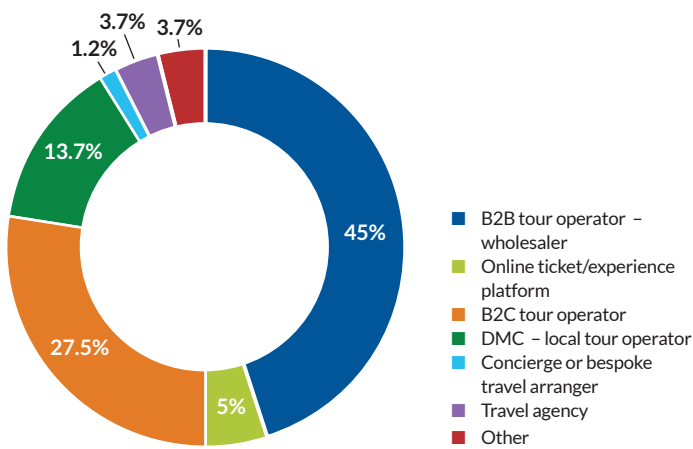
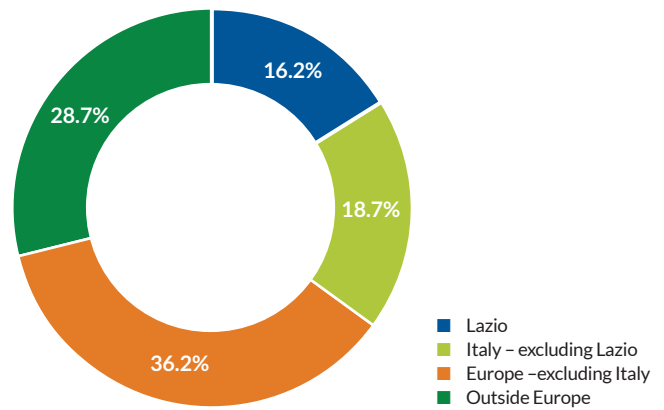


IN MAY THE COLOSSEUM INTRODUCED A NEW BOOKING AND TICKETING SYSTEM FOR B2B CLIENTS SELLING MULTI-DAY PROGRAMMES, DAY TOURS AND EXPERIENCES. THIS SURVEY GIVES A PRELIMINARY INDICATION OF THE BUSINESS IMPACT ON 2024 OPERATIONS AND PLANS FOR 2025, WHEN ROME AND THE VATICAN WILL CELEBRATE THE *GIUBILEO*.

## WHAT KIND OF BUSINESS DO YOU REPRESENT?



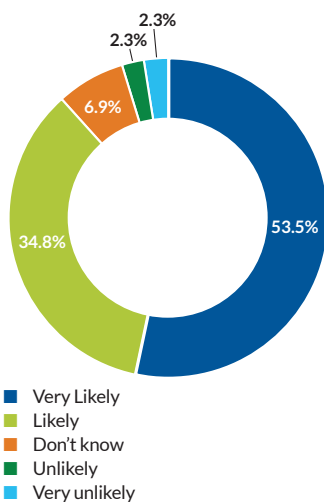
## WHERE ARE YOU BASED?



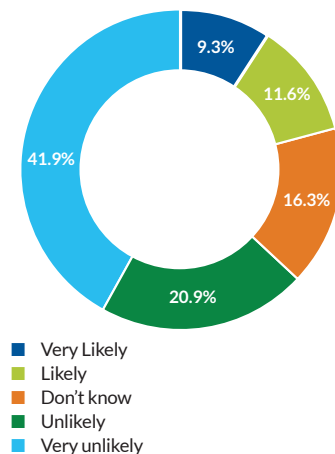
Source: Open-access survey conducted by ETOA during the second half of May 2024. For more information, please contact [policy@etoa.org](mailto:policy@etoa.org)

## THINKING ABOUT TOURS INCLUDING COLOSSEUM FOR WHICH YOU CANNOT SOURCE TICKETS

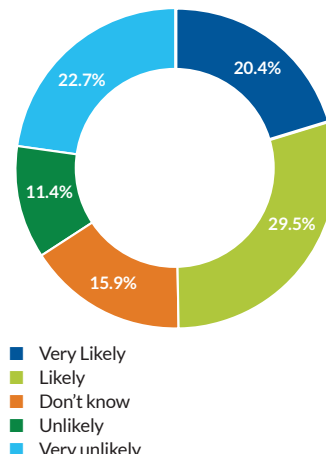
We will incur additional direct cost in sourcing alternative services



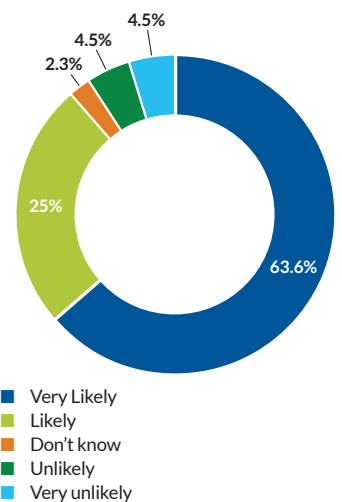
We will offer a refund and direct clients to Colosseum's website



We will offer to replace Colosseo with an appropriate alternative



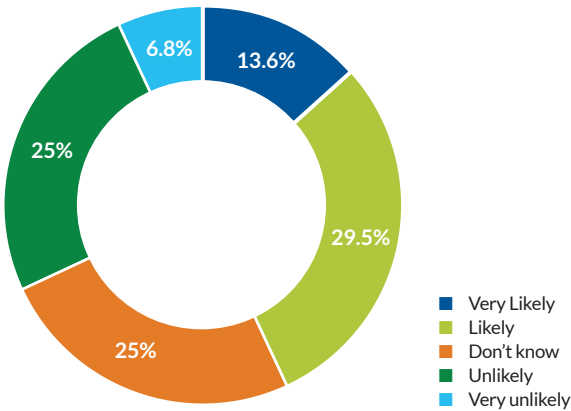
Our reputation might be damaged due to lack of supply



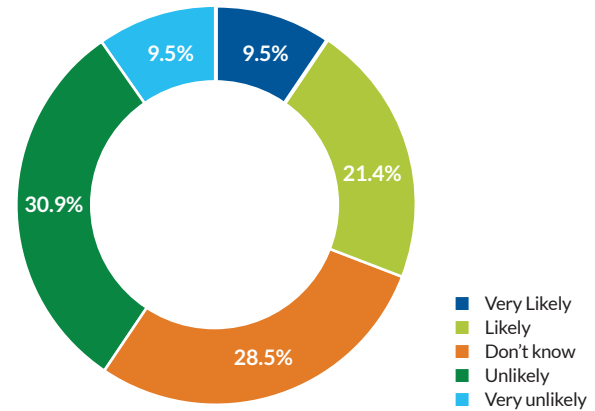
**Key Insight:** Over 88% of the respondents will probably incur additional cost in sourcing alternative services and their reputation will be damaged due to lack of supply.

## THINKING ABOUT YOUR PLANS FOR 2025, COMPARED TO 2023

We will remove Colosseum as an included component of some of our programmes



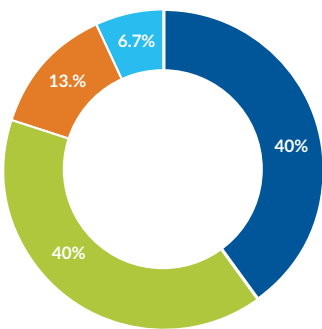
We will offer a refund and direct clients to Colosseum's website



**Key Insight:** Over 43% of the respondents will remove Colosseum from their products and over 30% will remove also the Roman Forum.

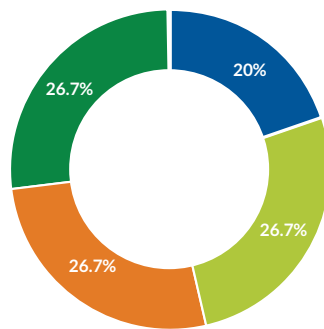
## THINKING ABOUT THE REST OF 2024, PLEASE ESTIMATE THE IMPACT OF THE NEW PROCESS

Our operational costs will increase significantly



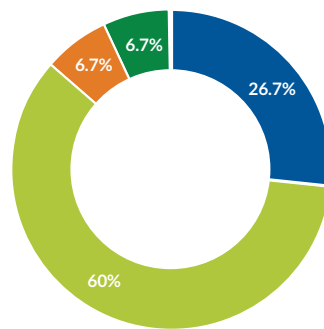
- Very Likely
- Likely
- Don't know
- Unlikely
- Very unlikely

We will de-prioritise product including Colosseum



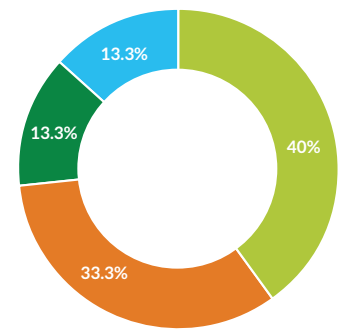
- Very Likely
- Likely
- Don't know
- Unlikely
- Very unlikely

We will focus more on alternative attractions in Rome



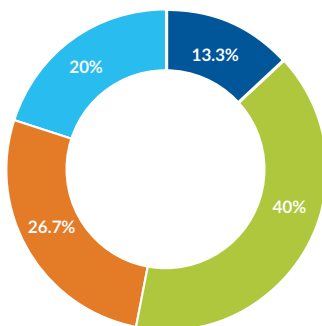
- Very Likely
- Likely
- Don't know
- Unlikely
- Very unlikely

We will focus more on attractions elsewhere in Italy



- Very Likely
- Likely
- Don't know
- Unlikely
- Very unlikely

We will have less work to offer to our local partners



- Very Likely
- Likely
- Don't know
- Unlikely
- Very unlikely



**Key Insight:** Over 76% of the respondents will focus more on alternative attractions in Rome and 40% elsewhere in Italy. 80% will incur an operational cost increase.

### ABOUT US

The European Tourism Association is a network of operators, destinations, attractions and other suppliers offering cultural tourism products and services for European and global clients.

We work with our partners towards a better business environment for tourism in Europe to maximise the benefit of the visitor economy to its host communities, solve problems and promote good practice.

To drive product diversification, commercial opportunity and capacity optimisation we offer workshops, webinars and promotional opportunities.

Contact: [info@etoa.org](mailto:info@etoa.org)

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