



Digital  
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Delivers.

# What Makes Your Experience Bookable?

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## Introduction

The aim of the *Bookable Experience Development* project is to give you the support you need to develop one or more suitable bookable experiences to start your *Digital That Delivers* transformation journey. This section defines what it means for an experience to be bookable.



What makes it suitable for direct online bookings by individual consumers or for online distribution through connected third party channels, such as an online travel agent (OTA). The benefits of having a diverse mix of sales and distribution channels for your visitor experience are also outlined.

The accompanying documents [Requirements for B2B Online and Referral Bookings](#) and [Requirements for B2C Direct Online Bookings](#) have lots of great practical tips and advice. There's also guidance on how to work with OTAs and details about the type of information they'll need from you.

## What does it mean to be bookable online?

An online bookable experience has the following characteristics:

- ✓ It is clearly defined, so the customer can quickly see that it meets their requirements (in terms of their interests, needs and budget).
- ✓ It is ideally reservable by individuals (i.e., not restricted to groups or minimum numbers).
- ✓ It can be pre-purchased based on real time availability for a given period/time.
- ✓ It has a clear payment policy (e.g., reserve now pay later, deposit or full pre-payment policies).
- ✓ It has clear conditions (e.g., cancellation policies such as change of date, full or partial refund options).
- ✓ It is bookable via an online sales channel such as the experience provider's own brand website, an online travel platform (e.g., [GetYourGuide](#), [Expedia](#), [Viator](#)) or a professional travel buyer's website (e.g., [Kayak](#), [Amadeus](#), [Flight Centre](#)).

# Market-readiness and bookability

A visitor experience should only be made available for sale to a customer when you are confident that it is fully developed or crafted.

It is at this stage that the experience can be said to be market-ready and two perspectives must be addressed:

- ✓ **At the point of sale:** i.e., a clearly defined experience with a well-judged price point that is ready to be purchased online.
- ✓ **At the point of delivery:** i.e., a fully crafted experience that will engage and delight customers at your attraction, your activity or your day tour.



## 3 important points about bookability

01.

Present the visitor experience to the customer in a manner that makes it easy for them to book.

02.

Decide on what platforms the customer will use to book the experience.

03.

Make the process that the customer goes through to book and purchase the experience, simple.

“A visitor experience should only be made available for sale to a customer when you are confident that it is fully developed or crafted.”

# Online bookable experiences at the point of sale

The main sales channels for customers booking a priced experience online are:

- 1. B2C direct online bookings:** the customer (the end user) books directly via an online sales channel such as your own website. The full retail price is charged.
- 2. B2B bookings:** the customer (the end user) books the experience indirectly via a professional travel partner such as an online travel agent (OTA), a tour operator, an online reseller, an online aggregator (whereby availability and prices for experiences are collated in one place so that the lowest price point is clear). Depending on the agreement, partnerships may be based on a zero-charge fee, a commissionable based fee (a percentage of the retail price), or a discount-based fee (a fixed discount off the retail price).
- 3. Referral bookings:** the experience provider receives bookings via partnerships with local, national or global organisations. Examples here could be a partnership between you and an accommodation provider who recommends your experiences to their guests. Depending on the agreement, partnerships may be based on a zero-charge fee, a commissionable based fee (a percentage of the retail price), or a discount-based fee (a fixed discount off the retail price).



## B2C

**Business to Consumer. Where you sell directly to the consumer or end user. There is no intermediary.**

## B2B

**Business to Business. Where you sell to another business (an intermediary) who then sells on to the consumer or end user.**

# Why engage in connected online sales distribution channels?

There are multiple benefits from engaging in diverse B2C and B2B sales channels including:

- 1. Reach:** access to customers from diverse domestic and global markets.
- 2. Effective resource management:** e.g., by using B2B and Referral Bookings, your experience can win new customers while reducing strain on your existing human, time and financial resources.
- 3. Stable revenue generation:** by blending bookings from diverse sales channels and markets, you reduce risk by avoiding over-reliance on limited sources of revenue generation.

## Why work with a distribution partner?

- ✓ Growth.
- ✓ To reach international markets.
- ✓ Fill seats during low season.
- ✓ Last minute sales.
- ✓ Don't have your own online booking.

# How to create your own OTA strategy

There are multiple benefits from engaging in diverse B2C and B2B sales channels including:

- ✓ Define how much you want to sell through an OTA.
- ✓ Determine how much risk you are willing to accept (larger proportion of bookings coming from OTAs equals higher risk).
- ✓ Identify those OTAs best suited to your business goals.
- ✓ Set a clear product strategy.
- ✓ Develop an online marketing strategy that incorporates the OTAs you work with.



Remember, as part of the *Digital That Delivers* programme we will help you to develop this strategy and select the right OTAs for you.