| 2 September 2024  PRESS RELEASE For immediate release | Media contact:  Al Check  Founder  al@myodyssey.app |
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**Odyssey Solves the Challenges of Self-Guided Tourism Management with Enhanced Feature Set.**

*Specialist hiking and cycling operations management software, Odyssey, is built for flexibility.*

As tour operators look to grow their business, catering for self-guided tours offers increased sales opportunities but not necessarily corresponding profitability. That is because it can take as much time and energy to put together the tour for a few people as it does for a large group.

“When we talk to tour operators they often mention the challenges of self-guided versus guided tours,” says Al Check, founder of Odyssey. “Usually that’s because they don’t have the right tools and processes in place to support and scale their business.”

Being able to replicate an itinerary from one tour to the next is one of the ways that Odyssey helps to relieve the administrative overhead. Starting from a base itinerary and then editing it for variations

is a great time saver. Flexible tour start dates is another feature that adjusts the itinerary without having to start over.

There are great productivity gains to be found by streamlining customer and supplier communications. By templating emails in automated workflows, and using forms that populate information directly into a single data repository not only can these gains be realised, but the chance of errors is greatly reduced ensuring a professional customer experience.

Odyssey also has an app designed for the customers that puts day to day itineraries right into their pocket. For the self-guided, having confidence in the route, knowing accommodation is booked and confirmed, and having activity vouchers on hand mean they are able to self-serve all their immediate needs. Up to the minute messaging around weather and emergency management gives another layer of confidence.

“We’ve dedicated our time to improving how adventure tourism operators run their business,” say Al. “That includes offering a great depth of functionality that supports tour operators as they grow. Providing solutions to the challenges of self-guided tours is just one of the great benefits of Odyssey.”

**About Odyssey**

Odyssey is a New Zealand-based industry leader in multi-day tour management software specialising in the operational complexities of cycling and hiking tours. Spanning tour management, customers and suppliers it eliminates the errors caused by siloed data, and delivers great operational efficiency. With the ability to tailor the solution to your business model, great depth in logistics management and a comprehensive suite of communication tools customised to your unique brand, Odyssey supports you in delivering the best customer experience. Their versatile solution adapts to your stage of business growth giving simplicity when you need it, and great depth as you grow.

For further information visit [www.myodyssey.app](http://www.myodyssey.app)

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