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Media Release

TrekkSoft Now Including a Mobile App

Interlaken, Switzerland – June 4th, 2013 – The TrekkSoft solution for Tour & Activity providers now includes a whitelabel mobile application. Downloadable from the iTunes and Android store, the app features a customer's mobile optimized site in application form, allowing guests to book tours straight from the home window of their smartphone. This is the first app of its kind and provides easy access into the mobile world for the average tour operator.

The benefit of an app versus a mobile-optimized site is that it gives a TrekkSoft customer the opportunity to be present in the app store and allows for push notifications. It is a great solution for operators with repeat business in multiple locations. "Travelers nowadays are much more educated upon arrival and equipped with the mobile tools to book in-destination, our new app feature enables our customers to effectively tap this channel and attract more guests," says Jonathan Fauver, CEO of and Co-Founder of TrekkSoft Ltd.

The TrekkSoft app solution has many attractive features:
- The ability to book tours within the mobile interface
- Tours can be grouped by location or activity type for easy searching
- Geolocation capabilities allow guests to see the tours closest to them
- Guests can display and manage their booked tickets

"We have a lot of repeat guests that travel with us almost every weekend. Our new Bus2alps app – powered by TrekkSoft – makes it easy and seamless for them to book with us, time and time again," says Vanessa Latessa, COO of Bus2alps Ltd, the leading European student travel tour operator.

Other TrekkSoft customers using the new mobile app:
- SANDEMANs NEW Europe
- Outdoor Interlaken

While the Tour & Activity segment is still in its digital infancy, TrekkSoft continues to empower small to mid-size businesses with the latest technologies to effectively manage and market their tours and activities. To learn more about TrekkSoft, please visit www.trekksoft.com or follow the latest news on the TrekkSoft blog, via Twitter, or on Facebook.

About TrekkSoft:
TrekkSoft is a start up company founded in Switzerland with offices in Interlaken and New York. Its online booking system and payment solution is currently used by over 160 tour and activity providers worldwide and generated a total of 5 million CHF in online transaction volume in 2012. Tour operators and activity providers can download the system themselves at www.trekksoft.com for free. The system is purely transaction-based, there are no fixed or set-up costs.

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