

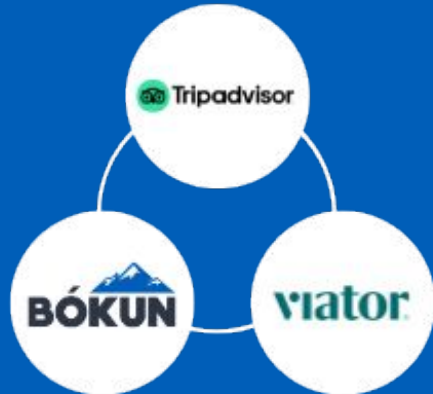


Travel Trends & Bókun as a Channel Manager

January 2025

Who Are We?

Owned by Tripadvisor, and part of Viator, Bókun is an all-in-one platform designed to help tour and activity providers **stay organised** and **grow bookings**.



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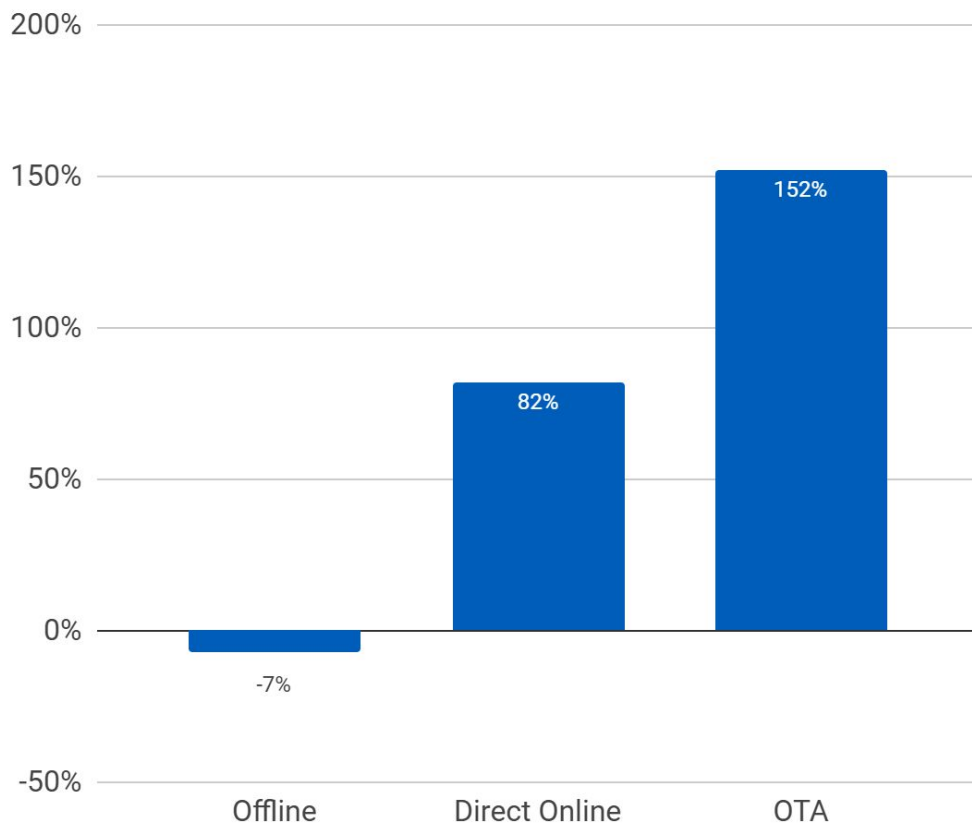
Traveller trends and booking patterns



The Booking Outlook...

Arival's *Outlook for Experience 2019-2025 Report* finds that Direct Online and OTA channels are expected to see extensive growth while Offline bookings are predicted to continue their decline.

Phocuswright predicts that by 2026 online bookings will account for 65% of global travel gross bookings.

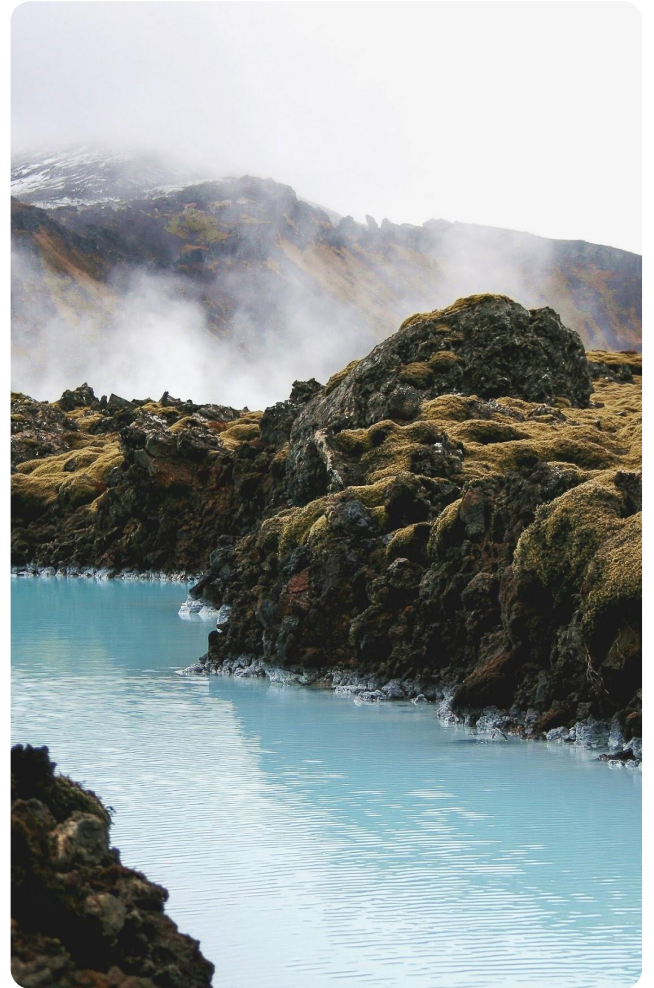


Expectations of the modern traveller

What does the modern traveller expect?

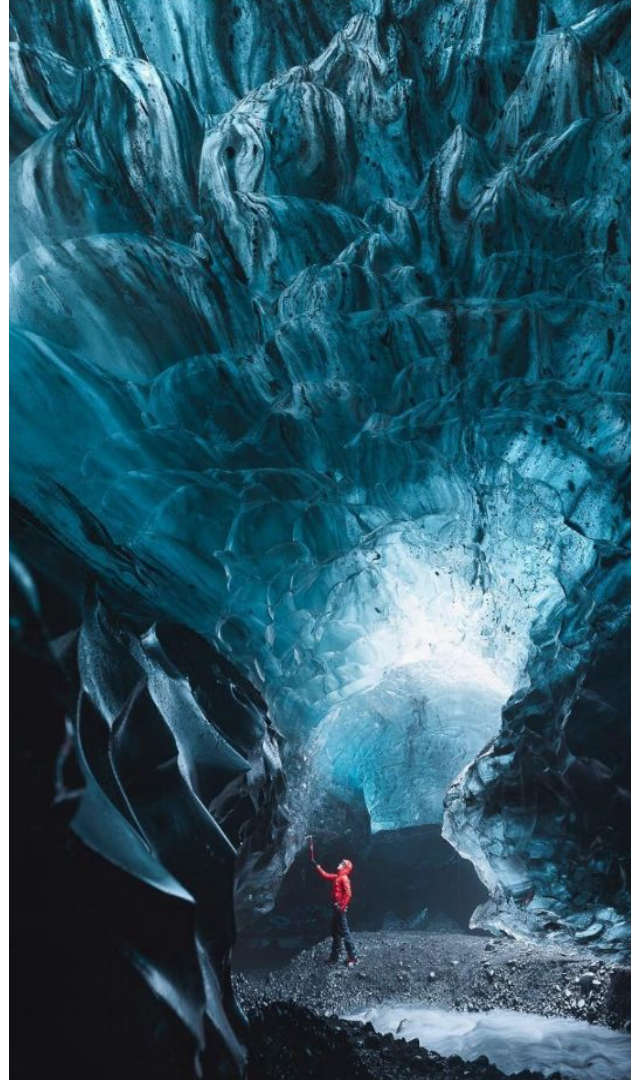
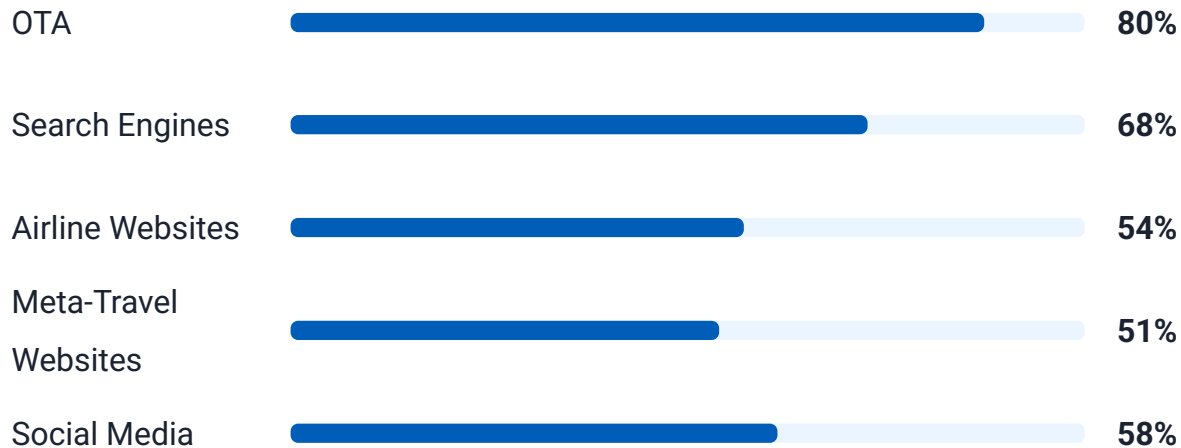
- Flexible booking options
- Mobile booking
- Personalised options
- OTA platforms
- 35 searches before a booking

According to the 2024 Trends Global Survey, **80% of global travellers** surveyed feel it's important to be able to **book their trips entirely online**



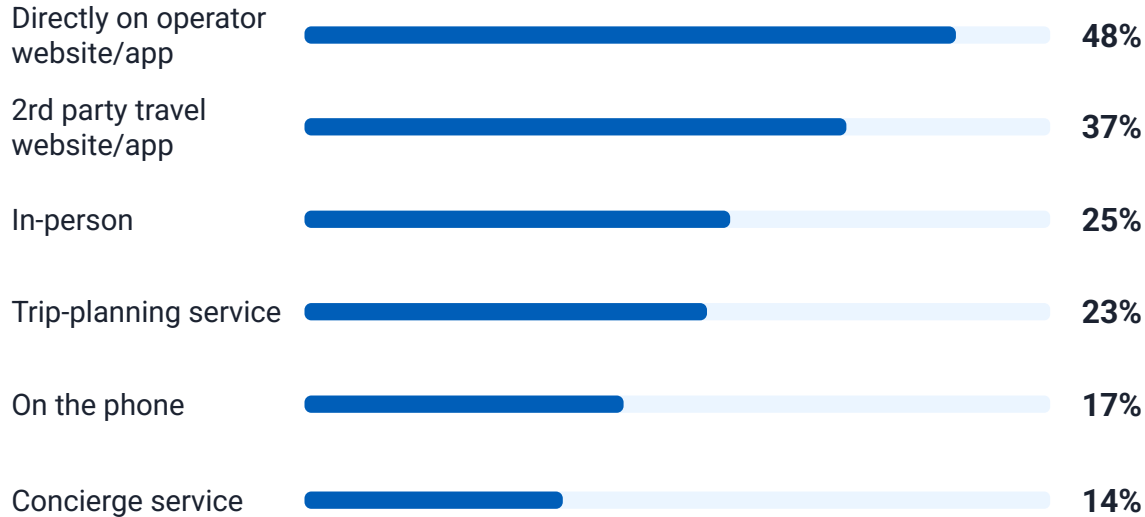
Where are your customers searching?

Booking pattern behaviour from 2023 identified the following as the most used resources by travellers.



Where do Customers Book?

Data from Tripadvisor reveals how travellers are planning to book their winter activities:



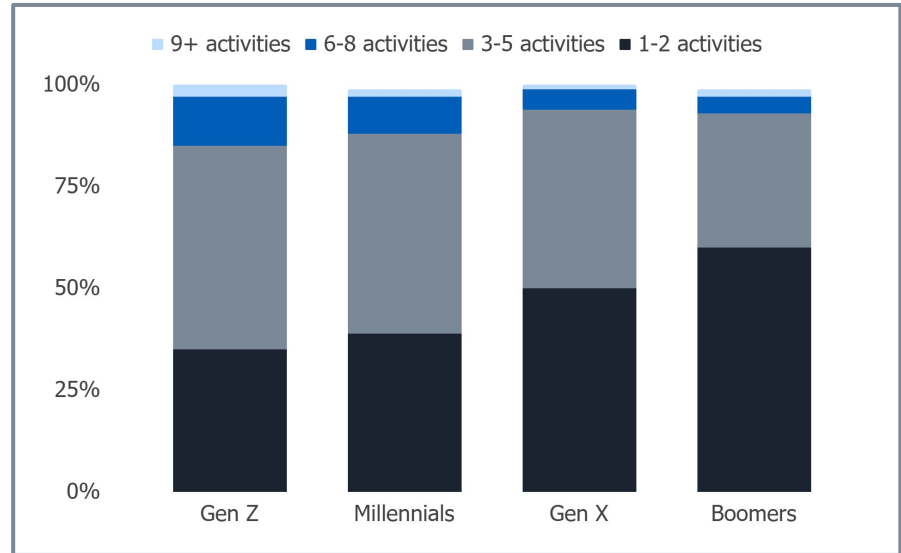
Overall, almost half of travellers are planning 3 to 5 activities this winter

Gen Z travelers are most likely to book a staggering 9+ experiences per trip

Boomers are most likely to enjoy 1-2 activities per trip

Overall, 46% of travellers plan to book 3-5 activities per trip this winter

The majority of travellers intend to book a mixture of free and paid experiences (37%)

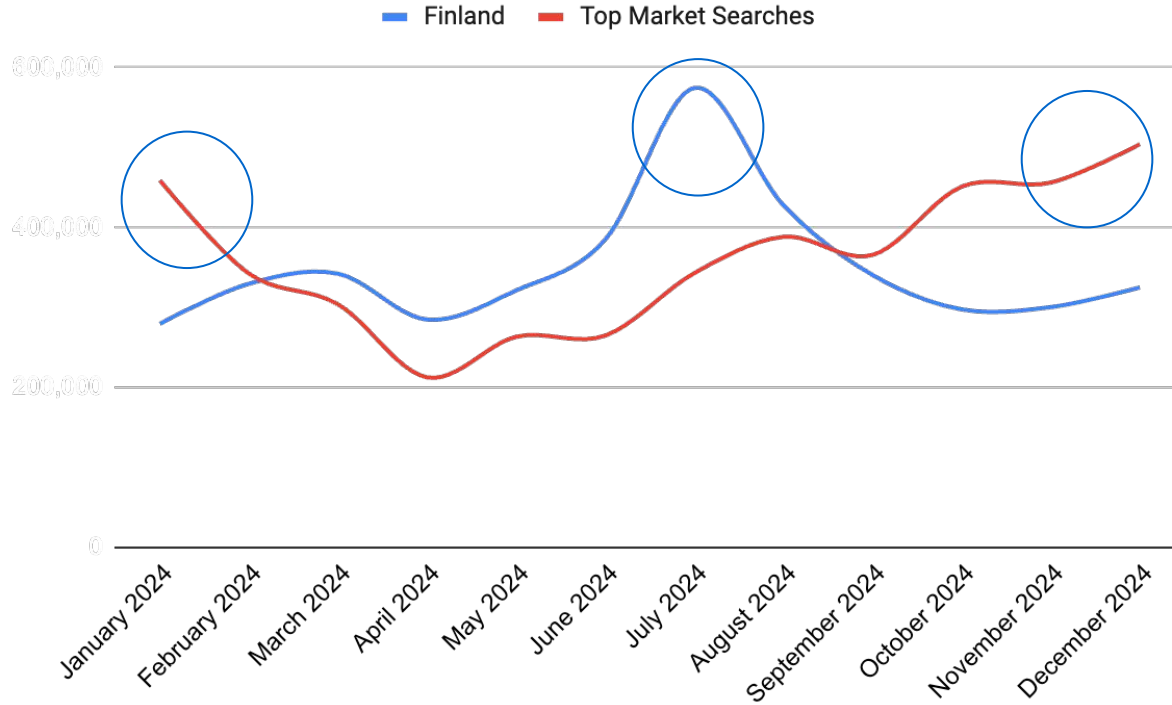


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Finnish Travel Trends - OTA's & Bokun



Finland Search Data 2024



2024	2023
United Kingdom	United Kingdom
United States	United States
Germany	Germany
France	France
Italy	Italy
Sweden	Sweden
Spain	Spain
The Netherlands	The Netherlands
Japan	Norway

Top tip: boost demand by featuring last-minute options and promotions in these periods.

Bokun Booking Data 2024 - Finland



OTA's

OTA's have started to take the lead representing **37% of Finnish GBV** in 2024 v 34% in 2023.



Direct online

Direct online bookings have **decreased** slightly between 2023 to 2024 to around **36%** of Finnish bookings.



Booking Volume

Finland GBV increased by **58%** 2024 v 2023.



Globally

OTA's remain dominant - **55%** of all GBV in 2024.

Viator data insights on the Finnish market

2023 vs 2024 insights from Viators world on the Finnish market

Strong growth YoY in Finland

Finland saw YoY booking growth.

Driving factors:

- Sustainability
- Unique experiences
- Natural landscape
- Authentic experiences

June to August are peak

Thanks to mild summers and longer days.

Key opportunities include:

- **Eco-friendly travel packages**
- Cultural experiences
- Outdoor activities such as hiking and lake tours

Popular Categories

Nature & Wildlife:

National parks, Northern Lights, reindeer, bears, and husky sledding, arctic circle explorations.

Historical & Heritage:

UNESCO sites (e.g. Suomenlinna Fortress), traditional Finnish saunas, and Sámi culture.

Top Demographics

United States: Drawn to iconic experiences like the Northern Lights and igloo stays.

Germany: Attracted to Finland's sustainable, authentic, outdoor travel offerings.

GYG data insights on the Finnish market

2023 vs 2024 insights from GYG world on the Finnish market

Strong growth YoY in Finland

Finland saw 195% growth YoY in ticket sales. This growth continues a common trend since 2019.

Top 3 destinations

Top three destinations:

- Rovaniemi
- Sirkka (Levi)
- Helsinki

Top tours

- Northern lights tours
- Reindeer tours
- Husky tours
- Snowmobiling tours

Top Demographics

Top source markets are Germany, France, UK, Italy and US.

Second tier Spain, Netherlands, Switzerland & Australia.

2024 vs 2023 Performance

Overall Performance

- **Business volume:** 1 010 000 € (+175,8%)
- **Bookings:** 2,681 (+177.8%)
- **Average Basket:** €377 (-0.9%)

Top Activities - Most Popular Sports:

- Dog sledding
- Snowmobiling
- Reindeer sledding
- Snowshoeing

Top Locations

- Rovaniemi: +153%
- Levi: +68%
- Saariselkä: +350%

2025 Strategy

Manawa are strong in Finnish Lapland, particularly during the winter season.

- **Goal 1:** Continue developing our presence to become the leader in Finnish Lapland.
 - **Focus Spots:** Ylläs, Levi, Inari, Ivalo, Saariselkä, Kilpisjärvi.
- **Goal 2:** Accelerate our growth in the rest of the country.
 - **Potential Key Spots:** Ruka, Kuusamo, Kemi, Pyhä, Turku, Lake Saimaa (Puumala), Savonlinna, Oulu, Tampere.
- **Goal 3:** Expand our summer offerings to help people discover the best outdoor activities year-round.

We would be delighted to learn more about your outdoor activities in Finland. Feel free to contact us directly via Bokun or through this link:

<https://www.manawa.com/en-GB/providers>.

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Intro to Bókun & distribution potential

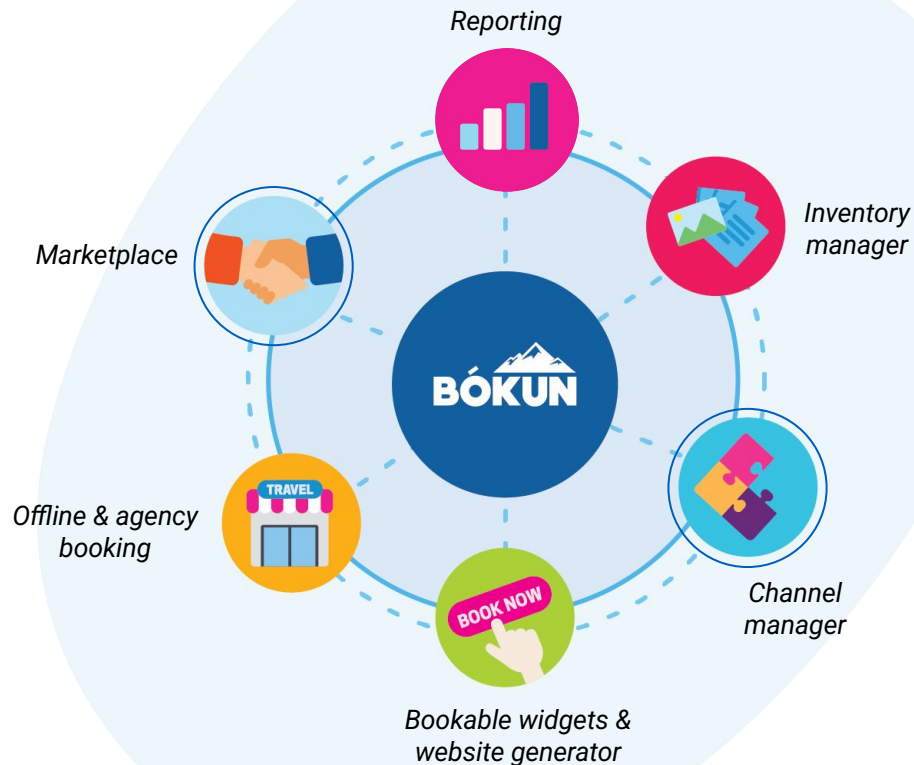


What is Bókun?

Part of the **Tripadvisor family**, Bókun is an all-in-one platform designed to help tour, activity and attraction providers **automate and grow bookings**.

Bókun has unrivalled connectivity and distribution options, providing the channel management solution for:

- Suppliers using Bókun as their full system
- Suppliers with an external system e.g Johku



Why use Bókun?



Manage resources

Assign drivers, guides, vehicles and equipment to your experiences and departures



Get more bookings

Get direct online bookings quickly



Connect to resellers

Connect to multiple resellers in ONE place



Avoid overbooking

Centralise and sync all of your bookings



Insightful reports

Insights into booking trends, revenue and customers



Reduce admin

Automate manual tasks & save time



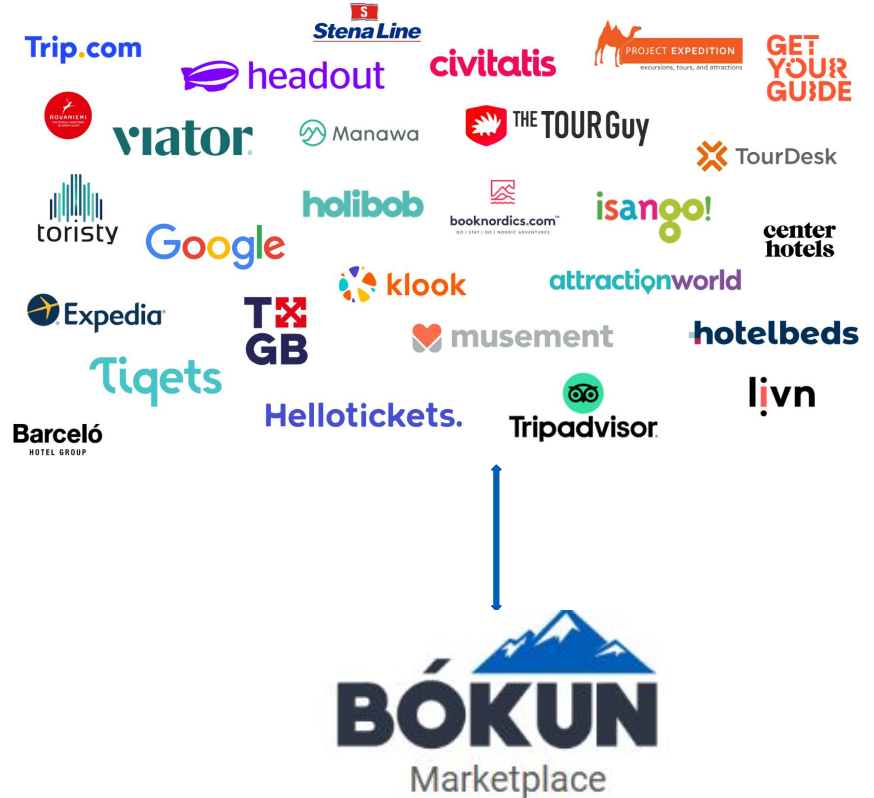
Reduce cancellations

Manage effectively reducing the need to cancel bookings

Forming partnerships in the Bokun Marketplace

What is the Marketplace & how to get more bookings?

- The Marketplace is a **B2B platform** within Bókun to facilitate distribution and reselling opportunities
- 6000+ global OTAs, niche and regional resellers, airlines, ground transportation, hotels and tour & activity providers have come together in one place to connect and cross-sell



Benefits of the Bókun Marketplace

An unrivalled network, with over \$1m worth of bookings flowing through every day



Partner

Search for partners from global OTAs to niche resellers. Create contracts and communicate.

Sell in more places to more partners.



Optimise

Create and update products easily with Content and Pricing over API.

Fluctuate pricing to maximise booking revenue.



Bundle

Diversify by connecting with local suppliers to create unique combo products & cross sell.

Increase your product set.



Resell

Or become a reseller start reselling local partner experiences to

Create a new revenue stream.



And the impact to operators ...

4x

1 to 2 sales channels

Operators who move from 1 to 2 sales channels see a 4x increase in Gross Booking Value

2x

2 to 3 and 3 to 4 sales channels

Operators who move from 2 to 3, and 3 to 4, sales channels see a 2x increase in GBV

3x

4 to 5+ sales channels

Operators who move from 4 to 5+ sales channels see a 3x increase in GBV

What does Channel Manager do?

- Bókun receives an **availability request** from a traveller trying to make a booking on an OTA website
- The Channel Manager module checks if the product is available on your connected platform
- If the product is available, a **reservation is made** on Bókun and passed on to the connected platform
- This closes the circle, **updates the inventory across all connected platforms** and the next cycle can begin



Key features of Channel Manager

- **Real time availability synced** across all connected sales channels
- Manage **bookings, cancellations and amendments** easily
- Keep **prices and content in sync**
- **Streamline ticketing** with custom ticket barcodes



Why use Bokun as your Channel Manager?

A trusted global brand

- Tripadvisor & Viator company
- Premium OTA partnerships
- Exclusive benefits
- Reliable and strong API with a 99% uptime
- One-click Viator imports
- Dedicated support

Vast distribution network

- A marketplace of 6,000+ global OTAs and local and regional resellers
- Connections to global OTAs including Viator, GetYourGuide, CheckYeti, Manawa, Booknordics, Tiqets and more!

Simple & cost effective availability management

- Reduce workload with one single API connection
- Avoid overbookings with real-time availability
- Flexible tiered pricing plans that reward growth to help you grow cost-effectively

“Our main challenge was connecting live availability and pricing to agents globally. Rather than having to send manual updates on pricing and availability we now have a live and seamless connection.” – Natalie Truman, International Friends



"We're really happy with how Bókun and Johku work together it makes it easier for us to grow... we have already made 10 contracts with OTA's. We're excited for the exposure we are going to see from other sellers and Tourism Bodies in Rovaniemi, Finland"

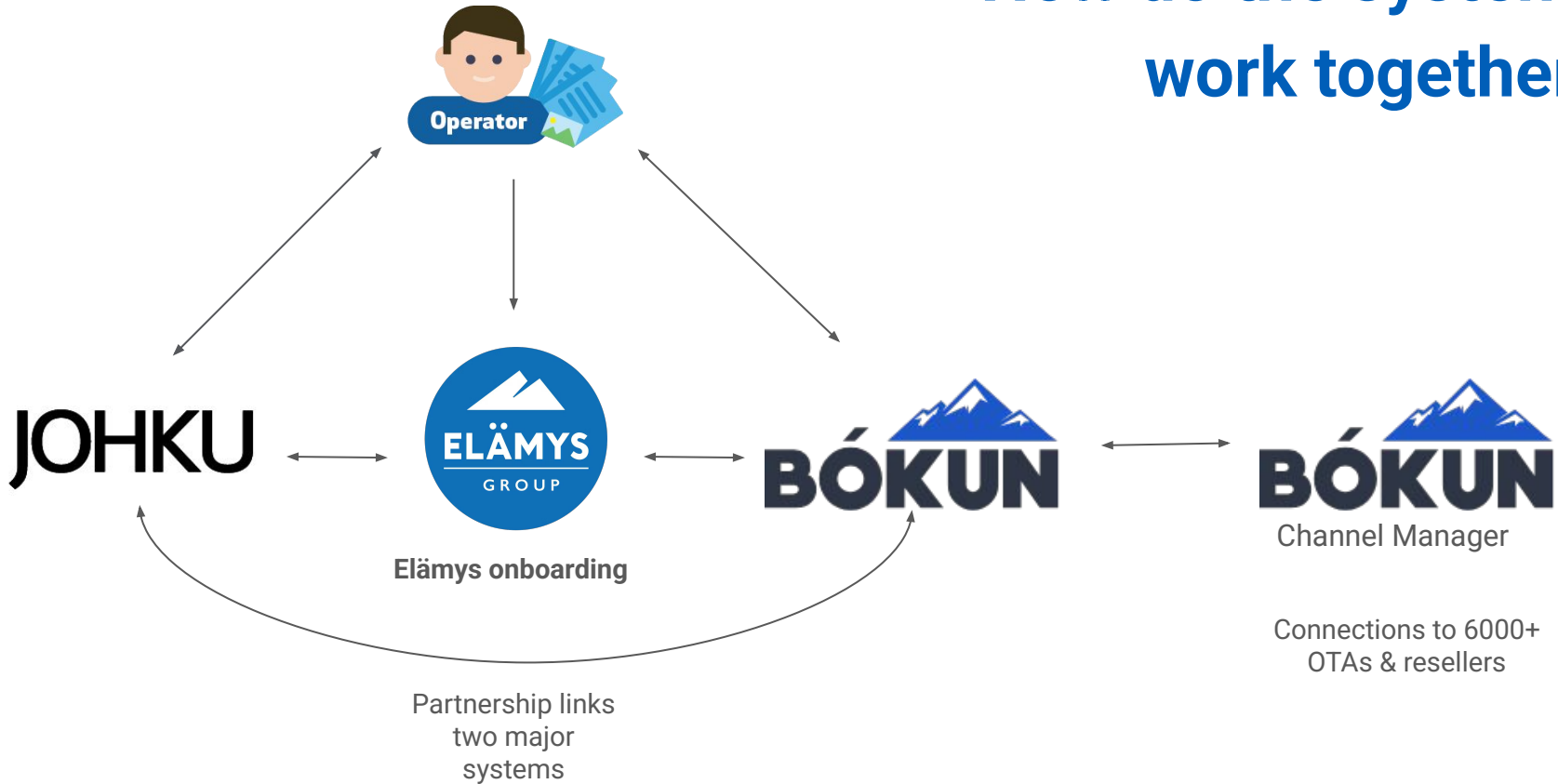
Miko Ratavaara, Kesätekemisen keskus Roiske

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How Johku, Elämys and Bókun work together



How do the systems work together?

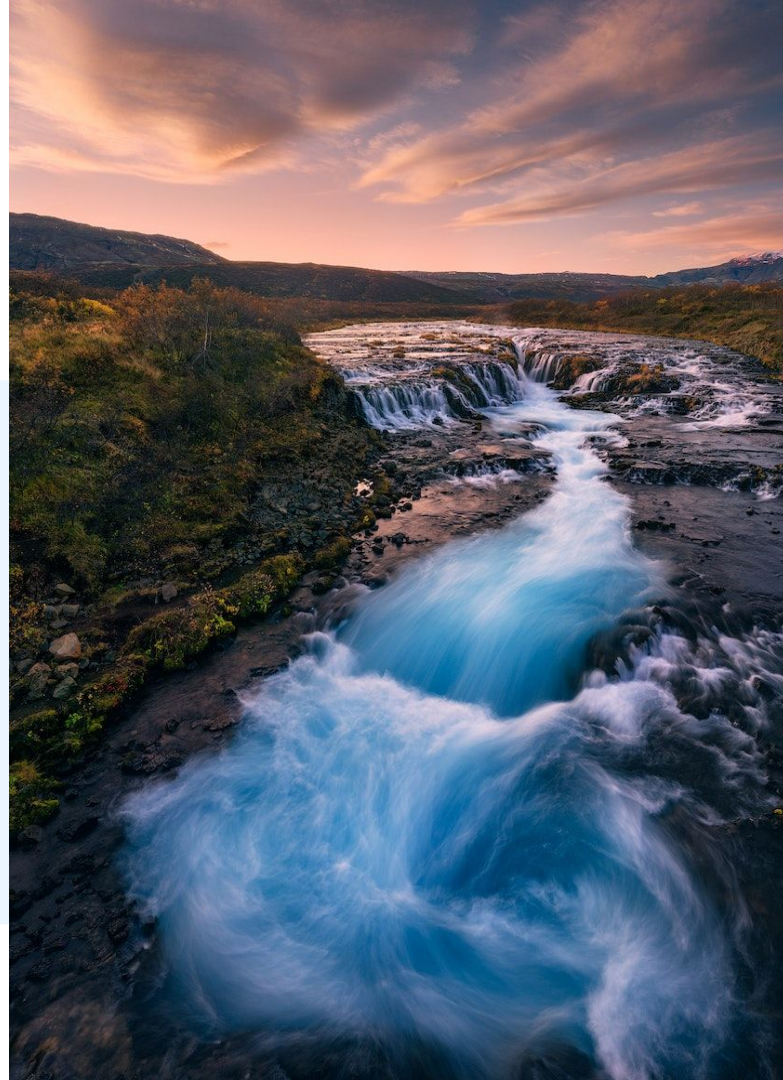


What information flows between **Johku & Bókun**?

- Availability checks
- Reservations
- Bookings
- Amendments
- Cancellations
- Option to forward custom tickets and barcodes

In development:

- Price and content over API
- Allotments





Thank You