



Connect to Millions of Travellers with the Checkfront + Viator Integration

Checkfront customers can now automate their bookings and availability to reach over 11 million monthly travellers with Viator, one of the top OTA's on the planet.

VICTORIA, BC - May 3rd, 2017 - Today, Checkfront Inc., a leading provider of online booking solutions, announced their integration with Viator. With the new integration, Checkfront customers who are Viator suppliers no longer need to manually track bookings or update their inventory.

"A common question we hear from suppliers is how to best leverage distribution channels," said Jason Morehouse, CEO of Checkfront. "We knew that we needed to make using OTAs a seamless experience, especially for those operators who are eager to partner with Viator."

The Checkfront and Viator integration allows suppliers to streamline the process of receiving bookings through Viator. Previously, suppliers had to manually enter new bookings into their Checkfront dashboard, then update their inventory within their Viator dashboard. Through the integration, this process has been fully automated.

All bookings gathered through Viator are instantly synced in Checkfront, including customer information, booking details, and sales metrics.

When a customer completes a booking through Viator, inventory in Checkfront is updated automatically, eliminating any chance of double or overbooking, and providing the end user with access to real-time inventory availability.

"At the core, Checkfront is about automating many of the business tasks that suppliers manage, so they can focus on growing their business and providing the best consumer experience possible," adds Jason Morehouse. "Partnering with brands like Viator allows us to offer our customers an easy way to extend their reach globally, without being bogged down by more administrative work."

About Checkfront

Checkfront Inc. is a unified booking management system to accept reservations, process payments, track customers and simplify complex pricing, seasonality and inventory requirements. With customers in over 135 countries, Checkfront has processed over \$1.6 billion

in online bookings (USD). A free 21-day trial (no credit card required) is available at Checkfront.com.

About Viator

Viator is the leading global tours and activities provider for travelers, delivering online and mobile access to thousands of pre-vetted travel experiences including tours, activities and attractions in more than 2,400 destinations worldwide. Viator's team travel insiders delivers the scoop on the best things to do wherever you travel including more than 1 million verified traveller reviews and photos, exclusive videos and expert travel tips; along with the assurance provided by 24/7 in-house customer support and global low-price guarantee. In addition to the flagship site – Viator.com – travelers can book in advance or at the last minute via the Viator Tours & Activities App, and 11 local-language sites for European, Latin American and Asian travelers. Viator also provides tours and activities to more than 3,000 affiliate partners including some of the world's top airlines, hotels and online travel agencies.

Founded in 1995 and acquired by TripAdvisor (NASDAQ: TRIP) in 2014, Viator is headquartered in San Francisco with regional offices in Sydney, London and Las Vegas.

Travelers can like, follow and find Viator on Facebook, Google+, Instagram, Pinterest, Twitter and YouTube and explore and book experiences at <http://www.viator.com>.

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