

SUMMARY OF eVOC INSIGHTS SURVEY OF TOUR OPERATORS

Comparison of Booking Sources Related to Travel Activities, Events and Tours

In a recent survey by eVOC Insights^[1] of Viator tour operators around the globe – representing various sizes (large, multi-city operators to the independent, local operator) – many report changes in source of advance bookings. (Respondents =234)

Advance Bookings Increasing

- Nearly half (49%) of respondents report 50% or more of their bookings were made in advance during the last year.
 - And nearly half (47%) say this is "somewhat higher" or "much higher" than the amount of advance bookings they've had in prior years.
- 77%, or 3 out of 4, tour operators surveyed report advance bookings has at least occasionally limited availability with 20% saying these limitations are "Frequently, Somewhat frequently or very frequently" (23% said advance bookings have NEVER limited availability)

Online Bookings Increasing

- Local tour operators rely on several sales channels for bookings
 - Direct website/phone
 - Tour operators or wholesalers
 - Internet distribution partners
 - Hotel concierge
- 48% report advance bookings **through own website** have increased ("somewhat higher" or "much higher") than
- 52% report advance bookings **through Internet Distributors** have increased ("somewhat higher" or "much higher") than in recent years.

The majority of tour operators work with multiple internet distributors

15%	1	34%	4-6
10%	2	11%	7-10
12%	3	19%	10+

Viator Value

- 72% of respondents reported Viator is "our best" or "above average" internet distribution partner.
 - Leading Reasons why:
 - (76%) easy to work with
 - (63%) Broad, international reach
 - (56%) Good customer service
 - (54%) Easy payment system
 - (34%) High sales volume

Representation of tour operators

Europe (39%)
US and Canada (34%)
Mexico, central America, South America (5%)
Caribbean (4%)
Asia (5%)
Australia and South Pacific (10%)
Africa and Middle East (3%)

Types of products by operator

Cruise or water sports (19%)
Helicopter or air tour (10%)
Other sightseeing guided tour (71%)
Tickets to attractions/theme parks/city passes (16%)
Shows, concert or event tickets (4%)
Outdoor activity (10%)
Transfers, ground transport (33%)
Other (9%)

About the eVOC Insights Survey for Viator.com

¹ This survey was conducted by eVOC Insights LLC on behalf of Viator Inc. through direct email correspondence with 234 Viator suppliers between May 2 and May 23, 2007. Suppliers were surveyed from Europe, the United States and Canada, Australia and South Pacific, Mexico, Central America, South America, Asia, Caribbean, Africa and the Middle East. Overall results would have a sampling error of +/- 8 percentage points, at a ninety-five percent confidence level. eVOC Insights is a national customer experience consulting firm that provides online and offline "voice of the customer" market research. eVOC combines online technology, market research, and expert analysis to deliver insights into the behavior, thoughts and attitudes of consumers online. eVOC is headquartered in San Francisco, CA. More information is available at: www.evocinsights.com