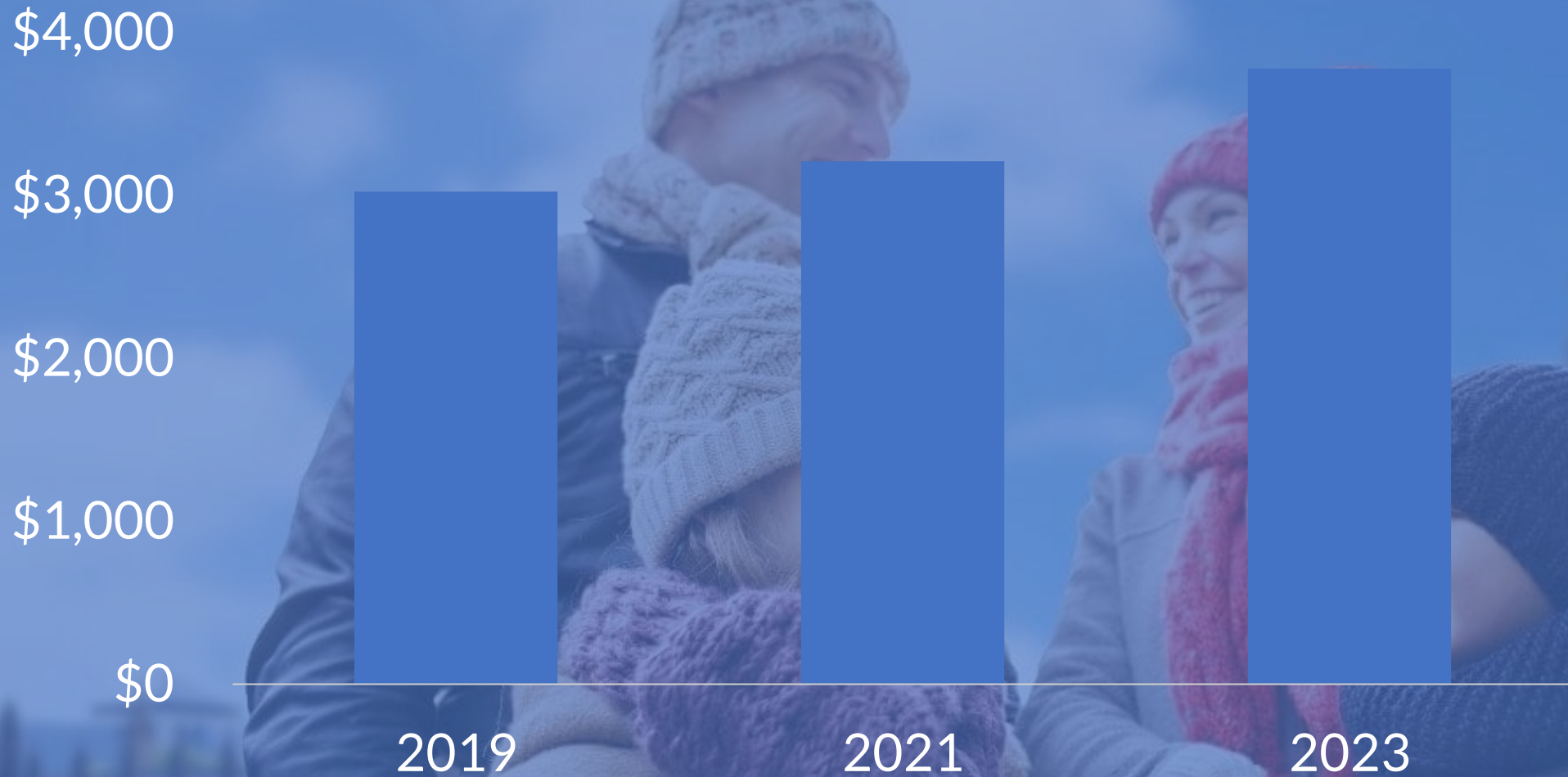
Fewer Trips, but...



But They're
Making Them
Count



Trip Spend



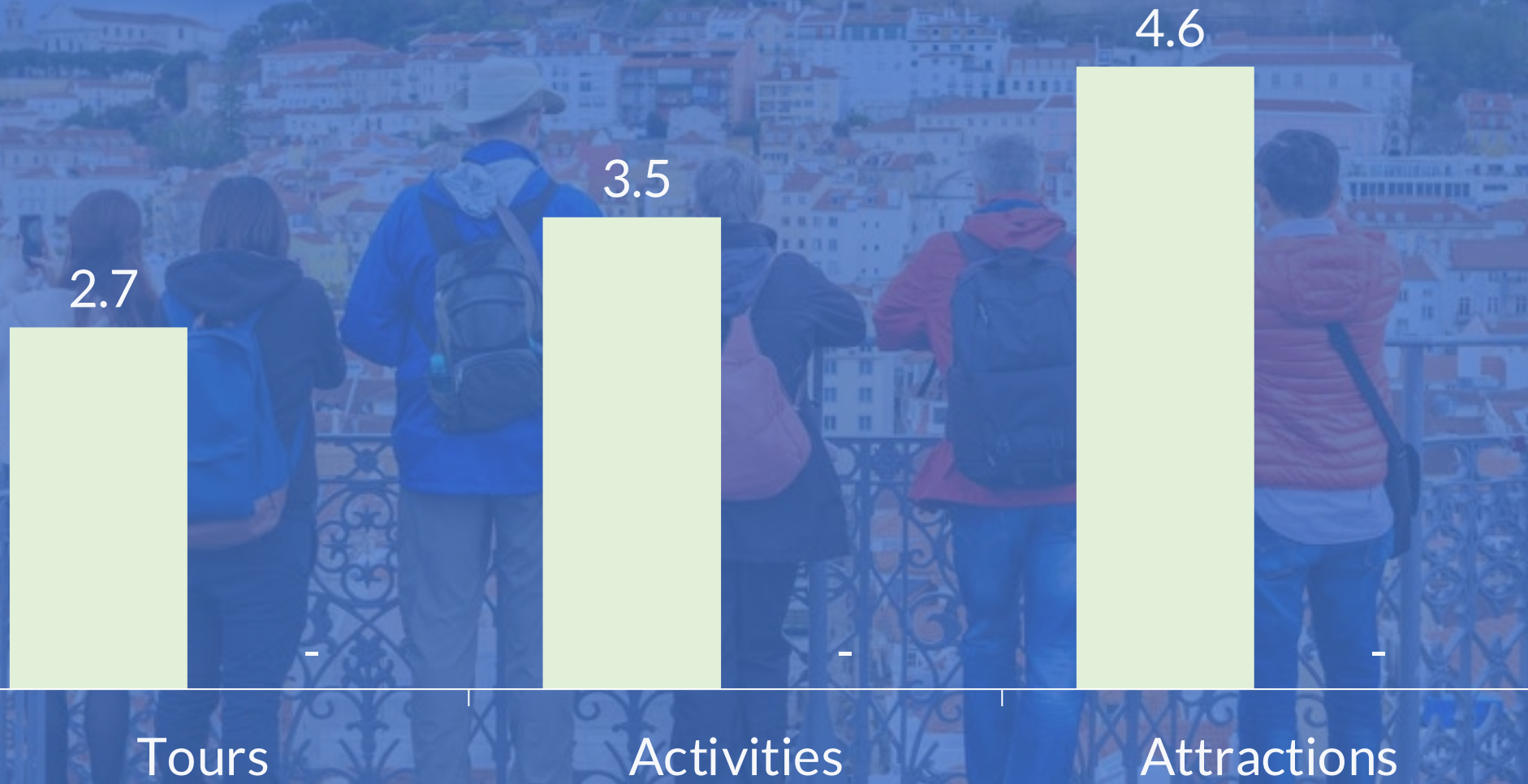
What are they doing?







■ 2019 ■ 2023



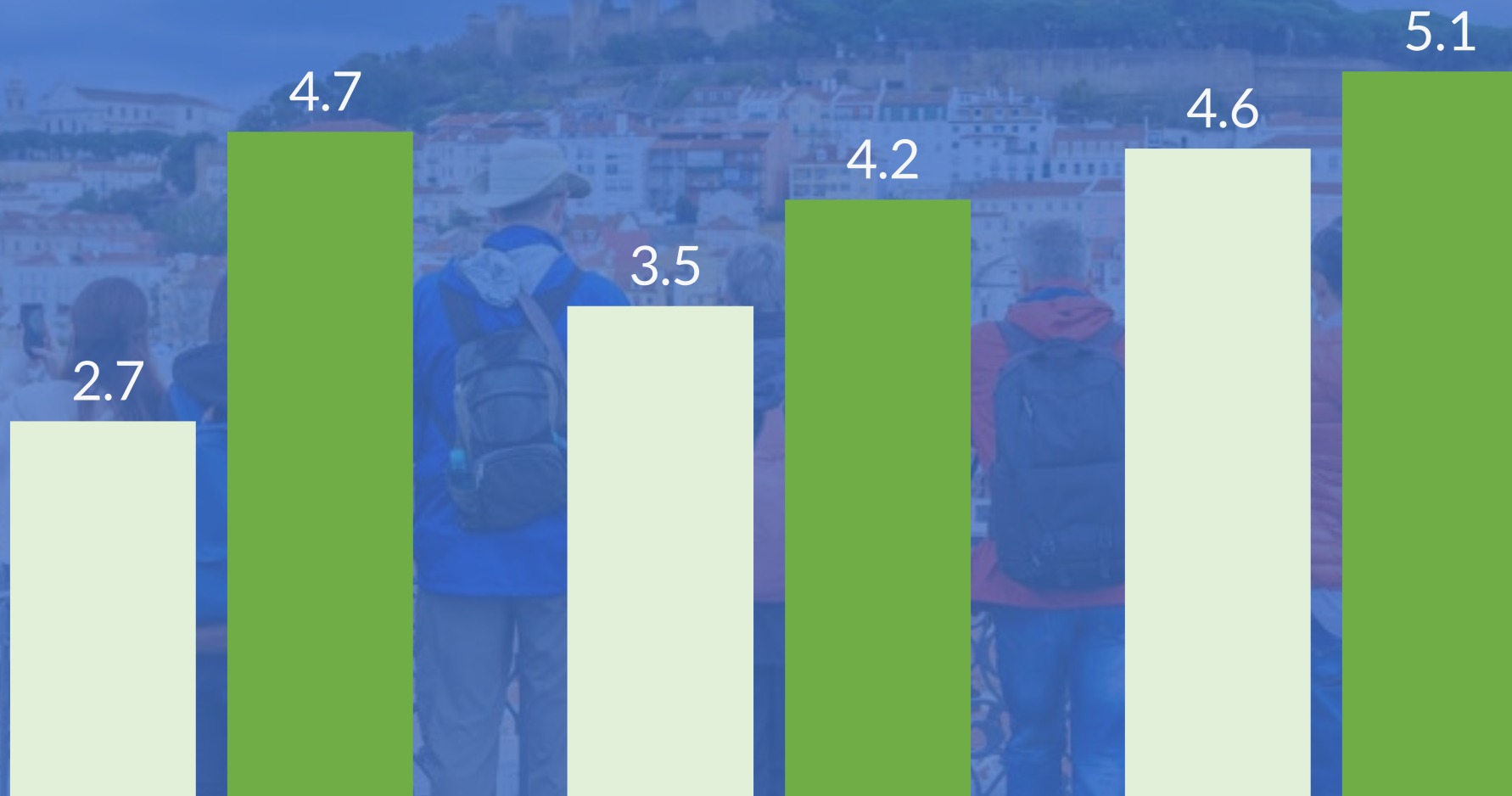
Tours

Activities

Attractions



■ 2019 ■ 2023



Tours

Activities

Attractions





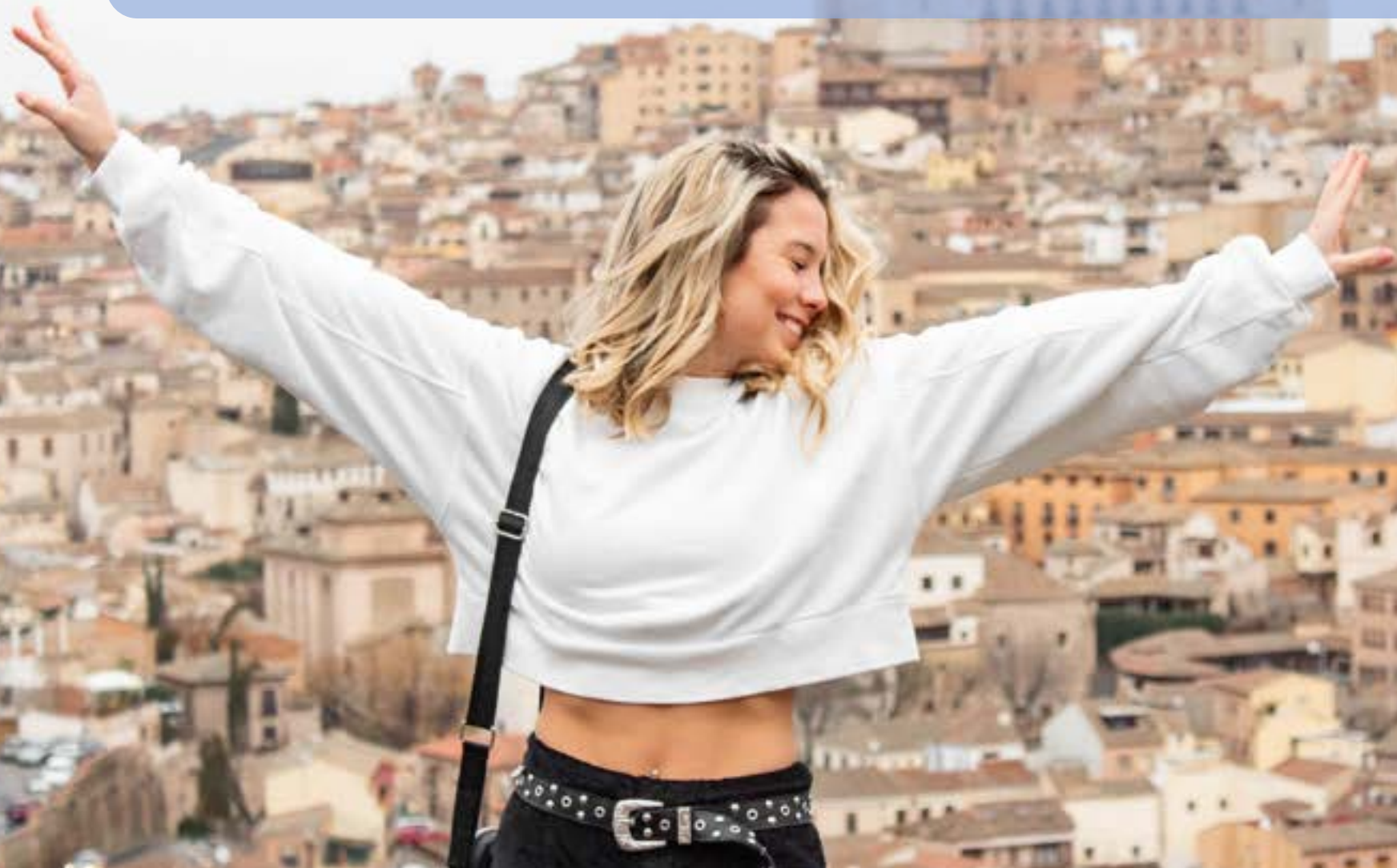


Going Private

47%



Affluent Traveler (\$150K+)



22%

Travelers

37%

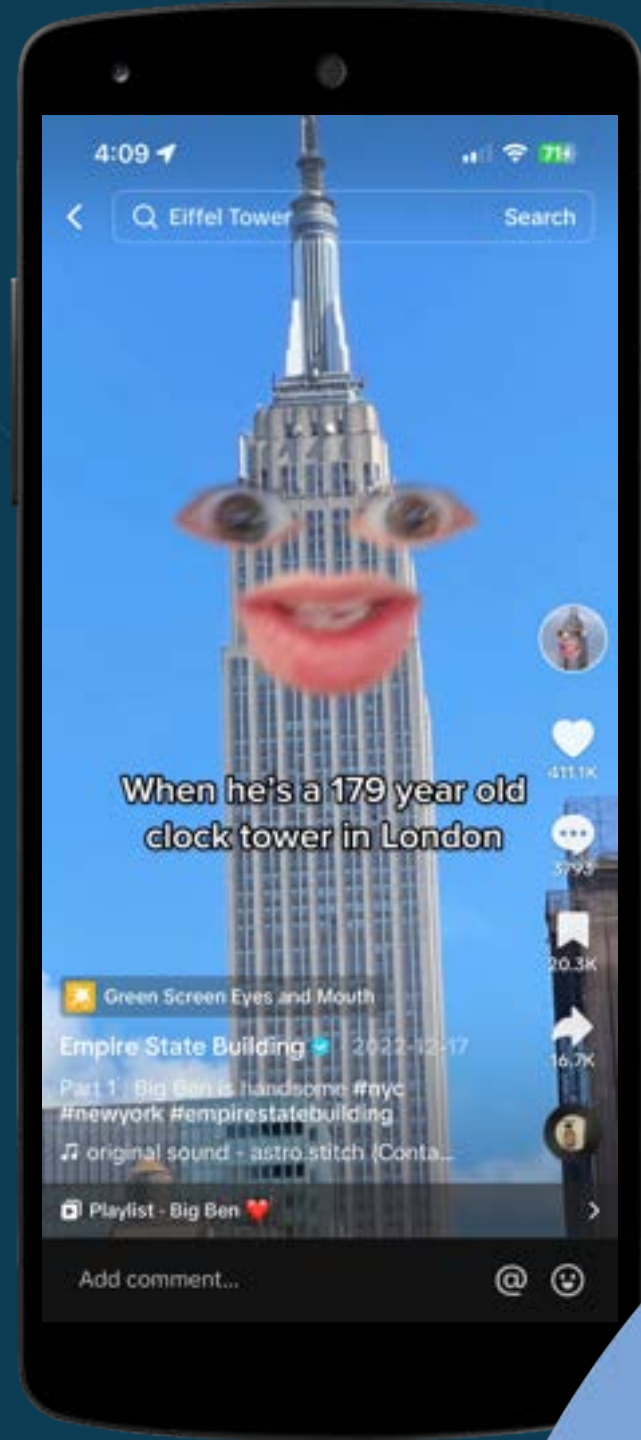
Travelers to Europe

46%

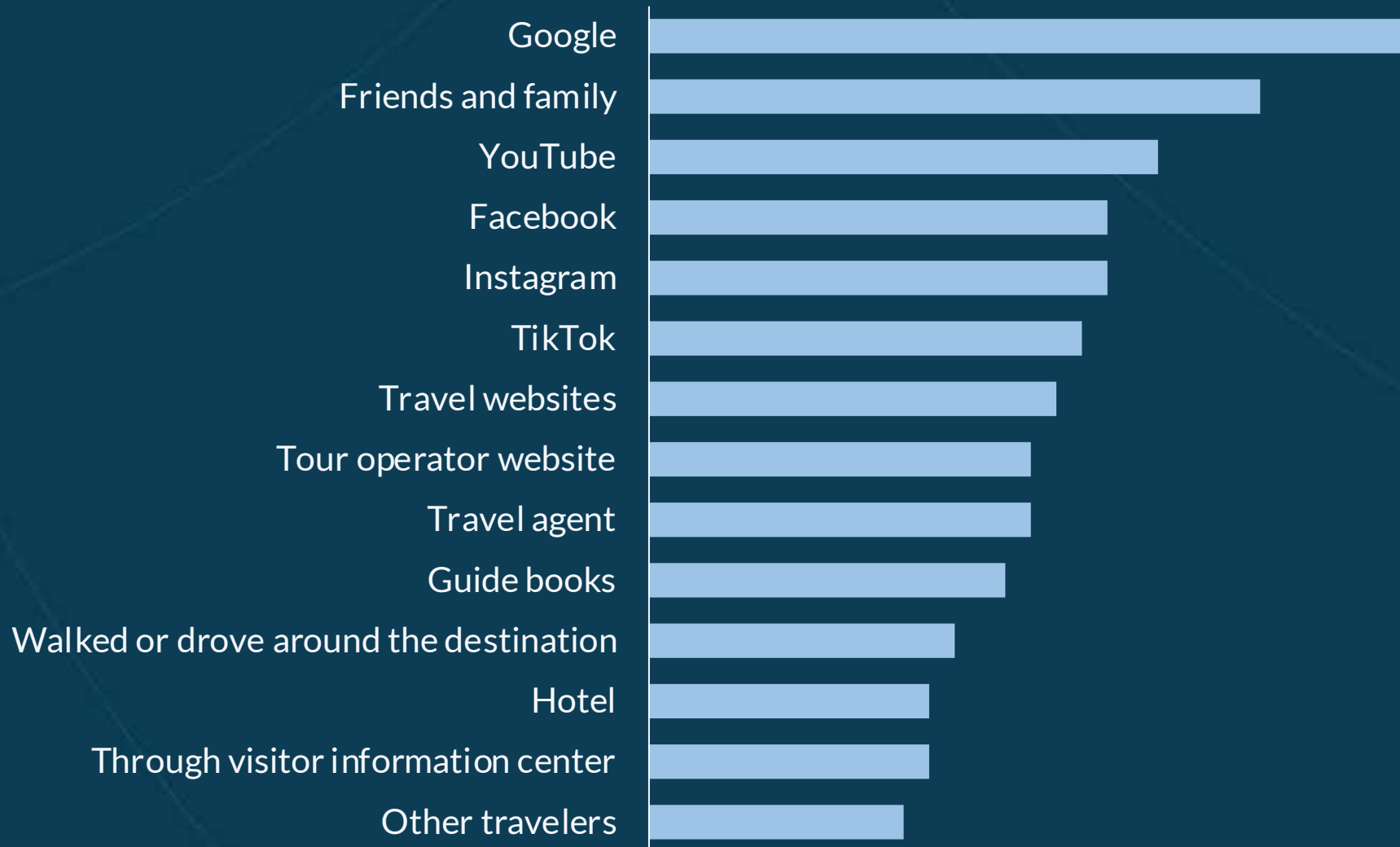
Experiences Spend



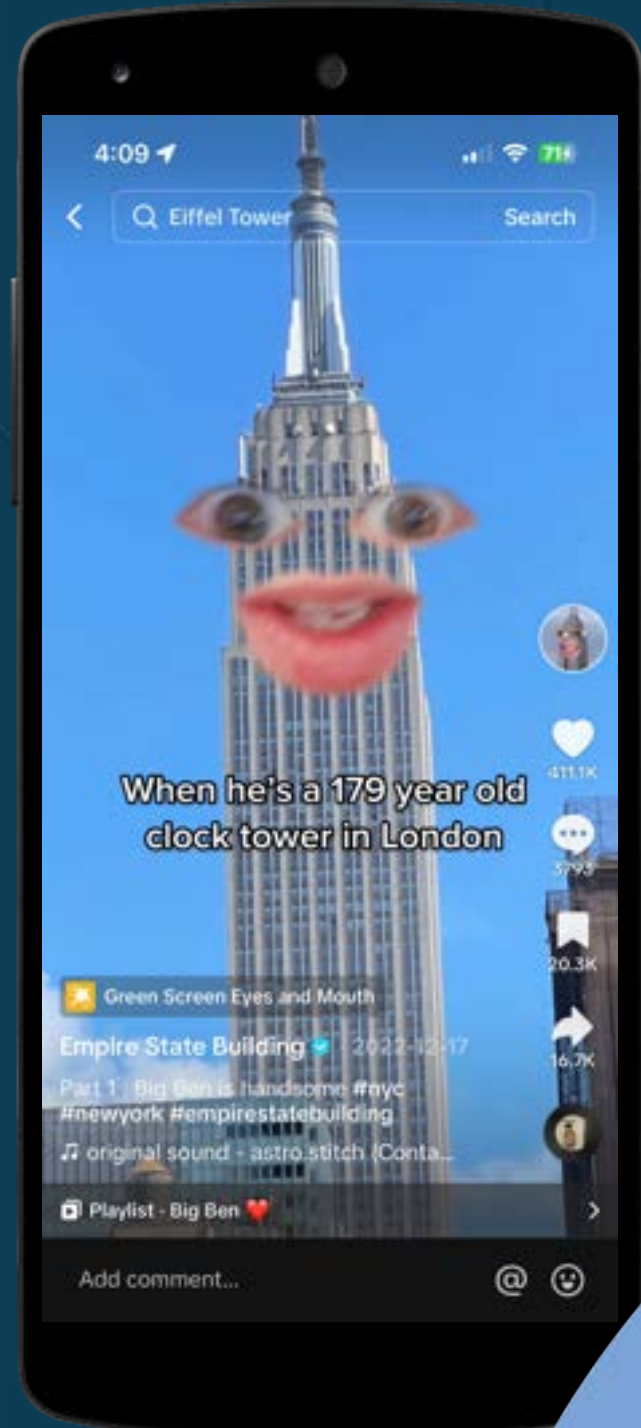
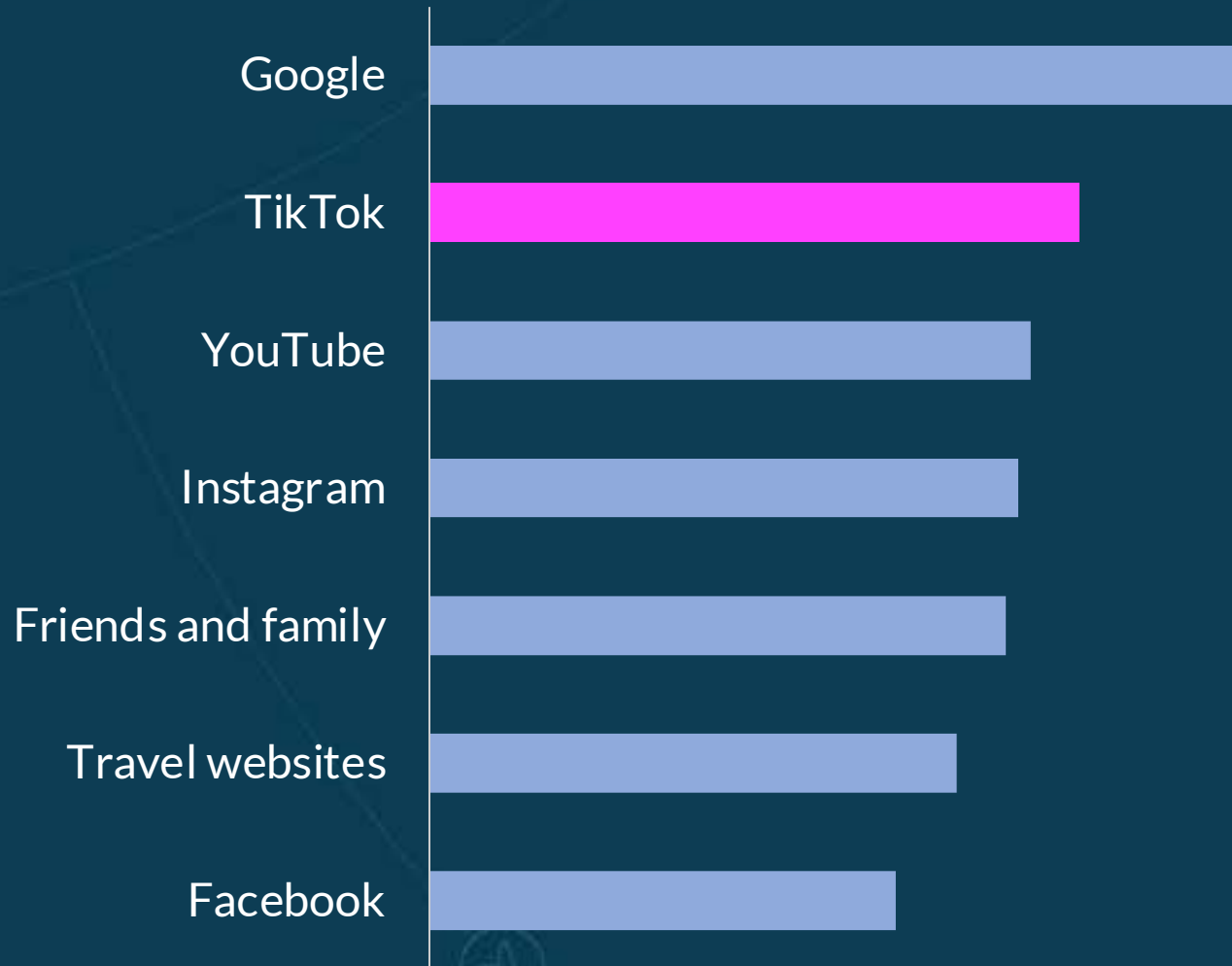
How They Choose



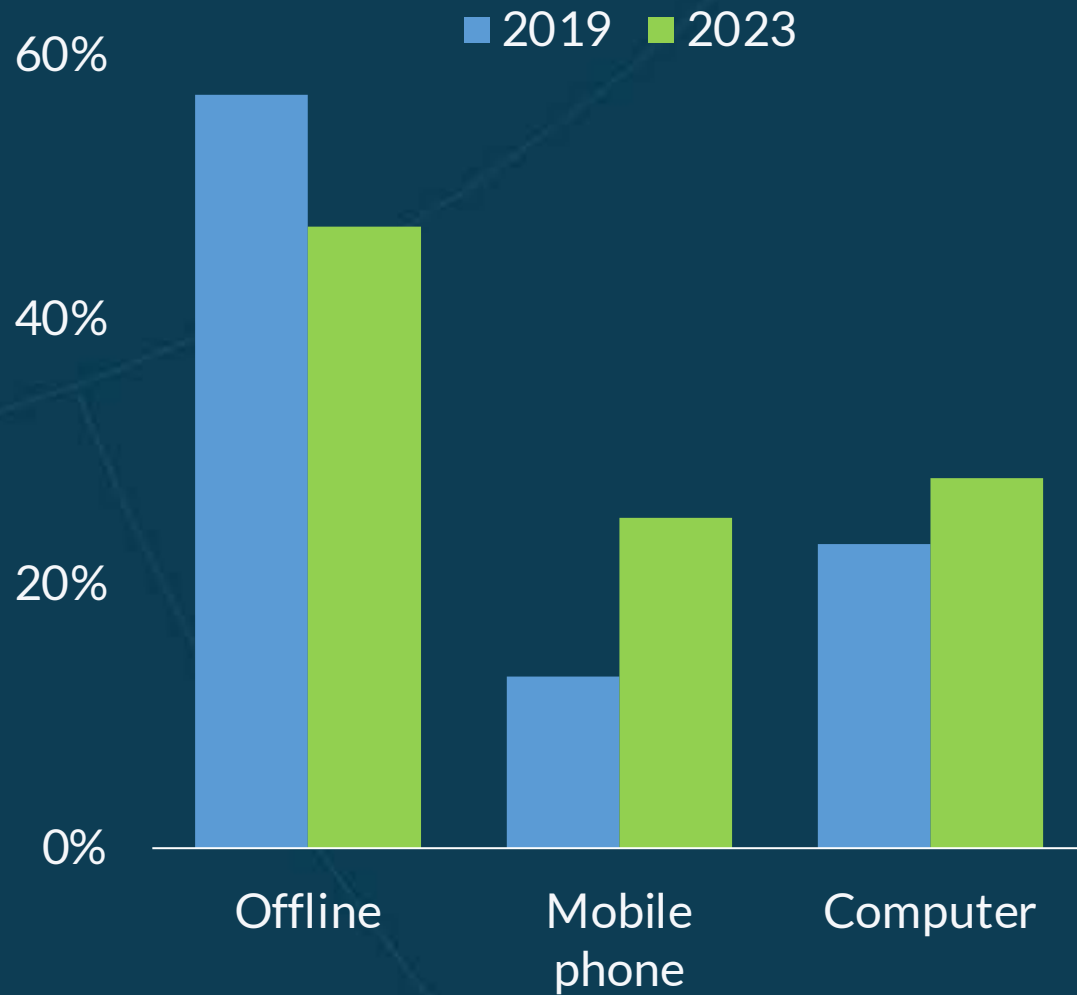
How They Researched



Tour, Activity Planning by 18-34-Year-Olds in 2023



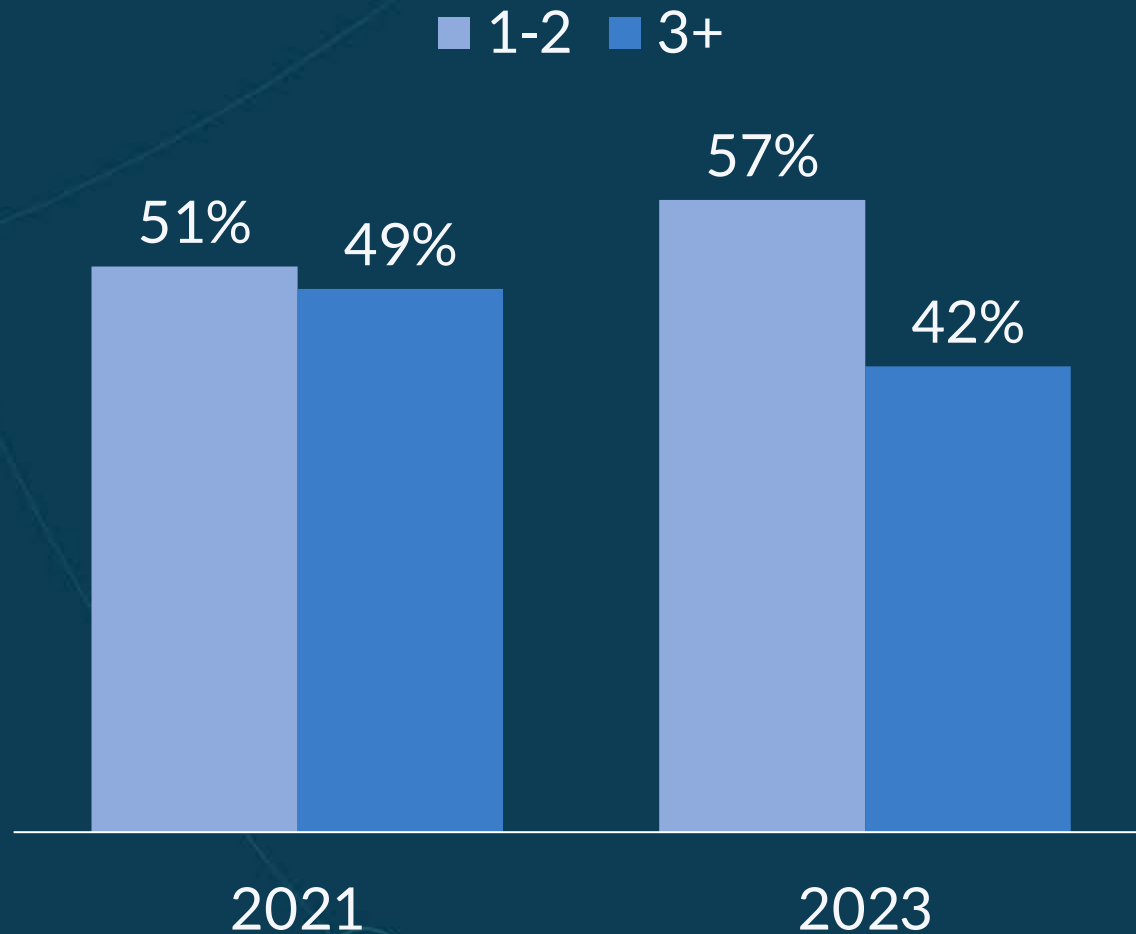
How They Booked



The Outlook



Trips Planned



Become an Insider! Arival Pro Access

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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360 BERLIN

2-4 March 2024

#ArivalEvent



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UKInbound members **save 10%** using promo code **UKINBD10X**

The U.S. Experiences Traveler

(2024 Edition)

Sophie Havard-Williams

Warner Bros Studio Tour London – The Making of Harry Potter

Mark Bolan

Viator

Rob Russell

AC Group

The ARIVAL logo is set against a dark blue background. It features a stylized 'A' icon composed of three overlapping shapes in shades of blue and white, followed by the word 'ARIVAL' in a bold, white, sans-serif font.

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