

# WELCOME TO HUPTOWN



## XP Guidebook



We are glad that you've decided to join the World's #1 Platform  
for selling magical experiences!

This handbook will give you some quick insight into creating and selling experiences on Huptown  
and how to maximise our platform to increase your sales and achieve growth for your business.



# EXPERIENCES



## What are Experiences?

Experiences are fun, magical and exciting, activities that are tailored to the taste of locals and tourists.



## Why Experiences?

People are spending more on experiences than products and services because experiences are unforgettable and help them to create fun memories with their friends and circles.





# EXPERIENCES

## Are you missing out?

If you are already selling experiences or have what it takes to create one, why not jump on the Huptown XP bandwagon and start earning today. Huptown XP empowers providers like you to reach guests wherever they are.





# EXPERIENCES



## What are examples of Experiences?

Experiences can be anything as long as they are not going to be the typical products and services that are commonplace, examples can be:

- ✓ Organising dining activities at unique places that are not every day like on the beach, in the park, on the mountain or even on the Atlantic Ocean.
- ✓ Leading people to daring, adventurous and fun places
- ✓ Organising fun and engaging tournaments and activities
- ✓ Creating mood and season inspired packages for targeted customers such as couples, singles, families, ladies, men, children and so on.
- ✓ Adding some spark to your existing products and services to thrill and engage people

## Where can I create an Experience from?



In order to create the World's most dynamic platform for magical experiences, we welcome providers from any part of the World.

## Why Huptown XP?

We help solve the customer's problem of discovering localised, well curated, magical experiences as well as the pain points of booking and travelling to experience locations. Therefore, creating the first truly seamless end-to-end experience that reduces end-user's friction and stress.



For providers, Huptown XP makes it easier to attract these experience seekers and to tap into the opportunities for growth provided by them whether locals or tourists.

# QUESTIONS



## What is Huptown XP?

Huptown XP is part of the Huptown platform that allows experience providers like you to create and sell your unique experiences on the Huptown platform. Experiences that you create will be visible to all of our customers on the Huptown app and customers will be able to book, pay and travel to your location seamlessly.

When an experience is bought on our app, we provide the customer with a QR code that lets them check in at a breeze when they get to your location. Huptown also works with thousands of taxis, private hire vehicles, coaches, minibuses, and airlines to help the customer reduce their travel friction and ensuring that the experience starts from their homes.

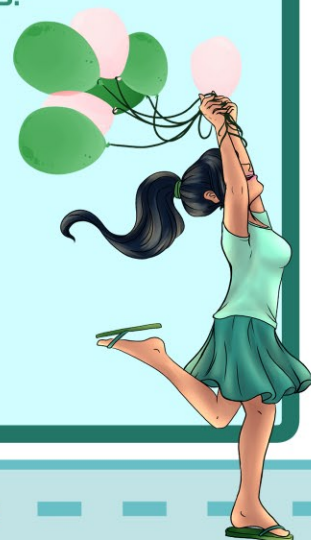
We are not a subscription service, nor is there a long-term contractual obligation needed to register as a provider. Huptown will only take a small commission from bookings made via the XP platform by our customers.

## Who can become an Experience Provider?

Anyone can become an Experience Provider as long as you can offer something unique and exciting and are in a position to deliver them reliably and efficiently. We support providers of any size, however, it is important to note that our platform is curated and we will be unable to approve experiences that we believe will not align with the needs of our end-users.

## What are the Benefits for Providers?

1. You can create unlimited unique experiences.
2. Set up promotional themes based on seasons, themes and occasions.
3. Huptown XP will be your marketing machine and your sales vehicle.
4. Benefit from our low commission rates.
5. Increase your footfall by tapping into diverse audiences, from locals to tourists.
6. Huptown will bring your guests to your door.
7. Sync your existing booking engine easily.
8. Check customers in seamlessly through the XP manager.
9. Setup and manage your event ticketing seamlessly.
10. Join the bandwagon of other successful sellers.





# GETTING STARTED & LISTINGS



## How can I signup?

It's easy, simply go to [huptown.com/xp](https://huptown.com/xp) and send us some details about you and what you offer; we will review your details and approve you to start listing your experiences once we verify your details.



## Can I have more than one listing?

Yes, there is no limit to how many listings you can have; multiple listings of the same experience are not permitted.



## Is there a review process?

Yes, when you list an experience, we will review it and approve it within 24 hours. If we feel that your listing cannot be approved, we will ask you to amend it and resubmit.

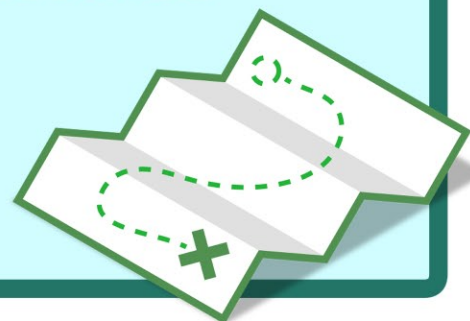
If there is a case in which the information you provided is not complete or we feel it's a mistake, we may follow up with a call to gain the information we need.

Once approved, your event will be listed on the Huptown app and may be distributed to other third parties.

## What type of listing will be rejected?

Any listing that violates the XP Community Guidelines will be rejected, this could include, but is not restricted to the following:

- Using the wrong image, or when there are grammatical errors in the description
- Wrong or misleading information is believed to have been provided
- A listing is under a category other than the category that it is supposed to be
- Experiences that we believe will not add much value to our platform
- Experiences that we believe will not fit with our audience's taste and needs
- False advertising
- Illegal gatherings
- Events or experiences that are political in nature
- Irresponsible promotions
- Explicit adult content
- Copycat listing from Huptown or another platform



# LISTINGS



**When a listing is rejected can it be approved again?**

Yes, as long as the initial mistake has been rectified

**Can I reuse an old listing?**

Yes, you can by going to your expired listing and updating the dates and content then posting as new.

**How long will my listing last for?**

Listings last for 6 months, however, a listing with an event date expiring in less than six months will expire at the end date of listing.

**Can I end my listing early?**

You can end your listing at any point, but we would ask that any bookings that have been made are honoured as per our community guidelines.

**Can I extend my listing?**

You can extend your listing for as long as you wish, but we do find that shorter, more defined experiences generally have a better uptake amongst our users.



**Can I add extra videos and photographs to my listing?**

You can add up to 17 images, including the thumbnail but you cannot add videos as of yet.

**Is there a charge for amending, extending or ending my listing?**

There is no charge for any amendments, extensions or ending of listings on Huptown.



# BOOKING SYSTEMS



## Can we sync our booking system with Huptown?

You can easily sync your existing booking system with Huptown XP to avoid costly overbooking and to save time managing inventory from one platform to another.



## Which booking system can we integrate with Huptown XP?

We can integrate with many booking engines, however, some booking systems may not be available to integrate with immediately. If that is the case, you can still set up an Experience providing some availability and tell us the booking engine that you use, we will try to integrate it.

## Do we need a developer to integrate our booking system?

You do not need any technical person to sync your live availability with Huptown, you can do it in minutes via the integration page of your dashboard.

## What if I don't have a website?

If you don't have a website and do not use any current booking system it's easy, you can get started by listing your Experiences on Huptown XP and once you have your website sorted, you can integrate your XP account to your website booking system and other booking channels in order to create a easy to manage inventory.

## What about currency conversion?

If you are based outside of the UK, you can receive pay-outs in your preferred currency via Stripe, however, your pay-out will be subject to our payment processor's exchange rate fees.



# PRODUCTS & SERVICES




## What is Experience Xclusive?

Experience Xclusive is our cocreating experience delivery method in which Huptown partners with providers to add a bit of magic and pomp to an experience and then both Huptown and the provider will share the profit based on agreed formula.

## Who can participate as Xclusive partner?

We often pick our partners based on what we believe that our audience want but if you feel that you have something unique and interesting, or if you are based outside the UK, you can contact us and tell us about your offering. Xclusive will let partners leverage on Huptown's unique marketing expertise, and knowledge of our platform to create something magical and boost sales.



## What if I do not have a product or service that is in my listing?

In the event that you have no availability for an event or experience that you have listed, you should remove or pause such listing from Huptown or contact us as soon as possible to help rectify the situation.

## What should I offer customers after I have made a change to my listings?

If you change or cancel any elements of your listing, you will need to offer customers an alternative product of the same or higher quality as the product originally booked. If that is not possible then you will need to allow them to cancel so they can claim a refund.

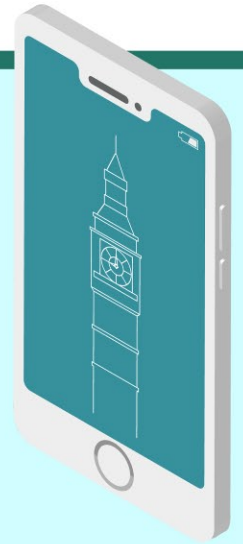
# PAYMENT & PRICES



## Does it cost to advertise my experience on the Huptown app?

There are no sign-up fees or monthly charges, we only take a small percentage of the revenue per customer.

We have no fixed commission and our rate varies depending on the type and category of event you are offering. however, our commission rates range between 7-15%.



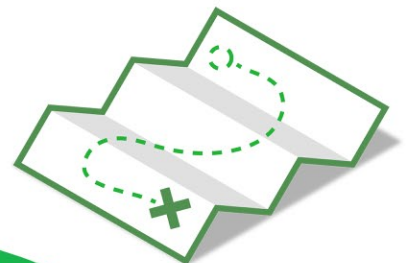
## How do I get paid?



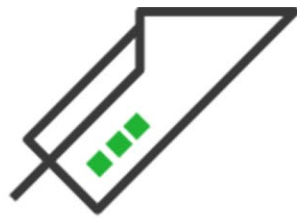
You can always withdraw your income from the XP manager every week or fortnight. Pay-outs only take place after the customer is checked-in.

## In what currency does Huptown pay?

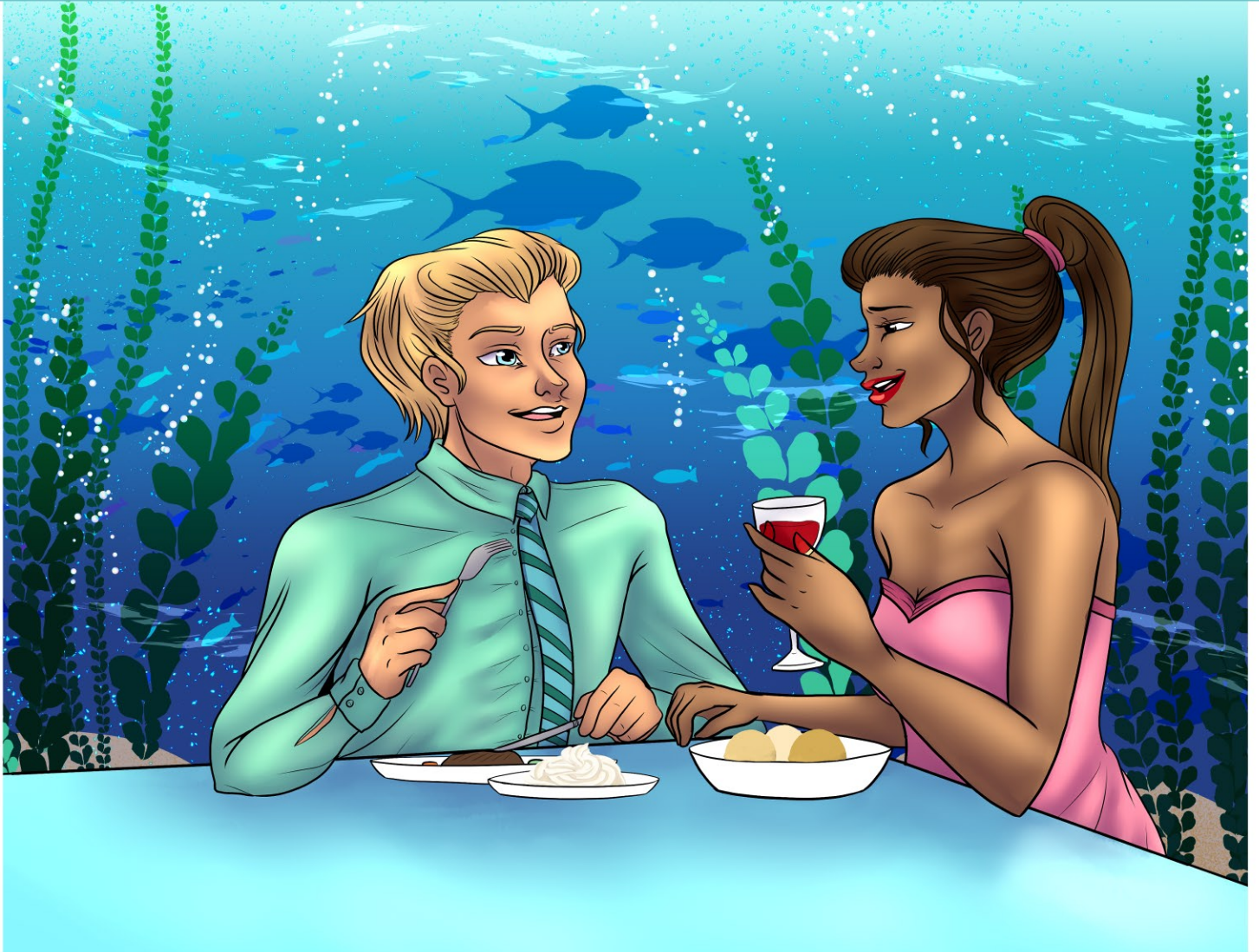
For now, we only do payments in GBP and USD, however, we are testing features for pay-outs in other currencies.







HUPTOWN



Still have questions for us?

You can reach us on [xp@huptown.com](mailto:xp@huptown.com)