#### Featured: Day Trip to Chichen Itza, Valladolid with Cenote Swim and Lunch \*\*\*\*\* | 103 Reviews

"Rodrigo and Carlos were awesome! Rodrigo was so knowledgeable and passionate about Mayan history and Chitchen Itza. The cenote was beautiful and we really enjoyed seeing "actual Mexico" the city of Valliodad! I thought there was plenty of time at each attraction and had a really great time!"

- McKell G.

### Using Bookable Links on Viator's Travel Agent Program



Featured: Sushi Cooking Class in Osaka

"This was one of the highlights of our time in Japan. Yayo is an extremely nice person who truly opens up her home to you for this experience. Learning how to make sushi, miso soup, and the Japanese omelet were not only very informative but extremely fun to do."

- Mark R.

### Agenda

### Intro to Bookable Links

### Sharing Bookable Links

#### Live Demo

### **Best Practices + Use Cases**

#### **Question & Answer**

#### Tripadvisor<sup>®</sup> Experiences 2

Featured: Atlas Mountains Hot Air Balloon Ride from Marrakech with Berber Breakfast and Desert Camel Experience \*\*\*\*\* | 177 Reviews

"From being picked up to being dropped off you will not be disappointed, the staff are funny and friendly, the balloon is magnificent, and the camels were clean, well looked after and loved selfies. Highly recommended."

- Eleanor75, December 2018

### **Introduction to Bookable Links**

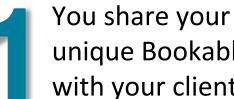


### **Earn commission without lifting a finger**



Sharing your unique **Bookable Link** allows you to earn commission on experiences that your client books themselves

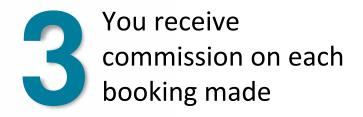
### Here's how it works:



unique Bookable Link with your client



Your client books any tour or activity using your Bookable Link



Featured: Cooking Class and Lunch at a Tuscan Farmhouse with Local Market Tour from Florence \*\*\*\*\* | 1373 Reviews

"We have looked for years for a cooking class in Italy to do and this one was perfect. I cant wait to make the recipes at home for my friends and family. Would definitely recommend it to all."

- Ken M.

### Sharing Bookable Links

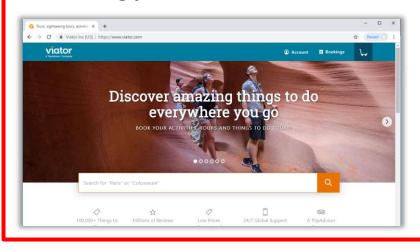


### First step: always use travelagents.viator.com

### Using viator.com

 X you WILL NOT receive commission
 X you WILL NOT see "Share with client" buttons

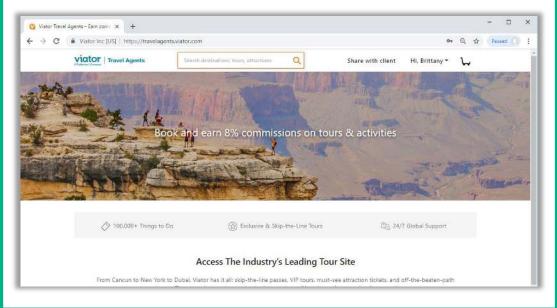
### If you see a blue header, you're in the wrong place



#### Using travelagents.viator.com

✓ you WILL receive commission✓ you WILL see "Share with client" buttons

### Always look for the white header, the "travel agents" logo, and (of course) your name!



#### tripadvisor<sup>®</sup> Experiences

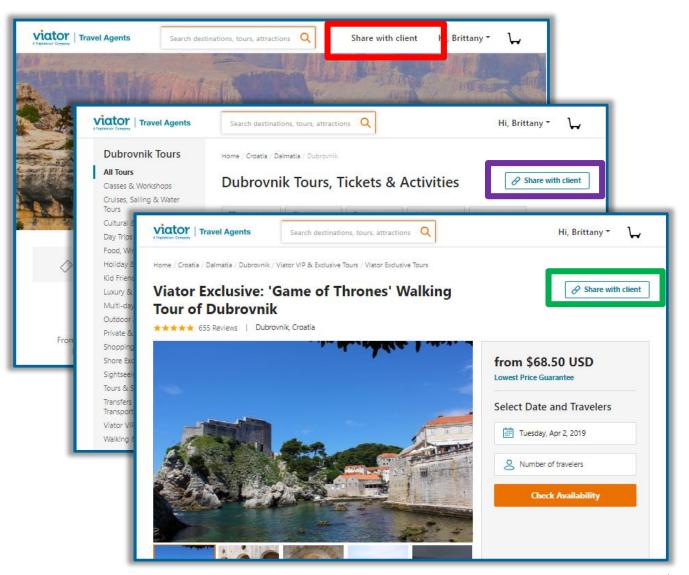
## Finding your Bookable Link



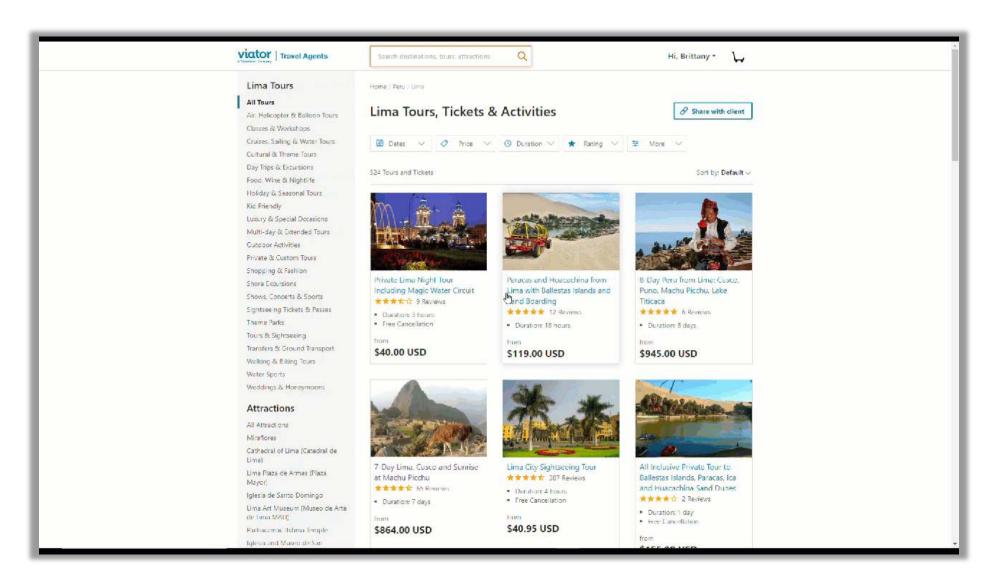
Look for the **"Share with client**" button

This button appears on most pages, such as:

- Your homepage
- Destination pages
- Product pages



### A closer look at your Bookable Link



# **Bookable link email notifications**

To comply with privacy regulations, your client can choose to:

Send my booking details to:

Me and my travel agent (recommended if your travel agent sent you a link to this trip)

Only me

✓ You <u>will</u> be able to view these bookings in your dashboard report at any time:

- Direct booking = booking done by you
- Indirect booking = booking done via bookable link

# **Demo time!**

### **Best Practices for Using Bookable Links**



#### Featured: Shark Cage Diving and Viewing from Cape Town ★★★★★ | 71 Reviews

"Safe, professional and fun. We had a beautiful day on and under the water but most impressive was the staff's dedication to and passion for their work. The experience did not feel exploitative, we saw sharks up close and came away with a better understanding."



# Where can I share my Bookable Link?

Integrate your bookable link in all parts of your marketing across all channels



Share directly with clients via email



Share on your Facebook page

000

Provide the link on your own website



Put on your business card



Put the link where ever you want!

# **Quick guide to sharing Bookable Links**

When sharing bookable links, there's different levels of links you can share

Level of Bookable Link	Best practices	Share In emails or direct messages	Share on social media	Share on your website	Share on your business card
Homepage	Share your homepage link in "evergreen" situations, that is situations where the content will never go stale or expire	√*	√*	V	√
Destination or category page	Share a destination page once your client has picked their destination, but wants to do the perusing on their own.	$\checkmark$	$\checkmark$	$\checkmark$	
Product page	Share top products that are likely to sell out. These links are great to share on social when there's a new product available.	$\checkmark$	$\checkmark$		

\* Remember it's best to tailor links to your audience and avoid being too generic or push heavy on sales messaging, especially on social media

# Putting your Bookable Link on business cards

There are a few **free** options to shorten URLs\*:

- <a href="http://bitly.com/">http://bitly.com/</a> example of next slide
- <u>https://goo.gl/</u>
- <u>http://tinyurl.com/</u>

Best to share your homepage URL to keep things generic and to avoid a weird user experience







Q

100.000 + Things to Do

(2) Exclusive & Skip-the-Line Tours

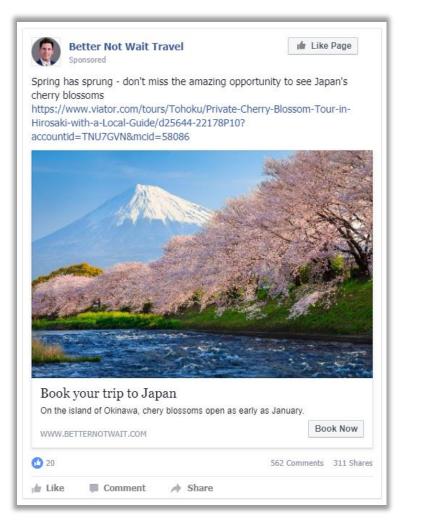
29 24/7 Global Support

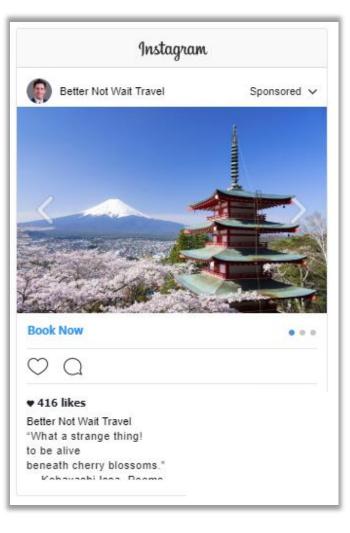
#### Access The Industry's Leading Tour Site

From Cancun to New York to Dubai, Viator has it all: skip-the-line passes, VIP tours, must-see attraction tickets, and off-the-beaten-path experiences. There's no better place to book when you're crafting the perfect vacation for your clients.



# Sharing your Bookable Link via social media





# Sharing your Bookable Link via email

Your Upcoming Trip to Athens * ×
yourclient@gmail.com
Your Upcoming Trip to Athens
Hi there,
Your flights and hotels are confirmed! Next step: planning what you want to do!
There are some high interest things to do that are likely to sell out.
<ul> <li>Private Gourmet Food Walking Tour in Athens     https://www.viator.com/tours/Athens/Private-Tour-Gourmet-Food-Walking-Tour-in-Athens     /d496-5776GOURMET?accountid=TNU7GVN&amp;mcid=58086     I know you said you LOVE Greek food, so this sounds perfect for you! This walking tour has fantastic reviews     Half-Day Catamaran Cruise of Santorini with BBQ and Drinks     https://www.viator.com/tours/Santorini/Santorini-sailing-catamaran-and-yacht-cruises       /d959-17549P3?accountid=TNU7GVN&amp;mcid=58086       You haven't booked any things to do yet for your day trip to Santorini so I was thinking this would be a great way       to soak up the beautiful views (and amazing food of course!) of the island. Hotel pick up and drop off is included       so you won't have to worry about getting to and from     </li> </ul>
Take a look here (https://www.viator.com/Santorini/d959-ttd?accountid=TNU7GVN&mcid=58086) for other things to do
Let me know your thoughts,
Brooks Wait
& BETTER NOT WAIT TRAVEL
555-555-5551 226 Causeway Street, Boston, MA 02114 Book tours and activities now: https://www.viator.com/?accountid=TNU7GVN&mcid=58086
Send A 🛛 🖘 😂 A 🗷 🔞 \$

# **Tracking activity from Bookable Links**

#### Direct bookings are: ✓ made by you

✓ on travelagents.viator.com

# Indirect

Direct

Indirect bookings are: ✓ made by your clients

✓ using bookable link or widget

Brooks Wait	Oct 06, 2019	<client name=""></client>	BR-	Direct	\$43.38	\$4.33
Brooks Wait	Oct 06, 2019	<client name=""></client>	BR-	Direct	\$48.02	\$4.80
Brooks Wait	Oct 05, 2019	<client name=""></client>	BR-	Direct	\$123.92	\$12.40
Brooks Wait	Apr 21, 2019	<client name=""></client>	Not shared	Indirect	\$323.20	\$32.32
Brooks Wait	May 17, 2019	<client name=""></client>	BR-	Direct	\$21.44	\$2.14
Brooks Wait	May 12, 2019	<client name=""></client>	BR-	Direct	\$21.44	\$2.14
Brooks Wait	May 09, 2019	<client name=""></client>	BR-	Direct	\$570.64	\$57.06

SAMPLE COMMISSION REPORT

# **Questions?**

