

# Alex Bainbridge

 @alexbainbridge

## Tour & Activities - What next? 2017



# My background



Founder (and former) CEO of TourCMS reservation & distribution system - connecting hundreds of local tour suppliers to leading online travel agents



Founder and CEO of city guide - **Uptaste** - coming soon :)

# State of play (Day tours)

More than **80%** of the gross bookings remain offline

Online travel agents accounted for just **4%** of tour & attraction sales globally

Only **13%** of reservations via online distribution partners happen via some form of real time connectivity

**Still an offline, in destination, sector**

# Evolution

**4 areas need to change for bookings to shift to digital**

Live availability

Redemption / ticket scanning / no more paper

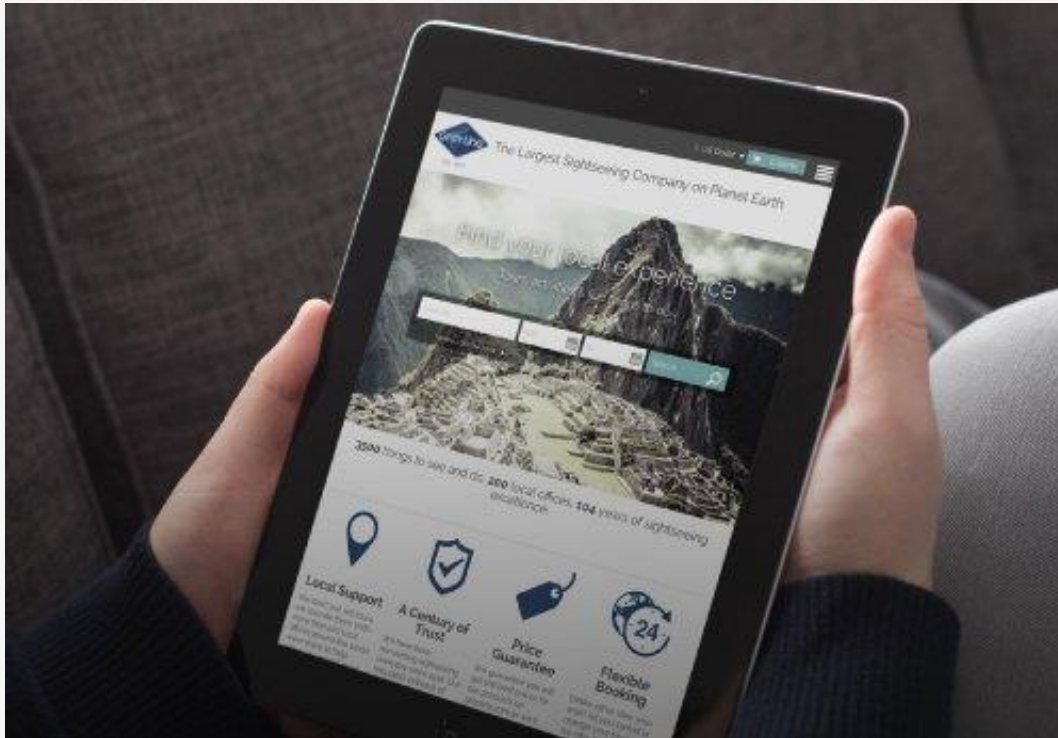
Easy cancellation

Online travel agent interaction models

An open notebook with lined pages lies on a wooden surface. A black leather watch with a silver case is placed on the left page, which is dated 'TUESDAY August 22'. A black pen with a silver nib is on the right page, which is dated 'WEDNESDAY August 23'. A rainbow-colored light flare is visible on the right page. The text 'Live availability', 'No email inbox', and 'Smart operations' is overlaid in white at the bottom right.

**Live availability**  
No email inbox  
Smart operations

# End of paper vouchers



People book on devices  
Need to use tickets on devices



# Easy cancellation

People want to be  
spontaneous when on a  
trip

Tours & activities are  
NOT about pre-planning



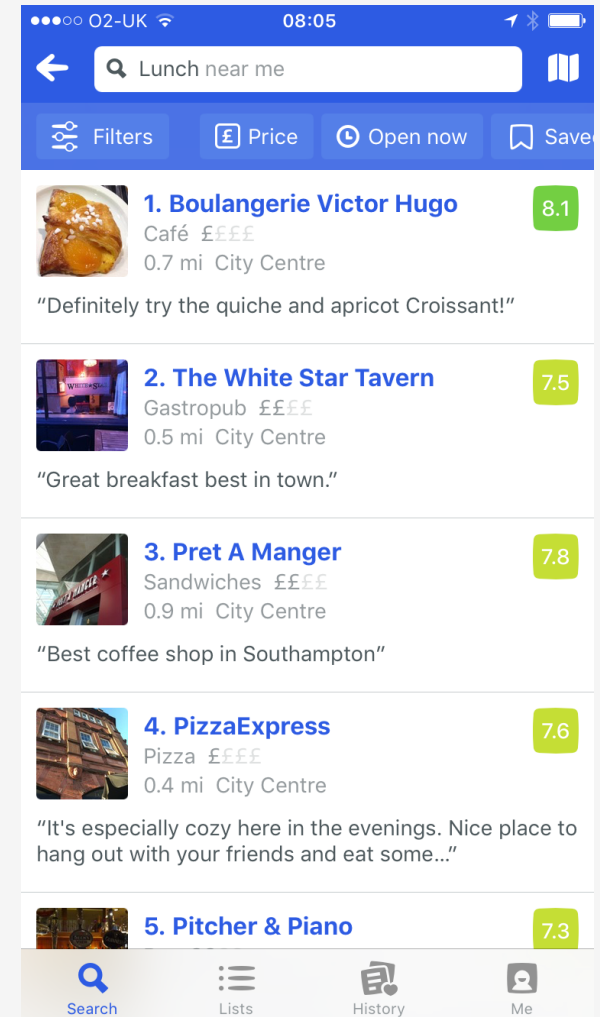
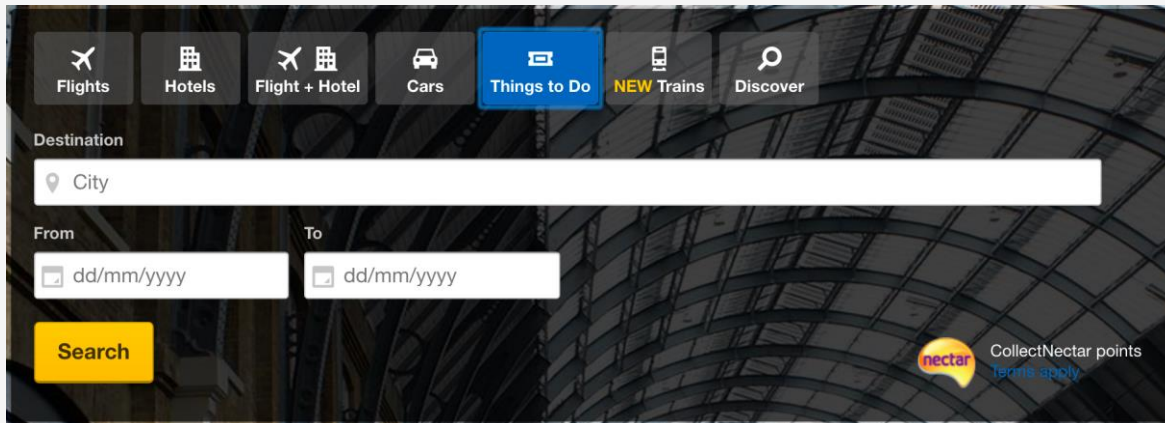
Flickr: David Orban

# Online travel agents need to change model

Where do you want to go?

If pre-booked, issues / availability can be checked manually (by tour company) after booking before travel

No need for live availability





# Winners and losers?

## Suppliers

Focus on **tech, operational processes & product** customers want spontaneously

IF you have a 24 hour cutoff on your tours & your competitor has a 2 hour cutoff, the competitor will receive the booking

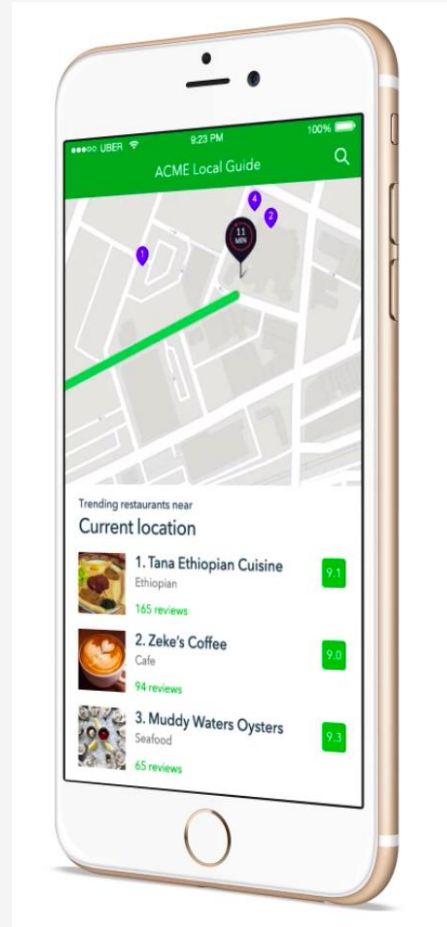
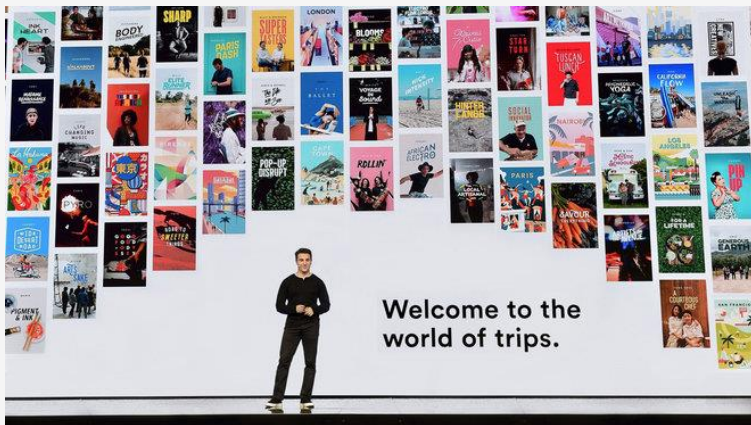
## Online travel agents

Perhaps too large to turn around and become “I am here” businesses. May lose (this sector) if they don't (vs the new entrants)



# New entrants

Airbnb  
Foursquare  
Facebook  
+ many startups



# **Tour reviews are a mess**

People review the destination or attraction rather than the tour

Tours are not the same every time, so can't be accurately compared (e.g. after lunch tour vs a morning tour)

On multi-day tours, customers have often customised their tour e.g. choosing a cheaper hotel

**Legacy text based reviews have survived to 2017  
but won't be here in 2027**

Look out for live reviews, or new review models

# Alex Bainbridge

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Thank you!



**Uptaste**  
coming  
soon!