Bókun

Fill More Seats

How to boost your visibility and bookings across Europe with Bókun



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The Operator Health Check

A diagnosis, a treatment plan, and a healthier booking strategy.

1. **The symptoms**
   What's happening in the European market
2. **The diagnosis**
   Where operators are losing opportunities
3. **The underlying cause**
   How travellers discover and book
4. **The treatment**
   Smarter distribution and Bókun's four hats
5. **The new medicine**
   Bókun Tide and AI
6. **The prescription**
   Your next steps to healthier growth

01

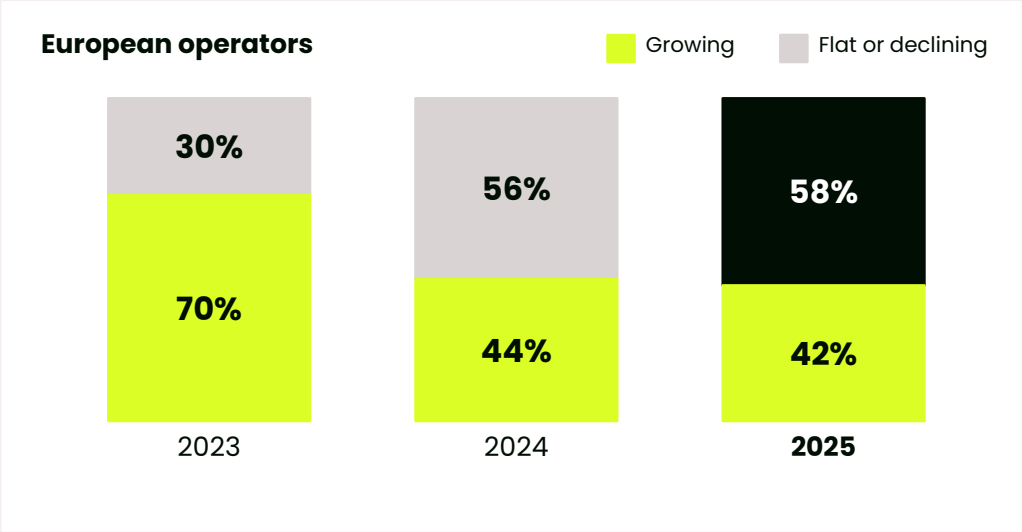
The market right now

The symptoms · New questions, new opportunities

The market right now

2025 was a harder year for most European operators

If your bookings were flat or down, you're in the majority.



58% of European operators were flat or down in 2025

≈67% feel optimistic about what's next, down from ≈84% in 2022

#1 risk increased competition, cited by ≈45%

Demand hasn't disappeared. Competition for it has grown.

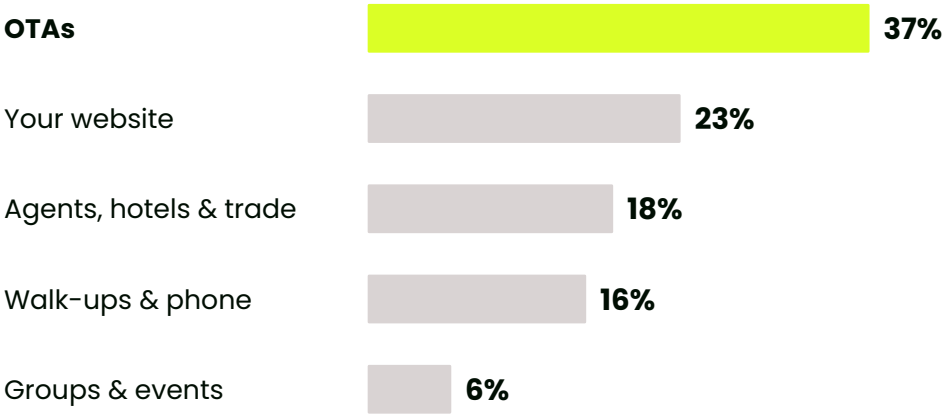
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Source: Arival Global Operator Landscape 4th Ed. (survey of 5,664 operators, Aug–Nov 2025)

The market right now

OTAs now drive more than a third of European bookings

Where European operators' bookings came from in 2025



Since 2019 (all regions)

OTAs

24% → 37%

Operator websites

33%* → 25%

*Website peak in 2021. Tours & activities, all regions.

71% of European operators' guests are international.

Travellers haven't stopped booking. They've changed where they book.

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Source: Arival Global Operator Landscape 4th Ed. (survey of 5,664 operators, Aug–Nov 2025)

The market right now

The operators pulling ahead are connected and visible

71%

of European operators use a booking system

Up from 58% in 2019. Half of small operators still don't.

22%

rate their marketing as very effective

Most are working harder for the same results.

AI

is the fastest-growing marketing channel

Travel trade (agents, partners) is second.

51%

are building private or exclusive experiences

Higher-value products are the focus.

The gap isn't size. It's systems, distribution and visibility.

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Source: Arival Global Operator Landscape 4th Ed. (survey of 5,664 operators, Aug–Nov 2025). Booking systems: Europe; other figures: all regions.

The traveller has changed. Have you?



96%

Growth in mobile bookings since 2019.

309%

Rise in repeat OTA bookers since 2019.

5X

“Things to do” searches on Google have grown in the last 5 years.

65%

Say ‘experiences’ are the primary driver for choosing a destination.

Sources: Viator Ignite Amsterdam 2025, Bokun booking data & Arival 2025 Experiences Traveler Outlook.

02

The supplier reality today

The diagnosis · Different businesses. The same underlying challenge.

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Different businesses, same challenge

Across the operators we speak to, almost everyone lands in one of three groups.

1

Manual and semi-manual

- Bookings by email and phone
- Spreadsheets, paper diaries, shared calendars
- Availability updated by hand
- Real overbooking and error risk
- Hours a week lost to admin

2

Already on reservation tech

- Operations are digitised
- Often selling through an OTA or two
- Limited by their system's connectivity
- Some channels still managed manually
- Looking for better automation and value

3

Enterprise, own system

- Heavy investment in proprietary tech
- Don't need another booking system
- Distribution is the actual gap
- In-house OTA APIs are expensive to build
- And expensive to keep alive

The supplier reality today

Different starting points. Same destination.

Whatever the size, whatever the tech stack — the wish list barely changes.

More bookings → **More distribution** → **Less manual work** → **More control**

Connectivity is the common denominator.

Not a bigger team. Not more hours. One place where your inventory lives, wired into everywhere people want to buy from you.

How travellers actually book today

Inspiration — Research — Comparison — Booking — Experience — Review

At any of those stages, a traveller might be on…

Google	Tripadvisor	An OTA
Social media	A destination site	Your own website
A hotel concierge	A tourist information centre	A travel agent or reseller

There isn't one universal booking journey. There are hundreds — and you only win the ones you're present in.

Direct or OTA is the wrong debate

Not direct or OTA.

Direct + OTA + B2B + Offline

The healthiest experience businesses don't pick a side. They build a portfolio of demand — several sources, each doing a different job, none of them able to sink the business on its own.

Portfolio, not either/or

What each channel is actually for

Direct

Your website, widgets, point of sale

- You own the customer
- Full brand and pricing control
- Repeat and referral business
- Strongest margins

35% higher profit per booking

OTAs

Viator, GetYourGuide, Airbnb, Civitatis and more

- Global reach on day one
- Customer acquisition at scale
- International source markets
- Incremental demand you can't buy alone

70+ OTAs via Channel Manager

B2B and offline

Hotels, concierges, TICs, DMOs, agents

- Hotels and concierge desks
- Tourist information centres
- Association bodies like ETOA
- Local agents and other operators

2,600+ OTAs and resellers on Bókun

Why one OTA isn't a distribution strategy

Dependency risk

One relationship decides your season.

Ranking changes

Algorithms and search placement move without warning.

Markets differ

Different OTAs dominate different source markets.

Travellers differ

Each channel attracts a different traveller profile.

Seasonality differs

Demand peaks at different times in different markets.

Unreachable demand

New channels open demand you can't access today.

Diversification isn't being everywhere for the sake of it.

It's finding the channels that bring you customers you would not otherwise have won.

03

The different hats Bókun wears

The treatment · One platform. Four very different jobs.

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The different hats Bókun wears

One platform. Different business needs.

Bókun isn't one thing to everyone. Depending on what you already have, it plays a different role.

Hat 1

Booking system

Run the whole operation, end to end.

Run your business and sell direct.

Hat 2

Channel manager

Connect your system via API — live.

Keep your tech. Expand your reach.

Hat 3

Offline channel manager

No API? Bulk-upload and stay connected.

Same network. Zero engineering.

Hat 4

Offline and B2B

Build your own local reseller network.

Your next booking might come from next door.



Hat 1

Booking system

Run your business and sell directly.

For operators who need one place to manage the entire operation.

- Reservation management
- Inventory and availability
- Pricing and promotions
- Resources
- Product management
- Website booking engine and widgets
- Direct online bookings
- Point of sale and offline bookings
- Automated guest emails
- Day-to-day operations

Website tools grow direct bookings by 250% — and a direct booking earns around 35% more profit.

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Hat 2

Channel manager

Keep your technology. Expand your distribution.

API-DRIVEN

Two-way, real-time sync. Your system stays in charge.



One live connection to Bókun replaces every individual OTA integration.

What you gain

- One connection instead of many
- Two-way booking sync — live or scheduled
- Real-time availability, pricing and sync

What you stop doing

- No individual OTA APIs to build
- No integrations to maintain forever
- Your system, your data, your rules

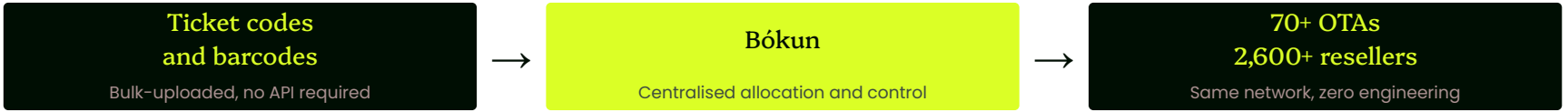
Hat 3

Offline channel manager

No API? You can still connect everything.

NO API NEEDED

Bulk-upload availability and ticket codes. No engineering required.



The same distribution network — without writing a line of code.

What you gain

- No developer or API required
- Ticket-code and barcode support built in
- Same 70+ OTA and reseller reach

What you stop doing

- No API integration to build
- No developer or IT resource needed
- No ongoing technical maintenance

Hat 4

Offline and B2B distribution

Digital distribution isn't only about OTAs. Build your own local reseller ecosystem.

1

Agents Area

Give agents and resellers their own place to check availability and book your products — with their own rates and terms.

2

Bókun Marketplace

Connect with resellers actively looking for supply, negotiate and contract in one place.

Who your local reseller network could be

- Hotels
- Concierge desks
- Tourist info centres
- DMOs
- Travel agents
- Other operators

Bókun operators joining the Marketplace have seen bookings grow by 200% within a year.

The control tower

Think of Bókun as one.

Same airspace. Three ways in.

HAT 1

We're the whole airport.

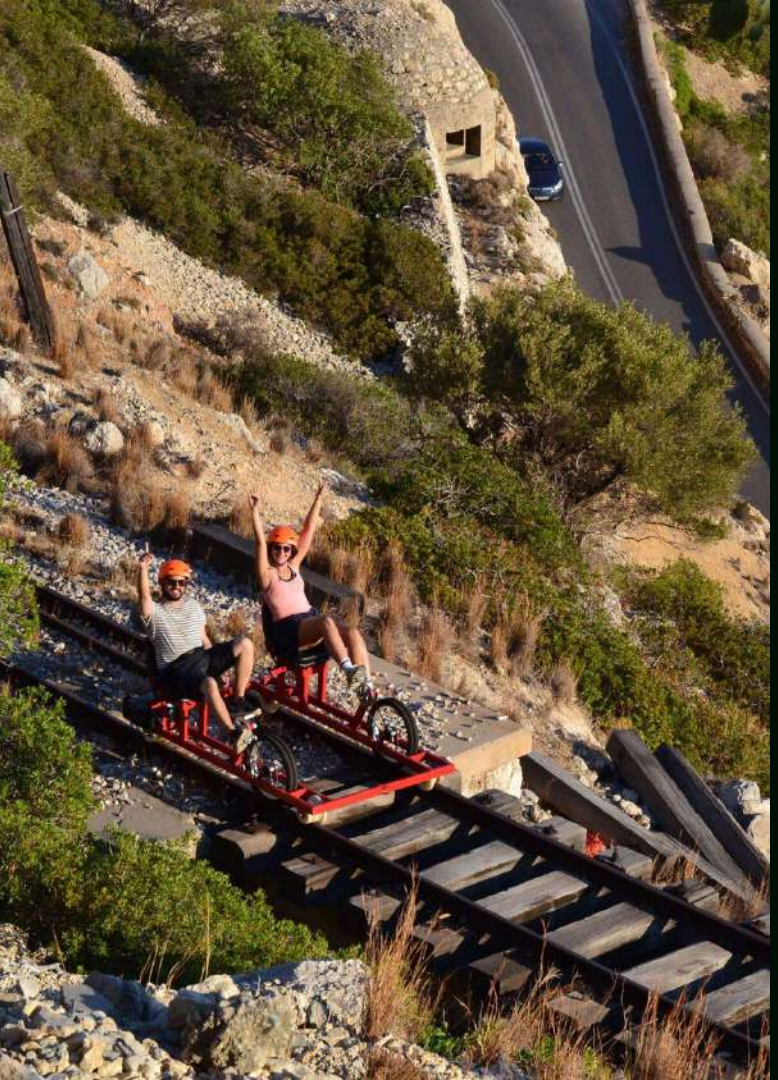
HAT 2

Live radar with an API — two-way, real-time sync.

HAT 3

A voice on the radio — no API needed. The instrument changes. The landing doesn't.

That's the airspace side handled — three ways in, one platform. What's still on the ground is a different story.



Human proof beats another slide from us

“Bókun offers exceptional technical support and customer-friendly features. It has delivered excellent conversion rates for our business, and it has been a valuable asset in our growth journey.”

Artemios Filatov

Railbiking in Greece

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04

Meet Bókun Tide: AI that does the admin

The new medicine · Four new AI features. Less typing, more selling.

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Four AI features, built into Bókun

AI does the typing. You stay in charge of every booking and listing.

Feature 1

AI booking agent

Paste or snap a booking. AI drafts it.

Stop retyping bookings.

Feature 2

ChatGPT & Claude

Check bookings from your AI assistant.

Bókun, without opening Bókun.

Feature 3

AI Product Importer

Paste your website URL. Get a listing.

Products live, faster.

Feature 4

AI Descriptions

Write or polish descriptions in a click.

Descriptions that sell.

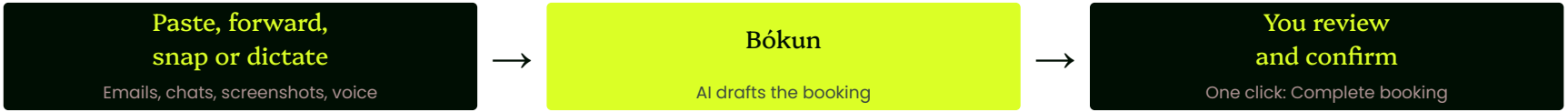
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Feature 1

AI booking agent

Stop retyping bookings.

YOU STAY IN CONTROL *AI drafts the booking. Nothing is booked until you click Complete booking.*



Uses the same booking, pricing and payment engine as Quick Book.

What you gain

- Bookings in seconds
- Fewer typos and missed details
- Same pricing and payment rules

What you stop doing

- Retyping emails into Bókun
- Copying details from screenshots
- Typing up phone and voice bookings

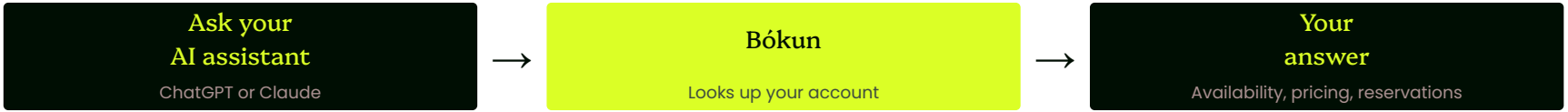
Feature 2

Connect ChatGPT or Claude

Bókun, without opening Bókun.

SET UP IN MINUTES

Link your Bókun account to the AI assistant you already use.



Ask in plain language. Get answers straight from your Bókun account.

What you gain

- Answers without logging in
- Works with ChatGPT or Claude
- Set up in a couple of minutes

What you stop doing

- Switching between tabs
- Logging in for quick checks
- Digging through calendars

Features 3 & 4

Get listed faster

Let AI do the writing, so your products go live sooner.

1

AI Product Importer

Paste your website URL and Bókun builds the product listing. Now available to existing operators.

2

AI Descriptions

Write a new description from your product details, or polish one you have. Edit as much as you like.

Works on

- New products
- Existing products
- Tours
- Activities
- Attractions
- Experiences

Less time writing listings. More time running experiences.

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Bókun Tide

You stay in control, and it's included

You confirm everything

AI never books or changes anything on its own.

Look for the AI tag

The Bókun AI tag shows where AI does the work.

No extra cost

Included in Start, Plus and Premium, for a limited time.

Simple pricing

No credits, add-ons or surcharges.

Rolling out now

Importer and Descriptions are live for existing operators.

Try it free

14-day free trial, no credit card needed.

AI does the typing. You make the calls.

Every booking the AI drafts waits for your click before it goes through.

Bókun

Your next step

25% sign-up offer for webinar attendees

Code: ETOA25 → 25% off for the first 3 months

Sign up → Onboard → Connect → Optimise → Grow

What's included

- 25% off for the first 3 months of your subscription
- A guided onboarding journey
- Customer Success support from real people
- Marketplace and connectivity setup
- Ongoing optimisation, not a one-off launch

Start building your distribution strategy.

Scan to get started

CODE: ETOA25

Expires Nov 30, 2026

Q&A

Bókun

You bring the wow.
We bring the how.

Reliable tech. Remarkable experiences.



Maria Andrea
EU Business Development Manager

Come find Maria and the Bókun team at GEM and WTM!

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