

Reopening: The Necessity of Online Bookings for Visitor Attractions, Tour Providers & Activity Providers

Covid-19 has immeasurably changed our businesses and will continue to do so once reopening is feasible. At that time, VisitScotland envisages that the visitor journey will be markedly different to what was previously observed and accepted. Businesses will need to consider the following:

- Pre-arrival requirements – how can visitors book and pay while physical distancing restrictions are in place?
- How can visitor attractions, tour providers and activity providers ensure that they're able to cope with visitor numbers and manage their arrival time?
- How can

Online availability and booking should be considered a necessity to ensure that businesses can:

1. Stop visitors arriving with no booking i.e. spur of the moment visits whereby numbers cannot be controlled
2. Have a degree of control over the area/radius where visitors come from e.g. within x miles of the visitor attraction/within certain postcodes
3. Ensure that visitors are aware of all terms and conditions/visiting restrictions at the point of booking
4. Set timeslots for visits by date and time
5. Set durations for each visit
6. Ensure that visitors have paid for tickets & extras in advance so no need for cash payments upon arrival
7. Maintain records of visitor numbers and demand as well as staffing requirements based on both
8. Implement arrival checks/procedures as appropriate e.g. ticket scanning devices, queueing etiquette & staffing requirements
9. Set up the attraction/museum/experience so that visitor flow is managed in a controlled and safe manner e.g. one-way systems, restricted access to toilets and appropriate physical distancing measures in areas where visitors might congregate.
10. Maintain contact with customers post-visit and request feedback as necessary.

Online booking systems can assist with all the above and it is recommended that Scottish visitor attractions, tour providers and activity providers carry out some investigative work to ascertain the system which best meets their requirements. There is a plethora of online booking systems available and reviews of many of these systems can be found at www.capterra.com. Here are a few possibilities* to help start your research...

**NB VisitScotland does not endorse or recommend any system over another. This list represents only a small fraction of booking systems available – these booking systems do have Scottish clients/account managers working in Scotland.*

Business Name	Booking System/Online Travel Agent	Website	Contact Details/Information Page for Scottish Businesses	Suitable for... (e.g. attractions, tours etc)	Functionality (e.g. timed bookings, guest communications, guest messaging)	Free Attraction Options & Details (if applicable)	Bespoke Booking Options (e.g. covering social distancing issues)	Pricing Model	Guest Payment Options	Payment Gateway Compatibility
Access UK	Booking System	https://www.theaccessgroup.com/visitor-management-system	Matt Edwards - 07876 874967 Email - matt.edwards@theaccessgroup.com	All forms of attractions & tours	Access Gamma has a wide range of features including: - Admissions & ticketing (capacity and timed based) - Gift Aid options - Retail & catering EPOS with stock management - Bookings & event Management - Membership - Mail Order - Various web interfaces (including hosted web ticketing)	By Arrangement	Incorporates new business rules/logic around locality & postcodes Download our free post-lockdown operations planning guide at https://pages.theaccessgroup.com/hospitality-checklist	Various pricing models available	Full payment can be made online or via EPOS (integrated Chip and Pin or PDQ)	Compatible with many leading payment gateways including WorldPay / VeriFone & SagePay
Bokun	Booking System	www.bokun.io	Sydney Strout Strategic Account Manager scotland@bokun.io	Tours, attractions & activities	Bokun offers: - Website Builder with ecommerce functionality - Online Booking Engine widgets which can be added to your website to make it bookable - A large OTA distribution network and exclusive B2B marketplace to sell your tours through thousands of different distribution channels. - Full reporting functionality.	To avoid no-shows, using a payment provider Bokun allows you to receive payment, either in a percentage or full payment in advance during the checkout process. You can choose from paying upon arrival or accepting payment at the time of booking.	- Capacity limits - Fixed start time slots - No overlapping tours with time allotments - Required terms & conditions for postal code requirements and radius - Payment required at time of booking or a deposit	2.9% for direct online bookings only	Credit card, pay upon arrival & cash	Trust My Travel, Pay Pal, Stripe, Braintree, and many more (list of payment providers in this link https://helpdesk.bokun.io/en/articles/2829618-payment-providers)
DigiTickets	Booking System	www.digitickets.co.uk/	Luke Fletcher - 07939459933 business.development@digitickets.co.uk	Attractions, tours, festivals, party bookings and events	- Online booking - Limiting visitor numbers - Timed ticketing - Memberships, gift vouchers & gift Aid - CRM functionality (data collection) - Automatic emailing system e.g. to warn visitors about your social distancing rules before the visitor arrives	By Arrangement	Enabling limited capacity options and controlling how many visitors the attraction has on site at certain times.	Set-up fee of £1500 which includes: - Full ticketing and event set up - 1 full-day onsite training - Design and create your theme - Full 7 days support - Free development features - Lifetime upgrades - Payment gateway integration - An Account Manager who will be your main point of contact There are no renewal or upgrade fees. After the set-up fee there are three options available based on tickets sold: 1) A fixed fee per ticket (between 20p and 50p) 2) A fixed fee per transaction (between £1.50 and 50p) 3) A % of the transaction value (between 3-5%)	Debit, credit, invoice, cheque and DigiTickets Gift Voucher	DigiTickets integrates with 35 payment gateways including Stripe, Worldpay, Sage Pay, PayPal, First Data, Global Inra, Payment Express, Paymentsense & Verifone
FareHarbor	Booking System	https://fareharbor.com/gh/	Chris Richards Enterprise Sales Manager - EMEA chris.richards@fareharbor.com +44 20 3885 3014	Tours, Activities & Attractions	Features include, but are not limited to: - Flexible timed ticketing - Real-time capacity control and insight - QR code scanning for contactless entry - Automated confirmation, reminder, and follow-up emails - Fully mobile optimized - Customisable booking process including dropdowns, checkboxes, and warning labels - Online payments in full via credit card, debit card, SOFORT, and IDEAL - Advanced reporting - Integration with 100+ OTAs such as TripAdvisor, Expedia and Get Your Guide, as well as integrations with Facebook and Google Analytics - 24/7 Support - Free full service setup, training and account management	Same functionality as paid attractions	We work with each client to determine their specific needs and alter the system to their desires. In the wake of COVID-19, this may include: - Per booking limit on number of guests - Per time slot limit on guests - Updating capacity and terms as policies change - Requiring postcode entry during booking and displaying alerts for clients outside permitted postcodes - QR scanning for contactless entry - Mobile solution that ensures walk-up customers can easily book online upon arrival to avoid cash payments - In-system messaging to alert customers when their time at the attraction is up - Capacity reporting and management	Free Attractions: various pricing models to be discussed with each attraction Paid Attractions: Credit card processing rate of 2.2% + 0.30 per transaction. FareHarbor charges a small service fee to the online customer which is not paid for by the attraction.	Credit Card, Debit Card, SOFORT, IDEAL	Stripe
Gateway Ticketing Systems	Booking system	www.gatewayticketing.co.uk	Andy Povey - Managing Director apovey@gatewayticketing.co.uk	Tours, Activities & Attractions	Integration into OTA market including TripAdvisor, GetYourGuide, Viator, Expedia etc. Timed and capacity controlled bookings Attendance Scanning - In and out controlling total people on site Fully integrated CRM if required Membership options Loyalty schemes Retail and catering options Automated pre and post visit surveys / joining instructions etc Bulk refunds Online gift vouchers (for sale and/or in place of refunds)	Free tickets / bookings are fully supported	Timed / Capacity controlled bookings to control volumes, in and out scanning to control numbers of people within venue,	Booking fees that can be passed onto the guest	Card, PayPal, Direct Debit (for memberships / recurring donations)	Worldpay, Global Payments, Barclaycard, PayPal
Palis	Booking System	www.palis.com/ www.tourcms.com	Gallen Hawkins gallen.hawkins@palis.com Business Development Manager - UK & Ireland	Tours - Day Tours - Walking Tours - Food & Drink Tours - Hop on Hop off Tours Transportation - Airport Shuttles - Intercity Buses - Coach Transport Attractions - Art galleries and museums - Exhibitions - Heritage Sites - Botanical gardens and zoos - Historical trains and ships - Historic Houses and Castles - Viewpoints	Online Shop - Simple integration (direct link/frame) or standalone website - Highly customisable, white-labelled booking engine - Dynamic, optimised for mobile - PDF ticket sent to customer - Example: https://examplewebshoppalis.palis.com/ Box Office - Take bookings over the phone with card payment. - Tickets sent directly to customer's email address Validation - Validate ticket QR codes with scanning devices or Android device (please enquire for pricing) Backoffice - Real-time, dynamic reporting and data export - Configure products, timetables, prices, discounts etc. Additional Functionalities (esp. post-COVID): - all-in-one handheld ticketing devices (including validation and card payments) - fixed Point of Sale (ticketing, payments, validation) - local partnering/agent solutions (live availability, commission tracking etc.) - Channel Management - live connection to all major online travel agents (please enquire for pricing)	- Pass booking & card processing fee directly to customer - Accept various levels of donation per customer (e.g. £2, £5, £10) - Standalone website if needed	- Implement booking timeslots with limited capacity - Limit booking group size - Bundles / Combos - multi-component tours with timeslots - Additional information on social distancing guidelines during booking process and confirmation email (including attached PDFs) - Checkbox for customers to accept social distancing guidelines before checkout - Insert additional customer data fields (e.g. Post Code) Example: https://examplewebshoppalis.palis.com/	Paid tours and attractions: Set up & Half Day Remote Education: €600 Per transaction fee - Online - 2.9%* Box Office - 2.9%* Free tours and attractions: Set up & Half Day Remote Education: €600 Standard Price: Online - £1 per transaction Box Office - £1 per transaction Volume discounts negotiable *Does not include credit card processing fee	- Credit/Debit Card - PayPal - Telephone Order (pay by Card over the phone)	Adyen Stripe PayPal TrustMyTravel
Trekkssoft	Booking System	https://www.trekkssoft.com/	Noemi Oreglia - Business Development Manager noemi@trekkssoft.com https://hub.ly/H0qCz60	Attractions Tours Activities	- Collection and management of guest information - Automation of guest communication - Fast and easy ticket redemption with QR code scan - Booking management for sales made on the website, by phone, in-person, or through agents and OTAs - Integrated payment gateway with TrekkPay	For free tickets sold online, there will be no commission charged. For free tickets sold on spot, there will be fixed value charged per booking. +€0.25 Option for free attractions available to add a booking fee to be covered by the final customer	- Timed slots for visits and post-visit cleaning - Capacity control options - Possibility to sell skip the line tickets - Customers can be informed about check-in procedures and timings - Possibility to offer visits to specific rooms/areas by sharing the capacity among different tours	No subscription Commissions vary according to the channel where the booking is made from: - Online booking fee including payment Gateway: 7.5% (end user fee possible i.e. guest booking fee) - OTA booking fee: 2% - Offline booking fee (on spot, from B2B resellers): €0.30/booking	- Reservation Only - Down payment - Online Payment	Trekkspay (Visa, Mastercard, Maestro, Discover, Diners, Amex, Apple Pay, Sepa Direct Debit, Alipay, Sofort, Ideal) Stripe PayPal