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TrekSoft has acquired Acteavo, an Irish-based booking software provider for tour and activity companies

Swiss startup [TrekSoft](#) AG, a leading provider of software solutions for tour and activity companies, has recently acquired [Acteavo](#), another software as a service provider for the tour and activity industry.

Acteavo was founded in late 2013 in Dublin, Ireland to provide self-service online booking tools to tour and activity operators. During this time it participated in the international accelerator [Start-Up Chile](#) and received investment from the Irish state agency, [Enterprise Ireland](#). It is also a founding member of the [Latin American Travel Startups Association](#).

Olan O'Sullivan, CEO of Acteavo, will join TrekSoft's team in Interlaken, Switzerland. He commented on the acquisition:

"We are excited to become part of the TrekSoft family. This will allow us to continue to bring tour and activity operators online, increase direct bookings and help suppliers around the world introduce their amazing experiences, whether gaelic games or wine tours, to a global audience. Having developed a strong position in the Irish and UK market, we are looking forward to working with TrekSoft to create a truly "one stop shop" software platform for tours and activities."

The acquisition of Acteavo will strengthen TrekSoft's position in Europe, where TrekSoft is also based. TrekSoft now employs twenty-six people from sixteen countries, most of whom work from its headquarters in Interlaken, Switzerland. After being founded in 2010, the company has received four rounds of funding, raising a total of \$3.4m since August 2013.

"TrekSoft and Acteavo have always been well-aligned in terms of product, strategy and vision" says Jon Fauver, CEO of TrekSoft. "We are looking forward to welcoming Acteavo users to the TrekSoft platform and are confident of a seamless transition. Olan makes a great addition to the TrekSoft team and the acquisition is another step down the path of less fragmentation in the tours and activities industry".

For the remainder of 2015, TrekSoft will continue to demonstrate the advantages of a web-based system for suppliers to manage, market, and sell activities on a wider distribution network.

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Background: TrekSoft is a startup based in Interlaken, Switzerland that provides online booking and payment 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 112 countries.