



More ways to culture

Must-Know Travel Industry Trends For the 2022 High Season



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Introduction

People are traveling again, and there's a renewed spirit of travel and adventure in the air. But it's a different world than it was a few years ago, and travelers have new hopes, goals, fears, intentions, and habits. To bring in the most visitors this high season, you first need to understand what travelers are looking for – and why they're traveling.

Our new survey with OnePoll reveals how 2,000 people across the US are approaching travel now – and what new travel segments you might be overlooking. From the rise of remote work enabling a freedom of travel to the difference in generational habits, there are a few noteworthy new trends that will help you draw more travelers to your museum or attraction.

Read on to learn the intel we gained about their demographics, the experiences they crave, and the marketing techniques they're most likely to respond to as you plan for high season. When Americans return to your city, here's how you can be sure to draw them through your doors.

About the Survey

This March 2022 OnePoll/Tiqets survey asked 2,000 employed adults (18-65) in the US who travel for leisure at least once every three years how their travel habits have changed post-pandemic, and how that impacts when and why they visit museums and attractions.

The secret audiences you're overlooking:

Business travelers & remote workers

Leisure travelers constitute a huge audience – Astute Analytica predicts that in the next five years, the global leisure travel market will reach USD \$6,347.8 billion, a growth rate of 5.7%. The crowd we polled typically travels for leisure at least once every three years (the common denominator of all our participants), but as we learned, they're also traveling for work and, increasingly, they're traveling just because they now work remotely. They're currently catching up on all the face-to-face meetings, conferences, and expos they haven't been able to attend in person for the last few years.

26% of business travelers always extend their trip for leisure

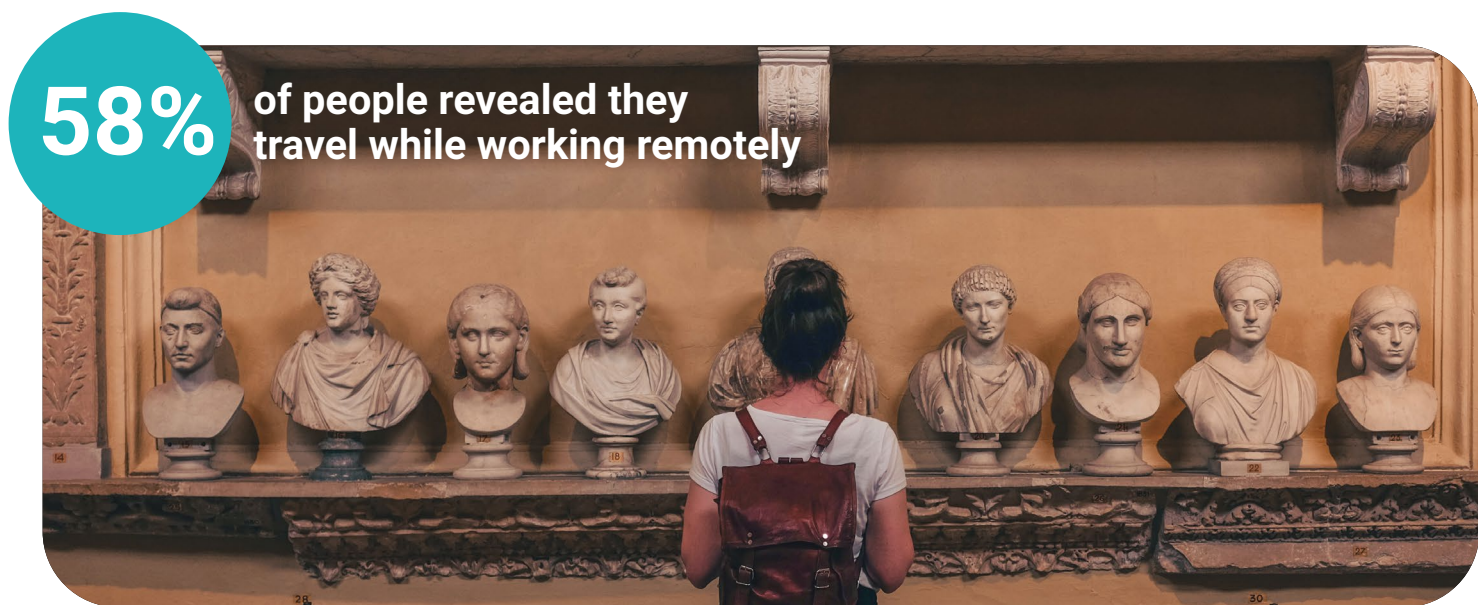


While on a business trip...



The interesting thing? Leisure and business travelers are not necessarily two distinct audiences. Of the people who periodically travel for work, more than a quarter report that they always extend a business trip to take advantage of some leisure time. In fact, on average, they visit nearly three attractions per business trip. Only 10% of those who travel for business claim that they never visit attractions or do extra sightseeing while on a business trip – and hey, those are minds ready to be changed.

The pandemic has perhaps created a permanent new audience of travelers, too: those who now work remotely at least some of the time. There's a healthy demographic of people who have parlayed their onsite desk jobs into itinerant lifestyles, taking their laptops and their sense of adventure on the road.



This is a huge audience, and it's a new audience, too, eager for guidance. In fact, over a third of respondents first traveled while working remotely in the last six months. Nearly two-thirds of them visit three to four attractions on a single trip.

While working remotely...



61%
visit 3-4 attractions

22%
visit 1-2 attractions

15%
visit 5 or more!

Wandering workers, intrepid employees, tradeshow travelers – whatever you want to call them, this is a bold audience eager to experience new things. There are a few trends to use to your advantage when marketing to them.

1.They're morning people

The most popular time to visit an attraction while working remotely or on a business trip is in the morning. Other popular times: after work (34%) and during lunch (32%).



40%

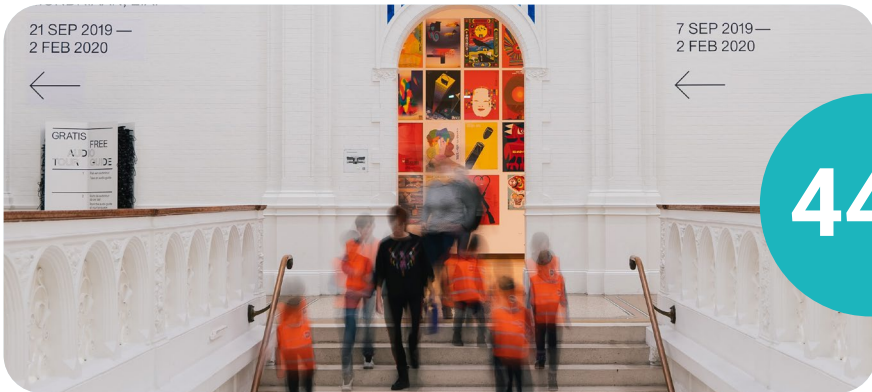
are most adventurous
in the morning

Work the trend

The most popular time to visit an attraction while working remotely or on a business trip is in the morning. Other popular times: after work (43%) and during lunch (32%).

2.They have time restraints

Aside from the fact that they prefer mornings in general, a healthy chunk of this audience can only do things last-minute on a workday if they happen to finish work early.



44%

are bound by time
constraints around
work

Work the trend

You can encourage this by offering them spontaneous weeknight deals or even staying open late on certain nights of the week. And make sure your checkout flow is optimized for mobile purchase, to capture those spontaneous ticket-buyers on the go from work and eager to make a split-moment decision.

3.They prefer activities that can be reimbursed

Close to half of working travelers are partial to museums and attractions that their companies will reimburse for.



43%

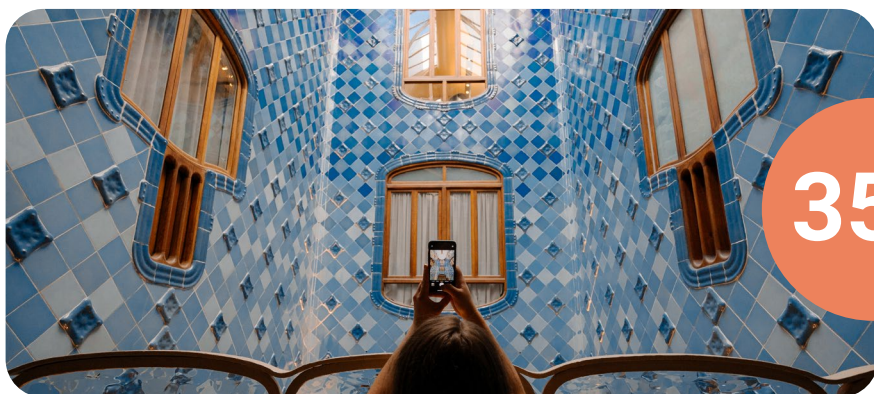
want to be reimbursed for tickets

Work the trend

Appealing to company decision-makers with special deals for employees is a wise idea. You might even go the extra mile and partner with professional organizations, trade shows, and other groups on special deals when you know a large business event is occurring in town.

4.They don't have a lot of time for research

One of the downsides to traveling while working is finding the time to do all the exploring you want to do. Even making time for research can be challenging, as 35% of respondents attested.



35%

don't have time to look into their options

Work the trend

This is where your marketing can make a big difference. By dedicating marketing efforts and targeting the right audience online (for instance, with SEO efforts), people will find you with little effort. Just by being proactive, you find yourself at an advantage over venues that aren't as easy to find online.

5.They can be nervous about going alone

A third of all respondents said going alone is a deterrent for engaging in cultural activities during a working trip.



31%

don't want to go alone

Work the trend

Consider a marketing campaign aimed at the single traveler, touting the benefits of taking in cultural experiences alone (less chit chat, more time to really appreciate the exhibits!). Or, conversely, connect with local conference organizers to offer a special rate for attendees at particular times, encouraging them to attend together.

The experiences visitors are most into right now (and how they find out about them)

Whether traveling for leisure, work, or a modern hybrid of both, there are some common truths about travelers and what they like to do. Here are the most valuable takeaways from our survey that your venue should be sure to pay attention to in planning your experience, pricing, and marketing.

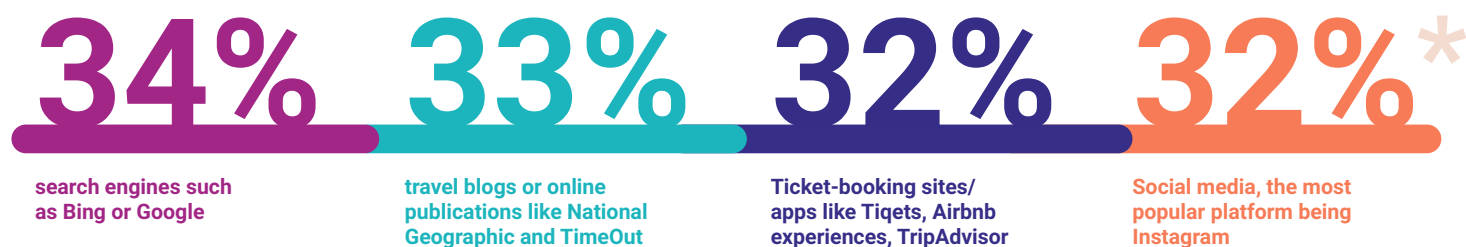
What people of all ages most like to do on vacation



Whether traveling for business or pleasure, the top four most popular choices for an activity are visiting iconic landmarks, hopping on a boat or a bus for a tour, checking out historical sites, and going to museums and art galleries.

*Survey respondents could select multiple options.

Where people learn about new fun things to do



We asked how most people learn about places to visit when they're traveling. The answer was almost equally fourfold: search engines, travel blogs, ticket-booking sites, and social media. In terms of the latter, Instagram is the most popular social discovery source, but Facebook and Twitter were close second and third choices.

The least popular places to learn about museums and attractions? Pinterest, TikTok, and email newsletters. If you have to choose where to spend your marketing dollars, this information can help you rank your priorities.

Knowing what people are interested in doing and how they plan their adventures is step number one.

The next bunch of data will help you check what you're charging for tickets against what people are willing to pay.



What motivates people to choose your attraction



Knowing why people might choose your attraction is another helpful piece of the puzzle when planning special experiences and marketing campaigns. The three top motivations we discovered were about having an experience with travel companions and exploring something new. This gives you two themes to play up in your promotional efforts: camaraderie and adventure.



How far people plan ahead



The greatest segment of the folks we polled make plans 24-48 hours in advance of their visit. If you're mapping out your paid social media efforts, you'd be wise to promote special events and deals within that window.

Exactly how much people are willing to pay, for what

Regardless of what interests them, everyone has a threshold for what they're willing to pay for admission and amenities. Knowing how the numbers break down can help you set expectations with your ticket pricing and get creative with your upsells.

What they're willing to pay



For nearly every type of attraction – museums, galleries, iconic landmarks, one-day tours, zoos, aquariums, gardens, boat cruises, hop-on hop-off buses, historical sites, and even a trip to a well-known local restaurant – most people are willing to pay something in the range of \$40-59. The exception? People are willing to pay \$60-79 for admission to a theme park or water park.

Exactly how much are different generational audiences willing to pay for different kinds of experiences? We have very specific data on that.

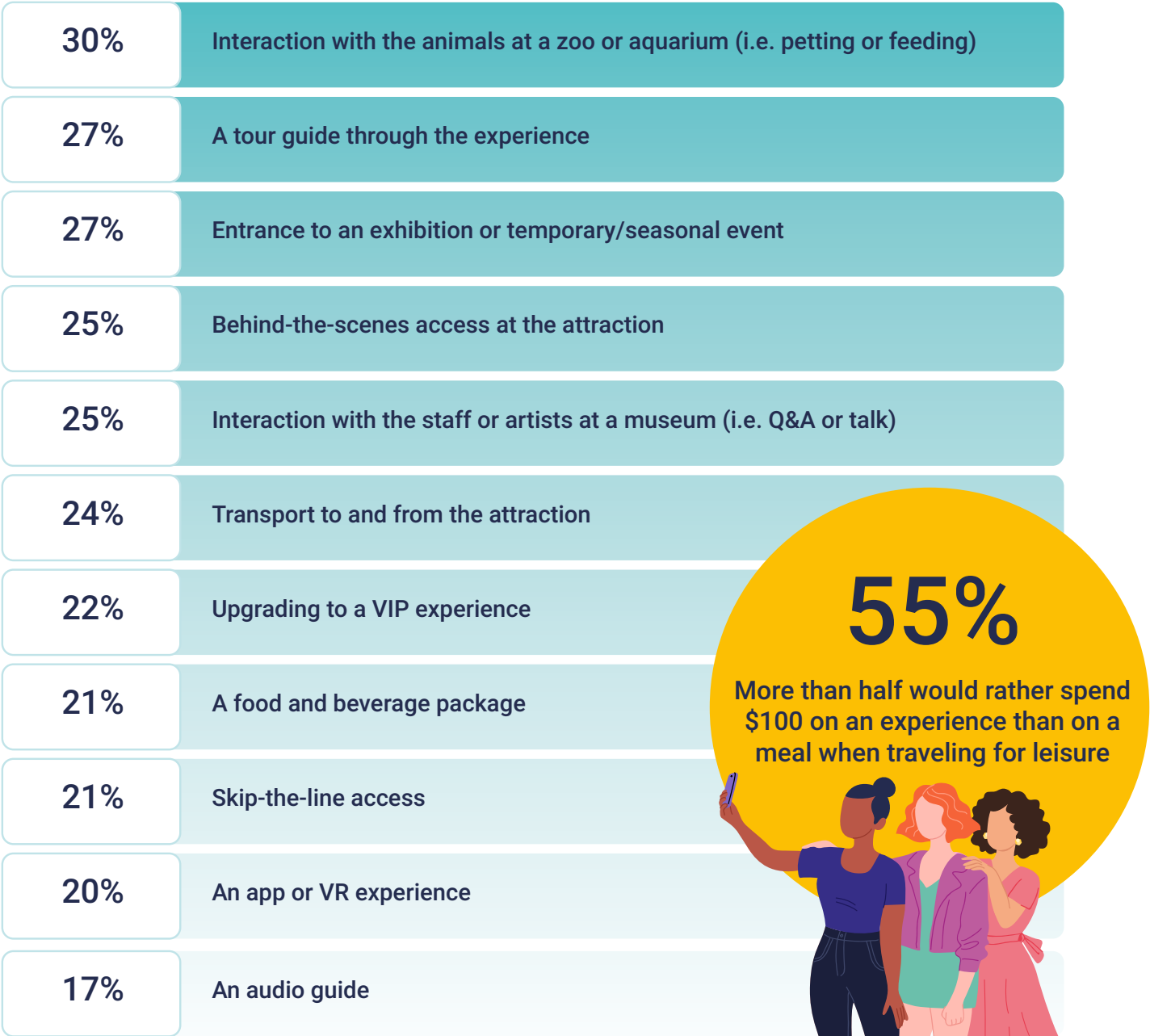
	Gen Z	Millennials	Gen X	Boomers I	Boomers II
Museums & Galleries	\$45.00	\$50.05	\$51.09	\$39.08	\$38.09
Gardens & Parks	\$47.30	\$58.08	\$47.07	\$41.30	\$55.40
Zoos & Aquariums	\$56.05	\$57.9	\$49.03	\$45.07	\$50.60
Historical sites & Monuments	\$54.05	\$59.05	\$53.40	\$44.70	\$52.70
Iconic Landmarks	\$49.60	\$56.40	\$50.00	\$40.05	\$52.00
Theme/ Water parks	\$62.60	\$61.01	\$57.03	\$54.04	\$59.05
Hop on Hop off	\$58.30	\$56.05	\$54.09	\$52.30	\$56.00
Going to a well-known local restaurant	\$60.30	\$59.00	\$54.08	\$55.00	\$57.30
One-day tour (i.e. walking, biking or bus)	\$44.80	\$55.07	\$50.00	\$50.01	\$49.01



What people will pay extra for

It’s human nature to have an expectation for the price of admission, but most people are willing to make a further investment in experiential value-adds. For instance, 30% are willing to pay extra for a chance to interact with animals at a zoo or aquarium, and 27% would pay more for the opportunity to be led through the experience by a personal tour guide. Only 3% of those we polled said they wouldn’t be willing to pay for any of these extra amenities.

Here’s the breakdown on what people would pay extra for at a museum or attraction.



How preferences differ across the ages

Getting really granular, we polled people across the ages, from Gen Z folks just entering the workforce to Baby Boomers seasoned in travel. While we found that everyone loves to travel and experience new things, specific preferences vary from generation to generation. What this means for you: You can appeal to different generations with different marketing tactics and offerings. Here are some of the most insightful age-related differences we found.

Gen Z

This is the youngest generation we polled, and the one most apt to still live at home with parents. Just entering the workforce, Gen Zers haven't had a lot of opportunity to travel for work or while working remotely. Still, when they do, they typically visit around three museums or attractions. And they love to travel for pleasure — especially when it involves foodie experiences.

Gen Z visitor trends		
50%	63%	50%
Of the Gen Zers we polled visit 3 museums or attractions when traveling for work	of the Gen Zers we polled are likely to take advantage of a boat cruise or hop-on hop-off bus when on a business trip	of the Gen Zers we polled, would love to try an exclusive dinner, brunch, or other food experience at an attraction

(Survey respondents could select multiple options)

Work the trend

Gen Z goes straight to the source for travel ideas and advice: travel-booking sites and apps that will both advise them and make it easy to buy tickets. If your museum or attraction does not have a digital ticketing option that's incredibly easy to use, especially on a mobile device, you may be missing out on Gen Z customers.

54%

of the Gen Zers we polled most trust travel booking apps



Millennials

You probably won't be surprised to hear that Millennials are more apt to hit the road while working than older generations. They're also more likely to squeeze a museum visit into a workday than any other demographic. And they love when experiences are up close and personal.

Millennial visitor trends		
33%	28%	27%
would pay to interact with the animals at a zoo or aquarium	would pay a premium for entrance to an exhibition of a temporary seasonal event	would pay for a tour guide leading the experience

Work the trend

Since Millennials are the most likely generation to ask peers for advice, invest in social media and content marketing efforts — specifically ones that inspire user-generated content (USG) from people who visit your museum or attraction.



Gen X

Gen X is fairly new to the lifestyle of traveling whilst working, but they're into it. Nearly half of this audience discovered the joy of traveling while working remotely in the last six months. This is a robust new audience for museums and attractions. Unlike Millennials, who prefer their cultural outings in the morning or during lunchtime, Gen X folks like to go after work.

Gen X visitor trends		
45% first started traveling and working remotely in the last 6 months	43% prefer to visit attractions after work	47% are deterred from visiting museums or attractions when work piles up

(Survey respondents could select multiple options)

Work the trend

Gen X's top choice for discovering things to do while traveling is to turn to a search engine such as Google or Bing. To capture this segment, ensure you're doing a knockout job with your search engine optimization (SEO) – [we have some tips here](#).



Baby Boomers

Of all the generations, Baby Boomers are the least likely to travel for work – 44% simply never do. They’re also the least likely to travel while working remotely – 48% say “Nope.” When do they travel? Often, and for pleasure. When they do, forget about amusement parks and silent discos. Baby Boomers are into culturally edifying, picturesque venues. Their favorite vacation attractions are historical sites, monuments, zoos, aquariums, and iconic landmarks.

Baby boomer visitor trends		
56%	44%	49%
are driven by the excitement of exploring a new place when they visit attractions	love exploring historical sites and monuments	worry about the price of a ticket but will still pay a little extra for amenities like transport or tour guides

(Survey respondents could select multiple options)

Work the trend

Word of mouth is the most important way Baby Boomers decide what to do. They’re far more likely to take the word of “Jonathan from that dinner party” than a celebrity influencer – incidentally, their least likely way of finding out about cool stuff. A recommendation from a friend, colleague, or family member is a Boomer’s top choice to be convinced to visit an attraction when traveling for leisure.

To tap into word-of-mouth marketing, stay on the radar of those who’ve already visited your attraction. Periodic reminders of your brand, as well as offers to “give a friend a promo code,” can be powerful persuaders.



Welcome back to the world of travel!

The world is opening back up, and there are a lot of people extremely excited to come explore your city. Are you ready to welcome them with open, albeit sanitary, arms – and compelling experiences?

Being on the vanguard of travel industry trends is not as challenging as you might think. Use the data seeded throughout this report to present your venue in the most approachable, exciting, and era-appropriate way so that visitors of all ages will show up in droves.

Want further tips from museums and attractions that hustled and thrived during the ultimate off-season the pandemic?

Check out our on-demand webinar [How 2020's Best Museums Created Award-Winning Visitor Experiences](#), as well as this ebook [Innovative Tourism Strategies to Help Your Venue Recover After COVID-19](#).

Give your visitors more with Tiqets

Whether you need help reaching new visitors, boosting your sales, or improving your visitor experience, Tiqets has the solution for your venue. Join the leading museum and attractions ticketing partner and promote your venue to millions of customers worldwide, today!



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