



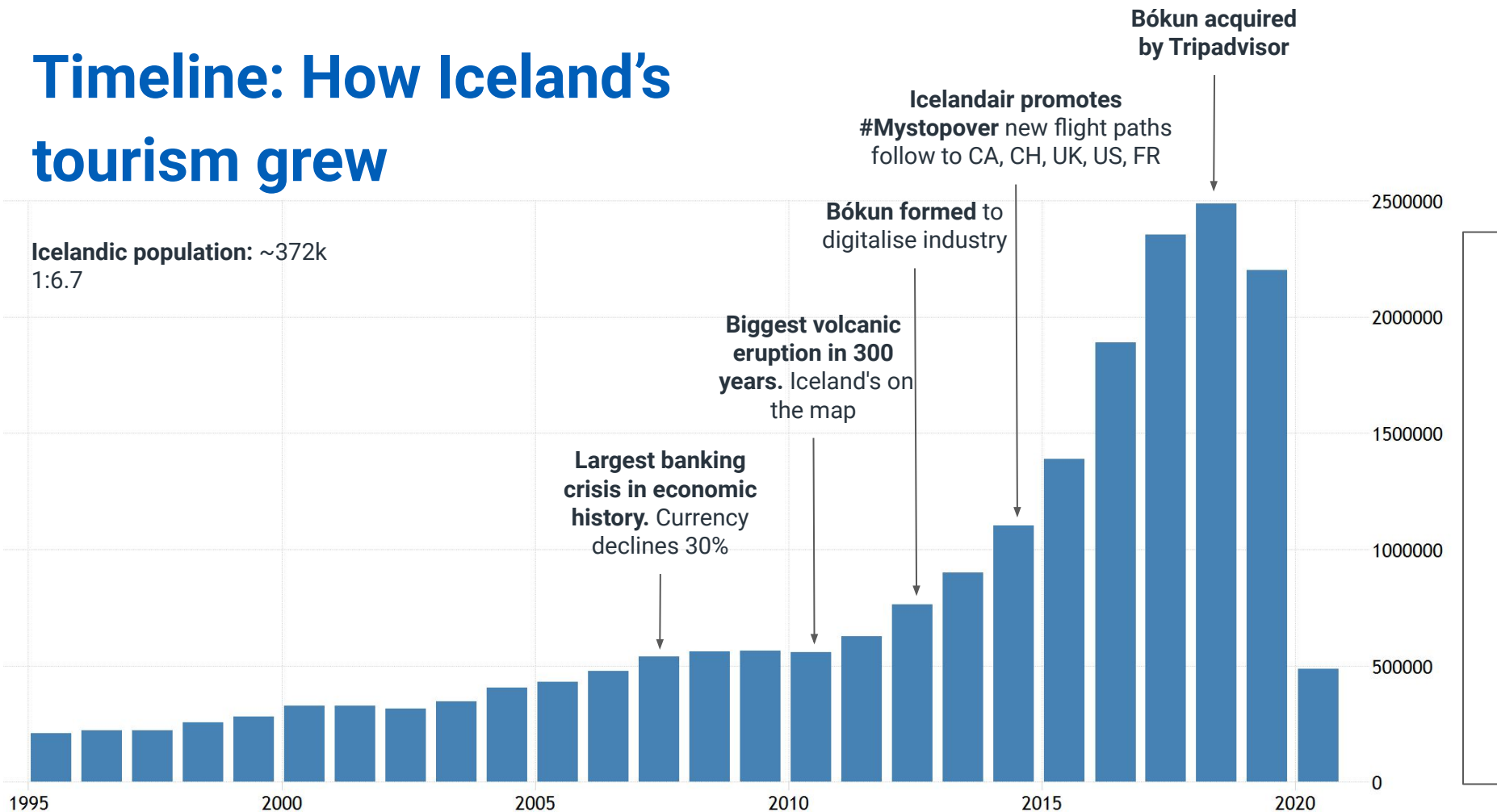
Unlocking your Potential with Digital Distribution: Accelerating Growth in Finland's Tour and Activities Market

June 2023

Sam Jefferies - Growth Marketer at Bókun

Timeline: How Iceland's tourism grew

Icelandic population: ~372k
1:6.7





Real life examples

How did this tourism boom impact tourism companies?

Category: Whale watching

Between 1995 > 2017 the number of average daily whale watching tourists grew from just 5 to 274.

Attraction: Blue Lagoon

Operating since the 1970's, between 1994 - 2018 daily visitors to Blue Lagoon grew from 134 to 3,562.

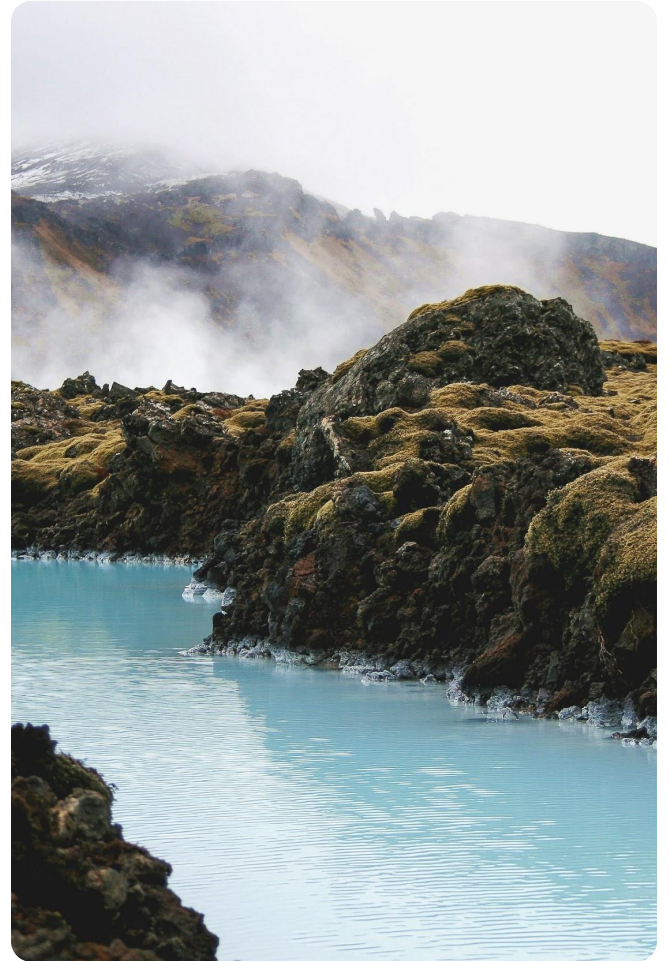
Whale Watching stats:

<https://news.itb.com/topics/adventure-tourism/iceland-banned-whale-hunting/>

Blue Lagoon stats: <https://www.stuff.co.nz/travel/news/100447704/icelands-tourism-dilemma>

Agenda

- 01 How Iceland's tourism grew
- 02 How Bókun fits into Tripadvisor
- 03 Trends in global experiences
- 04 Trends in the Finnish experiences market
- 05 How to get the most out of Digital Distribution



Tripadvisor

viator

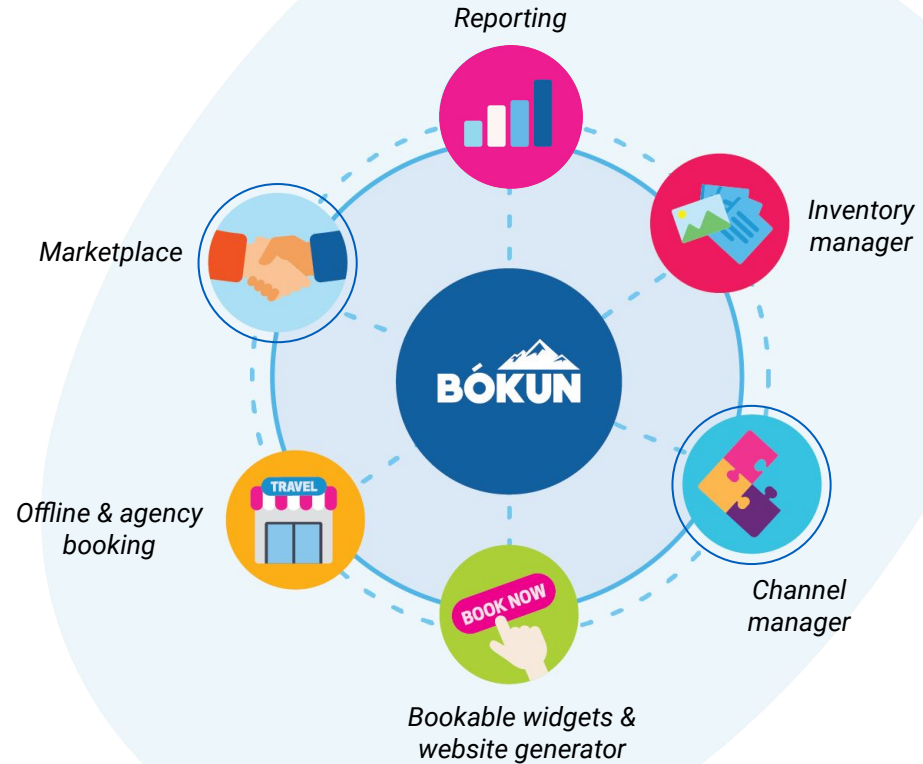
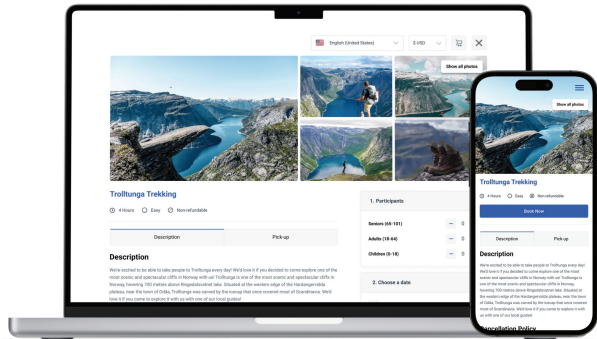
cruise**critic**


BÓKUN



What is Bókun?

Not just a reservation tool but an all-in-one software solution designed to help tour & experience operators get more bookings.



Discover partners

The Marketplace gives you access to resellers and suppliers. You can set up contracts with each of them allowing you both to benefit from cross-selling. ?

Discover partners

Discover products

My Contracts 5

















Contract terms

Conversations

Suppliers Resellers Filters 1

Country: Finland X

Found **1075 resellers** based on your filters Sort by: Relevance

 <p>Civitatis (4205) Sells in: Iceland, Trinidad and Tobago +245 ATV / quad tour, Adrenaline and extreme +87</p>	 <p>Visit Levi (8935) Sells in: Iceland, Germany +49 No categories specified</p>	 <p>Visit Rovaniemi (3237) Sells in: Iceland, Germany +49 No categories specified</p>	 <p>Ruka-Kuusamo Tourist Associa... (2733) No location specified No categories specified</p>
 <p>Musement (1591) Sells in: China, Hong Kong +4 ATV / quad tour, Adrenaline and extreme +88</p>	 <p>Nordic Odyssey (43399) Sells in: Finland, Denmark +2 No categories specified</p>	 <p>Glass Resort Arctic Circle Oy (13068) Sells in: Iceland, Germany +49 Adventure</p>	 <p>Hotelbeds (3387) Sells in: Iceland, Trinidad and Tobago +245 ATV / quad tour, Adrenaline and extreme +82</p>
 <p>Arctic Circle Tourism Information (2706) Sells in: Finland, Norway +2 No categories specified</p>	 <p>Lapland Private Oy (86521) Sells in: Finland Luxury and special occasions, Horseback ri...</p>	 <p>Manawa (8297) Sells in: Iceland, Portugal +30 ATV / quad tour, Adrenaline and extreme +42</p>	 <p>Visit Turku (38829) No location specified No categories specified</p>
 <p>Matkapojat Ok-Matkat Matka... (33210) Sells in: Iceland, Portugal +10 ATV / quad tour, Adrenaline and extreme +87</p>	 <p>Visit Naantali (13078) No location specified Walking tour</p>	 <p>Wild About Lapland (3138) No location specified No categories specified</p>	 <p>Nordic Adventures (3471) Sells in: Iceland, Denmark +5 No categories specified</p>

B2B platform within Bókun to facilitate distribution & reselling opportunities

Worldwide resellers
1,000+ resellers available to Finnish companies spanning global and regional OTA's, car rental companies and individual tour & attraction companies.

Finnish suppliers
600+ already signed up most areas in Finland.

Not restricted to exclusively using Bókun
Some suppliers may use alternative software such as Johku for resource management etc and then bundle Bókun on for distribution capabilities.



Marketplace examples

Typical use cases we see in the Bókun marketplace

Supplier <> Supplier

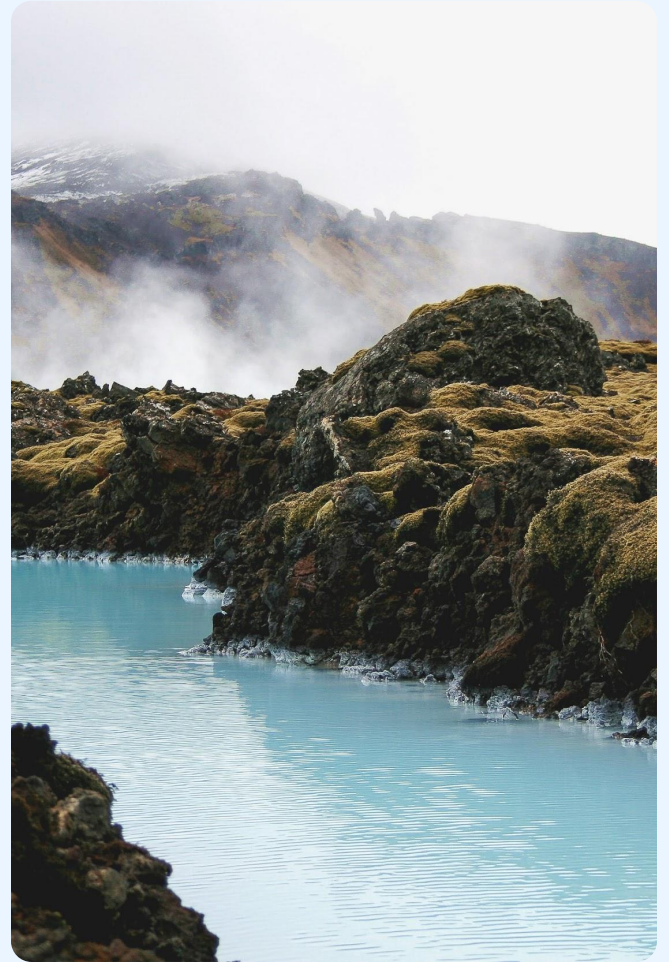
Original intention of the marketplace was to help suppliers sell each others tours. E.G. An Icelandic walking tour company selling another suppliers evening food & drinks tour.

Non tour based companies <> Supplier

As the marketplace has grown we've seen pure resellers join the marketplace including hotel groups, car rental companies & stand-alone websites. Even stand-alone niche OTA's have formed using our inventory.

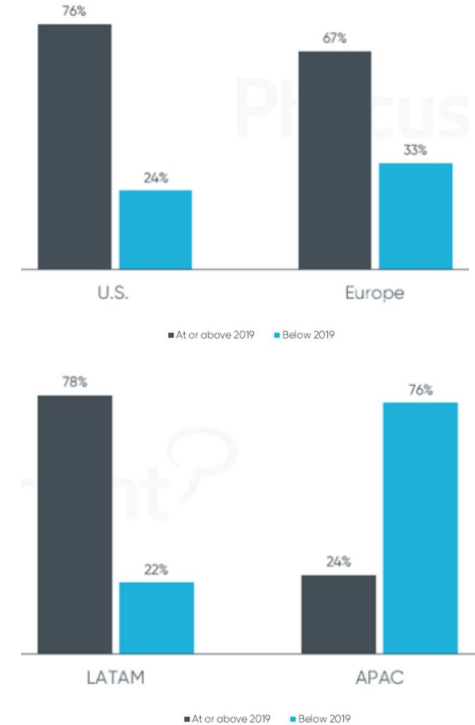
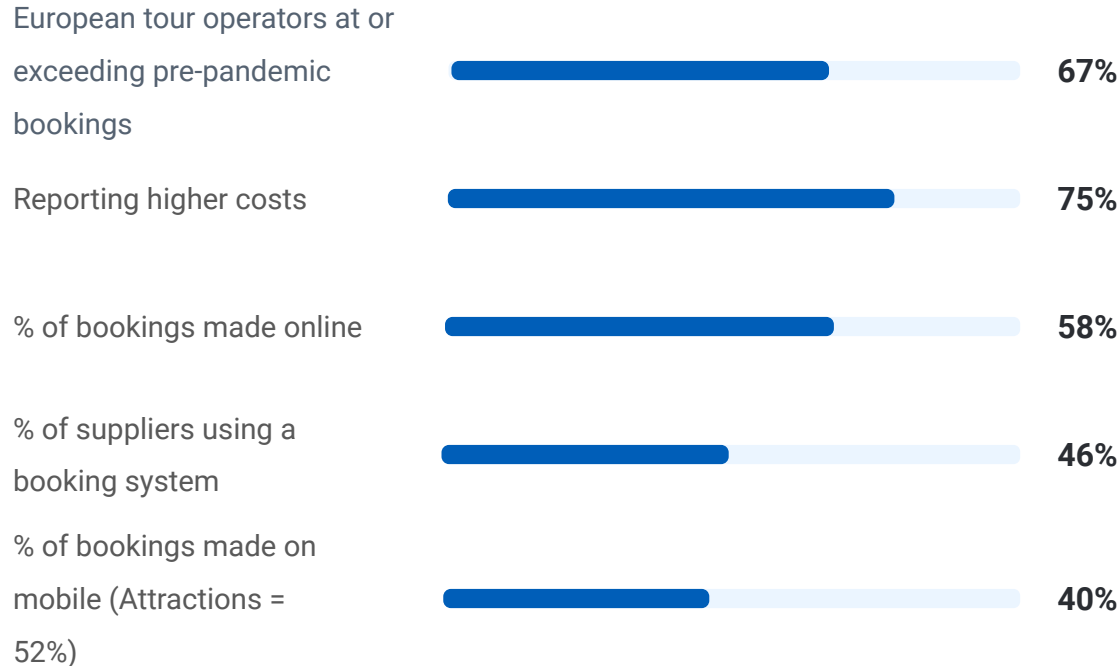
02

Trends in global experiences



Trends in Global Experiences sector

What's happening on a global scale?



Traveller trends

What's changed & what's changing?



Search engines still win

Search engines continue to lead as most popular channel for researching in-destination activities.



Top social media platforms

Facebook & Instagram top social media platforms with 3/10 using.



Up & coming platforms

<10% use TikTok, Snap & Twitter...but growing - 57% of Genz now use TikTok for travel planning.



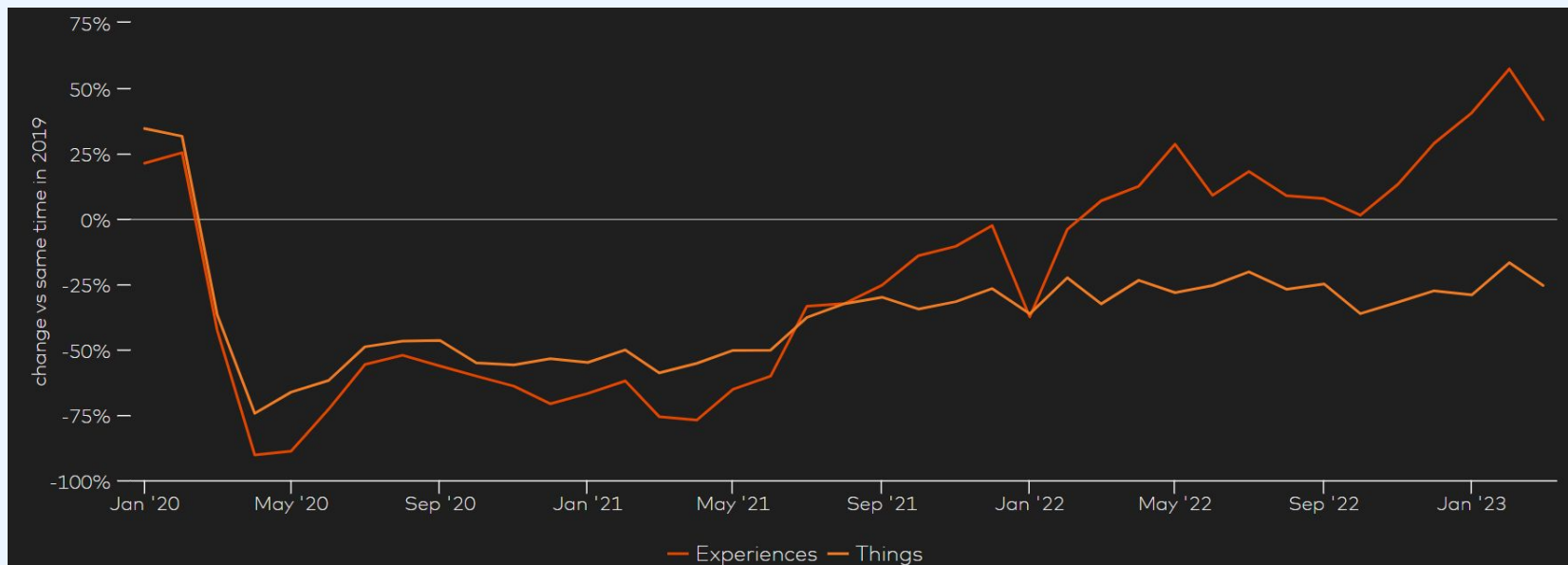
In-destination still exists

33% book in-destination same day as the experience & 75% within one week of arrival.

03

Trends in the Finnish experiences market

Finland: Spend on Experiences vs Things 2020 - 2023



Online bookings are being made further in advance

When comparing year on year monthly data we see a 55% increase in time between booking & event date.
This trend continues to grow.

24 days

2021 - 2022

37 days

2022 - 2023

How have suppliers booking channels changed since pre-pandemic?

Q1 2019 vs Q1 2023



OTA's dominant

OTA's have on average gone from providing ~25% of bookings to >50%. Representing a major shift.



Direct online

The growth in OTA's has seen a direct impact on direct online which has seen the biggest drop.



Offline bookings

Continue to trend downward as travellers seek to book further in advance.



Marketplace

% of booking share from Bókun marketplace similar to 2019.



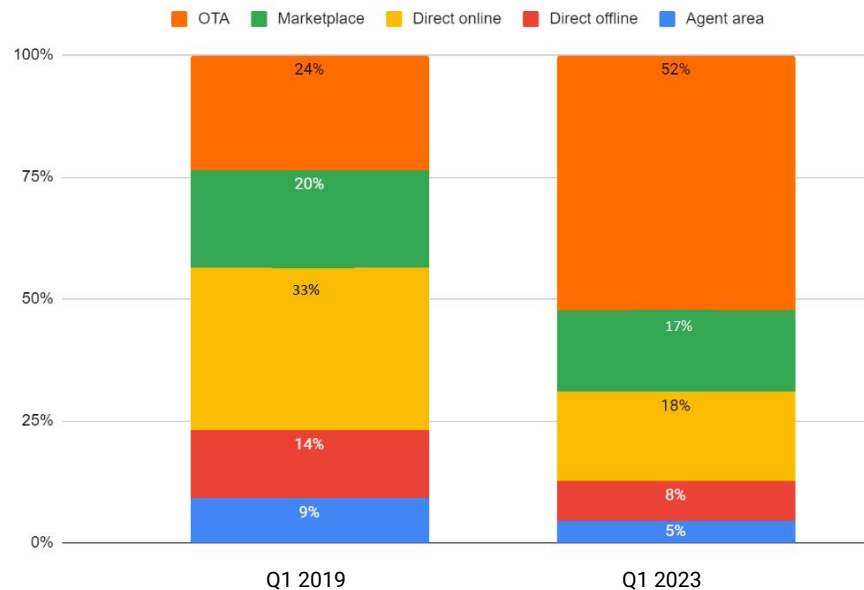
Agent areas

Agent areas has also seen a sizeable decrease in booking share since 2019.

Worldwide booking share %

Why have OTA's grown % share so much? OTA's have generally been more aggressive coming out of Covid in driving investments in SEO, PPC & branding driving more bookings but eating into direct online.

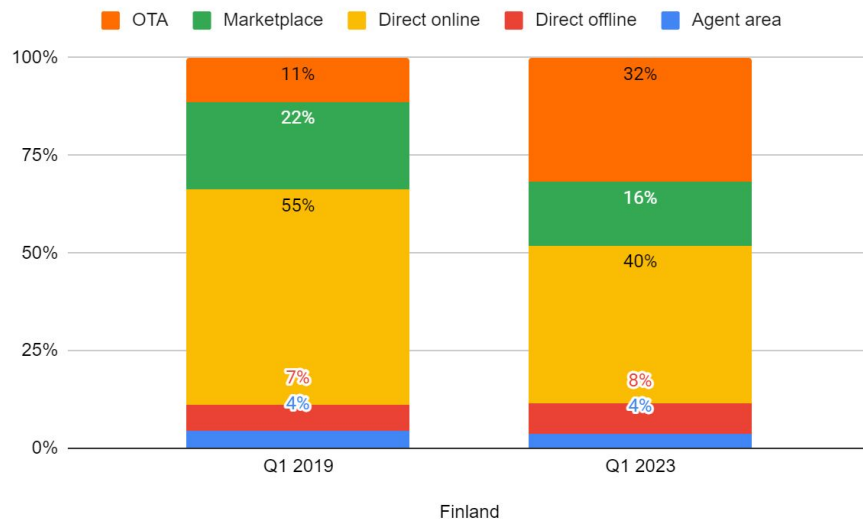
Would expect this to remain flat/increase short-term (1-2yrs), however changes in AI/Google & rise of TikTok/GenZ beginning to travel could see this trend reverse.



Finland booking share %

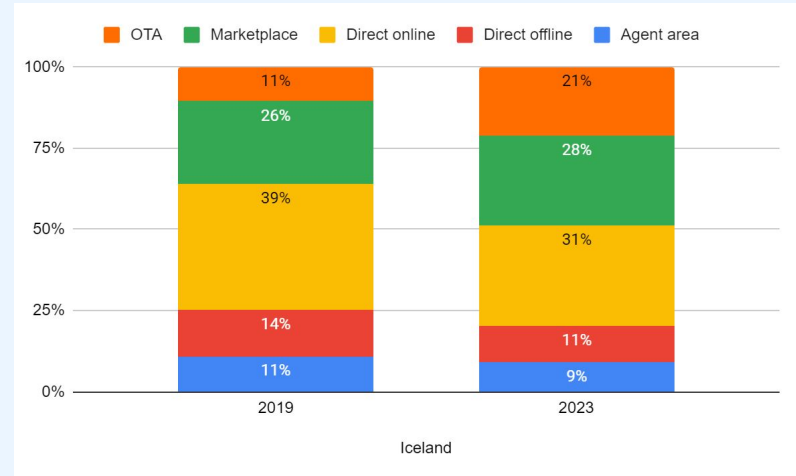
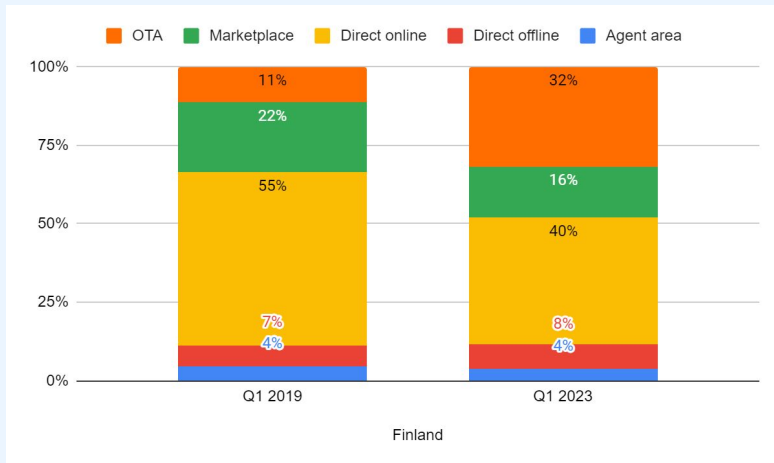
Comparing to Worldwide:

- OTA booking share growth has been faster in Finland but remains lower overall
- Marketplace shows a big opportunity for Finnish market
- Direct online & offline more resilient than world-wide market.



Comparing against Iceland

How does the booking share compare to a heavy user of digital distribution channels?



04

How to get the most out of Digital Distribution

Finding & working with OTA's

As the biggest provider of bookings worldwide. They're too big to ignore.

Multi-channel approach

Due to typical commission differences still encourage building direct online & partnerships (e.g. Marketplace etc) alongside OTA's to avoid single channel reliance.


Understand regional differences

Bókun integrates with dozens of OTA's - some are strong in one country yet almost unheard of outside. Should you consider a regional OTA in tourists home country?

Individual nuances

Each OTA has their own nuances and ways of working. Seek to understand their ranking criteria and additional offerings e.g. Viators Accelerate Program.

Top 5 Helsinki tours on Viator (UK search)



Helsinki to Tallinn Guided Tour with return Cruise tickets


from **£110.39**

★★★★☆ 108

Our tour includes same day round trip from Helsinki to Tallinn with a 3 hour guided tour in Tallinn and 3 hour of free time for lunch, Souvenir shopping and taking pictures in Old Town of Tallinn. We will pick you up from your hotel... [More](#)

🕒 7 hours 20 minutes

✓ Free Cancellation



Helsinki and Suomenlinna Sightseeing Tour


from **£132.38**

★★★★☆ 112

Discover Helsinki and Suomenlinna during this 5-hour tour. With a professional guide, visit Helsinki's most famous sites, including Sibelius Monument and Esplanade Park. Next, take a ferry to the Suomenlinna Island and continue... [More](#)

🕒 5 hours

✓ Free Cancellation



Hop-On Hop-Off City Tour

Special Offer


from **£25.43**
~~£28.26~~
£2.83 savings

★★★★☆ 20

See best sights of the city and hear the true Story of Helsinki; hop on and off as much as you please. Enjoy the tour and beautiful city! The tour takes you to the most significant places of the city, as well as important sights and muse... [More](#)

🕒 1 hour 30 minutes

✓ Free Cancellation



Helsinki VIP City Tour and Medieval Porvoo by Private car with Personal Guide

from **£220.77**
Price varies by group size

★★★★☆ 21

This tour is suitable for people interested in the history of Finland. In this tour we made a sightseeing tour of Helsinki and a trip to the ancient city of Porvoo. You will see a lot of beautiful things and learn a lot of interesting... [More](#)

🕒 3 hours 35 minutes

✓ Free Cancellation



Guided Tallinn Day Tour from Helsinki / Include hotel transfers

from **£176.53**

★★★★☆ 12

Discover the capital of Estonia - Tallinn in one day with a small group. Tallinn's Old Town is one of the best preserved medieval cities in Europe and is listed as a UNESCO World Heritage Site. The tour starts with a transfer from hotel L... [More](#)

🕒 12 hours

Finland ~987 experiences available/ Helsinki ~272

2 tours to Estonia

1 to Suomenlinna

1 hop-on-off bus

1 Private car based city tour

How to drive additional revenue from the marketplace...

Encourage suppliers to become resellers

Big potential is to become a reseller & supplier. This benefits both with additional/higher revenue. Top Icelandic resellers have separate “local” bookable web pages featuring dozens of partners experiences which can act as a magnet to getting more bookings of suppliers own tours.

Zoom in on tourism focus areas

Most destinations have 1-3 big attractions (e.g. Eiffel Tower etc), that suppliers are likely already providing advice on. Suppliers can reseller to allow customers to book through their website.

Understand presence building

By becoming a reseller, suppliers also increase visibility as a supplier.



Common themes we've seen in suppliers with high direct online bookings

OTA's pay marketing costs to provide bookings without suppliers having to incur the same costs.

But these bookings mean potentially becoming reliant on a 3rd party and paying higher commissions. Here's how top suppliers drive more direct online bookings:

Understand the OTA > Brand build

Typical for suppliers to start with OTA's alongside investing in Marketing to ideally gain more bookings direct than via OTA's. Avoid getting addicted!

Greater branding presence

Suppliers with highest direct online share have greater presence on social media, search engines etc. Meaning customers have more opportunities to discover.

Take full advantage of opportunities

Reselling to the same customers via email marketing, referral program, discounting in quiet periods, remarketing, *abandoned cart*, contests & producing quality content all add up.

Final thoughts

Key takeaways from today's presentation



Join our workshop later

Deeper dive into how to leverage Bókun to drive digital distribution & business growth plus open Q&A.



Continued shift online

Travellers continue to search online for inspiration and book further in advance.



OTA's continue to invest heavily

Outspending suppliers means OTA's provide most bookings but the lack of personalised approach offers opportunity.



Suppliers are stronger together

Through selling each others tours, partnering together and combining marketing efforts a rising tide can begin to form.



Thank You

Bokun.io