

SOME* BOOKING SYSTEMS USED BY ATTRACTIONS, ACTIVITY PROVIDERS AND TOUR PROVIDERS

Business Name	Commission on Bookings	Signup/Monthly/Annual Fees	Main Channel Manager Links	Payment Options	Extras
Access Gamma	2 options: Hosted system - small amount up front and small commission per transaction API option - Pay for the system to be embedded within business website. No commission.	See commission details	Viator	Their own payment and Epos systems	CRM system available as well as integration with a number of back-office systems. Epos functionality
Bokun	2.9% of total booking value (+tax if applicable) can be applied to visitor or borne by business.	Free	Expedia Local Expert Viator TripAdvisor Tour Radar	Via all major payment gateway mechanisms	Multi-language options. Manage multiple rates, currencies and offers across different channels. Additional add-ons allowing businesses to upsell on products offered. Mobile friendly booking website options. Access to the Bokun B2B marketplace allowing a degree of cross-selling to/with other businesses Access to passenger manifests, pick up lists, and customer communication. Sales reports that measure business growth.
Bookeo	None	From \$39.95 per month	TripAdvisor Viator Expedia	Stripe PayPal Sagepay + many others including their own system	Integrates with business website and Facebook pages. Instant updates with personal calendars – including Google Cal & iCal. Import voucher codes from “Deal of the Day” sites e.g. Groupon. Gift voucher functionality. Cloud hosting. In-house analytics system
Bookify	None	From £19 per month with free signup	None	PayPal Stripe	Customise colours, fonts and more on the booking site. Mobile & tablet ready. Facebook compatible. Discount codes & customer accounts. Multiple currencies. Cloud bookings. Notification & reminder functionality. Staff logins.
bookingkit.de	Transaction fee of 3% Booking fee of 3% Ticket fee of £0.50	From £49 per month	TripAdvisor Viator Get Your Guide Mydays Reserve with Google Musement	PayPal Visa & MasterCard	Mobile compatible Promo codes
Digitickets	From 20p per ticket based on volume of sales	One-off set up cost of £1500	Links to TrekConnect channels	All major banks and payment gateways	Additional extras such as branded booking pages, mobile ticketing, variable pricing and gift aid donations are available.
FareHarbor	Credit card fee of 1.9% + 30 cents per transaction. Customers pay FareHarbor a booking fee of 6% when booking online.	Free	Booking.com Viator Expedia Local Expert TripAdvisor GetYourGuide City Discovery	Via Stripe	FareHarbor includes a comprehensive set of advanced reports for accounting, bookings, and operations. Use desktop, mobile browser or app — all the same features are available on both desktop and mobile. Staff & equipment management system included. Personalised email and text confirmations + automated reminders and follow-ups. Many check-in/entry options including QR codes. Discount codes possible. Telescope AI gives advice on the most appropriate prices to set. Reports on the most profitable channels & website referral sources. Preferred partners are tours.
Galaxy Connect (from Gateway Ticketing Systems)	From 10p per transaction with costs lowering as volume of transactions increases.	No set up costs	Viator GetYourGuide Multiple other channels	Unknown	Sales: On-site at the front gate or through kiosks Online with a customer-friendly dynamic responsive design web store Through a group sales web store or by phoning a call centre for advance bookings Through resellers at area hotels, the local grocery store and more
Peek	For online bookings, they charge a 6% "convenience fee" to customers, a credit card fee of 2.3% plus \$0.30 to suppliers. For offline bookings, no booking fees are incurred but the credit card fee applies if a credit card is used.	\$199 signup fee	Yelp Reserve with Google	Via their own system	Manage on desktop or via app. Upsell options. Automated email systems.
Regiondo	3% system user fee	From £49 per month	Viator TripAdvisor GetYourGuide	Via their own system - Regiondo payment gateway + PayPal.	Users can create participant lists. Customer database. App allows smartphones to be turned into ticket scanners. Online shop is integrated with Facebook. Full reports package which connects to Google Analytics.
Rezdy	Between 25 & 250 free bookings free (depending on selected package) and thereafter between \$0.65 & \$1 per booking (depending on selected package).	From \$948 per year + \$199 setup fee.	Viator Expedia Local Expert TripAdvisor GetYourGuide City Discovery	Via all major payment gateway mechanisms	Updated/new website options. Customer correspondence via email and SMS. Easy to redeem online vouchers. Automatically show session availability only when resources (such as vehicles, equipment and instructors) are available to service them
Rezgo	5% on each online booking.	Free	Expedia Local Expert Viator TripAdvisor	Via most major payment gateway mechanisms including PayPal, Stripe, SagePay & Worldpay	Optional online waivers. Built-in CRM includes all critical customer data. Merchandising. POS options.
Trekkssoft	2% - 3% commission on online bookings	From €600 per year	Tour Radar Viator Expedia Local Expert TripAdvisor GetYourGuide City Discovery (Additional 2% charge for Channel Manager bookings)	Via their own system - Trekkssoft + all major payment gateway mechanisms.	Fixed time & date as well as no fixed time & date options. Package options. Multiple user & permission possibilities. Customisable fields for the booking process. Sales, turnover and cash flow reports Inventory reports CRM reporting system with info on customer demographics, booking journeys and outstanding payments
Checkfront	None	From £29 per month for up to 1,200 bookings per year and with two free integrations.	Expedia Local Expert Reserve with Google TripAdvisor/Viator	All major payment gateways	Offers website builder functionality and a mobile app for managing your products. Free 21 day trial available

*NB – this is only an overview of the wide variety of systems available. There are many other options available that aren't listed above.

5 KEY POINTS TO REMEMBER

- ❖ Evaluate your requirements
 - Solely booking on your website
 - Booking and channel management
 - Cloud based/multiple users
 - Managing staff/resources
 - Reporting functionality/CRM system
 - Payment processing options
- ❖ Test booking systems before committing to a contract/purchase. Many operators let you have a free trial. Check the ease of use/training options/customer support
- ❖ Weigh up the costs
 - Setup fees
 - Monthly/annual fees
 - Commission per booking/payment gateway fees
 - Cost for channel management functionality
- ❖ Check the reviews – sites such as Capterra.com can be helpful
- ❖ How will the new booking system affect your daily routine?

SOME* ONLINE TRAVEL AGENTS USED BY ATTRACTIONS, ACTIVITY PROVIDERS AND TOUR PROVIDERS

OTA/Booking System	Commission on Bookings	Signup/Monthly/Annual Fees	Other Information	Extras
Airbnb Experiences - OTA	Service fee is 20% of the total experience cost.	Free	Hosts who participate in non-profit partnerships to offer experiences have their service fee waived for all experience bookings. Not aimed at companies to list their trips/experiences/activities, but for individuals.	Airbnb has its own verified review system
Booking.com Experiences - OTA	Unknown but estimated between 15 & 25%	Free	Primarily available post-accommodation purchase on Booking.com. Trial in Edinburgh for standalone ticketing purchases including Edinburgh Castle.	Currently only available to selected businesses and mainly post-accommodation booking (see Edinburgh note).
City Discovery - OTA	Negotiable with the City Discovery Account Manager	Free	For city tours, coach tours, activities and travel experiences.	City Discovery has its own review system
Expedia Local Expert - OTA	Negotiable with your Destination Manager, but typically between 20% - 30%	Free	Products will be distributed online in 17 different language sites, across 57 different websites including Orbitz, AirAsia Go, Hotels.com and Ebookers.	Expedia has its own verified review system
GetYourGuide - OTA	Negotiable with the GetYourGuide Account Manager, but typically between 20% – 30%	Free	Customers can cancel up to 24 hours before the scheduled departure time to receive a full refund	GetYourGuide has its own review system.
Klook - OTA	15 - 25%	Free	A big player is southeast Asia.	Klook has its own review system.
Musement - OTA (recently bought by TUI group)	15 - 25%	Free	Musement is an online marketplace for buying and selling tours, attractions, and activities. What's different compared to other OTAs is Musement's focus on community tips from local experts. Main market is Italy	Musement has its own review system
Tiqets - OTA	15 - 25%	Free	Good for businesses that like working with technology, especially with mobile tickets.	Reviews via TrustPilot Smartphone ticket functionality
TourRadar - OTA	They charge (negotiable with the TourRadar Business Development Manager) a base commission fee and/or a processing fee on each confirmed booking.	Free	A distribution channel for third-party tour operators, concentrating on multi-day group tours	TourRadar has its own review system which allows management responses.
Viator (TripAdvisor Experiences) - OTA	Typically 20% (but can be more)	Free	Viator will only advertise the best published net rates for your tours. Customers who cancel at least 7 days in advance will receive 100% refund. If they cancel 3 and 6 days beforehand, a refund of 50% is expected	Linked to TripAdvisor so all TA reviews are included in a listing.

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5 KEY POINTS TO REMEMBER

- ❖ Be aware of what you're signing up to and remember to negotiate commission rates wherever feasible
 - Commission cost vs type of customer. Is the OTA likely to bring you high-spending, repeat business?
 - Can you work with their Terms & Conditions? E.g. cancellation/no-show policy
- ❖ You only pay for guaranteed customers so what level of availability & pricing will you offer?
- ❖ Does your booking system connect to the selected OTA and allow for automatic (2-way) updates?
- ❖ Does the OTA have a number of businesses listed in your region? This means there will be greater competition, but also that more customers will be likely to search there.
- ❖ Does the OTA allow you to target a traveller segment that would otherwise be impossible/very costly? E.g. certain geographically distant markets.