Trekksoft Research Summary

Company Overview

Trekksoft's vision is to transform the tours and activities market to online by improving the online booking process with its state-of-the-art software. A Swiss start-up founded in 2010 with offices in Switzerland and New York City.

TrekkSoft is targeted at Activity Providers and Tour Operators and offers a software solution that enables businesses to effectively manage and market their online, offline, and mobile inventory simultaneously.

Research Highlights

Management

The individual business can control every aspect of your tours and activities (departures, prices, reporting) using Trekksoft while also having your very own custom designed website and back-end. You can even control your selling agents, by setting variable user rights and responsibilities. Trekksoft is mobile-friendly so customers can find you and book while on the go. Trekksoft can help you effectively manage and market your business. Most importantly, it enables you to accept online bookings and payments, which is becoming more and more essential in the travel industry today.

Distribution

You have the product and Trekksoft can help you sell it with the functionality to incorporate partners and resellers. Features like discount codes and Facebook/Google Ad integration allow you to bolster your online marketing efforts and expand your reach. Trekksoft also has its own marketplace - TrekkMarket - that displays your tours and activities when customers come searching.

Payment Processing

Trekksoft's secure, seamless payment gateway deals directly with credit card companies and executes weekly payouts to your bank account with virtually no interruption to cashflow.

Costs

There is no setup or start-up costs and you decide if you want to pay a subscription fee or want to use them on commission only bases. If you use the Trekksoft payment gateway you get paid out promptly to your bank account with virtually no interruption to cash flow, allowing you to focus on what you do best.

Pricing

Trekksoft allows for various price categories such as Single Seat, Multiple Seats, and Group Bookings. Within each category you can even specify a certain price for Adult, Child, Group, or Special Package. You define the structure that works best for you.

Reporting

You can have administrative rights to view your products' daily cashflow, turnover, key figures, and turnover by tour, etc. For better efficiency you can even filter your reports to show information from certain time periods.

Custom Booking Fields:

Some customizable features include "Add-Ons" and "Shop" - additional products you want to sell together with your tours, such as a t-shirt, travel insurance, photo package, gift certificate, or voucher.

TrekkSoft are happy to:

- Assist the suppliers getting started with Trekksoft and coach them through the on-boarding process.
- Work with both Tourism Ireland and local chapters to create micro-marketplaces aggregating various regions activities and enabling them to be booked online. You can see an example of how they have done this with Tourism Interlaken here: www.interlaken.ch
- Help with extended distribution through the larger partners who are connecting with TrekkSoft.