

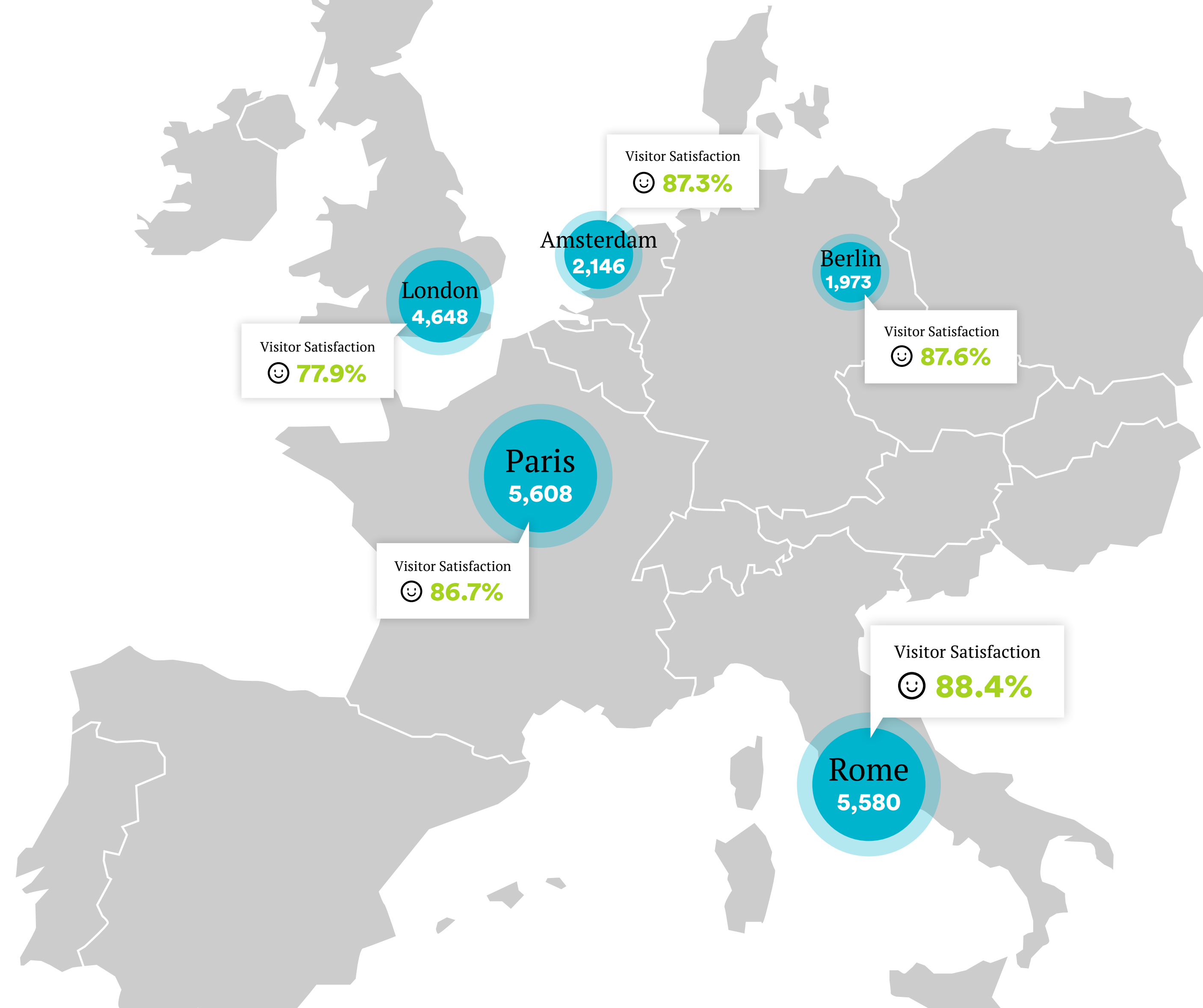
In-destination activities around Europe

Travelers are increasingly interested in finding exciting and unique experiences while visiting destinations. They're no longer satisfied staying in their hotel suite, lounging by the pool or eating at the restaurant and bar. They want to explore, learn and experience something new. It's essential for businesses in the travel industry to understand and cater to this trend. According to PhocusWright, activities and excursions are the third largest travel segment reaching \$183 Billion by 2020. Travel Appeal has analyzed and compared the in-destination offers from the top 5 European cities: Amsterdam, Berlin, London, Paris and Rome.



Offer of In-destination activities

among five european cities

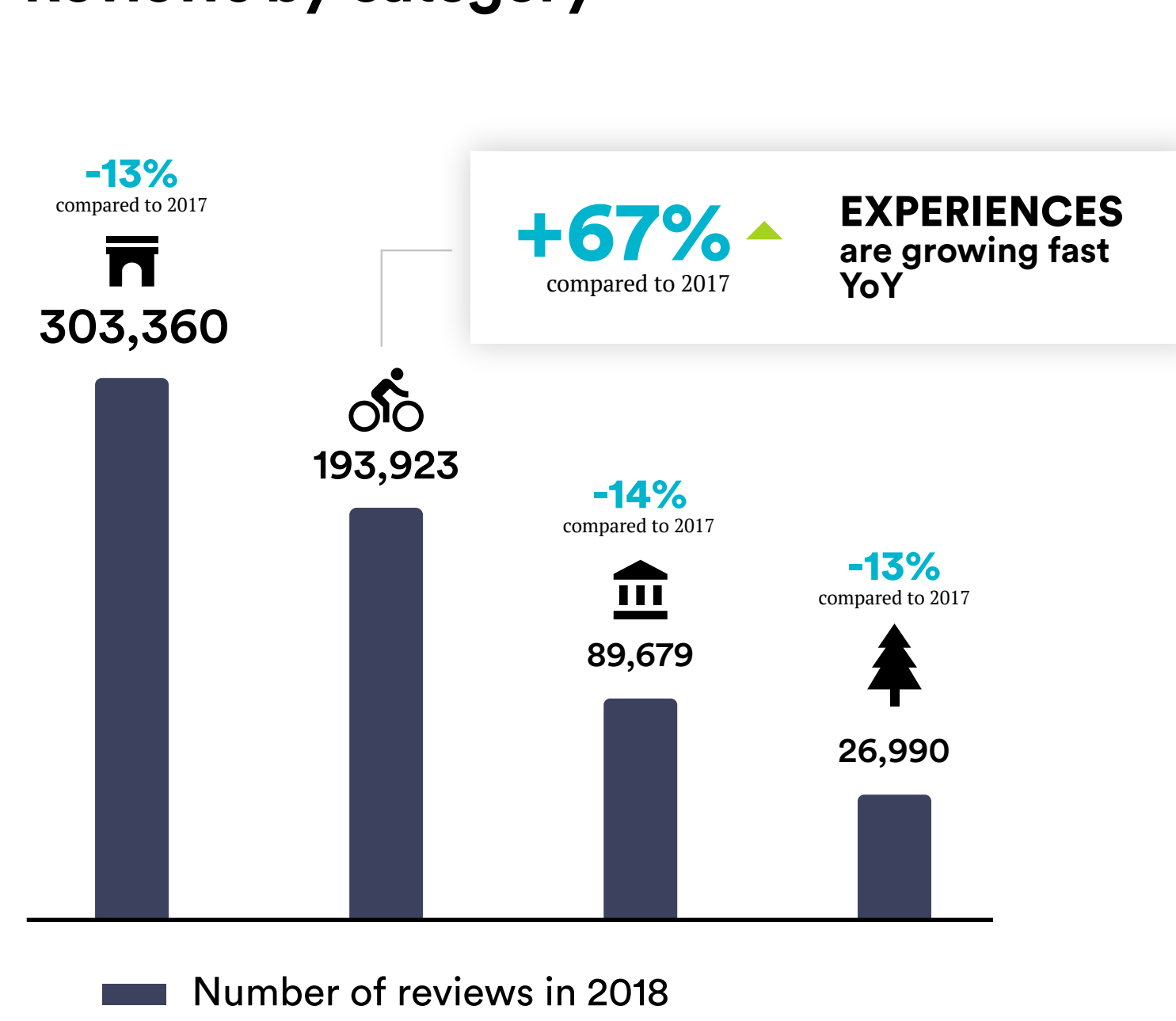


Most frequent and appreciated in-destination activities

aggregated data from Amsterdam, Berlin, London, Paris and Rome

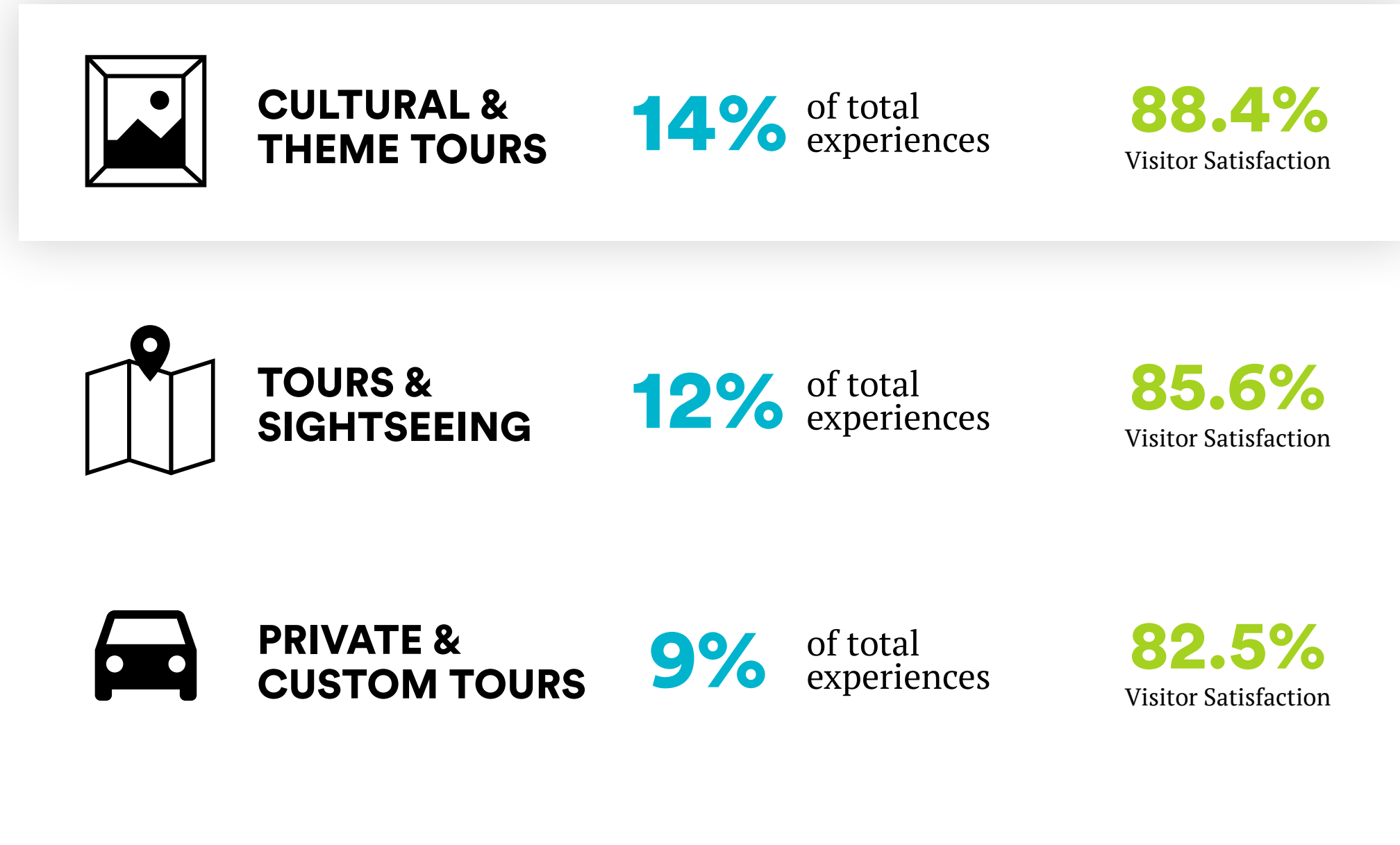


Reviews by category

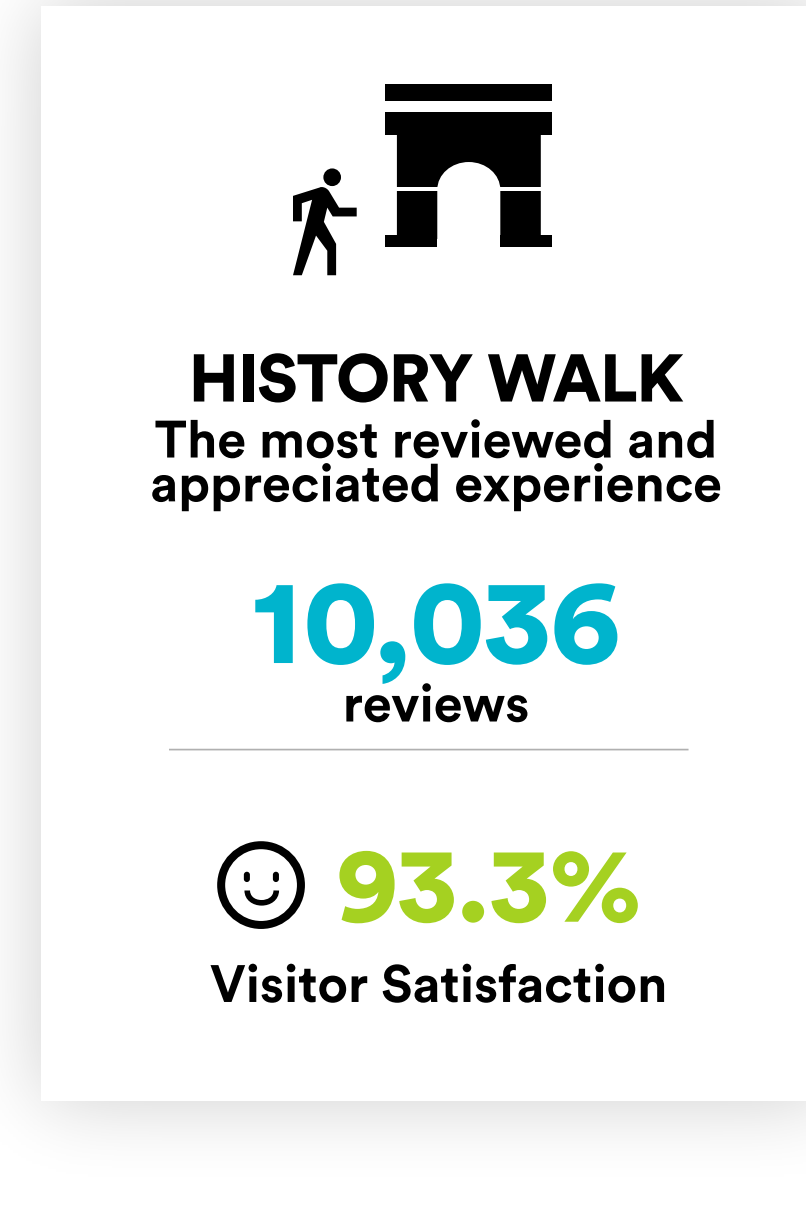


Top Experience Type

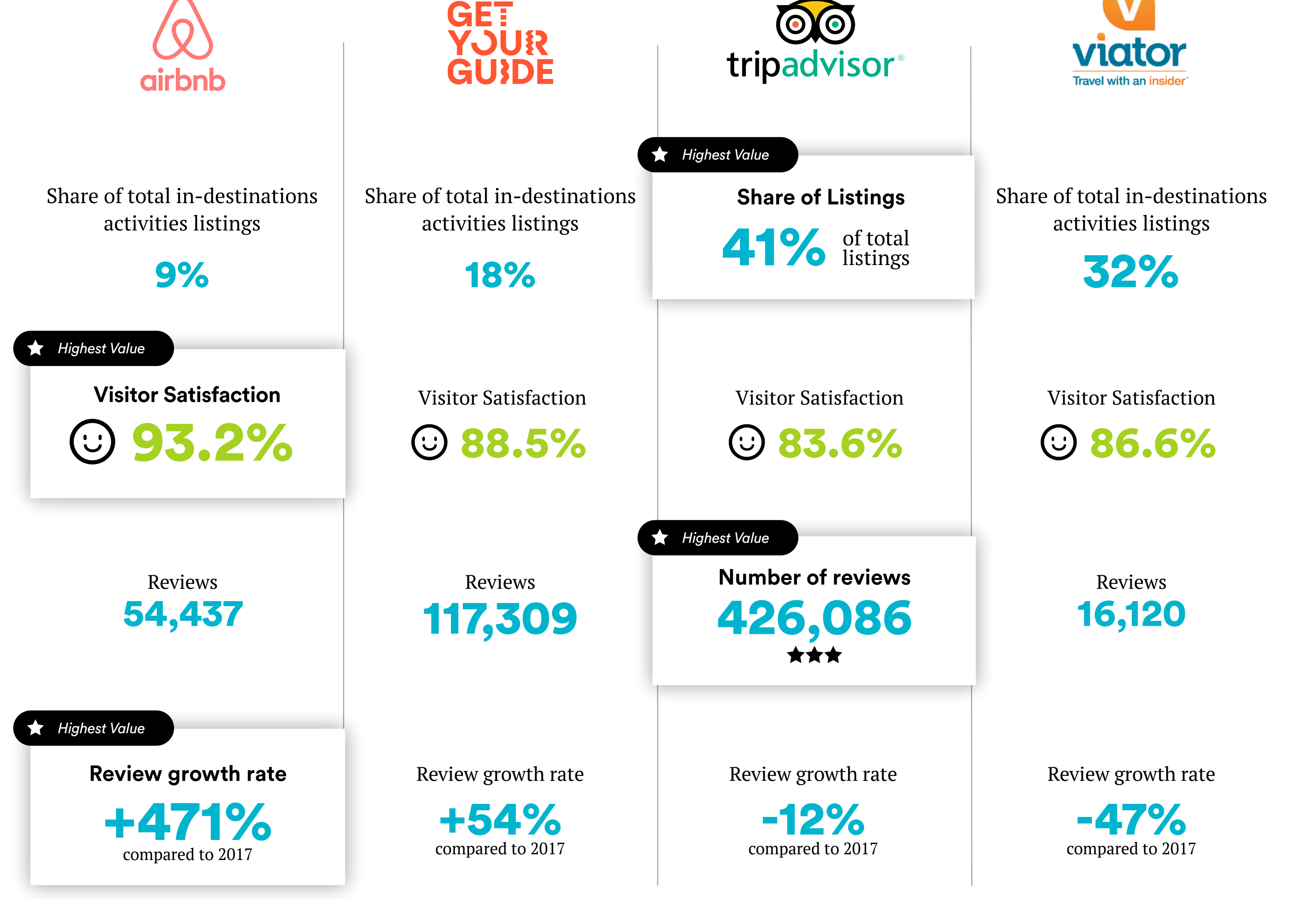
By Quantity of Online Listings



Based on Total Reviews



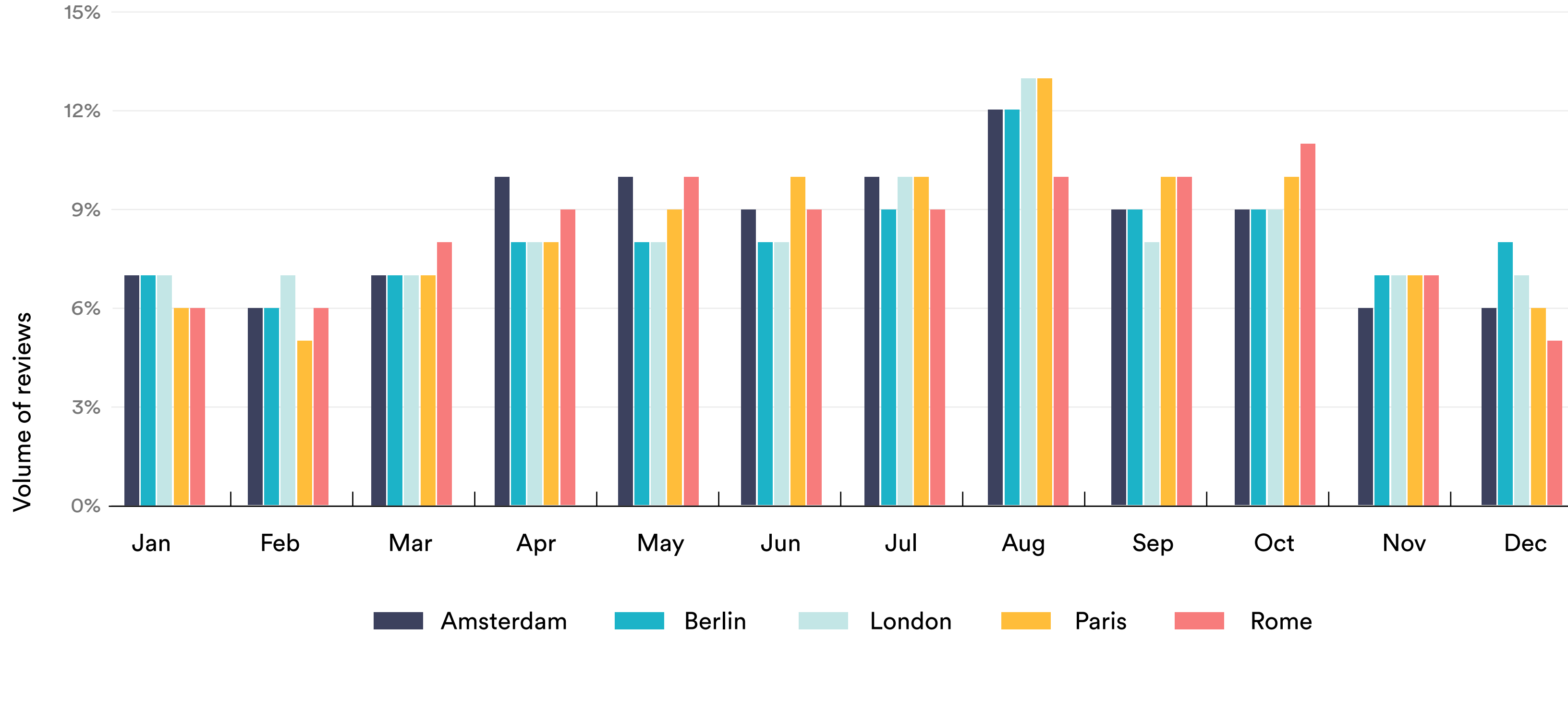
Popular Networks



Experiences dominate the offer

	Amsterdam		Berlin		London		Paris		Rome	
ATTRACTIONS	14%	84.1%	23%	86.4%	18%	73.7%	29%	85%	23%	88.7%
EXPERIENCES	77%	91.1%	61%	91.7%	70%	90.2%	63%	88.4%	71%	89.2%
MUSEUMS	7%	86%	12%	85.3%	8%	79%	4%	86.9%	4%	85.7%
PARKS	2%	90.6%	4%	84.4%	4%	47.3%	4%	88.4%	2%	72.3%

When do visitors review in-destination activities?



Methodology

Travel Appeal has analysed 19,955 listings and more than 1.2 million reviews among Airbnb, Tripadvisor, GetYourGuide and Viator shared online by users between 2017 and 2018.

The Visitor **Satisfaction Score** is generated through a proprietary algorithm and AI engine. With the **semantic processing of reviews**, we have identified what people say about their in-destination experiences, what they appreciate most and which are the critical aspects.

Travel Appeal

Founded in 2014, Travel Appeal is the intelligent platform that transforms data and online content about your business into actionable solutions. Using cutting-edge technology, we help drive the growth of attractions and destinations, which consequently enhances and improves the visitor experience. We collect and analyse the enormous amount of data online and turn it into intelligent suggestions and ready-to-use solutions for professionals to improve customer sentiment, reputation and revenues. What sets us apart? Each piece of data is easy to read, interpret and share with your team and partners.

Discover the **Dashboard**, **customized Reports** and all of our other solutions designed to enhance your business. Contact us for more information.

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