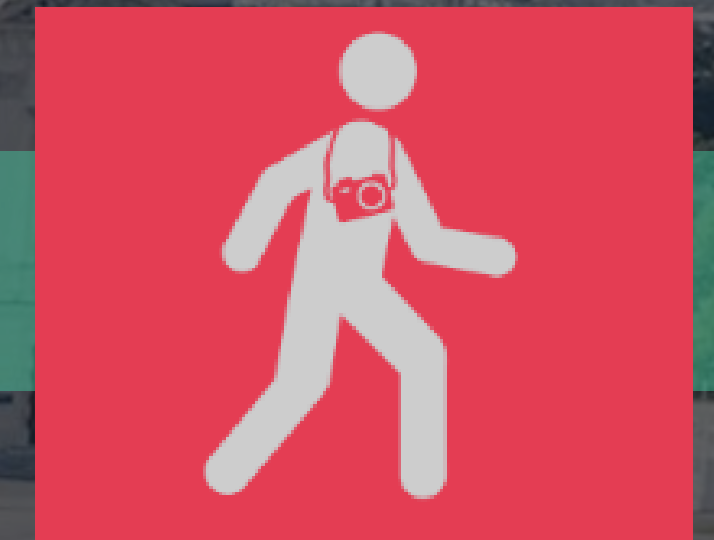


VIENNA RATING – FOCUS ON ATTRACTIONS





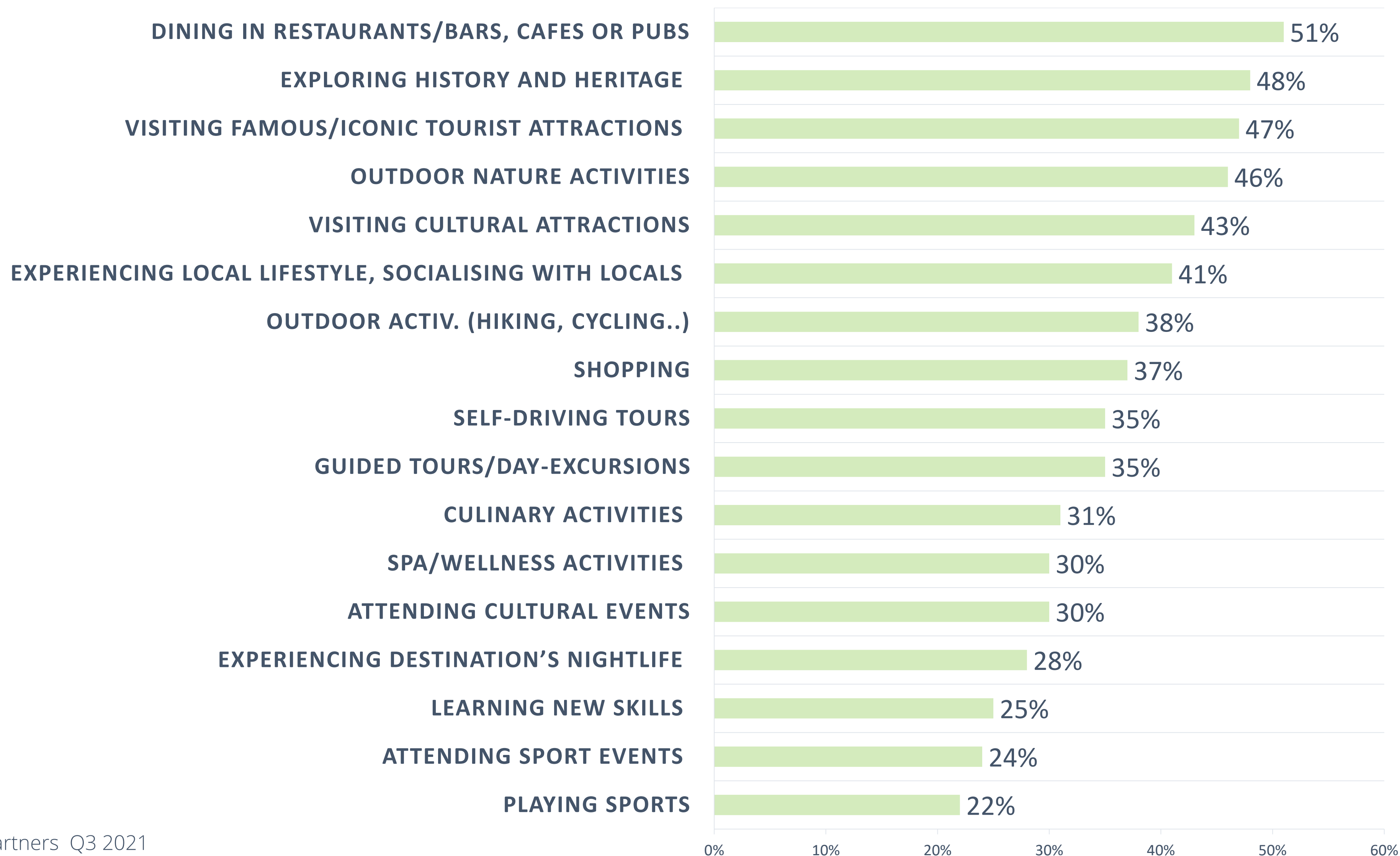
Guests' Comments
From 30+ Review Websites



Recently heard ...

- ✓ **807** Attractions and Activities in Vienna
- ✓ **Randomly selected** - All quality levels
- ✓ **975 K+** Ratings and Reviews shared during 2019-2021
- ✓ **Benchmark** vs *AVG ratings in Paris, Prague, Berlin, Barcelona, and Amsterdam for the same period*

Thinking about your level of confidence related to sanitary safety, how interested would you be in the following activities during your next international trip ?
 Base: Respondents who plan on taking an international leisure trip in the next 12 months (n = 7,450 – 13 markets)



What drives Sentiment in Covid Era?

FREQUENTLY HEARD IN EUROPEAN ATTRACTIONS

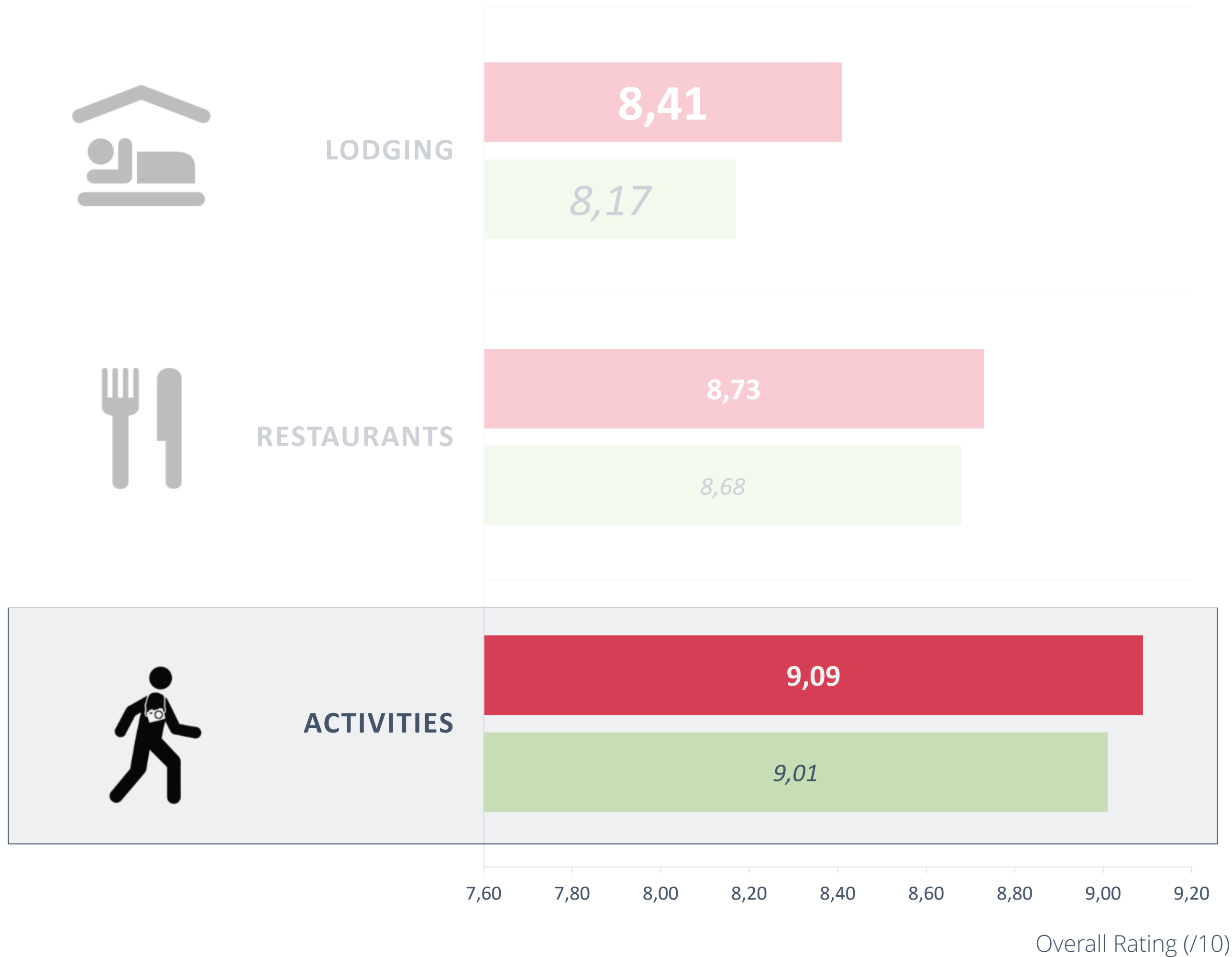


- ✓ Strict and clear sanitary protocols
- ✓ Application of sanitary pass
- ✓ No crowds, reduced queues, maintained social distancing
- ✓ A feeling of privilege / VIP visit with only a few people
- ✓ Cleanliness of spaces
- ✓ Well informed visitors
- ✓ Good overall organisation
- ✓ Good maintenance of the place
- ✗ Crowds, insufficient social distancing (no control over visitor flow), long queues, absence of online pre-booking systems...
- ✗ Staff not warning or informing visitors about COVID safety measures
- ✗ Visitors who do not follow the rules of hygiene and social distancing
- ✗ Limited experience due to COVID restrictions (e.g.: No audio guide, no toilet or catering available)
- ✗ Too strict COVID restrictions for booking (online tickets only, etc.)
- ✗ Hygiene issue in general
- ✗ Lack of qualified personnel

High and competitive Ratings

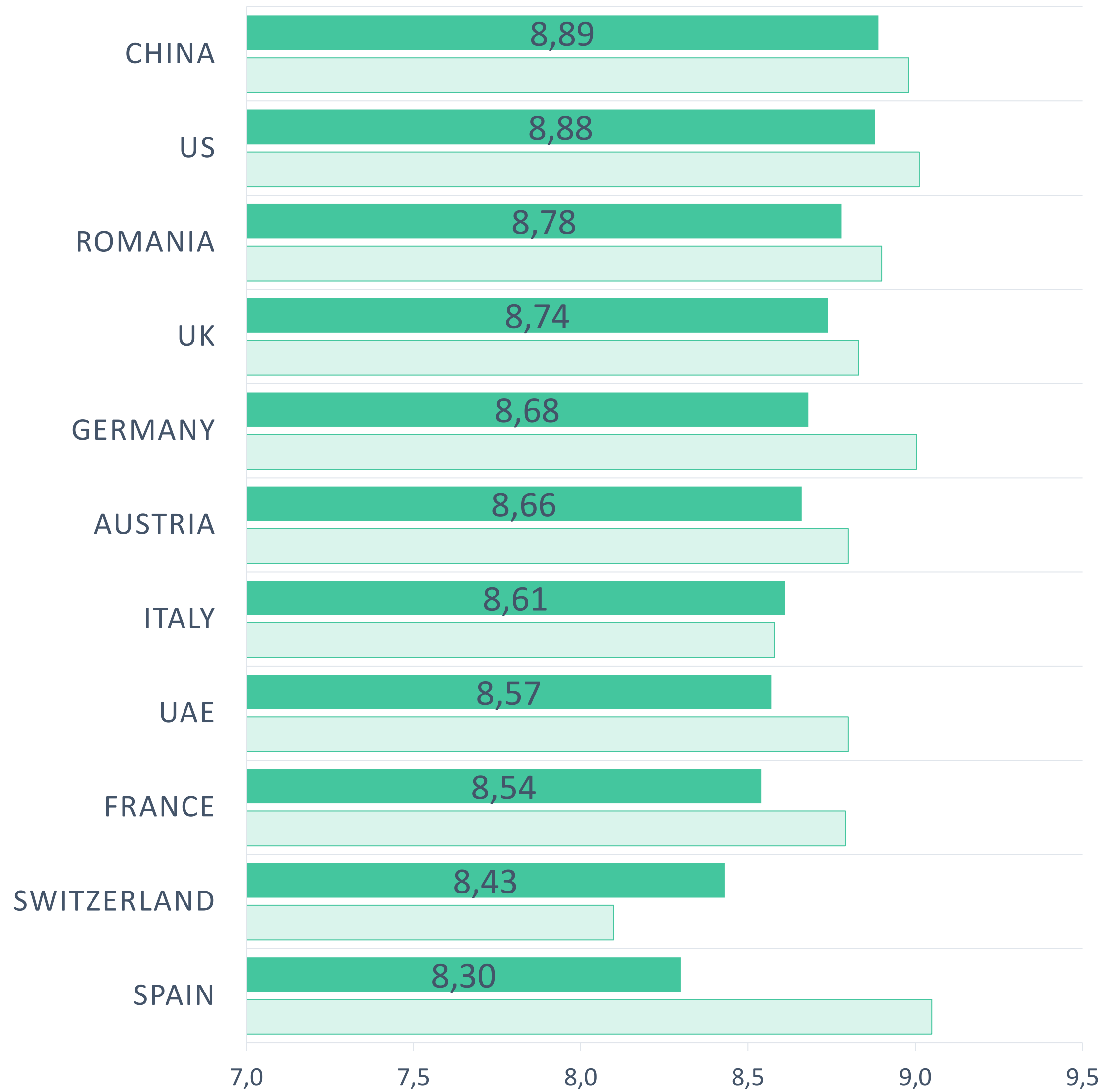
2019 TO DATE (10/2021)

■ Vienna ■ Benchmark



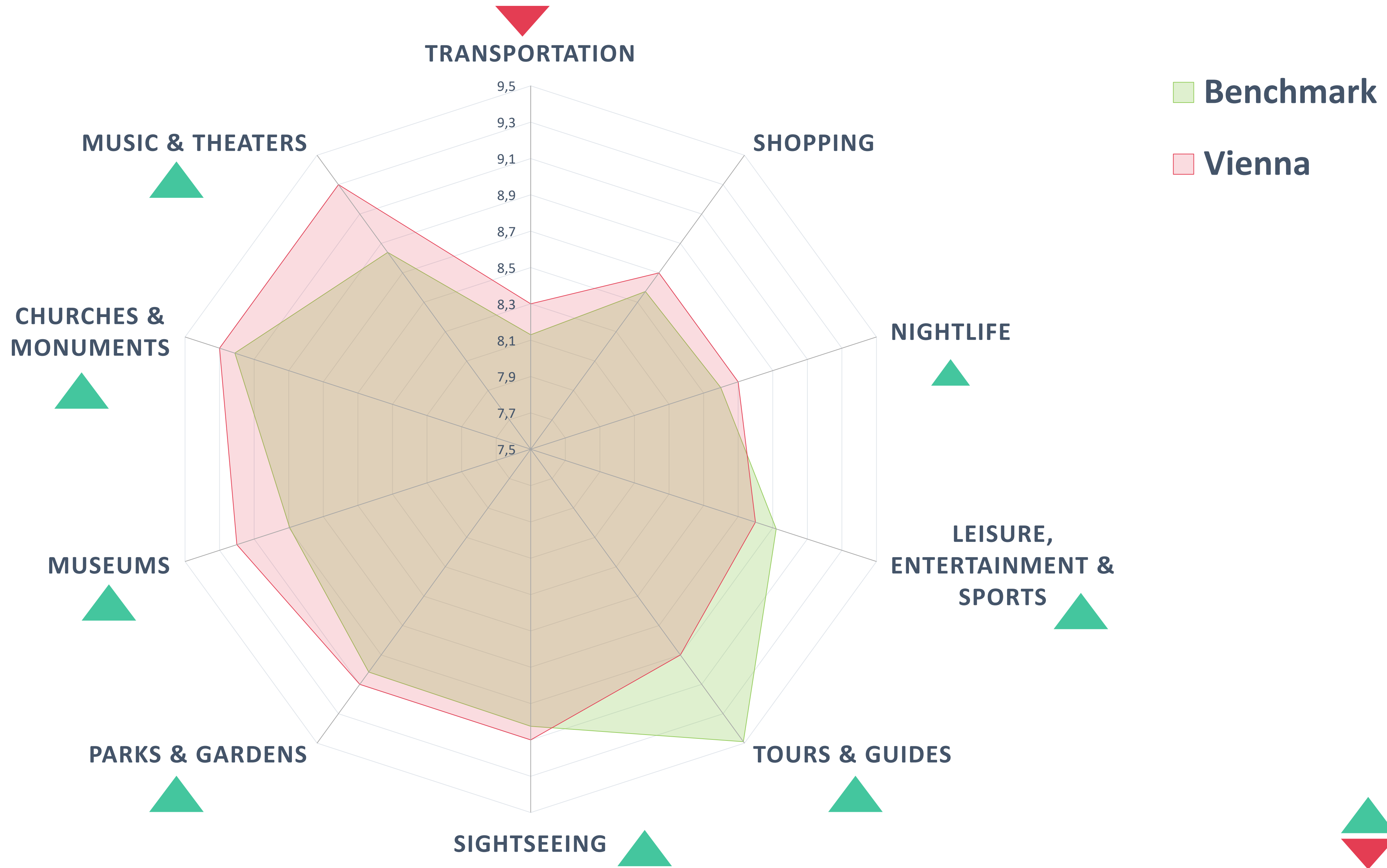
Rating per Market

2019 TO DATE (10/2021)



Vienna
Benchmark

Overall Rating (/10)



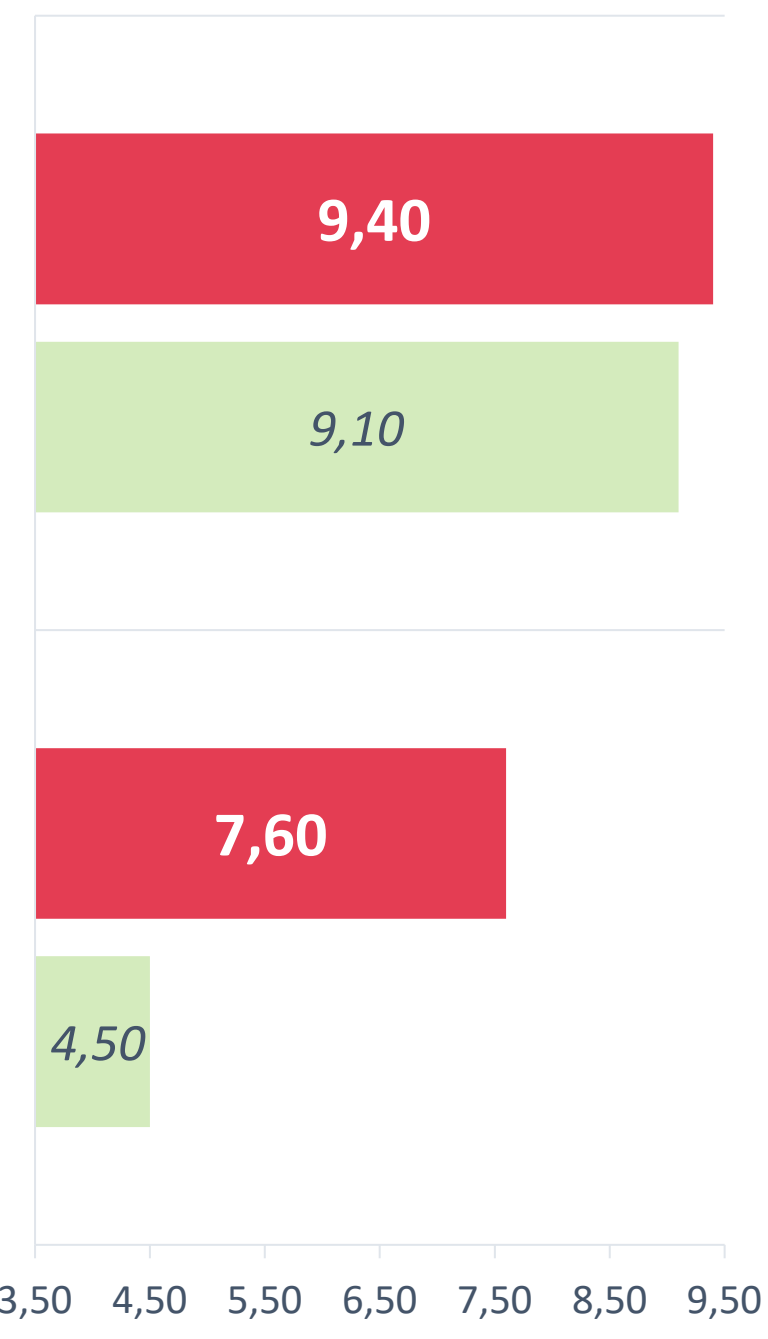
- **Great “sense of place” and atmosphere**
- Positive comments on classic cultural attractions + **Food & Beverage** inside attractions
- **Great comments on socializing opportunities** and atmosphere (great USP in Covid Era!)
- ...but social distancing and **pandemic precautions sometimes difficult to manage**
- **Fun** more driven by the **nightlife atmosphere** rather than daytime entertainment activities
- Attractions' **value for money** mentioned more positively than negatively but is **not a competitive advantage for Vienna**

Good Practice

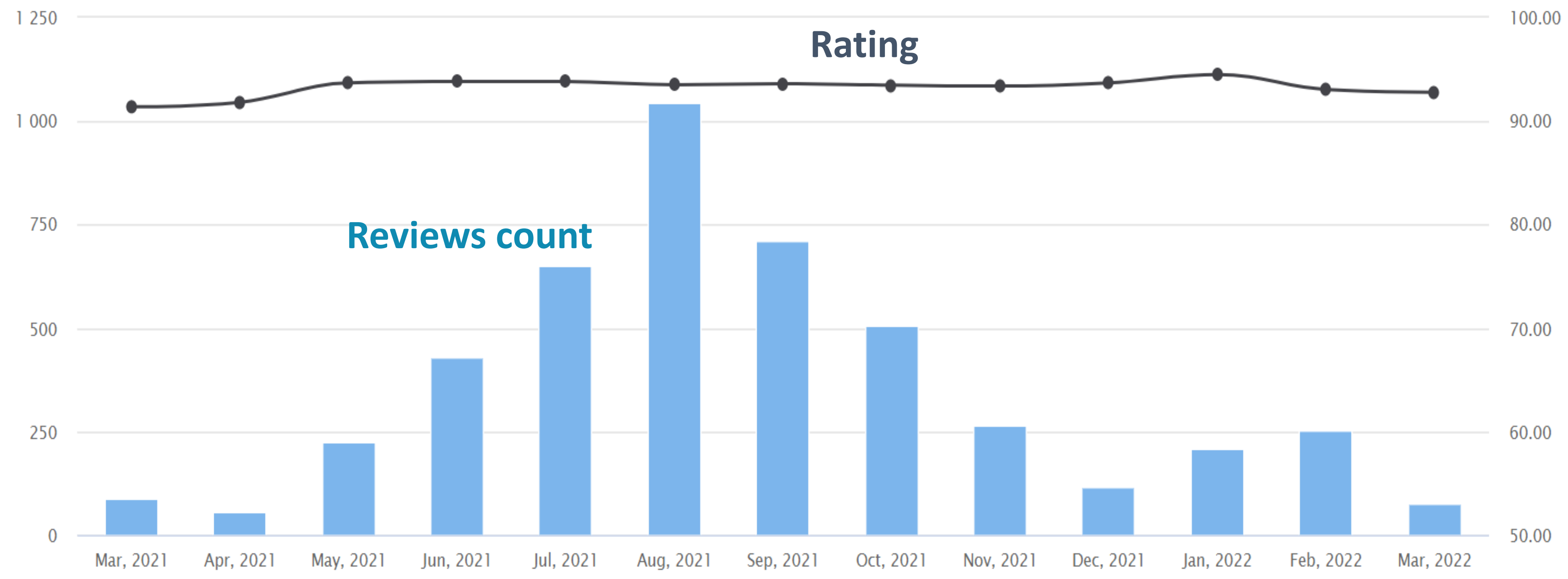
Tier Garten – Vienna Zoo

■ Tier G. ■ Avg Vienna

★
OVERALL RATING



🧼
SANITARY SAFETY



Tier Garten – Vienna Zoo



By GetYourGuide traveler on March 10, 2022

10

General

Sehr schöner Zoo

Man kann es anschliesend an die Schlossbwsichtigung anhängen u hat so ein tolles

Tagesprogramm



Must visit

By Ksiale on March 7, 2022

10

General

Βρίσκεται στο πίσω μέρος του παλατιού.

Είσοδος 22ε

Χρειάζεται να περπάτησετε σίγουρα 2-3 ώρες για να δείτε όλα τα ζώακια.

Έχει παρά πολλά είδη ζώων σε συνθήκες κοντά στις πραγματικές συνθήκες ζωής τους



By Rigonda Pasile on March 7, 2022

10

General

Ļoti skaisti un ļoti daudz patīkamu emociju.



By Олександр Марченко on March 4, 2022

10

General

Прекрасный парк для прогулки всей семьёй. Дети могут увидеть большое количество животных, насекомых, птиц, рептилий.

Дети восторге от увиденного.

Рекомендую!



By Ana Gavilan Alvarez on January 9, 2022

10

General

Amplio, bien cuidado y con amplia variedad de animales. Perfecto!!



By Romana Hieß on October 4, 2021

10

General

Ein toller Tag im Tierpark Schönbrunn. Der Park bietet soviele tolle Gehege und spannende Einblicke in die Tierwelt. Sowohl für die "Kleinen" als auch für die "Großen" gibt es wirklich jede Menge zu entdecken. Obwohl viele Leute vor Ort sind, verteilt es sich sehr gut und es gibt nirgends Gedränge oder Stehzeiten aufgrund der Covid Maßnahmen. Toller Ausflug mit viel Erlebnis, Spaß und eine große Artenvielfalt. Jederzeit gerne wieder!



Amsterdam – *The Milkmaid Project (9,3)*

17th Century portrait photo studio

Have your picture taken as Vermeer’s The Milkmaid or Girl with a Pearl Earring, as Rembrandt or as William of Orange (by Adriaen Thomasz Key) in our spectacular 3D photo set. You can play the starring role in any one of these remarkable paintings. Step straight into the 17th century, wearing one of a dozen costumes that have been replicated in meticulous detail, surrounded by real 17th century props, and be transformed into a portrait of a Dutch masterpiece.



Excellent pictures and great experience!

By Jos on January 3, 2022

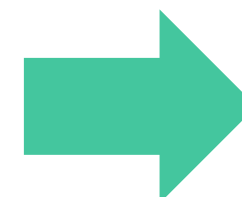
✓ Replied

10

General

Great experience, Sander works in great detail, a fun experience. And a great reminder of the golden age of Holland. Having yourself in one of the most famous paintings is a really nice experience!

A must for The Dutch and tourists!



Management Response

Thanks Jos for the compliments. The shoot was a pleasure.

- **Attractions turned into socializing opportunities** with friends or families or business colleagues
- Developing more **entertaining and fun/unique/less conventional** experiences, especially **during the day**
- Developing **hybrid experiences**: *Indoor & Outdoor, Foodies moments inside cultural attractions, Pop-up events*
- Developing further **hedonistic experiences** that can meet today's appetite for escaping the pandemic context
- Developing new itineraries based on **themes and niche/passion tourism** (*Film location tours, Photo safaris...*)
- Developing **high-end luxury offers** for visitors with high spending power (est. 18% of international travellers)
- New Generation **“Walking Lightshows”** using architectural assets for staging a full sensorial experience
- Guiding to local experiences that gently mix with **local communities** (*escape games, ice-skating, libraries...*)