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## Get your guide supplier commission

GetYourGuide is one of the best online travel agencies (OTA) in the world. With more than 33,000 ads in more than 2,500 destinations, it is also Viator's closest competitor. Today we'll look at everything you need to know about becoming a GetYourGuide provider. Starting with some basic information, let's take a deep dive on why joining GetYourGuide is a good idea. Next, we will look at details such as how to get support and key contact information. Finally, we'll explore how to register as a GetYourGuide provider and provide you with a super easy way to do it. Ready? Let's go. Activate GetYourGuide and many other channels in the Regiondo Channel Manager. Update your offers and availability from one place instead of manually going through each ad. Not registered with Regiondo? Start your free trial today. What you need to know about GetYourGuide - the FactsGetYourGuide was founded in Zurich in 2009. Despite this, the main office is in Berlin and they have a presence in cities around the world such as Paris, Hong Kong, and Barcelona. From a consumer perspective, GetYourGuide helps you book tours, attractions and activities from all over the world. Its main goal is to provide a relevant and personalized experience to end-users. People can filter results by location and even local landmarks, saving a lot of time in the process. On the other hand, GetYourGuide's main revenues come from supplier commission fees. Therefore, the team is dedicated to providing a robust booking platform and has even developed a mobile application for providers to track booking activity. With a network of more than 1,000 distribution partners, GetYourGuide helps suppliers reach a global audience. In addition to the nearly 5 million monthly visits to its main site, it has significant partnerships with travel sites and major airlines such as easyJet, Emirates and KLM. After raising more than \$170 million in financing and acquiring two of its competitors in 2013, GetYourGuide has become a global player. However, competitors like Viator are making serious money in advertising, so it's hard to move forward. With a total market share of only 2-3%, there is plenty of room to grow for GetYourGuide. That said, it seems that CEO Johannes Reck and his team are banking on a superior user experience to drive growth. GetYourGuide's mobile apps attract nearly 200,000 combined monthly downloads and have high ratings, showing that consumers are good. By comparison, this number is almost 4 times higher than Viator's monthly downloads. Most visitors come from the United States (21%), with Germany, Spain and the United Kingdom coming next. As a global platform, visitors are well distributed so you can expect bookings from a wide range of countries. Why Become a GetYourGuide Provider As a Commission-Only Service, GetYourGuide has a strong incentive to deliver results for you. The company's turnover increases with supplier sales so they work hard to get you reservations. How exactly do they do that? First, GetYourGuide's global exhibition is new customers you can't access otherwise. You can benefit from the platform's availability in 22 languages and gain more international travelers, especially if your website is optimized for local search only and fewer languages. They are able to reach this audience through their own site and more than 1000 distribution partners around the world. Like other online travel agents (OTOs), the main advantage is that they do effective scale marketing for you. But unlike most competitors, GetYourGuide displays your name with your offers so people can choose to book directly. This is a good way to improve brand exposure and increase direct bookings. Another way getyourguide can help you is with their free product optimization and translation services. As mentioned earlier, the company only makes money when you do, they take extra care to make sure you stand out. You also have powerful analytics tools to track the results you get and make changes whenever necessary. In addition, GetYourGuide is still independent as they have not been acquired by huge brands as some competitors have done. Combined with their extensive funding rounds, they can really focus on providing a superior user experience without any corporate influence. This gives them the opportunity to plan for the long term so that GetYourGuide is a reliable partner. And how are they able to provide such a good service to consumers? Because they do not include additional travel services such as hotel and flight bookings, GetYourGuide's resources can be allocated to delight a specific set of guests. This means they can put you in front of a highly targeted and relevant audience, not just travelers in general. Finally, if your offerings are not well optimized for mobile phones, you can score along for great smartphone apps. This way you can get in front of GetYourGuide's growing mobile first user base without investing large sums of money. Activate GetYourGuide and many other channels in the Regiondo Channel Manager. Update your offers and availability from one place instead of manually going through each ad. Not registered with Regiondo? Start your free trial today. GetYourGuide support provider and contact informationA great aspect of being a GetYourGuide provider is their knowledge and support base. There are clear guidelines for everything from registration to managing your account and billing information. And if you have a question that is not you can quickly get in touch via their contact form. In addition, you can follow GetYourGuide on their social media platforms where you can quickly start a chat and follow updates. Get a YourGuide commission fee As soon as you sign up, a getyourguide team member will contact you to discuss commission rates with you. The fee is based on your destination and the type of activities you offer. In general, you can expect commission rates of 20% to 30% with discounts for high volume suppliers. How to register as a Supplier GetYourGuideGetYourGuide Supplier Suppliers providers of tours and activities to ground transportation, shows and events. If you offer any kind of tickets or repairable place, you are probably a good fit for their market. Registration is free and lasts less than 5 minutes. You'll need to fill in your contact information and business information to get started. Then a confirmation email will be sent to you. Keep in mind, however, that there is no guarantee that you will be listed. You can also start selling on GetYourGuide by activating it on your Regiondo account. It takes just one click, and then your offers will be listed on GetYourGuide. In addition, you can activate dozens of other distribution channels and update your offerings or availability in one place instead of manually going through each of your ads. ConclusionGetYourGuide is a great complement to your overall online strategy. As a company with a strong global presence, it allows you to reach a wide audience and increase your exposure to the brand. Their goal of providing a great user experience ensures that they can be a reliable long-term partner. GetYourGuide is especially useful if you want to reach mobile users and international travelers. GetYourGuide supplier support is complete and getting in touch with a representative is easy. This week GetYourGuide, recently flushed to raise vc funds to the tune of 75 million usd (total now \$170 million), surprised their suppliers by fine-tuning the way the provider initiated booking cancellations are handled. What has GetYourGuide changed? Excerpt from a general email sent by GetYourGuide to all suppliers... As a customer-obsessed company, we are committed to always keeping the promise to our customers by giving them what they have booked. In order to share this commitment with the customer with you, from November 1st GetYourGuide will charge commission for bookings cancelled by the supplier (excluding force majeure reasons), as mentioned in point 10.3 of the supplier conditions. Keep in mind that to cancel a reservation, suppliers must contact our customer service team and provide the reason for the cancellation. Fees can be avoided if another option is offered and also accepted by the customer. What GetYourGuide has done is change the terms of the supplier so that if the supplier cancels the booking, GetYourGuide will always charge the commission. If a supplier cancels due to weather conditions or, for example, political disturbances that close a road, the supplier can cancel without losing the associated commission. Calendar and Industry Context The timing, along with the announcement of funding, was unfortunate. I've been Supplier emails calling GetYourGuide desperate for revenue and not having any understanding of how tour providers work. However, is it really fair for suppliers to react in this way? I don't think so. Supplier-initiated cancellations are a huge problem - for the customer and the online travel agent - and it's great that an industry leader like GetYourGuide is tackling it. We are all as allow for more spontaneous booking behaviour (i.e. book with hours to go, not weeks ago) as this is what customers demand. If the customer has received a confirmed reservation from the supplier, it is really a bad customer experience so that this booking is not delivered. Further planning could have taken place and other visits to the experiment will be disrupted. We have to avoid that. Solo backpackers are the normally most affected group, so much so that I've already considered setting up a tour and activity agency focused on solo backpackers that would only be the guaranteed list of visits to be running, even for a single booking person - that is, either those with a minimum number of one, or those visits that had already reached minimum numbers. Maybe I should bring that idea back? ☺ Why keep the commission? The alternative, the ranking of this travel provider below, would potentially have an impact on booking numbers at this travel provider that harms GetYourGuide too... The commission stick is only a penalty on the supplier side. Why do suppliers cancel? There are two types of touring company - those with a small number of tours, each selling at high volume and there are those that list many different touring itineraries but run only a handful on a daily basis. This second style where you advertise many options is popular in low volume destinations that you can throw a large fishing net and you will surely catch fish. It is this second style that has the supplier initiated cancellation problems. Often, visits have a minimum number like 4 people and below that number, all bookings will be cancelled at the last minute. The technological challenges with GetYourGuide distribution are fair in their overall approach, but this creates an argument that technology delivered reservations must be able to handle unconfirmed bookings, i.e. requests. Sometimes a local tour operator has to check the availability of a sub-component and this has to be done manually. If the customer knows that the booking is not yet fully confirmed, they can plan accordingly. Many online travel agents have this capability on demand, but they have not implemented it in popular distribution APIs. No one really wants to expand distribution APIs to manage on-demand bookings. For reservation systems that do not have an unsealed booking status, its introduction now would add real complexity (at the user interface, reports for example, count an unsealed customer in relation to booking numbers, etc.) in order to avoid if Supplier Technology Solutions A simple solution is to adjust the minimum booking size you accept based on existing bookings on the tour and the length of time before the travel date. for example, make a visit that has a minimum number of 4 people. A supplier would accept a reservation of 2 people at 5 weeks of the trip, even if no other booking is yet. However, they would not accept a reservation of 2 people at 24 hours to go, unless there were already people on this booking... BUT they would accept a reservation of 4 people. People. this does not completely correct the problem, it reduces the chances of it happening, because you will not accept last minute bookings that are not going to run. This solution requires that the minimum booking number be communicated to OTAs with any availability number... Again something that all online travel agents can currently manage (this number is often set on OTAs at tour/experience level, rather than a date/instance level). A compromise? Perhaps the way forward is that suppliers should not be charged the booking commission (partially or entirely) when a provider has prompted cancellation occurs within 24 hours of the original booking creation date. This handles the situation where weeks before the trip of a customer book, the supplier realizes the next day that there has been a bad setup or on manual verification of some critical components finds that it is not available and immediately (in their next available office hours) cancels the booking with the online travel agent. What we try to avoid is the confirmed booking that happens weeks before and then be cancelled at 24 hours before the start of the tour date due to the lack of customer numbers... This compromise maintains the penalty applied to this scenario. Any other ideas? Other technological or commercial solutions? Good to debate it now as if GetYourGuide does stick this concept, other online travel agents will probably adopt it soon too... So suppliers, comment now! (below) (below)