

MEDIA RELEASE

4 October 2016

GTA teams up with Bokun to boost Destinations Services Suppliers business

London and Reykjavik – *GTA, one of the leading global distributors that provide travel companies with easy access to accommodations and destination services and Bokun, the award-winning business to-business cloud based sales, inventory and management platform today announced a new strategic partnership.*

Supported by a fast growing Destinations Services inventory, GTA provides today over 16,700 Sightseeing Tours, Attractions and Transfer services with a broad coverage in over 100 countries and products in more than 1,000 destinations.

Bokun's online platform enables thousands of travel companies and destinations services suppliers to distribute their products and track inventory and sales in real-time. It is also the first platform facilitating collaboration and cross-selling agreements between suppliers with the opportunity to develop innovative and diversified product offerings as well as new revenue streams and greater online visibility.

The partnership, combining GTA's global presence and Bokun's innovative software, will enable Bokun to reach a wide range of suppliers around the world working with GTA, providing them access to new sales channels and easy end-to-end management tools to improve their distribution and business performance.

Hjalti Baldursson, Chairman and CEO of Bokun commented *"I am confident that the GTA-Bokun partnership will have a sizable impact on the tours and activities and other destination services business. Tourism suppliers can build strong partnerships with local suppliers and also distribute products to powerful global channels. This setup and new model have been proven to increase sales in Iceland, one of the fastest growing tourism markets in the world, with great success. Now the aim is to replicate that success into other markets and the industry knowhow and experience of GTA have already contributed greatly in improving Bokun and will continue to do so"*

Martin Jones, GTA' Senior Vice President for Global Sourcing & Commercial Development commented: *"With destination services one of the fastest growing areas of our business, I'm delighted that we're able to work with Bokun in this next stage of our development. Partnering our leading global product portfolio with Bokun's innovative technology platform allows us to offer our clients an industry leading solution and crucially the ability to grow their own revenue and customer proposition".*

Together GTA and Bokun are also co-innovating and working closely to create a robust system with the objective to integrate all GTA Tours & Activities products in due course. By endorsing and adopting Bokun's agile technology, GTA demonstrate their strong commitment to provide their suppliers with improved and easy technology to drive their global business forward.

Suppliers interested in trying Bokun's technology can register at bokun.io/gta

ABOUT GTA

Powering global travel, GTA provides ground travel products and services for fully independent travel, supporting the biggest and best in travel. GTA is trusted to deliver because of its wealth of experience, privileged relationships and on the ground expertise. Its technology solutions easily connect travel suppliers and sellers worldwide. GTA's booking sites – TravelCube and TravelBound, as well as GTA wholesale – process over 21,000 bookings daily, in more than 25 languages. Connect now with GTA: www.gta-travel.com

ABOUT BOKUN

Bokun is the cloud based sales, inventory and management platform to connect the tourism industry (Tours, Activities, Car Rentals, Transportation and Accommodation). Bokun allows all connected to the platform to sell online their own products and services and as well to collaborate with each other, share their inventory in real time, cross-sell, and earn commissions. Tourism companies have made thousands of collaboration and cross-selling contracts via the Bokun Marketplace. To see Bokun in action, please visit www.bokun.io/

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