

TripAdvisor & Viator Launch Enhanced Attractions Content Solution for Travel Partners, Integrating New Booking Features

Carlson Rezidor first hotel group to implement solution on Runtriz Platform via Radisson Blu One Touch app

TripAdvisor and Viator today announced the launch of an enhanced attractions content solution for travel partners and hospitality providers, newly combining TripAdvisor's rich attractions content with booking options powered by Viator.

The joint offering enables partners to provide travellers with the ability to discover and explore local things to do directly within the partner's online and mobile channels, as well as book tours and activities through the integration with Viator.

The enhanced attractions content solution can be integrated across multiple touch points throughout the customer journey via a single API, including mobile and desktop web, mobile apps and email, enabling hoteliers and other partners to showcase top rated attractions, things to do nearby or specific categories of things to do. The integration provides hotel partners in particular with a new way to convert potential guests; 82% of global travellers cite proximity to key attractions as important to their decision to book accommodation*. It also helps hotels engage with guests during their stay, offering them relevant and timely ideas for things to do while on their trip.

Radisson Blu, a Carlson Rezidor brand, is the first partner to implement the enhanced content solution, via their Radisson Blu One Touch app, running on the Runtriz platform. Accessed through the app's "Out & About" section, travellers will now have descriptions, ratings, reviews and photos for over 690,000 attractions and things to do listed on TripAdvisor – the world's leading database for attractions. The addition of Viator's collection of more than 43,000 tours and activities to the solution means that many popular attractions are now also bookable via the integration.

"Travellers search for experiences on the go, with 67 percent looking for things to do on their mobile device** while in their destination. Our enhanced content solution helps partners surprise and engage travellers by providing them with inspiring attractions content and, going one step further, helping them to seamlessly book selected activities. We're pleased to have Runtriz and Carlson Rezidor on board as the first partners to provide this enhanced content offering and booking functionality to their guests," said Minesh Shah, senior hotel partnerships director, TripAdvisor.

"Our vision with the Radisson Blu One Touch App has always been to provide easily accessible seamless experiences at various touch points throughout a guest's stay, whether that be for mobile check-in, ordering room service, or around the clock, instantaneous contact with the front desk," said Rose Anderson, Vice President Branding, Radisson Blu. "The partnership between Runtriz and TripAdvisor is another step in advancing that vision, as we become the first brand to offer the ability to book the best in local attractions within our hotel app."

Matt Allard, CEO and founder, Runtriz added: "Through this partnership with TripAdvisor, the enhanced solution on our platform provides hotel partners and their guests with the best local content available, which fits perfectly with our mission to improve the hotel guest experience. The TripAdvisor and Viator integration not only gives us that unparalleled local content, but supports the scale of our platform in 100+ countries and operating with a global brand like Radisson Blu."

-Ends-

*TripBarometer: 2016 Travel Trends, December 2015

**TripBarometer: Connected Traveller, June 2015

<https://tripadvisor.mediaroom.com/2016-09-15-TripAdvisor-Viator-Launch-Enhanced-Attractions-Content-Solution-for-Travel-Partners-Integrating-New-Booking-Features>