

Edinburgh Bus Tours



Business overview

Edinburgh Bus Tours offer a choice of 4 tours in Edinburgh from a city centre hop-on, hop-off to a 3 Bridges Bus and Boat Tour. There is something for everyone with a range of tours and tickets.

Why do you work with the travel trade and what products do you promote?

We work with the trade to reach markets we can't reach on our own. Many are a one-stop shop removing the need to be invoicing agents across the globe. We choose from our range of tickets depending on the market and what the agent is looking for. In a competitive market, growing pre-sales is key

Key Successes

Our Royal Edinburgh Ticket is particularly popular with trade. It offers 48 hours on our 3 city tours plus guaranteed entry to Edinburgh Castle, Palace of Holyroodhouse and Royal Yacht Britannia. Agents appreciate the ease of booking, we use TOURCMS, allowing them to check availability and issue an e-ticket to their customer. It covers the top Royal sites in the city, with a great way of reaching them and at a very special price.

Top Tips

- There are lots of agents out there, choose those that reach the markets you are after.
- You don't have to work with them all.
- Attend what trade events you can – great way to meet new agents!
- Take recommendations from your contacts in other businesses.
- Check out payment, the larger OTAs pay you automatically, a straightforward process.
- Don't be bullied with commission rates, it can get ridiculous, know your products value.
- Keep in touch, keep them informed of any new products, special deals etc – they love that!

Shared by:

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