

Welcome to our latest newsletter, where we delve into summer travel trends. We're also looking at the ever landscape of zoo, aquarium, and theme park attendance.

What's Inside:

- From dude ranches to hiking in national parks, the great outdoors is the top travel destination in the U.S. travelers this summer
 - Wellness travel is rising among a particularly weary group of travelers — parents
 - Museums continue to struggle to regain attendance and revenue years after COVID
 - 5 Creative ways to increase your revenues in 2024 and beyond
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The great outdoors is the #1 summer destination for U.S. travelers

One of the top travel trends for U.S. vacation goers this year is embracing the great outdoors. With a growing interest in outdoor adventures, many are opting for experiences like [dude ranch visits](#), [hiking in national parks](#), and more. According to recent data, domestic travel saw a 28% increase in interest for outdoor activities in 2023. Additionally, the National Park Service reported [a 15% rise in park visits](#), highlighting the surge in popularity for these natural escapes. This trend reflects a desire to connect with nature, seek adventure, and enjoy the scenic beauty of the United States.

Wellness travel is rising among a particularly weary group of travelers — parents

Amusement parks and road trips — this is the stuff many family vacations are made of. But a new survey shows parents increasingly want in on a trend that isn't often aimed at families: wellness travel. [Find out how you can help parents prioritize their mental and physical health](#)

Museums Continue to Regain Attendance and Revenue Years after COVID

According to a [recent report](#) by the American Alliance of Museums, museums in the U.S. continue to face challenges in attendance recovery post-COVID-19, with two-thirds of museums still experiencing reduced visitor numbers, averaging 71% of pre-pandemic levels. Financial recovery has been inconsistent, with 30% of museums reporting decreased net operating performance. Staffing also remains a concern, as 26% have not returned to pre-pandemic levels, and 60% struggle to fill open positions. Despite these hurdles, museums remain vital economic and educational assets, contributing significantly to local economies and public education.

5 Creative ways to increase your revenues in 2024 and beyond

For most cultural organizations and nonprofits, earned income is the money you can make outside of investments and government and private sector support. Your [earned income is revenue](#) generated from exhibitions, programs, events, memberships, admission fees, gift shop merchandise, bookstores, restaurants and renting out physical locations for events. In order to help you generate ideas, we dug deep and [developed five ideas for you](#).

4 key trends driving zoo and aquariums attendance

Shifts are happening for zoos and aquariums, according to the Global Association for the Attractions Industry. Zoos and aquariums are really focusing on being more sustainable and ethical these days. They're trying to balance cool guest experiences with making sure the animals are well cared for. Education is getting a revamp too, with new ways to engage visitors. The industry is evolving to meet what modern consumers want, ensuring they stay relevant and successful. For the full scoop, check out the article [here](#).