



Table of Contents



3	<u>Introduction</u>	14	<u>Ad-ons, Upsells & incremental revenue streams in the Zaii OBE</u>
4	<u>Your Website</u>	19	<u>Optimizing the Zaii online booking engine experience by user type</u>
6	<u>Linking to the Zaii Booking Engine from your website</u>	24	<u>Conculsion</u>
9	<u>Branding & Optimizing your Zaii Online Booking Engine</u>		



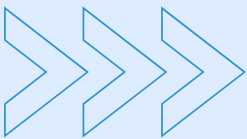
Introduction

In today's digitally driven world, your website and booking experience play a crucial role in shaping your brand and showcasing your offerings. It serves as both your most powerful marketing tool and your most profitable booking channel.

Your website must not only capture the interest of potential customers by highlighting your unique products and services but also provide a seamless, friction-free path to purchase through your online booking engine.

And with most travelers booking on their phones, ensuring a mobile-friendly experience is more important than ever.

To help you make the most of your website and ZauI booking engine, we've created this best practice guide for crafting an outstanding online booking experience from start to finish.



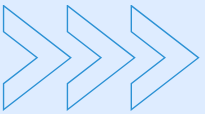
Your Website

This guide is not intended to provide an in-depth exploration of website design, as there are countless resources available to help you create a visually appealing and high-converting eCommerce tour booking website.

However, as a quick reference, the key elements of a successful, high-converting eCommerce website include:

- ✓ **Stunning visuals** – High-quality photos and videos that showcase your tours effectively.
- ✓ **Clean, intuitive design** – A user-friendly layout that guides visitors seamlessly through the booking process.
- ✓ **Clear, compelling copy** – Concise descriptions that highlight the unique features of each tour or activity.
- ✓ **Consistent brand voice and tone** – That reflects your personality and brand identity.
- ✓ **Strong, cohesive branding** – A visually unified experience across all pages.
- ✓ **Mobile-responsive design** – Optimized for seamless browsing and booking on any device.
- ✓ **Interactive maps** – A visual way for users to explore tour locations.
- ✓ **Social media integration** – Easy sharing and promotion of tours across platforms.
- ✓ **Prominent "Book Now" button** – Clearly visible in the website header for quick access





Your Website

WEBSITE DESIGN RESOURCES FOR TOUR AND ACTIVITY OPERATORS

- **Tourpreneur.com** - a community of passionate tour business owners eager to improve their skills and increase their profits. Host of the Tourpreneur Podcast series [tourpreneur.com](https://www.tourpreneur.com)
- **Tourpreneur Facebook Group** - for tour operators & professionals - An active group of over 16K tour and activity professionals
- **How to Turn Lookers into Bookers** - a free guide to Tour Operator website design and strategy [tourismmarketing.agency/lookers-into-bookers](https://www.tourismmarketing.agency/lookers-into-bookers)
- **Don't overlook AI in your marketing and website design** - its advancements are remarkable. Leverage it to refine your content, create impactful campaigns, and enhance your online presence.



Linking to the Zaiu Booking Engine from your website



The Zaiu booking engine is the final step in the customer journey, making it crucial that it's easy to find, flows seamlessly, and aligns with the theme, style, and tone of your website.

In this section, we'll explore best practices and tools to optimize your Zaiu Online Booking engine, using a fictitious rafting tour company, Rocky River Rafting, as an example.

You can explore a live, interactive version of their website at:

<https://demolabs.zaiu.com/rocky-river-raft-tours/>

There are two ways to integrate the Zaiu Booking Engine into your website:

1. **Book Now Buttons**
2. **Activity Booking Widget**

Below we describe each method and when to use them.



Linking to the Zauai Booking Engine: *Book Now Buttons*



This is the standard method for linking to the booking engine. Potential customers simply click on the booking buttons to access and interact with the booking engine.

Booking Buttons Should be:

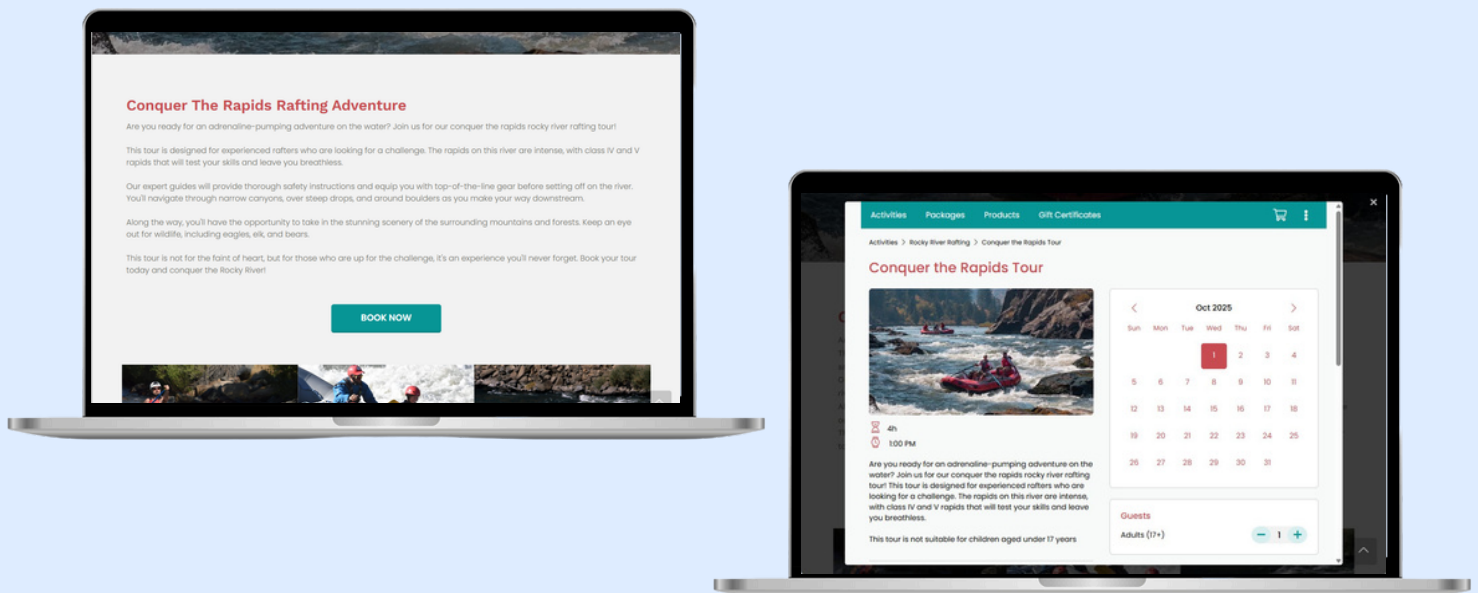
- ✓ Clearly visible and easily distinguishable from other page elements
- ✓ Positioned prominently, such as near the top of the page or at the end of a description
- ✓ Linked to the most relevant landing page based on its location on your website

We recommend configuring the "Book Now" buttons so that when clicked, the online booking engine opens in a lightbox overlay on your website, rather than in a new tab or full-screen mode.

Detailed instructions on how to configure your "Book Now" links to open in a lightbox can be found in our knowledge base under [How to Link the Zauai Booking Engine to Your Website](#).

Please note that booking link behavior may vary by device type. On mobile devices, the booking engine will always open in full screen, as lightbox functionality is not supported.

FIG 1. WEB PAGE WITH PROMINENT BOOK NOW LINK AND EMBEDDED BOOKING ENGINE



Linking to the Zau Booking Engine: *Activity Widget*



This method involves integrating an activity availability calendar directly into your website, allowing potential customers to check availability and calculate the total cost for their group without leaving your site. This creates a more seamless experience and reduces the number of clicks on the path to purchase.

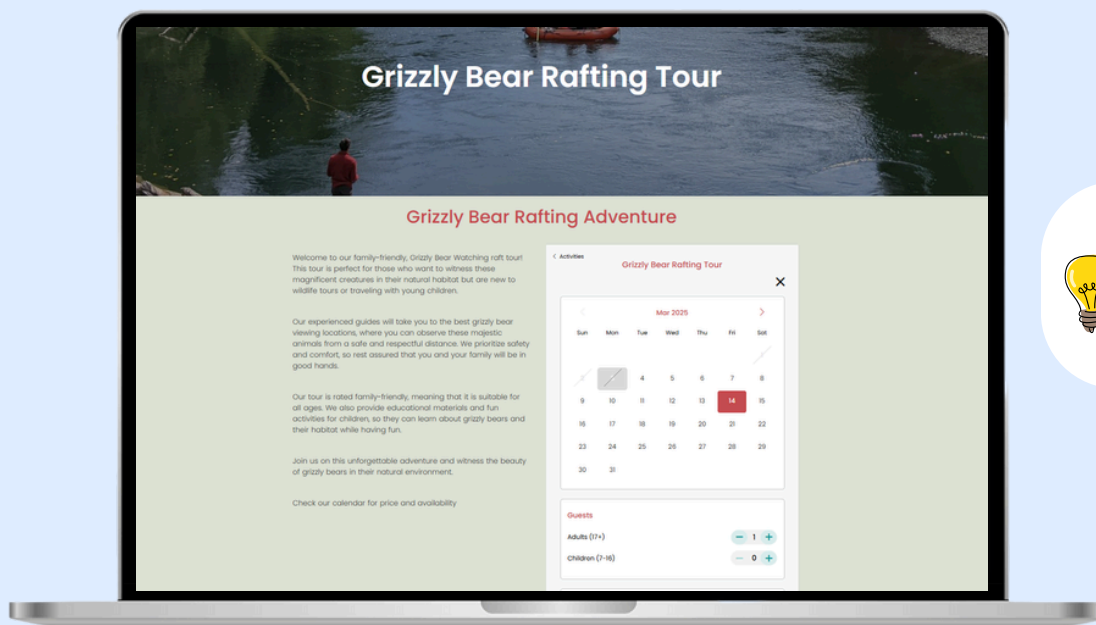
The Booking Widget is designed to display the availability of a single activity, so it should only be used on activity-specific pages of your website.

Formatting recommendations for booking widgets:

- ✓ Use a two-column layout, positioning the widget in the right-hand column
- ✓ Place the widget near the top of the page, aligned with key tour information
- ✓ Only place widgets on activity-specific pages. For a tour overview page, use "Book Now" buttons to link to each individual activity.

Detailed instructions on setting up booking widgets can be found in our [Knowledge Base](#).

FIG 2. BOOKING WIDGET EMBEDDED IN WEB PAGE



[Click to view](#) a live example of the activity widget

Branding & Optimizing your Zai Online Booking Engine

There are several options available to you to customize the look and feel of your Zai booking engine. Use these to match the look and feel of your website as much as possible.

These options can be found in Settings > Online Bookings > Portals > Portal Customization Tab. For more info, refer to article. [Managing the Online Booking Portal](#).

LOGO

Incorporate your company logo into your online booking engine as a mark of authenticity, reassuring customers that they are making reservations on a legitimate site. The logo will be displayed in the top left corner of the booking engine.

FONT FAMILY

The Zai booking engine has 30 font family options, covering the full spectrum of available web fonts. Click the drop down button to select and preview the font family. If the font family your website uses is not included in the list, a web search for 'Fonts similar to [FONT FAMILY NAME]' will provide you with some alternative options.

COLOURS

A wide range of elements on the booking engine can be customized to match the colour theme of your website. These include, fonts, buttons, headers and footers.

If you don't know the exact hex (hexadecimal) codes for your website, use a web browser extension tool such as [Eye Dropper](#) to scrape the hex codes of the primary colours from your website.

IMAGES

Images are essential to the storytelling process. You have two images to work with in your Zai online booking engine: The activity (or product or package) image and the activity category image.



TIPS

- Collaborate with your marketing team or the individuals responsible for managing your website to carry out these steps.
- To prevent any disruption to your booking site, create a test portal in your Zai system by navigating to Settings > Online Bookings > Portals > Create New Portal. Make your updates, then head to Online Bookings > Booking Embeds & Widgets. Choose your newly created test portal from the drop-down menu and preview the "Book Now" button. Refresh the page as you implement changes. Once you're content with the appearance and functionality of your booking engine, transfer the settings to your live portal and save the changes.

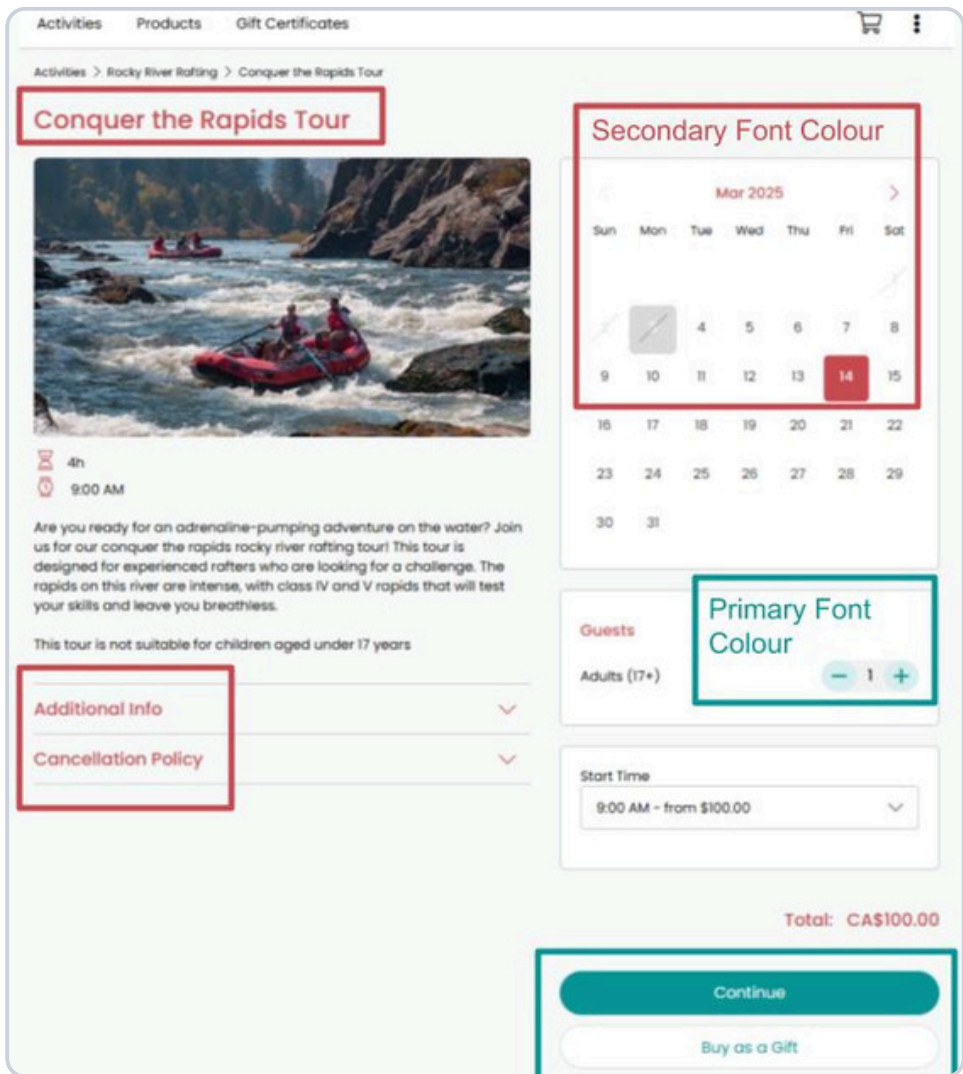
Colours: Body fonts and buttons

Primary Colour is the colour of your Book Now and other call to action buttons, including the passenger selection buttons, checkout and purchase options - continue to shopping cart or buy as a gift.

Secondary Colour is the colour of your titles, including the activity/product/package name, Month in the Calendar, Guests, Duration, Time, Total Price, Notes/Restrictions, Additional Info and Cancellation Policy.

Font Colour is your tertiary colour, and is used for your text copy and less essential information. The majority of users will want to use a simple black or dark grey.

FIG 3A. ELEMENTS BELONGING TO EACH COLOUR GROUP



Colours: header/footer fonts and links

In addition to content elements, the colour theme of header and footer banners, their fonts and active link 'hover' colours can also be customized.

FIG 3B. HEADER AND FOOTER CUSTOMIZATION

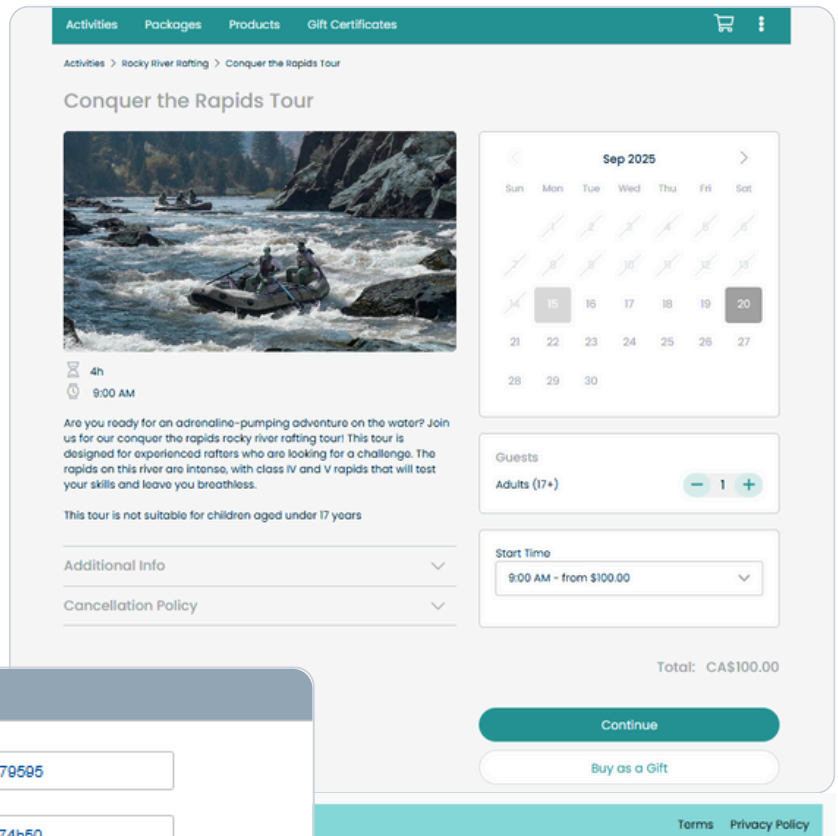
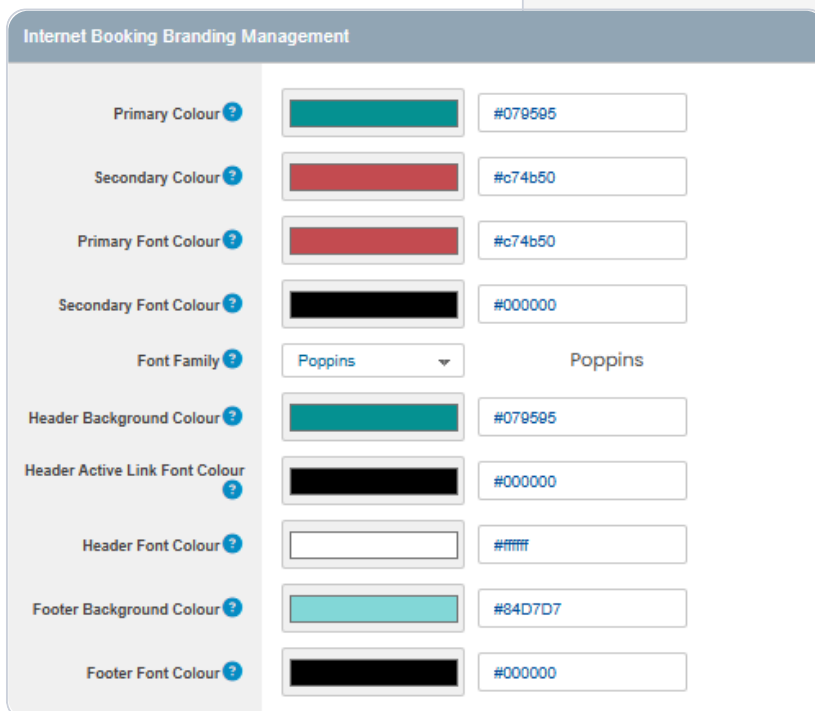


FIG 3C. COLOUR CUSTOMIZATION OPTIONS



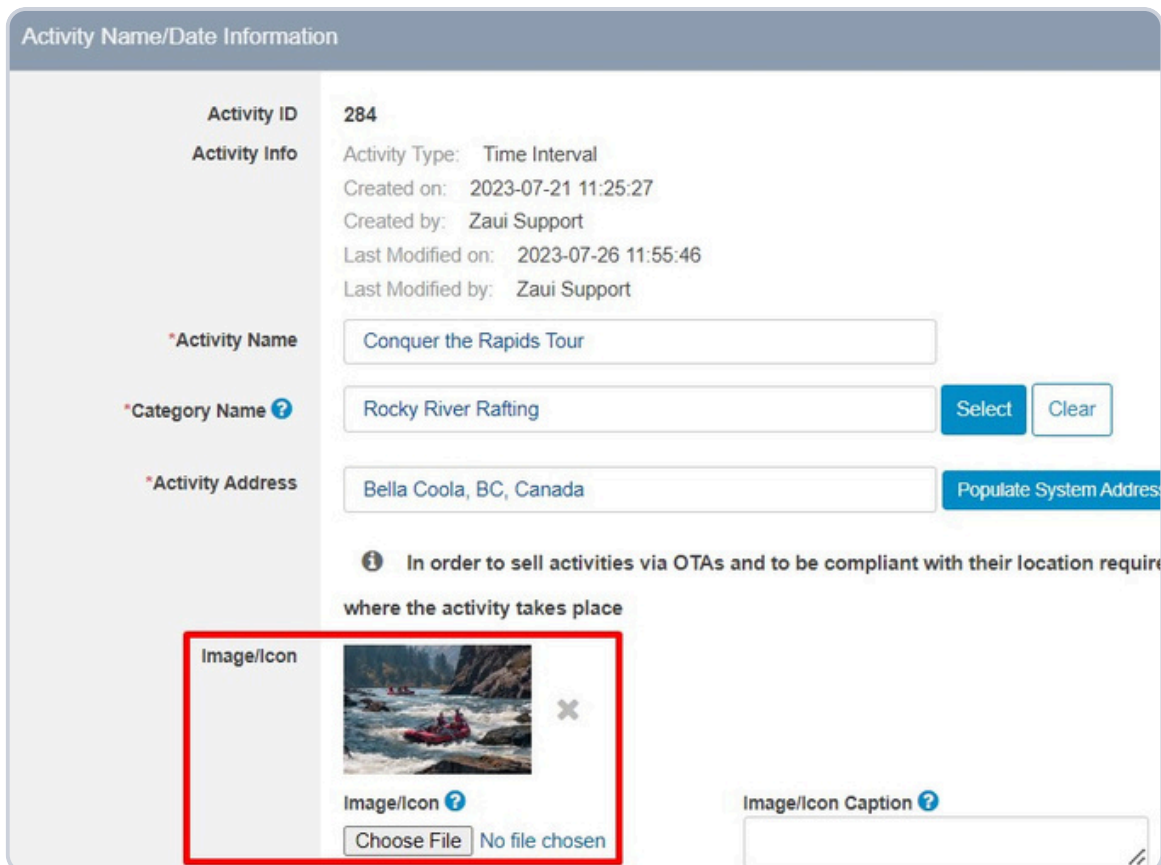
Images

The Zai Booking Engine allows you to upload two images for each activity:

The Activity image should be the most recognizable and iconic representation of your offering. This chosen image should stand out on the tour-specific page of your website, serving as a visual confirmation for customers to ensure they are booking the correct tour. It will also appear on the activity booking and shopping cart pages of your booking engine, as well as in your booking confirmation emails.

To upload your activity image, navigate to Activities > Activity List > select the activity you want to add the image to, and then choose the file you want to upload.

FIG 4. ACTIVITY IMAGE LOCATION IN ZAUI



Activity Name/Date Information

Activity ID: 284


Activity Info: Activity Type: Time Interval
Created on: 2023-07-21 11:25:27
Created by: Zai Support
Last Modified on: 2023-07-26 11:55:46
Last Modified by: Zai Support

*Activity Name: Conquer the Rapids Tour

*Category Name: Rocky River Rafting [Select] [Clear]

*Activity Address: Bella Coola, BC, Canada [Populate System Address]

i In order to sell activities via OTAs and to be compliant with their location requirements, you must provide a location where the activity takes place

Image/Icon:  [X]

Image/Icon: [Choose File] No file chosen

Image/Icon Caption: [Text input field]

Images

The **Activity Category** image serves as the visual representation for all tours grouped within a specific category. While this image may not always be visible to customers depending on the entry point into the activity booking process, it is still important to include as a best practice. Always choose a high-quality image that encapsulates your offerings, such as one featured on your website's landing page.

To upload your activity category image, navigate to Activities > Activity Categories. Select the desired category and then choose the file you wish to upload.

FIG 5. CATEGORY IMAGE LOCATION IN ZAUI

Edit Category

Rocky River Rafting

Jump to:


Activity Category Details

Activity Group Information

Group ID: 103

Category Name:

Category Image: No file chosen



FILE TIPS



- For activity file size must be less than 781 KB, with dimensions at least 765px x 430px and in JPG or JPEG format.
- The recommended aspect ratio is between 4:3 and 16:9.
- Avoid using any images with text and those that don't look good when shrunk. Upload and check every image to ensure it looks great!

Content of your Zai Online Booking Engine

Now, let's focus on the content of your activities within the Zai booking engine. You probably have your tours and activities already set up, complete with descriptions and extra details. Visit the landing page on your website for each tour and assess the content there. Then, head over to your Zai Booking Engine and, in relation to the information on your website, determine what details should be included for that same activity. It's likely that you won't need to duplicate everything.

The content should:

- Reassure the customer that they are booking the right activity
- Cover any important logistical information, such as: what to bring, what's included and what's excluded
- Be simple and mention only what is absolutely necessary for the customer to know before they complete their purchase

To update any of this go to your activity configuration. For more information review:

- [Setting up Interval Activities](#)
- [Setting up Standard Activities](#)

TIPS



- Consider asking a friend or family member who is less close to your product to review and provide feedback on the content.
- Keep in mind that the content contained in the Additional Info section is included on booking email confirmations therefore it is the best place for important logistical tour details.
- Information contained in the Activity Specific Cancellation/Reservation Policy will also be automatically included in booking confirmation emails.

Add-ons, Upsells & Incremental Revenue Streams in the Zau OBE

The Zau Online Booking Engine not only excels in driving sales, but it also creates opportunities for generating additional revenue streams, such as:

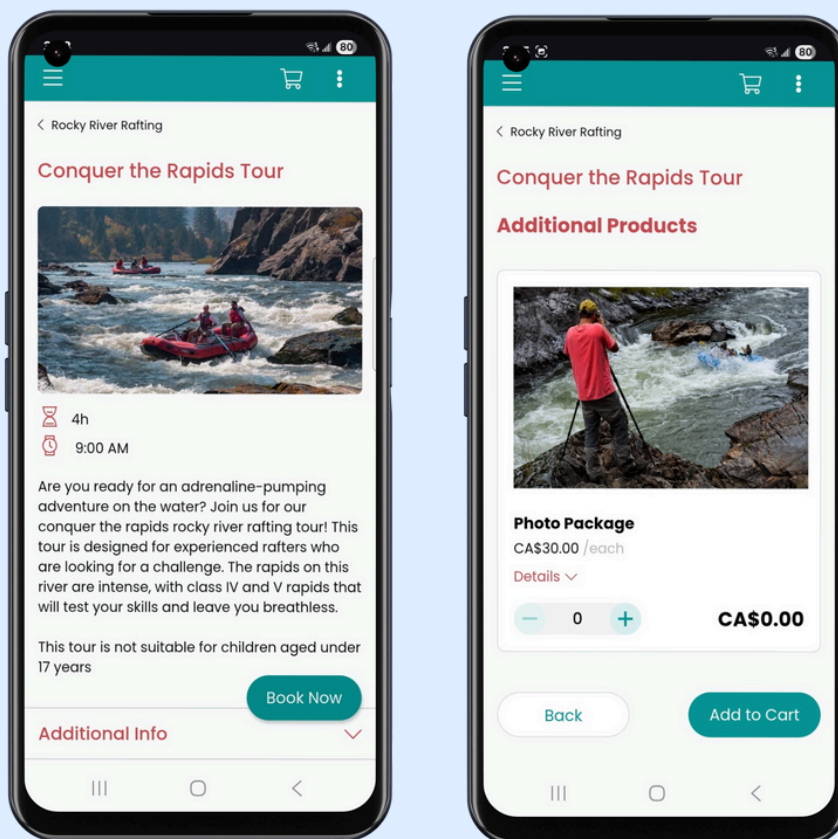
- ✓ Linked activities/products
- ✓ Packages
- ✓ Packages upsells
- ✓ Online gift cards

LINKED ACTIVITIES/LINKED PRODUCTS

These are optional upsell activities or products can be shown to customers during the booking process after they add an item to the shopping cart. Examples include related tours, a gift shop item, or a tour add-on such as a photo package.

More info in this [Knowledge Base article](#).

FIG 6. PHOTO PACKAGE PRODUCT UPSSELL: MOBILE



Add-ons, Upsells & Incremental Revenue Streams in the Zauu OBE

PACKAGES

Packages are a fixed group of activities and/or products that can be combined and sold together for a set price

FIG 7. PACKAGE CONTAINING TWO ACTIVITIES

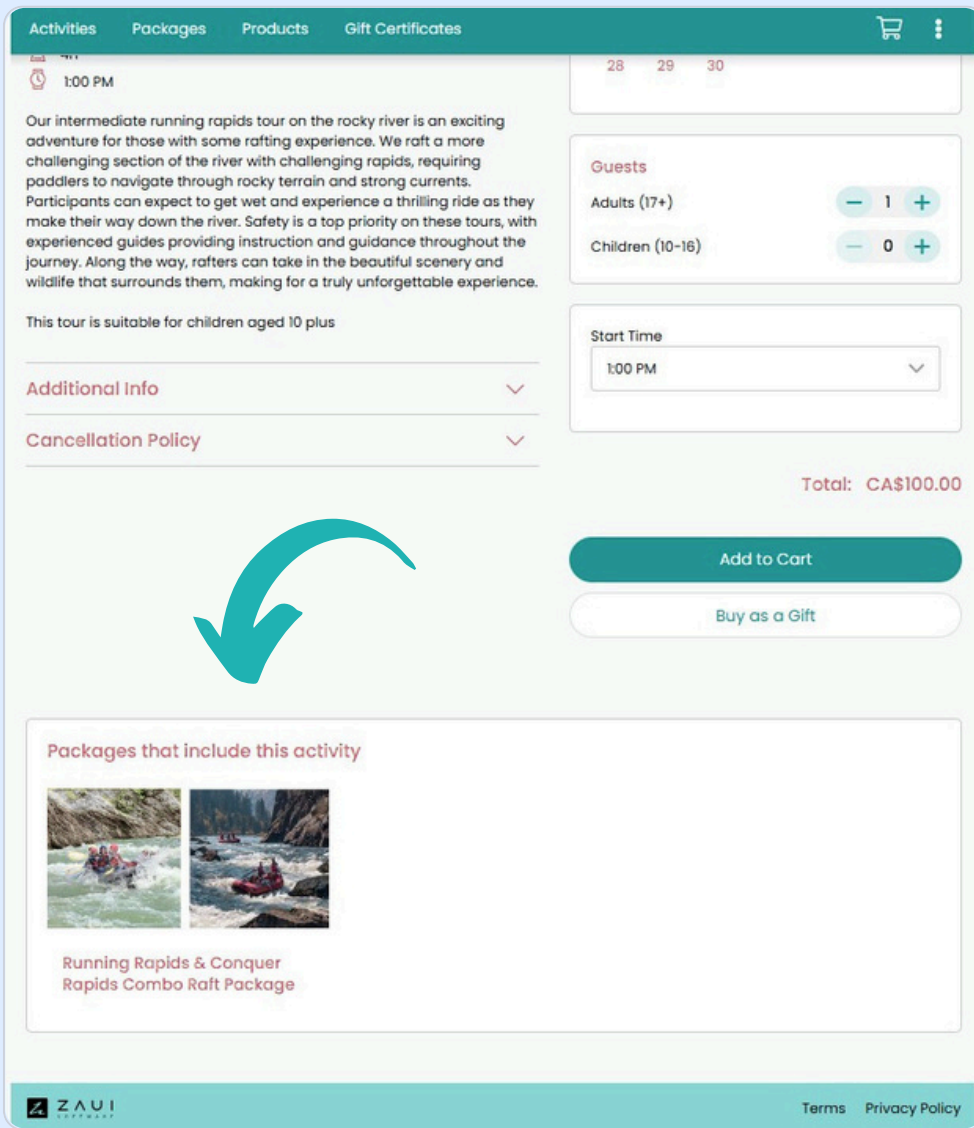
The screenshot displays the Zauu OBE interface for a rafting package. At the top, there are navigation tabs: Activities, Packages, Products, and Gift Certificates. Below the navigation, the breadcrumb path is 'Packages > Rocky River Rafting Combo packages'. The main heading is 'Rocky River Rafting Combo packages' with a sub-heading '1 Package'. Two images show rafting scenes. Below the images is the title 'Running Rapids & Conquer Rapids Combo Raft Package'. To the right, there is a 'Select date and guests' section with a 'Guests' field set to 'Adults CA\$339.00' and a quantity selector set to '1'. Below this, there are two date options: 'Saturday, Sep 20, 2025 Running Rapids Tour' and 'Sunday, Sep 21, 2025 Conquer the Rapids Tour'. Each date option has a date input field and a 'Start Time' dropdown menu. At the bottom right, the 'Total: CA\$339.00' is displayed, and an 'Add to Cart' button is visible. The package details section includes 'Additional Info', 'Cancellation Policy', and 'Package Includes'. Under 'Package Includes', there is a card for 'Running Rapids Tour' with a description: 'Our intermediate running rapids tour on the rocky river is an exciting adventure for those with some rafting experience. We raft a more challenging section of the river with challenging rapids, requiring paddlers to navigate through rocky terrain and strong'.

Add-ons, Upsells & Incremental Revenue Streams in the Zau OBE

PACKAGES

If the activity a customer is viewing is available in a package tour option, this is automatically presented to the customer on the activity page.

FIG 8. UPSELLS IN PACKAGE CONTAINING THE ACTIVITY OF INTEREST



Add-ons, Upsells & Incremental Revenue Streams in the Zauí OBE

ONLINE GIFT CARDS

Gift cards are an option which can drive incremental revenue, particularly around the holiday season. Zauí Gift cards are available for purchase in two formats:

- Value-based
- Tour/activity-specific

If enabled, tour-specific gift cards will be promoted as an option within the booking process. More info in this [Knowledge Base article](#).

FIG 9. GIFT CARD OPTION & PURCHASE INTERFACE

Conquer the Rapids Tour

4h
9:00 AM

Are you ready for an adrenaline-pumping adventure on the water? Join us for our conquer the rapids rocky river rafting tour! This tour is designed for experienced rafters who are looking for a challenge. The rapids on this river are intense, with class IV and V rapids that will test your skills and leave you breathless.

This tour is not suitable for children aged under 17 years

Additional Info
Cancellation Policy

Mar 2025

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Guests
Adults (17+) - 1 +

Start Time
9:00 AM

Total: CA\$100.00

Continue
Buy as a Gift

Gift Certificates

Amount Activity

Activity
Conquer the Rapids Tour

Guests
Adults (17+) CA\$100.00 - 1 +

Recipient Details

First Name: Robin, Last Name: Hood

Email Address - Optional: rh@gmail.com

Recipient Will Receive Their Gift Certificate Immediately if Provided

Message to recipient: Happy Birthday!

Total: CA\$100.00

Add to Cart

Zaui Booking Engine Configuration



PAYMENT PAGE SETUP

This is the final page where you have the option to customize and optimize your Zaui Online Booking Engine. Here, customers complete their bookings and make payment. To reduce clicks and friction in this final stage, ensure you are only collecting the bare minimum information required to run your tour.

There are mandatory and optional fields on the payment page.

Mandatory fields:

- Customer Name
- Email
- Customer Credit Card information
- Agreement with your policies and terms of service

Optional fields you may want or need to collect (can be mandatory or optional):

- How did you hear about us? A drop down list to track referral source
- Additional customer information: Phone number, country, address, notes or comments
- Custom fields. Any additional required information to run your operation. These can be in the form of check boxes (as below), a date, a text field, a numerical dropdown or a text dropdown.

FIG 10. CHECKOUT PAGE OPTION

The screenshot displays the checkout page with a teal header containing navigation links: Activities, Packages, Products, and Gift Certificates. The page is divided into two main sections: 'Guest Details' and 'Review your booking'. The 'Guest Details' section includes a link for users with accounts, and input fields for First Name, Last Name, and Email Address. The 'Review your booking' section shows a summary for 'Conquer the Rapids Tour' with details: 1 Adult (17+), Sunday, Sep 21, 2025, 9:00 AM, and a price of CA\$100.00. Below this is a 'Promo Code' field with an 'Apply' button. At the bottom, a red-bordered box highlights a checkbox with the text: 'I understand this tour is for experienced rafters and confirm that I/all members of my group has previous white water rafting experience'. A 'Gift Certificate' link is visible at the bottom right.

Optimizing the Zau online booking engine experience by user type

We've now covered the branding and incremental sales opportunities that the Zau OBE provides. The final piece of the puzzle and as important a consideration of anything we've covered so far is what booking interface to present to a potential customer based on where they are at on their journey to purchase.

In this final section we'll review the most common visitor states, describe their purpose and needs, and how they interact with your website and booking engine. We then recommend the best interface options to present to them based on the stage they are at when they visit your website.

User types:

1. Lookers/Researchers
2. Bookers
3. In destination Tourists/Planners
4. Agents

Your website should accommodate and be optimized for all of the above booking journey scenarios, allowing the user to access the information they need and provides a direct, frictionless path to purchase.

For a full list of all Zau Online Booking Engine interfaces view [How to Link the Zau Booking Engine to your Website](#).





Lookers / Researchers



Visitor state

A potential customer has discovered your company and is visiting your website for the first time. They might be researching options and not yet have a specific tour in mind.

Visitor purpose

Learn about what you have to offer. They may be comparing prices, reading reviews, and evaluating alternative ideas or competitive options at the same time. They may or may not be ready to make a purchase.

Website interface(s)

Tour-specific pages. See [Grizzly Viewing Tour](#) and [Conquer the Rapids Tour](#) as examples. As this group is still evaluating their options, your website needs to wow them with compelling video footage or imagery, well-written, succinct copy and excellent reviews. This group is by far your largest source of traffic and where you have the most to lose.

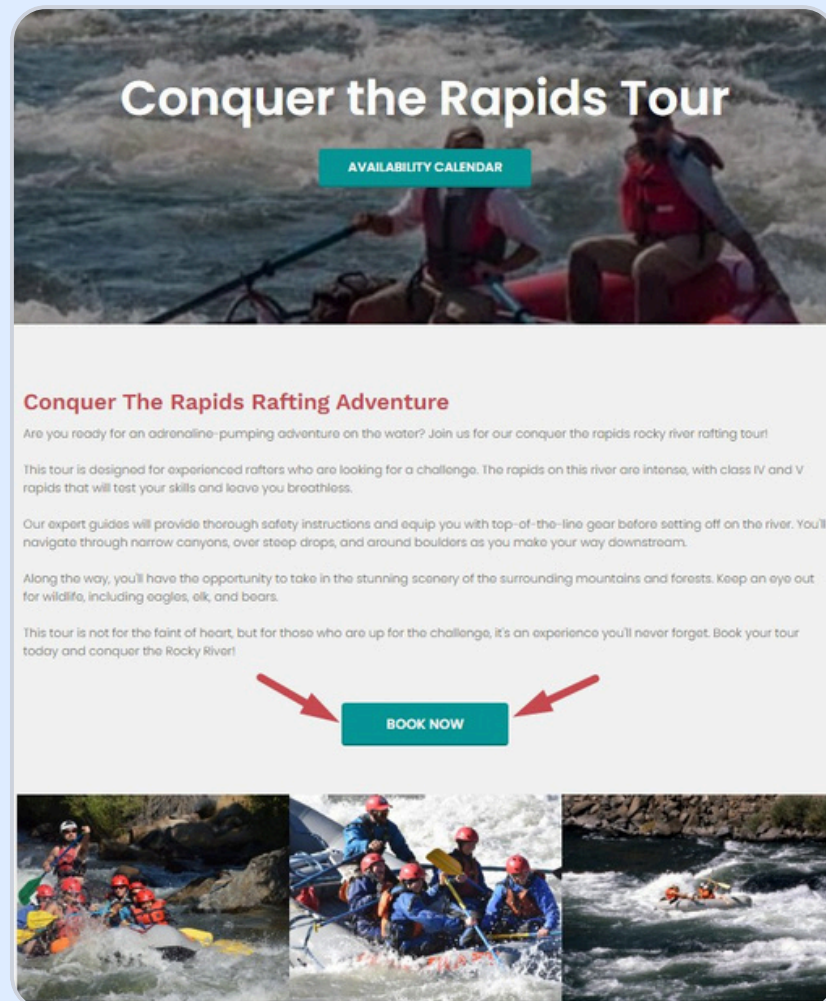
Booking engine interface(s)

Embedded Booking Widget or activity-specific page via Book Now link. These visitors are browsing specific tour pages. If something catches their eye, they may want to check availability and total price for their group. As shown in Fig 11, a clear call to book that directs to the booking page of the specific tour page they are interested in is the best interface to present.

Typical booking lead time

Months to days before activity date.

FIG 11. ACTIVITY-SPECIFIC BOOK NOW BUTTON





Bookers / Return to purchase

Visitor state

These visitors are further along in the booking process. They have completed their research and decided on the specific tour they want to book.

Visitor purpose

Checking availability and pricing, completing their purchase.

Website interface(s)

These visitors may either navigate back to the tour-specific page on your website, or look for your generic booking link, as seen below.

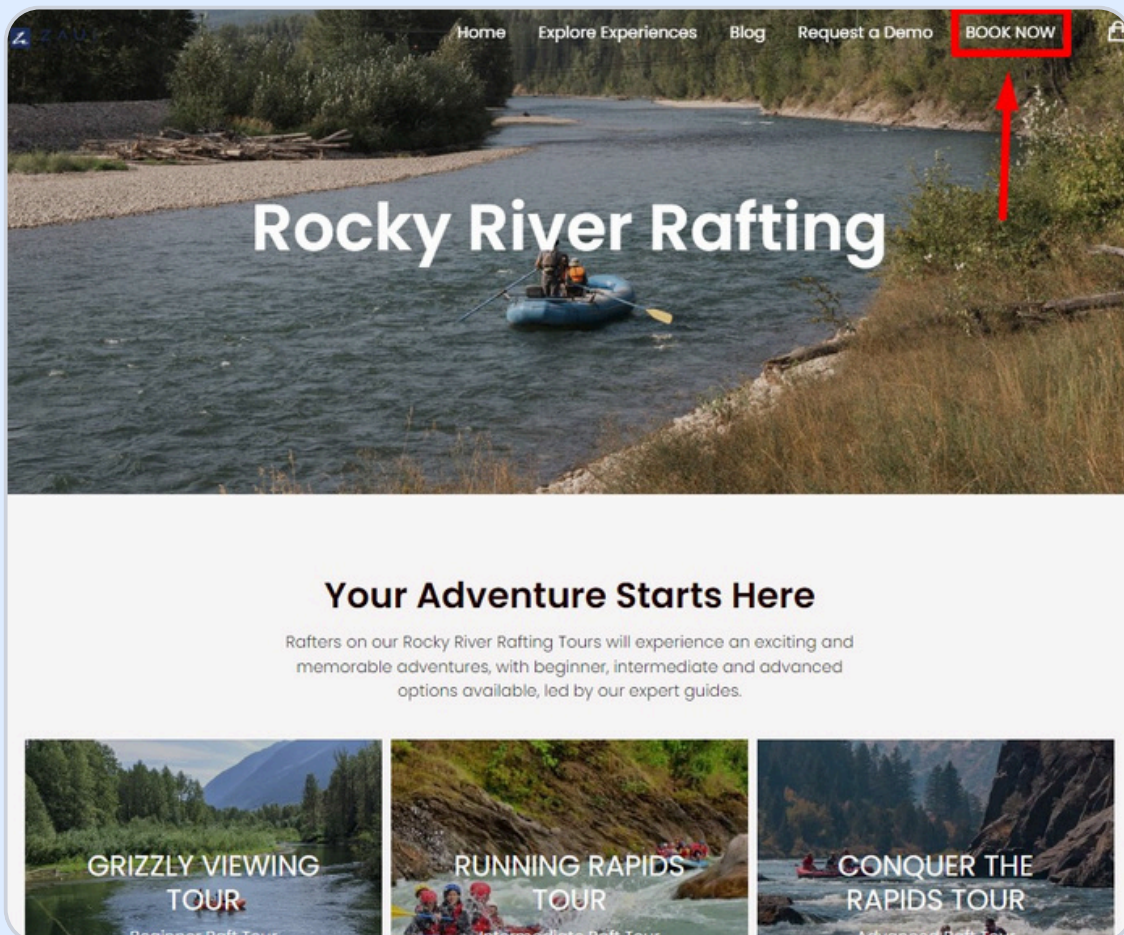
Booking engine interface(s)

These visitors may land on your tour overview page, your tour specific booking page or your availability calendar page.

Typical booking lead time

Weeks to hours before activity date/time.

FIG 12. GENERAL BOOK NOW LINK





Planners / In-destination Tourists

Visitor state

These visitors are interested in experiencing one of your tours or activities but have a limited timeframe in which to travel and/or may already be in destination and looking for a last minute tour or activity.

Visitor purpose

Research options and ascertain whether availability aligns with interest and given timeframe. They may be planning a trip for a group or family and need to coordinate multiple itineraries or looking for information on group discounts, private tours, or other customized options.

Website interface(s)

Similar to Bookers, Planners may have already researched your tour options and decided they want to book with you. The question they are wanting to answer: Do any of the options I'm interested in fit with my schedule? As seen below, an easy to find booking link can quickly provide this information. This may be in the form of the book now button in the header of your website, or via an 'Availability check' button on the tour-specific pages of your website.

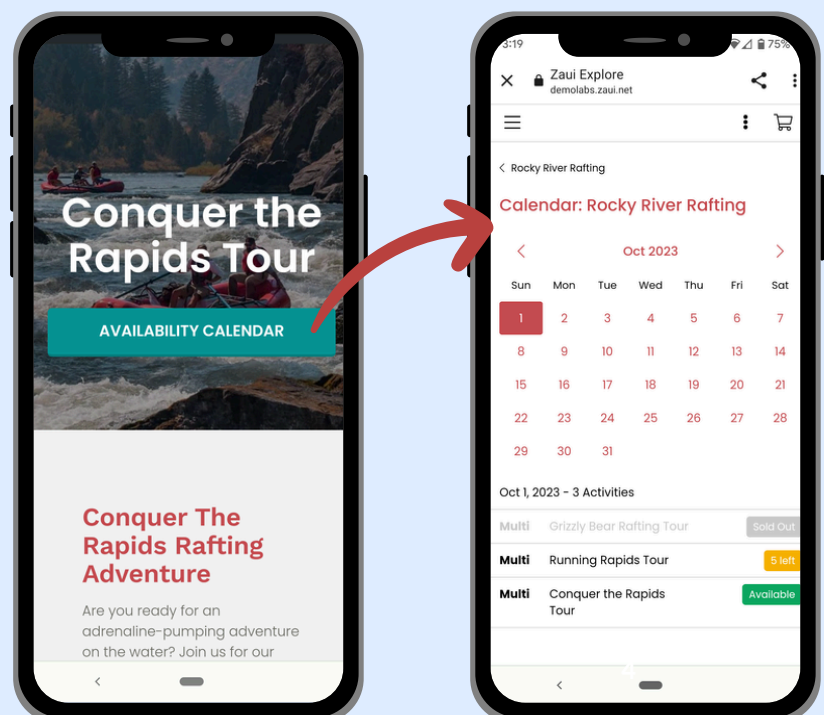
Booking engine interface(s)

The best booking interface to present to this visitor group is the overall or category availability calendar, which provides availability at a glance. In the image below, a user can easily see what is available and what is sold out.

Typical booking lead time

Weeks to hours before activity date/time.

FIG 13. AVAILABILITY CALENDAR BOOKING LINK





Agents



The end consumer is not the only user type that may visit your website. Agents with whom you have commissionable or wholesale agreements also access your website.

Visitor state

Agents are most likely already familiar with your tour and activity options and are visiting your website to check your availability and make a booking on behalf of their clients.

Visitor purpose

This is a very similar profile to in destination tourists/planners: The agent is assisting their clients in selecting the best option based on their interest and availability to determine whether a tour can accommodate their customers.

Website interface(s)

You may want to host an agent booking link and/or information page in the footer of your website. Alternatively, provide a direct login link or coach agents where to access the agent login in your online booking engine.

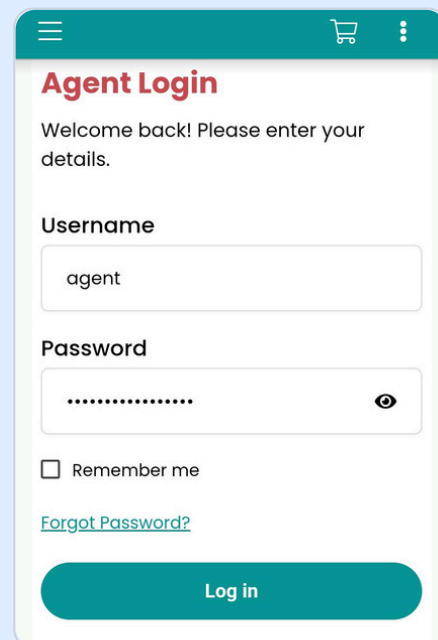
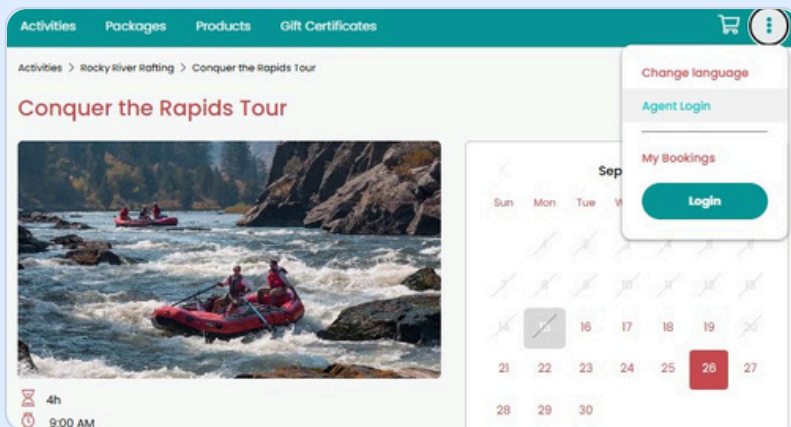
Booking engine interface(s)

Agent login to activity specific booking page or Availability Calendar.

Typical booking lead time

Days to hours before departure.

FIG 14. AGENT BOOKING LINKS



Conclusion

Creating an outstanding online booking experience is crucial for the success of any tour and activity operation that offers online reservations. By following the best practices outlined in this guide you can be confident that your website and Zau Online Booking Engine is optimized for all user types and is showcasing your product range to the best of your ability.

NEXT STEPS

Now you have optimized your booking experience, some additional items to review and update include:

- [Google Things to do](#)
- [Google Analytics](#)

