Attractions.io

Rethinking audio tours for modern attractions

Heart of Africa

9:41

Meerkat

▶ 2:18

...cks

...e Heart of Africa with our audio guides—
...he sights, sounds, and stories of this
...e savannah landscape, home to some of
the world's most iconic wildlife.

Lions in the wild
↻ 3:12

Giraffe
❚❚ —— 3:32

Zebra Family
▶ 4:32

Antelopers
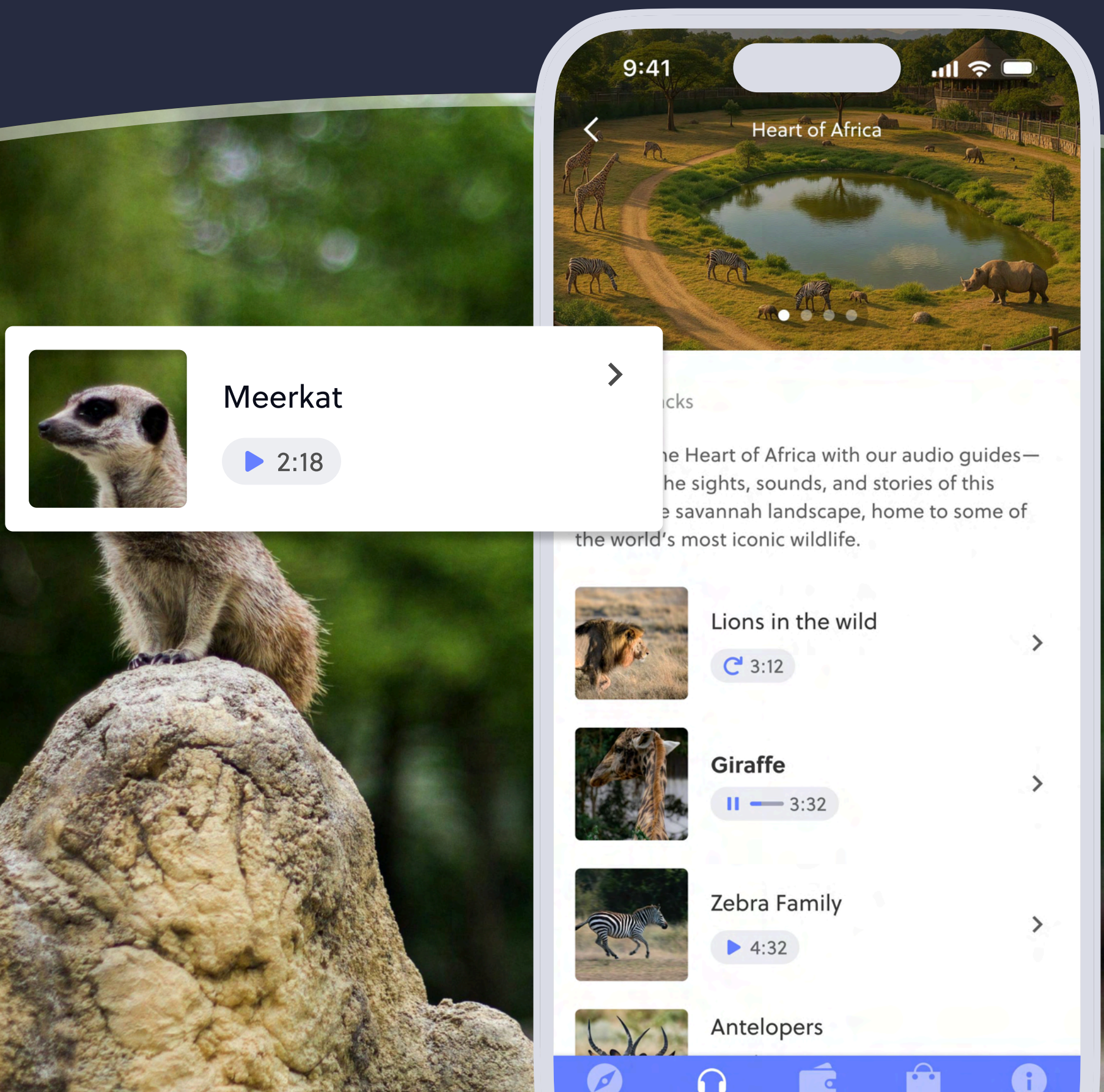
Introduction: The evolution of audio experiences

For decades, audio tours have been a go-to tool for zoos, museums, and cultural attractions. They enrich storytelling, provide essential context, and give guests more autonomy in how they explore. But while the content has evolved, the delivery hasn't kept pace.

Today, most audio tours are still delivered through standalone devices or separate apps, which are often clunky, outdated, and disconnected from the rest of the guest experience.

It's time to rethink what audio tours can do.

The problem with traditional audio tours

Traditional audio tours, while helpful, come with limitations:

- **Friction at the start:** Guests often queue to collect devices or figure out how to download an unfamiliar app.

- **Limited accessibility:** Devices may not support multiple languages or offer inclusive design.

- **Disconnected experience:** Guests must jump between tools, maps, and staff instructions.

- **Operational burden:** Maintaining and sanitising devices is resource-intensive.

- **Cost:** Devices are easily broken or lost, and replacements aren't cheap.

- **No data:** There's little to no insight into how tours are being used, or what content resonates.

What do guest's think?

We analysed hundreds of Trip Advisor reviews from leading UK attractions to better understand guest sentiment and uncover the functionality guests really want from their Audio Tour experiences.
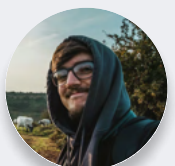
Here's what four real reviews had to say:

"The audio guide is a waste of money. It didn't include what we wanted to see and not all of the sites are covered."

"The device was faulty and kept restarting, and the content was outdated."

"We paid extra for the audio tour but it was confusing to use and didn't add much value. We ended up abandoning it halfway through and just explored on our own."

"There were lines to get the audio guide, and then it barely worked. We couldn't get it to sync with the displays."

Recurring themes of guest reviews reveal consistent frustration with queues, language barriers and confusing interfaces, with many finding content to be outdated once starting their tour. While intended to enhance the visit, in real life, guests are face with friction and an experience falling short of expectations.

A better approach:
Integrated audio tours

So what if your audio tour didn't sit on the sidelines of the guest experience? And instead of queuing to collect a device, it was seamlessly connected to other tools that support their visit— like digital maps, mobile tickets, talk reminders, and even personalised offers?

That's the idea behind **integrated Audio Tours from Attractions.io.**

These tours live inside your branded guest app, eliminating the need for extra devices or third-party tools. They work alongside the digital features you already offer to support guests during their visit, like wayfinding, messaging, and mobile ordering.
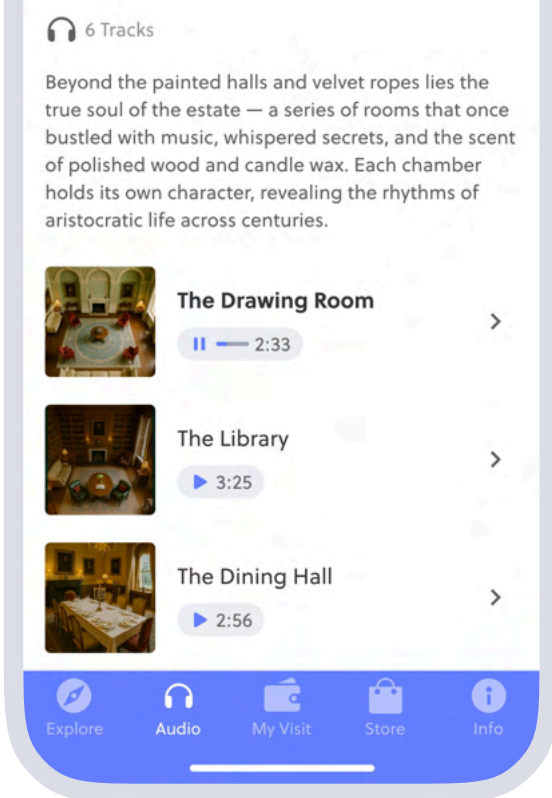
What this means for guests

Guests benefit from a smoother, more engaging experience:

No more queues to collect hardware or download separate apps

Curated tours by theme, interest, or accessibility needs

GPS-powered wayfinding to guide them from stop-to-stop

Multilingual support through their own device and headphones

It's a more personal, intuitive, and inclusive way to explore your attraction.
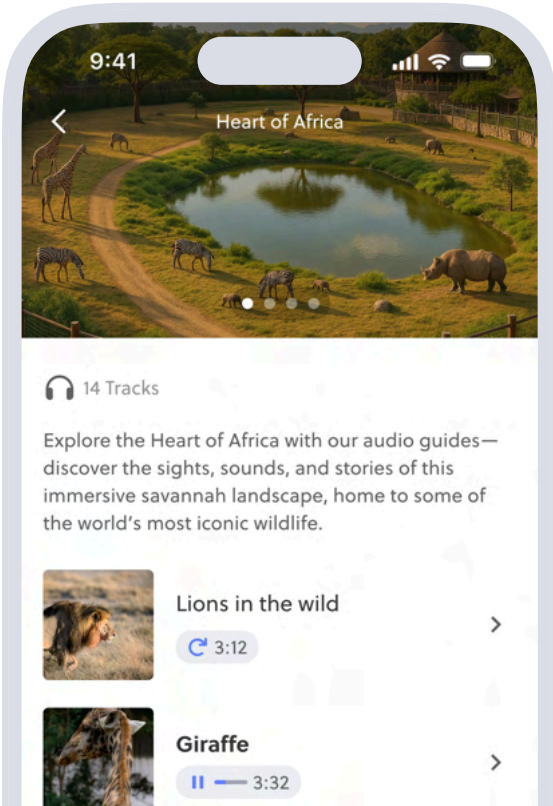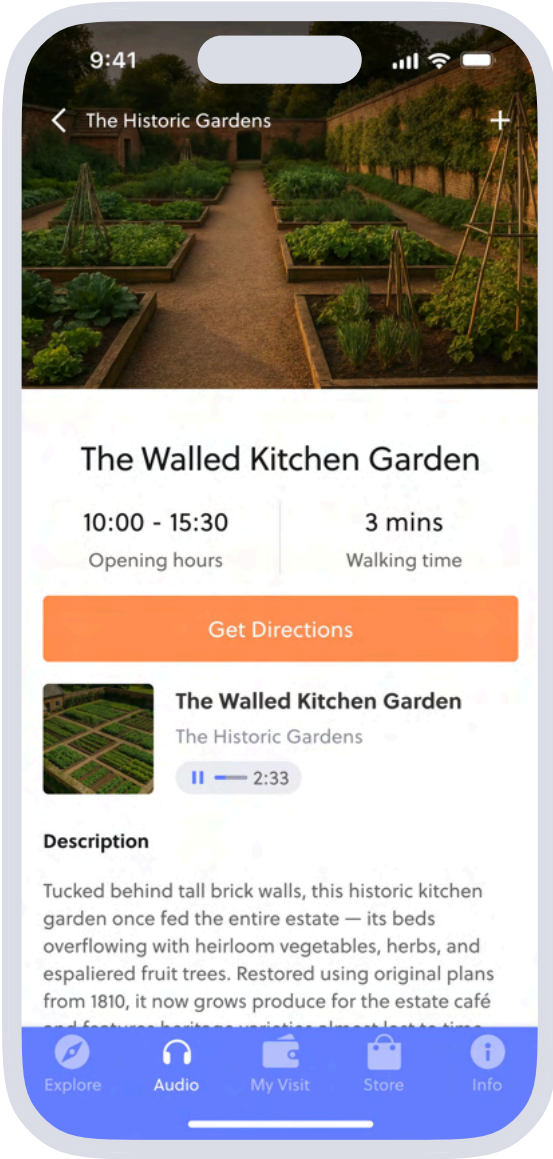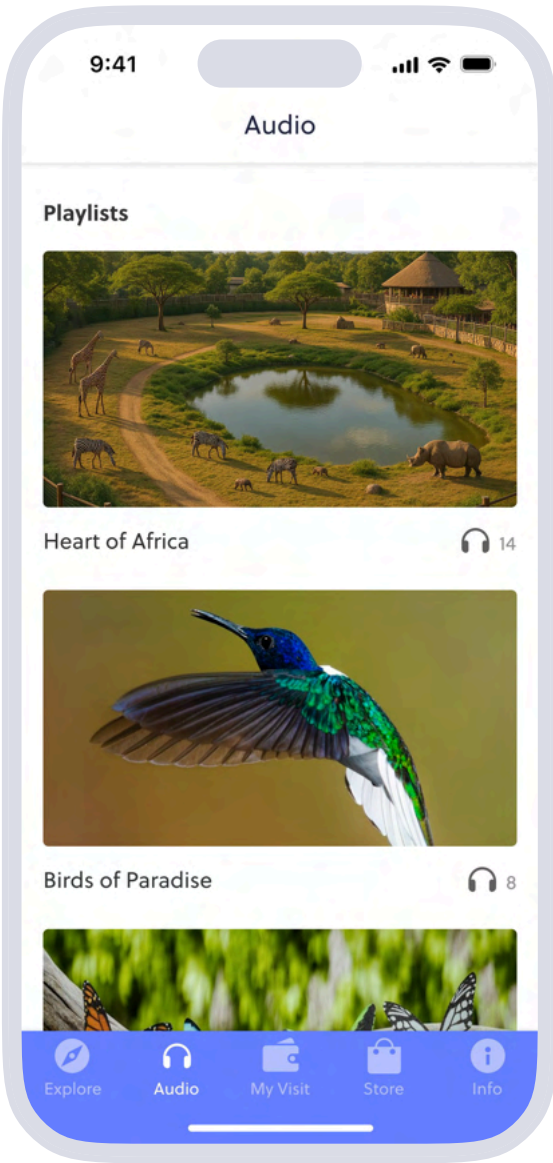
What this means for operators

For teams running the show, integrated audio means:

No handsets to manage (meaning no costs for replacements)

Simplified content management through one CMS

Increased app downloads and usage

Real-time data on which tours and stops perform best

**Opportunities to prompt donations, upgrades or offers mid-tour**

For operators, in-app audio tours can become a tool for guest engagement, driving revenue, and increasing insight.

Audio as part of a connected journey

When audio tours are part of your wider guest experience platform, they become something more:

- A chance to **shape guest movement** and dwell time.

- A tool for **reinforcing mission-aligned stories** and calls to action.

- A **seamless extension** of your existing app.

Instead of guests moving from one system to another, everything happens in one place—and you stay in control of the journey.
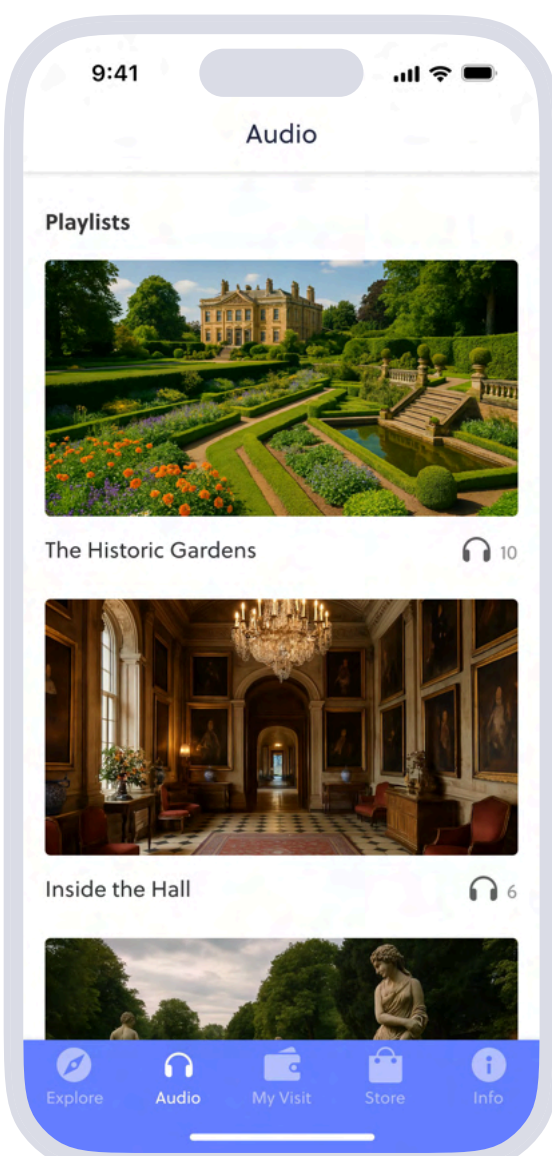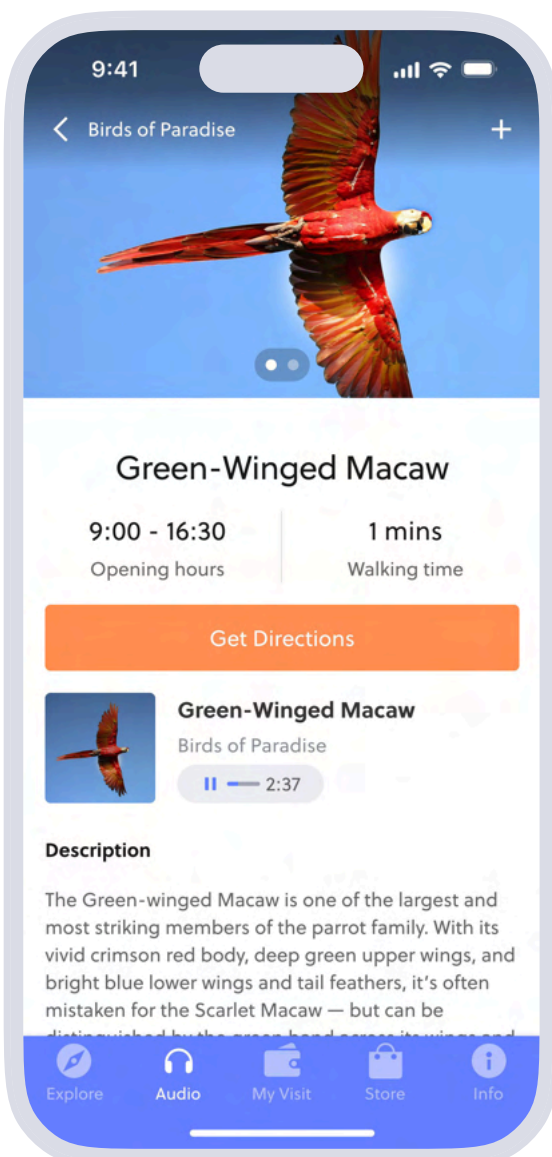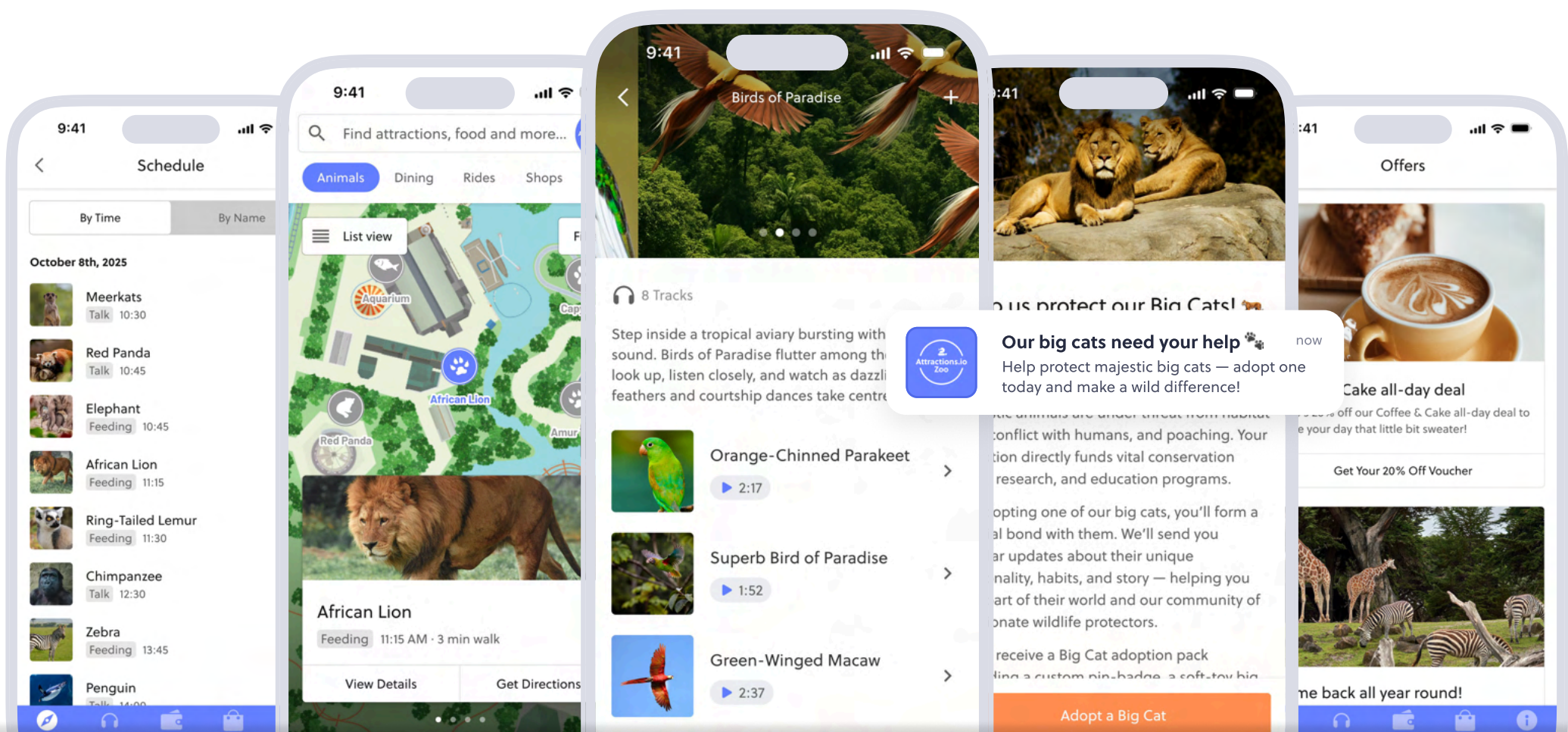
Making the switch

If you're currently using audio devices or a standalone tour app, you don't need to start from scratch. Attractions.io can help you migrate your content, build tour collections, and launch a connected experience in just a few weeks.

And because it's part of your mobile app, guests are already in the right place to start exploring.

Ready to rethink your audio tours?

We help museums, zoos and galleries move from disconnected audio to a fully integrated, guest-first tour experience.

If you're ready to make your audio tour work harder, we'd love to show you what's possible.

Talk to us about audio tours

Attractions.io