

Multichannel Sales & Distribution

How to crack the code on efficient digital sales?

Adventure Group AS | Sept. 5, 2024

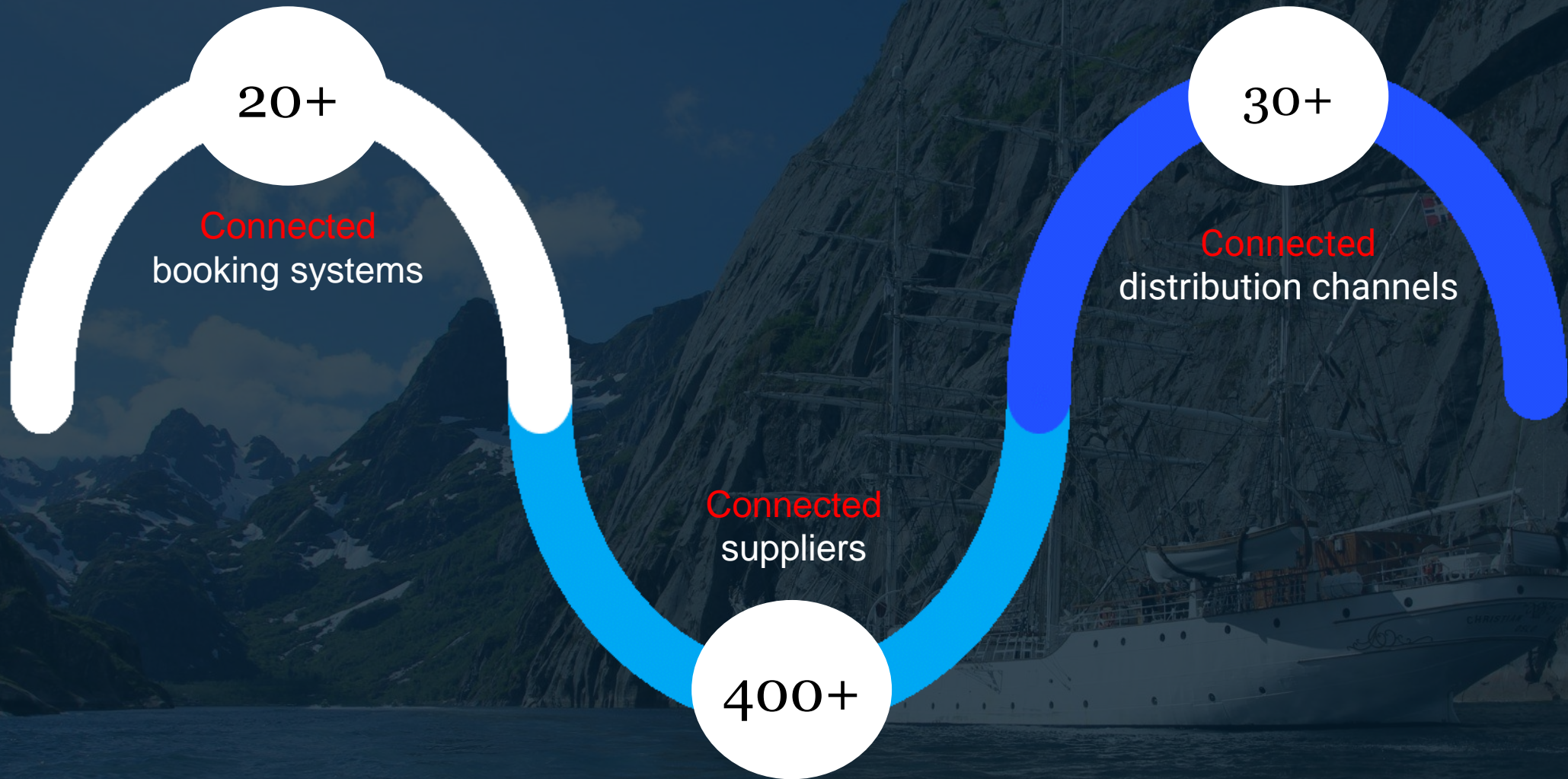


booknordics.comTM


Our niche: Digital **Adventure** Travel

- ✓ Focus: Experiences and unique accommodations
- ✓ Technology: Real-time integrations and packaging
- ✓ Commercial synergies: unique digital distribution

Our model: Digital connectivity, packaging across systems, distribution





→

Search... (ctrl + k)

Bookings

Experiences

Sales tools

Marketplace

Discover partners

Discover products

My Contracts

Contract terms

Conversations

Operations

Reports

Notifications

Christer O.

Booknordics.com (16780)

Search for a reseller...


Suppliers

Resellers

Filters

Sort by: Relevance

Found 5613 resellers in all locations




Viator.com

(5194)

Sells in: Norway, Anguilla +240

ATV / quad tour, Adrenaline and extreme +88




GetYourGuide

(5197)

Sells in: Norway, Trinidad and Tobago +245

ATV / quad tour, Adrenaline and extreme +88




Headout Inc

(35445)

Sells in: Norway, Germany +49

ATV / quad tour, Adrenaline and extreme +88




Civitatis

(4205)

Sells in: Norway, Trinidad and Tobago +245

ATV / quad tour, Adrenaline and extreme +88




Tiqets

(2291)

Sells in: Norway, Germany +43

Arts / culture, Bus / minivan tour +20




Guide to Iceland

(160)

Sells in: Iceland

No categories specified




Musement

(1591)

Sells in: China, Hong Kong +4

ATV / quad tour, Adrenaline and extreme +88




Klook Travel

(4966)

Sells in: Norway, Djibouti +158


ATV / quad tour, Adrenaline and extreme +88



TourDesk

(78)


Sells in: Norway, Andorra +32



Expedia local expert

(5196)


No location specified



Airport Direct

(942)

Sells in: Norway, Trinidad and Tobago +245



Arctic Adventures

(85)

Sells in: Iceland

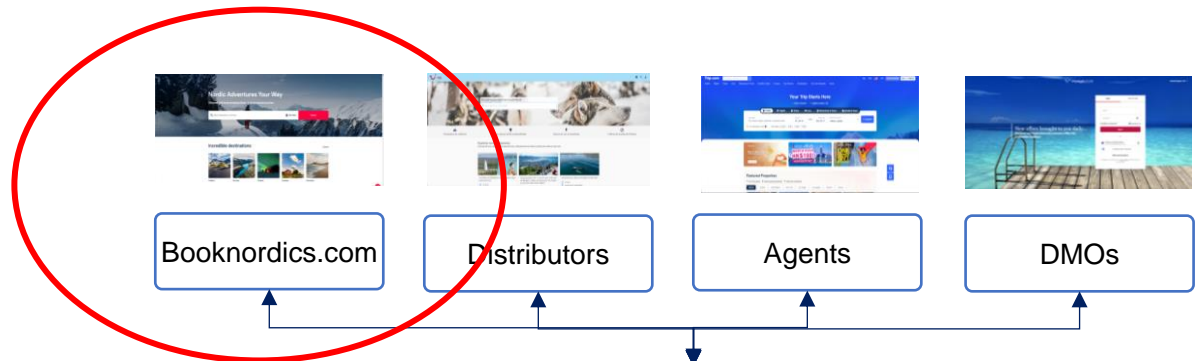
A word cloud graphic with the word 'Sales' in large blue font at the center. Other words include 'Availabilities' in large dark red font, 'Real-time' in yellow, 'Cross-sales' in green, 'Booking' in blue, 'APIs' in green, 'Holidays' in green, 'Bundles' in blue, 'Online' in yellow, 'jungle' in green, 'Integrations' in dark red, 'SEO' in dark red, 'Own' in teal, 'products' in dark red, 'systems' in green, and 'Searching' in dark red. The words are arranged in a circular pattern around the central 'Sales' word.

Cross-sales
Real-time
Holidays
Bundles
Online
Sales
Booking
APIs
jungle
Availabilities
Integrations
SEO
Own
products
systems
Searching

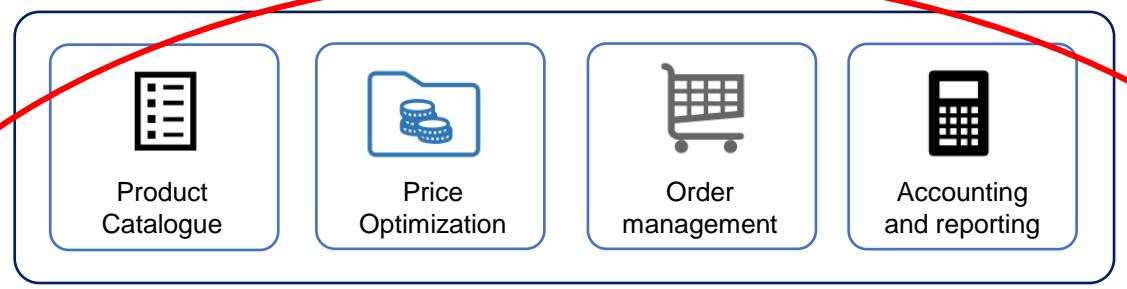
A word cloud graphic identical to the one above, featuring the word 'Sales' in large blue font at the center, surrounded by other terms like 'Availabilities', 'Real-time', 'Cross-sales', 'Booking', 'APIs', 'Holidays', 'Bundles', 'Online', 'jungle', 'Integrations', 'SEO', 'Own', 'products', 'systems', and 'Searching' in various colors and sizes.

Cross-sales
Real-time
Holidays
Bundles
Online
Sales
Booking
APIs
jungle
Availabilities
Integrations
SEO
Own
products
systems
Searching

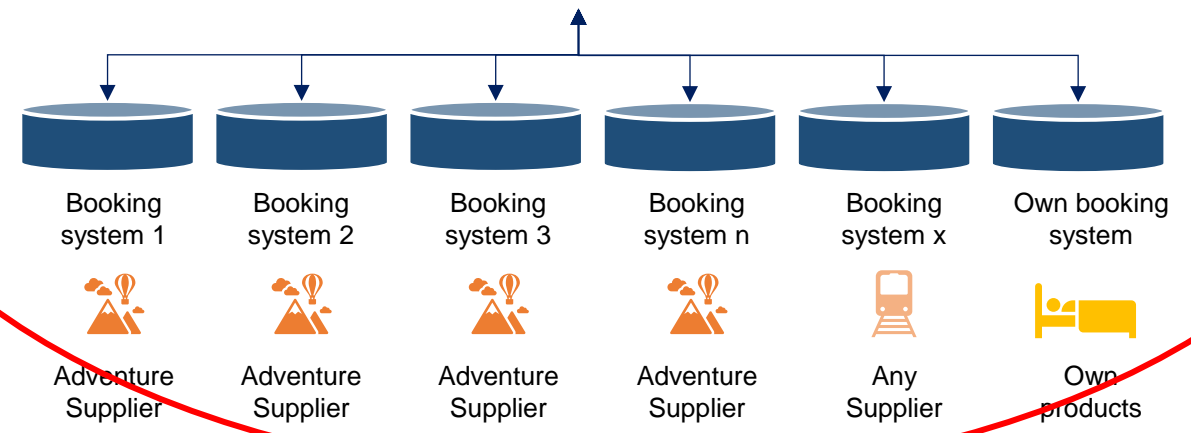
- Booking system agnostic
- Flexible integrations
- Commercial synergies



DISTRIBUTION



CONNECTIVITY
API integrations



Nordic Adventures Your Way

Discover and book amazing things to do at exclusive prices

Search destinations or activities

Add dates

Search

Jump back in

From € 17



Norway – Oslo

From Oslo Fjord Sightseeing

From € 72



Finland – Rovaniemi

Rovaniemi Northern Lights Hunt

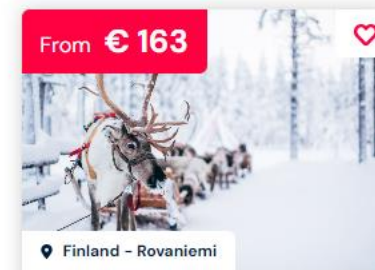
From € 180



Sweden – Kiruna

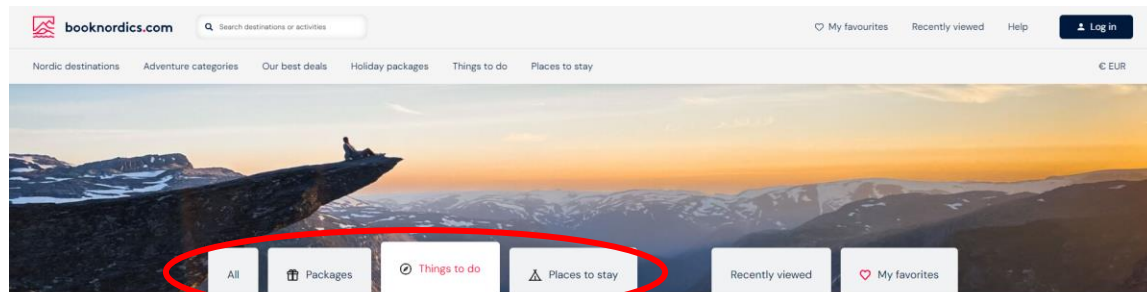
From Kiruna Northern Lights

From € 163



Finland – Rovaniemi

Rovaniemi Husky Park Reindeer



Q Bergen | 106 options found | Most relevant

Add dates

December 2023

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Show on map

Destinations

- ☐ Iceland
- ☐ Finland
- ☐ Norway
- ☐ Sweden
- ☐ Denmark
- ☐ Faroe Islands
- ☐ Greenland

Categories

- ☐ Nordic nature
- ☐ Snow and ice
- ☐ Land and air
- ☐ Water and sea
- ☐ Mood and situation
- ☐ Popularity

Popular filters

Price 0 - 1000+

Tripadvisor rating 0 - 5

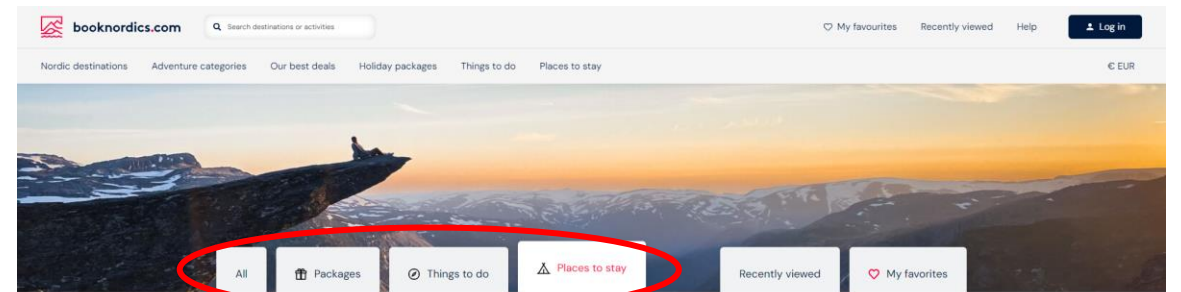
- ☐ Recommended
- ☐ Flexible cancellation
- ☐ Book green

Personal filters

Things to do filters

Results:

- Trolltunga Guided Hike** From €140
- Trolltunga via Ferrata & Overnight Stay in Sunset/Sunrise Dome** From €420
- Trolltunga Hike & Overnight Stay in Sunset/Sunrise Dome** From €386
- On top of Bergen Backcountry Hike** From €126
- 3-in-1 Tour: Bergen Sightseeing, Fløien Funicular & Fjord Cruise** From €293
- Mostraumen Fjord & Waterfall Cruise** From €64
- Bergen Fjord Cruise to Alversund Streams** From €50
- From Odda: RIB Boat Fjord Safari** From €98
- From Bergen: Snowcoach, Lunch & Snowshoeing in Jotunheimen** From €254
- Rock Climbing on Bergen Sea Cliffs by the North Sea** From €212
- From Odda: RIB Boat Fjord Safari with Cider Tasting** From €119
- Trolltunga Guided Via Ferrata** From €166



Q Bergen | 42 options found | Most relevant

Add dates

December 2023

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Show on map

Destinations

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Popular filters

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Tripadvisor rating 0 - 5

- ☐ Recommended
- ☐ Flexible cancellation
- ☐ Book green

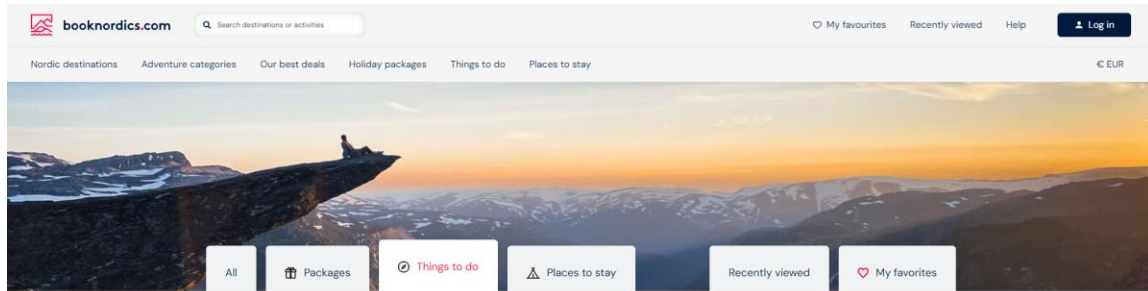
Personal filters

Places to stay filters

Locations filters

Results:

- Bergen Bors** From €173
- Grand Terminus BW Premier Collection** From €155
- Zander K** From €115
- Opus XVI** From €234
- Det Hanseatiske** From €173
- Augustin Hotel** From €110
- Hotel Norge by Scandic** From €178
- Magic Hotel Kloverhuset** From €115
- Thon Hotel Rosenkrantz Bergen** From €153
- Comfort Hotel Bergen** From €129
- Quality Hotel Edvard Grieg** From €115
- Thon Hotel Orion** From €136



Search Bergen | 76 options found | Most relevant

Add dates **Remove all filters** Available on 7-06-2024

June 2024

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Destinations

- ☐ Iceland
- ☐ Finland
- ☐ Norway
- ☐ Sweden
- ☐ Denmark
- ☐ Faroe Islands
- ☐ Greenland

Categories

- ☐ Nordic nature
- ☐ Snow and ice
- ☐ Land and air
- ☐ Water and sea
- ☐ Mood and situation
- ☐ Popularity

Popular filters

Price 0 - 1000+

Tripadvisor rating 0 - 5

☐ Recommended

☐ Flexible cancellation

☐ Book green

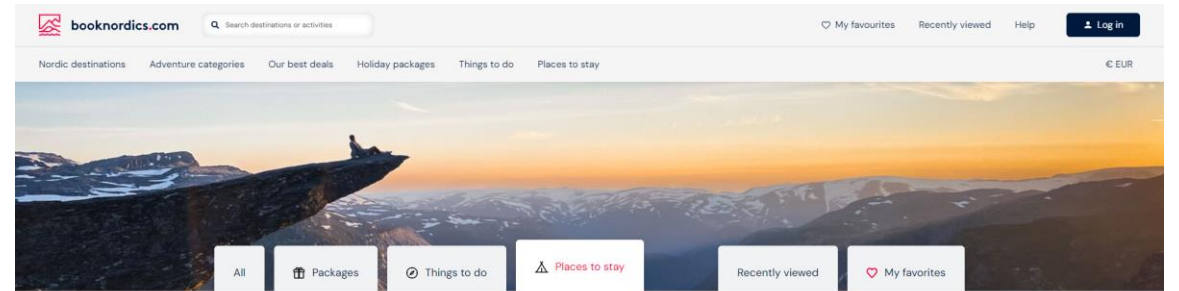
Personal filters

Things to do filters

Languages filters

Results:

- Trolltunga Guided Hike** From € 140 Norway - Odda
- Trolltunga via Ferrata & Overnight Stay in Sunset/Sunrise Dome** From € 420 Norway - Odda
- Trolltunga Hike & Overnight Stay in Sunset/Sunrise Dome** From € 386 Norway - Odda
- 3-in-1 Tour: Bergen Sightseeing, Fløien Funicular & Fjord Cruise** From € 293 Norway - Bergen
- Bergen Fjord Cruise to Alversund Streams** From € 50 Norway - Bergen
- From Odda: RIB Boat Fjord Safari** From € 98 Norway - Odda
- Rock Climbing on Bergen Sea Cliffs by the North Sea** From € 212 Norway - Bergen
- From Odda: RIB Boat Fjord Safari with Cider Tasting** From € 119 Norway - Odda
- Private | Overnight Fjord Hiking Adventure VIP Package** From € 1018 Norway - Bergen
- Sea Kayaking Nærøysfjord Tour** From € 115 Norway - Voss
- Folgefonna Glacier Blue Ice Hike** From € 93 Norway - Fonna Glacier Center
- The Adventurer Combo: River Canoeing, MTB and Fjord Kayaking** From € 248 Norway - Voss



Search Bergen | 39 options found | Most relevant

Add dates **Remove all filters** Available on 7-06-2024

June 2024

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Destinations

- ☐ Iceland
- ☐ Finland
- ☐ Norway
- ☐ Sweden
- ☐ Denmark
- ☐ Faroe Islands
- ☐ Greenland

Popular filters

Price 0 - 1000+

Tripadvisor rating 0 - 5

☐ Recommended

☐ Flexible cancellation

☐ Book green

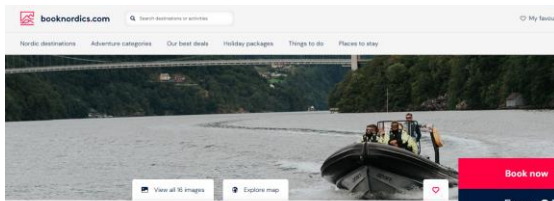
Personal filters

Places to stay filters

Locations filters

Results:

- Bergen Bors** From € 173 Norway - Bergen
- Grand Terminus BW Premier Collection** From € 155 Norway - Bergen
- Zander K** From € 115 Norway - Bergen
- Opus Xvi** From € 234 Norway - Bergen
- Det Hanseatiske** From € 173 Norway - Bergen
- Augustin Hotel** From € 110 Norway - Bergen
- Comfort Hotel Bergen** From € 129 Norway - Bergen
- Clarion Collection Havnekontoret** From € 162 Norway - Bergen
- Magic Hotel Klokkerhuset** From € 115 Norway - Bergen
- Thon Hotel Rosenkrantz Bergen** From € 153 Norway - Bergen
- Magic Hotel Korskirken** From € 114 Norway - Bergen
- Radisson Blu Royal Bergen** From € 116 Norway - Bergen

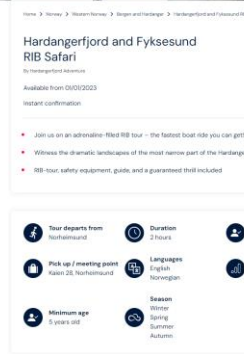


Real-time search and filtering across products, operators and booking systems

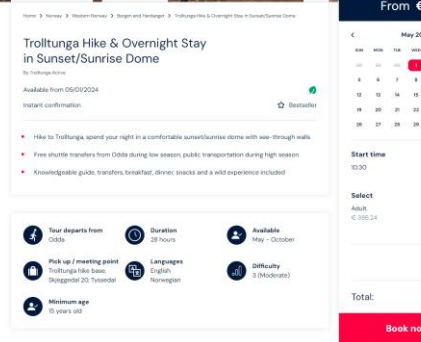
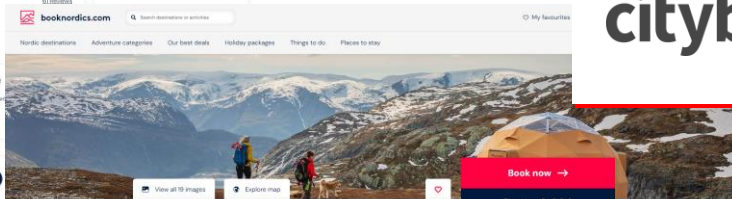
citybreak



Real-time production of availabilities, prices, content, bookings and cancellations

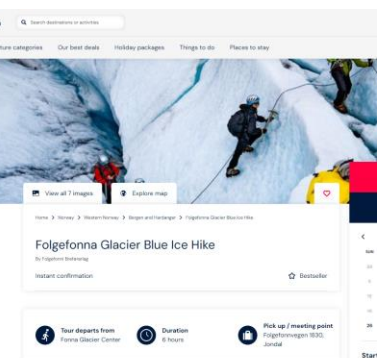
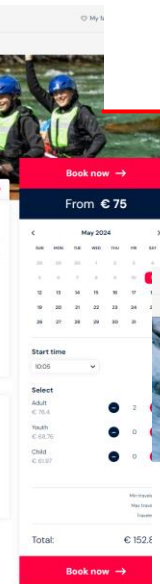


Overview



Overview

Looking for a fun and exciting adventure for the whole family? Look no further than our family rafting trip on the Raundalen River in Voss



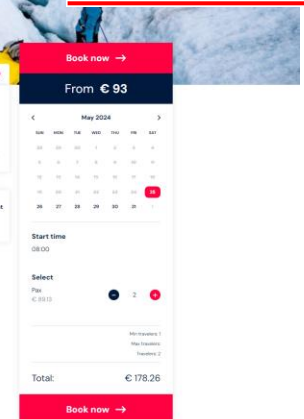
Overview

Blue Ice Hike in Juklavass glacier is arranged daily from June to October and starts from Folgefonna Glacier Ski Resort.

What to expect?

Blue Ice Hike (Bilberry) - outdoorswear emerges two day trip just 10 october, sunset glacier fire

See more



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[Adventure categories](#)
[Our best deals](#)
[Holiday packages](#)
[Things to do](#)
[Places to stay](#)

[View all 7 images](#)
[Explore map](#)

[Book now](#)

From € 890

Home > Norway > Northern Norway > Troms region > Tromsø 3-Day Holiday Package Double up Northern Lights Galore

Tromsø: 3-Day Holiday Package Double up Northern Lights Galore

Available from 1/15/2023

Instant confirmation

- Maximize your chances of seeing the Aurora Borealis with this Northern Lights Galore package
- Visit a panoramic Northern Lights camp and join an Aurora chase with a pro photographer
- Accommodation in 4-star hotel Clarion Hotel The Edge and 2 x Northern Lights tours included

Your travel plan	21 Feb	22 Feb	23 Feb	24 Feb
Northern Lights Safari to Aurora Borealis Camp	●			
Northern Lights Chase with Campfire & Photos		●		
Clarion Hotel The Edge	●	●		

Tour departs from
Tromsø

Available
November - April

Languages
English
Norwegian

Difficulty
2 (Easy)

Season
Winter

[Hotel](#)
[Adventure 1](#)
[Adventure 2](#)
[View on map](#)

Clarion Hotel The Edge

This charming hotel is in Tromsø. A total of 290 units are available for guests' convenience. Wi-Fi internet connection is available for further comfort and convenience. This hotel offers 24-hour reception for guests' convenience. This hotel has a minimum impact on the environment, thanks to its sustainable practices. A fee may be chargeable for some services.

Northern Lights Safari to Aurora Borealis Camp

Start time
18:15

Select

Adult € 134,97 2

Student € 117,99 0

Youth 13-16 € 117,99 0

Child (4-12) € 72,15 0

Northern Lights Chase with Campfire & Photos

Start time
18:00

Select

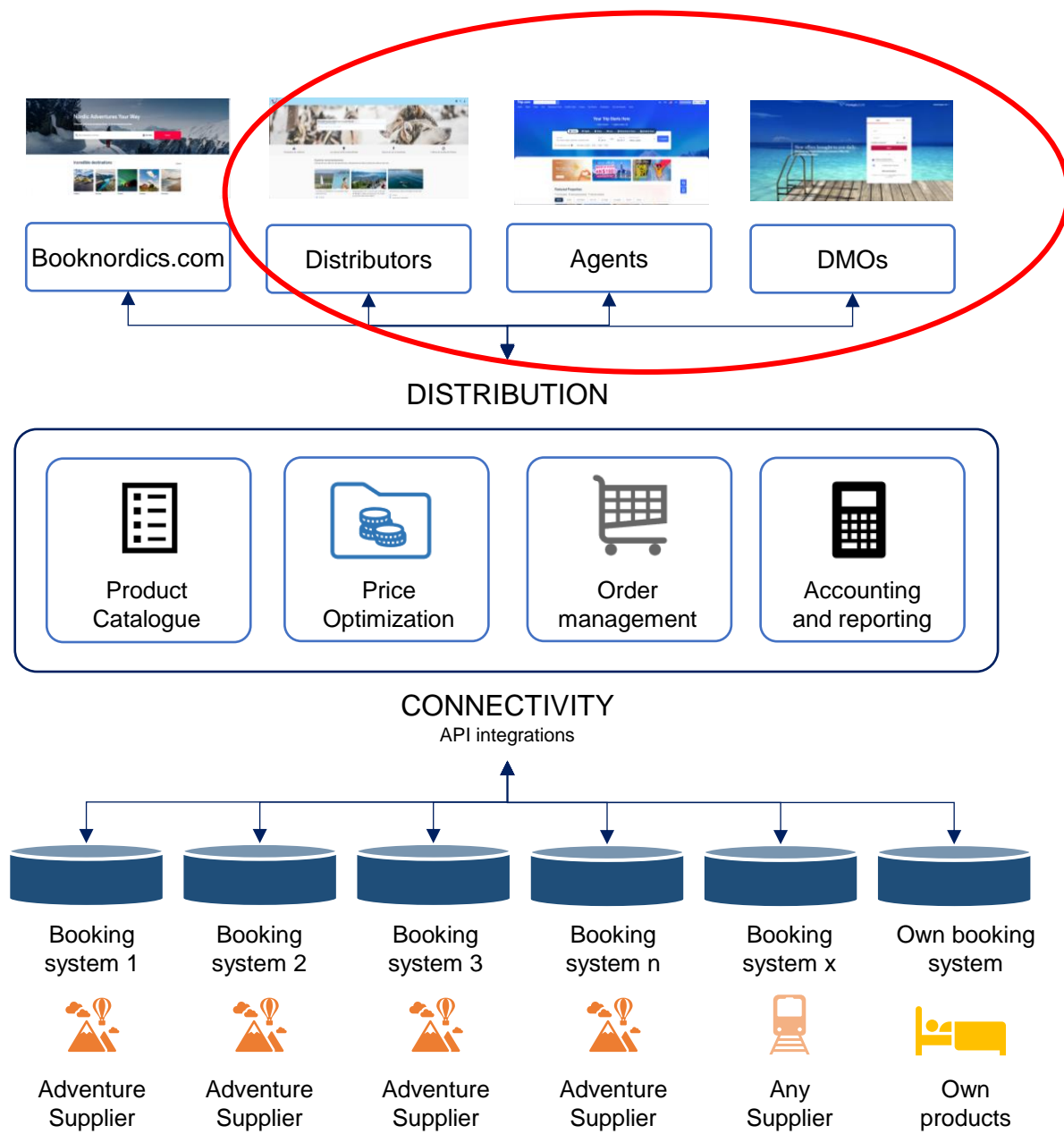
Person € 165,53 2

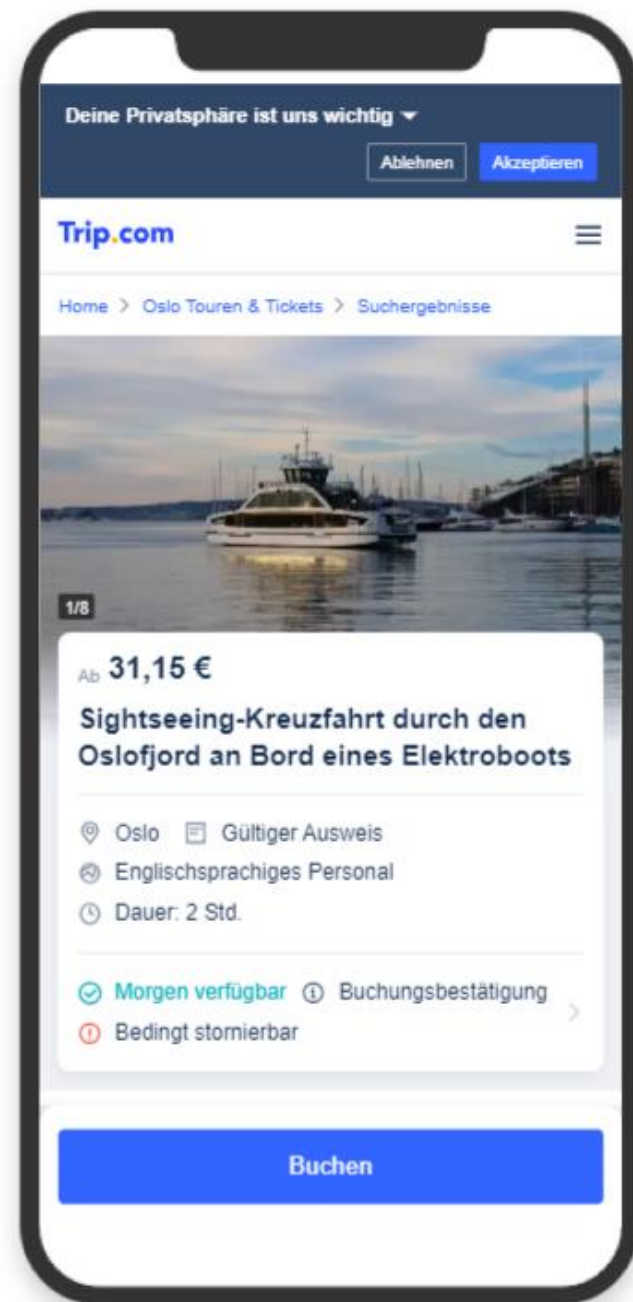
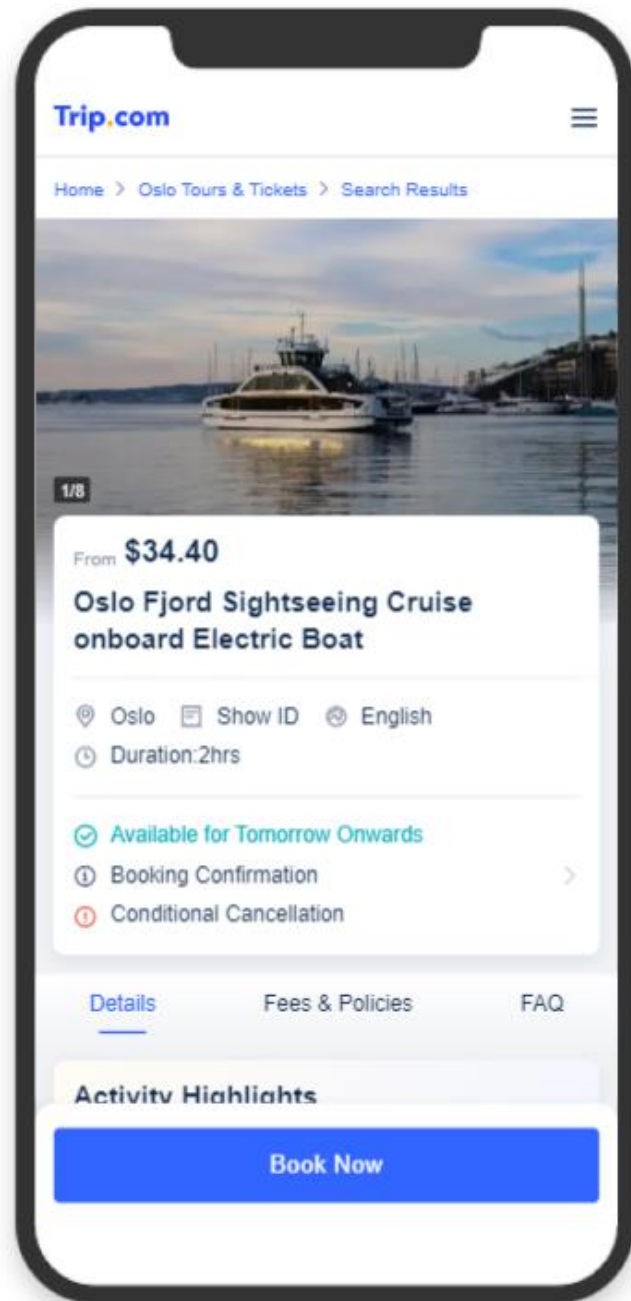
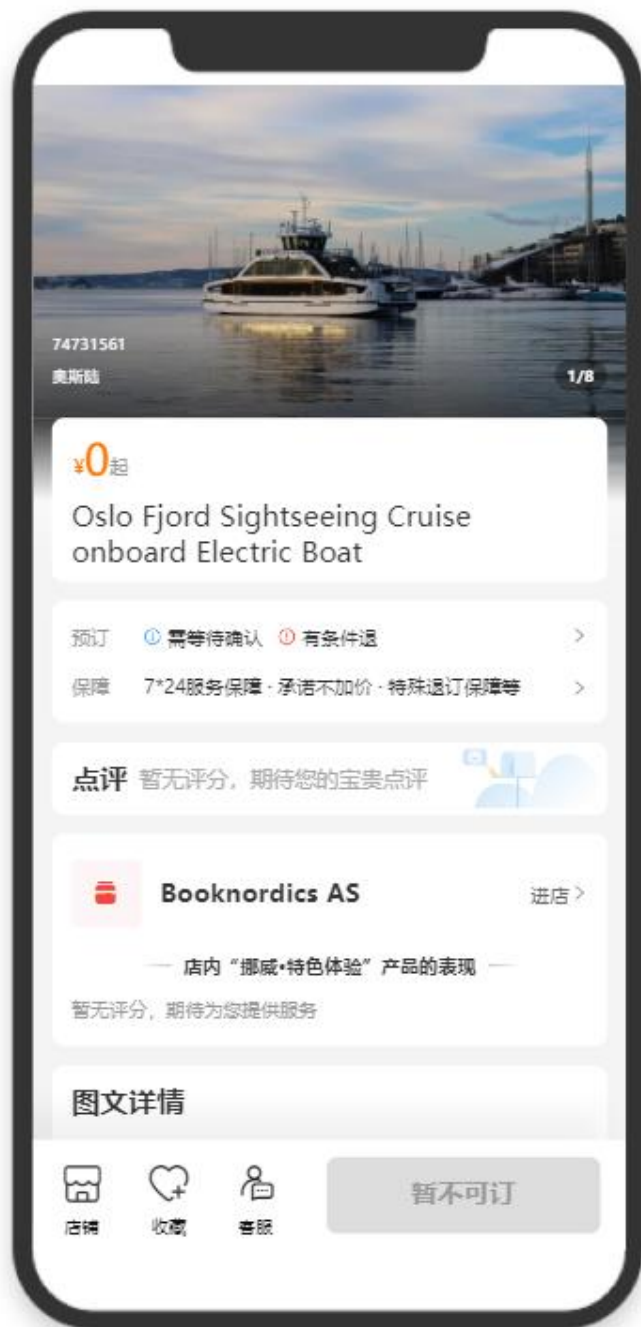
Min travellers: 1
Max travellers: 2

Total: € 1517,56

[Book now](#)

- Unique dynamic packaging module
- Allows combination of any products
- All operations served in real-time





 [See location](#)

✓ **8.0/10** [111 reviews](#) >

WE LOVE

- Tucking into a delicious breakfast buffet at Motel L Älvsjö before a day's adventures in this wonderful Swedish city.
- Hopping on the commuter train downtown to explore cobbled streets and marvel at grand architecture.
- Slipping into soft, comfortable sheets in a stylish room in a perfect location.

TRAVEL WITH CONFIDENCE

- Cancellable up to 48 hours or modifiable up to 7 days before departure (offers without flights)
- Alternative provided in case of flight cancellations or force majeure (offers with flights)

[Read more](#)

THE BEST BITS **DETAILS** **FORMALITIES**

Motel L Älvsjö



Enjoy **stylish interiors** and **modern facilities** at the perfectly placed **Motel L Jävsjö** in Stockholm. Beautiful illustrations and patterns adorn the walls and atmospheric lighting and comfy sofas fill the lounge, an inviting space ideal for relaxing and savouring a drink.

Central Stockholm is just 10 minutes away, so you can easily explore this innovative Scandinavian city where modern and traditional architecture, cutting-edge design, history and nature meet.

WITHOUT FLIGHT
From
£50 /pers.*
for 2 nights

 Durations available: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 and 14 nights

JUST FOR YOU

- Double/Twin Stylish Room
 - Breakfast included
 - Complimentary late check-out until 5 pm
- Stay longer, pay less (this is already reflected in our sales prices):**
- 10% off stays of three and four nights, 15% off stays of five nights or longer
 - Offers with flights are ATOL/ABTA protected for your peace of mind

FEW DATES LEFT

☐ Without transport

☐ Flights from

You will be able to choose your airline and departure time at the next page of the booking process

PARTICIPANTS

DURATION AND DEPARTURE DATE

* Estimated price based on double occupancy



NEED HELP? CALL US

We are open Monday to Friday from 11:00 am to 7:00 pm (local call charges apply)


OUR PROMISE
Inspirational travel &

Your Optional Excursions



NATURE WALKS FROM STOCKHOLM

Your day begins at 9 a.m., where you will walk to a beautiful forest area, which includes the Nacka nature reserve.

Walk through this pristine natural setting, and stop for a well-deserved lunch break where you can relax, swim in a crystal-clear lake and bask in

the warmth of a crackling fire.

After, lace up your hiking boots again and continue your exploration of this enchanting region.



SWEDISH NATURE SAFARI AT SUNSET

Partake in a real forest safari from central Stockholm and head out into the wilderness with your knowledgeable guide for a chance to spot the nocturnal animals that live there.

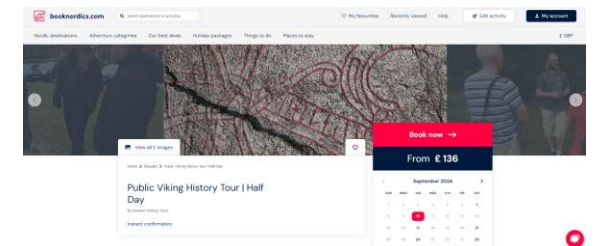
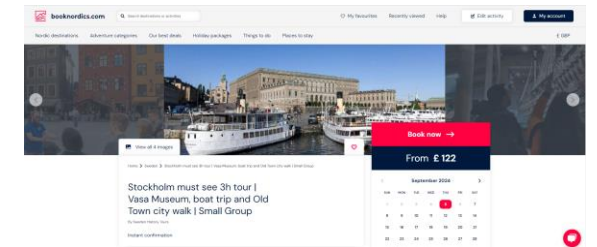
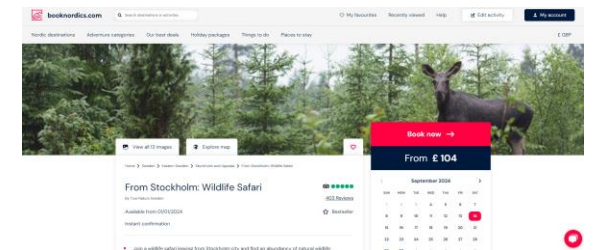
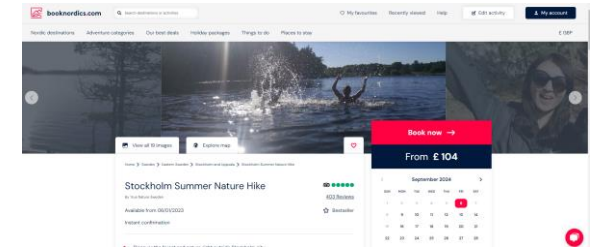
[Read more](#)

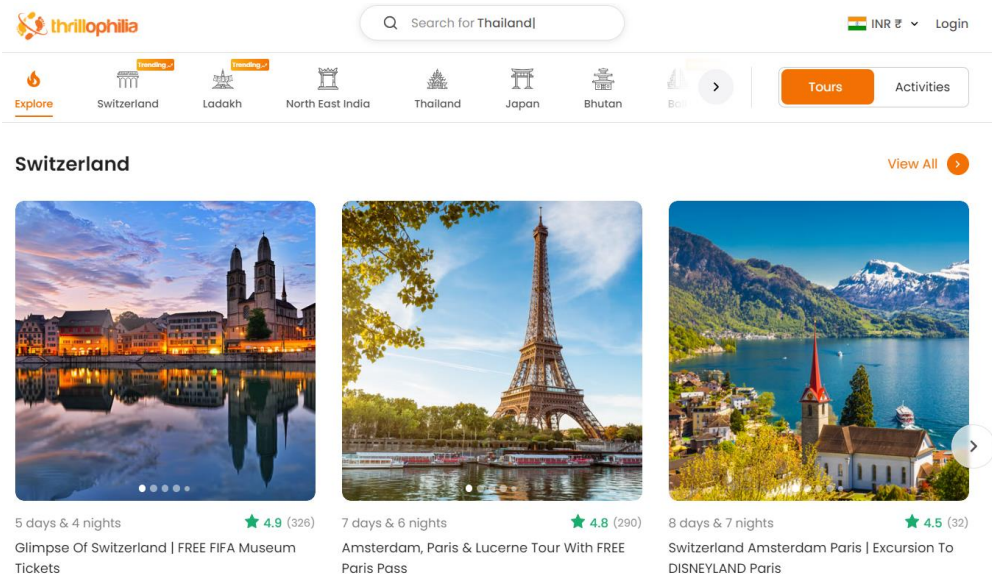


Read more



[Read more](#)





Thrillophilia 7 facts:

- HQ: Jaipur, India
- India's largest experience-based OTA
- 3.5 million users each month
- 10 million travelers to date
- Customizable tour packages
- Stand-alone experiences
- Stand-alone accommodation

Booknordics to supply 300+ experiences directly



**HAPPY
TOURS**




Excella Travel (HK) Ltd


secret escapes



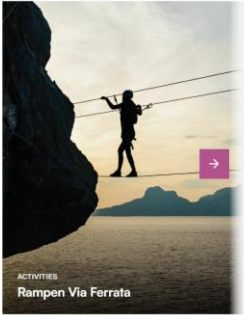
Book Activity



BY BOAT
RIB to Saltstraumen with Sea Eagle Safari — Explore Salten



AT SEA
RIB-safari in Saltstraumen — Stella Polaris



ACTIVITIES
Rampen Via Ferrata


RIB Safari to Saltstraumen with White Tailed Eagle Safari

Instant confirmation • Free cancellation

2 hours

from NOK 1,185.00

Check Availability



See all images

Overview

Experience

Location

Cancellation Policy

2 hours

Free Cancellation

Instant Confirmation

Overview

Rib trip/boatie tour to Saltstraumen and sea eagle safari

Saltstraumen is a must-do adventure in Bodo. In one package you can experience the world's strongest tidal current, white-tailed eagle (sea eagle) safari and sea rafting. Saltstraumen is at its strongest four times per day. Based on these times we will take you there in a rib/boat.

An adventure you won't forget. This is an exciting and fun trip designed for the whole family.

What is Saltstraumen?

Saltstraumen is one of the fieriest wonders of Europe. Every six hours up to 400 million cubic meters of sea water flows 8 way through the 150m narrow strait. The current can gain speed up to 20 knots, which can create whirlpools up to 10m in diameter. An attraction you should not miss when visiting Bodo.

See eagle safari and sightseeing

The white-tailed eagle is Northern Europe's largest bird of prey and their wing span can get up to 2.5m. We make several stops on our way to Saltstraumen, where we tell you about the surroundings and focus on getting a close-up encounter with the eagles. Do don't forget to bring a camera! The eaglers are known in the area and will tell interesting stories connected to the Bodo area and will gladly answer any questions during the trip.

Who are we?

We are a travel agency and tour operator providing safe adventures to Saltstraumen. Our skippers have many years of experience and knowledge, and we focus on facilitating a trip that will suit our guests, based on who is on board with us. Operated by: Explore Salten

Experience



Location

Bodo Ambassadekullen

Address


Sjøgeita 1, 8021 Bodo, Norway

Open Google Map

Cancellation Policy

- A full refund will apply if you cancel more than 48 hours before the activity start time.
- No refund is possible if you cancel less than 48 hours before the activity start time.

Top Experiences in Bodo




RIB-Safari to Saltstraumen

2 hours

Instant confirmation • free cancellation

from NOK 1,095.00




RIB Safari to Saltstraumen with White Tailed Eagle Safari

2 hours

Instant confirmation • free cancellation

from NOK 1,195.00




No Title

Northern Lights Safari from Bodo

5.00 (23) • 7 hours

Instant confirmation • free cancellation

from NOK 1,850.00




Mt. Keiservarden Summit Hike

5.00 (11) • 4 hours

Instant confirmation • free cancellation


from NOK 1,200.00



Hovdsi

Instant c

Bodø: Off the Beaten Track




Mt. Hamarøyskattet Guided Summit Climb

5.00 (10) • 7 hours

Instant confirmation • free cancellation

from NOK 2,501.00




Rampen via Ferrata Silver Treasure

3 hours

Instant confirmation • free cancellation

from NOK 990.00




Bode Moose Safari with Moose Guarantee

5.00 (45) • 5 hours

Instant confirmation • free cancellation

from NOK 1,650.00



No Title

Rampen via Ferrata Viking Wall Vertical Climb

3 hours

Instant confirmation • free cancellation

from NOK 990.00

Lead Person Details

First name *

Last name *

Email Address *

+44 Phone Number *

Completion

You just need to accept Holibob [terms and conditions](#) to continue.

☐ I accept the Terms and Conditions.

Total cost: NOK 2,390.00

Complete Booking >

RIB Safari to Saltstraumen with White Tailed Eagle Safari



Date: Friday, September 27, 2024 2:00 PM

Adult: 2

Subtotal: NOK 2,390.00

Cancellation Policy

- A full refund will apply if you cancel more than 48 hours before the activity start time.
- No refund is possible if you cancel less than 48 hours before the activity start time.



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Call Us: +4775648010

Email: post@visitbodo.com

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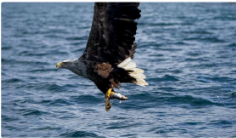
Telephone

+4795023999

Email

info@booknordics.com

RIB Safari to Saltstraumen with White Tailed Eagle Safari



Activity Date: 21 September 2024 at 13:00

2 x Adult

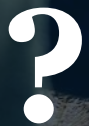
Overview

Our Booking Reference: 6C3W3B

Supplier Booking Reference: 6569



Thank you



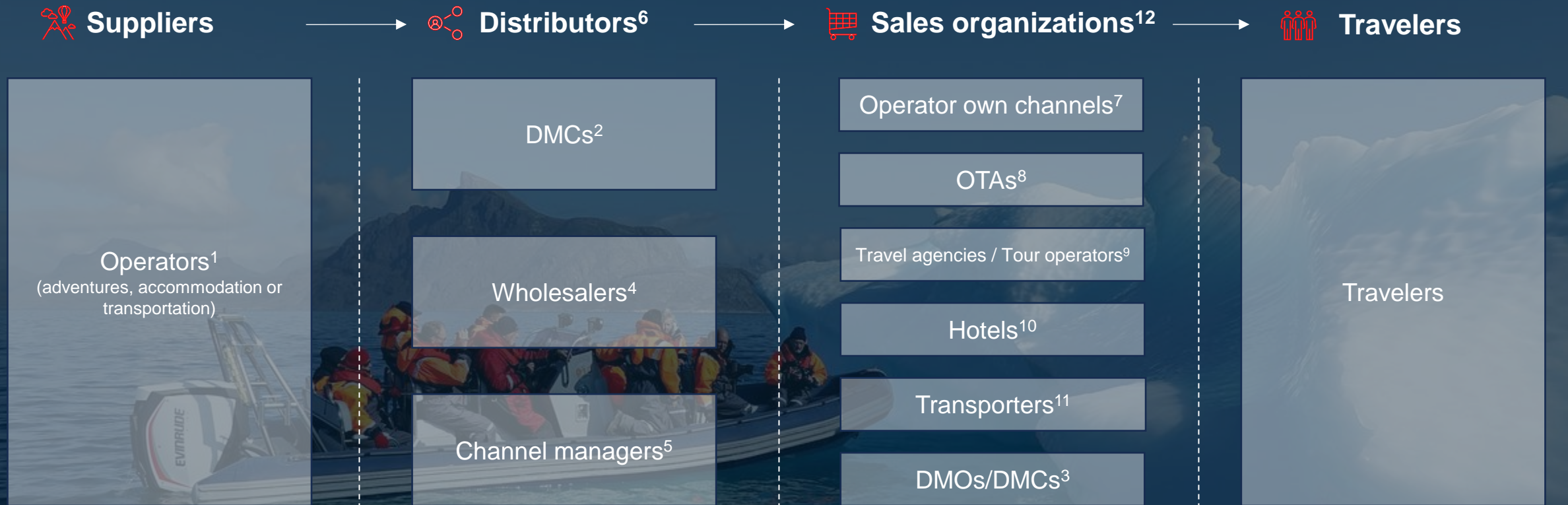
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Adventure Travel industry ecosystem and definitions

Ecosystem players along the adventure sales value chain



¹ Operators = companies that operate the local excursion, tour or activity, accommodation or transport services

² DMC [Destination Management Company] = service companies that provide local travel arrangements

³ DMO [Destination Management Organization] = tourist organizations that market & promote a destination

⁴ Wholesaler = commercial companies that resell travel services from Operators to Sales organizations

⁵ Channel managers = software companies that distribute product information, rates and inventory to Sales organizations

⁶ Distributor = entities that resell or distribute adventure products B2B from Operators to Sales organizations

⁷ Own channels = an operator's own direct sales channel, such as their website or local ticket sales office

⁸ OTA [Online Travel Agency] = companies that sell travel services to Travelers on an online platform

⁹ Travel agency/Tour operator: companies that sell to own customers, where TOs operate the value chain and TAs don't

¹⁰ Hotels = regular hotels and resort hotels that resell experiences as part of their total customer offering

¹¹ Transporters = companies that transport passengers, such as train companies, bus companies, ferry operators and airlines

¹² Sales organizations: entities that sell adventure products from Operators, Distributors or other Sales Organizations