

# What is OpenActive?

How OpenActive can help you increase attendance

## Who is it for?

OpenActive is a sector-wide initiative to make it easier to find and book activities online. Any person or organisation that provides a physical activity can benefit, from National Governing Bodies to leisure operators to independent instructors.



10-25%  
increase in  
attendance

## Why OpenActive?

OpenActive allows your activities to feature across different websites, apps and platforms, instantly. You no longer have to upload information or agree partnerships one at a time. It's basically free marketing!

## How does it work?

To feature your activities across different services and products, you need to use an OpenActive-enabled booking or management system.



## Where will your activities feature?



...and many more

To find out more and to see if your system is OpenActive-enabled:

[www.openactive.io](http://www.openactive.io)