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TrekSoft partners with Fjord Norway to bring the Norwegian tour and activity market online

[TrekSoft AG](#), the Swiss-based leader of software solutions for tour and activity companies, has recently entered a partnership with [Fjord Norway](#), the official tourist board of Western Norway.

Fjord Norway's vision is to be the world's number one destination for outdoor experience and adventure tourism, a key part of which will be to ensure that the local experiences used in branding are also bookable online. Their partnership with TrekSoft will accelerate this process by creating a thriving network of tour and activity providers in Fjord Norway, alongside DMOs, each of whom can cross-sell using the TrekSoft Partner Network and scale-up with intelligent online booking software.

Suppliers will be empowered to make their live inventory bookable on their own website, use a standardised booking system, and connect to extended distribution via channel managers. To leverage this further, Fjord Norway will add booking capabilities to [fjordnorway.com](#). By creating an improved user experience on the local and regional marketplaces, Fjord Norway will be able to generate more tourists and drive bookings for the local companies.

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

"Fjord Norway is leading the way for the industry. It is great to see a large regional DMO going beyond using local experiences as pretty pictures and really making them a key focus. Fjord Norway's vision and goals are very closely aligned with the TrekSoft philosophy and founding vision, and we are excited to see how the partnership will inspire wider innovation and adoption in the industry".

By actively encouraging and enabling their local suppliers to use a standardised booking system, Fjord Norway is unlocking the power of direct access to live inventory. And by re-investing in driving traffic to marketplaces, TrekSoft and Fjord Norway will ensure the project's success.

Kristian B. Jorgensen, CEO of Fjord Norway, has commented on the partnership:

"Our goal was to find the best booking system for activities to make the Fjords Norway region even more available for visitors. After evaluating several world-leading booking systems, TrekSoft was picked out as the best. We really look forward to offering all our best activities in cooperation with TrekSoft."

The partnership will complement Fjord Norway's ten-year NCE Tourism product development project to innovate the region's adventure travel industry, and both TrekSoft and Fjord Norway are confident that the partnership can provide an example for the wider tour and activity industry to follow.

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About TrekkSoft

TrekkSoft is a provider of online booking and payment software for tour and activity providers with a team based in Interlaken, Switzerland. The multilingual and multi-currency system was developed jointly by IT and tourism professionals, and is currently used by customers in 121 countries. TrekkSoft now employs thirty-three people from eighteen countries, most of whom work from its headquarters in Interlaken, Switzerland. After its founding in 2010, TrekkSoft has received four rounds of funding, raising a total of \$3.4m since August 2013.

About Fjord Norway

Fjord Norge AS/Fjord Norway is the official tourist board of Western Norway. Their main functions are the international marketing of the Fjord Norway region, press-and study trips and to convey information from the Fjord Norway region to tour operators, press and consumers worldwide.