

# How GIDS IN ROME uses **bookingkit reach Marketplace** to attract more partners and expand their sales network



**bookingkit** success story



# Introduction

GIDS IN ROME uses bookingkit reach tool to provide inventory of available tours to multiple local resellers. Resellers can, in turn, book and sell desired tours online.

## Discovering GIDS IN ROME

- Tour guide in Rome since 2005
- Vertical: Guided tours
- Group tours, semi-private or private tours, walking or bike tours in Dutch
- Official partner of the Vatican Museums and the Special Superintendency of Archaeology, Fine Arts and Landscape of Rome
- Website: [www.gidsinrome.com](http://www.gidsinrome.com)



## Challenges

At the start of the business in 2005, most of the profits for GIDS IN ROME came from direct ticket sales on the website. These were supplemented by little deals with some campsites and a few other local partners, which surely helped increase sales, but not in a sufficient way to ensure a regular income. Furthermore, this approach proved to be time-consuming and logistically complex due to long email correspondence that would lead to slow response time and misunderstandings, with availability errors often resulting in overbookings. This would eventually make potential partners reach out to another operator, and thus losing out on revenue and incurring losses.

In 2020, when the pandemic hit, one of the main goals for **GIDS IN ROME** was primarily to expand their **market reach** and create their own **network of local distribution partners**

in order to not only reach new market segments and increase their annual revenue, but also to differentiate themselves from the competition.

GIDS IN ROME knew that, in order to efficiently increase ticket sales and expand their network of local resellers, they needed to rely on a trusted **all-in-one solution**:

- An integrated and omnichannel booking software to sell tours directly on their own website
- An integrated B2B marketplace to resell their tours through a network of local partners

Last but not least, the assessed solution had to guarantee ease of use, promptness, reliability and efficiency.



# Solutions

In order to enhance the customer experience and generate more sales on their website, GIDS IN ROME decided to start their journey with bookingkit and integrate the booking widget into their website. Simultaneously, they started using the bookingkit reach portal in order to solve **two main challenges**:



Developing their network of local distributors to increase their annual revenue



Managing all related activities directly within the platform in order to save time and reduce the workload

Over the years, GIDS IN ROME has learned how to fully leverage the opportunities offered by bookingkit reach: on the one hand, they use it to connect with resellers who are already on the platform, and on the other, they exploit it to invite potential new partners to join their network and register for free on the marketplace.



## The benefits for GIDS IN ROME

Availability is automatically synchronized and updated in their bookingkit account in real time, enabling them to centrally manage all bookings and orders placed either on their website or the bookingkit reach platform. Moreover, all activities related to activated partnerships are directly managed within the platform – activation, contracts, quotations, commissions, order updates, notifications. This eliminates errors, reduces response time and ensures a smooth purchasing experience

for resellers as well as less manual labor for GIDS IN ROME.

Furthermore, with access to a comprehensive overview of all active resellers with constantly updated data, they can assess performance over time and make informed strategic decisions. Additionally, they can also manage the invoicing process easily and swiftly within the portal and keep record of received payments and due invoices.

# The benefits for their partners

From the date of registration on the marketplace (which is completely free of charge), either from an invitation or independently, all resellers have immediate access and can purchase all tours and tickets offered by GIDS IN ROME. Commissions applied are clearly shown along with remaining availability. Partners can also easily access

all order details to provide adequate customer support to end consumers.

Thanks to bookingkit reach, GIDS IN ROME has achieved a **"360-degree connectivity"** with multiple local resellers, and this has had a significantly positive impact on their annual revenue.



Partnerships are our strength.

**Wouter Vercruysse**

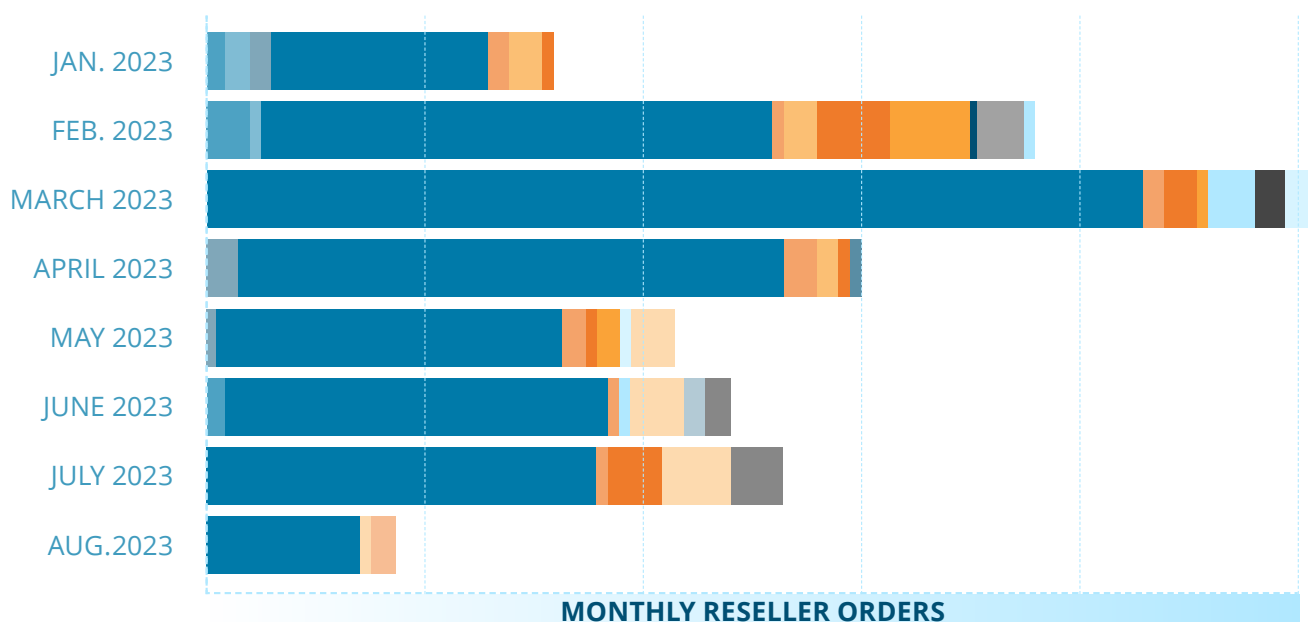
tour guide and founder  
of GIDS IN ROME



## 20 active partnerships

Mostly local guides, city tour agencies, and travel agents.

● RESELLER 1 ● RESELLER 2 ● RESELLER 3 ● RESELLER 4 ● RESELLER 5 ● RESELLER 6 ● RESELLER 7  
● RESELLER 8 ● RESELLER 9 ● RESELLER 10 ● RESELLER 11 + 8 MORE

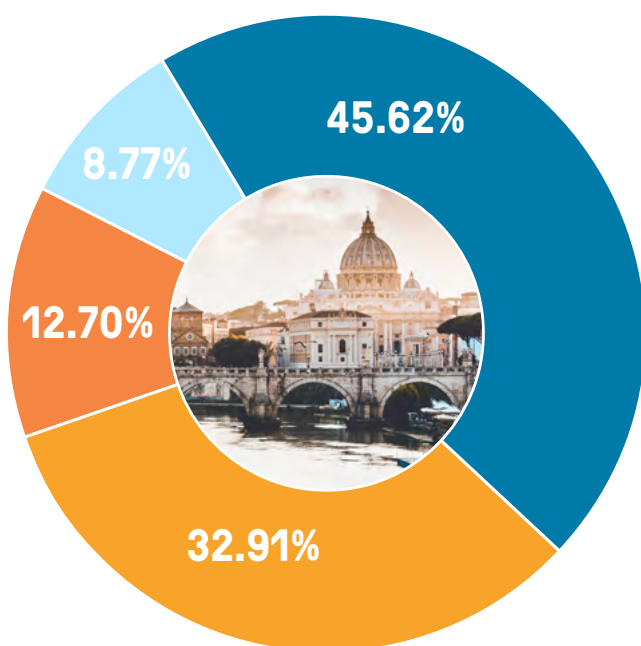
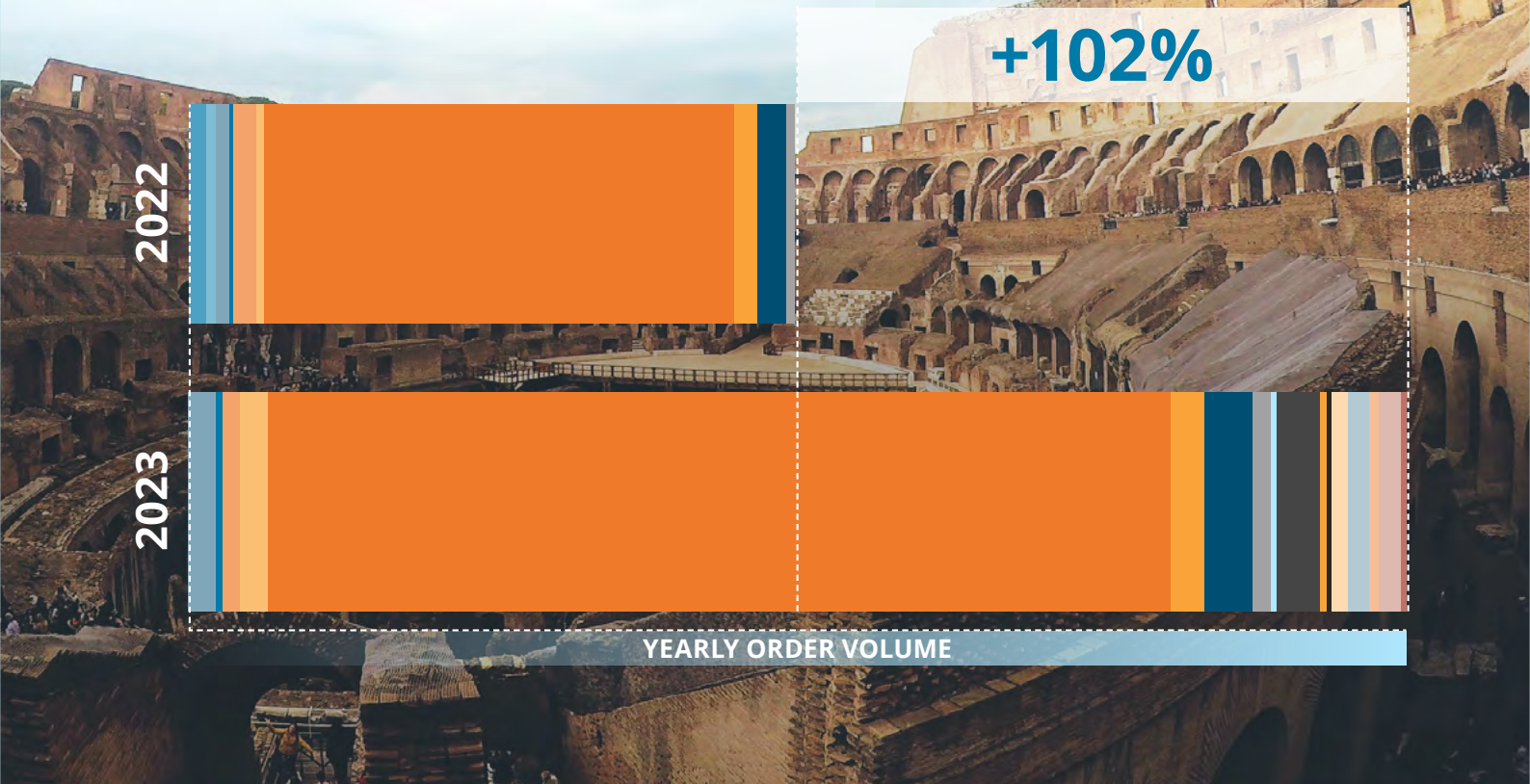




## Doubled order volume

In the last eight months alone, bookings coming from the marketplace have increased up to 102% compared to the entire 2022.

RESELLER 1 RESELLER 2 RESELLER 3 RESELLER 4 RESELLER 5 RESELLER 6 RESELLER 7  
RESELLER 8 RESELLER 9 RESELLER 10 RESELLER 11 + 10 MORE



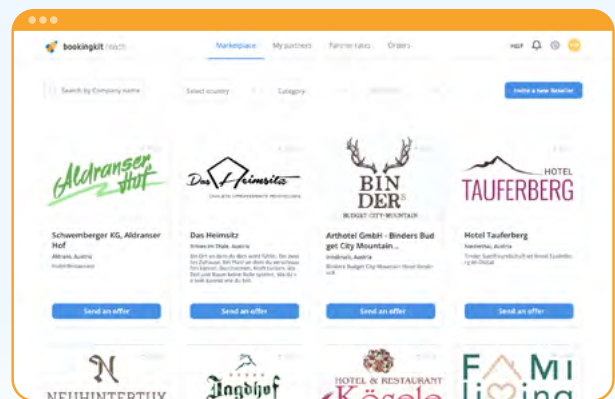
## +30% of total bookings are placed on bookingkit reach

Although direct sales (orders placed through website) remain the preferred medium for GIDS IN ROME, a significant share of total bookings comes from resellers.

DIRECT SALES  
RESELLERS  
TUI MUSEMENT  
GETYOURGUIDE

# All activities managed directly in bookingkit reach

All actions related to sales generated by resellers on bookingkit reach are managed directly within the platform. The process is more streamlined and immediate, and enables GIDS IN ROME to activate partnerships with multiple resellers simultaneously.



”

Since we started using the bookingkit reach marketplace, things have improved dramatically: the number of partners working with us has increased steadily, and resellers can confidently book our tours directly from our website and be assured that they will always find updated availability. I believe that, if an operator uses the platform to its full potential, they will certainly have no problem finding new partners willing to sell their experiences.

And it doesn't matter whether you have 5 or 100 partners registered on the platform: the process is always the same; **simple, fast and free of manual labor**. Thanks to the reduced workload, you can better focus on growing your business quickly and smoothly.

**Wouter Vercruysse**, tour guide and founder of GIDS IN ROME

## Next steps for GIDS IN ROME

For **GIDS IN ROME** the main source of ticket sales are online bookings, especially since they do not currently have enough resources to handle offline sales as well. For this very reason, one of the goals Wouter and Roberta, founders of GIDS IN ROME, have set

for the coming months is to expand their distribution network. **How?** By initiating new partnerships with travel consultants who wish to sign up on the bookingkit reach portal and immediately start selling their tours online.

# Europe's #1 online booking software for operators in the tourism and leisure industry

Bookings are the fuel of your business, but managing them can be tedious, complex and often involve repetitive manual processes.

We make it easy: bookingkit is the smart software solution especially built for promoting, managing & operating Attractions, Tours, and Activities.



## THE INTEGRATED, OMNICHANNEL ONLINE BOOKING SOFTWARE FOR EXPERIENCES

- Direct booking generation via our highly optimized widget checkout to provide customers with a seamless purchase experience.
- Smart and centralized management of all major B2C and OTA sales channels to have a complete overview and ensure optimization of content, availability and cancellations updates in real time.
- Centralized administration to guarantee simplification and automation of daily operations, facilitate management of content, availability, resources, and orders, and analyze revenues within a single dashboard.
- App Marketplace to benefit from an end-to-end solution that ensures a seamless integration with third-party tools for billing, email marketing, POS systems, etc.
- B2B Reseller Platform to grow your distribution network at no extra cost and with real-time synchronization.

**More than 2,000 clients across Europe** trust our booking software, and our international team of experts, to guide them in making the most of every opportunity and accelerate their business growth.



SWAROVSKI



[marketing@bookingkit.de](mailto:marketing@bookingkit.de)  
[bookingkit.com](https://bookingkit.com)

**BOOK A DEMO**

Follow us on social media

