



Connectivity Partner Program

2024 Program Guide

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Confidential & Proprietary

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The GetYourGuide Connectivity Partner Program is designed for providers of reservation systems, ticketing platforms, and channel managers in the tours & activities industry. The program rewards GetYourGuide's highest-performing connectivity partners with exclusive benefits and helps suppliers identify the best systems to help them grow with GetYourGuide.

About the Program

The third edition of our annual Connectivity Partner Program builds upon the success of our 2021 and 2022 programs. The inaugural program, in 2021, was recognized by the industry as the first of its kind for its openness and transparency in the selection process used to reward partners for their commitment to connectivity excellence.

For the 2024 program, we listened to feedback from partners across all tiers (PREMIUM, ADVANCED, Other) to further evolve the program to ensure we're servicing the needs of our partners, our mutual suppliers, and ultimately, travelers. Some of those key changes include:

-  A longer **(10 months) read period** to offer a fairer overview of performance
-  **Simplified scoring metrics** for more transparency and focus
-  **Improved benefits** for those that achieve PREMIUM and ADVANCED status

Along with these changes, the core of the program remains the same. Providers of reservation systems, ticketing platforms, and channel managers offering the highest-quality software connections with GetYourGuide and the most comprehensive functionality will be awarded the 2024 GetYourGuide PREMIUM Connectivity Partner and 2024 GetYourGuide ADVANCED Connectivity Partner statuses and provided additional benefits.

Similar to 2022, connectivity partners will be rated on several performance criteria in the areas of **API Performance, API Features, and Business Value & Engagement**. A high-level overview of all performance metrics can be found further in this document.

Our annual program will reward top partners with a badge for PREMIUM and ADVANCED marked for the following year. This means that we measure our read period in 2023 and will reward partners with their badge title and benefits the following year, in 2024.

Why do we have a partner program?

We host an annual partner program to create clarity on how best to create a seamless, error-free experience for travelers booking experiences on GetYourGuide. When customers experience errors in the booking process and are unable to book, not only is this a terrible user experience, but it also lowers the conversion rate. It results in lost revenue for our mutual suppliers, our Connectivity Partners, and GetYourGuide.

This program also exists to promote continuous innovation between GetYourGuide and its partners. Travel trends keep changing, and so do the demands of our customers. To keep up to date, we are continuously launching new features, and their implementation by our partners is crucial to the experience of our travelers. Lastly, the support and Year over Year growth of our Connectivity Partners are something we value and want to reward.

By reducing error rates and continuously improving our product, customers are more likely to enjoy a seamless booking experience and convert - leading to growth for suppliers, Connectivity Partners, and GetYourGuide.

Who is this Program for?

The GetYourGuide Connectivity Partner Program is designed for providers of reservation systems, ticketing platforms, and channel managers in the travel experiences industry, offering active Supplier API integrations with GetYourGuide.

We aim to provide a fair, balanced program that allows systems of all sizes, geographies, and verticals to participate. To ensure that this open approach leads to a fair comparison between systems, we have established basic minimum requirements:

To be eligible*, partners must:

- Have at least **15 suppliers active** (e.g., one product live) on GetYourGuide throughout the read period
- Have **15 options (products) active** on GetYourGuide throughout the read period.
- Receive a minimum of **2500 API 'reserve' calls** - that's when a customer adds an option to their cart - throughout the read period
- Have an active API integration with GetYourGuide as of **January 1st, 2023**
- Have built their API to **GetYourGuide's API Specification**, support all mandatory features (as noted in the API specification), and support the four basic product configurations (Group and Individual Pricing; Time Point and Time Period Availability), as also noted in the documentation.

** Please note that these criteria are preliminary and may be subject to change, given the uncertainty of travel volumes at the moment.*

Suppliers with their own proprietary custom-built Supplier API integrations with GetYourGuide will not qualify for this program.

All eligible partners are automatically enrolled in the program. Do not hesitate to reach out to your GetYourGuide contact or email supplier-api@getyourguide.com to inquire about your eligibility.

Partner Tiers & Benefits

We want to reward partners that continue to invest in their connection and relationship with GetYourGuide on behalf of our mutual suppliers. We launched the program with some great benefits in its first year, but for 2024 we wanted the benefits to be even bigger and better.

These benefits will help partners grow their business with GetYourGuide through prioritized support, exclusive growth initiatives, and proactive recommendations to suppliers looking for their first reservation system.

Of our 150+ integrations, only a handful of connectivity partners will achieve PREMIUM and Advanced status.

	All Connectivity Partners	2024 ADVANCED Connectivity Partners	2024 PREMIUM Connectivity Partners
RECOGNITION AND MARKETING			
Profile in Supplier FAQ Brief partner profile and product mapping instructions listed in GeYourGuide Supplier FAQ (helpdesk portal).	✓	✓	✓
Badge & Communications Partner status badge as a recognition of top performance as a Connectivity Partner. Top placement in supplier/industry communications(where applicable) & mention in related press releases.		✓	✓
Call-to-Action CTA button/link in GetYourGuide connectivity resources (landing pages, Supplier FAQs, presentations, etc.). Partners are encouraged to include special offers for GetYourGuide Suppliers.			✓
Co-Branded Initiatives Joint GetYourGuide & Connectivity Partner initiatives (webinars, live events, blog posts, newsletters, social media, etc.) to promote partner status to the industry.			✓
GROWTH			

Non-Connected Supplier Communications Webinars, email campaigns, and similar initiatives promoting your solution to GetYourGuide's suppliers not using API connectivity.		✓	✓
Training for GetYourGuide Team Invitation to host a training session about Partner's solution for interested GetYourGuide supplier-facing teams (destination managers, supplier engagement, supply operations, etc.)		✓	✓
Joint Supply Growth & Optimization Proactive initiatives to grow and optimize Partner's GetYourGuide connected supply base and increasing joint revenue.			✓
ACCESS AND SUPPORT			
Integrator Portal Resources & Tools Access to GetYourGuide Integrator Portal tools, analytics, and related resources (webinars, etc.) for an unlimited number of users.	✓	✓	✓
Email Support Integration support via Connectivity Support Team desk (supplier-api@getyourguide.com) with escalations to relevant teams as required.	✓	✓	✓ + Priority 1
Product Updates via Newsletter & Webinars GetYourGuide Supplier API (and related) important feature/product updates communicated through connectivity newsletters and webinars.	✓	✓	✓
Partner Business Manager Assigned Connectivity Partner Business Manager responsible for Connectivity Partner, their customers, and facilitation their growth on GetYourGuide & more.		✓	✓
Shared Slack Channel Optional Slack channel with Connectivity Partner Business Manager and Connectivity team (excl. common support issues - via email only)		✓	✓

Quarterly Business Reviews Quarterly sessions with insights on GetYourGuide strategy, in-depth Partner and GetYourGuide performance review & planning.		✓	✓
Technical Deep-Dives Deep-dives with Project Managers or GetYourGuide engineers.		✓	✓
Early Access to Features. Beta-Testing Early access to feature/product updates from Connectivity team. Participation in feature design and/or beta-testing.			✓
Custom Reports & Data Insights Custom business/technical reports and analytics available in the Integrator Portal - as requested by the partner. Configured by Connectivity Partner Business Manager and delivered via email regularly using Looker.			✓
Joint Business/Technical Roadmap Close on Partnership Roadmap		✓	✓ + Priority 1

Please note that partner statuses and badges will be awarded to qualifying partners annually and upon their written acceptance of program terms as well as guidelines regarding the use of the GYG partner badge & status. GetYourGuide reserves the right to withdraw partner status and badge at any time.

Performance Metrics

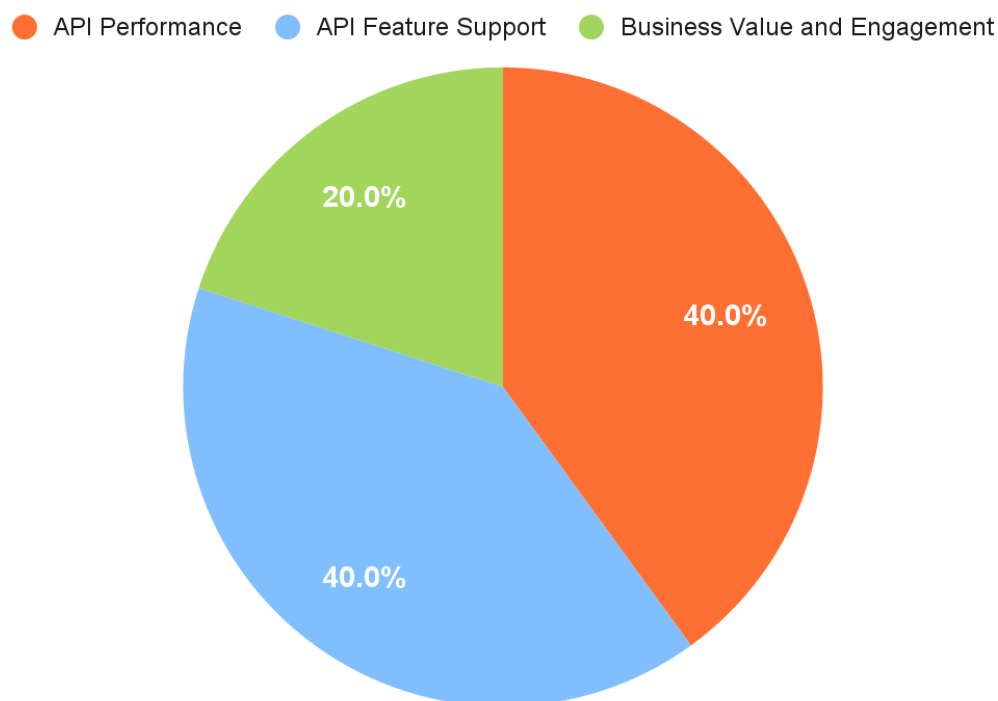
How will connectivity partners' performance be measured?

In order to measure partners' performance transparently and fairly, we list all metrics and how they are scored.

There will be three categories of performance metrics that will be used to determine partner status in the program: API Performance, API Feature Support & Business Value & Engagement. To summarize each category:

- The **API Performance** category measures a partner's *technical performance*.
- The **API Feature Support** category measures a partner's ability to support GetYourGuide's standard *API feature set*.
- The **Business Value and Engagement** category measures how invested partners are in their relationship with GetYourGuide on behalf of our mutual suppliers.

Categories differ in their weight toward the overall partner performance score.



Below you can find details for each category, the metrics they include, and their weight within the category.

API Performance

GetYourGuide would like to ensure that the API performance of our integrations drives a hassle-free, seamless experience for our customers in order to maximize revenue for suppliers.

Maximum points for each metric will be awarded for 0% error rates. Above 0%, points will be awarded on a non-linear sliding scale. Meeting the SLA will achieve 80-90% of the maximum points available.

You can find the SLA values on Frequently Asked Questions in this guide.

Please note we have automated processes in place that will retry failed API calls under circumstances where it's possible that subsequent calls may be successful. Because these retries are intelligently designed only to retry where success is possible, each failed call will count as an error.

Metric	Approx. Weight
Reservation <u>/reserve</u> SLA <1%	~ 40%
Booking <u>/book</u> SLA <0,5%	~ 40%
Availability Query <u>/get-availabilities</u> SLA <0,01%	~ 20%
Integration must follow <u>GYG Supplier API Specification</u> to be eligible for PREMIUM or ADVANCED Connectivity Partner status.	

API Features

Implementing the latest API features is a key factor in driving the best API performance for our mutual suppliers and customers.

In this category, we'll award points based on which API features are fully supported by your integration with GetYourGuide. The points in this category are binary - partners will either be awarded maximum points or no points. This year we will also award bonus points for Price over API, Push Price, and Reactivation implementations by the 31st of May 2023.

Please let us know when you have implemented a feature and we will verify and award points. Submissions must be made before the end of the read period.

Please note that only features with 5 or more active tour options will be considered as fully supported.

To score maximum points, partners will need to accurately implement:

- **Price Over API:** Price over API Implementation will transmit a product's pricing information over API to GetYourGuide.

We want pricing to be consumed over API as we see our Connectivity Partners as the source of truth on a supplier's content and should have the flexibility to control their pricing tactically to drive last-minute sales and increase conversion. A supplier

shouldn't have to manage their pricing in multiple platforms - this can lead to errors.

- **New: Push Price Implementation (Beta):** A seamless customer experience requires that all information is up-to-date. By implementing Push Price, you ensure that GYG is notified of all price changes, giving the customer the most up-to-date information.

Having Push Availability integrated is a requirement for implementing Push Pricing, since both are part of the same call.

- **New: Activity Reactivation:** Activity Reactivation is our endpoint that Enables Connectivity Partners to directly reactivate options that have gone offline from their system.

When a product is deactivated due to errors, the supplier and partner are notified by email and now through webhook.

Once the error is resolved, partners will be able to use this new feature to quickly reactivate the product, saving time offline for suppliers, decreasing loss of revenue, and increasing the product's visibility.

- **New Feature and Bonus Points:** We are continuously hard at work on

innovative ideas and providing the best possible experience to our customers. This innovation happens year-round, and you are an essential part of it.

New feature points will also be given to partners that embrace features released during the read period that are not yet listed and live. We will also have bonus points to reward partners throughout the year when an opportunity arises.

Feature Support	Approx. Weight
Push Price Implementation	~ 35%
Price over API Implementation	~ 25%
New Features and Bonus Points	~ 25%
Reactivation	~ 15%

Business Value & Engagement

We value our connectivity partners and believe a close partnership is crucial to mutual success. In this category, we award points based on how well mutual suppliers are supported as well as YoY growth.

- **New: Active Suppliers** - In 2023, we will be measuring the year-over-year growth of active suppliers. To ensure our customers have access to worldwide experiences, we want to reward partners who grow our mutual supply base.
- **Support (Response Time)** - As in 2022, we want to reward partners that resolve connectivity issues quickly for our mutual suppliers. To measure this, we will be tracking email response times for support tickets. A full score can be achieved by maintaining an average response time of under 12

hours, and points are awarded on a sliding scale from here.

- **NEW: Gross Merchandise Value Growth** - With this new metric, we will measure the year-over-year revenue growth of the products booked by customers. An increase in supply, and having fewer products deactivated or reactivated timely can all help to increase conversion as well as GMV.

Engagement	Approx. Weight
Active suppliers	~ 40%
Gross Merchandise Value Growth	~ 40%
Support (Response Time)	~ 20%

2024 Program Timelines

Key Dates and Webinars

- 1st January, 00:00 am CET
- 10th January, 4 pm CET
- 31st May, 00:00 am CET
- TBA
- 1st November, 11:59 pm CET
- Middle of November 2023
- End of November 2023
- Read Period Begins
- 2024 Program - Launch Webinar
- Feature implementation bonus points deadline
- Connectivity Partner Day
- Read Period Ends
- Results Calls
- Public Announcement

Please note: API performance will be tracked over the full read period. Bonus points for the implementation of API features will be given in May, and Business value and Engagement will be scored at the end of the read period.

Once the 2023 read period concludes on November 1st, we'll communicate with partners that have achieved PREMIUM and ADVANCED status in the weeks following, allowing enough time to prepare marketing materials to promote their status.

We'll announce the program's results publicly around the end of November 2023. All partners that have not achieved PREMIUM or ADVANCED status will continue to be promoted as a GetYourGuide Connectivity Partner without the exclusive benefits.

Scoring Guide

Metric Name	Percentage of overall score	How will this be measured	When will this be measured?	How does scoring work?	Additional Notes	Helpful Resources
API Performance						
Reservation <u>/reserve</u> SLA <1%	~ 40%	We measure the percentage of errors vs the total number of reservation calls	Your error rate between January 1st and November 1st, inclusive	The closer you are to 0.0%, the more points you'll receive.	You will receive significantly more points if you meet the SLA. Automatic retries will be counted as errors	Integrator Portal to help monitor and improve your score API Docs - <u>Reserve</u>

Booking <u>/book</u> SLA <0,5%	~ 40%	We measure the percentage of errors vs the total number of booking calls	Your error rate between January 1st and November 1st, inclusive	The closer you are to 0.0%, the more points you'll receive. You will receive significantly more points if you meet the SLA.	You will receive significantly more points if you meet the SLA. Automatic retries will be counted as errors	Integrator Portal to help monitor and improve your score API Docs - <u>Booking</u>
Availability Query <u>/get-availabilities</u> SLA <0,01	~ 20%	We measure the percentage of errors vs the total number of availability calls	Your error rate between January 1st and November 1st, inclusive	The closer you are to 0.0%, the more points you'll receive. You will receive significantly more points if you meet the SLA.	You will receive considerably more points if you meet the SLA. Automatic retries will be counted as errors	Integrator Portal to help monitor and improve your score API Docs - <u>Availability</u>
API Features						
Price over API	~ 20% + ~ 5%	We validate, with testing that you've implemented this feature for the four basic product configurations in the production environment.	We will award points on November 1st - the end of the read period. Please let us know when you've implemented this feature so that we can verify and award points.	~ 20% of points will be awarded for successful implementation. No points will be awarded for inaccurate or incomplete implementation.	~ 5% will be awarded as bonus points for implementation before May 31st.	API Docs - <u>Price Over API</u>
Push Price	~ 30% + ~ 5%	We validate, with testing that you've implemented this feature.	We will award points on November 1st - the end of the read period. Please let us know when you've	~ 30% of points will be awarded for successful implementation. No points will be awarded for inaccurate	~ 5% will be awarded as bonus points for implementation before May 31st.	API Docs - <u>Push Price</u>

			implemented this feature so that we can verify and award points.	or incomplete implementation.		
Reactivation Notification	~ 10% + ~ 5%	We verify that you have implemented the Reactivation Endpoint accurately,	We will award points on November 1st-the end of the read period. Please let us know when you've implemented this feature so that we can verify and award points.	~ 10% of points will be awarded for successful implementation. No points will be awarded for inaccurate or incomplete implementation.	~ 5% will be awarded as bonus points for implementation before May 31st.	API Docs - <u>Reactivation</u>
New Features & Bonus Points	~ 25%	We validate, with testing, that you've implemented the features. We track your involvement with our ongoing improvement efforts.	We will award points on November 1st, the read period's end. Please let us know when you've implemented the features so that we can verify and award points.	Maximum points will be awarded for successful implementation and engagement. No points will be awarded for inaccurate or incomplete implementation.		Latest news
Business Value and Engagement						
Active Supplier Growth	~ 40%	We will review how many suppliers completed the registration process	We will measure this based on YoY growth from 2022 to 2023.	We will look at the change in your amount of active suppliers. The higher the growth of active suppliers, the higher the points. This will be done on a benchmark basis with the highest-performing partners.		

Gross Merchandise Value Growth	~ 40%	We will estimate the change in the amount of revenue of the products.	We will measure this on a year-on-year basis: January 1st 2022 to November 1st 2022 vs January 1st 2023, to November 1st 2023.	We will look at the change in the product revenue that your suppliers provide. The higher the growth of revenue, the higher the points. This will be done on a benchmark basis with the highest-performing partners.		
Support (Response Time)	~ 20%	We will award points based on average response times to emails from our support team. Responses to emails from our donotreply@getyourguide.com email address are not required.	We will monitor response times between January 1st and November 1st.	Maximum points will be awarded for response times under 12 hours. Points will be awarded on a sliding scale for average response times between 12 - 48 hours.	Our Support team will be tracking this.	

Tools & Resources

Frequently Asked Questions

What does the API Documentation outline?

This is the only section of the [Integrator Portal](#) that anyone can access without the need to create an account and log in. Our API documentation is divided into 3 sections:

- **Overview:** introduction into main concepts of our API, including API Format; SLA; Errors; General Definitions, and Authentication.
- **Supplier-side Endpoints:** detailed description of the Availability Query, Reservation, Booking, Reservation Cancellation, and Booking Cancellation

- **GetYourGuide Endpoints:** detailed description of Notify Availability Update and optional endpoints.

Where can we monitor and improve our performance?

In an effort to provide our connectivity partners with a tool that allows them to easily and effectively manage their integration into the GetYourGuide Supplier API, we have a fantastic resource in the [Integrator Portal](#). In here, you can see your error rates and a wealth of other information about your integration.

New Partners - Setting Up An Integration

The section in the Integrator Portal, 'Set Up Your Integration' enables those partners in the process of integrating with the GetYourGuide Supplier API to test their implementation in both testing and production environments fully. Four elements are provided within this section, and access is given as you progress in the integration process.

1. **Set up your testing configuration:**

- allows partners to fully set up their testing environment and define what type of inventory will be sold via their integration.
- section is accessible to any signed-up partner

2. **Test your integration:**

- Allows partners to run a set of testing scenarios designed to verify the correct implementation of the concepts and endpoints of the GetYourGuide Supplier API
- Section is only accessible to partners who complete the section "Set up your testing configuration"

3. **Set up your production configuration:**

- Allows partners to set up their production environment and define the email recipients for incident notifications
- Section only accessible to partners who have successfully completed the "test your integration" section.

4. **Test your integration in production:**

- Allows partners to run a set of testing scenarios designed to verify the correct implementation of the concepts and endpoints of the GetYourGuide Supplier API
- Section only accessible to partners who have successfully completed the "Set up your production configuration" section.

Existing Partners - Managing An Integration

For partners that have an established integration, we have the 'Manage Your Integration' section of the portal. This section aims at providing useful data and tools that partners can use to optimize their integration performance:

View performance analytics: we currently offer 3 main data sets:

- **Error Rates vs. Total Requests Over Time:**
 - Comparison of error rates vs. total requests to your system over time.
 - **Error Counts per Product and Error Type:**
 - Table with products that caused the most errors as well as the most common error types for the specified timeframe and request type.
 - **Error Details per Product:**
 - View detailed information on requests which resulted in errors for a specific product.
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- **Troubleshoot your integration:**
 - The troubleshooting section allows you to run any of four test cases in either testing or production for any product ID of your choice.

What are GetYourGuide's SLAs?

Service Uptime

Every service provider is expected to ensure API availability 99.8% of the time in any given calendar month.

Error Rates

- Availability Endpoint - 0.01%
- Reserve Endpoint - 1.00%
- Booking Endpoint - 0.50%

Response Times

Response times can drive up error rates in calls to all endpoints, due to time-outs. Furthermore, time-out errors are tricky as you may be fully unaware of them. The same API-call where we observe a time-out may show as successful in your system. Regardless of the role of your system as a channel manager, you're still fully responsible for meeting our response time SLAs.

API endpoint	Desired (seconds)	Acceptable 95th percentile (seconds)	Acceptable Longest response (seconds)
reserve	< 1	3	10
book	< 2	4	10
cancel-reservation	< 1	2	4
cancel-booking	< 1	4	6
get-availability (1 day)	< 1	3	6
get-availability (30+ days)	< 5	10	15

What are the four product configurations?

Availability and Pricing Configuration:

GetYourGuide supports 2 types of availability (time-point and time-period) and 2 types of pricing (per individual or per group), so any supplier can create a product in our platform with any of the four possible combinations of these types of availability and pricing:

- Time-point for Individuals
- Time-point for Groups
- Time-period for Individuals
- Time-period for Groups

Please note, support for all four configurations are required to be eligible for the program. If your inventory doesn't currently comprise any inventory that needs one (or more) of these product configurations, please understand that as your inventory grows there is a risk that suppliers will create a product with an unsupported configuration and map this product to your system. This will inevitably lead to errors.

Branding Resources

Below you will find some information about GetYourGuide for use by our partners for branding purposes. This information is especially relevant for informing suppliers.

Basics of GetYourGuide

Business Name	GetYourGuide
Offices	Berlin, Germany (HQ) and offices in 15 different countries

Website	getyourguide.com
About	GetYourGuide is the booking platform for unforgettable travel experiences. Travelers use GetYourGuide to discover the best things to do in a destination — including walking tours by top local experts, local culinary tours, cooking and craft classes, skip-the-line tickets to the world's most iconic attractions, bucket-list experiences, and niche offerings you won't find anywhere else. Since its founding in 2009, travelers from over 170 countries have booked more than 45 million tours, activities, and attraction tickets through GetYourGuide. Powered by a global team of over 550 travel experts and technologists, the company is headquartered in Berlin, Germany, and has offices in 15 countries around the world.
Number of Products	68,000 globally
Destinations	150+ countries globally
Most popular categories	Sightseeing Attractions, Tours, and Day Trips. We accept most types of in-destination Travel Experiences: types, such as Tours, Activities, Attractions, City Cards, Ground Transportation / Transfers, Snow & Winter Sports, Nightlife, Cooking Classes, etc.
Website languages	20+ - English (United States), Dansk, Deutsch (Deutschland), Deutsch (Österreich), Deutsch (Schweiz), English (United Kingdom), Español (España), Español (México), Français, Italiano, Nederlands, Norsk, Polski, Português (Portugal), Português (Brasil), Suomen kieli, Svenska, Русский, 日本語
Currencies	UAE Dirham (إ.د.), Argentine Peso (AR\$), Australian Dollar (A\$), Bulgarian Lev (лв), Canadian Dollar (C\$), Swiss Franc (CHF), Chilean Peso (CL\$), Chinese Yuan (RMB¥), Colombian Peso (COL\$), Czech Koruna (Kč), Danish Krone (DKK), Egyptian Pound (E£), Euro (€), British Pound (£), Hong Kong Dollar (HK\$), Croatian Kuna (kn), Hungarian Forint (Ft), Indonesian Rupiah (Rp), Israeli New Shekel (₪), Indian Rupee (₹), Japanese Yen (¥), South Korean Won (₩), Moroccan Dirham (د.د.), Mexican Peso (MXN), Malaysian Ringgit (RM), Norwegian Krone (NOK), New Zealand Dollar (NZ\$), Philippine Peso (₱), Polish Złoty (zł), Romanian Leu (lei), Russian Ruble (₽), Swedish Krona (SEK), Singapore Dollar (S\$), Thai Baht (฿), Turkish Lira (₺), Ukrainian Hryvnia (₴), U.S. Dollar

	(US\$), Uruguayan Peso (\$U), Vietnamese Dong (₫), South African Rand (R)
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Signing up with GetYourGuide

Benefits of working with GetYourGuide	1) Expand your market - Get more exposure for your travel products. We'll promote and distribute through our partner network of 10,000+ distribution partners, incl. Expedia, Google, Booking.com, easyJet, Emirates, Lufthansa, Kayak, Agoda, Trip.com & more. 2) Reach out in 23 languages - Our content and language experts will optimize your products for the global market in multiple languages. 3) Get your payout quickly - Choose to get paid biweekly or monthly in your currency. You'll pay a commission only on successful bookings.
Listing/Signup Fees	None
Resellers	Our suppliers are direct operators (not resellers).
What kind of products do we load?	As long as a supplier offers an interesting experience, offers recurrent availability, a flexible booking experience, and accepts mobile vouchers, your product is right for GetYourGuide.
Documents required	Please also note that all our suppliers are required to have a legally operating business and an insurance policy.
What happens after signing up?	Suppliers will hear back within 1-2 weeks about whether their product has been approved and loaded on the GetYourGuide site.

Working with GetYourGuide

Optimizing their listing	Once approved, within the Supplier Portal, GetYourGuide's system intelligently advises how a supplier can optimize their listing. Our specialist content writers will optimize all of the experience content, like titles and descriptions. The main areas where suppliers can optimize their listings are: - Add availability - Reduce minimum participants - Reduce cut-off time - Upload photos In addition to improving their content, such as photos, and offering the best pricing/availability, suppliers should focus on delighting customers as reflected in five-star reviews.
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