



# Tripadvisor Bókun - markkinapaikka matkailutuotteille

20.11.2018

Tietotalo Infocenter Oy

Jenni Närhi

Turku Business Region

# AGENDA

Tietotalon & Bókunin yhteistyöstä

Matkailumarkkinan muutoksesta

Bókunin päätoiminnallisuuksia

Bókunin hallintaliittymän ominaisuuksia

TIETOTALO

Lomarengas.fi



Terveystalo



VisitKarelia.fi  
Pohjois-Karjala

GOSAIMAA.COM  
Lappeenranta & Imatra region



Holiday Club



LAPPEENRANTA



Rovaniemi

Ruokolahti  
MaaseutuSaaristo

KAJAANIN  
AMMATTIKORKEAKOULU  
UNIVERSITY OF APPLIED SCIENCES

sedu

OMNIA

DASJOKI

Rohkea  
Ranua



JYVÄSKYLÄN AMMATTIKORKEAKOULU  
JAMK UNIVERSITY OF APPLIED SCIENCES

UNIVERSITY OF LAPLAND  
LAPIN YLIOPISTO

Luomu  
Suomen  
Pääkaupunki  
Kiuruvesi

KEITELE

Rovaniemi

Ylä-Savon  
ammattiopisto

LAPIN AMK<sup>7</sup>  
Lapland University of Applied Sciences

IT-talo, jolla vuosien kokemus matkailun  
toimialasta.

- verkko- ja asiointipalveluiden toimittaja  
(Lomarengas) & majoitushaku Ruka
  - destinaatio –yhteistyö
- hotellijärjestelmätoimittajayhteistyö
  - tours & operators –yhteistyö

# Olemme olleet mukana Visit Finlandin Digiroadmap –yhteistyössä



Suomen matkailuala tarvitsee digitalisoitumista!

Lähde <https://www.businessfinland.fi>

# TIETOTALO & BÓKUN

Bókun on myynti- ja sopimushallinta-  
alusta, jonka avulla matkailuaktiviteettien  
tarjoajat saavat varaustilanteensa  
sähköiseen muotoon. Näin tuotteet ja  
palvelut voidaan tuoda helposti kuluttajan  
ostettaviksi verkkosivusto(i)lla. Lisäksi  
Bókunin avulla voidaan vastaanottaa  
maksuja ja tehdä sopimuksia muiden  
toimijoiden kanssa.



## Yhteistyö

- alkoi kaksi vuotta sitten islantilaisen Bókunin tullessa Suomen markkinoille
  - koulutusta ja opastusta
- tiedon jakamista Suomen matkailumarkkinasta
  - teknisiä käyttöönottoprojekteja esim. aluematkailun parissa

## Tietotalo

on tekninen implementointikumppani,  
joka tuo liiketoiminta- ja teknologiaosaamisen  
Bókun-käyttöönottojen tueksi.

Keskitymme alueellisiin kokonaistoteutuksiin  
sekä Bókunin  
API-ratkaisujen toteuttamiseen.

# YHTEISTYÖTÄ BÓKUNIN YMPÄRILLÄ

”Bókunin alusta on toiminut yhtenä Islannin matkailuteollisuuden voimakkaan kasvun katalysaattorina, ja uskomme, että se hyödyttää myös suomalaista matkailuteollisuutta ja tuo matkailuelämykset paremmin asiakkaiden saataville ”, sanoo Finnairin digitalisaatiosta vastaava johtaja Katri Harra-Salonen. ”

Lähde <http://news.cision.com/fi/finnair>



OUR VISION:  
DISRUPT THE HOLIDAY INDUSTRY BY CREATING  
UNIQUE NORDIC EXPERIENCE THROUGHOUT THE  
ENTIRE CUSTOMER JOURNEY.

Finnairin suunnitelmat ovat  
lisänneet kiinnostusta Bókunia kohtaan

BÓKUN JA  
YMPÄRÖIVÄ EKOSYSTEEMI

Bókun on markkinapaikka, jossa yksittäiset toimijat voivat myydä palveluita ristiin sekä tarjota niitä myyntiin globaaleille toimijoille. Sen ympärille on muodostunut matkailun **ekosysteemi.**



“In an industry marked by thousands of suppliers and an ever-increasing number of sales channels, is there a place for a collaborative concept that can transform fragmentation into a cohesive concept in which everybody wins?”

Lähde <https://www.phocuswire.com/>

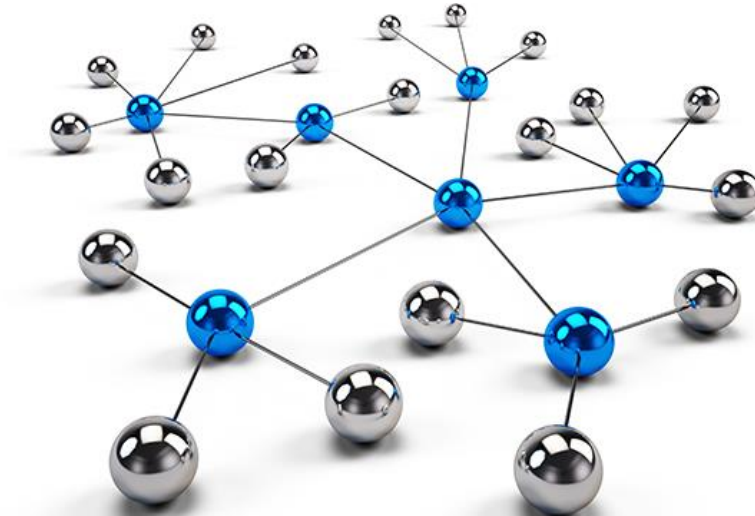
“To meet customers’ rising expectations, companies are extending their range of products and services as never before. They are also making alliances with other companies, even competitors, to create complementary networks of offerings and services. The resulting ecosystems of businesses may come to define the global economy.”

Lähde <https://www.mckinsey.com/>

“Engaging in digital ecosystems requires a new set of managerial skills and capabilities.

How quickly companies develop them will determine if they succeed in the ecosystem economy.”

# Esimerkki ekosysteemiajattelusta



# ISLANNIN MATKAILUMARKKINA



Lähde <https://icelandmonitor.mbl.is/travel/>

# INTERNATIONAL VISITORS AND CRUISES

## FOREIGN TOURISTS TO ICELAND

The number of foreign visitors to Iceland has nearly quadrupled since 2010. The average yearly growth rate has been 24.3% since 2010. The biggest increase was from 2015 to 2016, or 39.0%.

	Number of visitors
2010	488,600
2011	565,600
2012	672,800
2013	807,300
2014	997,300
2015	1,289,100
2016	1,792,200
2017	2,224,600

	Proportional increase
2010-11	15.7%
2011-12	18.9%
2012-13	20.0%
2013-14	23.5%
2014-15	29.2%
2015-16	39.0%
2016-17	24.1%
2010-17*	24.3%

\*Average yearly growth rate

VUONNA 2018 TRIPADVISOR OSTI  
BÓKUNIN



# BÓKUNIN OMINAISUUKSIA

Bókunin mukaan se on “ainoa varauspalvelu,  
jonka aktiviteetteja myyvä yritys online-  
myyntiinsä tarvitsee”.

Tuotteiden luominen ja lokalisointi on helppoa. Kaikkea tuotetietoa hallitaan Bókunin hallintaliittymän kautta.

- teksti ja kuvat, videot,
  - kartat
- luokittelu kategorioihin
  - kieliversiot
- yhteistyökumppanit & ristiinmyynti

Hinnoitteluominaisuudet ovat joustavat.

Tuotteilla voi olla useantyyppisiä hintoja (perheet, aikuiset, lapset jne) ja lisäksi eri kanaville voidaan luoda oma hinnastonsa (jälleenmyyjät, kuluttajat).

Inventaariota sekä resursseja voidaan ylläpitää ja muuttaa reaaliaikaisesti.

Useampi toimija voi myydä tuotteitaan pakettina.

Tuoteoston yhteydessä asiakkaalle voidaan tarjota tuotteeseen liittyviä lisäpalveluita.

Online-varausjärjestelmän luominen on helppoa, eikä vaadi teknistä osaamista.

Tuotteet voidaan viedä sivustolle ns. widgetinä, josta muodostuu tuotekortti.

Käytännössä tuotteen tiedot viedään verkkosivustolla tekstikenttään aivan kuten vaikkapa YouTube-video.

Myös API-rajapintoja voidaan hyödyntää.

Maksutapojen hallinta on sisällytetty alustaan,  
samoin kuin peruutusten sekä hyvitysten  
hallinta.

Maksutapojen tarjoajia on useita, mukaan lukien  
suomalainen Paytrail.

Raportointitoiminnallisuudet ovat monipuoliset.

Matkustajalistat (esim. pick up-list) saadaan kätevästi alustan kautta.

Tuki palvelee arkisin.



Bókuniin on sisäänrakennettuna kanavien hallinta (MyAllocator).

Bókunin kautta toimijalla on pääsy globaaleihin OTA-kanaviin (Viator, Expedia).

Yhteistyökumppanien kanssa tehtävien yhteistyösopimusten, samoin kuin komissioiden hallinta on helppoa.

Tulojen jakaminen yhteistyökumppanien kesken on käy suoraan alustan kautta.

Markkinapaikka helpottaa yhteistyökumppanuuksien solmimista.

Kaikki toimijat ovat nähtävissä markkinapaikalta ja kenelle tapansa voi ehdottaa myyntiyhteistyötä.

Hinnoittelu  
on läpinäkyvää.  
Hinta on 0.1%  
kuukausittaisesta liikevaihdosta  
(+alv.) (max. 2500€)  
Käyttäjämäärää tai markkinapaikalla tehtäviä  
sopimuksia ei hinnoitella erikseen

Lähde  
<https://bokun.io>

## Bókun

- otettavissa käyttöön itsenäisesti  
ja käytännössä ilmaiseksi
- testatkaa ja kokeilkaa, sopiiko se teille
- autamme tarpeen tullen!

VERKOSTA OSTETTAVA  
MATKAILUTUOTE

- visuaalisesti ja sisällöllisesti edustava
  - aina ostettavissa
- helposti hahmotettavissa & ymmärrettävissä
  - myytävissä tiettyyn aikaan etukäteen määriteltynä ajanjaksona
  - myytävissä lyhyellä cut-off -ajalla

HUOM! Tuotteiden hinnoittelun tulee kestää myyntikomissio!

Aina, kun perinteisessä myyntikanavissa myyty tuote viedään digitaalisiin kanaviin, täytyy sen ominaisuudet käydä läpi ja pohtia huolellisesti, miten tuotteesta tehdään digitaalisiin kanaviin sopiva.

Tuoteilmoituksen täytyy siis perustella kuluttajalle kerralla, miksi tuote on ostamisen arvoinen!



# ESIMERKKEJÄ MARKKINASTA

# SERLACHIUS MUSEO

## Day Off at Serlachius

🕒 1 days / 🏠 Very easy

Serlachius - Two Exciting Museums and Top Restaurant in the Beautiful Finnish Lakeland



Serlachius, the combination of national art treasures, internationally awarded architecture, exciting history and excellent cuisine, offers you an invigorating stay in the midst of beautiful Finnish nature. Explore our various exhibitions and interesting surroundings, borrow a bike or Nordic walking poles and take a turn in the Art Town Mänttä. Or perhaps you would like to have a picnic in the fine park of Serlachius Museum Gösta and row a boat on the lake close by? Bicycles, Nordic walking poles and rowing boats can be borrowed with the price of the museum's entrance fee. Welcome to the Finnish top sight!

### What's included?

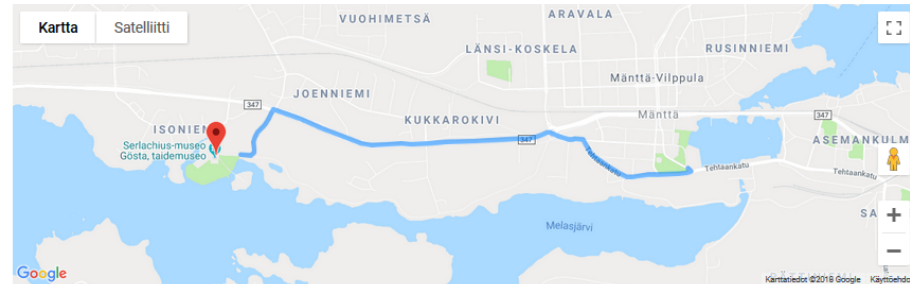
- Entry or admission fee

Loan of bicycles, Nordic walking poles and rowing boats (summertime) is included in the entrance fee.

### Please note

- Stroller / pram accessible
- Wheelchair accessible
- Accessible for those with limited mobility
- Accessible for those with limited eye sight
- Public transportation nearby

### Map overview



#### Experience type

Multi day tour

#### Duration

1 days

#### Booking in advance

Can be booked until last minute

#### Physical difficulty level

Very easy

#### Supported accessibility

[Wheelchair](#) [Limited mobility](#) [Limited sight](#)

#### Categories

[Museums / exhibitions](#) [Sightseeing attraction](#) [Arts / culture](#) [Photography](#)  
[Nature](#) [Culinary](#) [Family friendly](#) [Eco friendly](#) [Luxury](#) [Rainy day](#)  
[Group friendly](#) [Indoor](#) [Outdoor](#) [Couples](#) [Senior](#) [Youth](#)

#### Reading material

[English](#) [Finnish](#) [Swedish](#)

MUUMIMAAILMA



Taikuri ja kadonnut  
kuningasrubiini - Muumimaailma  
yhden päivän lippu 2018

Taikuri ja kadonnut kuningasrubiini -  
Muumimaailma yhden päivän lippu 2018 EUR  
19 (Portilta ostettuna EUR 21)

Hinta alkaen  
**€19**

VARAA NYT



Taikuri ja kadonnut  
kuningasrubiini - Muumimaailma  
Perhelippu 4 henkilöä 2018

Taikuri ja kadonnut kuningasrubiini -  
Muumimaailma yhden päivän Perhelippu 4  
henkilölle 2018 EUR 72 (Portilta ostettuna EUR  
80)

Hinta alkaen  
**€72**

VARAA NYT



Taikuri ja kadonnut  
kuningasrubiini - Muumimaailma  
Perhelippu 5 henkilöä 2018

Taikuri ja kadonnut kuningasrubiini -  
Muumimaailma yhden päivän Perhelippu 5  
henkilölle 2018 EUR 87,50 (Portilta ostettuna  
EUR 97,50)

Hinta alkaen  
**€87.5**

VARAA NYT

KEMI

# KEMI



Since 1996 we have built this incredible Castle every winter, using only snow and ice from sea water as building material. Within the snowy walls, there opens up shining white pathways, leading the visitor to fairytale-like sceneries. Gorgeous snow sculptures, one more beautiful than the other, decorate the Castle walls. Overnight in the SnowHotel, with gorgeously decorated snow rooms, is a true arctic adventure.





# KEMI

## Tickets

Enjoy a day of fun in the Kemi SnowCastle

From **29 €**

Entrance to the SnowCastle on the chosen date

Entrance to the all year round SnowRestaurant on the chosen date

Optional guided tour of the castle

[BOOK NOW](#)

## SnowRestaurant Menu

Enjoy the amazing snowart while having a meal by the ice tables in the SnowRestaurant

From **51 €**

Starter

Main course

Dessert

[BOOK NOW](#)

Enjoy a day of fun in the Kemi SnowCastle. Add a guided tour to make your winter adventure even more memorable!



Description

Meeting points

The annual Kemi SnowCastle will be open again from January 19. to April 13. 2019, daily 10:00 - 18:00. It will house the SnowHotel and the IceBar. Entrance to the SnowCastle also includes entrance to the all new all year round SnowRestaurant.

**Available services:**

- 11:00 Guided tour of the castle
- 17:00 Guided tour of the castle

December 2018						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	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	29	30
31	1	2	3	4	5	6

= Available  = Sold out

**Rate**

Day ticket

**Dates**

Thu 27.Dec'18 10:00

**People**

Adults Children 4-11 years Children 0-3 years

1

0

0

Adults €29, Children 4-11 years €17.4, Children 0-3 years €0

Total: €29

Book

VIATOR

# VIATOR



BÓKUN  
HALLINTALIITTYMÄN JA  
TOIMINTOJEN ESITTELY



## New experience

[Go to overview](#)

## EXPERIENCE

## ● Title and type

Time, date, or pass

Duration

Booking cutoff

Categories &amp; themes

Location

Description

Photos

Videos

Inclusions

Exclusions

Know before you go

What to bring


Tickets

Advanced

## MEETING POINTS

How to get there?

Meeting points

Pick-up service Pick-up config Drop off service 

## AVAILABILITY

Hey! You're currently trying out the BETA Experience Editor and we would love to hear some feedback from you.

## Title and type

**Title \*****Product code***(Optional) Add your internal product code***Type \*****Tour / Activity**

If your experience is a tour or an activity, select this option.

**Attraction**

Something to see? Beautiful landscape and historic marks? Attraction it is.

**Event**

If your experience is an event this would be the perfect choice.



## Jenni's new experience product

[Go to overview](#)

### EXPERIENCE

Title and type ✓ **Time, date, or pass**

Duration

Booking cutoff

Categories &amp; themes

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### MEETING POINTS

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Pick-up config

Drop off service

## Time, date, or pass

Scheduled start times, dates, or just a pass?



### Date and time

Customers select both date and time when booking this product



### Just date, no time

Customers must select a date when booking, but no need to specify time within the day



### Pass

No date is selected when booking this product. It is more of a pass than a date based ticket

[Back](#)[Save & Continue](#)



## Jenni's new experience product

[Go to overview](#)

### EXPERIENCE

Title and type ✓

Time, date, or pass

**Duration**

Booking cutoff

Categories &amp; themes

Location

Description

Photos

Videos

## Duration

Set the duration length for your experience, you should include the travel time so your customer knows exactly how long it will take

Days  Hours  Minutes

[Back](#)[Save & Continue](#)





Bookings ▾

Products ▾

Reports ▾

Contracts 4 ▾



## Jenni's new experience product

[Go to overview](#)

### EXPERIENCE

Title and type ✓

Time, date, or pass

Duration

• **Booking cutoff**

Categories & themes

Location

Description

Photos

Virtual

## Booking cutoff

How close to the experience start time can you take your final booking? \*

*The closer to the start time you leave it the more bookings you will get.*

I take bookings right up until the start time of the experience ▾

Back

Save & Continue



Bookings ▾

Products ▾

Reports ▾

Contracts **4** ▾



## Jenni's new experience product

[Go to overview](#)

### EXPERIENCE

Title and type ✓

Time, date, or pass

Duration

Booking cutoff

Categories & themes ✓

• **Location**

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Videos

Inclusions

## Location

Choose the correct location for your experience

Location \*

Click here or start typing to select a location



Back

Save & Continue



## Jenni's new experience

## product

[Go to overview](#)

## EXPERIENCE

Title and type ✓

Time, date, or pass

Duration

Booking cutoff

Categories & themes ✓

Location

## • Description

Photos

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## MEETING POINTS

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Pick-up config

Drop off service

## Description

Describe what you'll do

### Short description

*Brief overview of the experience - this will be displayed on product cards in search results.*

### Description

Normal ▾

14 ▾

**B***I*U

☰

☰

☰

☰

☰

☰

This is an interesting experience that takes you|...

[Back](#)[Save & Continue](#)



## Jenni's new experience product

[Go to overview](#)

### EXPERIENCE

Title and type ✓

Time, date, or pass

Duration

Booking cutoff

Categories & themes ✓

Location

Description ✓

### • Photos

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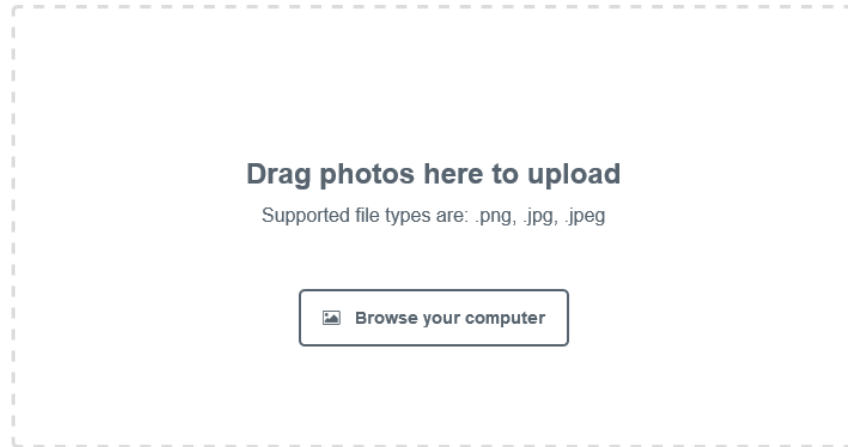
### MEETING POINTS

How to get there?

Meeting points

## Photos

Customers purchase with their eyes, choose good photos that highlights this experience

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## Jenni's new experience product

[Go to overview](#)

### EXPERIENCE

Title and type ✓

Time, date, or pass

Duration

Booking cutoff

Categories & themes ✓

Location

Description ✓

Photos

• **Videos**

Inclusions

Exclusions

Know before you go

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### MEETING POINTS

How to get there?

## Videos

Add videos to your experience by adding video URLs below (Supported video links are: YouTube, Vimeo)

### Video links

*Paste in links from Youtube / Vimeo below and we will take care of the rest.*

[+ Add another one](#)

[Back](#)

[Save & Continue](#)



## Jenni's new experience product

[Go to overview](#)

### EXPERIENCE

Title and type ✓

Time, date, or pass

Duration

Booking cutoff

Categories & themes ✓

Location

Description ✓

Photos

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• **Inclusions**

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### MEETING POINTS

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## Inclusions

Tell the customer what is included in this experience

### Inclusions

Use the inclusions to highlight any fees, equipment, or other items that are included in your pricing.

If you need to add more details about what is included, you can use the text field below.

Normal ▾ 14 **B** *I* U

### Languages

- The experience has a live guide
- We offer audio guide / headphones
- Reading material is available



## Jenni's new experience product

[Go to overview](#)

### EXPERIENCE

Title and type ✓

Time, date, or pass

Duration

Booking cutoff

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### • Exclusions

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### MEETING POINTS

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## Exclusions

Tell the customer what is not included in this experience

### Exclusions

*Is there something that's not included but can be purchased on the day of travel?*

*If you need to add more details about what is excluded, you can use the text field below.*

Normal ▾ 14 ▾ **B** *I* U ☰ ☷ ☹ ☺ ☻ ☼ ☽ ☾ ☿ ♁ ♃ ♅ ♇ ♈ ♊ ♌ ♎ ♏ ♐ ♑ ♒ ♓ 🔗 🔗 🗑️ ↶ ↷

Note! This excursion does not include any additional winter clothing, therefore you should be aware of the weather conditions!

[Back](#)[Save & Continue](#)



## Jenni's new experience product

[Go to overview](#)

### EXPERIENCE

Title and type ✓

Time, date, or pass

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**Know before you go**

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### MEETING POINTS

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Drop off service

## Know before you go

What should travelers know before they book?

*If there are other things you want to mention, you can use the text field below.*

Normal ▼ 14 ▼ **B** *I* U

Physical difficulty level\*

Age limit



There is no age limit for this experience





Bookings ▾

Products ▾

Reports ▾

Contracts 4 ▾



## Jenni's new experience product

[Go to overview](#)

### EXPERIENCE

Title and type ✓

Time, date, or pass

Duration

Booking cutoff

Categories & themes ✓

Location

Description ✓

Photos

Videos

Inclusions

Exclusions

Know before you go

• **What to bring**

Tickets

Advanced

## What to bring

What should customers bring to this experience?

Rich text editor toolbar with options: Normal, 14, Bold (B), Italic (I), Underline (U), Bulleted list, Numbered list, Decrease indent, Increase indent, Link, Unlink, Image, Undo, Redo.

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[Save & Continue](#)



Bookings

Products

Reports

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## Jenni's new experience product

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### EXPERIENCE

Title and type ✓

Time, date, or pass

Duration

Booking cutoff

Categories & themes ✓

Location

Description ✓

Photos

Videos

Inclusions

Exclusions

Know before you go

What to bring

**Tickets**

Advanced

## Tickets

Set up custom options for the tickets that the customer receives after booking this experience

### Ticket per participant

One ticket per participant as opposed to one ticket per booking

### Override barcode format

Use a barcode format other than the vendor's default format

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## Jenni's new experience product

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### EXPERIENCE

- Title and type ✓
- Time, date, or pass
- Duration
- Booking cutoff
- Categories & themes ✓
- Location
- Description ✓
- Photos
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- Inclusions
- Exclusions
- Know before you go
- What to bring
- Tickets

### • Advanced

### MEETING POINTS

- How to get there?
- Meeting points
- Pick-up service
- Pick-up config
- Drop off service

Hey! You're currently trying out the BETA Experience Editor and we would love to hear some feedback from you.

## Advanced

Advanced options for your experience can be set here

### Customized bookings

Allow bookings with customized start times and prices (such bookings do not affect availability)

### Combo experience

This experience is a combination of other experiences

### Flags

Select... ▾

### Keywords

*This can be used for filtering and search engine optimization.*

Select... ▾

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[Save & Continue](#)

# RAPORTIT



Bookings ▾

Products ▾

Reports ▾

Contracts 4 ▾



Jenni N. ▾

# Sales overview report

Sales overview report gives you information on your sales

Product booking feed

Booking ref., Name, Notes, Email address

Paym

Booking ref

Search

Clear

More search options

Travelled

2018-11-01 - 2018-11-30

Total bookings	Total price	Avg price	Max price
0	€0.00	€0.00	-Infinity

- Sales overview report
- Income Statement
- Experiences
- Experience Sales
- Accommodation

Review dashboard

- Pick-up list
- Passenger list
- Transport passenger list
- Departure statistics

- Affiliate Sales
- Agent Account Transactions
- Agent Overdraft Overview
- Agent Sales
- Payment list

Marketplace Invoice Report


- Hotel Report
- Occupancy report

Custom reports

Audit trail report

Sales segment

Sales segment


Asthildur from Bökun
✕

Hi Jenni,

We're excited to tell you that we've just made two changes in Bökun!

- We've changed our name for "Tours and activities" to "Experiences."





Bookings ▾ Products ▾ Reports ▾ Contracts 4 ▾

feed Add

- Accommodation
- Experiences
- Close auto
- Pick-up places
- Show Excursions

shows your incoming ... in the order of their booked time. Newest bo

Name, Notes, Email ... Ext. booking ref



# MARKKINAPAIKKA & MYYNTIKANAVAT

Marketplace ➤ Incoming proposals

The Marketplace gives you access to sellers and suppliers. You can set up contracts with each of them allowing you both to benefit from cross-selling. [Read more](#)

search... Finland All Search Clear

Showing results 1 - 51 of 276


**Bomban kesäteatteri**  
*Subvendar*

## Kesäteatteri Bombala

✉ kirsikka.partanen@gmail.com  
 🌐 www.bombanteatteri.fi

Supplier

📦 View products  
 💰 View price list  
 📄 View supplier contract

[Viewing to map](#)

Seller

➕ Add as reseller



## 0.7 design Oy

Activities related with Nordic nature, crafts and lifestyle organized by the Archipelago Sea, on beautiful Kimboön island.

☎ +358 44 3009889  
 ✉ info@07design.fi  
 🌐 www.07design.fi

Supplier

📦 View products  
 💰 View price list  
 ➕ Add as supplier

Seller

➕ Add as reseller



## A &amp; R Empresas Finland

☎ +358400747820  
 ✉ sales@empresas.fi  
 🌐 www.holidayspan.fi www.holidayinfinland.fi

Supplier

📦 View products  
 💰 View price list  
 ➕ Add as supplier

Seller

➕ Add as reseller



## A&amp;J Majoitus Oy

☎ +358442167604  
 ✉ info@matkamajoitus.com  
 🌐 matkamajoitus.holidayfuture.com

Supplier

📦 View products  
 💰 View price list  
 ➕ Add as supplier

Seller

➕ Add as reseller



## Aavameri

Aavameri is the #1 provider sea kayaking experiences of the Finnish Archipelago Sea and Archipelago National Park. Awarded in 2018 by Visit Finland as a Top Finnish Authentic Experience in the Outdoor Product range and for sustainable tours m.

☎ +358 50 569 7088  
 ✉ info@aavameri.fi  
 🌐 www.aavameri.fi

Supplier

📦 View products  
 💰 View price list  
 ➕ Add as supplier

Seller

➕ Add as reseller



## Access Lapland Oy

Access Lapland is a company based in Rovaniemi, Finland, with experience of 20 years, specialized in providing premium quality winter activities. In our private Arctic Marina OunasPavilion we have our own ice tarning track and a Cafe facing the river.

☎ +358 40 641 1116  
 ✉ info@accesslapland.com  
 🌐 www.accesslapland.com

Supplier

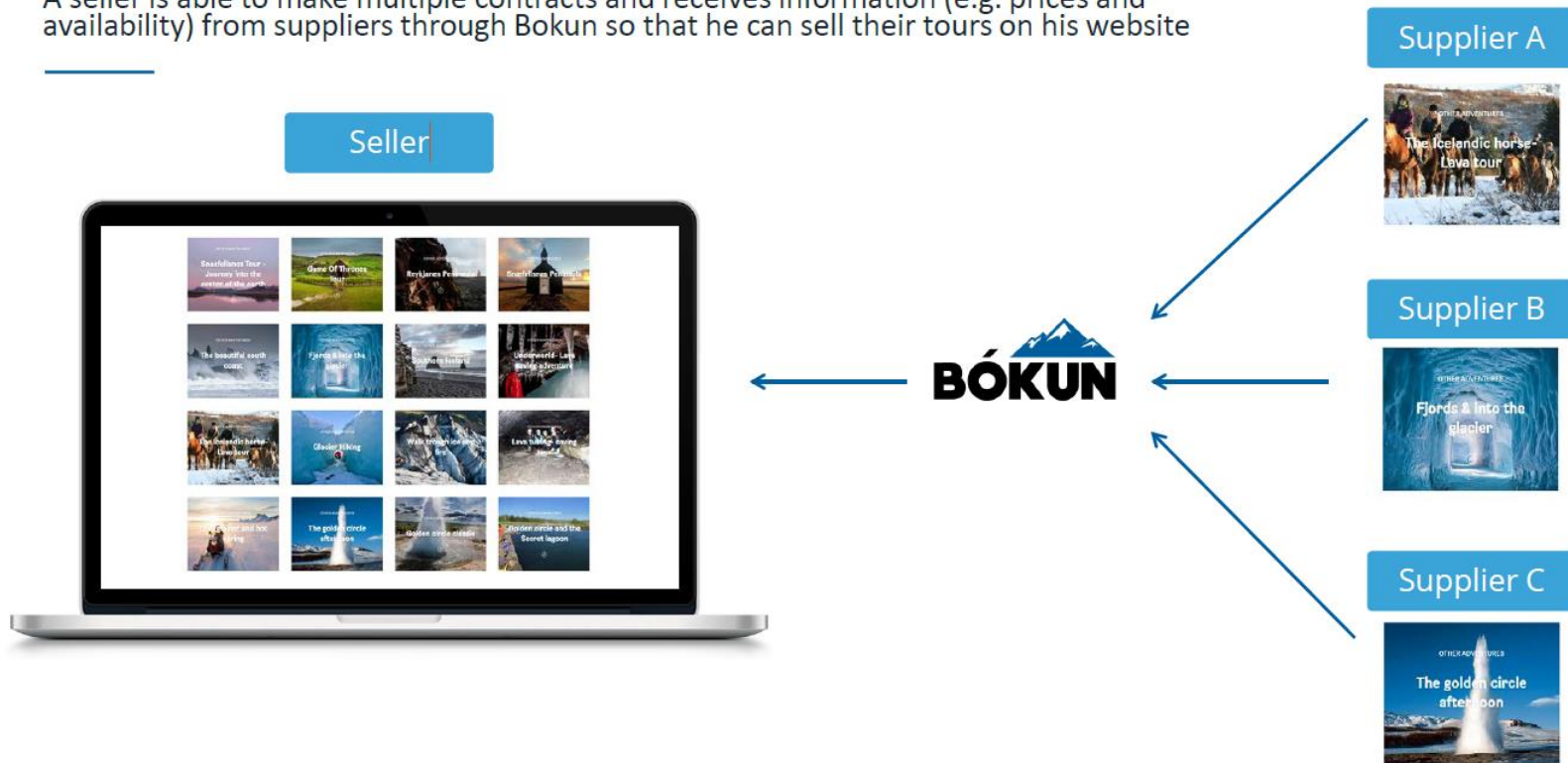
📦 View products  
 💰 View price list  
 ➕ Add as supplier

Seller

➕ Add as reseller

# Bokun Marketplace

A seller is able to make multiple contracts and receives information (e.g. prices and availability) from suppliers through Bokun so that he can sell their tours on his website

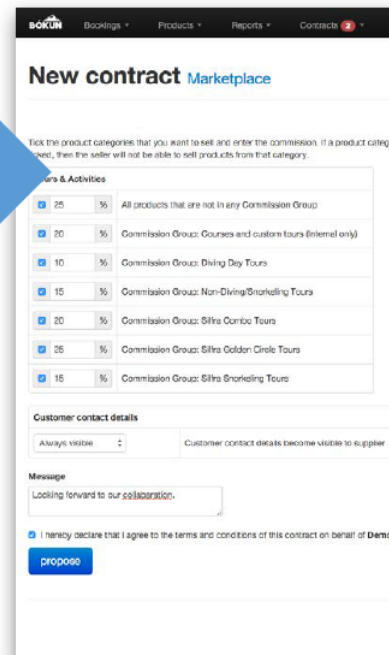
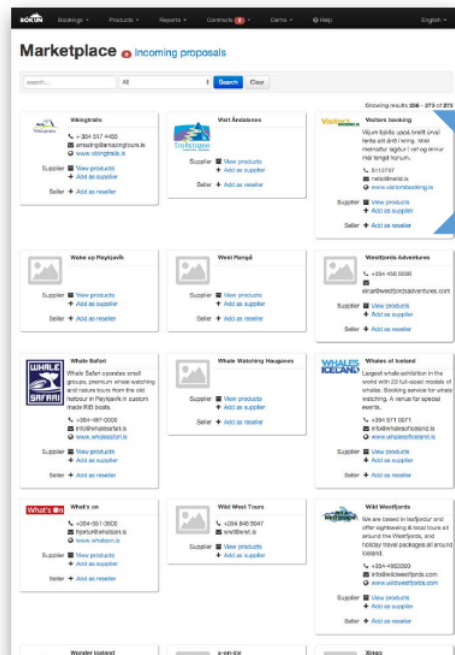




# Bokun Marketplace

Easy to make reselling contracts!

1. Find a supplier or a reseller
2. Make a digital contract proposal through Bokun
3. Other party accepts contract or makes a counter-proposal
4. Start collaboration



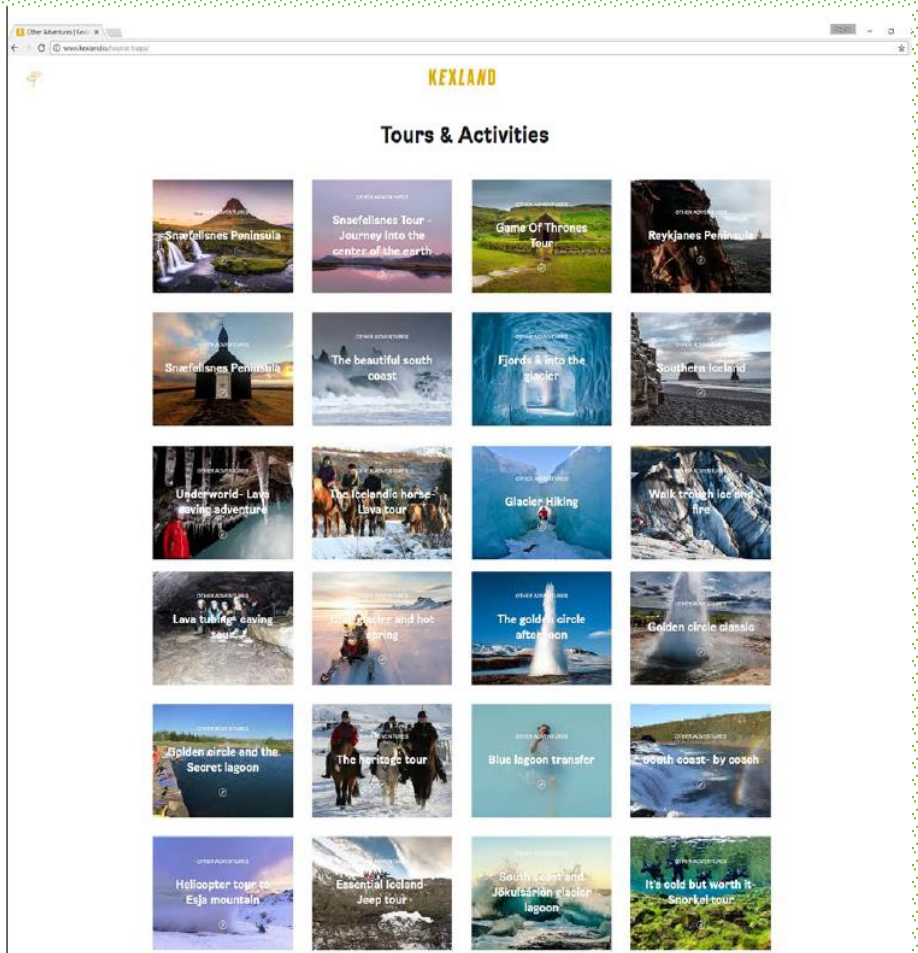
# Cross-selling

Allows you to sell other suppliers products through your own distribution channels (e.g. your website)

Generates a new revenue stream through commission

Increases your product offering through a wide range of products

Allow others to sell your products to increase your product visibility



# Affiliates

Attract customers through influencers

Create partnerships with affiliates through Bokun

Give affiliates (e.g. travel bloggers) an unique tracking code link

The link tracks sales if seller is using the Bokun booking engine

Reward them by sharing the commission with them

Affiliate sales are tracked through reports in Bokun



## Online Travel Agencies (OTAs)

Connect your Bókun account to OTA sellers. [?](#)



Viator.com

Viator is an online and mobile global marketplace for travelers to discover, research and book experiences. Make sure your account with Viator is active before you connect.



GetYourGuide

GetYourGuide is a website where tourists can search and book travel experiences. Make sure your account with GetYourGuide is active before you connect.

active



Expedia local expert

Expedia Local Expert® offers personalized recommendations and assistance in booking events, activities, tours and attractions in over 900 cities worldwide. Make sure your account with Expedia is active before you connect.



MyAllocator



Bookings ▾

Products ▾

Reports ▾

Contracts **4** ▾

[← Sell through this channel](#) [▶ Viator.com](#)

[Go to website](#)

Press "Sell through this channel" to create a contract with this ota. [?](#)

#### Your Viator supplier ID

*This is optional. You can find your supplier ID by signing into your Viator account. It should be the number in the top right hand corner on your Viator account.*

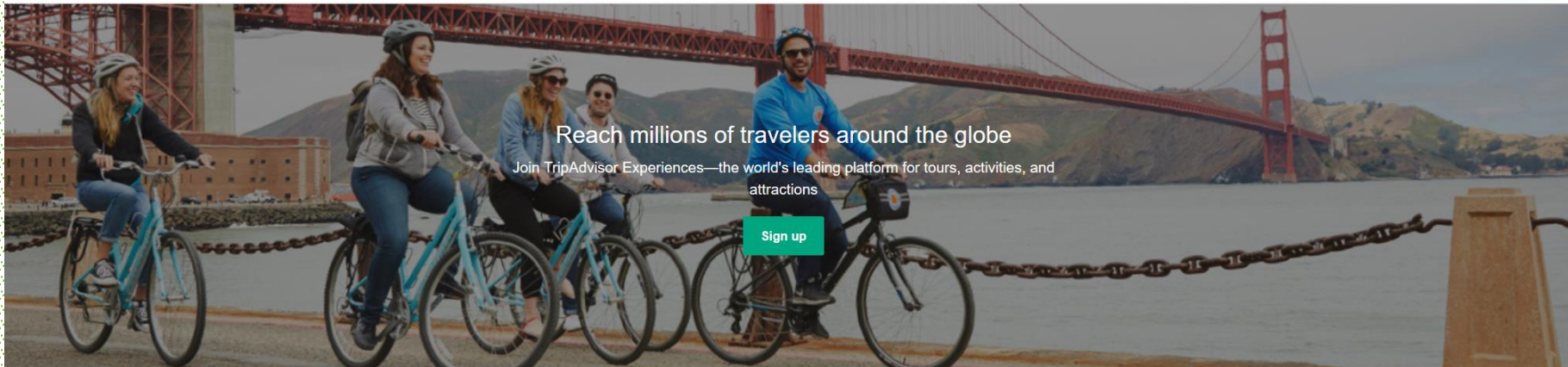
#### API Supplier ID

*Warning: do not change this unless you know what you are doing. This is the API supplier ID generated for your account by Viator.*

#### API key

*Warning: do not change this unless you know what you are doing. This is the API key generated for your account by Viator.*

[Sell through this channel](#)



## Reach millions of travelers around the globe

Join TripAdvisor Experiences—the world's leading platform for tours, activities, and attractions

[Sign up](#)



### Attract more customers

Access millions of customers on TripAdvisor, Viator, thousands of partner sites, and through our global marketing campaigns and travel agent program.



### Boost your sales

Generate bookings months in advance, or at the last minute. Plus you can connect to our API to reflect your latest inventory—which means less work and more bookings for you.



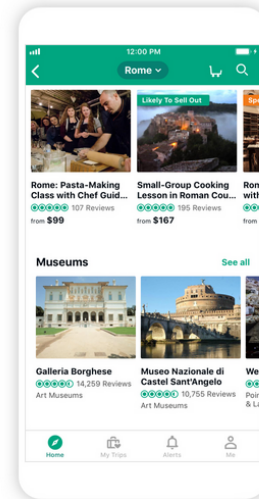
### Get expert resources

Benefit from business tips and industry insights, multilingual customer service, and easy-to-use management tools to maximise your success.

## Why list with TripAdvisor Experiences?

We're the market leader in tours, activities, and attractions. When you list on the TripAdvisor distribution network, you get unparalleled exposure to travelers worldwide—whether you're an established business or a passionate local expert.

- ✓ 455+ million unique monthly visitors
- ✓ 600+ million traveler reviews and opinions
- ✓ 450+ million mobile app downloads



# MISTÄ LISÄÄ APUA?

Bókunin Helpcenterissä (avoin kaikille kirjautuneille asiakkaille – tee tunnukset!) on vastauksia kaikenlaisiin kysymyksiin.

Lisäksi Bokunin Youtube-kanavalla on paljon ohjevideoita:

[https://www.youtube.com/channel/UCxX3xe\\_DPZkrdsOvEYo8\\_kw](https://www.youtube.com/channel/UCxX3xe_DPZkrdsOvEYo8_kw)



ANTOISIA HETKIÄ MYYNNIN PARISSA!