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Destination case study:

Campbell River, BC

How online visibility increased year-round interest from international customers



QUICK FACTS

- Nature destination in British Columbia, Canada
- Activity profile: Outdoor + adventure activities e.g. hiking, whale watching, kayaking, bear spotting
- Accessible by air, ferry, or car from Vancouver and Washington state

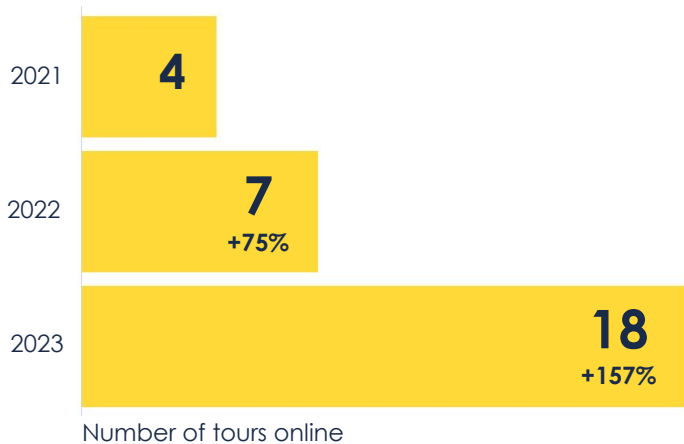


INSIGHT 1

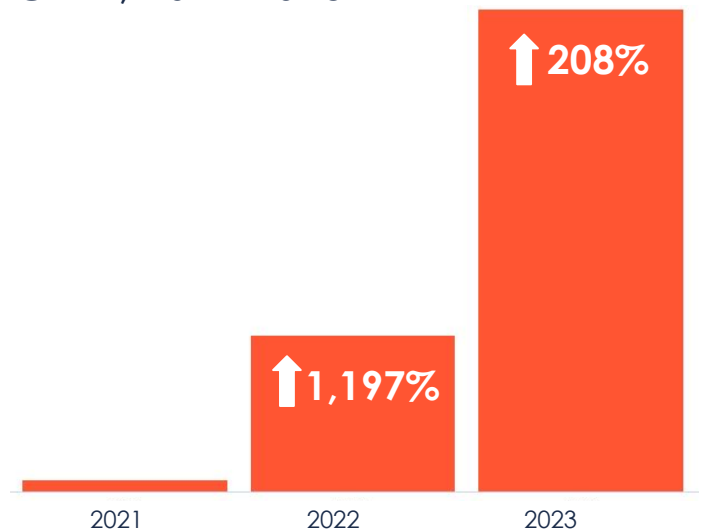
Each new product improves overall destination performance

The more options a potential customer sees, the more likely all products are to convert. From 2021 to 2023, the GMV of 3,900%, and an the average basket size by 20% to \$580 USD.

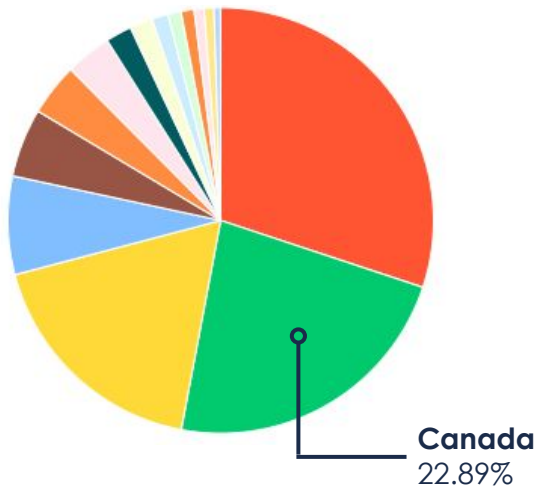
Listed products, YoY
(2022-2023)



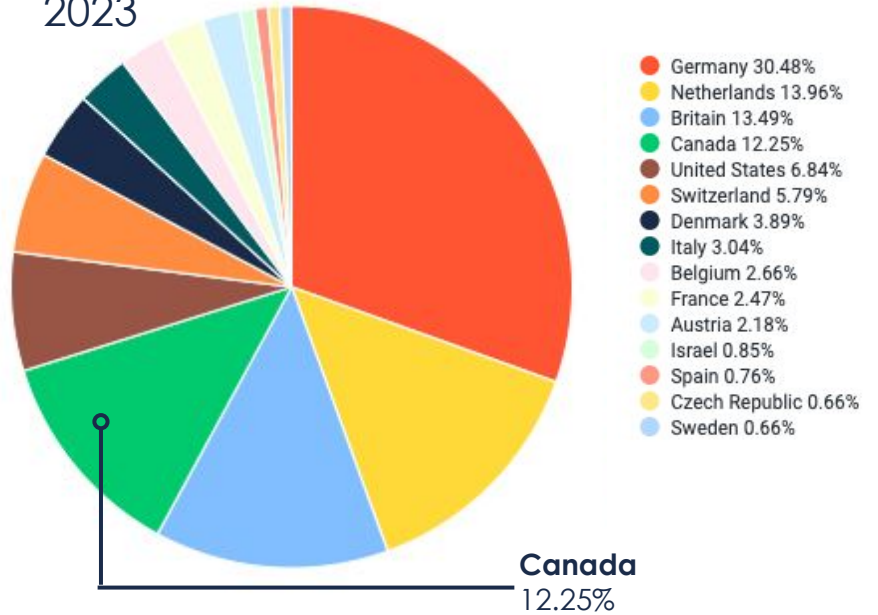
Booking evolution, YoY
GMV, 2021-2023



Top source markets
2022



Top source markets
2023



INSIGHT 2

An stronger share of international guests

Translations in multiple languages, plus a strong brand presence in Europe, helped increase the overall share of bookings for international customers — who are typically harder and more costly for tour operators to reach.

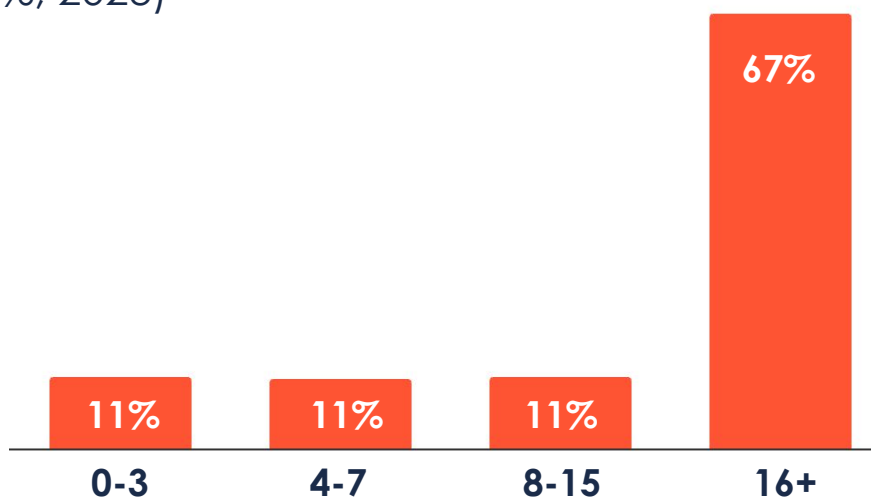


INSIGHT 3

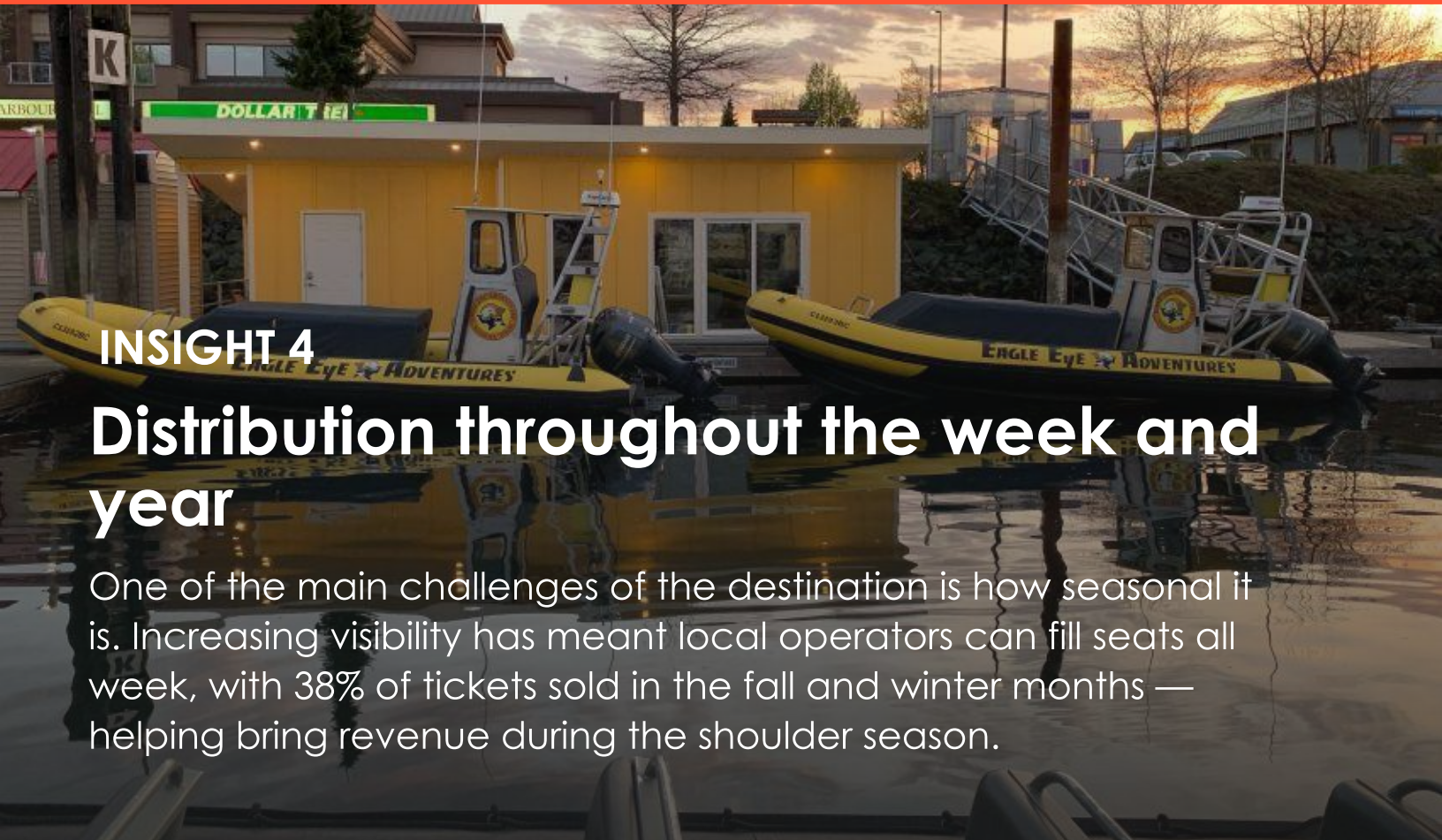
High intent travelers want to book ahead

Given the remoteness of the destination and the increase in international customers, bookings happened well in advance — helping smaller operators plan ahead and better manage resources.

Days to conduction, all bookings
(%, 2023)



Days to conduction trends stayed constant across the year



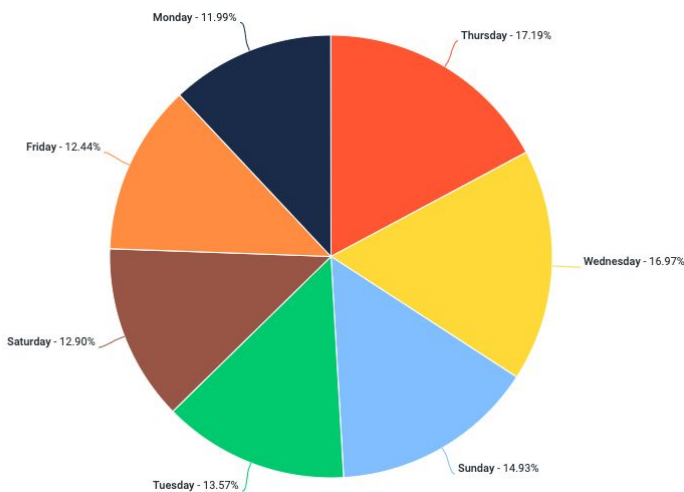
INSIGHT 4

Distribution throughout the week and year

One of the main challenges of the destination is how seasonal it is. Increasing visibility has meant local operators can fill seats all week, with 38% of tickets sold in the fall and winter months — helping bring revenue during the shoulder season.

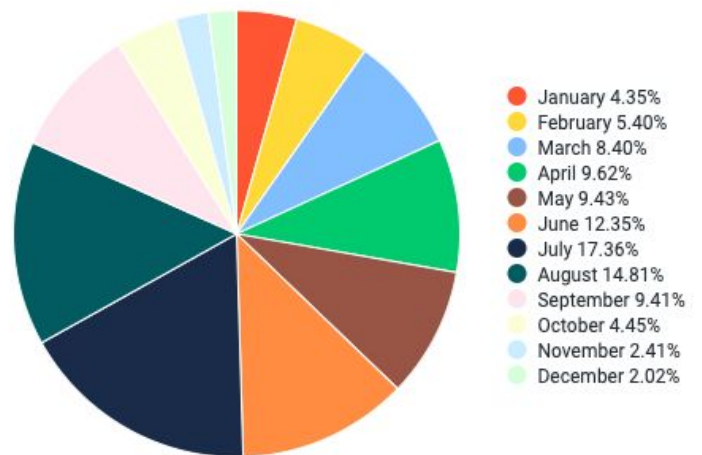
Bookings, days of week

2023



Bookings, months of year

2023



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We're on a mission to help tour operators and attractions provide unforgettable experiences to engaged travelers all over the world.



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Since 2009, we've helped our supply partners provide unforgettable experiences to **engaged travelers all over the world.**

By providing access to **intuitive tools and data-driven insights**, we empower our supply partners to elevate their business while unlocking new sources of growth and innovation.

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