

# New Survey Finds 70% of Consumers Plan to Visit Museums & Attractions Within First Month of Reopening

Amsterdam, 5 May 2021 – Tigtets’ new survey on how consumers will respond to the reopening of museums and attractions reveals that 70% will visit a museum or attraction within a month of reopening, 74% will book their tickets in advance, and 27% are most comfortable visiting outdoor attractions first.

Tigtets, an online booking platform for museums and attractions, surveyed 7,000+ members of their audience in France, Italy, the Netherlands, Spain, the UK and the US about their [tourism choices post-Covid](#). Most interestingly, 70% of respondents said they planned to visit museums and attractions within the first month of reopening.

## People can't wait to get back to museums & attractions

People are most excited to visit to historical sites first, followed by museums



70% planned to visit a museum or attraction within the first month after reopening

92% will visit a museum or attraction within the first 6 months



Most people are equally comfortable visiting indoor and outdoor attractions



More than a quarter of respondents will still visit museums & attractions virtually post-lockdown



When asked which venues they were most excited to visit post-Covid, 30% of consumers cited historical sites as their top choice, 25% said museums and galleries, 18% said nature attractions, 14% said theme parks, 10% said sightseeing activities, 2% said attractions like observation decks and stadiums.

The majority of respondents (66%) were happy to visit both indoor and outdoor venues, with 27% saying they'd been more comfortable in outdoor venues.

*"The results from this survey are a very welcome surprise for UK museums and attractions. Thanks to the vaccine drive across the country, our consumers are once again looking forward to seeing the best our cities have to offer. We all know that indoor museums and galleries were hit hard over the past 12 months with consumers favouring outdoor activities, so it is encouraging to see that more than 60% of UK respondents are comfortable visiting both indoor and outdoor venues when they reopen. I'll be joining our consumers for a summer of culture and plan on going round the travelators to see the Crown Jewels, enjoying uninterrupted views of the Thames at The Shard, and seeing the wonderful Gaia exhibit at the Old Royal Naval College."*

— Alexis Peppis, Tiqets Regional Manager for the UK & Ireland.

When it came to booking considerations, nearly  $\frac{3}{4}$  of respondents (74%) preferred to book their tickets online and almost half of the respondents cited easy cancellation and refundable tickets as their most important booking consideration.

*Looking at the answers from Italian respondents, clear signs emerge: we are all driven by a strong desire to return to travel and explore new places. Whether those places are museums or outdoor places, there is no big difference; the important things for Italians will be flexibility with free cancellation policies, avoiding overcrowded places, and safety in terms of respecting covid protocols."*

— Paolo Fantone, Tiqets Regional Director for Central and Southern Europe, and the Middle East.

To learn more about the survey, visit [www.tiqets.com/venues/blog/future-trends-in-tourism](http://www.tiqets.com/venues/blog/future-trends-in-tourism).

## **Fielding statement**

*Tiqets surveyed 7,000+ members of their audience in France, Italy, the Netherlands, Spain, the UK and the US about their tourism choices post-Covid. The survey was fielded from March 1-15 2021 via email, push notification, and social media.*

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**Note to the editors (not for publication)**

*For insights specific to respondents from a specific market (All Europe, the US, Netherlands, Spain, France, Italy, or the UK), reach out to [press@tiqets.com](mailto:press@tiqets.com).*

**About Tiqets**

Tiqets' mission is to make culture more accessible by making it easier for more people to discover more ways to culture. From the start in 2014, the company has connected millions of people to museums and attractions with instant, last-minute and mobile tickets. **Tiqets** works with both hidden gems and top museums and attractions all over the world.

The company is headquartered in Amsterdam and now employs 200+ people worldwide, including in Amsterdam (HQ) as well as Seattle, Las Vegas, Orlando, Philadelphia, London, Copenhagen, Paris, Barcelona, Rome, Vienna, Bangkok, Tokyo and Osaka. More information can be found on [Tiqets.com](https://Tiqets.com).



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