

The Changing Face of Tours and Activities

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About EyeforTravel

We bring together everyone in the travel industry, from small tech start-ups to international hotel brands, to form a community working towards a smarter and more connected travel industry.

Our mission is to be the place our industry goes to share knowledge and data so that travel and tech brands can work collaboratively to create the perfect experience for the modern traveler.

We do this through our network of global events, our digital content, and our knowledge hub - EyeforTravel On Demand.

Our Values

We believe the industry must focus on a business and distribution model that always puts the customer at the center and produces great products. However, to deliver an outstanding travel experience, the strength, skills, and resources of all partners in the value chain must be respected and understood.

At EyeforTravel we believe the industry can achieve this goal by focusing on a business model that combines customer insight with great product and, most importantly, places the traveler experience at its core.

At our core, we aim to enable the above by valuing impartiality, independent thought, openness and cooperation. We hope that these qualities allow us to foster dialogue, guide business decisions, build partnerships and conduct thorough research directly with the industry.

These principles have guided us since 1997 and will continue to keep us at the forefront of the industry as a vibrant travel community for many more years to come.

Our Services

Our events are the heart of EyeforTravel. These draw in experts from every part of the travel industry to give thought provoking presentations and engage in discussions. It is our aim that every attendee takes back something new that can help their business to improve. This might be in the fields of consumer research, data insights, technological trends, or marketing and revenue management techniques.

Alongside this we provide our community with commentary, reports, white papers, webinars and other valuable expert-driven content. All of this can be accessed through one place - the On Demand subscription service.

We are always expanding the content we create, so please get in touch if you want to write an article for us, create a white paper or webinar, or feature in our podcast.

EyeforTravel in Numbers

70,000+
database
contacts

2,500+
annual event
attendees

100,000+
monthly
online reach

1,000+
online conference
presentations

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Introduction

The tours and activities segment of the travel industry is tipped as the next big growth sector. Long underestimated, the global product offering is seeing major investment as all verticals in the travel sector – air, accommodation, car rental, OTAs – work to offer the customer everything they need to make their next vacation special.

At stake is complete customer ownership, as travel companies look to provide a ‘one stop shop’. Incorporating tours and activities is the last major piece of inventory that needs to be added to the system.

Leading the charge are the technology giants – the online travel agents (OTAs), booking engines and metasearch engines – all keen to sign up and plug in tours and activities inventory.

In this white paper we will look at:

- The current state of the tours and activities market.
- Technical challenges incorporating tours and activities into a digital travel product.
- New start-ups and disruptors.
- How OTAs, hotels and airlines are including tours and activities.
- Technology and how it is shaping the future of this market.

Read on to discover how tours and activities distribution is changing, and learn about the opportunities that it is creating.