

Arctic365

Reaching the world with **GETYOURGUIDE**

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🔍 Where are you going?

Search

Discover unforgettable travel experiences





What is an OTA?

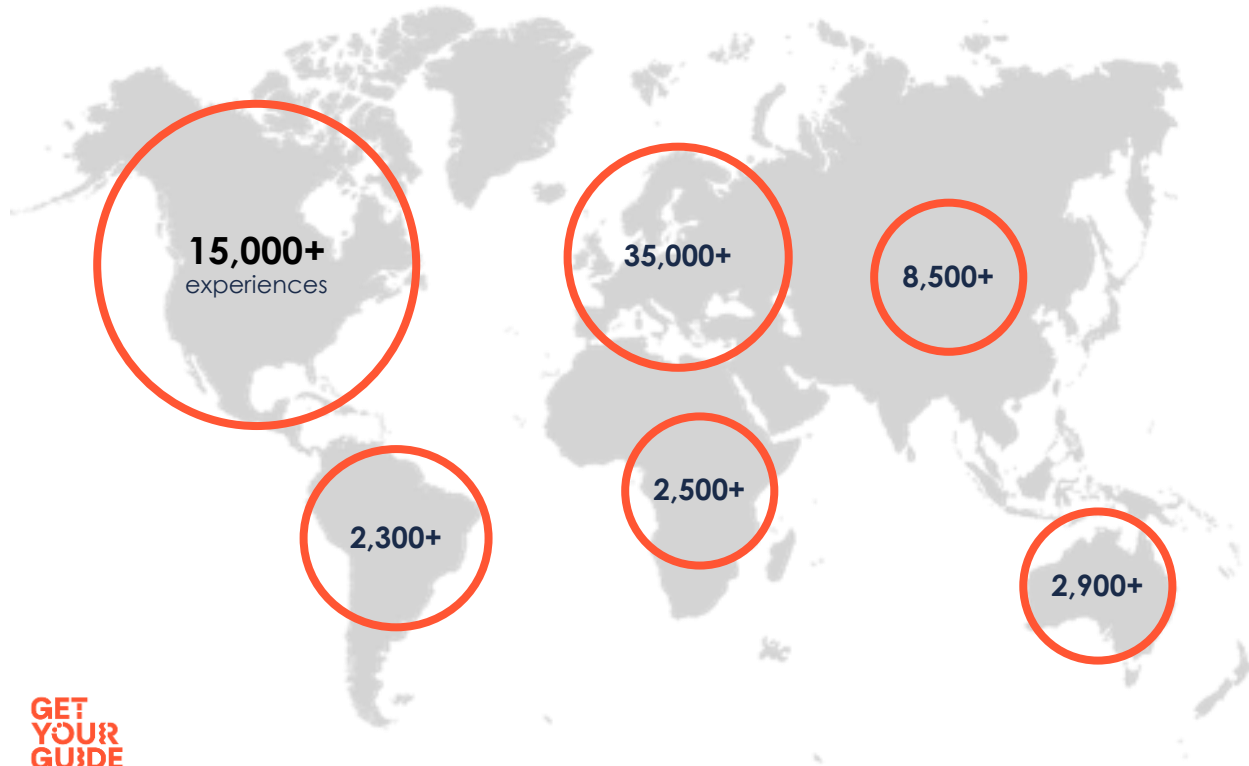
- 'Online Travel Agency'
- Online marketplace
- Self-service
- In-destination travel experiences
- Individual travellers (FIT)

Hello, we are GetYourGuide.

We're on a mission to help tour operators, experience creators and attractions provide unforgettable experiences to engaged travelers all over the world.



We work with select suppliers in over 150 countries



Attractions

Theme parks

Guided + city tours

City cards

Hop-on-hop-off

Transfers

Activities

Cruise

Who are our Customers

A group of four hikers is seen from behind, walking across a grassy hillside towards a sunset. The sun is low on the horizon, casting a warm, golden glow over the landscape. The hikers are wearing backpacks and casual outdoor attire. The terrain is hilly and covered in green grass and some shrubs.

Our target:

Modern Explorers

Travelers who want to **feel** new things, **see** new things, **eat** new things and then come home feeling rebooted.

Modern Explorers: Key facts

Here are a few data points that define **Modern Explorers** and make them a **strong strategic business target** for players in the tourism industry.



Took
12 trips
in the last 2
years

This is more trips than other segment. They are also the most likely to travel farthest and are most like to travel by plane.



93% go out
of their way to
do activities

Both "local experiences" (history, food, culture) and "nature" (water-based, active outdoors) are top priority for Modern Explorers, compared to other segments.



High **education**
+ **disposable**
income to
match

Their income is higher than the average (in €/\$/£) and most have completed at least some university or college.



92% say
researching
is fun

Modern Explorers are 'always on', and want to actively search for inspiration and things to do. They will find you before they arrive.

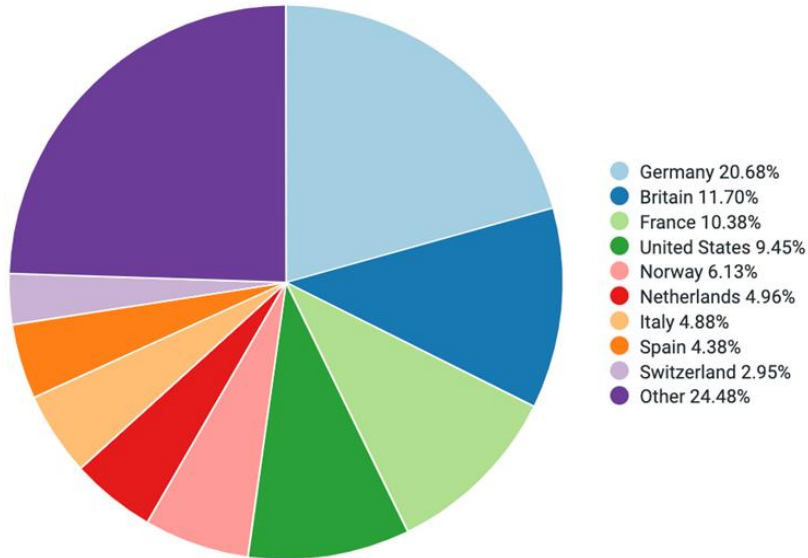


2.4
people per
household

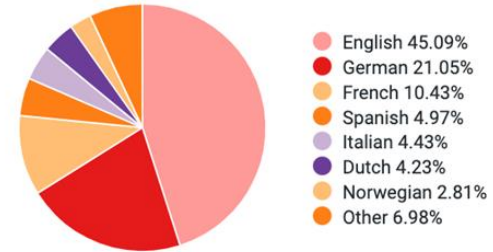
31% of Modern Explorers have children at home. Children at home are on average older than other segments — and can do more on vacation.

Where our Norwegian customers travel from

Source Market Country

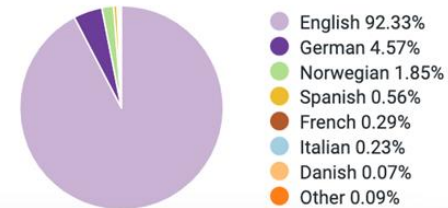


Customer Language



Language Customers Travel In

∨ Tour Option Language Selected (excludes Options without a specified la...



How do Customers discover us

What we are great at: Engaging customers at every stage of their travel journey

Wishlist

While booking hotels + flights




In-Destination

Post-Trip

Pre-Trip Planning

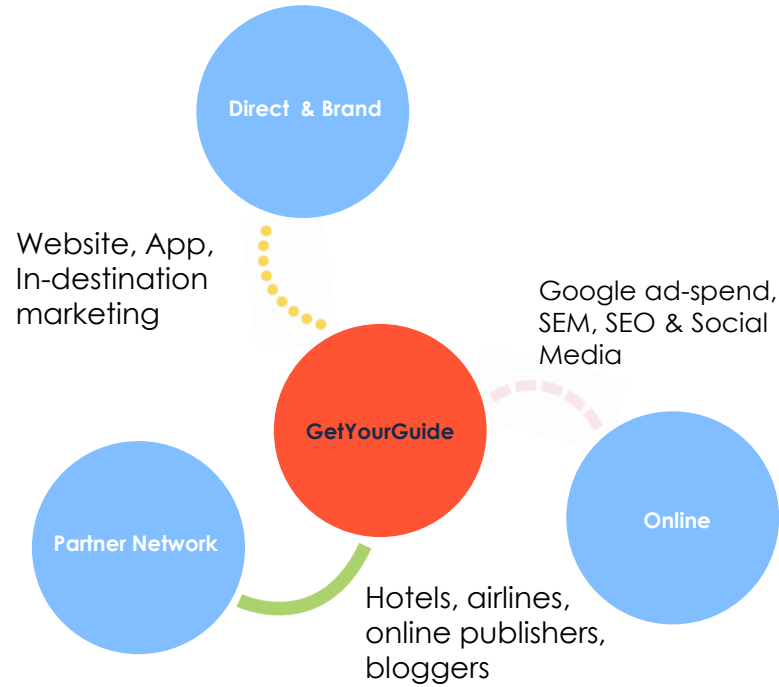
Norway
276 activities found

Sort by: Recommended

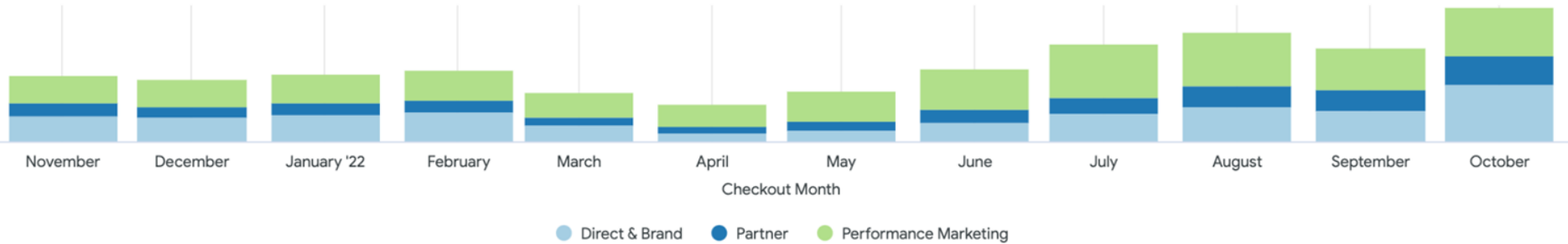
	DAY TRIP From Tromsø: Northern Lights Guided Bus Chase 8 hours	4.5 ★★★★★ (338 reviews) From € 102.09 per person
	WATER ACTIVITY From Bergen: Osterfjord, Maastrauen and Waterfall Cruise 3.5 hours Likely to sell out	4.7 ★★★★★ (117 reviews) From € 121.54 per person
	GUIDED TOUR From Senja: Small Group Northern Lights Chase Tour 6 hours • Small group • Pickup available	From € 181.82 per person

GET YOUR GUIDE

Capturing the Customer



Customer capture breakdown



We reinvest commission back into promoting our supply partners

Our marketing spend is continuous and includes:

- 20+ channels
- 2,000+ brand partners
- 2,000+ affiliate partners
- 5B+ impressions from advertising campaigns in 2021/22*

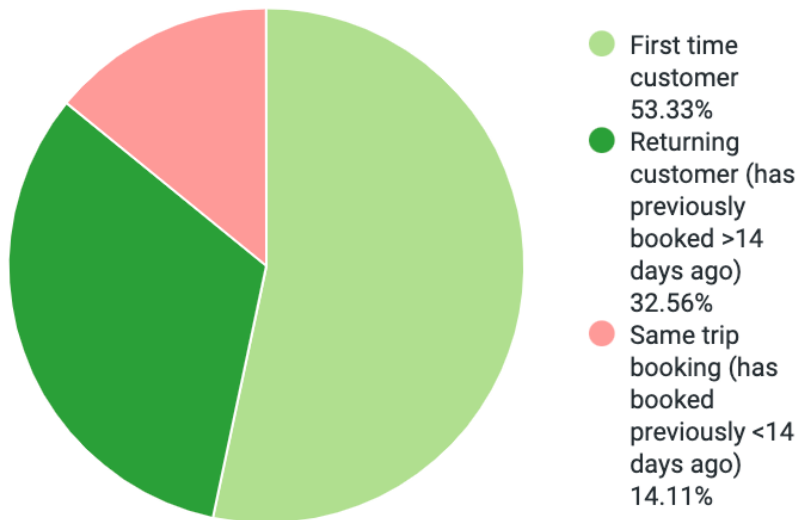


Traffic: 50M+ site visitors per month*

*Average 12 months

47% of our customers in Norway are returning customers

New vs. Return Customers



Our holistic marketing campaigns drive awareness and consideration



We invest heavily in building our brand amongst core source markets, turning visitors into loyal customers who trust GetYourGuide as their first port of call.

By working with us, our supply partners **gain access to our engaged audience.**

We speak their language

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YOUR
GUIDE

Where are you going?



English

USD (US\$)

Wishlist

Cart

Help

Log in

Sign up

All languages

- | | |
|-------------------------|--------------------------|
| English (United States) | Dansk |
| Deutsch (Deutschland) | Deutsch (Österreich) |
| Deutsch (Schweiz) | English (United Kingdom) |
| Español (España) | Español (México) |
| Français | Italiano |
| Nederlands | Norsk |
| Polski | Português (Portugal) |
| Português (Brasil) | Suomen kieli |
| Svenska | Русский |
| 日本語 | |

Top currencies

- | | | |
|------------------------|-----------------|---------------------|
| U.S. Dollar US\$ | Euro € | British Pound £ |
| Australian Dollar AU\$ | Swiss Franc CHF | Canadian Dollar C\$ |

All currencies

- | | | |
|----------------------|----------------------|-------------------------|
| UAE Dirham د.إ. | Argentine Peso AR\$ | Australian Dollar AU\$ |
| Bulgarian Lev лв | Canadian Dollar C\$ | Swiss Franc CHF |
| Chilean Peso CL\$ | Chinese Yuan RMB¥ | Colombian Peso COL\$ |
| Czech Koruna Kč | Danish Krone DKK | Egyptian Pound E£ |
| Euro € | British Pound £ | Hong Kong Dollar HK\$ |
| Croatian Kuna kn | Hungarian Forint Ft | Indonesian Rupiah Rp |
| Israeli New Shekel ₪ | Indian Rupee ₹ | Japanese Yen ¥ |
| South Korean Won ₩ | Moroccan Dirham د.م. | Mexican Peso MXN |
| Malaysian Ringgit RM | Norwegian Krone NOK | New Zealand Dollar NZ\$ |
| Philippine Peso ₱ | Polish Zloty zł | Romanian Leu lei |
| Russian Ruble Р | Swedish Krona SEK | Singapore Dollar S\$ |
| Thai Baht ฿ | Turkish Lira ₺ | Ukrainian Hryvnia ₴ |
| U.S. Dollar US\$ | Uruguayan Peso \$U | Vietnamese Dong ₫ |
| South African Rand R | | |

19
Languages

40
Currencies

16
Pay
Methods

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We have 10,000+ Partners in travel

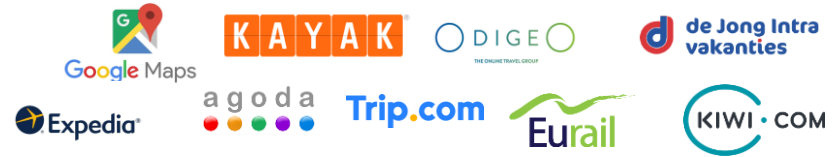
Transport



Accommodation



Platforms



Loyalty



Publishers



Spotlight on: American Express

Our strategic partnership introduces GetYourGuide to Amex's global and high net-worth audience base, pushing GetYourGuide inventory and exclusive incentives along the customer journey.

**6th
largest
travel agency**

The American Express travel arm is a full-service travel and lifestyle services provider, exclusively for American Express cardholders. It is currently the world's 6th largest travel agency*.

*Source: Travel Weekly 2022's [Power List](#)

**120
million
card members**

American Express card holders are high net-worth individuals who travel frequently for business and pleasure. They are digitally savvy, book online, and interested in travel.

**7 touch
points
featuring GetYourGuide**

We worked with American Express to integrate GetYourGuide inventory across the customer journey. We also worked with our supply partners to create unique, exclusive tours and experiences as an extra value-add to Amex members.



Working with GetYourGuide

Manage your account with ease

- ✓ Connect availability via API
- ✓ We automatically pay you monthly/biweekly
- ✓ Add new products when you want, free
- ✓ Edit pricing & content when you like
- ✓ Destination Manager & Supplier Support team
- ✓ 24/7 Customer Care team
- ✓ No contracts, quit anytime

The screenshot shows a dashboard with a navigation bar at the top containing 'Bookings', 'Agenda', 'Products', and 'Performance'. The main content is divided into three sections: 'Bookings and tickets' (showing 194 bookings and 426 tickets/people), 'Reviews' (showing an average rating of 4.82 out of 5), and 'Agenda' (listing activities for Wednesday, Sep 21, 2022, such as 'Public Tour with Tickets to Pena Palace' and 'Lisbon: Sintra, Cascais & Cabo da Roca Private Full-Day Tour').

Bookings Agenda Products Performance

Bookings and tickets
In the last 30 days

Bookings	Tickets or people
194	426

[See your bookings](#)

Reviews
From the last 30 days

Average rating
4.82 out of 5

[See your reviews](#)

Agenda

Today No activities scheduled

Wednesday, Sep 21 **08:30** default - Public Tour with Tickets to Pena Palace
DT1 - From Lisbon: Sintra, Cascais and Cabo da Roca Coast Day Tour

Wednesday, Sep 21 **08:30** default - Lisbon: Sintra, Cascais & Cabo da Roca Private Full-Day Tour
FD1 - Lisbon: Sintra, Cascais & Cabo da Roca Private Full-Day Tour

Wednesday, Sep 21 **09:00** default - Shared Tour
DT2 - Fátima, Óbidos and the Atlantic Coast Day Tour from Lisbon

Wednesday, Sep 21 **09:00** default - Arrábida and Sesimbra Day Tour and Wine Tasting
DT3 - Arrábida and Sesimbra Day Tour & Wine Tasting

[+6 more scheduled for Sep 21, 2022](#)

We are your thought partner

We give you Data: lots and lots of data

Specific for your products

- Cutoff times
- Best time slots
- More availability
- Pricing Structure
- Source Markets
- Languages
- Conversion Rate

Global trends shared locally

- Post-Covid Travel Trends for:
 - Capacity Planning
 - Safety Measures
- Product learnings across regions

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Insights & optimization BETA

Check out your personalized inventory actions below to optimize the customer experience, your business, and your potential performance on the GetYourGuide marketplace.

Availability Sep 2, 2022

Activity option is sold at 50% or more for Sep 1, 2022

Activity title: Chicago: Wine & Cheese or Beer & BBQ Thursday Evening Cruise
Option title: Beer and BBQ Cruise

Availability Jul 13, 2022

Activity option is sold at 50% or more for Aug 20, 2022

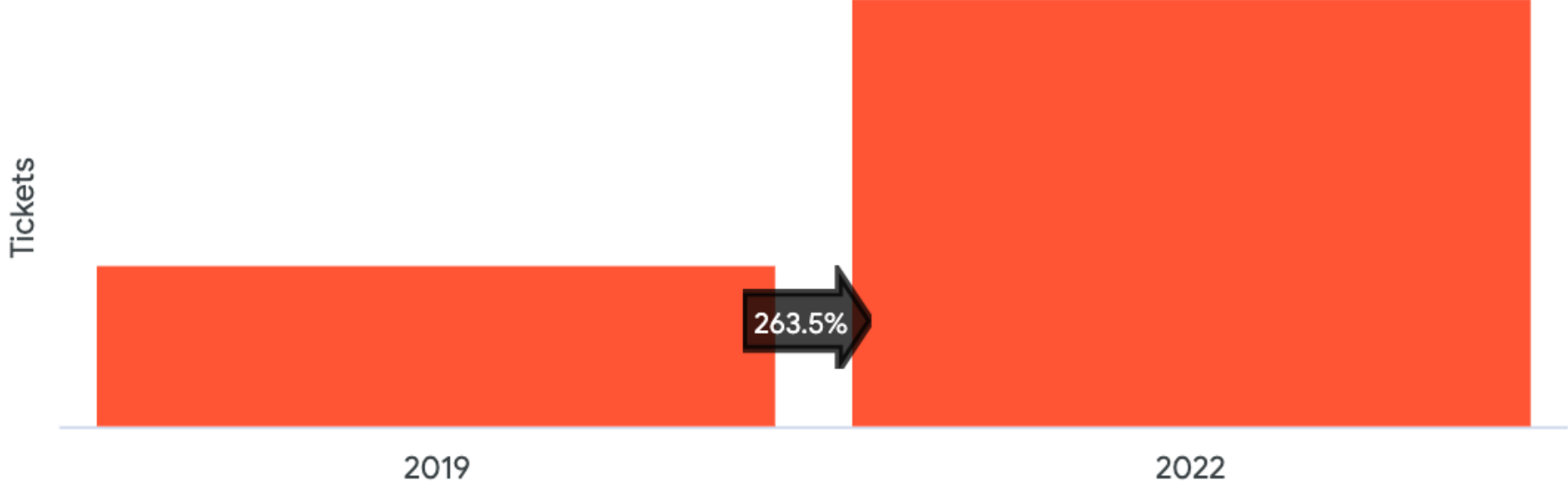
Activity title: Chicago: Fireworks Cruise with Lake or River Viewing Options
Option title: 45-Minute River Fireworks Cruise from the Riverwalk

Availability Jun 24, 2022

Activity option is sold at 50% or more for Sep 3, 2022

Activity title: Chicago: Fireworks Cruise with Lake or River Viewing Options
Option title: 2-Hour Lake Michigan Fireworks Cruise

How are we doing in Norway



Online marketplaces currently capture around **5% of the global market for experiences**

Post-pandemic this is changing, customer's searching & booking behaviours continue to develop, along with their expectations

We are constantly innovating so that we can support your activities to gain more visibility and bring you more new customers



