

FOR IMMEDIATE RELEASE**Interlaken, Switzerland - May 30th 2017****Hotelbeds taps into TrekkSoft to power real-time bookings for in-destination experiences.****TrekSoft, Europe's leading booking and payment software for tour and activity providers announces strategic partnership with Transfer and Activity Bank (TAB), part of the Hotelbeds Group, the number one bedbank worldwide.**

TrekSoft AG is a Swiss-based software solutions company that connects tour and activity suppliers to their customers online and offline, and uses technology to simplify the booking and management process for companies worldwide.

TAB is the world's leading distributor of transfers, tours and activities in the travel trade, powering much of the global destination services. TAB currently offers more than 16,000 transfers, and 11,000 activities in 18 different languages and 35 currencies. Products available on TAB are distributed via the Bedbank brands, through TAB's industry partners, and its own specialist brands including Hotel Extras, Isango, Guidego and Let's Shuttle.

Through this partnership, TrekkSoft and TAB allow suppliers to seamlessly upload their products by streamlining the contracting process as well as the product mapping between suppliers and TAB's distribution network. Once uploaded, agents and resellers can book from suppliers' live inventory, opening up more opportunities for last minute, in-destination bookings and better guest experience for ticket validation.

Jon Fauver, CEO of TrekkSoft, says of the partnership:

"The depth of our integration with TAB is a huge step forward for the tours and activities segment. We're extremely proud to partner at such a deep level with the global leader in destination services distribution, and offer a powerful Channel Manager with some of the most comprehensive integrations on the market. This collaboration is a showcase for removing friction from multiple touch points in the industry in terms of contracting, booking and redemption, something many of us have been striving towards for a long time. On top of all that, we're very excited about the distribution opportunities TAB offers TrekkSoft's customers, and the value we can offer TAB's suppliers too, especially those struggling to manage their distribution."

Javier Arévalo, Managing Director at Transfer & Activity Bank, adds:

"As pioneers in offering a bank of activities, we have worked very hard to build our portfolio and have benefited from a virtuous circle of increased product leading to more bookings. But this

partnership with TrekkSoft will be transformative for our business, optimizing both booking and contracting by simplifying the process for suppliers and enabling travel sellers everywhere to upsell more in the travel booking cycle. We remain on target to triple our revenues over the coming years.”

To date Tours & Activities have still struggled to grow into its online potential. The fragmented supplier base and high barriers of entry continue to hinder the long tail from realising true return from multi-channel distribution. [TrekSoft's recent survey](#) of suppliers showed that 60% are still not selling any products via online distribution partners. Partnerships and collaborations like this are key to pushing the industry forward; not only to help suppliers realise the opportunities technology can provide, but to enable all stakeholders in the travel booking cycle to offer a great user experience when selling in-destination experiences.

About TrekkSoft

TrekSoft is the leading provider of online booking software for tour and activity providers. The multilingual and multi-currency system was developed jointly by IT and tourism professionals, and is currently used by customers in over 130 countries. TrekkSoft now employs an international and diverse team of over 70 individuals, most of whom work from its headquarters in Interlaken, Switzerland.

About Hotelbeds Group

Hotelbeds Group is a B2B technology service provider to the travel industry, helping tour and activity operators distribute their services to global reseller via an easy-to-use platform that increases reach, revenue and yield for both the provider and the seller.

Operating mainly under the Hotelbeds and Bedsonline brands, the company connects 35,000 travel intermediaries across more than 120 source markets with travel providers in over 180 countries representing more than 120,000 hotels, 20,000 transfer routes and 14,000 activities.

Additionally the Group also operates a Destination Services division offering in-bound destination services, such as tours or transfers, in around 40 countries. The Group also owns several other B2B travel brands such as Pacific World (focusing on the MICE area), Inter cruises (shoreside cruise solutions), TT Services (visa outsourcing) and more.

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