



The Trusted Booking & Channel Management Platform for
Tour, Activity & Experience Providers to **Streamline
Operations, Enhance Distribution and Grow Bookings.**

Born in Iceland.... raised by Tripadvisor.



**2600+
Resellers**

What's the benefit of connectivity

Originally designed to help experience providers manage bookings, booking management systems now enable operators to manage their entire business from one platform.

Top features suppliers use include:



The Secret to Selling Out: Unlock the Power of Connected Distribution



Jordan Whittington

Business Development Manager, Channel Management





The five secrets of selling out using the power of connected distribution:

1. Add wide availability
2. Avoid overbookings
3. Automate customer comms
4. Bundle products for unique experiences
5. Build a connected distribution plan

**Let's review each in
detail...**

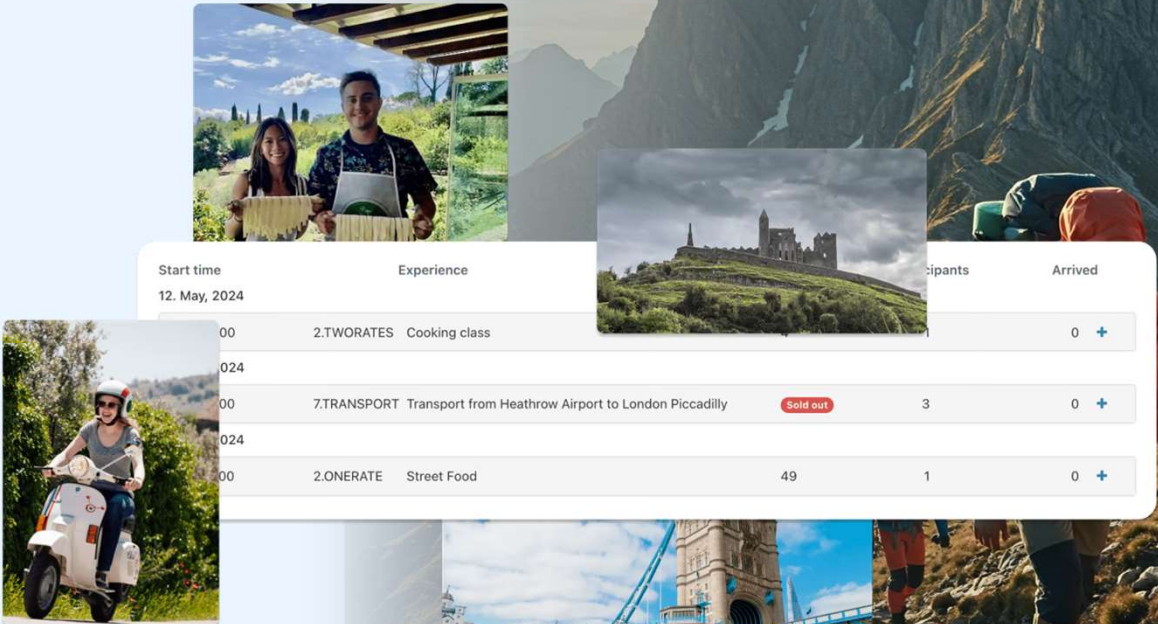


Wide availability: Capture 100% of demand

Accept both long-term and last-minute bookings & automatically close out when fully booked, streamlining operations and reducing manual effort.

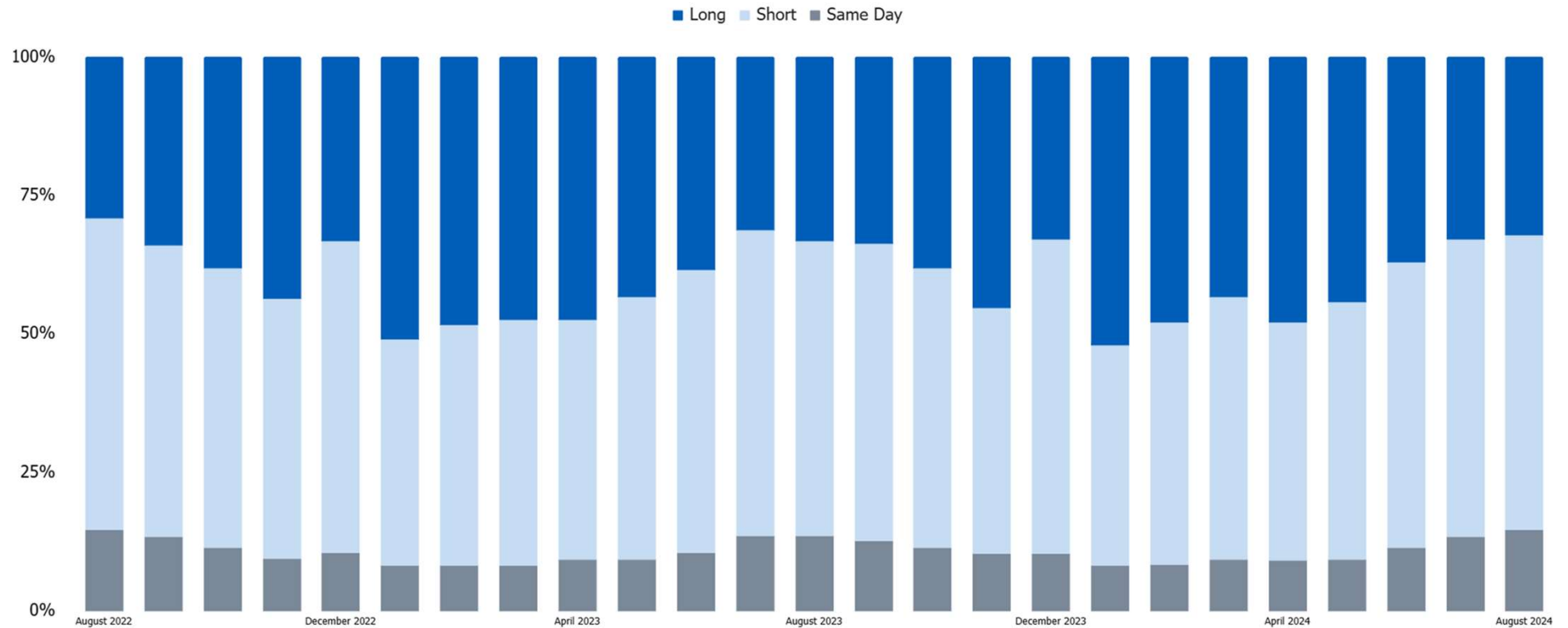
>50%
Book activities
4+ weeks in
advance.

>16%
Book activities
on the same
day..



Start time	Experience	Participants	Arrived
12. May, 2024			
00	2.TWORATES Cooking class		0 +
024			
00	7.TRANSPORT Transport from Heathrow Airport to London Piccadilly	Sold out	3 0 +
024			
00	2.ONERATE Street Food	49	1 0 +

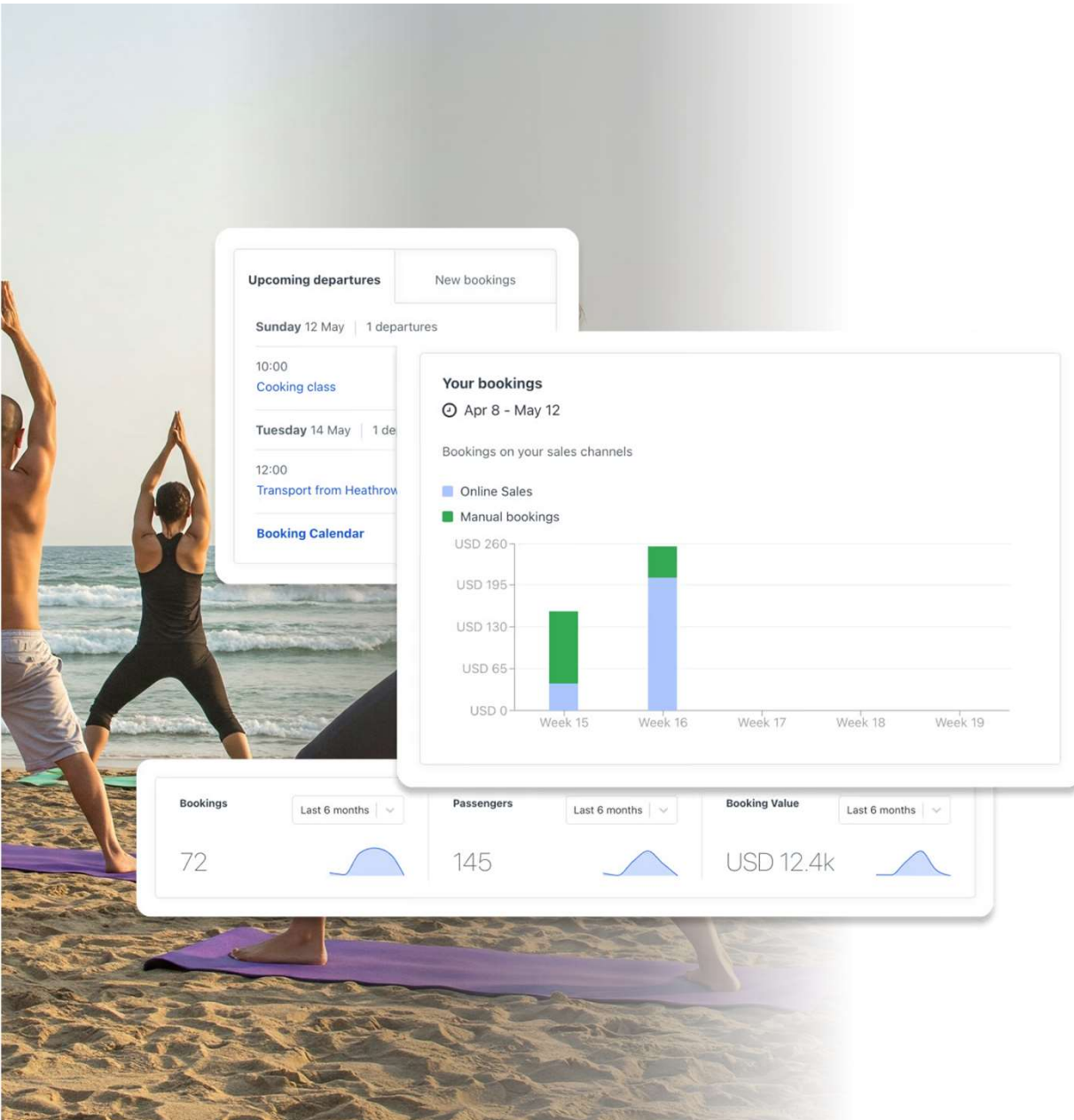
Seasonality determines how close to experiences travellers book



Avoid overbooking: Booking management

Complete control over booking volumes and resource allocation, enabling dynamic pricing and channel-specific passenger distribution for maximised revenue.

-15%
Improved
cancellation
rates.



Automate your business: Improved customer experience

Syncing live updates and check-in lists with guides, alongside automated reminders and review requests, streamlines operations and enhances the overall customer experience.

Preview

Subject

You left **Product title** behind. Your ticket is waiting for you.

Demo Supplier Account

Hey **First name** !

You have good stuff in your cart!

Your awesome experience **Product title** is likely to sell out. Finish booking to secure your ticket and start preparing for a good time!

Abandoned Cart URL

Best,

crm.template.preview.company.title

Demo Supplier Account

London Road

+44 7777777777

gramalhodealmeid+88@tripadvisor.com

demosupplieraccount@test.com

Header settings

- ☒ Show logo
- ☒ Show company name

Header colors

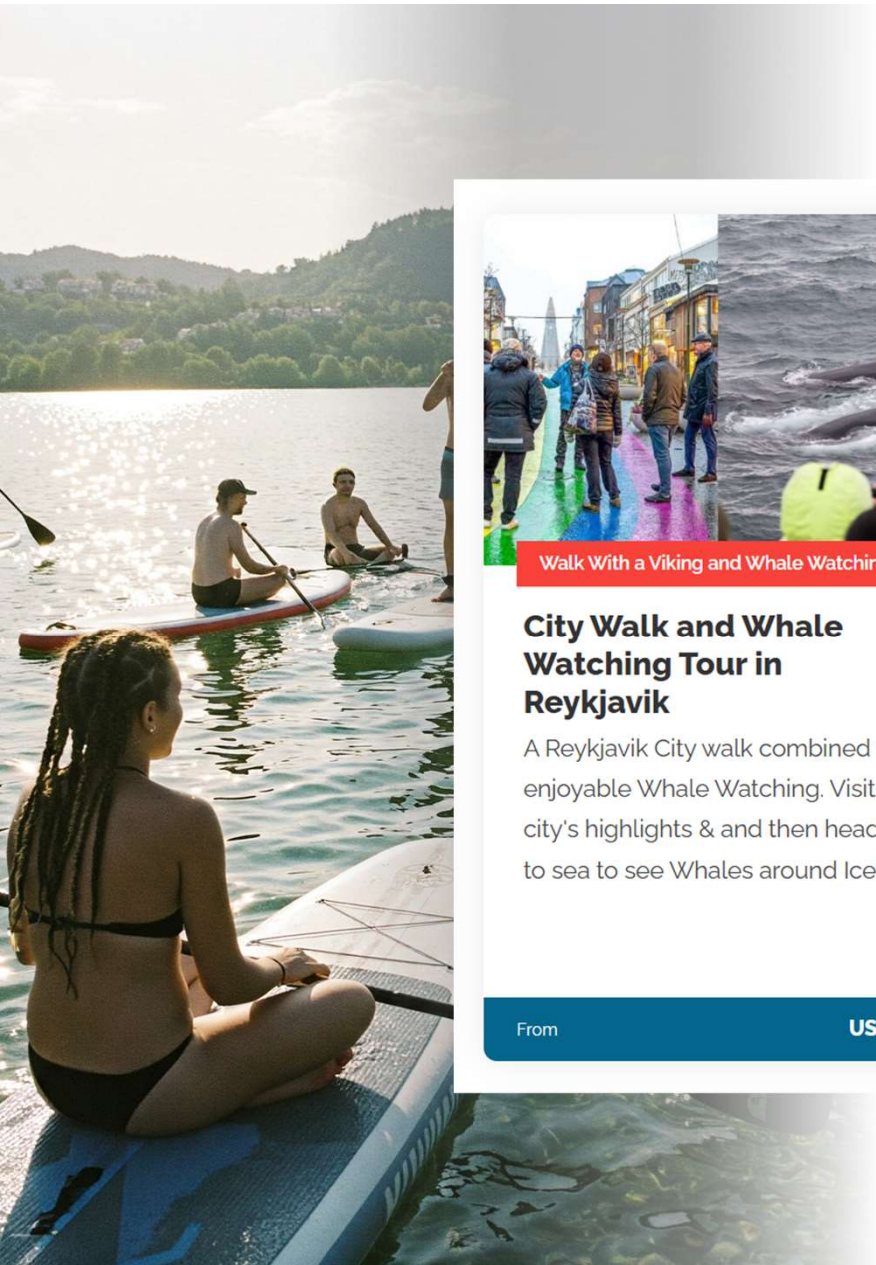
Company name

Background color

Footer settings

- ☒ Company address
- ☒ Phone number
- ☒ Company email
- ☒ Company website

Cancel Save



City Walk and Whale Watching Tour in Reykjavik

A Reykjavik City walk combined with enjoyable Whale Watching. Visit the city's highlights & and then head out to sea to see Whales around Iceland.

From

USD\$135

Combine products: Unique experiences




Create new unique packages by bundling your products together or with others, then push into Viator as a new unique experience.

Build a connected distribution plan: Connecting partners

Combine the reach of Viator with existing local resellers & agents to bring offline connections online and automatically handle availability.



**Ghostly Underground Vaults Tour in Edinburgh** (71224)
Supplied by: Mercat Tours
Edinburgh, United Kingdom
100% 5.0 1305 reviews
Price \$27.67



Edinburgh Castle entrance Tickets

2h • Easy

One of the oldest fortified locations in Europe is Edinburgh Castle. It is rife with fascinating stories from its lengthy and rich past as a fortress, military garrison, royal home, and prison. Additional space for shopping and a wedding venue.

The castle is currently a well-known tourist destination even though some areas are still used for military purposes. It is also a recognizable feature of Edinburgh's Old and New Towns, a World Heritage Site. It also makes a fitting background for life's most memorable occasions. Arrange a magnificent civil ceremony or wedding at one of our breathtaking locations. Or use the castle to organize a genuinely remarkable private or business event. It has opened an online store as well as the Portcullis, Crown Gift Shop, and Whisky and Food Food stores.

**LNB Loch Ness, Glencoe and The Highlands from Edinburgh** (10432)
Supplied by: TAScotland Ltd.
Edinburgh, United Kingdom
Self experience
Price \$79.08

Experiences could soon be automatically adjusted based on weather conditions.



★ 4.5 (14,895)

Stonehenge, Windsor Castle, and Bath from London

🕒 11 hours

from **£110**

The future of connectivity: What's ahead?

Content over API

Dual-way content updates pushed seamlessly between systems.

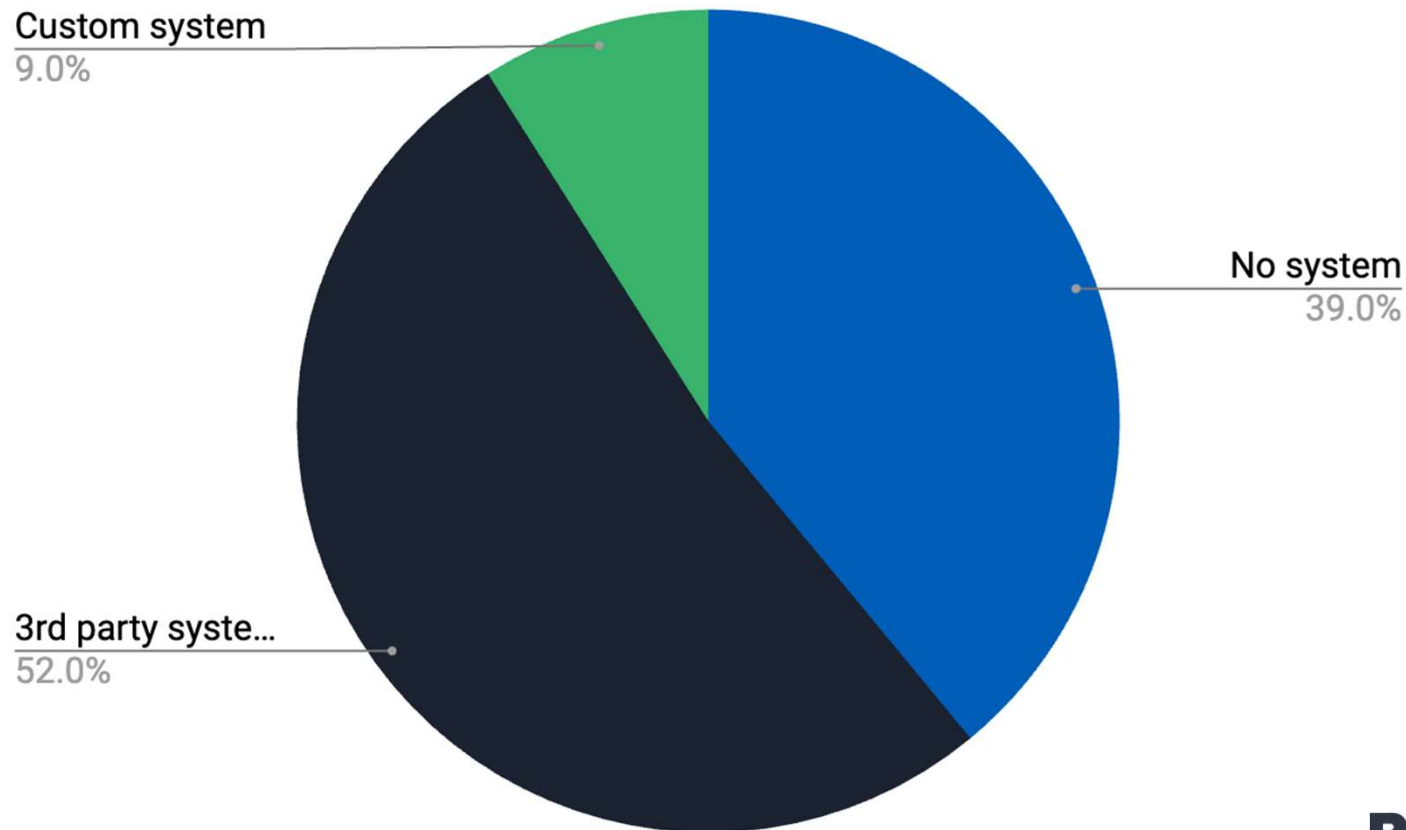
Industry standard pickup data

Further standardisation across the industry as experience tech matures, allowing seamless integration of systems and data.

Integrated AI agents

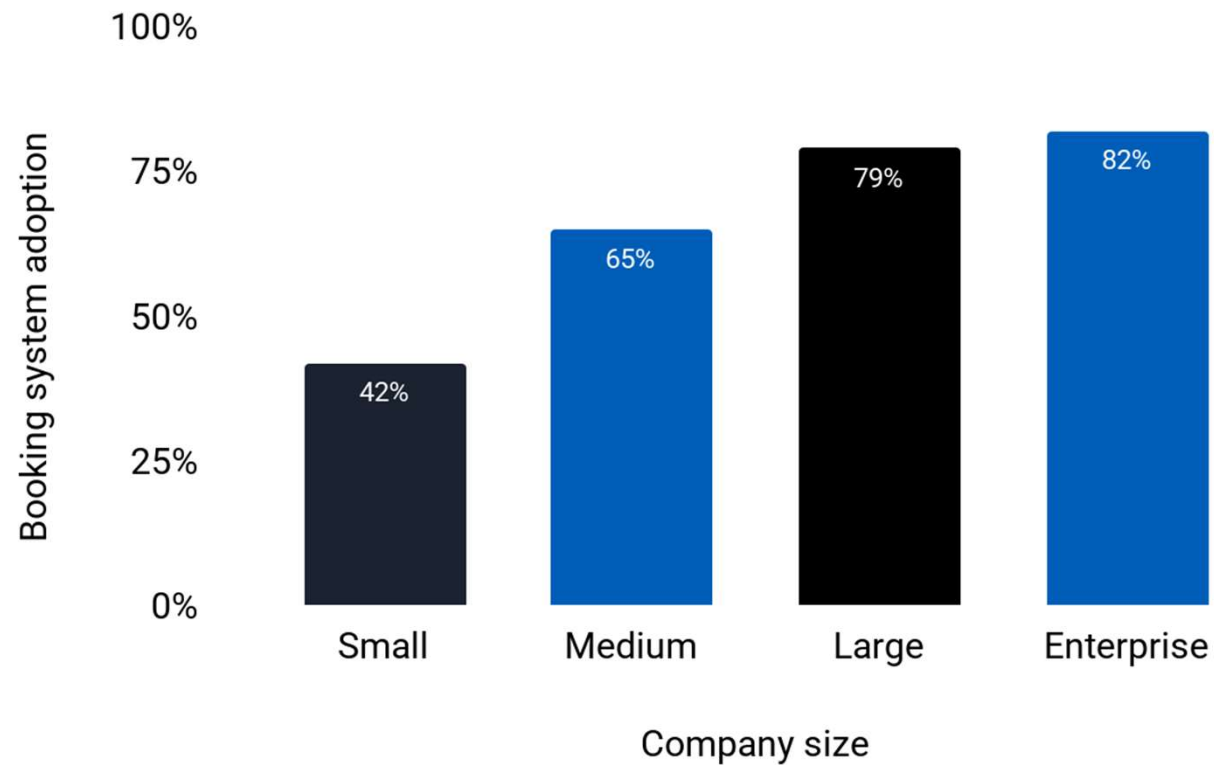
Automatically pull products from website data, apply true dynamic pricing based on 100's of inputs, and adjust tour and email communications based on weather conditions.

Two in five experience operators are still not using a booking system



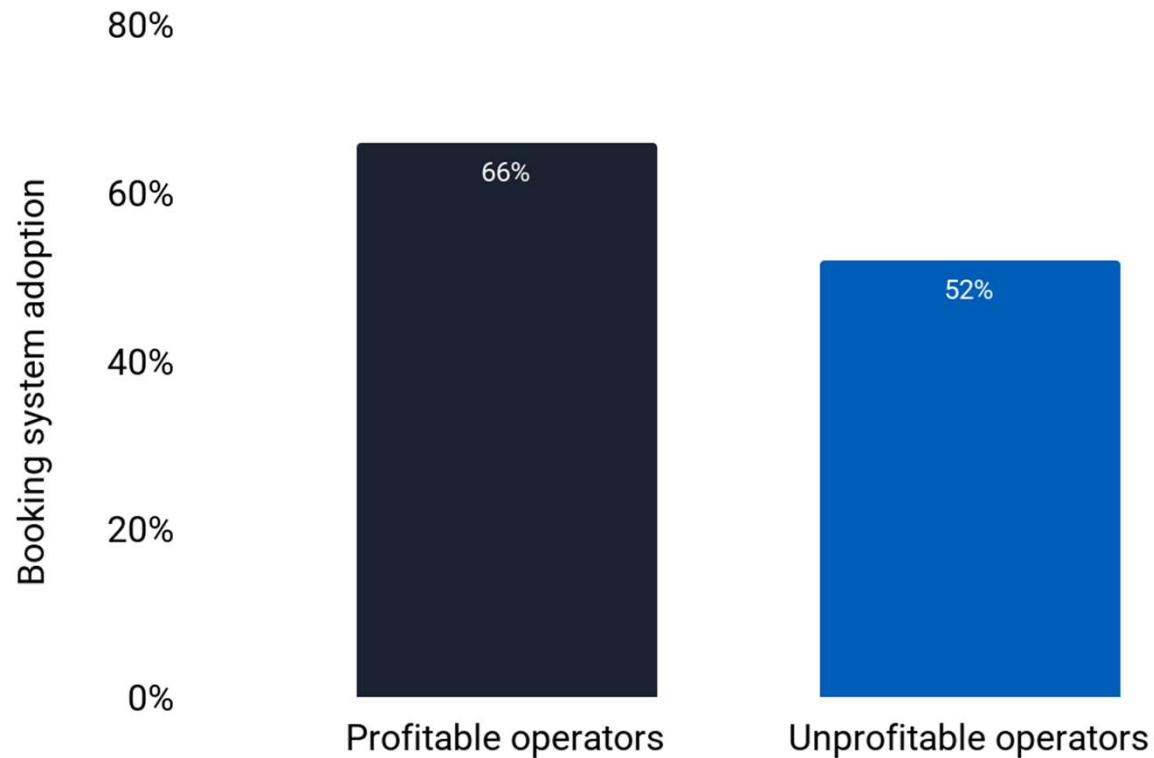
Source: Arival - The Global Operator Landscape - 3rd Edition - (2024)

They're also more likely to be larger



Source: Arival - The Global Operator Landscape - 3rd Edition - (2024)

Experience operators using a booking system are more likely to be profitable



Source: Arival - The Global Operator Landscape - 3rd Edition - (2024)

"It is not the strongest of the species
that survives, nor the most intelligent,
but **the one most adaptable to change.**"

Charles Darwin ... (maybe)

And finally a few thoughts from our suppliers...



**Thank-you. To get started or learn more
scan the QR code below:**



www.bokun.io

VISITWESTOFFER
25% off first 3 months
subscription fee

