



FOR IMMEDIATE RELEASE

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TrekSoft and Bókun announce partnership to create the biggest B2B tours and activities marketplace in Europe with over 30,000 products

TrekSoft, the Swiss-based software supplier powering Europe's tours and activities sector, has announced a partnership with Bókun, the leading tourism sales platform based in Iceland. Combined, TrekSoft and Bókun will offer a B2B marketplace with over 30,000 bookable products.

The TrekSoft-Bókun B2B marketplace will be the biggest inventory list in Europe and enable global resellers to "have Europe covered" in terms of inventory. The existing 2000+ combined clients of Bókun and TrekSoft will also be able to resell each other's products via the joint marketplace.

This powerful eco-system, as developed by two of the leading software players for Europe's tours and activities sector, has a proven track record of generating value for suppliers and resellers alike.

TrekSoft and Bókun both offer comprehensive systems for tour and activities companies with customers in over 130 countries. Bókun offers a world-class marketplace solution to customers across all sectors of the travel industry, including hotels and transportation. TrekSoft on the other hand has produced a tailor-made payment gateway solution for booking systems worldwide. This solution enables auto-splitting payment between sellers and suppliers (e.g. net rate to supplier and commission to seller), saving the overhead of manual invoicing. Together, the marketplace and the payment gateway solution will improve operations of tours and activities companies greatly as well as giving resellers access to the whole market through one platform.

Hjalti Baldursson, CEO of Bókun, is convinced: "We're excited to bring TrekSoft's suppliers to the Marketplace, giving them the ability to collaborate and create new revenue streams via cross-selling and greatly enhancing the Marketplace product range. This marketplace could be a game changer for our industry".

Jon Fauver, CEO of TrekSoft, adds, "We have always been impressed with what Bókun achieved in Iceland. This collaboration is a logical step for both of us bring more value to our users and our partners. I would love to see more cooperation among the booking system providers to solve distribution problems."



TrekkSoft

TrekkSoft is a leading provider of online booking software for tour and activity providers with a team based in Interlaken, Switzerland. The multilingual and multi-currency system was developed with years of industry know-how behind it and is now used by customers in over 130 countries. TrekkSoft employs an ever-growing international and diverse team of over 70 individuals, most of whom work from its headquarters in Interlaken, Switzerland.

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[TrekkSoft Media Kit - Download here](#)

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Bokun

Bokun is the cloud based sales, inventory and marketplace platform connecting the tourism industry (Tours, Activities, Car Rentals, Transportation and Accommodation). The Bokun Marketplace gives vendors the ability to sell their products and services online, as well as collaborating with each other, sharing their inventory in real time, cross-selling, and earning commissions. Tourism companies have made thousands of collaboration and cross-selling contracts via the Bokun Marketplace. The Bokun marketplace facilitates more tours and activities bookings in the the home market in Iceland than all other sales channels combined, including the OTA's.

bokun.io