



Introducing Viator Marketplace

Ohio Focus on Tourism Workshop
October 15th 2015



Viator: The Global Leader in Destination Activity Sales



- Viator, a TripAdvisor company, is the leading online seller of tours and activities
 - Offering a selection of 40,000+ tours and activities in over 1,000 destinations
 - Attracts over 11 million visits each month
 - Over 2 million mobile app downloads
 - Over 1 million global Facebook fans
 - 800k+ user reviews and photos
 - Content professionally translated and localized for 11 languages, 11 currencies accepted
- Founded in 1995; experiencing rapid growth since 2005
- Offices in USA, Europe and Australia
- Acquired by TripAdvisor in August 2014
- Seeking new activity partners in Ohio



375mm+ monthly visitors

215mm+ app downloads

250mm+ traveler reviews



11mm+ monthly visitors

2mm+ app downloads

800k+ customer reviews

Viator Marketplace: New Self-Service Platform



- New self-service option for product distribution on Viator now live
- Supply partners can create brochure pages, customize content, and manage bookings and availability
- Viator Marketplace is open to new and existing supply partners adding non curated products to Viator
- Benefit from promotion on Viator and TripAdvisor plus distribution through 3,000+ global affiliate partner websites and 175,000+ travel agents
- Applications for Viator Marketplace welcomed from attractions and tour operators in destinations throughout North America
- Easy, free online sign-up at www.viator.com/marketplace

The screenshot shows the 'Walking Tours Manhattan Extranet' interface. At the top, there's a navigation bar with 'viator' and 'Supplier Extranet'. Below that, the main heading is 'Walking Tours Manhattan Extranet' with 'PRODUCTS' underneath. A secondary navigation bar includes 'Bookings', 'Products', 'Blockouts', 'Reports', 'Reviews', 'Manage Users', 'Finance', 'Account', and 'Contact Us'. A link to '< Back to product list' and a status indicator 'This product is bookable. Disable' are visible. The main content area is titled 'Greenwich Village Food Tour' with an 'APPROVED' badge. Under 'Product basics', there's an image of the Washington Square Arch and a 'LIVE' badge. To the right, product details are listed: 'Product title: Greenwich Village Food Tour', 'Viator product code: 7128P1', 'Product type: Food, Wine & Nightlife', 'Nearest city: New York, United States of America', and 'Nearest major airport: NYC'. Below this, there are sections for 'Short description', 'Long description', and 'Highlights', each with an 'Edit' link.



The screenshot shows the public-facing product listing for the 'Greenwich Village Food Tour'. The top section features the product title, a 5-star rating, and a 'NEW ON VIATOR!' badge with the Viator logo. Below the title is a large image of the Washington Square Arch. To the right of the image, there are social sharing options for 'Save', 'Email', 'Print', 'Like', 'Tweet', 'Share', and 'Pin it'. A 'Learn how we verify reviews' link is also present. The location is listed as 'New York, New York' and the duration as '2 hours (approx.)'. Below the image, there are tabs for 'Overview' and 'Important Info'. The 'Overview' tab is active, showing a description: 'Take the Greenwich Village Food Tour NYC and you'll taste the real New York, having a full lunch from four of the best shops and restaurants in this very popular neighborhood. Beautiful tree-lined streets and many small neighborhood parks, giving visitors much more of a residential feel than other Manhattan areas.' The price is displayed as 'From USD \$42.00' with a 'View price calendar' link. At the bottom, there's a 'LOW PRICE GUARANTEE' badge.

TripAdvisor: New Things to Do Page Design



- New “Things to Do” page design now live!
- Easier for consumers to find and book the most iconic attractions and popular activities in a destination
 - Listings from “attractions,” “activities,” “shopping” and “nightlife” tabs merged into a single ranking
 - Activities of a single type (e.g., bike tours) combined into a single, easy-to-find entry
- Enables consumers to sort by tickets and tours bookable online

The screenshot shows the TripAdvisor website for 'Top 30 Things to Do in New York City, NY: New York City Attractions'. The page includes a search bar, navigation tabs for various categories, and a list of attractions. A prominent banner for 'ON THE TOWN ON BROADWAY' musicals is displayed at the top. Below the banner, there is a section for 'Top Things to Do in New York City' with a map and a list of attractions. The attractions are sorted by ranking, and the page includes a 'Book tickets & tours in advance' button. The list of attractions includes Central Park and The Metropolitan Museum of Art, both of which are 'Travelers' Choice 2014 Winner'.

United States > New York (NY) > New York City > Things to Do in New York City

ON THE TOWN ON BROADWAY
It's a Helluva Musical!
Experience the top things to do in New York City all in one place.
[Book Now >](#)

Top Things to Do in New York City

New York CityPass | Save up to 42% on 6 admissions, compared to booking separately
[Buy a Pass \\$114* and up >](#)

ATTRACTION TYPE:

- Sights & Landmarks (298)
- Museums (225)
- Theater & Concerts (368)
- Nature & Parks (76)
- Tours & Activities (446)
- Outdoor Activities (91)
- Shopping (675)

SORT BY: [Ranking](#) [Book Online](#) [Book tickets & tours in advance](#)

Central Park [Parks](#)
#1 of 1,844 things to do in New York City
41,895 reviews
"An amazing place" 05/27/2015
"The best atmosphere" 05/27/2015
[Book a Tour >](#)

The Metropolitan Museum of Art [Specialty Museums](#)
#2 of 1,844 things to do in New York City
20,691 reviews
"Great Museum" 05/27/2015
"Amazing Collection" 05/27/2015
[Book a Tour >](#)

45 Tours Including:
Special Offer \$55*
Top Rated \$25*
[Book a Tour >](#)

5 Tours Including:
Ticket \$25*
Skip the Line \$25*
Special Offer \$114*
[Tickets & Tours >](#)

TripAdvisor: Multi-Product Promotion for Tour Operators

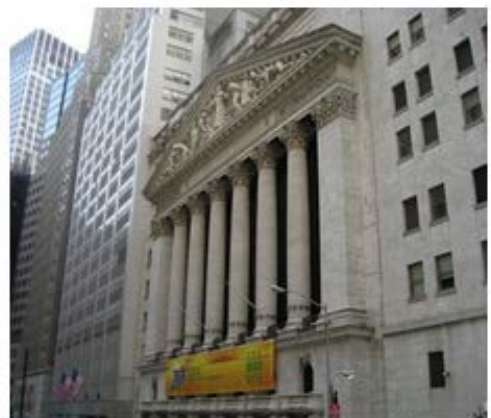


The Wall Street Experience - Wall Street Tours

1,120 Reviews | #6 of 458 Tours & Activities in New York City

Financial District | City Tours, Historical & Heritage Tours, Tours & Activities, More

Overview | Tours & Tickets | Reviews (1,120) | Q&A (2) | Location



Book ahead on Viator

9/11 Memorial and Ground Zero Walking Tour with Optional 9/11 Museum Upgrade

\$35* and up

More Info

Viator Exclusive: Statue of Liberty Monument Access and 9/11 Memorial

\$60* and up

More Info

Statue of Liberty and Ellis Island Guided Tour

\$69* and up

More Info

See More Tours on Viator

Statue of Liberty and Ellis Island Guided Tour



5 stars 47 reviews
3 star 11
4 star 11
2 star 2
1 star 1
Location: New York City, New York
Duration: 4 hours 20 minutes (approx.)

Overview | Important Info

Visits to the Statue of Liberty National Monument and Ellis Island are musts in the Big Apple, especially for first-timers. On this 3.5-hour guided tour, you get priority boarding on the ferry from Manhattan to visit the two important historical sites. Tour Lady Liberty's turf before heading inside the pedestal for another perspective from observation decks. Then hop the ferry to Ellis Island and learn about the millions of people who arrived here between 1892 and 1954 in hope of living the American dream.

- 4.5-hour guided visit to the Statue of Liberty National Monument and Ellis Island
- Explore the grounds at Liberty Island before heading inside the pedestal for observation decks and a museum
- View exhibits at the Great Hall inside the Immigration Museum on Ellis Island
- Enjoy priority boarding on the ferry to Liberty Island and Ellis Island

Recent Photos of This Tour



From USD
\$59.00
View price calendar
LOW PRICE GUARANTEE

1 Select Travel Date
Aug 21
FLEXIBLE DATE GUARANTEE

2 Enter Total Number of Travelers
Adult (Age 13+): 0
Child (Age 4 to 12): 0
Infant (Age 0 to 3): 0

Check Availability

Please note: After your purchase is confirmed we will email you a link to your voucher.

Multiple tour options on Things to Do pages enable promotion of up to 3 Viator products

TripAdvisor: Enhanced Booking Options for Attractions



Empire State Building

19,747 Reviews | #29 of 1,664 things to do in New York City

Midtown | Architectural Buildings, Observation Decks & Towers, Sights & Landmarks, More

As featured in 3 Days in New York City and 10 other guides

Overview | Tours & Tickets | Reviews (19,747) | Q&A (40) | Location



All visitor photos (8516)


Book ahead on Viator

 Buy Tickets Online	\$32* and up	More Info >
Recommended		
Viator VIP: Empire State Building, Statue of...	\$109* and up	More Info >
New York CityPass	\$114* and up	More Info >

[See More Tours on Viator](#)

Empire State Building Tickets - Observatory and Optional Skip the Line Tickets

1774 Reviews



Location: New York City, New York
Duration: 2 hours (approx.)

Overview | Important Info

Until you see New York City from the top of the Empire State Building, you haven't really seen it! You'll remember your first visit to the Empire State Building and the amazing 360-degree panoramic views of Manhattan forever. Your admission ticket takes you to the 86th-floor of the Empire State Building, at 1,050 feet (320 meters) and the glass-enclosed area is reached by high-speed automatic elevators. From the Empire State Building Observation Deck, you'll be treated to spectacular indoor and outdoor views of Manhattan including Central Park, Times Square, the Flatiron Building, Brooklyn Bridge, Chrysler Building, the Statue of Liberty and so much more.

Highlights

- Skip the lines with the VIP Express Experience upgrade
- Amazing views of Manhattan from the 86th-floor observatory of the Empire State Building
- 360-degree panoramic views on each side of the building from the outdoor promenade
- High-powered binoculars
- Visit the Art Deco-inspired Empire State Building lobby
- Flexible voucher redemption policy - visit on any day within a year of date originally selected - plan your visit around the weather!

Why Our Insiders Chose This Tour

It's convenient to have advance tickets for a can't-miss sight like the Empire State Building, especially since you can visit anytime within a year. And if you're planning to go during a peak period, the skip-the-line option will save you lots of time.

From USD **\$32.00**

LOW PRICE GUARANTEE

Select Travel Date: Aug 21

FLEXIBLE DATE GUARANTEE

Enter Total Number of Travelers:

Adult (Age 13 to 61)	0
Senior (Age 62+)	0
Child (Age 6 to 12)	0
Infant (Age 0 to 5)	0

What's this, and can I change it?

[Check Availability >](#)

Please note: After your purchase is confirmed

Multiple “book now” options on Attractions enable promotion of up to 3 ticket types

Distributing with Viator: Affiliate and Partner Network



Guides / Destinations



Hotels



Travel / Tour Operators Sites



Travel Agents



Airlines



Loyalty / Redemption



Technology Partners



Listing with Viator ensures exposure through all of these channels and many more!

Distributing with Viator: Penetrate New Channels!



Viator cross-sells destination activities through travel partners such as airlines and hotel chains

Southwest Vacations DEALS **SAVE** DESTINATIONS VACATION THEMES

What's on sale Where to go / What to do Shop by theme

Search Things to Do Checkout

Things to do in Albany, NY (ALB)
July 27 through July 30 - 2 travelers. Prices shown include taxes and government imposed fees.

5 Things to do
Customize results

Starting price range
\$0 \$175

Things to do name contains
cruise Go

Categories
 Sightseeing & Tours
 Additional Options
 Water Activities

Clear filters

New search
To: Albany, NY (ALB)
Depart: Monday 7/27/2015
Return: Thursday 7/30/2015
Promotion code

Hudson River Sightseeing Cruise from Albany
Climb aboard the 'Dutch Apple II' for a 90-minute ride along the Hudson River. A Hudson River historian narrates along the way, sharing historical anecdotes and recalling into (more)
Category: Sightseeing & Tours

St Lawrence River Cruise with Optional Boldt Castle Tour
Castles, wealth and water. That's what this informative 3-hour tour of the St Lawrence River is all about. Cruise the wide, island-filled river, putting along the Canadian s (more)
Category: Sightseeing & Tours

St Lawrence River Glass-Bottom Boat Cruise and Rock Island Lighthouse Tour
Get a peek into the underwater world of the St Lawrence River on this 3-hour glass-bottomed riverboat cruise around the Thousand Islands area. Spend an hour on Rock Island exp (more)
Category: Sightseeing & Tours

Lake George Islands and Paradise Bay Sightseeing Cruise
Take a sightseeing cruise to the beautiful bays of Lake George aboard a motorized steamboat-style vessel. The morning cruise takes you to picturesque Paradise Bay with views o (more)
Category: Sightseeing & Tours

Lake George Lunch Cruise
Indulge in an all-you-can-eat lunch buffet during a 2-hour cruise on Lake George. Listen to the music of a professional keyboardist, and venture to the upper decks to enjoy th (more)
Category: Sightseeing & Tours

American Airlines
Activities & ground transportation

Plan travel - Travel Tools -

Search
City or keyword
Find things to do
USA
Buffalo
From Date
To Date
GO

My Cart (0)

Buffalo Things to do
All things to do...
Cultural & Theme Tours
Shows, Concerts & Sports
Sightseeing Tickets & Passes
SEE ALL THINGS TO DO...

Buffalo: Hot Sellers
1. Albright-Knox Art Gallery Admission
2. Niagara Falls and Underground Railroad Heritage Tour

Buffalo
Tours & things to do hand-picked by our insiders

Sort by: Most Popular

Albright-Knox Art Gallery Admission
At the Albright-Knox Art Gallery in Buffalo, immerse yourself in thought-provoking and exceptional works of modern and contemporary art. The museum's ... More Info
Location: Buffalo, New York
Duration: Flexible
From USD \$12.00
SEE DETAILS

Buffalo Interactive Murder Mystery Show
This 90-minute interactive murder mystery show invites you to figure out 'Who Killed Norwood Scott?' You're invited to this irreverent comedy performance in ... More Info
Location: Buffalo, New York
Duration: 1 hour 30 minutes (approx.)
From USD \$25.00
SEE DETAILS

Niagara Falls and Underground Railroad Heritage Tour
The Underground Railroad, the network that shuttled slaves to freedom, stretched all the way up to the Canadian border. It is estimated that between 30,000 and ... More Info
Location: Niagara Falls, New York
Duration: Varies
From USD \$78.00
SEE DETAILS

Partnering with Viator: Fees and Payments



Fees

- Signing up for Viator Marketplace is completely free!
- No fees to pay on top of the net (wholesale) rate you supply to Viator

Payment Process

- Viator pays suppliers automatically into their assigned bank account
- No invoicing required!
- Funds wired to US-based suppliers on the 22nd day of month after customer travel
- Fast, reliable payers!



Viator Extranet: Tool to Manage Your Viator Account



viator | Supplier Extranet

Clayton Island Tours, LLC Extranet

BOOKINGS

Bookings

Products

Blockouts

Reports

Reviews

Manage Users

Finance

Account

Contact Us

Bookings

You have 1 bookings. [View bookings help.](#)

Search bookings

First Name

Enter the name of the lead traveler.

Surname

Enter the name of the lead traveler.

Tour Name

Enter the tour name. eg. New York Dinner Cruise

Booking Reference

BR-

Enter the booking reference. eg. 9147869

Travel Date

Select a travel date.

Tour Code

Enter the tour code. eg. 2280AAHT

Search

* traveling soon

Show:

All bookings

Sort:

Date submitted

<< 1 >>

TRAVEL DATE

BOOKING DETAILS

BOOKING REFERENCE

Sunday

26

JUL 2015

St Lawrence River Cruise with Optional Boldt Castle Tour

1:30pm Departure

STATUS:
AMENDED
SALE
TYPE:
FREESALE

BOOKING REFERENCE:
BR-554965107
SUBMITTED: 21 JUN 2015

Total number of travelers: 4 (4 adults)

Lead traveler: Mr Valery Markin

Reject Amendment

Acknowledge

Contact

Show details

Functions of the Viator Supplier Extranet:

- Review and manage **bookings**

- Add new **products** to distribute on Viator

- **Block out** sold-out or non-operating dates

- Run **sales reports** by booking or travel date

- Review and respond to **traveler reviews**

- Review payments

- Contact Viator **customer service** or **customer** via closed loop communication

Partnering with Viator: Managing your Bookings



Viator has API integration with the following systems:

- ActivityLink
- Booking Boss
- Centaman
- EZ Tix
- Fare Harbor
- Get In Sell Out
- Jewel Business Solutions
- One Point
- Peek
- Ponorez
- Rezdy
- RezGo
- TourCMS
- Welcome Management System (TourBiz)
- XOLA
- Zau

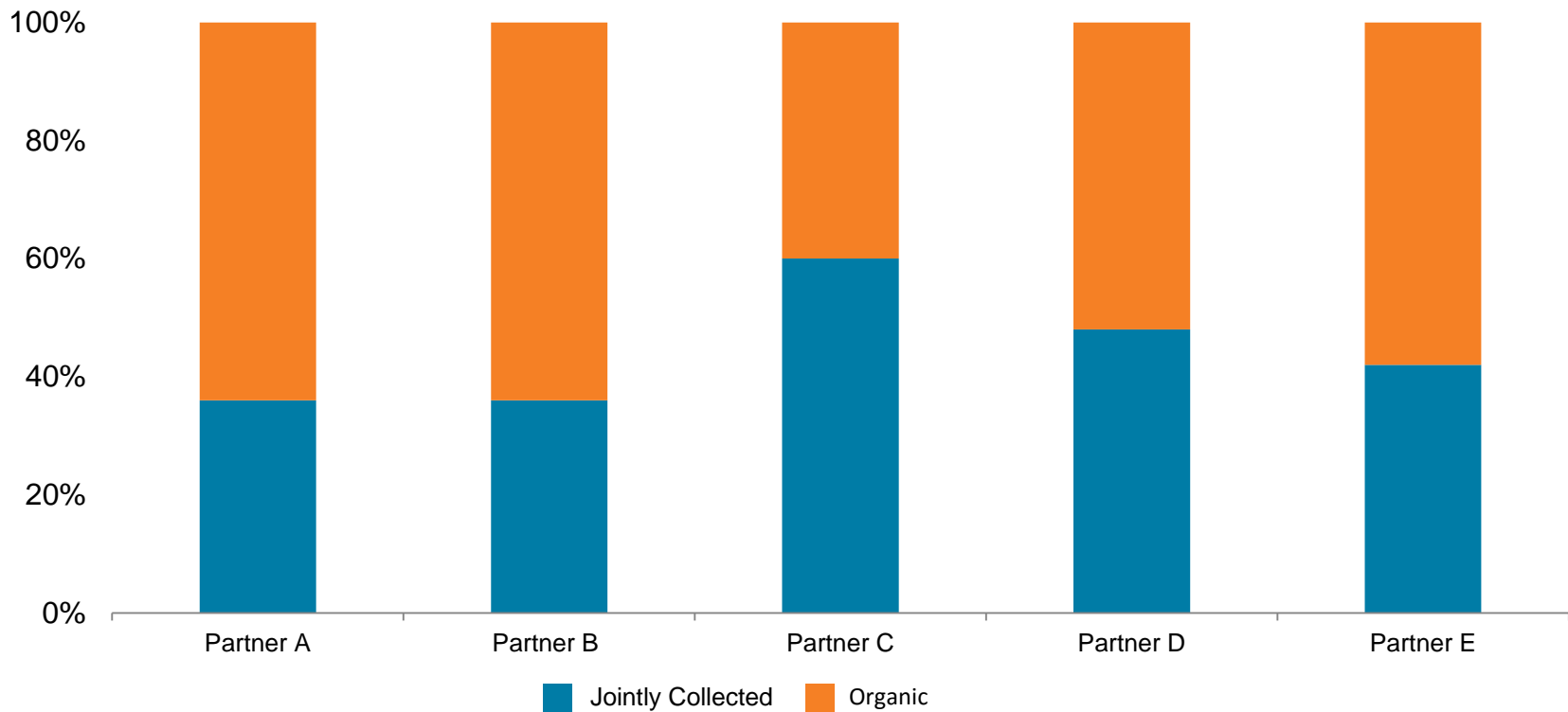


TripAdvisor Review Express: Easy Review Collection



- PhoCusWright data shows that more than half of travelers won't commit to a booking until they read reviews
- Partner with TripAdvisor for review collection and benefit from typically up to a 30% increase in reviews per month!

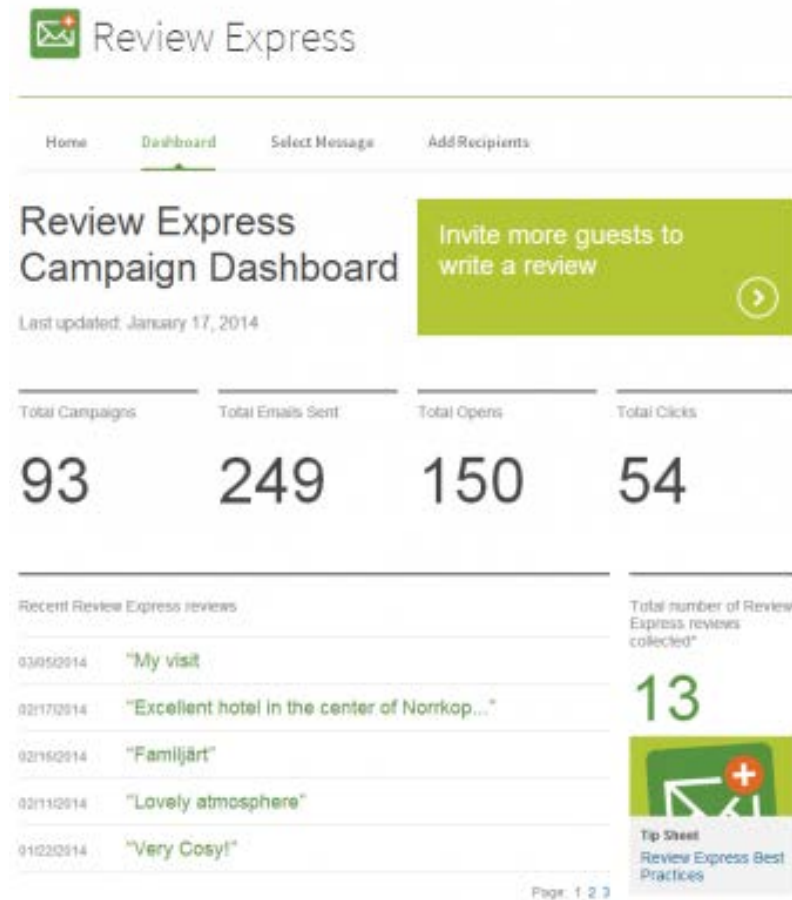
Selected reviews driven by TripAdvisor partnership (as % of total)



TripAdvisor Review Express: Easy Review Collection

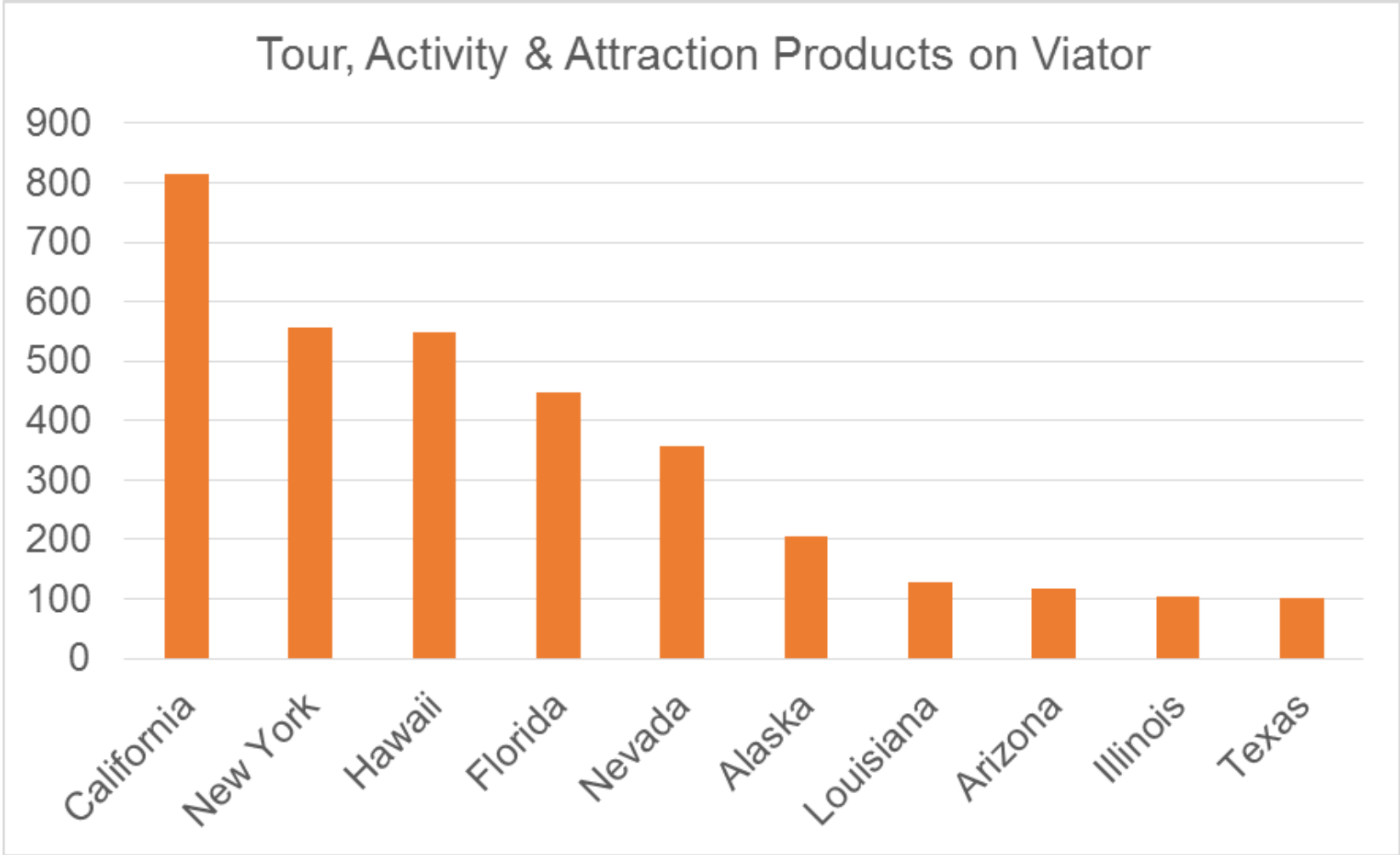


- The Fast, Free & Easy Way to Get More Traveler Reviews
- Attraction operators can create and send professional-looking emails from TripAdvisor to up to 1,000 recent customers — for free!
- Emails can be customized with attraction's branding
- Start by collecting customer email addresses and language preferences – ensure you get customer's permission to email them!
- Review Express dashboard provides analysis and tracking to help optimize your campaigns
- On average, regular Review Express users see an uplift of 28% in the amount of TripAdvisor reviews for their business

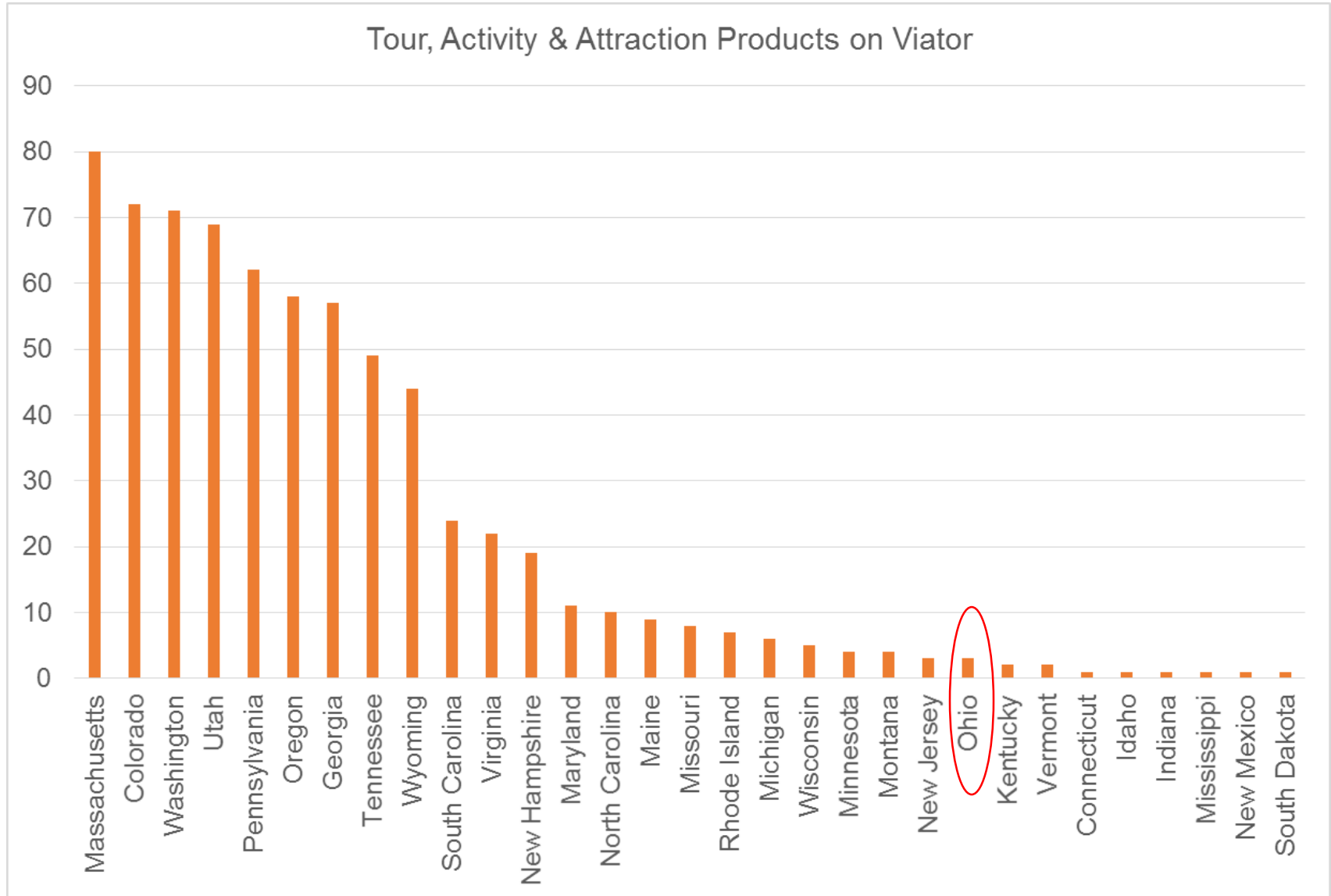


Visit www.tripadvisor.com/ReviewExpress to find out more!

Viator Range: Products by U.S. State



Viator Range: Products by U.S. State



Potential Ohio Attraction Partners



Cedar Point Amusement Park	Sandusky
Rock and Roll Hall of Fame and Museum	Cleveland
Cincinnati Zoo & Botanical Garden	Cincinnati
Franklin Park Conservatory and Botanical Gardens	Columbus
Ghostly Manor Thrill Center	Sandusky
National Museum of the U.S. Air Force	Dayton
Cleveland Museum of Art	Cleveland
Amish Country	Ohio
Kalahari Waterparks	Sandusky
Full Throttle Indoor Karting	Cincinnati
National Underground Railroad Freedom Center	Cincinnati
American Sign Museum	Cincinnati
Cincinnati Museum Center at Union Terminal	Cincinnati
African Safari Wildlife Park	Port Clinton
CoCo Key Water Resort	Cincinnati
Cleveland Metroparks Zoo	Cleveland
Greater Cleveland Aquarium	Cleveland
Cleveland Museum of Natural History	Cleveland



...and many more!

Potential Viator Branded Affiliate Sites for Ohio DMOs



- Support your local member base by partnering with Viator Affiliate Partnership Team
- Viator partnership enables direct bookings from your DMO website, kiosks or Visitors Centers
- Viator Partnership team offers multiple integration options, and will collaborate with you to maximize incremental revenue for both members and DMO organization

The screenshot displays the NYC Official Guide website for the Empire State Building Observatory. The page layout includes a navigation bar with categories like 'must-see', 'things to do', and 'where to stay'. The main content area features a map of the observatory location, a night view photo of the city, and a 'buy tickets' button powered by Viator, which is circled in red. Below the photo is an 'INFO' section with contact details and social media links. To the right, there are promotional banners for hotel deals and attractions, and a 'Book your NYC hotel' section with a search form.

Why Partner with Viator?

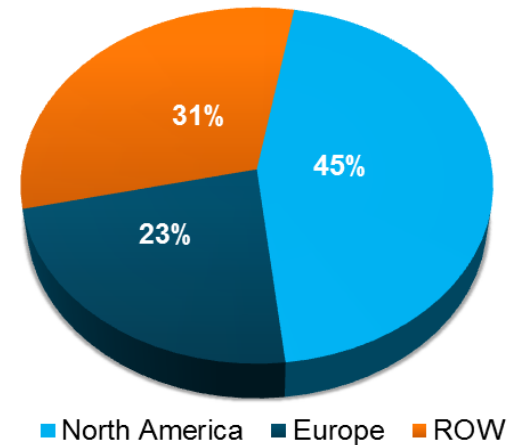


Viator can help build your business

- ✓ Viator supports businesses big and small
- ✓ Consistent booking patterns, on and off-peak
- ✓ Fed by domestic and international markets
- ✓ Unrivalled distribution opportunities
- ✓ Great people to work with!



Global Sales by Customer Country of Residence



Interested?

- ✓ Sign up today at www.viator.com/marketplace



Wish you were here, here,
here, here, and here.

viator
Travel with an insider

 viator.com

viator

Questions?