

Musement Partners with TrekkSoft

The award-winning personal concierge in your pocket forms strategic partnership with leading software provider for tour and activity companies

24 May 2016: London - [Musement](#), the award-winning digital travel companion, has today announced a partnership with [TrekkSoft](#), a leading provider of software solutions for tour and activity companies.

The partnership enables TrekkSoft customers to distribute their activities and tours on the Musement marketplace, allowing them to sync live inventory and expand their reach to Musement's global users. Merchants can authorise last-minute sales, adjust capacities, and manage all bookings through their TrekkSoft account. In turn, Musement will benefit from a greatly enhanced database from which to select the best travel activities for their users.

Founded in 2014, Musement helps travellers enjoy the fullest experience possible in a new city, while saving precious time when it comes to deciding where to go. The platform allows travellers to compose their dream holiday with the help of a personalised list of 3-5 of the best recommended tours and activities per holiday destination.

With the partnership, Musement acknowledges the demand from travellers to book their complete holiday itinerary online. The seamless booking experience enabled by TrekkSoft will provide Musement users with a wider number of activities to browse through when composing their dream holiday itinerary.

Claudio Bellinzona, Co-founder & COO of Musement says, "We are delighted to partner with TrekkSoft who provide cutting-edge software solutions for providers of tour and travel activities around the world. In recent years, travellers have become increasingly sophisticated; they seek out authentic, tailor-made experiences and rely on their mobile device to access information and much more. Our mission is to help these travellers discover and book things to do wherever

they go, giving them access to a world of in-destination experiences and turning each user into a local wherever they go”.

Bellinzona adds, “Our partnership with TrekkSoft bolsters the choices available to experiential travellers whilst providing TrekkSoft merchants with a great new opportunity to reach a wider demographic of sophisticated travellers. Our partnership is a vital step forward in our bid to become the world’s number one digital companion and we look forward to working together to transform the travel industry with the best technologies available.”

Jon Fauver, CEO and Co-founder of TrekkSoft, comments on the partnership:

“We are excited to open up distribution via Musement and the award-winning Musement app to TrekkSoft suppliers. Musement makes a great addition to the TrekkSoft channel manager, and marks another step on our mission to close the loop between real-time inventory and distribution on a global level. Their curated inventory model not only ensures a great selection of products for the consumers, but helps ensure that the travellers booking the products are also a good fit for the activities - a win/win for both the traveller and the merchant.”

TrekkSoft and Musement look forward to working together on intuitive software solutions to further remove friction in the tour and activity sales cycle for travellers and suppliers alike.

About [Musement](#)

Musement is the digital travel companion and personal concierge service for travel activities around the world, now available in 300 cities across 50 countries. The service was created with the aim of helping travellers discover and book things to do wherever they go, giving them access to a world of in-destination experiences and turning each user into a local wherever they go. Musement is available in 7 languages including English, Italian, French, Spanish, German, Portuguese and Russian on www.musement.com, iOS and Android.

About [TrekkSoft](#)

TrekkSoft is an online booking software provider for tour and activity companies with a team based in Interlaken, Switzerland. The multilingual and multicurrency system was developed jointly by IT and tourism professionals, and has been used by customers in 125 countries to date. TrekkSoft now employs over thirty five people of more than eighteen nationalities, most of whom work at its headquarters in Interlaken.