

# Tourism After Coronavirus: A Fresh Start for Experiences in Europe

July 2020

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## INTRODUCTION

Scope

Geographies and markets covered in this report

Key findings

## MARKET DRIVERS LEADING INTO 2020

Growth in arrivals a boon for experience providers

More tourists, more spending power: especially from Asia

Growing interest in unique, cultural in-destination experiences

A market on the cusp of digital disruption

## NAVIGATING A RESTART AFTER COVID-19

COVID-19 lockdown across Europe halts all tourism activities

European recovery, but additional challenges for experiences

Travel segments adapt to ensure safe opportunities for tourists

GetYourGuide guides partners through lockdown

Airbnb remains available with new Online Experiences feature

Attractions and experiences recovery lagged during 2008 financial crisis

Short- to mid-term shifts overview

## PERMANENT SHIFTS IN THE EUROPEAN EXPERIENCES MARKET

Online and home-orientated are top expected permanent shifts

Localisation : renewed interest in discovering places closer to home

Sustainability: awareness of the environment, and of over-tourism

Digitalisation : more disruption, more options

Three final thoughts on future development

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