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Agenda

1) Experience Insights: GetYourGuide

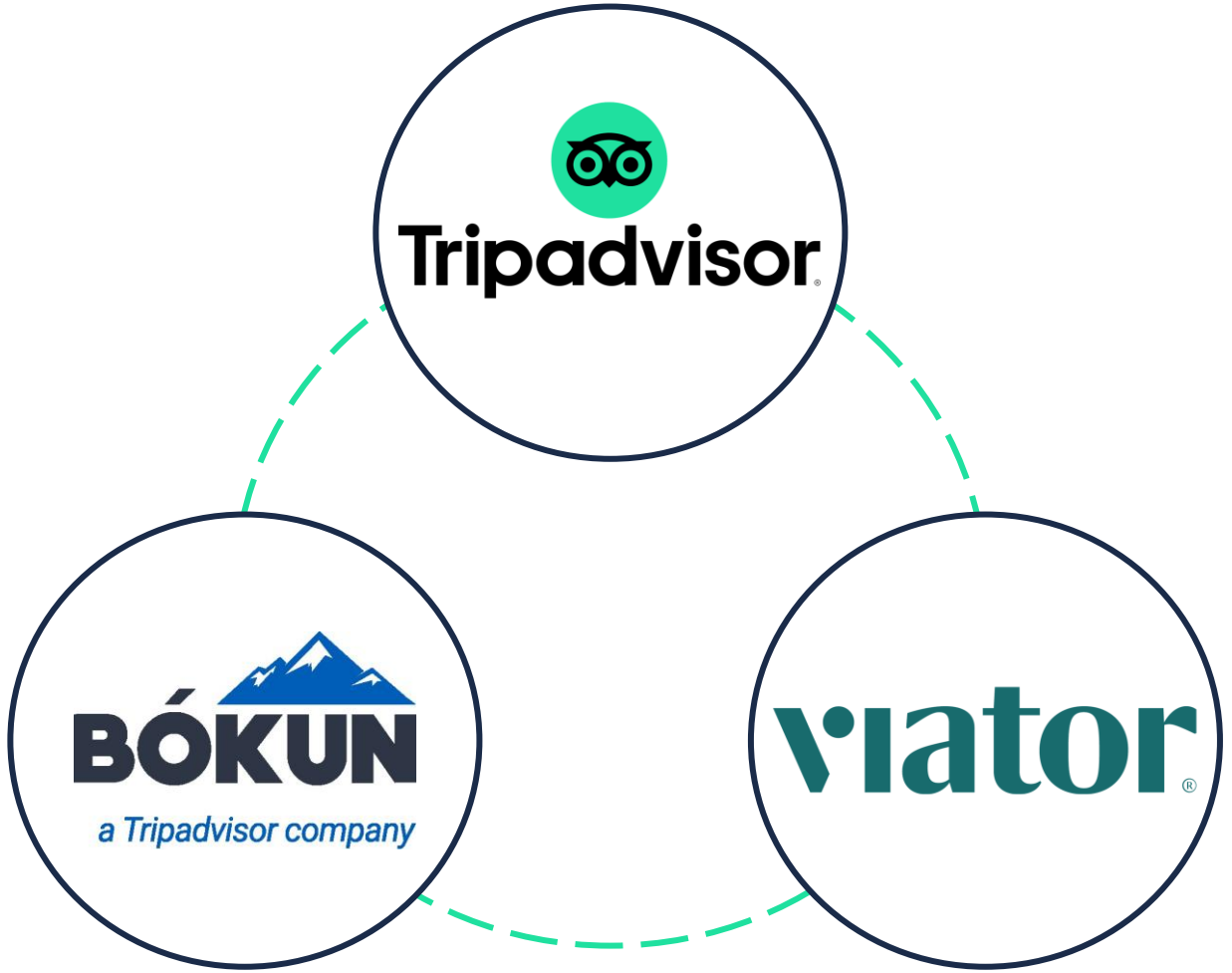
2) Tripadvisor + Viator Data: Scotland

3) Importance of a Res Tech

Who is Bókun?

Born in Iceland, Raised by Tripadvisor. Bokun forms part of the **Tripadvisor Family** along with Viator. Bókun is an **all-in-one software solution** designed to help tour & experience providers **stay organised** and **grow bookings.**

Together, our brands sit at the **heart of the travel industry and the traveller experience.**



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Experiences are the most influential part of the travel-planning process

98% of travellers said experiences are very or extremely important when considering where to go.

Once upon a time, travelers might have picked a destination first and only later started choosing what to do upon arrival. But today's travelers don't treat experiences as afterthoughts. Their travel decisions are increasingly based on specific activity interests. This can invert the trip-planning funnel, placing experiences at the top and destination choices further down the cone.

Why are experiences so prominent in travelers' thoughts during the trip-planning stage? One potential explanation is the widespread, general preference for spending on experiences instead of things. A 2023 report on tourism trends found that consumers' spending on experiences was up 65 percent from 2019, while spending on physical products rose only 12 percent over the same

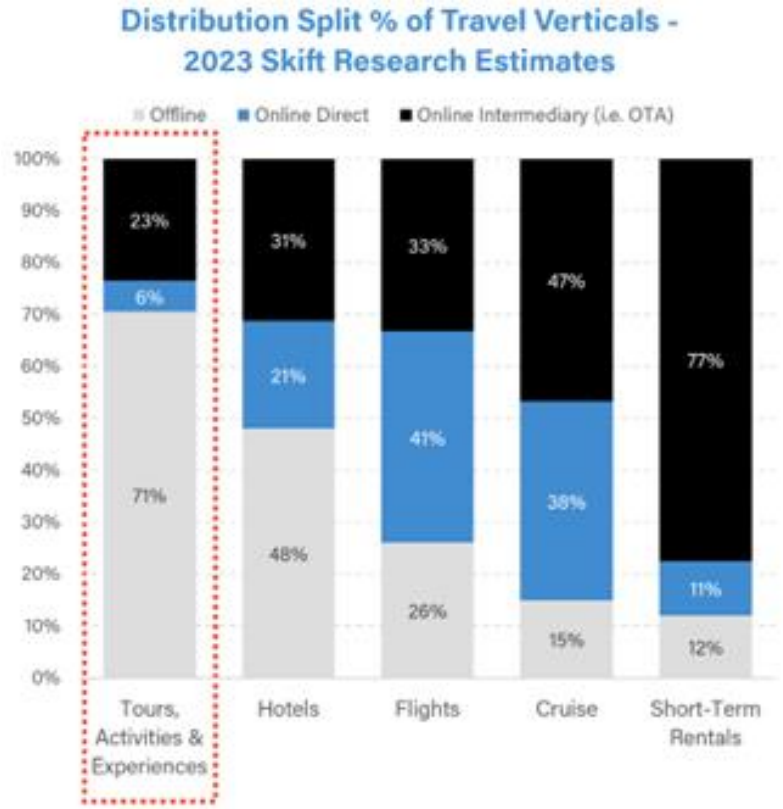
Skift RESEARCH

GET YOUR GUIDE

Digital Channels are Source of Inspiration

Top 10 resources used to decide what to do in-destination

1. **Google search**
2. **Online travel platforms**
3. **Friends / Family recommendations**
4. **Google or Apple Maps**
5. **Recommendations from locals / tour guides**
6. **Social media** (Facebook, Instagram, Youtube…)
7. **Blogs and articles**
8. **Travel agencies**
9. **Magazines**
10. **Hotel concierge**



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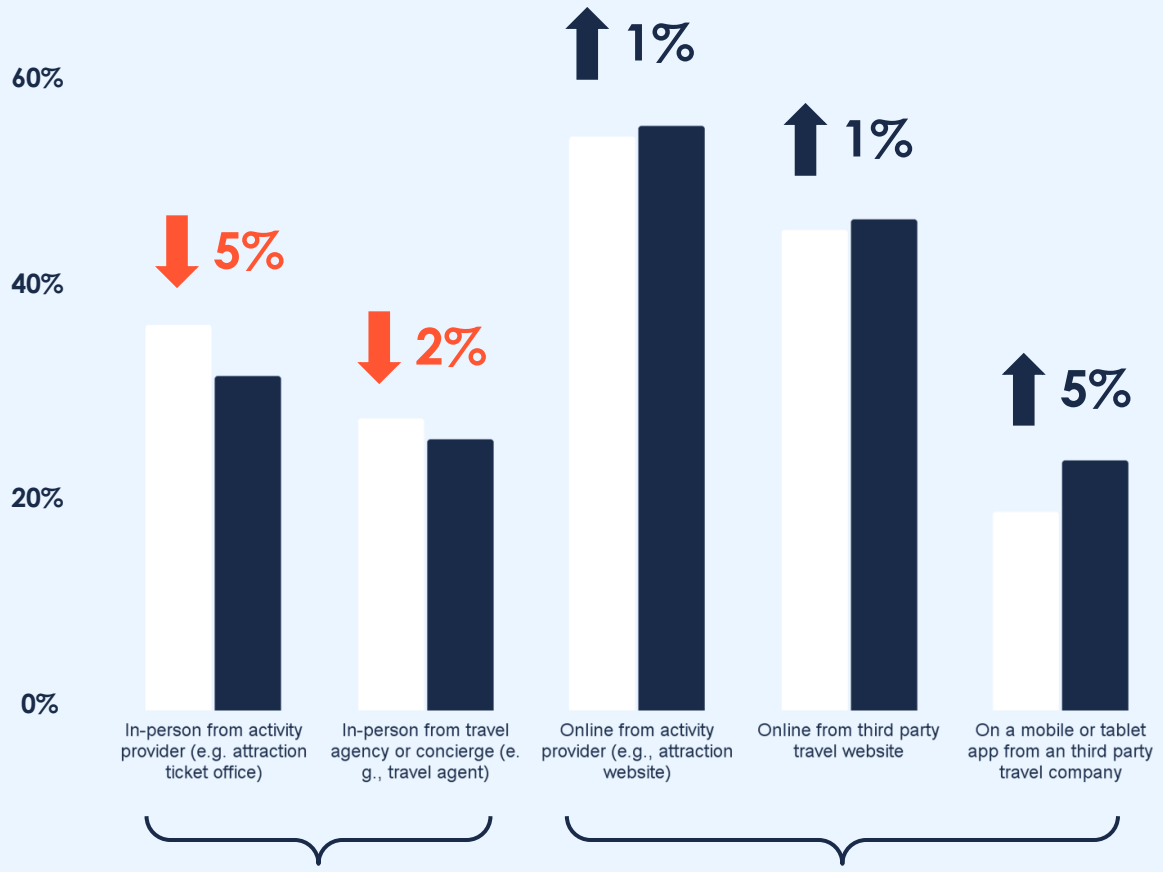
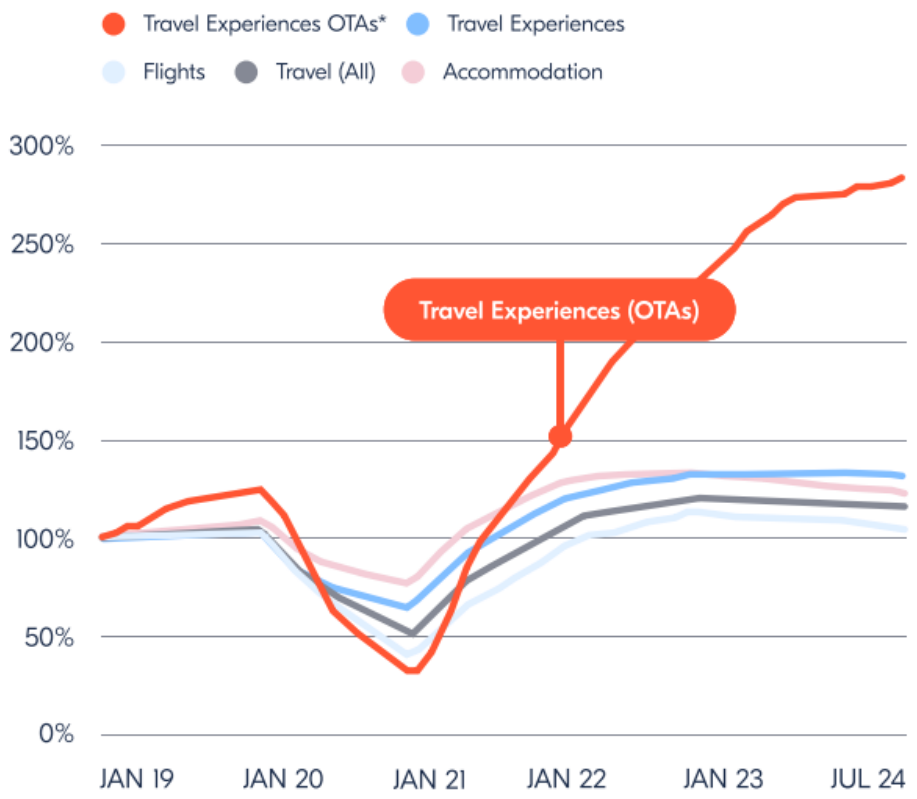
Online Bookings Continue to Grow

Booking channels: Past behaviour vs. future preference





Jan 1st 2019 - Aug 31st 2024, Trailing 12 months Source: Earnest Analytics, USA.
*Travel Experience OTAs = aggregate of Viator, Tiqets, Klook & GetYourGuide

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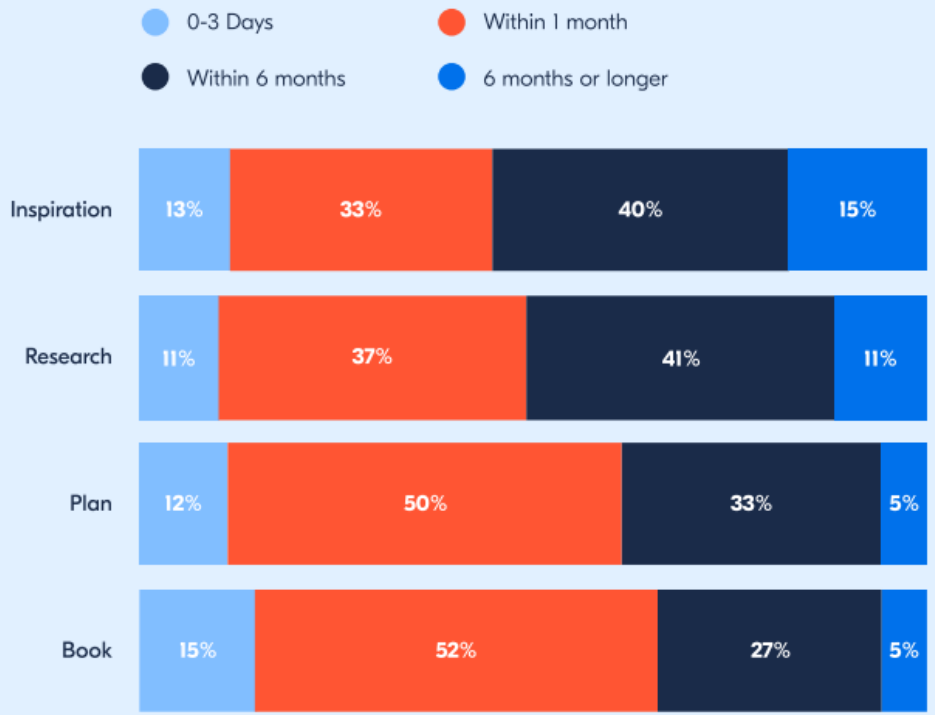
Experience Booking Journey is Shifting

Typical traveler booking flow

Travelers' actual decision flow

[1] Source: Proprietary GetYourGuide survey Feb24 (N=6256)

TIMINGS, FROM INSPIRATION TO BOOKING (EXPLORERS)



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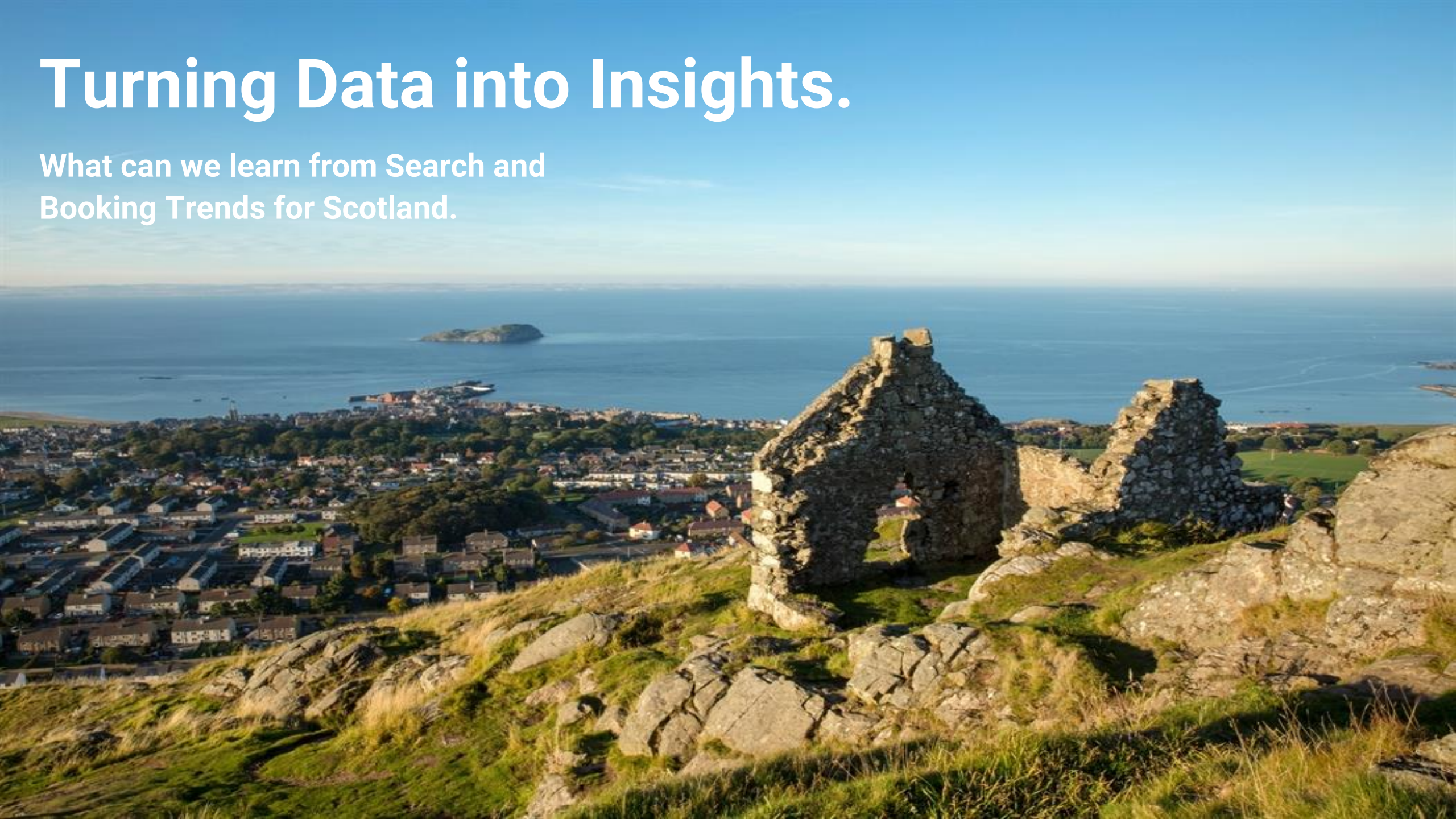
Turning Data into Insights.

What can we learn from Search and Booking Trends for Scotland.



Top Countries Searching and Booking Scotland

Top 10 Searches
United States
France
Germany
Canada
Australia
The Netherlands
Italy
Spain
Ireland
India

Top 10 Bookers
United States
Canada
Australia
Germany
France
Ireland
The Netherlands
Spain
India
Italy

Top 10 Categories
Day Trips
Cultural Tours
Historical & Heritage Tours
Multi-day Tours
Ghost & Vampire Tours
Attraction Tickets
Hop-on Hop-off Tours
Nature & Wildlife
Dining Experiences
Movie & TV Tours

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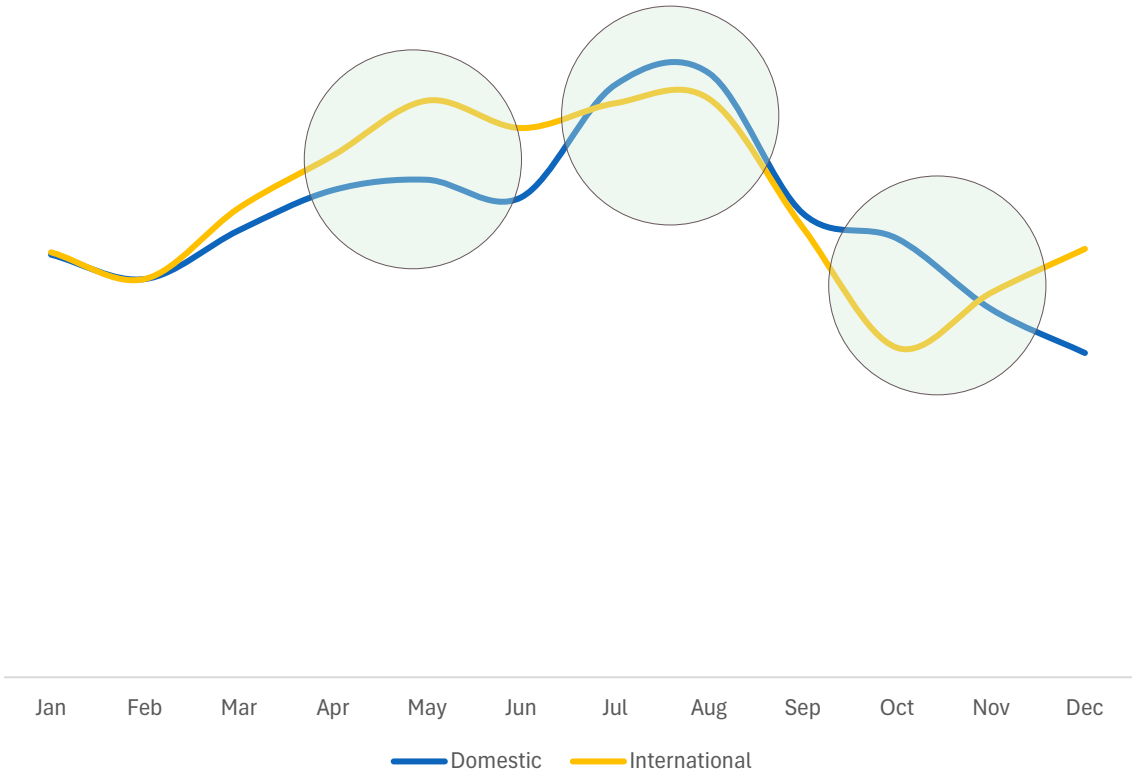
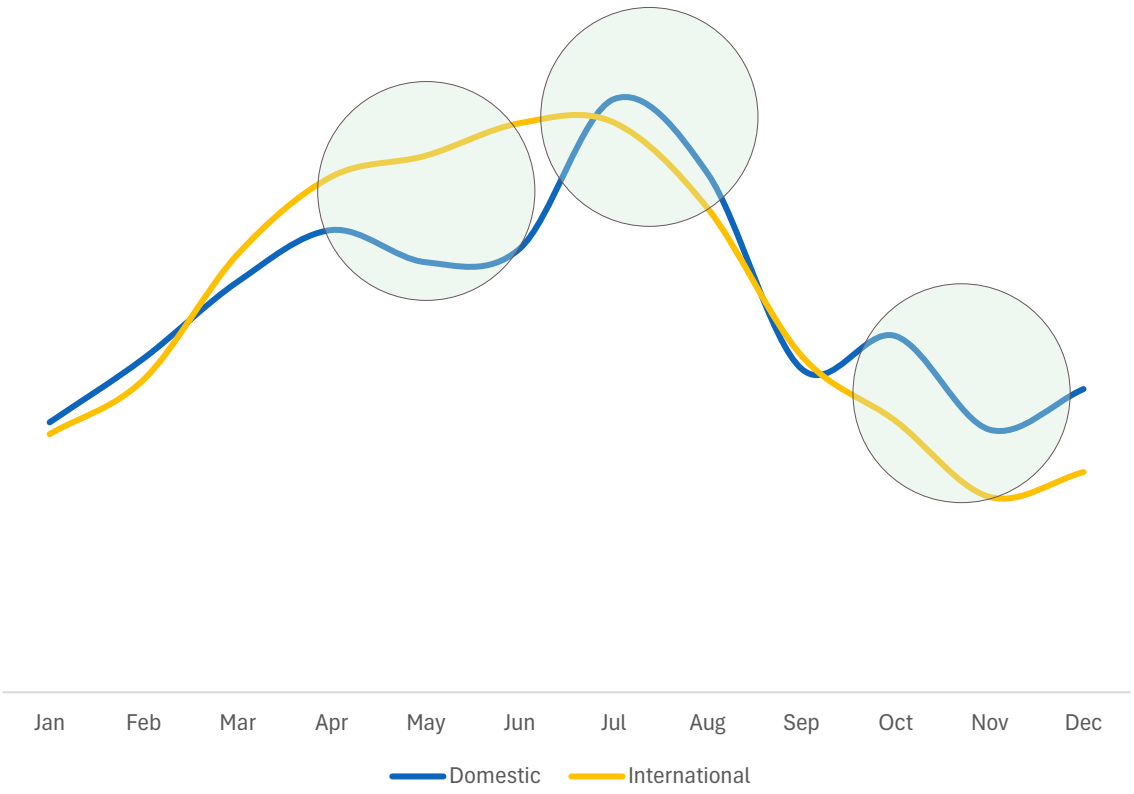
Scotland Booking and Search Trends

Scotland Search Trends - Domestic vs International



Scotland Booking Trends - Domestic vs International



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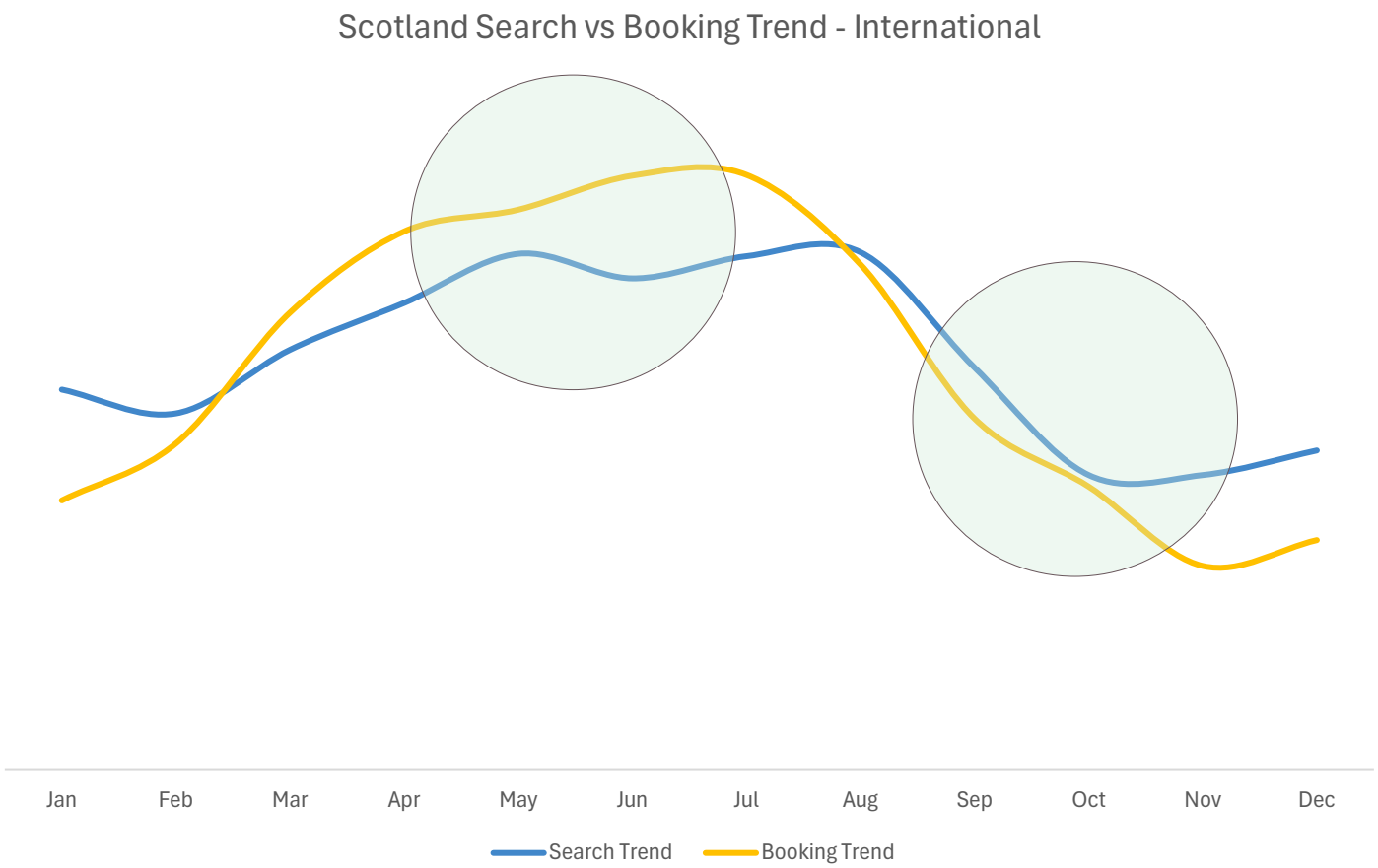
Scotland Booking vs Search Trends - International



Top 5 Cities Searched
Edinburgh
Glasgow
Inverness
Perth
Stirling

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Why use a Reservation System?

What can a Reservation System do for you?

Streamline Your Operations

- Avoid overbookings
- Become time-rich by automating manual tasks
- Reduce cancellations
- Leverage business reports
- Become instantly bookable
- Manage remotely

Grow Your Bookings

- Create a website for direct online bookings
- Make local connections with resellers
- Sell to global travelers with worldwide OTAs
- Build your reputation with reviews
- Offer upsells and bundle products with other operators

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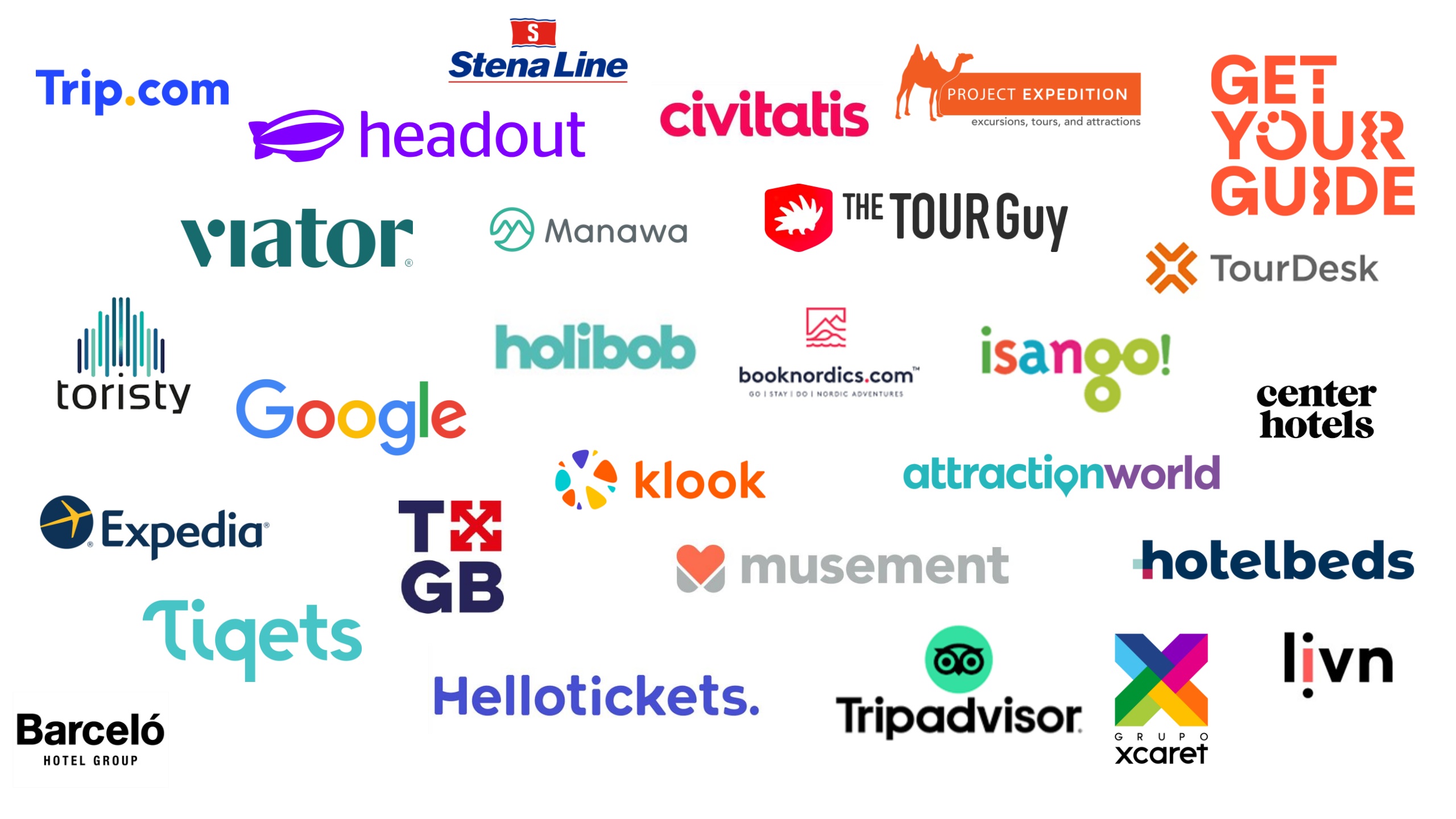
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GRUPO xcaret
livn
Barceló
HOTEL GROUP

…And the potential impact to suppliers

4x

1 to 2 sales channels

Operators who move from 1 to 2 sales channels see a 4x increase in Gross Booking Value

2x

2 to 3 sales channels

Operators who move from 2 to 3 sales channels see a 2x increase in Gross Booking Value

3x

4 to 5+ sales channels

Operators who move from 4 to 5+ sales channels see a 3x increase in Gross Booking Value

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The takeaway:

More online distribution channels = revenue stability and more opportunity for growth

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Thank You!