

VIATOR

# Become a hub for tours and attractions

Build your tourism brand, drive bookings, and promote trusted bookable travel experiences that help visitors discover your destination's hidden gems.

LET'S TALK



Your experience-selling solution is simple.  
**It's Simpleview + Viator.**



## Build your tourism brand

Expand the audience for unique local experiences — something your members/partners will surely appreciate — and help visitors create memories in your destination that will last a lifetime.



## Drive business to partners

Promote your partner offerings prominently, leveraging the largest online experience marketplace.



## Help travelers book with confidence

Travelers can feel confident booking straight from your destination website because of Viator's flexibility guarantee.



## Manage things simply with Simpleview CRM and CMS

Seamlessly connect CRM partners with Viator offerings, capture user data, and equip your CMS with enhanced listings that include API-driven rate information marketplace.



## Connect the largest online experience marketplace **with your target audiences.**

- **Increase engagement** – provide visitors with bookable experiences from your partners
- **Guarantee purchase flexibility** – Viator offers free cancellation, reserve now and pay later options, and 24/7 support
- **Leverage the ecosystem** – drive more bookings to Viator-active partners; easily onboard others to provide them wider exposure
- **Collect all the data** – share referrals with partners via their benefit summary in Simpleview CRM
- **Equip partners** – share reporting with your partners so they can create data-driven initiatives



## Give your destination the **experience selling power it deserves.**

Simpleview is a leading provider of CRM, CMS, website design, digital marketing services, and data insights for convention bureaus, venues, tourism boards, destination marketing organizations (DMOs), and attractions. The company employs staff across the globe, serving clients of all sizes, including small towns, world capitals, top meeting destinations, and countries across multiple continents.

**“There’s nothing to do here,” said no one ever after seeing Viator’s wide range of bookable experience offerings.**

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