

Viator Expands ignite Program to Unlock New Opportunities for Tour Operators and Partners

Following its inaugural ignite with Viator conference in San Diego, Viator is hosting a series of local events for tours, activities, and experience providers across the U.S., Europe, and Asia in 2025.

NEEDHAM, Mass., March 11, 2025 /PRNewswire/ -- Viator, the world's largest travel experiences marketplace, today announced an expansion of its ignite program. The expanded program, designed to help tours, activities, and travel experiences providers elevate their businesses, will include a series of local events in key cities across the U.S., Europe, and Asia throughout 2025.

This expansion follows the success of Viator's inaugural *ignite with Viator* conference in San Diego last September, which brought together more than 300 operator partners from nearly 50 countries. This year, exclusive ignite Local events will offer hundreds more operators the chance to engage, learn, and uncover new opportunities with Viator. Attendees will dive into marketplace trends shaping the travel landscape in their regions, pick up insider tips on succeeding in a competitive industry, learn innovative strategies to elevate their businesses with Viator, and gain access to unparalleled networking opportunities.

"The first ignite conference in San Diego left all of us at Viator feeling very inspired. The valuable insights, robust debates, and meaningful discussions with our operator partners reminded us that our shared passion for travel connects us," said **Sarah Dines, Chief Commercial Officer**. "This year, we're thrilled to bring ignite Local events to even more operators, unlocking new opportunities together. It's a privilege to support this amazing community — to help them grow, reach more travelers, and bring more wonder to the world."

ignite Local event highlights include:

- Expert 1:1 consultations, with personalized guidance and recommendations tailored to operators' unique businesses and products.
- Industry trends and traveler insights to spark fresh ideas.
- Growth strategies for success from Viator insiders and top operator partners.
- Exclusive previews into new Viator features and products.

The 2025 ignite Local tour kicks off in Vancouver on March 25 and San Francisco on March 27, with stops in London, Valencia, Amsterdam, and Paris through the first half of the year. Viator will announce additional events and cities later this year.

Tour, activity, and experience providers can now [sign up for upcoming ignite Local events](#) to connect with some of the brightest minds in travel and unlock their full potential with Viator. The events are free to attend, and the majority are open to new and existing Viator operator partners on a first-come-first served basis.

For more information and to register for an upcoming event, visit ignite-viator.com. Follow the [Viator for Operator Partners LinkedIn page](#) to stay up to date on future ignite programming .

About Viator

Viator, a Tripadvisor company, makes it easy to plan tours, activities, and excursions around the world.

With approximately 400,000 experiences to choose from, there's always something new to discover and book, both near and far from home.

We focus tirelessly on quality, offering everything from simple tours to extreme adventures (and all the niche, interesting stuff in between). With ultimate flexibility, award-winning customer support, and millions of traveler reviews, you can truly do more with Viator.

Viator. Plan better with ~400,000 travel experiences. For more information, visit www.viator.com.

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