



Tours & Activities - Distribution

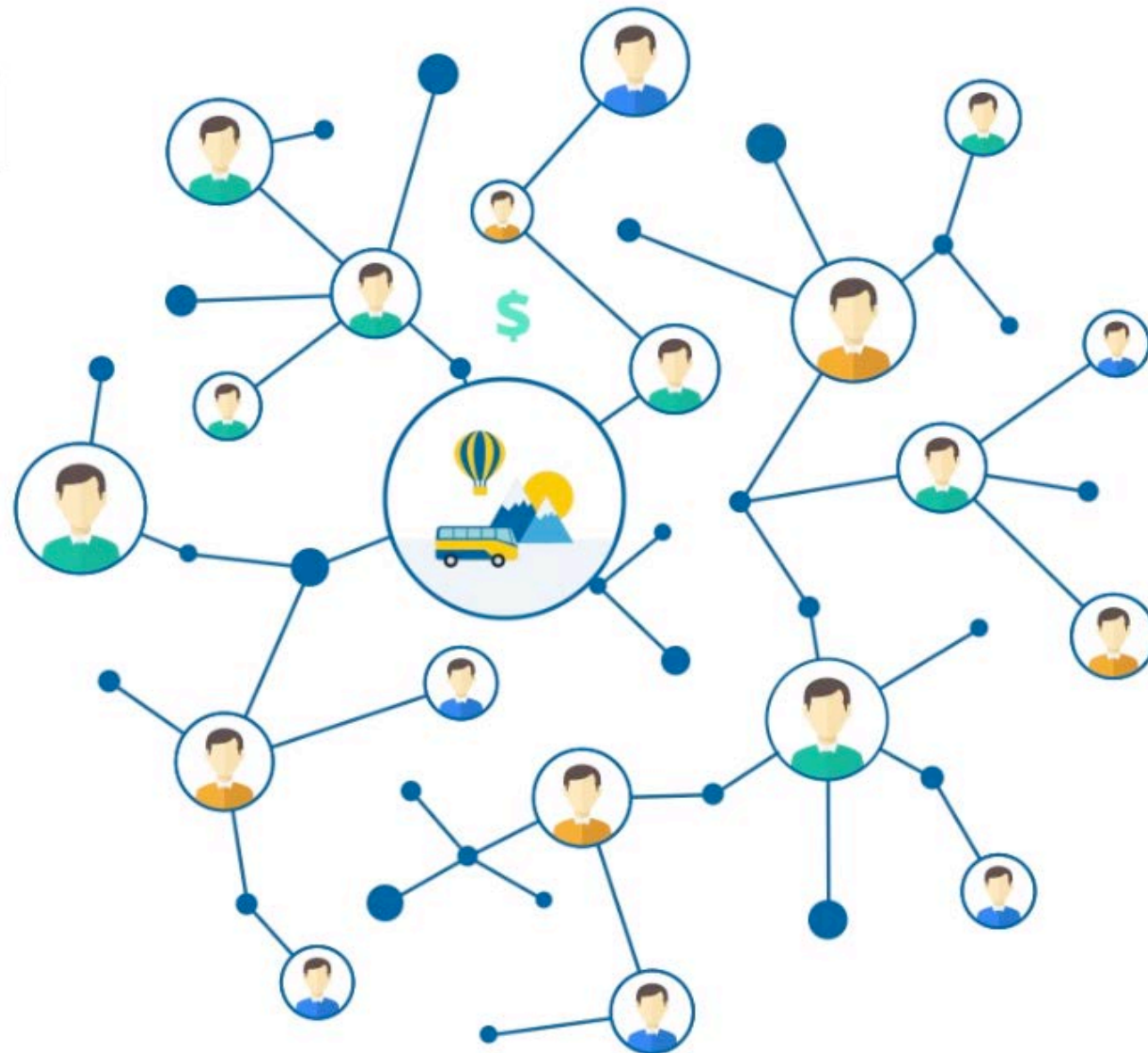


Hjalti

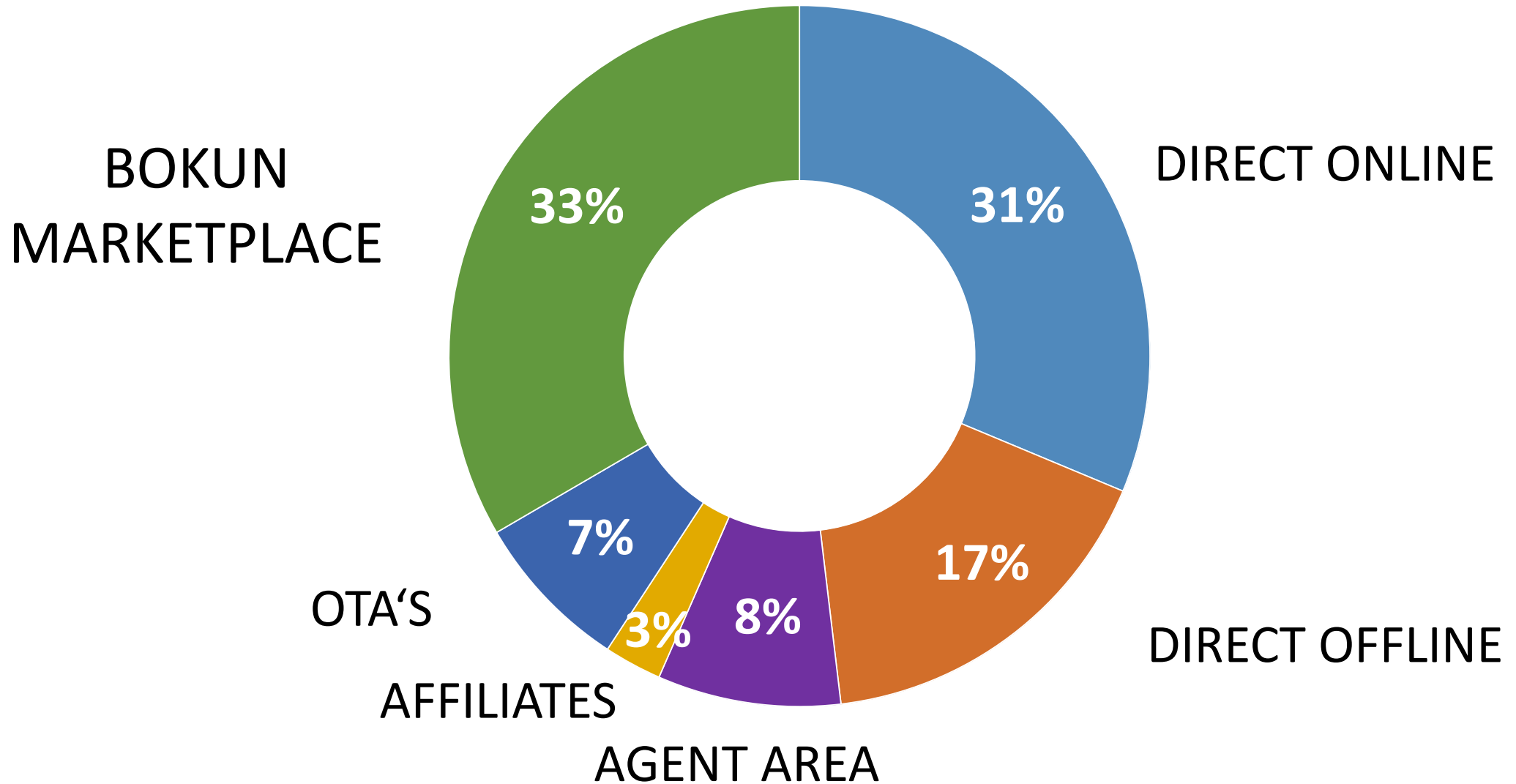
Tours & Activities

Fastest growing tourism

**BÓKUN**



DISTRIBUTION CHANNELS



33%

Cross-selling from local partners



Distribution through Cross-selling

CROSS SELLING LARGEST SALES CHANNEL

65%

Suppliers with cross-selling contracts

Supplier differentiation



Stand-alone



Stand-alone



Combo product



20 Seats



10 Seats



10 Seats

COMBINATION TOURS

[ALL TOURS](#)[SUMMER](#)[WINTER](#)From: **18.800 ISK**

WHALES & NORTHERN LIGHTS (21:00)

This tour combines some of the most popular attractions in Iceland in winter time. You start the day with the whale watching tour at 13:00. After exploring the wonders...

From: **18.800 ISK**

WHALES & NORTHERN LIGHTS (22:00)

This tour combines some of the most popular attractions in Iceland in winter time. You start the day with the whale watching tour at 13:00. After exploring the wonders...

From: **17.000 ISK**

WHALES & IMAGINE PEACE TOWER (10/10-8/12)

This tour combines two interesting sights. After exploring the wonders of the whales and seabirds it's ideal to stop by in the harbour area and have a lovely dinner...

From: **17.000 ISK**

IMAGINE PEACE TOWER & NORTHERN LIGHTS ON VIÐEY

Imagine Peace Tower and Northern Lights on Viðey island from Reykjavik. Enjoy an evening tour dedicated to Yoko Ono's Imagine Peace Tower on the historical...

From: **22.500 ISK**

SEA HORSE 2B

The Sea Horse COMBO - Horse Riding with Eldhestar from Hveragerði in the morning and

From: **23.300 ISK**

WHALES & HORSES D02

Whale Watching and Horse Riding tours from Reykjavik. This tour combines two fun activities that are

From: **29.980 ISK**

WHALES & RAFTING

This tour combines two true adventures on the water. After exploring the wonders of the

From: **26.800 ISK**

WHALES & ATV

This tour combines two distinct yet in some way related activities. After riding between lava fields and black



Different pricing



Duration



More appeal



Increase commission income

15%

of sold products are
Combo Products



We promise you that WOW feeling!



Toronto

All tours

Popular

Adventure

City

Multiday

Northern Lights

Airport Transfer

0 items (0 ISK)



Hop-on Hop-off Toronto

Build your own Toronto experience with the freedom of our Hop-On, Hop-Off City Tour aboard a London-style double decker bus or trolley.



Distillery District Segway Tour

Enjoy historical exploits in this award-winning segway tour around Toronto's distillery district. Excite your tongue and quench your thirst with a visit to Soma Chocolate and Mill St. Brewery for tastings



When Pigs Fry

A Toronto tour of porcine proportions. Sample bacon, pork, and sausage, find out about ethical pig farming at a local butcher, and learn about the role of the pig in pop culture, or is that pork culture?



Niagara Falls Evening Tour

Why not experience the best of both worlds and join us on the Niagara Falls Evening Light Tour? Like no other, this tour allows you to experience the wonder of Niagara Falls in daylight as well as the magic of the Falls at night!



< Home

TOURS



Northern Lights
Tour
Reykjavik

Price from
6.080 ISK



The Golden
Circle
Reykjavik

Price from
9.975 ISK



London Bridge Food Tour

By booking on our award-winning food tour, you will have the opportunity to experience our passion by eating traditional British food (such as award-winning Cumberland sausages, freshly cooked breads and amazing fish and chips), sample chocolates/English fudges, taste English desserts and cheeses, drink London brewed beers, ciders and ales, and sip refreshing teas. Plus, with all our tours, there is our Secret Dish which you can only find out about on the

[READ FULL DESCRIPTION](#)

February 2017

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Wednesday Feb 15, 2017

11:00

Adults
USD 73.62 - 0 +

Teenagers
USD 62.39 - 0 +

Children
USD 56.15 - 0 +

[BOOK TOUR](#)

Flights > Services > Payment

Created by the WOW air team



LONDON BICYCLE TOUR

Traverse some of the oldest and most culturally rich streets the capital boasts - on a bicycle.

from USD 31.13 [VIEW DETAILS](#)



SHOREDITCH PUB CRAWL

Go beyond the standard tourist trails and discover the very best nightlife in Shoreditch.

from USD 12.48 [VIEW DETAILS](#)

[CONTINUE TO PASSENGER INFO >](#)

All tickets are nonrefundable

Change and Cancellation Fees May Apply. General Fare Terms and Conditions:

ite. Lucky you!
always revert to our old booking engine or contact us at wow@wow.is



TOURS & ACTIVITIES

All Destinations

The Golden Circle Tour

Game of Thrones Revisited

Northern Lights by Boat

Blue Lagoon Transfer

Airlines



I HEART REYKJAVIK

Our Tours

The I Heart Reykjavik Walking tour

Walking and whale centre tour

Bloggers



mbl.is | iceland monitor

Iceland Travel

POPULAR DAY TOURS

Whale Watching from Reykjavik

Golden Circle and Dettifoss Waterfalls

Golden Circle Afternoon

Northern Lights Mystery

Online newspapers



KEXLAND

Other Adventures

Reykjanes Peninsula

Snaefellnes Peninsula

The beautiful south coast

Fjords & into the interior

Southern Iceland

Underworld - Lava mining adventure

The Icelandic horse - Lava tour

Glacier Hiking

Walk through ice caves

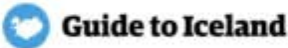
Lava tubing, caving

Cool glacier and hot springs

The golden circle

Hotels

Bokun is the only distribution platform which is integrated with all the major resellers ... and many more

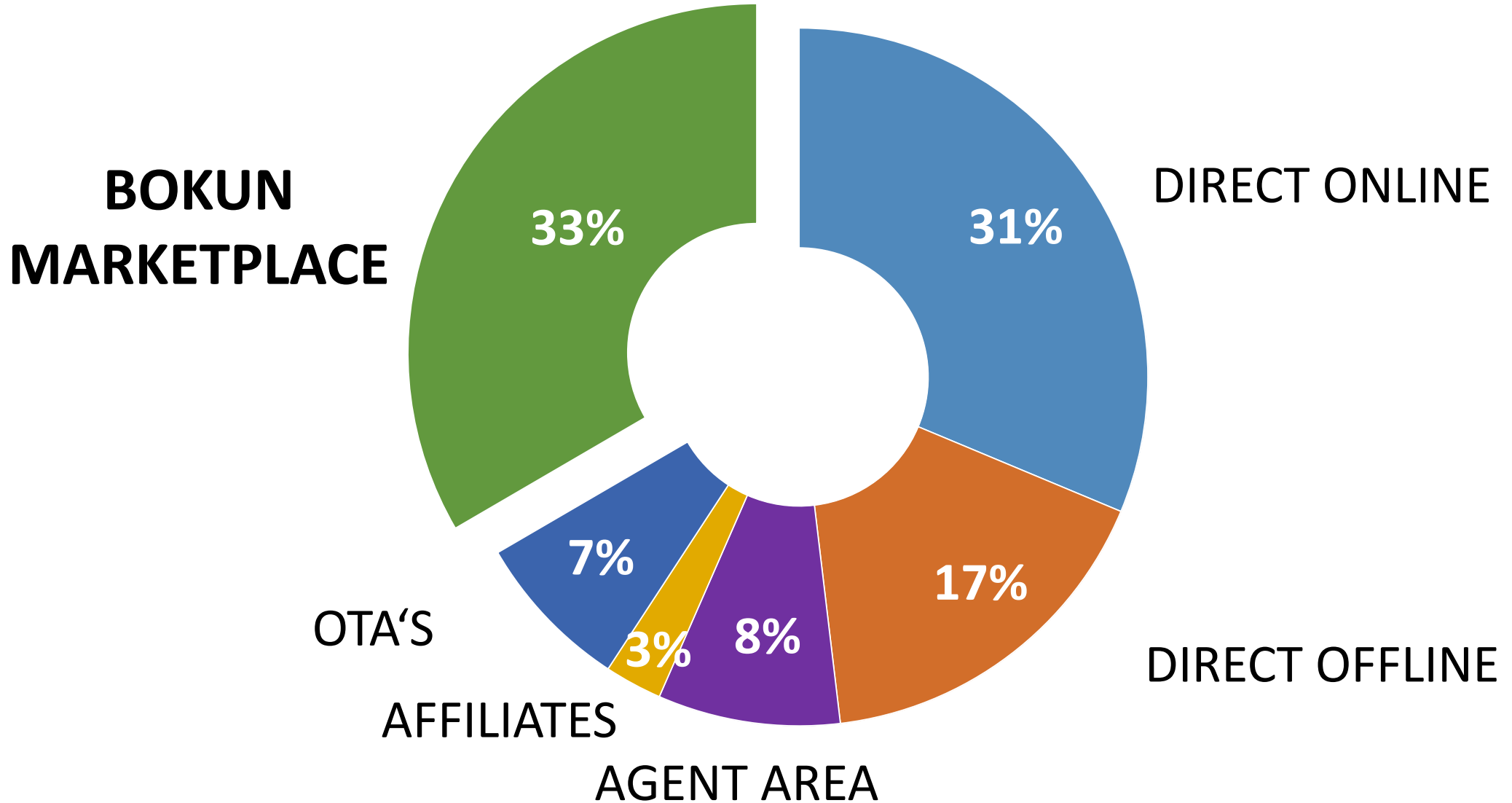


Is it really this simple?



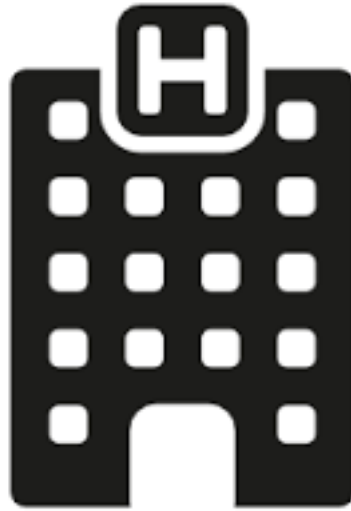
How does it work?

DISTRIBUTION CHANNELS





Accommodation
9% of total bookings



**Accommodation:
Sell more tours and activities
tickets than the global OTAs.**

**Still don't see it as service to create customer loyalty,
but instead a way to pay the concierge's salary.**

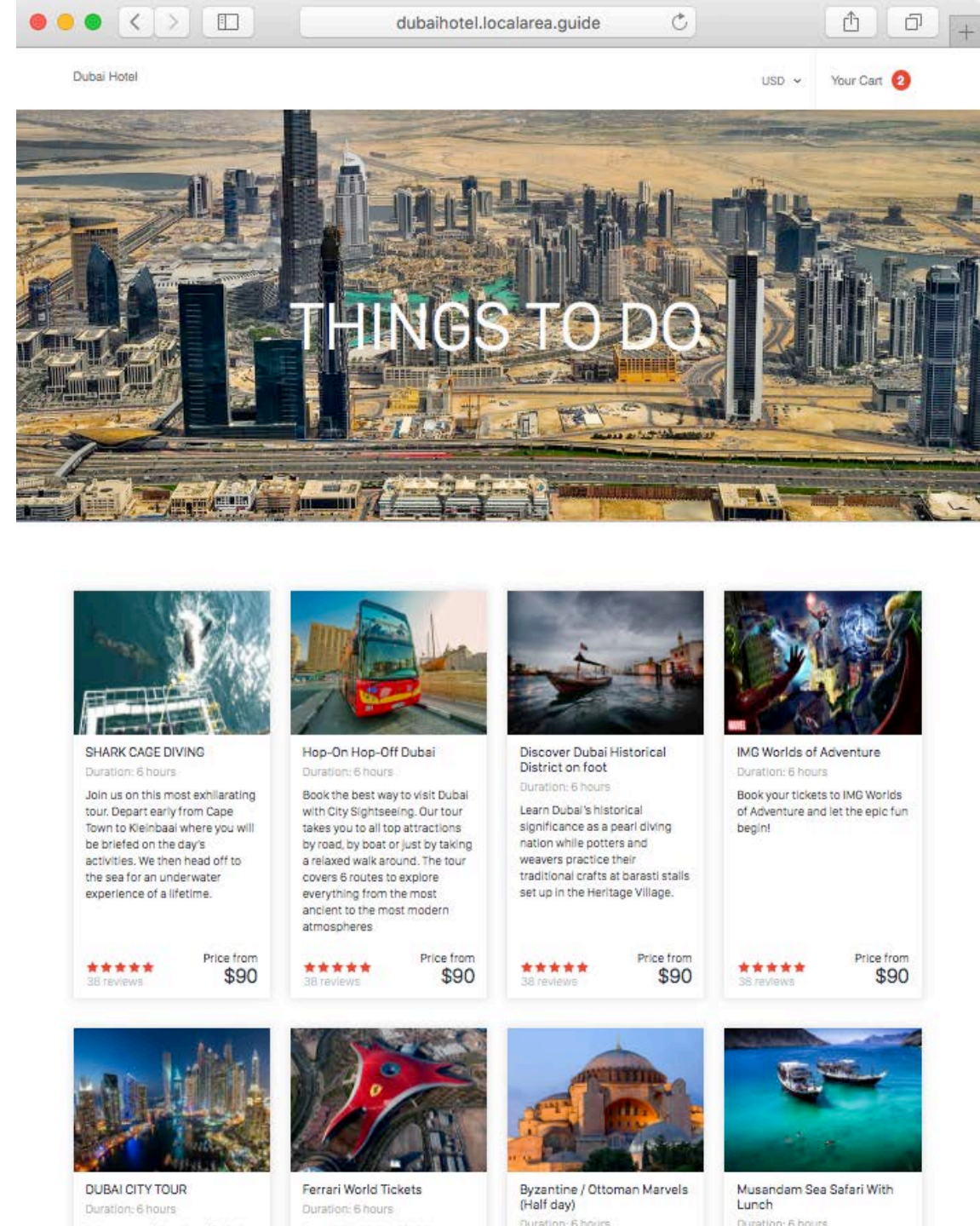
What are Storefronts?

Bokun Storefronts create a sales website in one click

WiFi landing page

Turnover €10,812/month

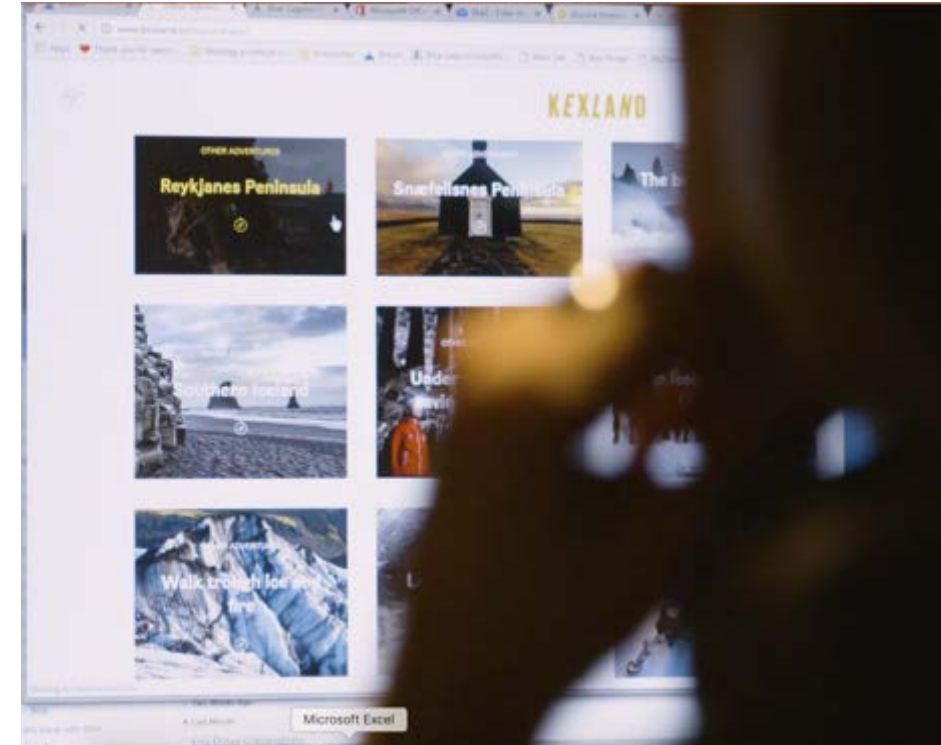
Customer loyalty to hotel's website.

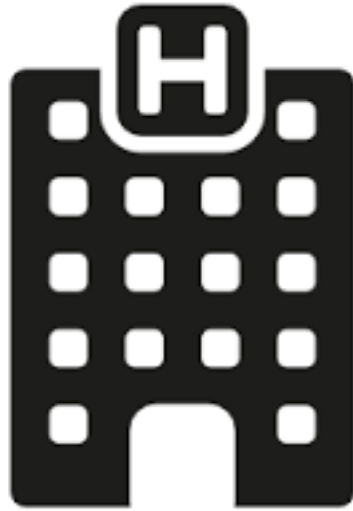


What are Back-end sales?

Hotel Tour-desks

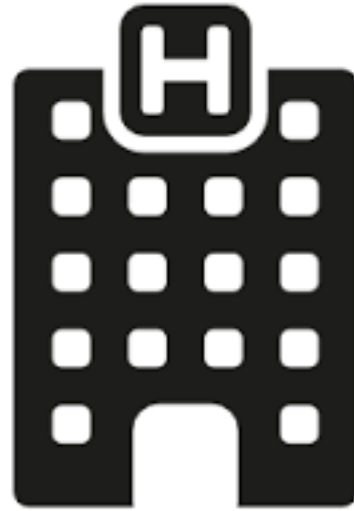
Frontdesk books via backend
Turnover €30-70,000/month





“The tours and activities need to be aligned with our brand”

“We cannot only offer tourist traps...”



“We want to book without communicating with suppliers”

“We need to be able to cancel, change or add to bookings without using email or phone”

Technology is connecting everyone



Cross-selling local partners
Largest sales channel

Suppliers focus: Cross-selling and Combo tours

Hotels a leading reseller

The global B2B distribution system



Powering Global Travel



58,000+ Hotels
in 8,000+ destinations
& 180 countries



16,500+ Tours, Activities
& Transfers in 1,000+
destinations



25,000+ bookings
made every day



50,000+ clients
in over 130 countries



How technology can streamline
Tours & Activities distribution ?

- ✓ Increase local suppliers visibility
- ✓ Capture last minute bookings
- ✓ Maintain sustainable growth
- ✓ Enhance travellers' experience
- ✓ Provide competitive advantage

OUR VISION:

Make Distribution easy for our partners

Connecting the Travel Industry



58,000+
Hotels



16,500+
Tours & Activities

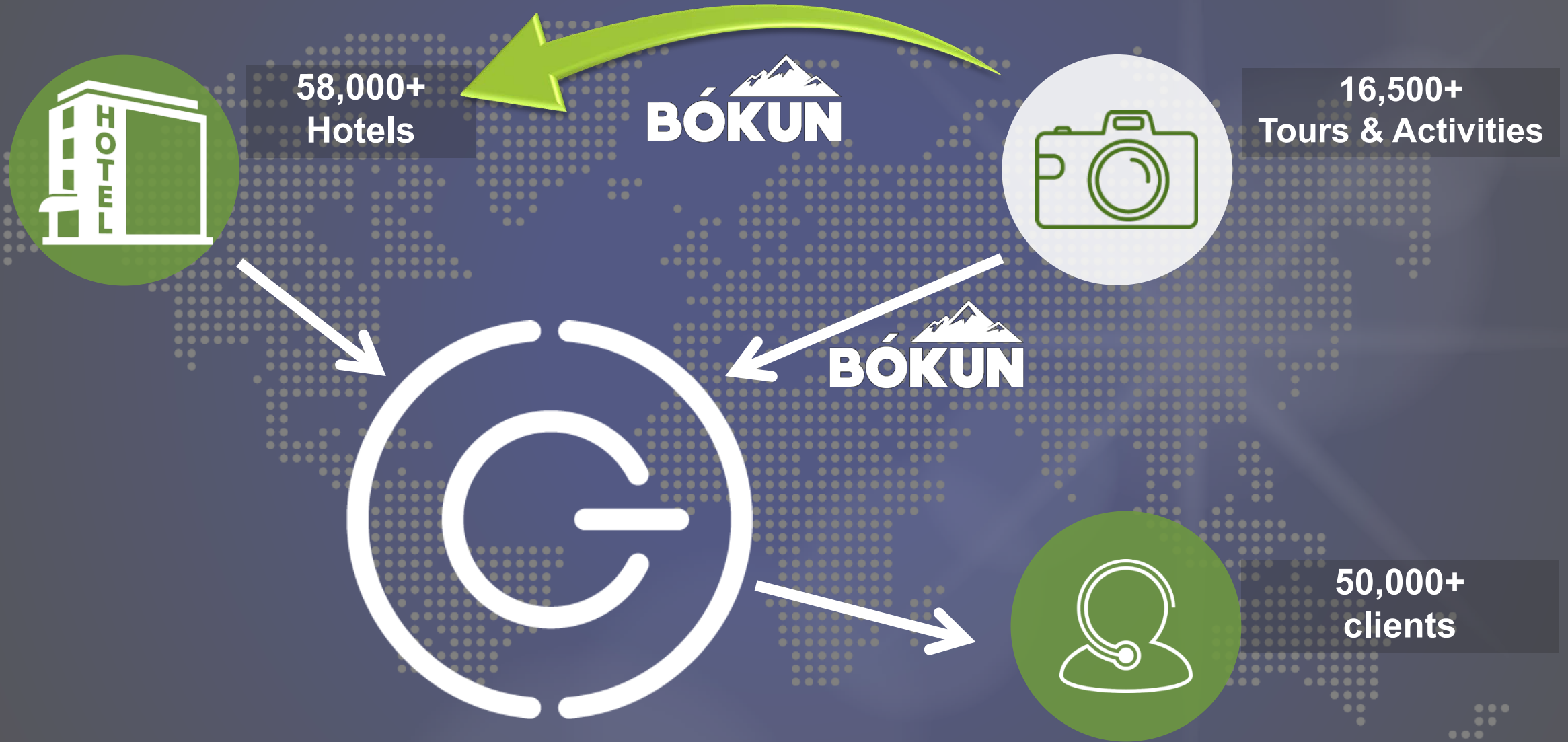



BOKUN



50,000+
clients

Connecting the Travel Industry *tomorrow*





Meet us at our stand!

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stefano.zeni@gta-travel.com