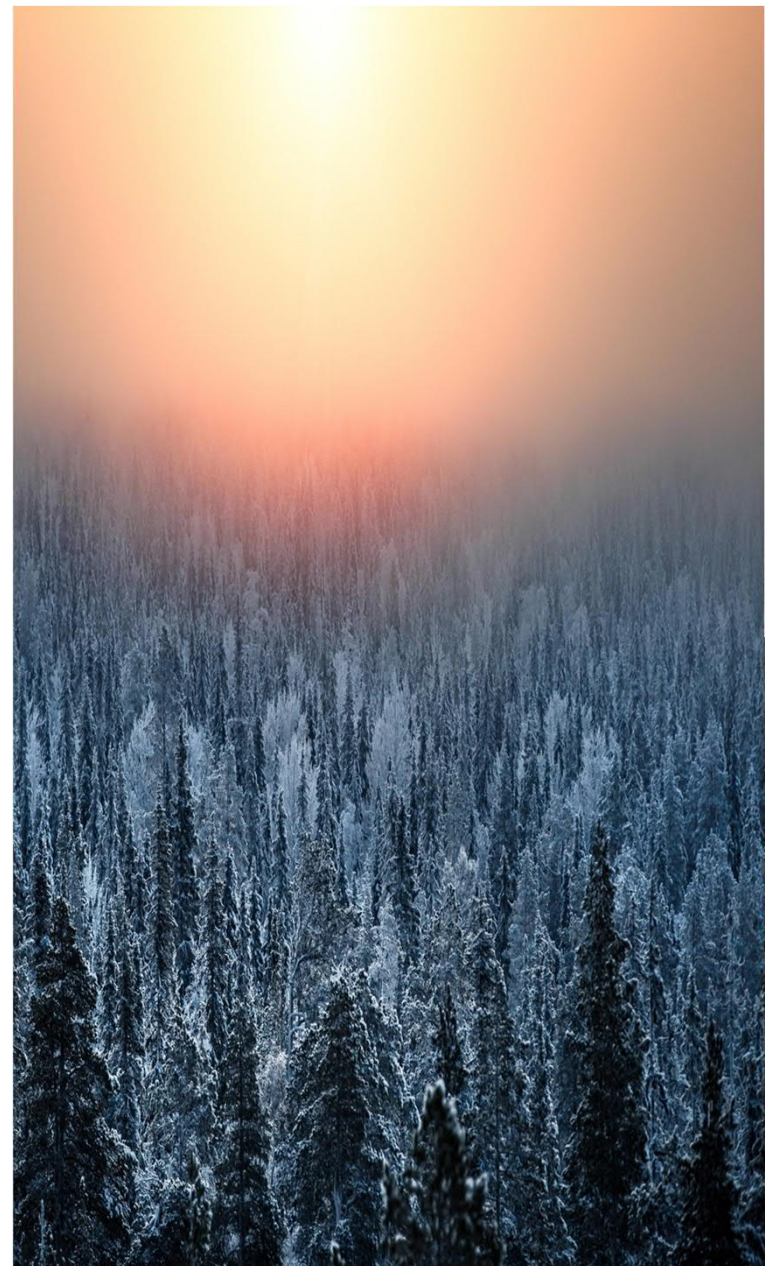




Finland & Bokun

Völundur Jónsson

Solutions | Strategic Clients



A short intro on myself

- My name is Völundur Jónsson.
- Been with Bokun since 2015. (Long time)
- Worked on the Finland project since it started.
- Based in Iceland.
- Part of the Business Development team of Bokun

The Bokun project in Finland

What has been done already

Workshops with Finnair

- Rovaniemi
- Oulu
- Vaasa
- Turku
- Tampere
- Helsinki
- Ruka

Close relationships with

- Finnair
- Airtouch
- Tietotalo

Active Integrations

- Johku
- Travius
- Paytrail

DMOs with Bokun

- Visit Karelia
- Visit Rovaniemi
- Visit Kemi
- Visit Ruka

Upcoming integrations

- Sportum
- Winres (comgate)



Rovaniemi



Oulu



Tampere



Turku



Vaasa



Ruka



Helsinki

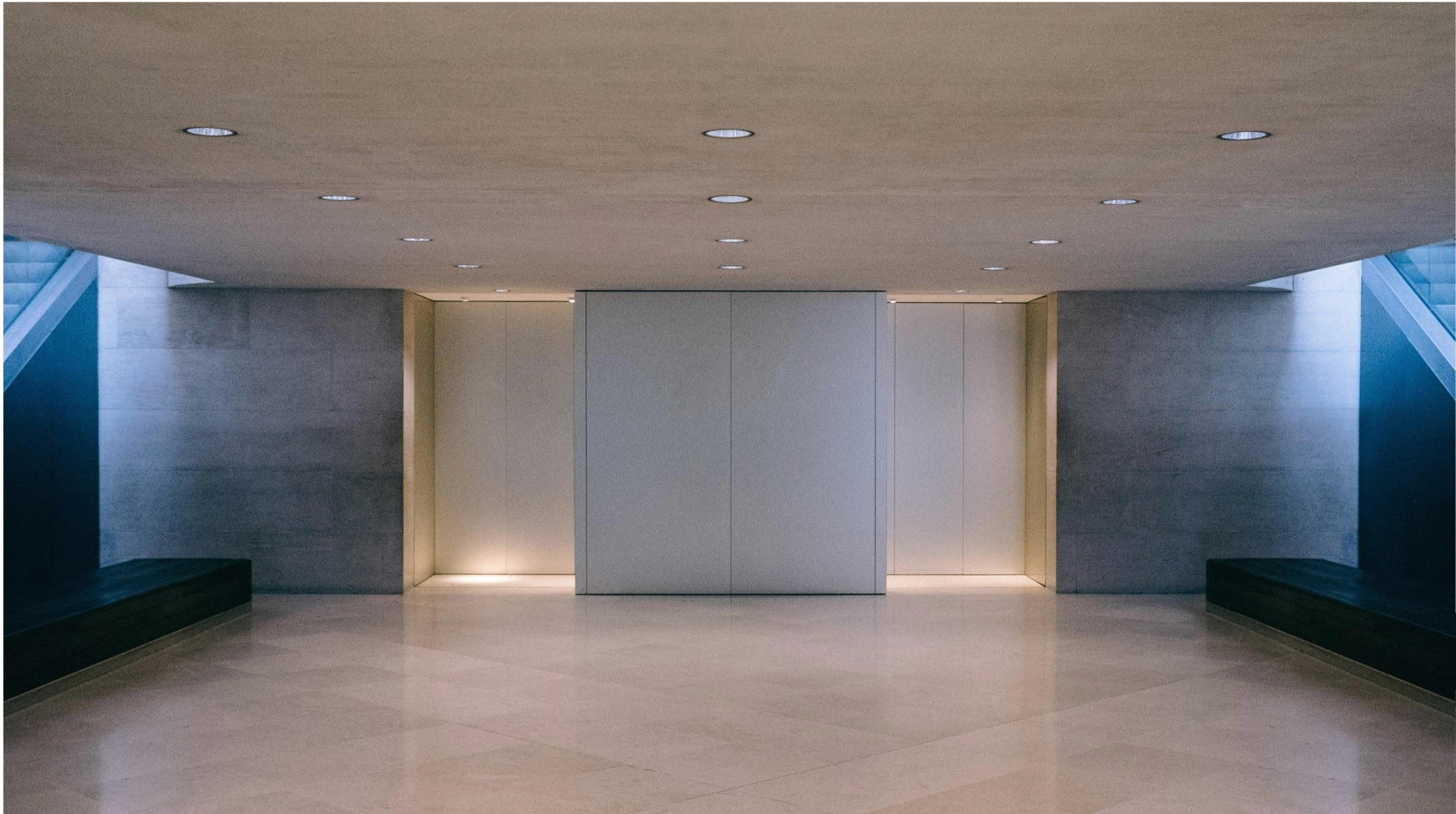


Kuopio





MATKA





HISSI

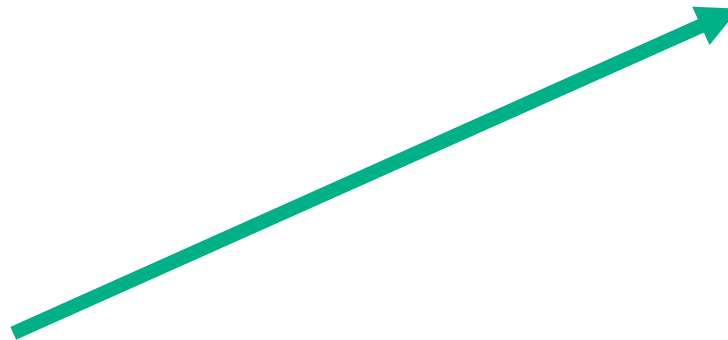




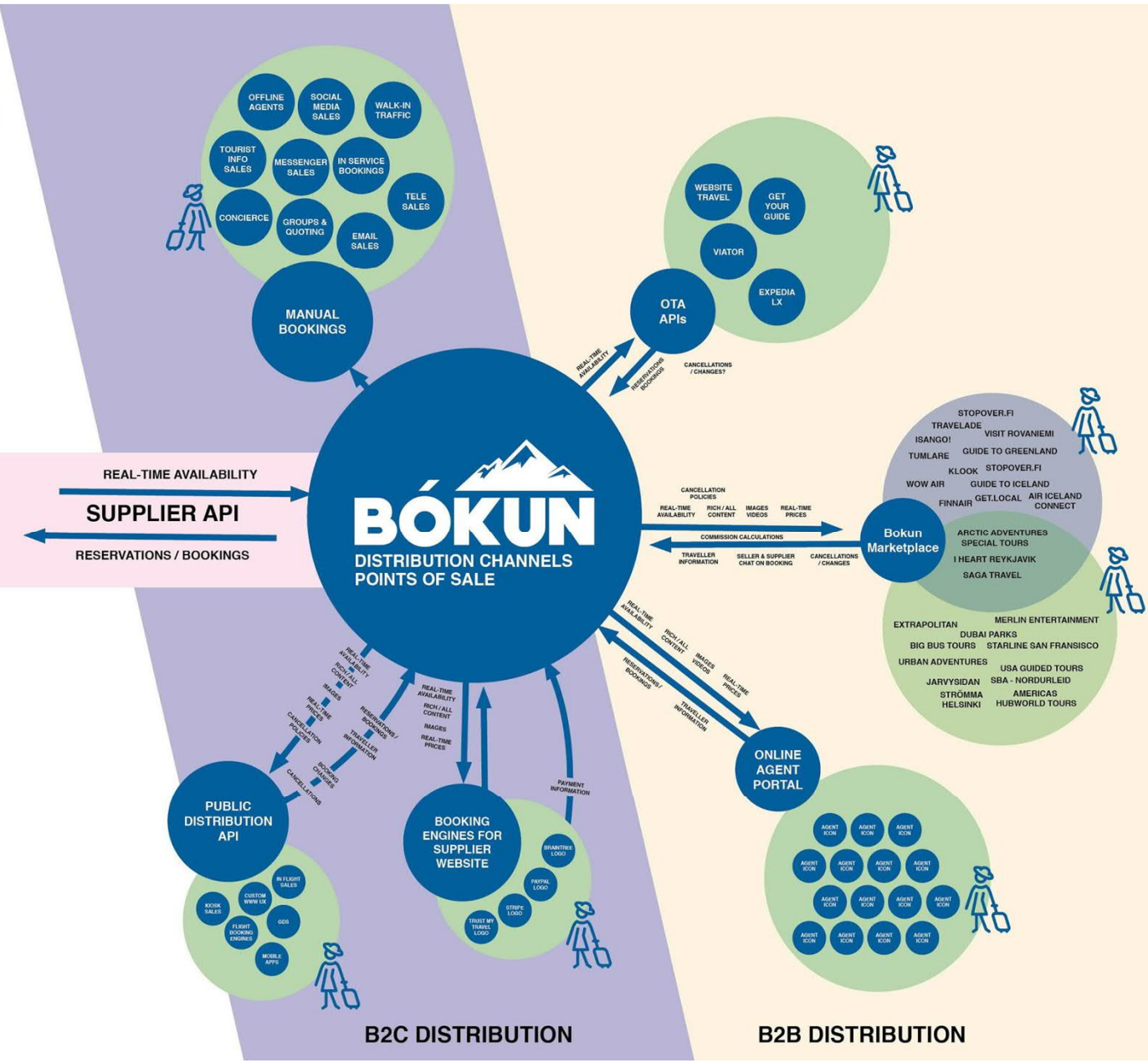
LOSKA SLABB

Online distribution as a concept

Being bookable is the goal



SUPPLIER OPERATION SYSTEMS
INHOUSE RESERVATION SYSTEMS
ERPs



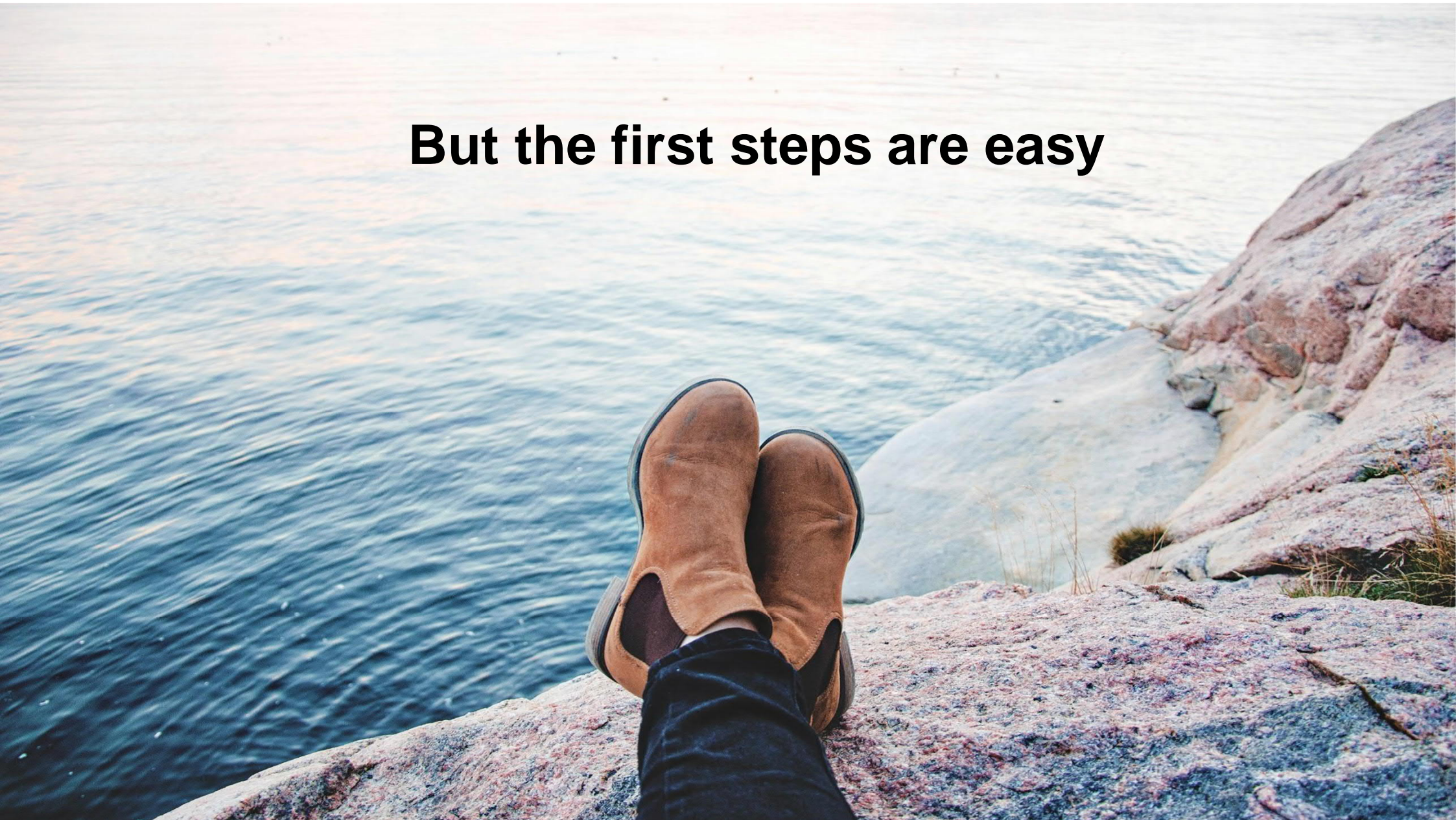
B2C DISTRIBUTION

B2B DISTRIBUTION

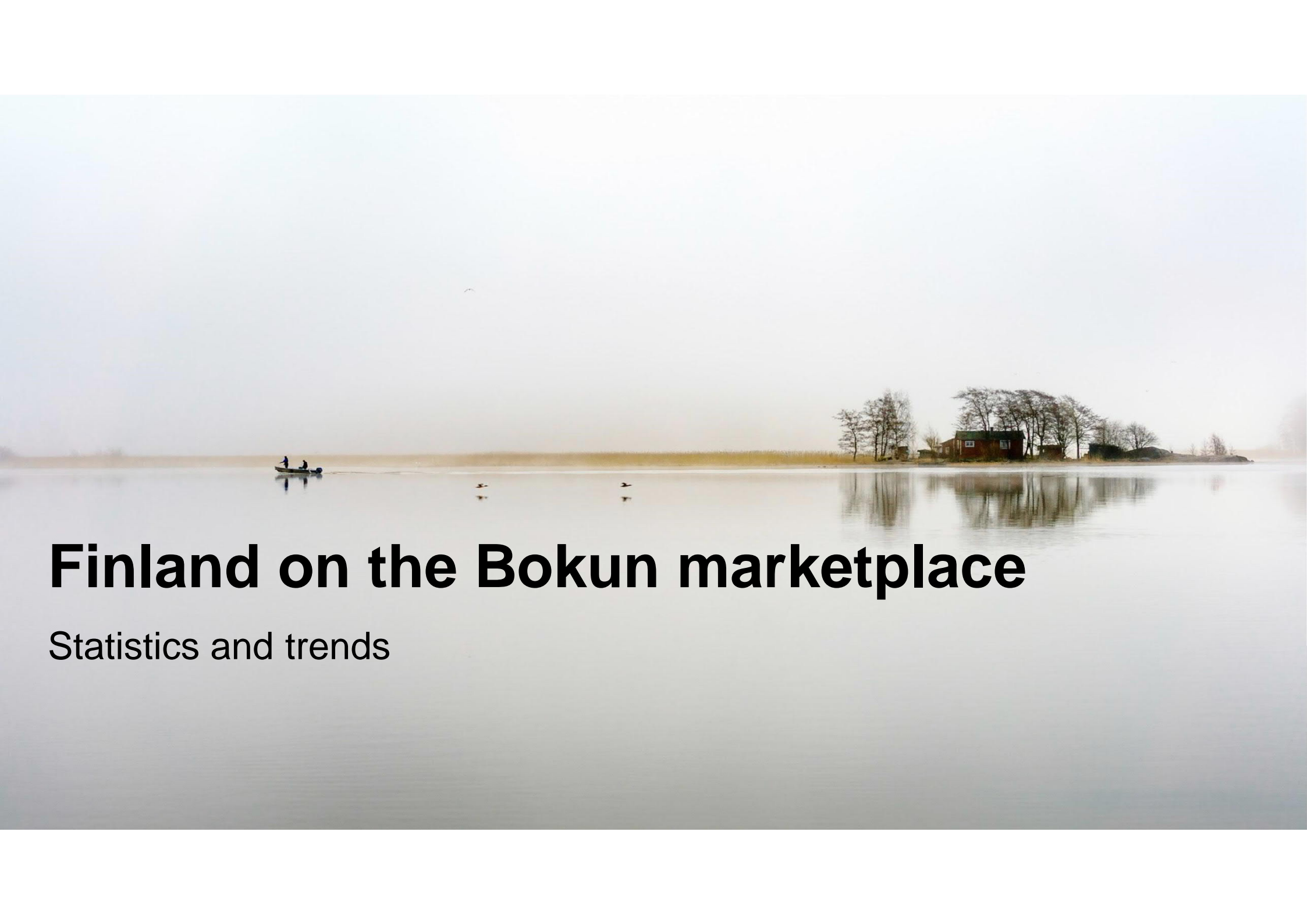
The full picture might be complex



But the first steps are easy



And if you need help, just ask :)



Finland on the Bokun marketplace

Statistics and trends

Current numbers for Finland on Bokun

Supply is increasing fast | numbers from 5th april 2019

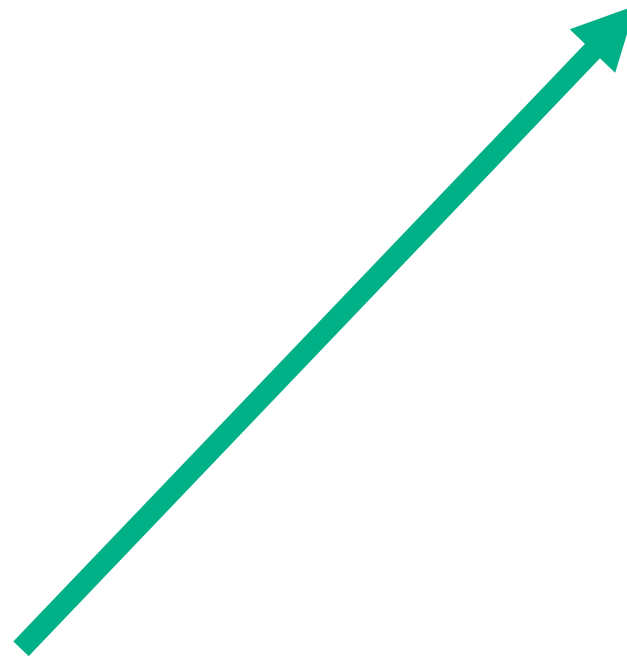
Total number of accounts: 450+

Total number of users / logins: 1.400+

Total number of products: 2.600+

Marketplace contracts: 1.100+

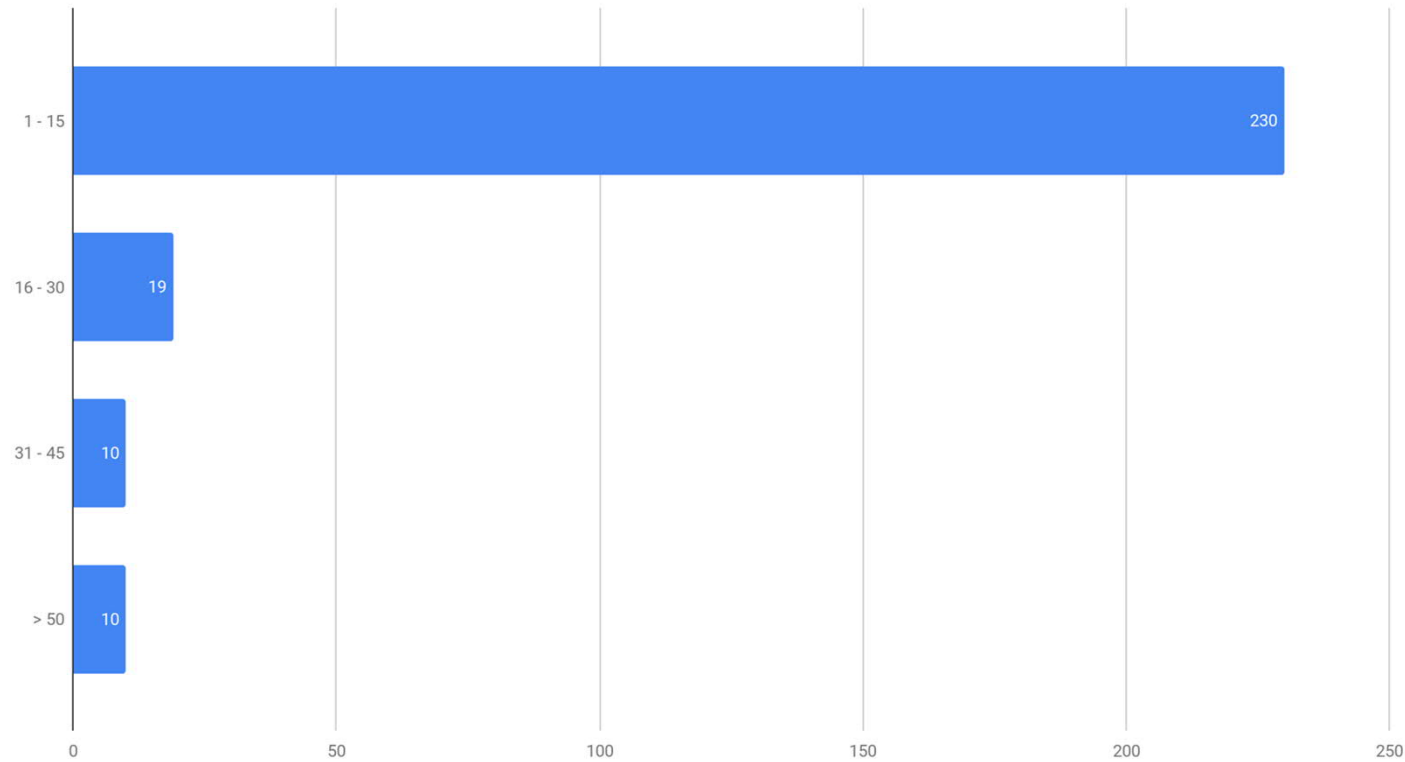
And it's all increasing every week



Product numbers by accounts

Finnish companies, current status

Product count by accounts on the Bokun marketplace in Finland



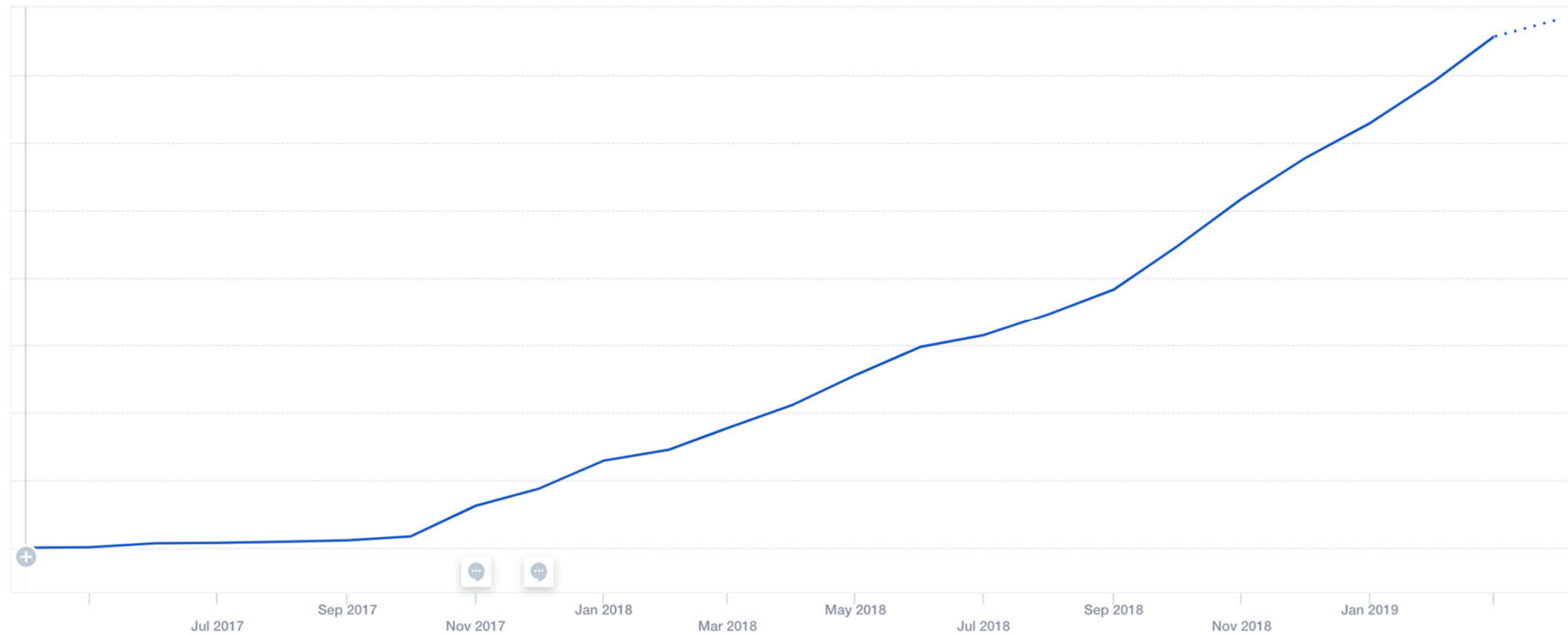
Number of booked products

Last 24 months in Finland



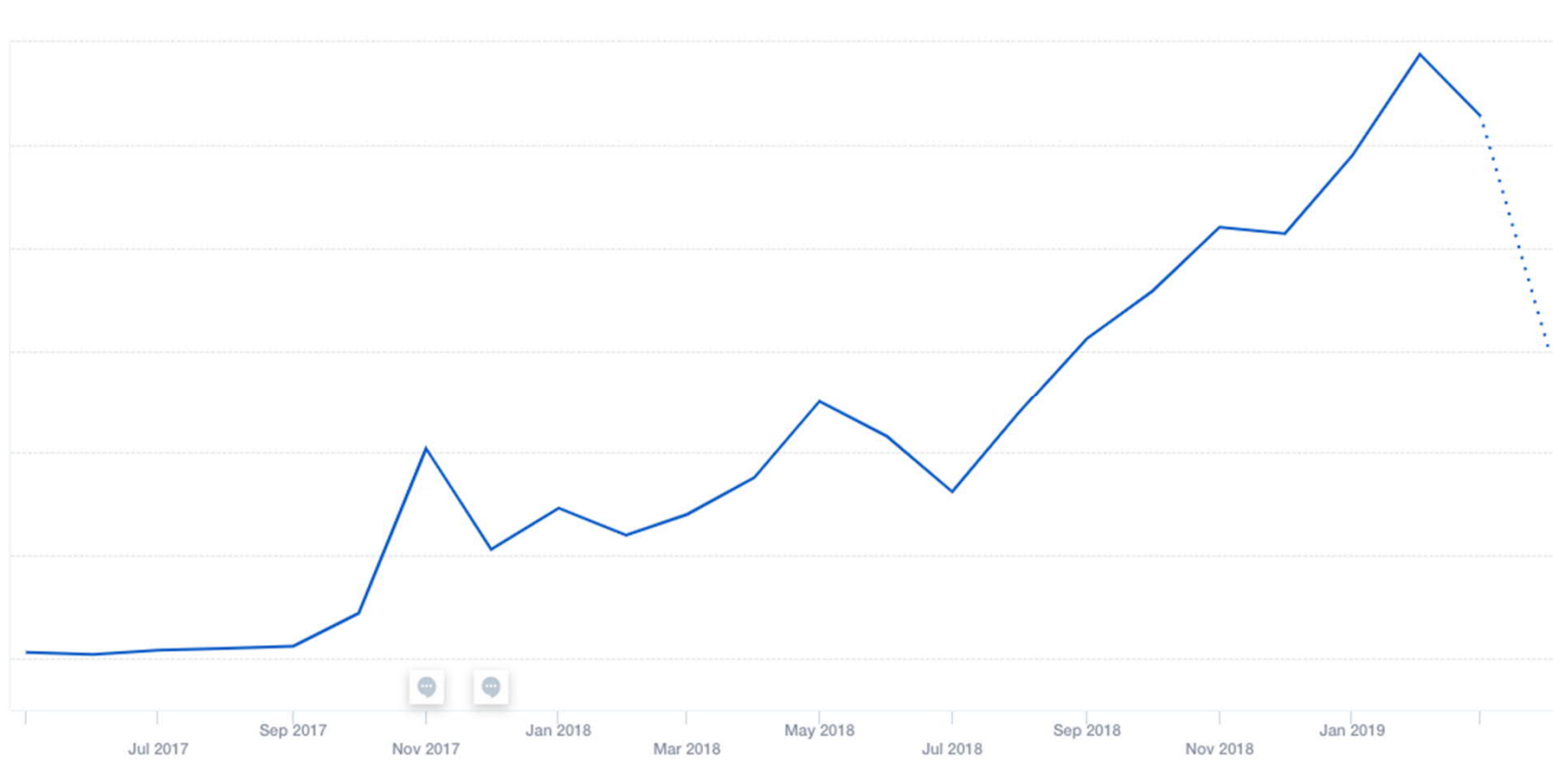
Number of new products created

Accumulative events for the last 24 months in Finland



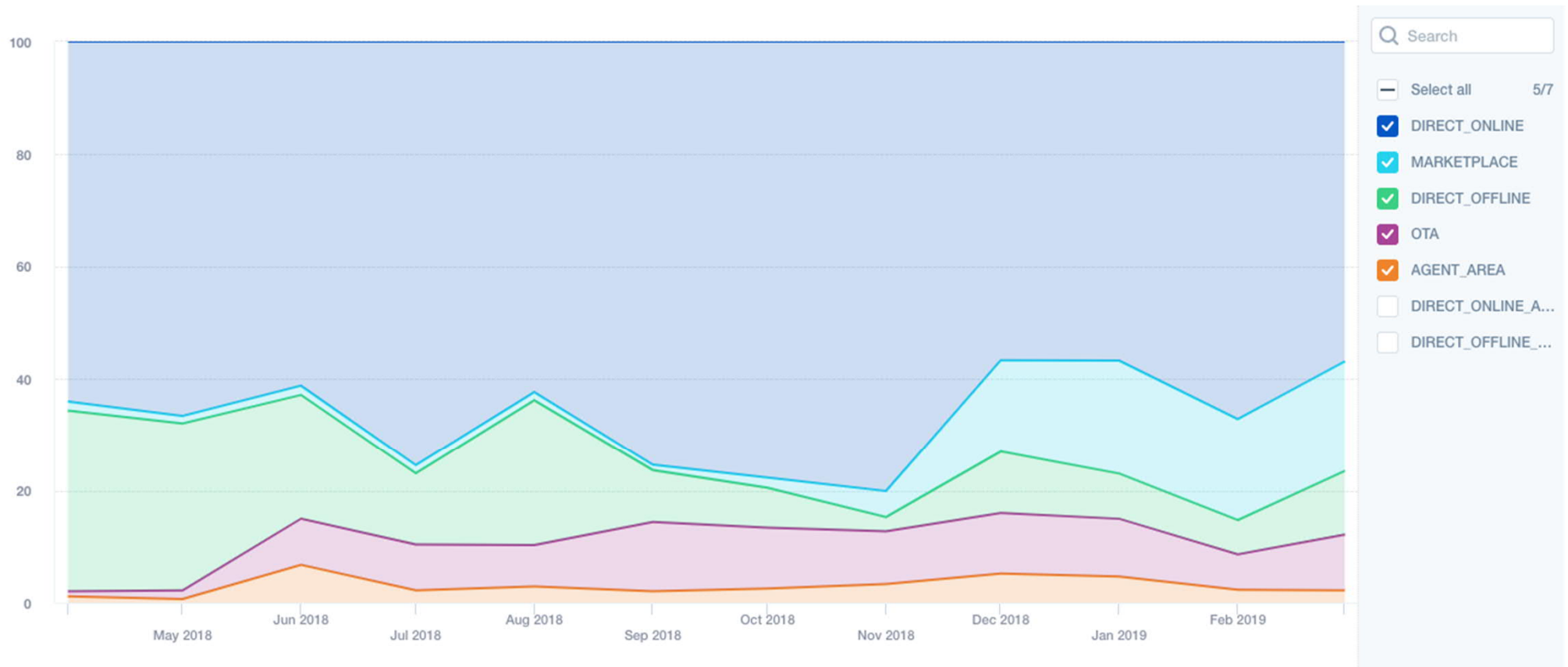
Number of user logins

Last 24 months in Finland



Sales segment breakdown

Sale Segment breakdown last 24 months in Finland



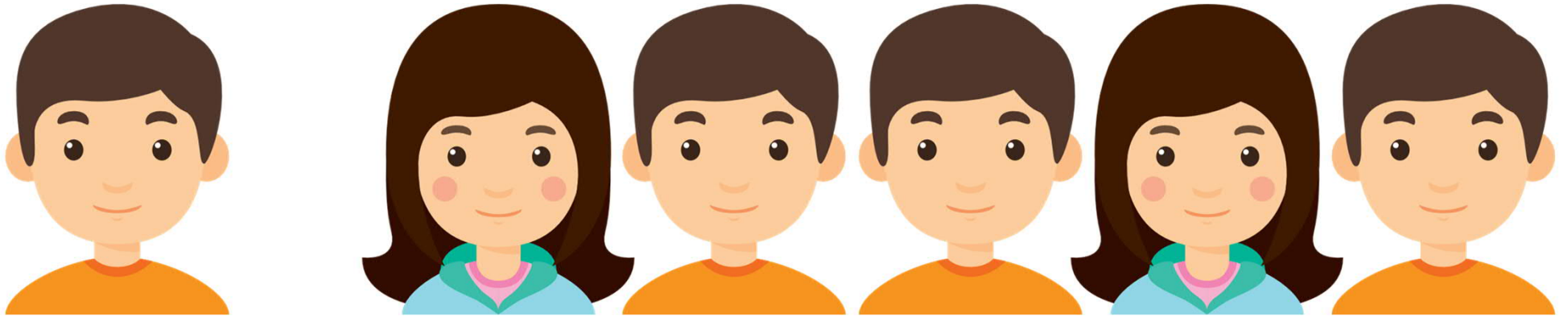


Bokun is growing

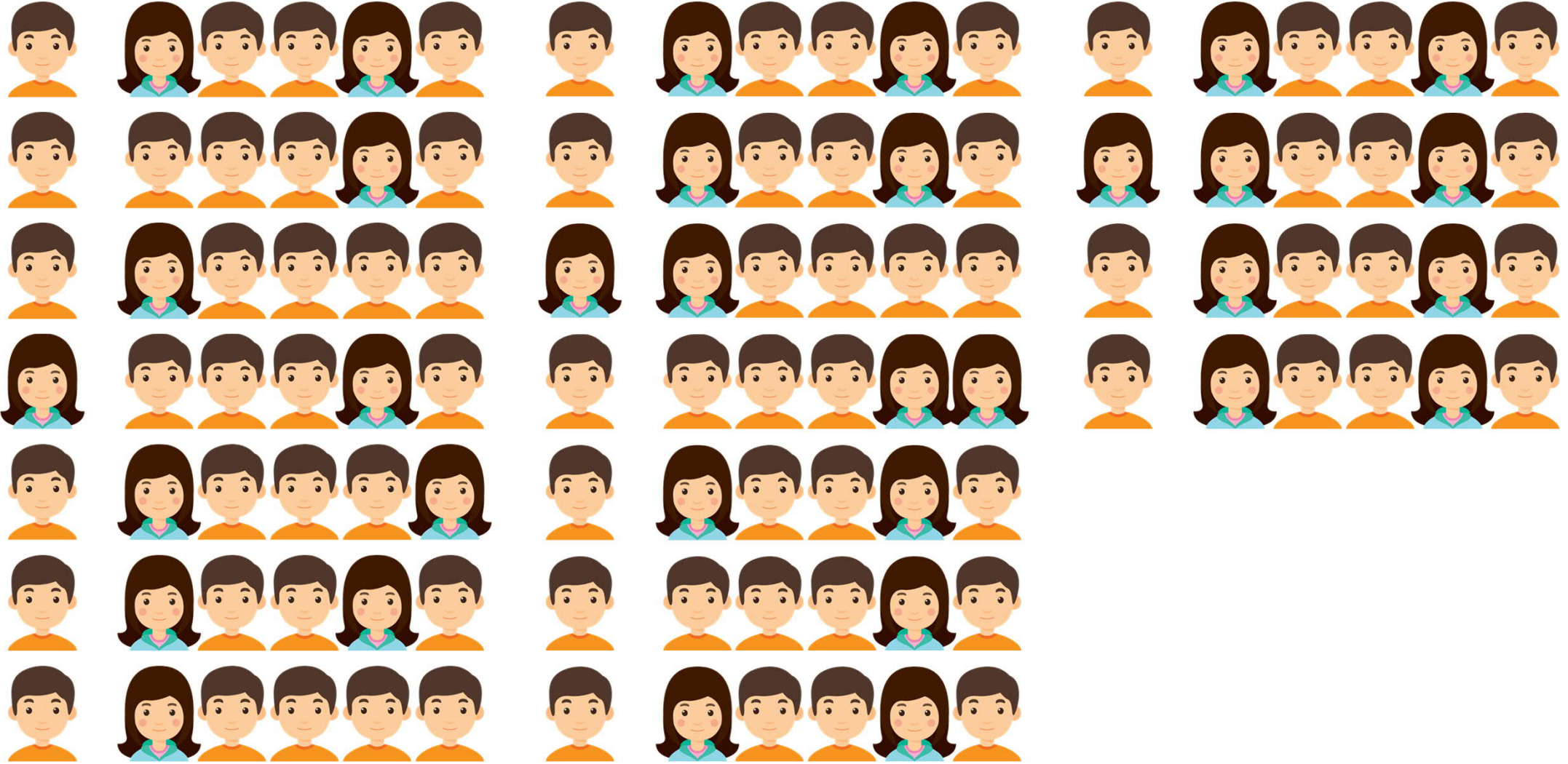
Some of the things that have
happened in the last 12 months

Roughly 5x more people

A group of 20 became more than 100







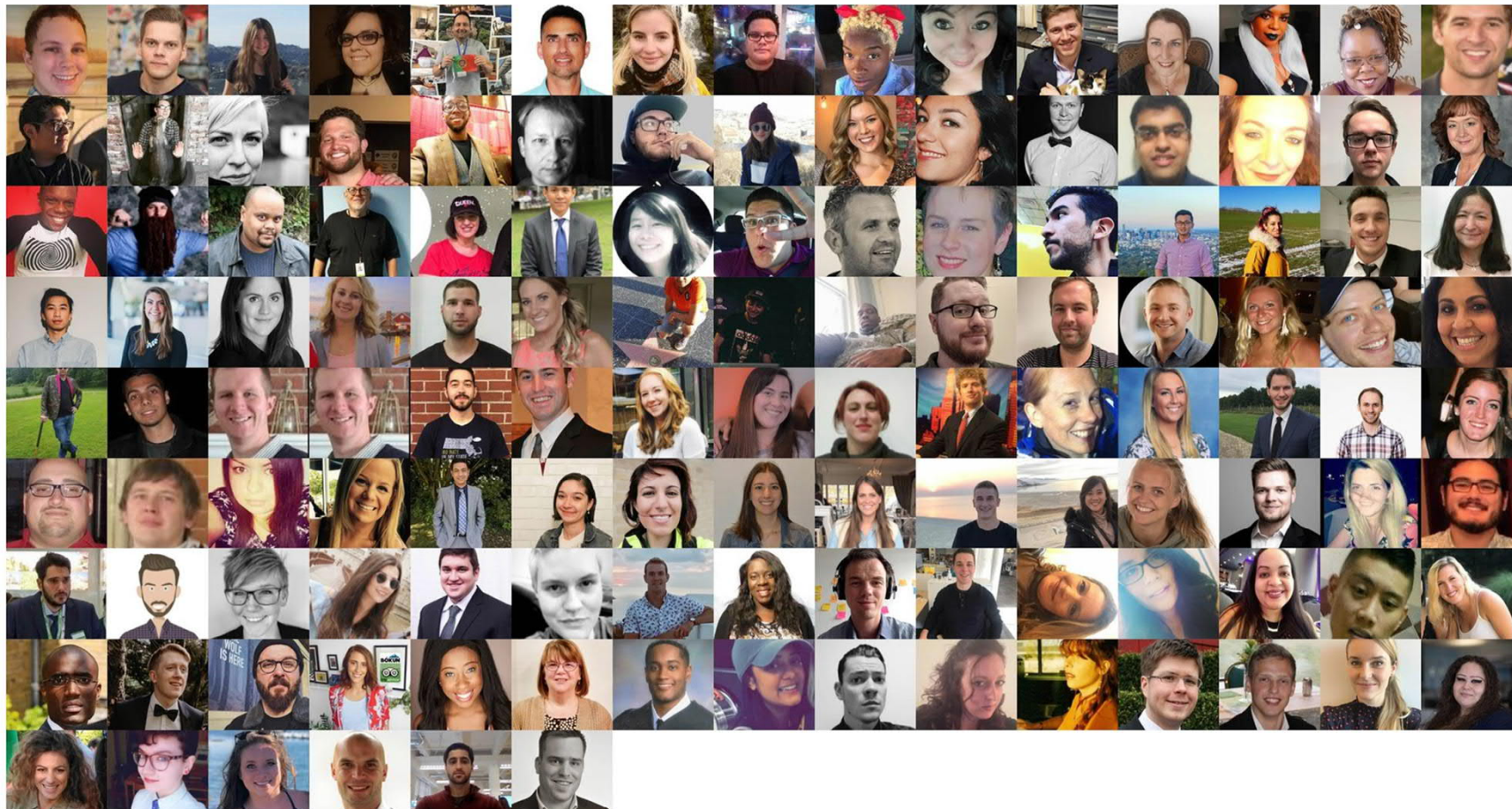


Offices in

- Reykjavík
- Boston
- Las Vegas
- Oxford
- Singapore

Changes in the past 12 months

24/7 support | Support teams in Iceland, Vegas, Boston and Singapore



A scenic landscape at sunrise or sunset. A dirt road leads from the foreground towards a barn in the distance. The sky is filled with soft, golden light and several white contrails from an airplane. A large tree is on the left side of the road, and a fence runs across the middle ground. The overall mood is peaceful and serene.

The Bokun support team has closed

1.500

Support conversations
from Finnish companies in less than a year.

UI improvements

- EXPERIENCE ●
- Title and type ✓
- MEETING & PICK-UP
- How to get there? ✓
- Meeting points ✓
- Pick-up service 🔒
- Pick-up config 🔒
- Drop off service ✓
- AVAILABILITY
- Time, date, or pass ✓
- Booking cutoff ✓
- Capacity ✓
- Start times ✓
- Calendar ✓
- PRICING
- Pricing categories ✓
- Rates ✓
- Commission & rates ✓
- Price catalog ✓

Start times

Specify departure times for your experience, each start time can have it's own rate.

#	Time	Duration	Linked Rates	
181689	10:30 Weekend	2 hours	Weekend	Edit Delete
181690	11:30 Weekend	2 hours	Weekend	Edit Delete
181685	12:30 Weekday	2 hours	Weekday	Edit Delete
182575	12:30 Weekend	2 hours	Weekend	Edit Delete
181686	13:30 Weekday	2 hours	Weekday	Edit Delete
181687	14:30 Weekday	2 hours	Weekday	Edit Delete
182577	14:30 Weekend	2 hours	Weekend	Edit Delete
181688	16:30 Weekday	2 hours	Weekday	Edit Delete
242099	16:30 Weekend	2 hours	Weekend	Edit Delete
266438	18:30 april 3rd only	2 hours	Weekday	Edit Delete

[+ Add start time](#)

[Back](#) [Save & Continue](#)

Tiered / Dynamic prices

Allows suppliers to define different price based on group size

Private Tour		
1 Person	USD	30
2 Persons	USD	55
3 Persons	USD	50
4 Persons	USD	45
5 Persons	USD	40
6 Persons	USD	35

New Availability UI

Create a rule

Select the type of rule

This rule should [set end date](#)

Affected days

Select which days this rule applies to.

M T W T F S S

Participants (PAX)

The experience will only be bookable if minimum participants is met.

minimum maximum

Affected start times

Select which start times are affected by this rule, if you make no selection here this rule will apply to all existing and future start times.

10:30 (Weekend) 11:30 (Weekend) 12:30 (Weekday) 12:30 (Weekend)
 13:30 (Weekday) 14:30 (Weekday) 14:30 (Weekend) 16:30 (Weekday)
 16:30 (Weekend) 18:30 (april 3rd only)

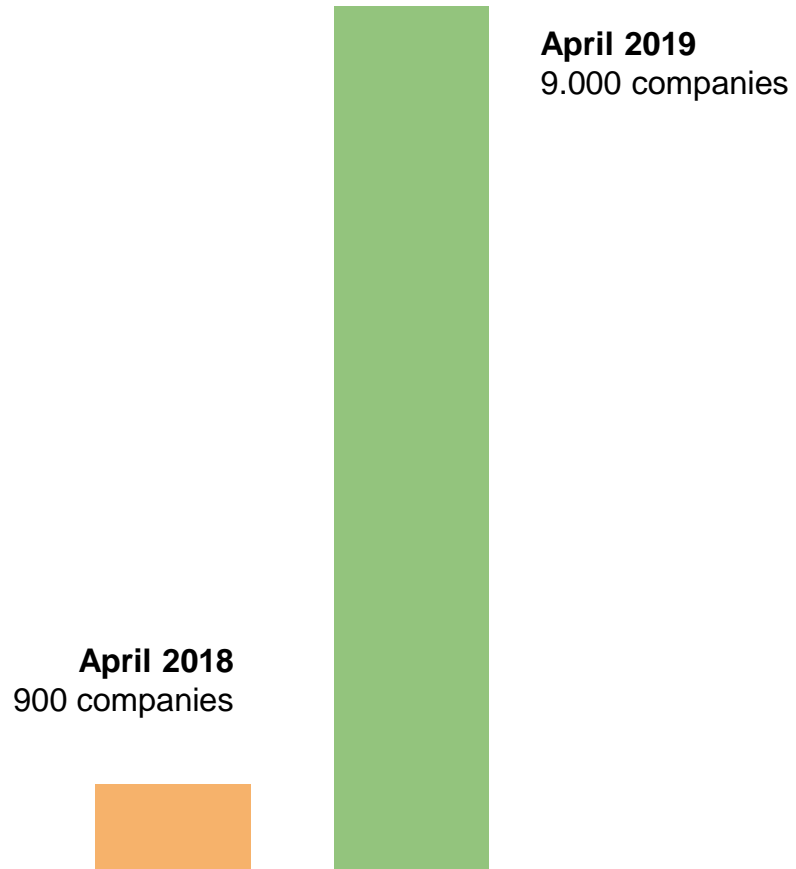
Choose a rule color

Color selection options: purple, blue, cyan, teal, green, yellow, orange.

Preview of rule

	M	T	W	T	F	S	S
10:30	●	●	●	○	○	●	●
11:30	○	○	○	○	○	○	○
12:30	●	●	●	○	○	●	●
12:30	○	○	○	○	○	○	○
13:30	●	●	●	○	○	●	●
14:30	●	●	○	○	○	○	○
14:30	○	○	○	○	○	○	○
16:30	●	●	●	○	○	●	●
16:30	●	●	●	○	○	●	●
18:30	○	○	○	○	○	○	○

The Global marketplace is 10x bigger



New OTAs join Bokun every month

Suppliers bring sellers & sellers bring suppliers.



Dedicated API support team

API support requests handled fast by a team of specialists

api@bokun.io





Case Study

Visit Rovaniemi becomes an online seller

Find exciting activities in Rovaniemi

https://www.visitrovaniemi.fi/see-do/activities/

Rovaniemi
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LOVE ▾ PLAN ▾ STAY ▾ SEE & DO ▾ FEATURES ▾

Professionals ▾ English ▾

f
t
p

see & do

Activities

▼

ALL	❄️ Winter	🌿 Spring	☀️ Summer	🍂 Autumn								
Year	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov



Christmas & Santa Claus



Northern Lights tours



Midnight Sun Tours



Reindeer sleigh rides & farm visits



Husky tours & farm visits



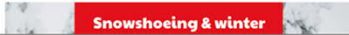
Snowmobiling



Sauna experiences & farm visits



Skiing



Snowshoeing & winter

Snowmobiling and snowmobile x +

https://www.visitrovaniemi.fi/main-activity-category/snowmobiling/

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Professionals ▾ English ▾

See & Do > Activities

Snowmobiling

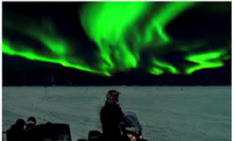
Maybe the most traditional way of transportation on Lapland's wilderness areas is snowmobiling. The variety of snowmobile services go from a short beginner's ride to long distance safaris of many hours. There's option for every level and taste. If you heart beats for less sound and more environmental options, also electric snowmobile safaris are available in Rovaniemi.

Book activities now


ALL **Winter** **Spring** **Summer** **Autumn**

Year Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov


AURORA SNOWMOBILE SLEIGH RIDE & LAPPISH BBQ
Provided by NORDIC UNIQUE TRAVELS




EVENING ESCAPE - SNOWMOBILE SAFARI AND CAMPFIRE
Provided by Safartica Oy



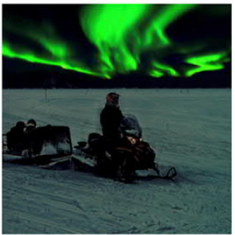
NORTHERN LIGHTS SNOWMOBILE HUNT
Provided by NORDIC UNIQUE TRAVELS



NORTHERN LIGHTS SNOWMOBILE DRIVING SAFARI
Provided by Lapland Welcome



AURORA SNOWMOBILE SLEIGH RIDE & LAPPISH BBQ
Provided by NORDIC UNIQUE TRAVELS



From 79,00 EUR
[Book now](#)

EVENING ESCAPE - SNOWMOBILE SAFARI AND CAMPFIRE
Provided by Safartica Oy



From 120,00 EUR
[Book now](#)


NORTHERN LIGHTS SNOWMOBILE HUNT
There are many ways to get out of the city and see auroras, but for the adventurous nothing compares to viewing them by snowmobile. Riding across the snow under the stars is a real thrill!

From 139,00 EUR
[Book now](#)

NORTHERN LIGHTS SNOWMOBILE DRIVING SAFARI
Provided by Lapland Welcome



From 155,82 EUR
[Book now](#)

SNOWMOBILE SAFARI TO THE WILDERNESS WITH LUNCH
Provided by Wild Nordic Finland



From 254,00 EUR
[Book now](#)

FAMILY SNOWMOBILE SAFARI
Provided by Wild Nordic Finland



From 190,00 EUR
[Book now](#)

SNOWMOBILE SAFARI IN THE NATURE
Provided by Lapland Welcome



From 136,22 EUR
[Book now](#)

SNOWMOBILE & ICE FISHING EXPERIENCE
Provided by NORDIC UNIQUE TRAVELS



From 148,00 EUR
[Book now](#)

SNOWMOBILE & ANIMALS DAY TOUR
Provided by NORDIC UNIQUE TRAVELS



EASY SNOWMOBILE SAFARI
Provided by Wild Nordic Finland



SNOWMOBILE SAFARI TO REINDEER AND HUSKY FARM
Provided by Lapland Welcome



FAMILY WINTER FUN, 4 HOURS
Provided by Happy Fox Oy



Snowmobiling and snowmobile x +

https://www.visitrovaniemi.fi/main-activity-category/snowmobiling/

Rovaniemi THE OFFICIAL HOMETOWN OF SANTA CLAUS

ALL

Year

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Professionals v English v

um

Nov



Snowmobile Safari in the Nature
Provided by Lapland Welcome

Duration: 210 minutes

Description Meeting points Pick up Contact

Experience a thrilling, unforgettable trip riding a snowmobile. This is probably the best way to enjoy the beautiful nature of Lapland that surrounds Rovaniemi.

After the briefing, we ride behind our guide on snowy hillsides and in forests crossing frozen rivers and swamps. See a plenty of nature during this half day trip into the wilds!

You may drive or sit as a passenger as the snowmobiles are equipped with a passenger seat, too. This safari is suitable for all people who want to experience the nature and modern snowmobiles. Recommended.

For driving on public tracks you need an international driving license and right hand traffic regulations are valid on public tracks. It is possible to drive on waterways and private areas without driving license. Our snowmobiles are the newest model of Lynx Adventurer ACE snowmobiles, modern, silent, ecologic and very easy to drive. Solo driving is an option.

Transfers from your hotel to the starting point and back, all equipment, winter clothes and boots and are included. Warm beverages and snacks are offered during the safari.

GUEST NEEDS: Drivers need driving license like B, C, T or A1. Passengers are also welcome.

The first snowmobile was created during the 20th century. With the shape of a sledge, it was intended for work to drive over snow and icy roads where other vehicles were not able to go. Stronger and faster it quickly replaced the sled dogs as a modern mode of transport. Nowadays, snowmobiles are mostly used for recreation.

BOOK ACTIVITIES ONLINE AND SAVE! WE OFFER 2% DISCOUNT FOR ONLINE

Online booking

April 2019

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Available Sold out

Dates

Thu 11.Apr'19

10:00 Min. participants: 2

14:00 Min. participants: 2

People

Adults Children under 15

0 0

Adults €136.22, Children under 15 €68.11

Min passengers: 2

Chat in English

Checkout - Visit Rovaniemi

https://www.visitrovaniemi.fi/checkout/?sessionId=4df11f33-1c18-462a-9ce3-a0d7e7bb060e

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Professionals ▾ English ▾

Checkout

Order summary

	Quantity	Unit price	Tax	Amount
Northern Lights Snowmobile Hunt - Mon 15.Apr 2019 @ 20:00				
1 Adult / solo driving	3	€179.00	€0.00	€537.00
Subtotal:				€537.00
Including VAT 0%:				€0.00
Amount due:				€537.00
Paid:				
Remaining:				€537.00

Main contact

First name *

Last name *

Your email address *

Phone number *

Nationality



Checkout - Visit Rovaniemi

https://www.visitrovaniemi.fi/checkout/?sessionId=4df11f33-1c18-462a-9ce3-a0d7e7bb060e

Rovaniemi THE OFFICIAL HOMETOWN OF SANTA CLAUS

RIGHT NOW!

LOVE ▾ PLAN ▾ STAY ▾ SEE & DO ▾ FEATURES ▾

Professionals ▾ English ▾

847 5003

Nationality

Iceland

Northern Lights Snowmobile Hunt

Additional Information

Please, let us know if you have any special needs such as a special diet.

Pickup questions

Room number

Payment

Cancellation policy

Valid for: Northern Lights Snowmobile Hunt

- Cancellation fee of 100.0% is charged if cancelled 1 day(s) or less before the event
- Cancellation fee of 50.0% is charged if cancelled 7 day(s) or less before the event
- Cancellation fee of 10.0% is charged if cancelled 30 day(s) or less before the event

Terms & conditions

VISIT ROVANIEMI - GENERAL TERMS AND CONDITIONS

Please read these General Terms and Conditions carefully as they contain important information about your legal rights, remedies and obligations. By accessing, browsing or using the Website, you acknowledge and agree to have read, understood and agreed to the terms and conditions set out below (including the Privacy Statement).

1. SCOPE OF SERVICES

These general terms and conditions ("General Terms and Conditions") apply to offering of the Services by Visit Rovaniemi. Visit Rovaniemi operates the Website which acts as an interface between

I agree to the terms & conditions

Click the button below to go to our secure payment partner to finalize the payment:

Paytrail payment page

Pay: €537.00

Content Management

Big projects can use APIs

- A content bridge was developed between Bokun and Wordpress for easier management and less daily load on the DMO team.
- Adding a Point of Sale on the destination website was easy with the Bokun Widgets.

No need to over complicate things.
Right?



Northern Lights Snowmobile Hunt

Provided by *NORDIC UNIQUE TRAVELS*

Duration: 5 hours

Description

Meeting points

Pick up

Contact

Northern Finland is full of marvellous places for watching the Northern Lights. The first rule is to go away from the city lights. With the clear and starry sky, you will have a chance to witness the brightest Northern lights. Escorted by your professional tour guide, you will drive the snowmobile to get to the remote area where there are no light pollution of the city. Enjoy the exciting ride across the snowy pure white forest, and explore the untouched nature of Lapland.

Your final destination is a fireplace in the magical woods of the Arctic. Your guide will tell you tales and stories about the spectacular phenomenon, Northern lights, as you wait for them to appear above you. Serve yourself with reindeer meat Lappish sausages and steaming blueberry tea, as you relax with the sound of warm crackling fire.

What's included?

- Pick up/drop off to the hotel/accommodation within a 10 km radius of Rovaniemi city center
- An expert guide in English (other languages available on request: Dutch, German, French, Italian, Spanish, Chinese)
- Winter clothes rental (overall, boots, gloves, and beanie)
- Snowmobile ride
- Lappish BBQ: sausages, snacks and blueberry tea

Attention

- Northern Lights sightings are subject to weather conditions and solar activity, so it cannot be guaranteed!
- Twin driving means that the person has to share the snowmobile
- Remember to take your driving license (or a photo copy) with you on the day of the trip

Online



Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Dates

Fri 12. Apr

20:00

People

1 Adult / so

2

1 Adult / tw

0

14 years old

0

1 Adult / so

twin driving

younger €75

Conversion point

The end of the funnel

- Payments are handled at the time of booking via Paytrail.
- Bookings are delivered directly to the seller and supplier instantly.
- Confirmation email containing a ticket is sent to the customer right away.

The screenshot shows the checkout page for a Northern Lights Photography Tour. The page includes a navigation bar with the Rovaniemi logo and menu items like LOVE, PLAN, STAY, SEE & DO, and FEATURES. The main heading is 'Checkout'. On the left, there are social media icons for Facebook, Twitter, and Pinterest. The 'Order summary' section displays a table with columns for Quantity, Unit price, Tax, and Amount. The table shows 2 adults at €110.00 each, with a subtotal of €220.00 and an amount due of €220.00. Below the summary, there is a 'Main contact' section with input fields for first name, last name, email address, phone number, and nationality. The 'Northern Lights Photography Tour' section includes an 'Additional Information' field where the user has entered 'no special needs, but thanks'. There are also fields for 'Pickup questions' and 'Room number'. The 'Payment' section shows a 'Cancellation policy' table with details for the Northern Lights Photography Tour, including cancellation fees of 100.0%, 50.0%, and 10.0% depending on the timing. Below this, there is a 'Terms & conditions' section with a checkbox for 'I agree to the terms & conditions'. At the bottom, there is a button for 'Paytrail payment page' and a final payment button labeled 'Pay: €220.00'.

LOVE - PLAN - STAY - SEE & DO - FEATURES - Professionals - English -

Checkout

Order summary

	Quantity	Unit price	Tax	Amount
Northern Lights Photography Tour - Wed 10.Apr 2019 @ 20:00				
Adults	2	€110.00	€0.00	€220.00
Subtotal:				€220.00
Including VAT 0%:				€0.00
Amount due:				€220.00
Paid:				
Remaining:				€220.00

Main contact

First name*

Vöundur

Last name*

Jónsson

Your email address*

vokundur@bokun.io

Phone number*

+354 847 5003

Nationality

Iceland

Northern Lights Photography Tour

Additional Information

Please, let us know if you have any special needs such as a special diet.

no special needs, but thanks

Pickup questions

Room number

Payment

Cancellation policy

Valid for: Northern Lights Photography Tour

- Cancellation fee of 100.0% is charged if cancelled 1 day(s) or less before the event
- Cancellation fee of 50.0% is charged if cancelled 7 day(s) or less before the event
- Cancellation fee of 10.0% is charged if cancelled 30 day(s) or less before the event

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1. SCOPE OF SERVICES

I agree to the terms & conditions

Click the button below to go to our secure payment partner to finalize the payment:

Paytrail payment page

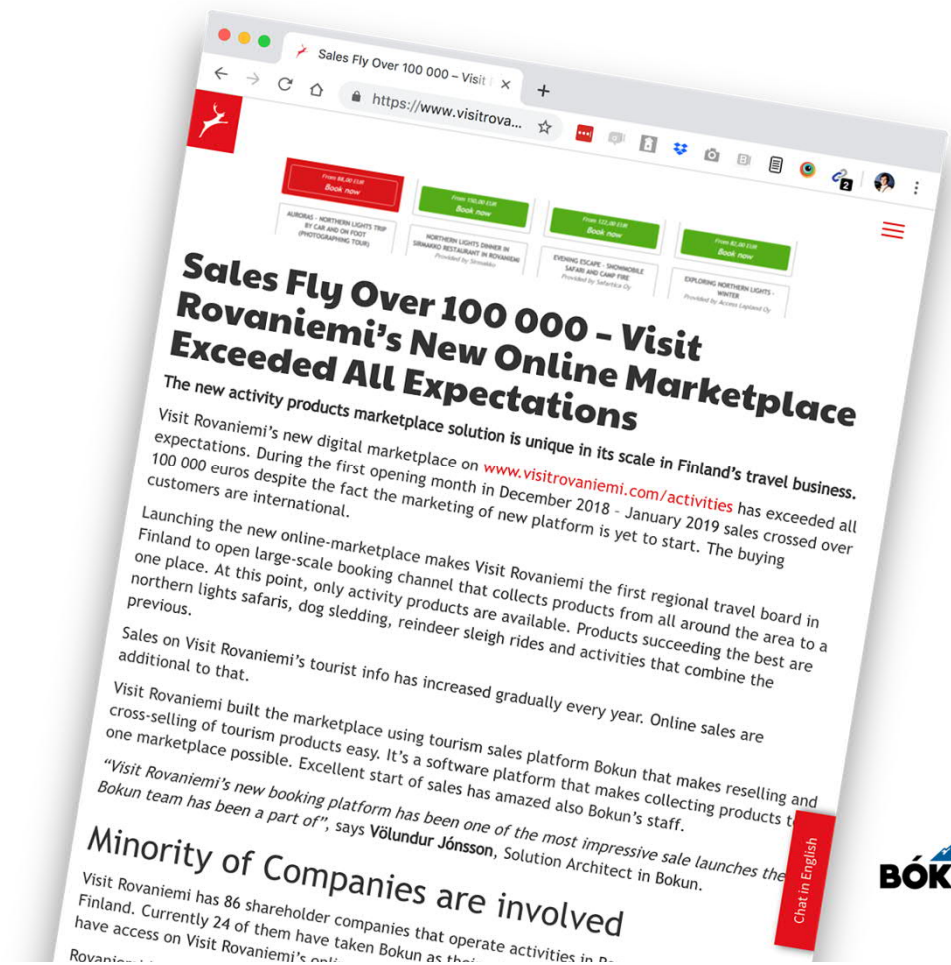
Pay: €220.00

Key results in the first weeks

Sales happening fast in the beginning

In less than a month

- Sales exceeded €100.000.
- Booking count was 300+
- Unique Products booked was 60+
- 15/20 suppliers had a booking.

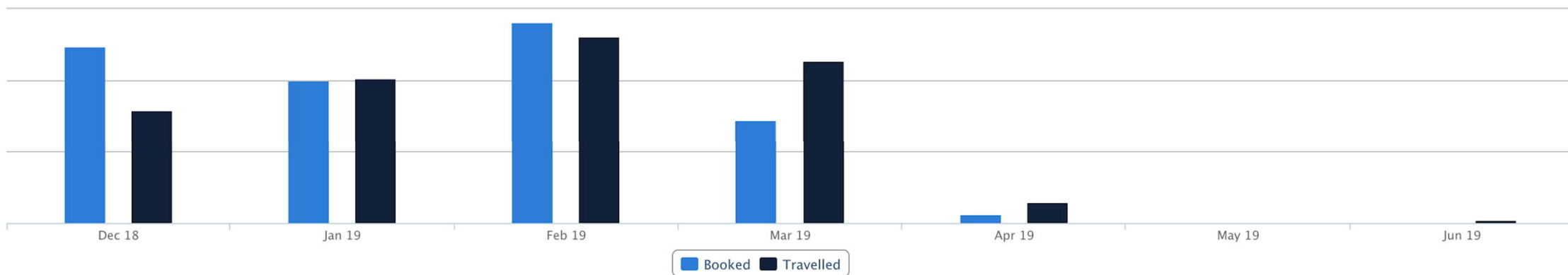


Key results after the first months

Sales keep growing

Since the sales started

- Sales have kept on flowing.
- Booking count is close to 1.000.
- Unique Products booked is around 200.
- 26/30+ suppliers have had a booking.



Do suppliers use other channels?

The best outcome is a supplier selling on a healthy amount of channels

Other Channels can mean:

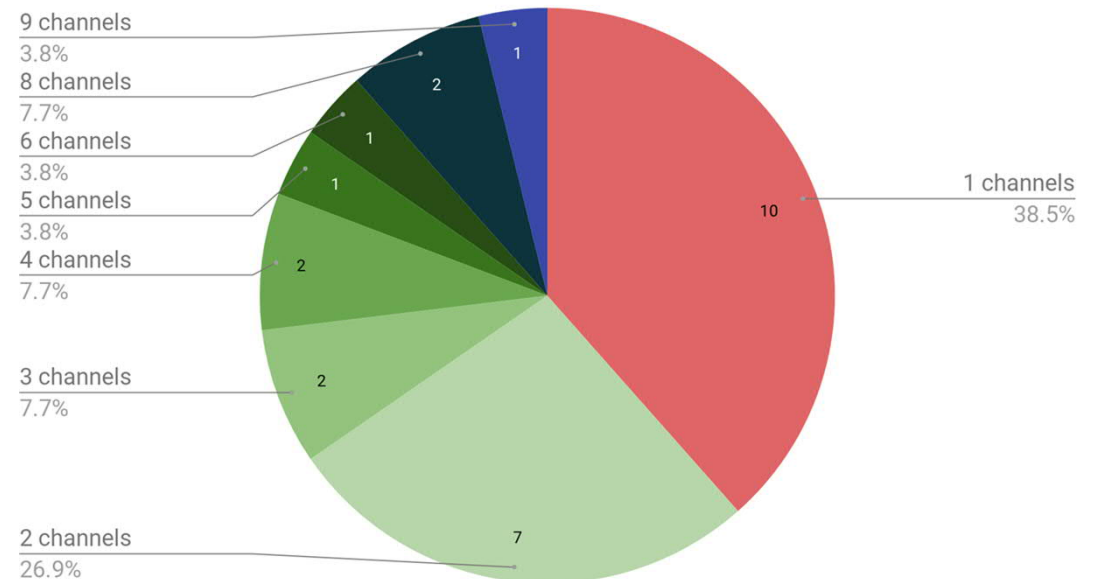
- Online Bookings via supplier website
- Online Travel Agencies (Viator, Klook, Expedia etc)
- Manual Bookings created by sales staff
- Other Bokun sellers

In this summary I excluded information about cross-selling between suppliers. But cross-selling is happening in the region already.

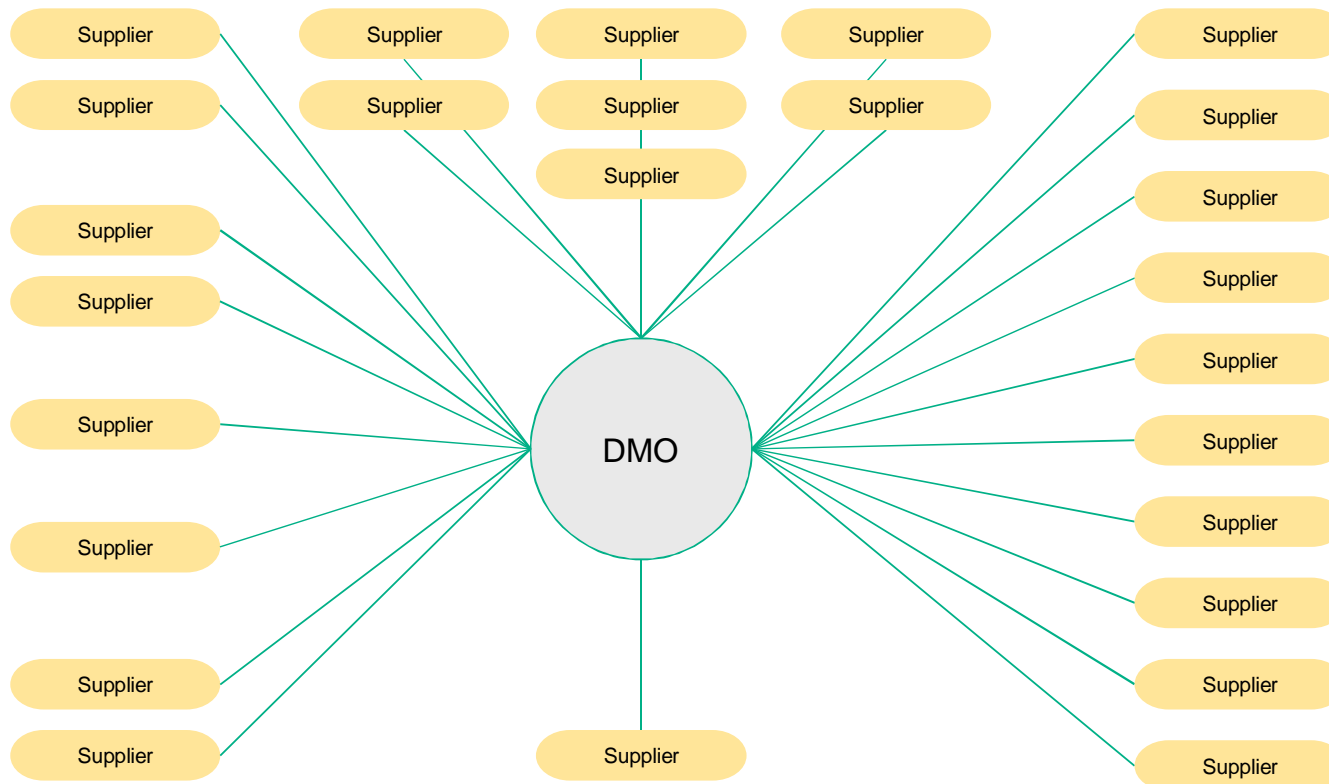
Summary

- 3 / 5 of the suppliers also get bookings from other sellers than Visit Rovaniemi.
- More sellers = more exposure of the destination.

Number of channels for suppliers sold by Visit Rovaniemi



Visit Rovaniemi's network of supply



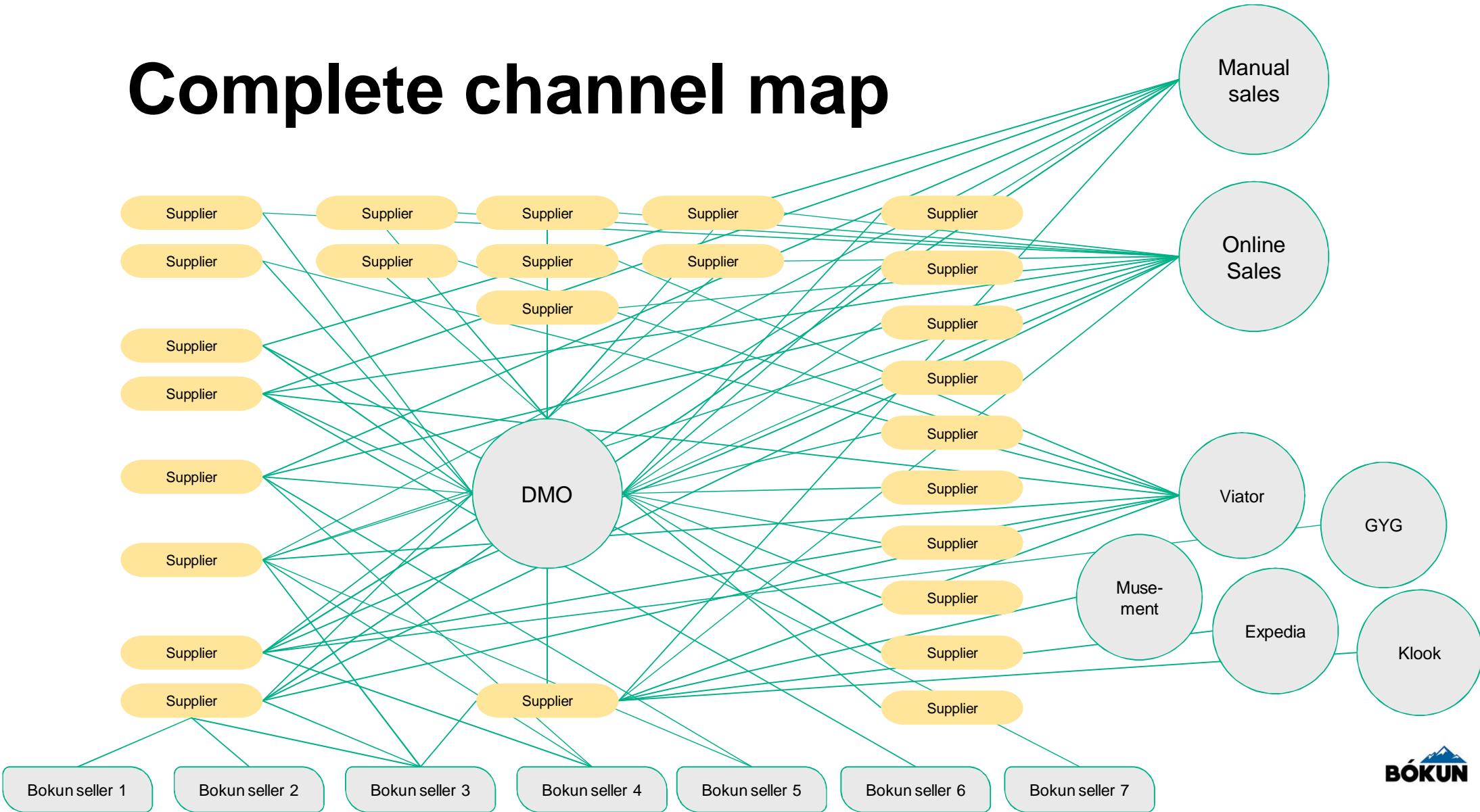
Visit Rovaniemi brings each of these suppliers a single booking channel.

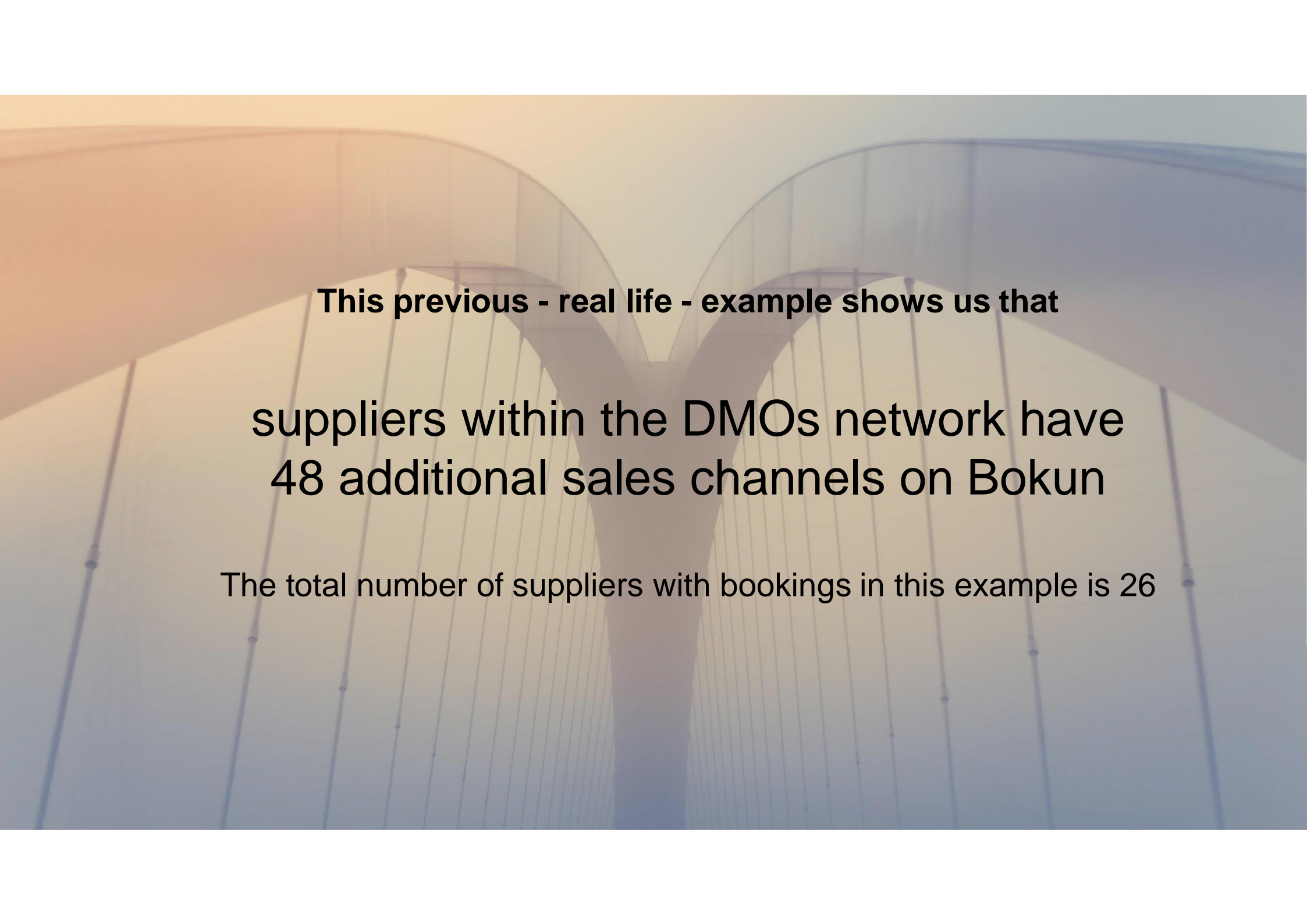
All of the suppliers are getting bookings from the DMO.

But we know this already.

What happens if we add the other channels to the map?

Complete channel map





This previous - real life - example shows us that

suppliers within the DMOs network have
48 additional sales channels on Bokun

The total number of suppliers with bookings in this example is 26

What caused the success?

Visit Rovaniemi becomes an online seller



What caused success?

Why did the project rock?

- **Big funnel.**
Solid visitor base on visitrovaniemi.fi.
- **Co-operation and helpfulness.**
DMO hosted workshops on online connectivity.
- **International approach of businesses.**
Suppliers in the region are used to global thinking.
- **The Supply is suitable for foreign travellers.**
The product development in the past is favorable to online sales.
- **Good team.**
Super DMO team with clear and simple goals. Congrats!

Key Learnings for DMO

It's not just about selling activities but about digitalization of the whole travel business.

A company cannot digitalize by itself, it needs digital surroundings.

Key Learnings for DMO

What our online guests want is a place to land rather intuitively – a page where they would be searching for activities anyhow.

*We see that people buy activities quite easily, and **ask for more information afterwards if they need.***

Key Learnings for DMO

Digitalization is part of all work: everybody in Visit Rovaniemi does it to some extent.

Improving the customer's path to purchase is still our goal, but people have nevertheless found the marketplace on visitrovaniemi.fi.

Key Learnings for me and Bokun

- DMOs need to plan in advance for success. (Start today)
- Good quality websites with a solid number of guests convert easily.
- Most suppliers are interested in multiple sales channels.
- The benefit is huge both in **sales (€€€)** and in **destination exposure**.

A scenic landscape featuring a range of rugged, snow-capped mountains under a clear blue sky. The mountains are reflected in a calm body of water in the foreground, which shows concentric ripples. The overall scene is peaceful and serene.

Thank you for listening
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