

DIGITAL EXPERIENCES ECOSYSTEM

Offer your customers a whole range of in destination experiences without any of the hassle and expense of contracting and creating content. We do all of that for you, along with providing industry leading technology to facilitate bookings

ABOUT

ATTRACTION WORLD

We are the UK's leading B2B provider of attractions & experiences with access to over 20,000 experiences in more than 70 countries, powering many of the Industry's leading travel brands.

Connecting sellers to buyers, our new digital experience ecosystem puts connectivity at your fingertips, allowing you to seamlessly extend the customer wallet and service offering

20K+

GLOBAL
PRODUCTS



70 PLUS
DESTINATIONS

OUR PRODUCT PORTFOLIO

Our portfolio of products encompasses all main tourism activities with strategic partnerships with the likes of Disney, Universal, Merlin Entertainments, City Sightseeing and many others.



MUSEUMS &
LANDMARKS



THEME PARKS



WALKING
TOURS



SIGHTSEEING



TOURS &
EXCURSIONS



ATTRACTION
TICKETS



THEATRE &
CONCERTS

OUR

BACKGROUND

Founded in 2001, Attraction World have long been the UK market leaders in the reselling of theme parks and attractions to the UK travel industry. We are a multi award winning B2B aggregator, working with some of the worlds leading travel brands.

THE OMNI CHANNEL DISTRIBUTION EXPERTS

INDUSTRIES SERVED

We offer distribution solutions through multiple ways of working; API, booking portal, white label solutions, or our in destination mobile APP & Pass product. This gives partners the opportunity to upsell & cross sell experiences throughout the customer journey.



AIRLINES



CRUISE
LINES



TOUR
OPERATORS



HOTEL
CONCIERGE



TOURISM
BOARDS/ DMO



TRAVEL
AGENT



OTA'S /
BEDBANKS

OUR EXPERIENCE ECOSYSTEM

We believe our unique solution is the most simple and robust in the industry, giving you unrivalled product range with one easy integration.



Exclusive Partnerships

Direct integrations with the world's most popular theme parks along with very competitive rates.



Real Time Bookings

All bookings are made in real time meaning immediate confirmation to your customers, giving peace of mind.



100% Connectivity

All of our experiences offer 100% connectivity ensuring safe entry to all of our experiences and minimum hassle for customers.



Multiple Hardware Solutions

Multiple hardware solutions for both the reselling partner and the attractions we work with directly.



Global Distribution

Multilingual and multi-currency functionality, with commercial model with distribution partners to allow for a volume approach with suppliers



Single API

Integrations with each continent's biggest marketplace meaning we cover experiences in every destination and over 20,000 experiences .

attractionworld

FIND OUT MORE



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