

Media release

TrekSoft opens new office in New York City

New York (dad) – September 27, 2012 – TrekSoft heads across the Atlantic from the Swiss Alps to Downtown New York City to help tour operators establish their online presence. TrekSoft is an online booking and payment solution for tourism companies that allows every tour operator to set up its online presence in only 15 minutes. As 85% of the U.S.-based tourism companies do not have any established online booking system, this opens up a potentially infinite market to them.

With the launch of TrekSoft in the U.S., tourism companies can set up a webpage including a booking system and an entire payment engine in a few simple steps, and built-in features allow to easily link those webpages to Facebook, Twitter and a multitude of other social media platforms. Moreover, TrekSoft enables tour operators not only to manage their tours, but also to simplify various other processes such as human resources, accounting and inventory management.

To sign up for the tool, the tour operator completes a short six steps process on TrekSoft's website (www.treksoft.com) thus creating his profile as well as choosing a payment solution. The online tool uniquely offers its very own payment gateway that allows the tour operator to receive the payments made online by his customers on his bank account within a maximum of seven days. And this applies without any restrictions to every bank account worldwide. If preferred, other payment options such as PayPal or any other payment service provider can be chosen.

"We have noticed that all over the U.S. there is no proper payment solution for tour operators to bring their business online, so we decided to open our first international branch right here in New York," says Philippe Willi, co-founder and CEO of TrekSoft. "We hope to support and at the same time be part of the movement of U.S. tourism companies into the World Wide Web and to strengthen their international position as international tourists mostly book online."

TrekSoft solves a systematic problem for tourism companies trying to do online sales. Most of them are small- and mid-sized companies that use prepayments of customers as working capital. This is not possible with most of the online payment solutions as the money transfer to the tour operator only happens very shortly before or even after a tour is conducted. With TrekSoft this problem becomes obsolete as the system makes the transfer instantly once the booking has been completed. Further, the tool enables efficient and user-friendly online marketing by providing gateways to the most important web platforms. All those features are integrated into an easy-to-use surface and back-end design. Thus, TrekSoft allows every tour operator to go online.

TrekSoft currently processes nearly 100,000 online bookings and has over USD 5 million of online turnover. The company based in Switzerland did its first market entry in central Europe and is available in English, German and Spanish. Additionally to U.S. Dollars, there are five other currencies available for transactions (CAD, EUR, GBP, AUD, CHF).

To learn more about TrekSoft, please visit www.treksoft.com or follow the latest news on the TrekSoft blog, via Twitter, or on Facebook.

About TrekSoft:

TrekSoft.com, a start up company founded in Switzerland. Its online booking system is currently used by over 70 tour operators and activity providers worldwide and generated in 2012 an online credit card transaction volume of 5 million CHF. Tour operators and activity providers can download the system themselves on www.treksoft.com free. The system is purely transaction-based, there are no fixed or set-up costs.

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