

Online Booking System Vendor Panel Selection:

Essential Criteria:

All Online Booking Systems featured on the approved panel, undergo assessment by our Agency partners. They must meet the below **essential criteria** to be eligible for selection by businesses in the Digital That Delivers programme.

Essential Feature	Description
'Product Information Management' (PIM) and Scheduling	Upload information about your day tour, activity, or admission products (including names, descriptions, and prices) and define schedules and rules that determine which time slots customers can reserve.
Payment gateway (online payments)	Process payment transactions between you as the 'merchant' and your customers. Your platform should be capable of securely capturing and managing customer payment details and processing payments or refunds.
Website Integration	Allow visitors to your website to book your experiences through a web browser. You (or your website developers) should be able to integrate this functionality with your website via methods such as booking 'widgets' or iFrames.
Back office bookings	Enable your back office staff to process phone or email bookings (as well as amendments or cancellations) on behalf of customers through the system back-end.
Reseller Connectivity via API*	Enable secure, automated connections to resellers or other third parties via documented Application Programming Interfaces (APIs) — either directly or using integrated 'channel manager' software.
Customer Details	Stores information about customers who book through your system, such as their names, addresses, or email addresses.
Email Confirmations	Allows you to communicate with customers who book directly with you — e.g. to send automated booking confirmation emails when a customer has completed a booking through your website.
Reporting	Enables you to report the number of bookings, quantity of products sold, and revenue broken down by dimensions such as date, product category (e.g. 'tours'), and booking channel (e.g. 'online').
Google Analytics integration	Allows anonymised data about online bookings (or other online transactions) to be shared with Google Analytics 4 via ecommerce tracking methods.
Help desk support	Includes direct support by 'help desk' staff to help you get set up on the system, onboard your products, and address initial technical issues when activating or integrating the system — e.g. when adding booking widgets to your website.

Accessibility	Meets internationally agreed standards (min. WCAG 2.1 Level A compliance) for website display and development.
Privacy	The system captures, processes, and stores customer information in compliance with the EU General Data Protection Regulation (GDPR) and the GDPR Compliance Statement and/or Privacy Policy is published online.

** Vendors that are approved as 'connected' online booking systems (COBS), have established, and maintain at least one connection with an online reseller (e.g. OTA). Systems that have not yet demonstrated this capability are designated as 'non-connected' online booking systems.*