

**BEYONK**

# The Booking Eco-System Overview

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## Why online booking matters

- Increase your bookings and lock in commitment
- Be in control of your customers, not vice versa!
- Improve customer experience - before and at the event
- Enhance your marketing efforts
- Access millions of website visitors looking for things to do (across all our partners)
- Gift vouchers, add-ons, group discounts, automated emails and more

The screenshot shows the 'go north wales' website interface. At the top, there is a search bar with the text 'Near Go North Wales' and several filter buttons: 'Choose Dates', 'Tags', 'Activity type', and 'Suitable For'. Below the search bar, a heading reads 'Take a look at these 45 experiences' with a subtext 'Find and book experiences to make the most of your visit to North Wales and support local!'. There are also buttons for 'Find on a Map' and 'Sort by Upcoming'. The main content area displays three activity cards:

- Crib Goch Guided Scramble**: Llanberis. Crib Goch is a scramble of legend! It is one of the most revered ridge scrambles in all of the UK and is synonymous with North Wales scrambling. A right-of-passage for any aspiring mountaineer. ...
- Whitewater Rafting**: Llangollen. The River Dee, Llangollen. This is one of the best rivers in the UK to raft. With the rapids ranging from grades 2-4 this trip will take you through different levels of excitement. Once litted up you...
- Full Day Guided Rock Climbing**: Betws-y-Coed. Always wanted to learn the art of Rock Climbing? Or looking to advance your skills? Great Orme Vertical's full day climbing experience is the perfect opportunity to climb some of North Wales's impr...

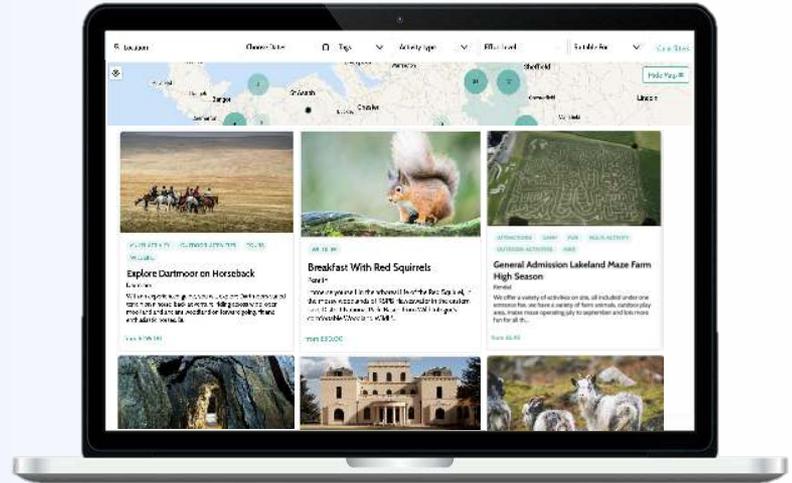
# Beyonk powers the experience economy

Beyonk works with our partners to share your tickets to their millions of visitors. With rich content and slick booking experiences aimed to delight visitors and support getting as many local businesses involved as possible to drive greater engagement for all involved.

Benefits of Beyonk working with your DMO:

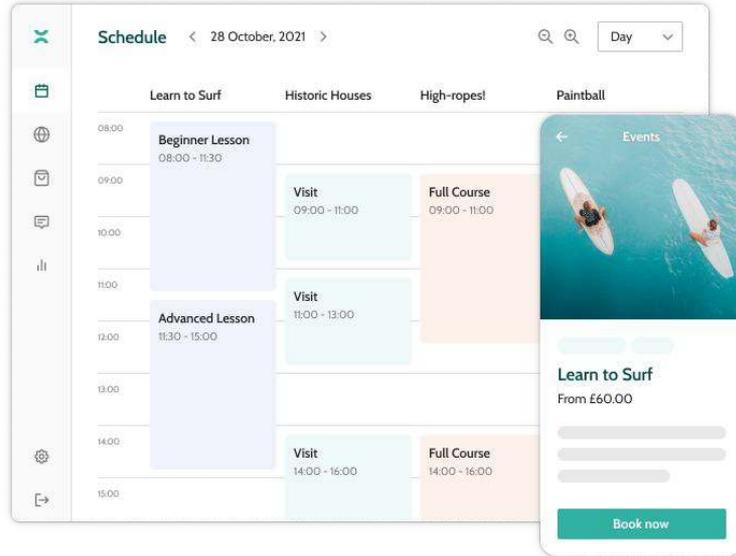
- Website becomes experience-led, leading to more pages and more reasons to visit for the customer.
- Booking directly on site reduces huge drop-off rates if customers have to click away from the website
- A 'marketplace' inspires greater awareness and focus on story-telling, helping to broaden your target market and extend your season.
- As a collaborative exercise this approach also gives your DMO extra collateral to market the region more effectively on your behalf.

**BEYONK**



**Built for experiences: activities | attractions | festivals | events | tours | museums**

**BEYONK**



## Beyonk empowers local businesses to grow.

Use Beyonk's simple yet powerful booking tools for your business, or just opt to share your tickets to third-party websites. Become part of a forward-looking ecosystem driving the future success of your local tourism economy.



**“The best system I’ve used.”**



**“Achieved dramatically more bookings.”**



**“Very impressed.”**

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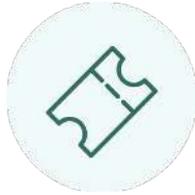


## In it together...

We work with partners who care about offering industry-low fees for businesses to sell tickets to their large audiences, to support & empower local businesses.

Each booking made through our partners goes back into promoting and representing your local industry.

# BEYONK



**Sell tickets fast  
and easy**



**Safe and secure**



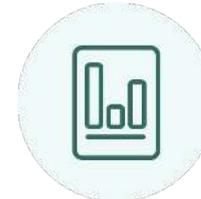
**No hidden fees**



**Excellent customer  
support**



**Maximize revenue**



**Easy reporting**

## FAQs

### **I already have a booking system:**

Use our 'pending bookings' feature & only accept if you're free, or reschedule if possible.

### **I don't take direct online bookings:**

You can upload enquire-only listings, but this drastically reduces bookings. At least use the 'request to book' feature where you can pre-approve

### **What are the fees?**

Results-based booking fee, no sign up or any other fees, so risk free.

Through third party websites: 10% + VAT - significantly cheaper than other routes 20%+ Airbnb/Viator etc. (or 6% if use system and pass on 4% at checkout)

On your own website: 4% + VAT booking fee which can be passed onto customer at checkout or paid within your price, capped at £5+vat per booking.

All bookings go through Stripe for automated bookings who have their own pricing.

### **Can you plug into our API?**

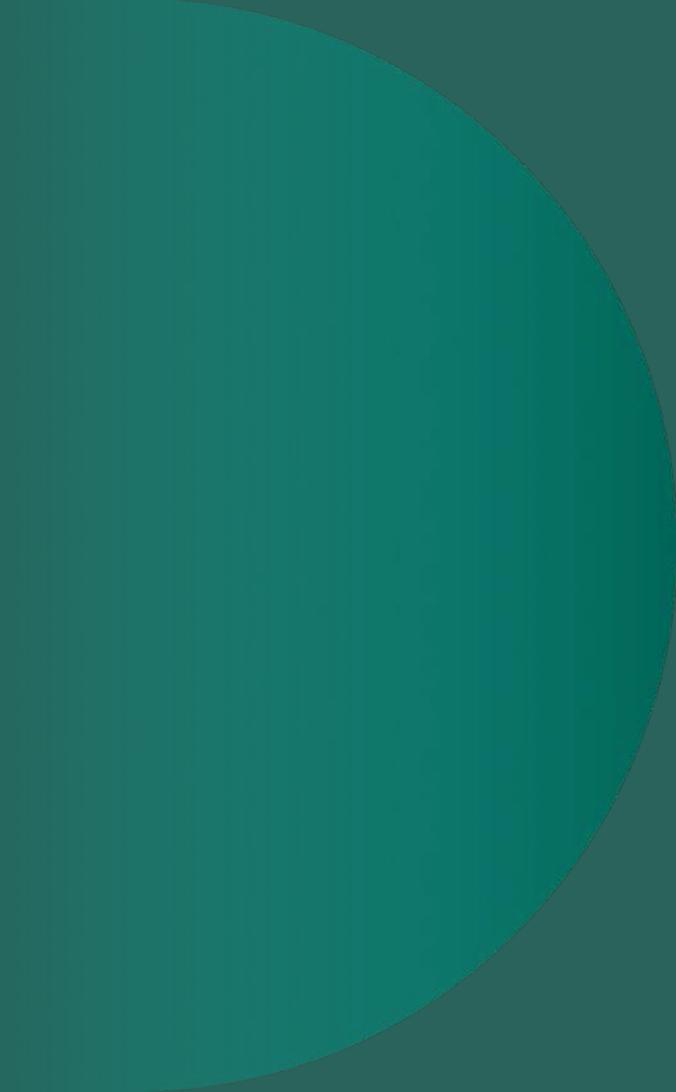
There are over 100 different booking systems with no clear market leader, supporting all APIs is an impossible task & would create a clunky experience. We have chosen to create an easy way to upload tickets to your partners websites. We work with large attractions to small businesses showing it works for the majority if you're will to speak to the team to hear how

### **Will your booking system work for me?**

It's super flexible, for large attractions to small one man bands. Its intuitive to use and we're always on hand to help.

### **How do I get started?**

- **Sign up here:** <https://beyonk.com/signup>
- **Want to talk further?** Email us at: [support@beyonk.com](mailto:support@beyonk.com)



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