Quality You Can Trust.

To provide travel agents and travelers with the best options to experience a destination, we've set up Viator as the marketplace with the highest quality of bookable experiences.

Our quality standards focus on the quality of our product listings. They ensure each listing provides travelers with accurate, up-to-date information about the tour or activity and a seamless booking experience. All bookable products must meet Viator's Product Standards to list and stay listed on Viator:

Product Integrity

The product content must accurately represent what is included in the price and what type of experience travelers will have.

Safety

Products must be able to be operated in a way that guarantees traveler safety. All risks and potential hazards of a product must be disclosed to participants up front, and travelers must sign appropriate releases before activities commence.

Cancellation Policy

Most products fall under our Standard Cancellation Policy, meaning bookings can be canceled up to 24 hours before for a full refund. In order to be listed on Viator, the supplier-driven cancellation rate for any listing must be lower than 15%.

Ethics

Products must comply with Viator's values regarding animal welfare and family friendliness and be in good taste for a modern global audience.

Legal Compliance

Products must adhere to all applicable laws and regulations. Operators must maintain valid certifications and licensing, as required by law, to operate their business.

Courtesy to Travelers and Community

Operator staff must act with respect towards travelers at all times. Additionally, operators are not to discriminate against another person based on race, color, ethnicity, national origin, gender, religion, sexual orientation, gender identity or marital status.